# 8 Information Bulletin

## o Purpose of Report

The purpose of this report is to provide information and updates for the Board on a number of matters not requiring decision.

## o Cross City Connections Study

As reported to the last meeting of the Board, there is an intention to conduct a study focussing on the need for transport connections between new areas of development (both housing and employment) on the periphery of Aberdeen, and in areas of Aberdeenshire close to the Aberdeen City boundary, with the aim of providing viable, attractive and direct linkages, as alternatives to the private car.

The brief for the study was issued to a range of consultants and a consortium of SIAS, Peter Brett Associates and Energised Environments has been appointed to undertake the work. This will involve a stakeholder consultation programme to inform options and opportunities to be developed and assessed over the next twelve months.

The client group has now received a draft Inception Report and the consultants are currently incorporating feedback and finalising that report. Once finalised, the report will be uploaded to the City Council website.

Initial stakeholder meetings and a programme of consultations is being developed and will be undertaken after the summer.

## o Air Connectivity

Airports Commission

The Airports Commission has published its final report which contains recommendations to the Government. The following is an extract from the Commissions press release:

*The Airports Commission has today (1 July 2015) published its Final report, which sets out its recommendations to government for expanding aviation capacity in the UK.*

*The Commission's analysis shows that expanded airport capacity is crucial for the UK's long-term prosperity. While each of the 3 schemes shortlisted was considered a credible option for expansion, the Commission has unanimously concluded that the proposal for a new northwest runway at Heathrow Airport, combined with a significant package of measures to address its environmental and community impacts, presents the strongest case and offers the greatest strategic and economic benefits – providing around 40 new destinations from the airport and more than 70,000 new jobs by 2050.*

*The report describes the strengths and weaknesses of the other short-listed proposals. The Heathrow extended northern runway delivers similar economic benefits, is less*

*costly and requires the loss of fewer homes. But it provides a smaller increase in capacity and is less attractive from a noise and air quality perspective. The Gatwick scheme is feasible, but the additional capacity would be more focused on short-haul intra-European routes and the economic benefits considerably smaller.*

*The Commission's recommendation is a fundamentally different proposition from previous proposals to expand at Heathrow. It delivers a full-length runway, maximising the connectivity gain. It is situated further west than the current runways, which will help to reduce the number of people affected by noise. And it is accompanied by strong measures to limit the impacts on those living nearby, including:*

- *a ban on all scheduled night flights in the period from 11.30pm to 6.00am, which is only possible with expansion*
- *no fourth runway: the government should make a firm commitment in Parliament not to expand the airport further - there is no sound operational or environmental case for a fourth runway at Heathrow*
- *a legally binding 'noise envelope' putting firm limits on the level of noise created by the airport*
- *a new aviation noise levy to fund an expanded programme of mitigation, including noise insulation for homes, schools and other community facilities*
- *a legal commitment on air quality that new capacity will only be released when it is clear that compliance with EU limits will not be delayed*
- *a Community Engagement Board, under an independent chair, with real influence over spending on mitigation and compensation and over the airport's operations*
- *an independent aviation noise authority, with a statutory right to be consulted on flightpaths and other operating procedures at all UK airports*
- *provision of training opportunities and apprenticeships for local people, so that nearby communities benefit from the jobs and economic opportunities*

*The Commission's recommendations will ensure that an expanded Heathrow can be a better neighbour for local communities than the airport is today, while strengthening international connectivity, enhancing access from the UK's nations and regions, improving productivity and delivering substantial long-term economic and strategic benefits for the country as a whole. The government can and should use 'public service obligations' to support a widespread network of links from Heathrow to other UK airports.*

*Heathrow is also the country's largest air freight hub, carrying more freight by value than all the other UK airports combined. The long-haul links that an expanded Heathrow can provide will support long-term growth in this sector, which plays an important role in supporting trade, including with emerging markets.*

*A new northwest runway at Heathrow will not increase noise above current levels, will generate up to £147 billion in GDP impacts over 60 years and over 70,000 new jobs by 2050, and will add regular daily services from the airport to around 40 new destinations, including 10-12 new long-haul routes.*

The Commissions Chair, Sir Howard Davies said:

*This is a detailed and comprehensive report, based on a significant volume of technical material, and the government will need to review our analysis carefully. The Commission urges it not to prolong this process, however, and to move as quickly as it can to a decision. Further delay will be increasingly costly and will be seen, nationally and internationally, as a sign that the UK is unwilling or unable to take the steps needed to maintain its position as a well-connected, open trading economy in the twenty-first century.*

The Board has tried to ensure that, in its deliberations, the Commission took full account of the regional requirements of any decision to expand airport capacity in the south east of England. This appears to have been properly taken into account with a chapter of the report dedicated to this issue.

Of note within this chapter are the following comments:

*….The National Connectivity Task Force put forward analysis suggesting that in 2040 domestic services could utilise 136 – 175 additional daily slot pairs at an expanded Heathrow, compared to current day slot allocation of 55 daily slot pairs. This would equate to 6.5% of runway capacity at the expanded airport being utilized for domestic services, up from 4.2% currently.*

*Using the carbon-traded forecast the Commission's macroeconomic assessment suggests that 60% of the economic impact of expansion may be felt outside London and the south east as businesses all over the country feel the benefits of increased connectivity and openness.*

Air Passenger Duty (APD)

Deputy First Minister John Swinney and Infrastructure Secretary Keith Brown jointly chaired the first meeting of the Scottish APD stakeholder forum on 7 August 2015. This was the latest stage in fiscal devolution plans and part of the Scottish Government's commitment to cutting APD by 50 per cent during the lifetime of the next Parliament. Aberdeen International Airport are involved with the group.

The Smith Commission recommended last year that power to control APD be devolved to Holyrood via the Scotland Bill, which is currently being considered at Westminster.

## o Civitas Portis European Bid

Aberdeen City Council (with support from Nestrans, Aberdeenshire Council, Aberdeen Harbour and the University of Aberdeen) have been developing proposals for a bid to the European Commission's Civitas Programme. Funding of up to 100% can be available for innovative and demonstration activities to be conducted in the period 2016-2020.

A submission has been worked up relating to transport around the proposed new harbour at Nigg, the need for reallocation of roadspace to active travel and collective transport in association with the City Centre Master Plan and road hierarchies in respect of re-routeing of traffic once the AWPR opens, with a particular focus on goods movements. Energy generation and clean power supplies to the new port could also fit in the package.

The submission has been shortlisted as one of nine possible successful bids from an initial 38 schemes and detailed proposals are required by mid-October. It is likely that three or four proposals are likely to be approved.

## o Rail rolling stock

Transport Scotland have noted that following the RTPs chairs meeting with Transport Minister, Mr Mackay on 16 June 2015, there was a number of action points to be addressed.

In relation to the following question:

*Abellio to be asked to share plans with RTPs for use of freed rolling stock as a result of EGIP*

Transport Scotland have replied:

The introduction of the December 2018 timetable following the completion of the electrification works as a result of the EGIP project will see a differing picture for rolling stock, all of which will be refurbished, and redeployed throughout the Scottish Rail network.

For the Abellio ScotRail franchise;

- Services between Glasgow Queen Street and Edinburgh Waverley via Falkirk High will be operated by new four and three car Hitachi electric units as will services between Glasgow Queen Street / Edinburgh Waverley to Dunblane and Alloa.

- High Speed Trains, fully refurbished for Scotland, coming from the Great Western franchise will be operated on Inter-City routes serving the 7 Scottish cities; Glasgow, Edinburgh, Stirling, Perth, Dundee, Inverness and Aberdeen. Some services which call at intermediate stations on the Inter-City routes will be operated with refurbished class 170 diesel multiple units.

- The Great Scenic Rail Journeys of Scotland routes; South West, Borders, West Highland & North Highlands will be operated with a mixture of refurbished class 156 and 158 diesel multiple units.

- Strathclyde electric services, including existing North Berwick and Helensburgh to Edinburgh Waverley services will continue to be operated with existing electric trains. In addition new Hitachi trains will be rolled out onto south Glasgow suburban routes from 2018 and be augmented by 7 additional electric trains, fully refurbished, coming from the London Midland franchise to operate on Argyle and north Clyde routes.

For the SERCO Caledonian Sleeper;

- The overnight Anglo-Scottish sleeper services will be operated with new carriages which will feature a mixture of accommodation for passengers: en-suite berths, flatbed style pods and overnight seated accommodation, with an increase in capacity for persons with reduced mobility and a new club car.

Comments made at a UK Parliamentary Committee have subsequently been reported:

*This week, ministers indicated the timetable for electrifying the line to Bristol Parkway by 2016 and Swansea by 2018 may be pushed back. Baroness Randerson asked if the government had committed enough money. Transport minister Lord Ahmad said there had been unexpected planning delays, but it remained a "priority". "The government is committed to delivering electrification from Paddington to Swansea," the Peer said. "There are challenges which have arisen from electrification and construction and planning consents have taken longer than expected." He said Transport Secretary Patrick McLoughlin had asked Network Rail chairman Sir Peter Hendy to report back on "issues of deliverability and affordability" by the autumn.*

*In June the government said it would delay or cut back a number of modernisation projects planned for Network Rail but said the Great Western line was a top priority. Network Rail's £50m programme aims to cut journey times on the route between London Paddington to Swansea. But on Monday, Mr McLoughlin told the Commons Transport Committee electrification was "providing some very big engineering problems". Asked whether the line to Oxford, Chippenham and Bristol Parkway would be electrified by December 2016, as planned, he said: "I can't give you a yes or no answer." Earlier this week, Welsh Secretary Stephen Crabb could not confirm the electrification of the line to Swansea would be done by 2018, as planned.*

This is important for the Scotrail franchise as any delay to the electrification of the Great Western route could result in a delay to the delivery of the refurbished trains from this route to Scotland's intercity routes. As reported at item 3a Directors report, Transport Scotland are unaware of any knock on delays to the Scotrail franchise redeployment of rolling stock.

## o Freight Transport

The Scottish Parliament's Infrastructure and Capital Investment Committee has conducted an inquiry into freight transport in Scotland, to which Nestrans submitted evidence as approved at the Board meeting on 20 February 2015.

The Committee has now completed its inquiry and published its findings on 29 June 2015. It can be read here:

http://www.scottish.parliament.uk/parliamentarybusiness/CurrentCommittees/90988.aspx

The report recognises some of the challenges facing the freight industry in Scotland and has taken cognisance of the comments submitted following the Nestrans Board on 20 February. A key recommendation of the Committee is for the Scottish Government to consider the need for an urgently updated freight transport policy taking account of changing trends in the freight transport and wider logistics sectors, addressing all modes and considering transport within its wider logistics context.

## o Scottish Transport Awards

Aberdeen City Council and partners were successful in securing a Scottish Transport Award in the Contribution to Sustainable Transport category. Their bid "Powering Ahead with Electric Vehicles in Aberdeen" demonstrated a unique approach to the introduction of electric cars in the city, both for public individual use and through the Co-Wheels car club.

The winner of the Best Bus Service was Stagecoach East Scotland for their X7 Coastrider service, operating between Aberdeen, Stonehaven and Dundee.

The City Council's work on developing the Aberdeen Car Club has also been recognised in being shortlisted in the APSE Service Awards in the category of "Best Innovation or Demand Management Initiative". The winners of the Awards will be announced in Wales in September. A copy of the Executive Summary of the submission is attached as **Appendix 1** to this report.

## o Nestrans Press Releases

Since the last meeting of the Board, Nestrans has issued the following press release (please click on the heading to access the full press release and details from the Nestrans' website).

| | |
|---|---|
| 10 June 2015 | **Have your say on future of walking and cycling in Aberdeen** |
| 10 June 2015 | **Solution identified for access to Laurencekirk** |
| 1 July 2015 | **Nestrans welcomes Airport Commission report** |
| 2 July 2015 | **Bus barriers exposed in the North-east** |
| 7 July 2015 | **Have Your Say on Sustainable Travel in Aberdeenshire** |
| 14 July 2015 | **New riverside cycle path opens on River Dee** |
| 29 July 2015 | **Improved public transport at Dyce Station** |
| 6 August 2015 | **Have Your Say on Sustainable Travel in Dyce** |

## o Marketing and Public Relations Update

Nestrans' marketing and PR activities are attached in the form of an infographic as **Appendix 2** to this report.

## o Getabout

The Getabout Partnership has been very busy in its efforts to change people's transport behaviour.

- A very successful bike week saw over 1,000 people on bikes and saw our Social Media profile mushroom with about 1,700 people reached and very nearly 100 new "likes" in a month. As we had 250 and now have 345 that is about a third of our entire likes, directly from Bike Week bringing the sustainable transport message to a larger audience.

- Events outside Bike week saw a good example of partnership working at the Portsoy Boat Festival. People came from Moray Council, The Edinburgh Bike Station (part funded by Cycling Scotland), Nestrans and RGU, to a packed festival with about 300 people on the second (drier) day. The festival was attended by the Chief Executive of Aberdeenshire who tweeted about it.

- In addition, two sustainable transport foyer events in Aberdeen and Westhill were successful, and gathered a sizable audience.

- The Braemar Junior Highland Games was another full day - run this time by Nestrans, with one person from Adventure Aberdeen and the Edinburgh Bike Station.

- In Aberdeen, the Events Kit was used to launch the new Riverside Cycle path leading up to Bridge of Dee.

- Planning is well advanced for European Mobility Week in September. So far we have 19 events planned over a 14 day period, including the Pedal for Scotland ride from Duthie Park on Sunday 13 September and what will be the biggest and best Car Free Day in the UK, in partnership with Aberdeen City Council. Under the banner of "In Town Without My Car Family Festival", the event will include a range of activities. It wil be held in the Schoolhill, Belmont Street area of the City Centre on Sunday 20 September. A poster will be distributed and used on bus shelters, bus backs, etc.

**Appendix 3** contains a Marketing & Communications Update on Getabout activity.

## o Cycle Innovation Plan - Abellio

As part of its franchise commitments, the new ScotRail operator Abellio published in June 2015 a Cycle Innovation Plan which commits to actively promoting and integrating cycling as part of the rail journey.

Abellio will introduce measures with support from Transport Scotland, Regional Transport Partnerships and cycling organisations including Sustrans, these measures to support the Government's target contained in the Cycling Action Plan for Scotland (CAPS) of "10% of journeys by cycle by 2020".

Highlights of the Abellio Investment programme are:

- Three full service Cyclepoints (each consisting of 1,000 cycle parking spaces);
- Five Cycleparks+, with secure cycle parking;
- Cycleparks at a minimum 39 additional stations – covered cycle racks;
- Bike and go cycle hire at least 10 stations (together with partners Sustrans, Cycling Scotland, etc);
- Actively securing match funding; and
- Cooperation with other stakeholder cycle schemes.

There are a number of different cycle facilities and storage options at stations. Criteria used for selecting the station requirements were based on footfall, current facilities and usage, local

plans for cycle access and the current attractiveness of the surrounding environment for cycling. Outlined below are the stations in the Nestrans area which have been put forward for a variety of different packages.

| Location | Category /Provision |
|---|---|
| Aberdeen* | Level 1 station; CyclePark+<br>Secure compound parking, Smart card access, free air pumps and maintenance facilities, free cycle parking in tiered racks, CCTV over all areas and the option for Bike and Go hire scheme. |
| Dyce* | Increased cycle parking with an additional 50 spaces. |
| Inverurie* | Increased cycle parking with an additional 50 spaces |
| Stonehaven | Increased cycle parking with an additional 24 spaces. |

Aberdeen, Dyce and Inverurie have also been put forward as stations where additional Bike and Go facilities could be developed in the future. This is Abellio's proposed cycle hire scheme, which will be rolled out in the early years of the franchise.

Nestrans officers met with Abellio's contractor on 27 July 2015 and discussed options for developing cycling facilities at stations within the north east.

## o Recommendation

It is recommended that the Board note the contents of this report.

RD /12 August 2015

# Appendix 1

## Aberdeen City Council Submission to APSE Service Awards:
## Executive Summary

Although Aberdeen has the largest number of cars per household of all Scotland's principal cities, almost a third of households do not have access to a car. Thus an innovative demand management system was required, offering drivers a more efficient alternative to owning their own car, while allowing those without access to a car to unlock more opportunities. Aberdeen City Council (ACC) decided that a car club for the city could help solve these issues, having learned about the benefits from partners during a European project.

However, given that this would be a new project for Aberdeen, it required support to ensure success. ACC decided that, in addition to encouraging private members, the car club could be a means of reducing its own greyfleet emissions and expanding and making better use of their own pool car fleet. By donating its pool cars to the car club and committing to using the car club rather than maintaining its own fleet, the Council guaranteed at least 200 members and heavy usage of vehicles during the working day, thus lessening the risk attached to any car club operation in Aberdeen.

The car club has since attracted over 900 members in 3 years, making it Scotland's third largest car club with almost a 50:50 split between ACC staff and private members. It has also seen many innovations including being the first car club in the world to trial hydrogen vehicles and the first in Scotland to introduce wheelchair accessible vehicles, electric vehicles (EVs) and electric vans. Furthermore, it has proved a successful test bed for EVs, allowing drivers to experience the benefits of these low-emission transport modes.

The true test of success though is that there is still demand for further expansion of the Aberdeen model, not just in Aberdeen, but across the UK with several authorities already using or keen to emulate it.

## Background

### Reasons for introducing the car club

Aberdeen is a city with many transport challenges. With a population of 225,000, it is Scotland's third largest city and with 0.98 cars per household (Scotland Census, 2011), car ownership is the highest of Scotland's major cities. As well as congestion, this leads to parking pressures, with some city centre residential parking zones having as many as 2.4 cars to every space. Transport is identified as the largest contributor to poor air quality in the city and three air quality management areas, where PM10 and $NO_x$ emissions exceed agreed limits, have been declared, one of which covers a large part of the city centre.

Conversely, 31.4% of households in Aberdeen do not have access to a car (Scotland Census, 2011) thus impacting on accessibility and the opportunities available to this group.

ACC's Greyfleet Review (2010) identified that £752,470 was spent annually on mileage claims by staff using their own vehicles and that the average vehicle $CO_2$ emissions were 150g/km. To encourage staff to travel to work by sustainable methods, but still have a car to use for work purposes, ACC already had a fleet of 9 pool cars. However, this could not meet demand, cars could only be used during office hours, the management burden was significant, and the fleet offered no wider benefits to the public.

It was therefore necessary to develop a system that satisfied the demand for mobility, while curbing demand for roadspace and parking, improving air quality, reducing carbon emissions, improving accessibility and making for a more efficient and cost effective system.

## Initial aims and objectives

Following option generation and appraisal, the optimum solution proved to be to procure a car club for the City with the following aims and objectives.

**Aim** – To better serve the mobility needs of ACC staff and Aberdeen businesses and residents with a more efficient and sustainable alternative to private car ownership.

### Objectives:

- Create a larger pool of vehicles for staff to use;
- Reduce greyfleet emissions;
- Reduce the management burden of pool cars;
- Allow cars to be used by the wider public, thus improving accessibility for non-car owners and providing an alternative to people owning their own cars;
- Allow 24/7 access to cars;
- Reduce congestion and parking pressures within the city centre; and
- Improve air quality in the city centre.

## How does it work?

Companies were invited to tender for the establishment and operation of the car club. As an incentive, ACC handed all 9 of its pool cars (plus an additional 2 vehicles) over to the car club, booking 6 on an exclusive use basis (one 24/7 and the remainder during office hours) for staff to use. All members, private and staff, could then use the remaining cars 24/7 and the exclusive use Council vehicles outwith busy times. The operator was guaranteed 200 members of staff signing up as users. Co-wheels, a social enterprise, won the contract. At launch, 11 car club cars were stationed in 9 locations around the city with 6 close to Council offices, all parked in branded on-street bays.

Cars are booked online or via telephone with keys kept inside the vehicles. Once booked, members gain access to the car with a membership card which they swipe across a sensor on the windscreen. Members can also contact Co-wheels from inside the car for assistance or to extend a booking. Users pay by the hour to hire the car, plus a small fuel cost per mile. Hires can last from 30 minutes to 10 days.

ACC's involvement in the CARE North Interreg IV European project allowed it to learn from partner organisations that already had car clubs. These demonstrated that members typically drove less and used sustainable transport more. Some gave up their own cars as a result. It was estimated that those driving less than 8000 miles per annum could save up to £3,500 a year by joining the car club rather than running their own car. Less space was also required for parking. Although car clubs in themselves are not a new idea, it was Aberdeen's approach of using them both for the benefit of Council employees and city residents which demonstrates innovation. Not only did the guaranteed market make conditions more attractive for a potential operator in Aberdeen, but it allowed Council resources to be used more efficiently and by a greater number of users.

## Initial challenges or barriers

In creating a car club, the following challenges were experienced:

- Designated spaces for car club vehicles had to be located in areas where parking was already at a premium. To ensure residents' support, these would have to be sited sensitively to minimise disruption;
- Managers within the Council had to be convinced that it was more cost-effective to encourage staff to use car club vehicles rather than their own;
- Users would need to be educated in how to use the new technology;
- Residents needed to be made aware of the new service available to them.

## Improvements Achieved and Challenges Overcome

## Overcoming the challenges

- Consultation with ACC's Traffic Management team revealed several areas of the City where waiting restrictions could be revoked and transformed into car club bays. Thus, in several areas, new bays were created without removing existing parking, thus reducing public objections. In other locations they were fitted onto the ends of parking areas so the impact was minimised.
- The exclusive use car hourly rate was subsidised by ACC and the cost per mile was less than a third of the staff mileage claim rate, making it a more attractive option for managers. In addition, cars were located closer to offices than most staff members' own vehicles.
- Information on how to use the cars was displayed on the Council's website and in information packs provided to members.
- Bayside promotion was undertaken and Co-wheels had information stalls at large public events such as In Town Without My Car Day and the Aberdeen Highland Games to promote the car club.

## Achievements

- The fastest growing car club in the UK in 2012 and 2013 with over 900 members joining since April 2012.
- The equivalent of £10,000 saved in management costs.
- Now 450 staff signed up as members compared with 200 pool car users.
- The growth of the car club means that staff now have access to 37 vehicles, 10 of which are now exclusive use.
- Co-wheels have a policy of using the lowest emitting cars in each class where practicable. Thus, average emissions of car club fleet are 63g/km $CO_2$ compared with greyfleet emissions in 2010 of 150g/km.
- The chance to be involved in innovative projects. Aberdeen's car club was the first in the world to trial hydrogen vehicles, the first in Scotland to have electric cars and vans and the first in Scotland to have Wheelchair Accessible Vehicles.
- A Scottish Government survey (2014) revealed that each car club car in Aberdeen has reduced the number of private cars by 17. This has helped ACC to reduce parking pressures in the city centre.

## Benefits to individuals and citizens

- Over 450 private members have joined up and reaped the benefits. Some have given up their own cars, resulting in significant cost savings.
- People can access a variety of vehicles. The Car Club fleet, as well as city cars, also includes family cars, people carriers and vans.
- Less parking pressures in areas with car club cars.

- The increase in vehicles and locations has reduced commuting as staff can now take the car nearest to their home, rather than coming into work to get a car.
- Staff can now access automatic cars, thus opening up the fleet to greater number of users.

### Innovation through EVs

Another huge benefit is that of EV rollout. The Scottish Government has committed to the *Almost complete decarbonisation of road transport by 2050* (Switched on Scotland, 2013) and has already pledged support through grant funding the supply and installation of EV charge points. Introducing electric car club vehicles to the fleet is an excellent way of deploying vehicles, raising awareness and gaining their trust with the public. Members are offered training in EV use and demand has grown as members see the benefits and full extent of the capabilities of such vehicles. Aberdeen's car club now has 16 EVs on its fleet and 87% of members would like to see more (Ramsay, 2014). The Council's two exclusive use EVs are now the most popular amongst staff. Twin outlet EV chargepoints have now been installed in a variety of locations, with one outlet for car club cars and the other for public vehicles, in an attempt to encourage and enable private EV ownership.

Aberdeen's success with EVs has given the Scottish Government confidence to allocate financial support for more EVs in car club fleets.

## Outcomes and Future Targets & Goals

### Outcomes

- A model for staff car usage which is more cost effective and sustainable than pool cars.
- A platform for the rollout of EVs.
- A model which can be replicated across other local authorities. Dumfries has already used a similar approach while Dundee and Inverness are currently developing theirs, based around the Aberdeen model.

### Future goals and targets

- Continue to expand the car club in Aberdeen and increase membership.
- Focus on regeneration areas with low car ownership for future expansion to see the benefits that car clubs can bring to residents of these areas.
- Continue to use the car club as a way to rollout EVs, with knock-on benefits to private EV drivers resulting from more infrastructure, ensuring Aberdeen becomes a sustainable low-carbon city.
- With the recent development of a hydrogen fuelling station in Aberdeen, look to introduce permanent hydrogen vehicles into the fleet.

**Appendix 2**

# Nestrans Communications Report

June 2015 – July 2015

## o Social Media

At present (August 2015) the joint @ACSEF_Nestrans account has a total of 376 followers, an increase of 8% on the previous total in June 2015.

**June/July - Tweeting and retweeting about topics including:**

- New Bus Interchange at Dyce
- Third Don Crossing
- New Riverside Cycle Path
- Aberdeen to Inverness Rail Improvements
- Airport Commission Report / Third Heathrow Runway
- Haudagain Design Meetings
- Active Travel Survey for Aberdeen City Council
- Dyce Park & Ride
- Access to Laurencekirk

## o Nestrans Media Releases & Statements Issued

| Date | Type | Details |
|---|---|---|
| 10/6/15 | Press Release | Solution identified for access to Laurencekirk |
| 15/06/15 | Statement | Broomhill Road Roundabout Improvements |
| 25/06/15 | Statement | Traffic signals at Aberdeen Crematorium |
| 26/06/26 | Statement | Aberdeen to Inverness Railway / Local Stations |
| 01/07/15 | Statement | Nestrans Welcomes Airport Commission Report |
| 02/07/15 | Press Release | Bus Barriers Exposed in the North East – Joint release with AGCC & First Aberdeen |
| 14/7/15 | Press Release | Riverside Drive Cycle Path – Joint release with Aberdeen City Council |
| 29/07/15 | Press Release | Improved public transport at Dyce Station – Joint release with Aberdeen City Council |

- **Press Enquiries**

| Date | Media | Details |
|---|---|---|
| 10/06/15 | Press & Journal | Query following Access to Laurencekirk announcement – querying costs & timescales and also whether the report was recommending option 2 only. Also – can they refer to the solution as a 'flyover' rather than 'grade separated junction' |
| 10/06/15 | Original 106 | Request to speak to Cllr Milne regarding the Access to Laurencekirk report |
| 12/06/15 | Evening Express | Reporter interested in RTS update on Broomhill Road - looking to clarify whether this investigation is already underway or when it will take place. And also how much of the budget is committed to this investigation. |
| 15/06/15 | Evening Express | Reporter interested in reconstruction of carriageways at bus stops on Union Street, King Street and Holburn Street. Looking for background information on identification of sites for improvements. |
| 25/06/15 | Evening Express | Following board report on RTS progress, reporter is interested in the design and installation of a toucan crossing across The Parkway as part of Phase 2 of Parkway to Murcar. Reporter wants to know where the toucan crossing would be located. |
| 25/06/15 | Evening Express | Reporter looking for a comment from Nestrans on the installation of signalised junction at Aberdeen Crematorium, as mentioned in progress report at Board meeting. |
| 26/06/15 | Evening Express | Reporter has been speaking with Bucksburn Community Council who are keen to make their preferences known on any potential future locations of local rail stops. Requesting comment from Nestrans. Query: are Nestrans doing a feasibility study around this? |
| 03/07/15 | Evening Express | Reporter interested in the current trial at Great Northern Road for an extension of the bus lane times - looking for more information on the purpose. |
| 08/07/15 | Evening Express | Reporter interested in the status of the Compulsory Purchase Order regarding the Ellon P&R site. |

## News Coverage

| Date | Media | Details |
|---|---|---|
| 2/6/15 | Press and Journal<br>Evening Express | Stonehaven Community Councillors express dissatisfaction that they were not consulted before temporary modular offices were constructed near the town as part of the AWPR route, local councillors explain that planning permission was not required as the offices form part of the overall AWPR project, Transport Scotland said the local authority had been consulted and Aberdeenshire Council says it, the City Council and Nestrans, consulted extensively with the public, including community councils, on the project for several years |
| 3/6/15 | Press and Journal | Councillors Gillian Owen, Tom Malone and Alan Gardiner are amongst those who met with Transport Scotland officials yesterday who held public meetings to discuss campaign to dual the A90 to Fraserburgh. The discussions come as regional transport body Nestrans collates the results of a public consultation into infrastructure in the area. |
| 4/6/15 | Ellon Times | Campaigners seeking the dualling of the A90 from Ellon to Fraserburgh have declared they are determined to force the project to the top of the Transport Scotland agenda, Nestrans is currently carrying out work and consultation to assist with the multi-modular assessment of the route. |
| 10/6/15 | Original 106<br>Evening Express<br>Mearns Leader | An upgrade of the A90/A937 junction at Laurencekirk to a grade-separated junction (flyover) has been identified as the preferred option for improving the junction, the solution comes following a detailed appraisal commissioned by Nestrans with support from Transport Scotland and Aberdeenshire Council. |
| 11/6/15 | Press and Journal<br>Evening Express | Campaigner's tears of joy after flyover call is accepted: The Scottish Government has bowed to 11 years of pressure and agreed to take forward plans for a flyover at the notorious junction of the A90 and A937. |
| 12/6/15 | STV | Flyover junction to be built at notorious accident blackspot on A90. |
| 13/6/15 | Evening Express | LETTER - Nestrans' announcement that a flyover at Laurencekirk is the most appropriate option is a huge step forward but there is still a long way to go, it is a pity it has taken so long for authorities to agree and they must act now to build it. |
| 15/6/15 | Evening Express | Calls have been made for a proposed flyover on A90 at Laurencekirk to be named after dedicated campaigner Jill Fotheringham, regional transport body Nestrans announced last week that a flyover would be the most appropriate option to improve the road following a detailed report. |
| 16/6/15 | Evening Express | Nestrans has today revealed that £237,000 has been allocated for road improvements at the Beach Ballroom, Union Street, King Street and Holburn Street, £147,000 will be allocated to make improvements to the junction layout outside the Beach Ballroom in a bid to improve |

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| | | road safety. |
| 16/6/15 | Evening Express | Nestrans and Aberdeen City Council are investigating plans to turn the roundabout at Broomhill Road into a signalised junction, the initial investigations are part of plans to develop Anderson Drive following the opening of the AWPR, Nestrans chairman Ramsay Milne says there is also a wider strategy to develop strategic cycle routes in Aberdeen and Aberdeenshire. |
| 16/6/15 | Evening Express | Nestrans has been providing feedback on Aberdeenshire's proposed local development plan and says land south of Westhill is unsuitable at present for industry growth due to poor transport improvements, body also says the plan should commit to including a requirement for developer contributions. |
| 17/6/15 | Evening Express | Nestrans calls for land to be set aside to expand Stonehaven station as part of its response to the proposed Aberdeenshire Council Local Development Plan, elsewhere in Kintore the transport body along with the council and Network Rail are to develop a business case and funding package to the deliver the station by 2019 |
| 17/6/15 | Evening Express | Nestrans discusses move to enhance Inverurie rail station, they have met with officers from council, Transport Scotland and Network Rail to progress proposals to enhance the transport interchange there including provision for buses and improved facilities for cyclists and pedestrians. |
| 17/6/15 | Evening Express | Nestrans submits representation to Aberdeen City Council's Local Development Plan suggesting land near Dyce Train Station should be made available for a car park extension, council planners accepted the proposal in principle but requested that it provide evidence of the need for the project. |
| 18/6/15 | Press and Journal | Aberdeen City Council and Nestrans are looking into the idea of redeveloping the roundabout on South Anderson Drive at Broomhill Road into a traffic light-controlled junction, proposals would be part of wider £25,000 plans to redevelop Anderson Drive on completion of the AWPR. |
| 19/6/15 | Press and Journal | Free bells for cyclists: Aberdeen city wardens have been handing out free bike bells to cyclists on the Deeside Way as part of Bike Week. The scheme is part of the wider initiative Active Travel Action Plan. |
| 19/6/15 | Fraserburgh Herald | Grasshopper bus pass to be extended to Fraserburgh: The multi-operator buss pass for the northeast, Grasshopper, has now had its services extended to Fraserburgh. |
| 25/6/15 | Press and Journal | Alex Johnstone MSP warns the toughest battle for a flyover at Laurencekirk lies ahead saying the Scottish Government has not yet made a commitment to pay for the major improvements needed, he says it has only agreed with the Nestrans recommendation that a grade-separated junction should be installed. |
| 29/6/15 | Evening Express | 'More Funding for Cycling' – Greater investment in cycling is needed in the future says Nestrans report. There is need for long term sustained capital investment from both councils and Nestrans. |

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| 29/6/15 | Evening Express | Community in bid for new railway service to cut commuter traffic. Discussions with Bucksburn Community Council over potential future projects as part of the Aberdeen to Inverness rail improvements. |
| 29/6/15 | Evening Express | Flyover talks set to begin – Transport Scotland announces talks on the Laurencekirk flyover on the next steps for the project including matters around funding. |
| 1/7/15 | Press and Journal | 'City workers avoid bus service' – research from the Aberdeen and Grampian Chamber of Commerce report on public transport finds that 'unreliable' and 'expensive' are some of key reasons why people don' travel by bus. However, Nestrans chairman Ramsey Milne pointed out that of a third of respondents said they were interested in taking the bus, and that behaviour change was one of the greatest challenges. |
| 3/7/15 | Press and Journal | LETTER - 'Use of Public Transport' – Reader refers to article on the Barriers to Bus Use Report and remembers when Aberdeen used to have an 'excellent, cheap and frequent' bus service, run by the local authority. Also mentions 'Aberdeen Crossrail' which he said has been in the pipeline for 30 years. States that people would use a cheap and reliable transport system and that the problem is political – with local and national governments playing pass the parcel. |
| 6/7/15 | Evening Express | LETTER - 'Car park charge ludicrous' – Reader refers to 'Barriers to Bus Use' report and says the suggestion for charging employers who provide workplace carparks is ludicrous. Points out that many companies are not on a bus route or are 'out of town' and would require two or three buses to reach. |
| 8/7/15 | Evening Express | LETTER - 'We are trying to lead debate on transport'. James Bream of Aberdeen and Grampian Chamber of Commerce responds to earlier letter about bus travel (in relation to Barriers to Bus Use) |
| 9/7/15 | Fraserburgh Herald | Fraserburgh and Peterhead councillors met with Nestrans last month to give their views on transport links between Fraserburgh, Peterhead and Aberdeen. Cllrs Buchan and Topping quoted. |
| 11/7/15 | Evening Express | Cllr Owen says she is happy work will soon start on the expansion of Ellon Park and Ride, Nestrans, which has pledged £200,000 towards resiting of areas, new recycling centre, directional signs and extra parking spaces has revealed that work will either start in August or September. |
| 15/7/15 | Evening Express | A new 0.7 mile pedal and walking route stretching along the north bank of the River Dee has opened as part of a scheme joint-funded by Nestrans and Sustrans |
| 30/7/15 | Evening Express | New bus interchange facility at Dyce railway station has been unveiled, designed and built by Aberdeen City Council and funded by Nestrans the facility includes a dedicated bus access road, turning circle, connecting paths, waiting facilities and cycle racks. |

## Bike Week

Getabout recently ran a very successful range of activities and communications around Bike Week (June 13th – 21st).

In addition to bus, bus shelter and radio advertising, during the week, we shared several posts on social media, including information about ongoing activities and pictures from the events themselves. Over the Bike Week period alone, the Getabout Facebook page increased the number of page likes by over 23%.

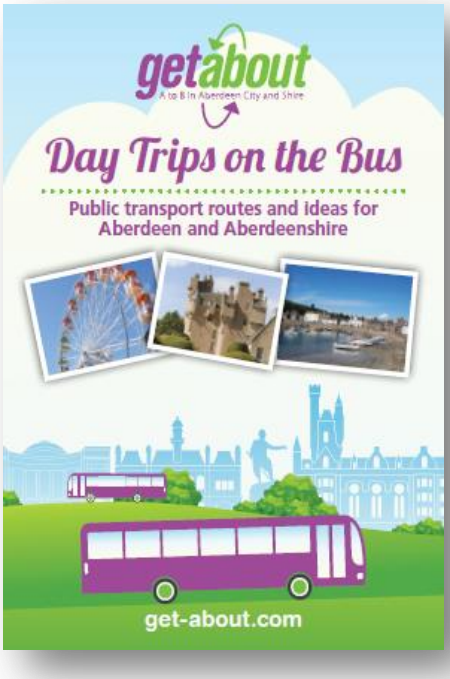
183 Bike Week related photos were uploaded to Facebook which, combined, achieved 371 likes and the posts to the page over the week had a combined reach of 9,344.

Over on Twitter, posts achieved a combined total of over 7,000 impressions. An average of 786 per day. To put this in perspective, the month of June in total saw just over 14,000 impressions and an average of 494 impressions per day.

## Day Trips on the Bus

Getabout have recently launched a new pocked booklet entitled “Day Trips on the Bus”.

This new publication promotes a range of local visitor attractions and beauty spots which can be easily reached by bus travel.
The leaflet was pulled together with input from FirstBus and Stagecoach.

It is currently available in libraries and visitor information centres across Aberdeen and Aberdeenshire, as well as on board buses and online to download.

Launched in time for the beginning of the summer holidays, the booklet has also been promoted via adverts on Original 106, bus shelters and billboards across the area, and social media.