

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. Initial stakeholder consultations have been taking place and the consultants are currently working towards production of a Baseline Report.

o Civitas Portis European Bid

As members will recall from the last meeting of the Board, 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 further detailed submission has been worked up incorporating 11 projects 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. Partner cities include Antwerp, Trieste on Italy's Adriatic coast, Constanta in Romania and Klaipeda in Lithuania, all of which are major ports.

The initial submission was shortlisted as one of nine bids, but it is likely that three or four proposals will be approved.

o Inverurie Station

Inverurie Station has been highly commended in the commercial premises category of the town's 2015 best gardens competition.

Planters at Inverurie Station are adopted by local ironmongery business Watsons.

o **Regional Transport Partnership/ Scottish Government Working Group Paper**

The Board has previously considered and approved a Regional Transport Partnership/ Scottish Government Working Group paper discussing how RTP's and Scottish Government can work together to improve transport outcomes. Since the Boards approval the paper has been subject to further discussion between the RTP's and Scottish Government and has been subject to a number of minor amendments to take account of changing circumstances. The paper has also been considered and noted by the CoSLA DES Committee.

The final version of the paper can be found at:

http://www.nestrans.org.uk/db_docs/15_08_26_REPORT_RTPs_SG_CoSLA_Final_Draft.pdf

o **Traveline NHS Microsite**

Traveline Scotland have prepared a proposal to provide assistance to anyone looking to find information on public transport options for visits to Heath care facilities across Scotland. This will include visits to hospitals, clinics and GP surgeries. The cost of providing this facility on the Traveline Scotland website is £39k covering the whole of Scotland.

At the recent RTP Lead Officers meeting, attended by Transport Scotland, this offer was discussed. The Lead Officers were of the view that this was an offer that would be of substantial benefit and should be supported subject to funding agreements by the RTP's. Subsequently Transport Scotland have identified an underspend and have agreed that this should be used to support RTP's in funding the Traveline proposal.

Transport Scotland will therefore increase the RTPs' grant in aid to cover this cost. For simplicity this will be a single grant to be administered by SPT. This additional funding to RTP's to permit the development of the appropriate information in easily accessible format is welcomed as an additional tool to help patients reach appointments.

o **Planning Review**

The Scottish Government recently announced that an independent panel has been set up to carry out a review of Scotland's planning system.

The three person panel, chaired by Crawford Beveridge, has been tasked with bringing together ideas to achieve a quicker, more accessible and efficient planning process.

Mr Beveridge will work together with Petra Biberbach of Planning Aid Scotland (PAS) and John Hamilton of the Scottish Property Federation. The review which will consider six key issues:

- o **Development planning;**
- o **Housing delivery;**
- o **Planning for infrastructure;**
- o **Further improvements to development management;**
- o **Leadership, resourcing and skills; and**
- o **Community engagement.**

o Nestrans Press Releases

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

- 21 August 2015 [Local views heard on transport connections between Fraserburgh, Peterhead, and Aberdeen](#)
- 28 August 2015 [Strategic Transport Fund guidance comes into force today](#)
- 10 September 2015 [Host of activities to encourage people to try alternatives to using their car](#)

o Marketing and Public Relations Update

Nestrans' marketing and PR activities are attached in the form of an infographic as **Appendix 1** to this report.

o Getabout

The Getabout partnership has had its most sustained and varied programme ever over August and September.

The headline figures are 29 events in six weeks with a total of 7,220 people participating directly. The social media reach is 65,164 as detailed in the table underneath.

The In Town Without My Car Festival on Aberdeen's Schoolhill/Belmont Street attracted over 4,000 people – it is estimated that around 1,175 were engaged in the Getabout tent.

Getabout events August/September 2015 Engagement

Date	Event	Lead Partner	Numbers attending	Facebook	Twitter impressions
August					
Sat 15 th	Mintlaw Bike Day	AC	120	417 (2 posts)	2,153 (6 Tweets)
Mon 17 th	Dyce Bus Turning Circle opening	Nestrans	62	158 (1 post)	532 (3 Tweets)
Sat 22 nd	Donside Village Gala	Nestrans	115	1,266 (2 posts)	193 (1 Tweet)
Sat 29 th	Portlethen Gala, Portlethen Academy	AC	110	180 (1 post)	89 (1 Tweet)
Sun 30 th	Ellon Cart race	AC	100	0	0
September					
Thurs 3 rd	Bike to Work day				1,121 (2 Tweets)
Sun 6 th	Electric CARnival Inverurie	AC	37	0	0
Sat 12 th	Duthie Park	ACC	25	Combined with Pedal for	

				Scotland	
Sun 13 th	Pedal for Scotland Duthie Park	ACC	150	1,240 (1 post)	1,027 (1 Tweet)
Sun 13 th	Electric CARnival Peterhead	AC	72	0	1,876 (8 Tweets)
Mon 14 th	Cycle Challenge Cancelled	ACC	0	0	0
Tues 15 th	St Joseph's School Aberdeen	ACC	180	490 (1 post)	68 (1 Tweet)
Wed 16 th	Stoneywood school	ACC	180	0	0
Wed 16 th	"Bikes vs Cars" Film and discussion, Belmont Cinema	Aberdeen Cycle Forum	50	0	356 (2 Tweets)
Thurs 17 th	Hill of Banchory School	Nestrans	110	0	0
Thurs 17 th	Electric CARnival, Westhill	AC	59	0	641 (4 Tweets)
Fri 18 th	Banchory Primary	Nestrans	130	0	0
Fri 18 th	Electric CARnival Woodhill House Aberdeen	AC	69	0	1,889 (6 Tweets)
Sat 19 th	Fraserburgh Heritage Centre	Nestrans	70	336 (1 post)	244 (1 Tweet)
Sun 20 th	In Town Without My Car Festival, Aberdeen	ACC	400 on Bike roadshow	8,737 (15 Posts)	2,034 (18 Tweets)
	In Town Without My Car festival, Aberdeen Numbers entering the Getabout tent		1,175 in Getabout tent not counted in total event numbers added at the end		
	In Town Without My Car day Facebook Page	ACC		32,000*reached 2,600 viewed 463 engaged 404 "Yes" going.	0
Sun 20 th	EV Street Aberdeen	Energy Savings Trust	?	140 (1 post)	305 (1 Tweet)
Sun 20 th	Electric CARnival Fraserburgh	AC	47	0	802 (4 Tweets)
Mon 21 st	Cycle Challenge Tesco Westhill	AC	27		0 (2 Tweets)
Tue 22 nd	Tour de Middleton	ACC	240	3,540 (2 posts)	74 (1 tweet)
Wed 23 rd	Cycle Challenge Woodhill House	AC	45	103 (1 post)	72 (1 Tweet)
Thu 24 th	Freshers Fair RGU	Nestrans / ACC	240	0	0
Sun 27 th	Dufftown	Moray	56	434 (1 post)	0
Sun 27 th	Electric CARnival Huntly	AC	22	0	1,303 (8 Tweets)

General advertising and advance warning tweets				1,344 (6 Tweets)
	Total	2,716 at all events over the period	49,041 (29 posts)	16,123 (77 Tweets)
Numbers entering the Getabout tent		1,175		
ITWMC numbers attending event (not incl. above). This figure is an assumption that only 1 in 4 attending or passing through the street were engaged in the Getabout tent which frequently had queues. This assumption was used in previous years' events		3,000		
Plus Aberdeenshire's cycle challenge		329		
Total numbers participating		7,220		
Total Social media reach			65,164	

Notes on table

(Twitter impressions are different from tweet count since impressions pertain to the actual interaction or engagement after the tweet has been delivered to various Twitter streams.)

* only headline figure counted

Aberdeenshire Cycle Challenge

During the time period, Aberdeenshire Council ran a cycle challenge. This involved a separate website maintained by the contractor, Love to Ride. Organisations were recruited to challenge each other over the period by registering their organisation and logging the number of cyclists and purpose of the trip. Some larger organisations split themselves into departments so the total count of organisations includes this.

The figures are from <http://www.lovetoride.net/aberdeenshire> which indicate counts for the challenge period. A third of companies in Scotland and 36% of journeys were by participants from Aberdeenshire.

	Aberdeenshire	Scotland
Number of Companies/ Organisations	22	61
Number of participants	329	2,134
New Riders	93	193
Miles	29,484	102,602
Rides	2,427	6,781

Appendix 2 to this report provides an update on Communications Support in relation to the Getabout campaign.

o Recommendation

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

RD/DK/LJ/RGM/30 Sept 2015

Nestrans Communications Report

August 2015 – September 2015

o Social Media

At present (September 2015) the joint @ACSEF_Nestrans account has a total of 376 followers, an increase of over 3% on the previous total in July 2015.

August/September - Tweeting and retweeting about topics including:

- Nigg Bay Development Public Meetings
- City Region Deal
- Dyce Sustainable Travel Survey
- Aberdeen International Airport Direct Flights to Iceland
- New Bus Interchange Facility at Dyce
- Getabout In Town Without My Car Day, Aberdeen
- Network Rail/Aberdeen to Inverness meetings in Kintore & Inverurie

o Nestrans' Media Releases & Statements Issued

Date	Type	Details
18/08/15	Statement	Nestrans Statement on Designated Lorry Parking - Nestrans are supportive of plans for a dedicated lorry parking area as part of the A90 Park and Ride site at Schoolhill, north of Portlethen, and are working with partners Aberdeenshire Council and Transport Scotland to progress this.
21/08/15	Press Release	Local views heard on transport connections between Fraserburgh, Peterhead, and Aberdeen – Nestrans Board hears initial feedback from the study including the Baseline Report.
08/09/15	Statement	Nestrans asked for a response that Fraserburgh is now the furthest away Scottish community from a railway station – statement prepared mentions the ongoing all modes strategic transport study in the area which includes looking into the former Formartine & Buchan line.



o Press Enquiries

Date	Media	Details
18/08/15	Evening Express	Concerns have been raised about unauthorised parking of lorries in Ellon again. Do Nestrans have plans to create a designated lorry park in the north east? Statement issued.
21/08/15	Evening Express	Where are the tunnels mentioned in the Nestrans board report? Clarified for reporter.
24/08/15	Press & Journal	Traffic Flow Projections - Following the publication of the Baseline report for the Fraserburgh and Peterhead to Aberdeen Strategic Transport Study, the P&J would like to talk to Nestrans in more detail about the traffic flow projections. Reporter then spoke with the Transport Strategy Manager.
07/09/15	Fraserburgh Herald	Due to the opening of the Borders railway, Fraserburgh now have the 'accolade' of being the furthest town from a railway station. Do Nestrans want to comment? Statement provided on ongoing study.
21/09/15	BBC News	Reporter noticed that a post about the Fraserburgh and Peterhead to Aberdeen Baseline report has been mentioned on the 'Why Stop at Ellon' Facebook page – wanted to know if this was a new report. Clarified that the report mentioned had been at the August board and sent her the links to the relevant documents/press release.



o News Coverage

Date	Media	Details
1/08/15	Press & Journal	Plans are being drawn up for new Kintore railway station to open in 2019, in letter to local councillors, Ewan Wallace says he expects planning application to be submitted in spring next year, Cllr Ford welcomes the progress which is in partnership with Network Rail and Nestrans.
10/08/15	Evening Express	
10/08/15	Ellon Times Inverurie Herald	
14/08/15	Press & Journal	Aberdeenshire Council's Infrastructure Services Committee are being asked to endorse plans for a grade-separated junction across the A90 at Laurencekirk, the safety improvements were outlined in a Nestrans study.
15/08/15	Evening Express	
17/08/15	Ellon Times Inverurie Heald Turriff Advertiser	Alex Salmond MP welcomes introduction of healthcare transport service to the area - the Transport to Healthcare Information Centre is a telephone service, a joint initiative between City and Shire Councils amongst others, offering travel advice to people who find it difficult travelling to and from healthcare appointments.

19/08/15	Evening Express	Cllr Owen makes fresh calls for creation of overnight facility for lorry drivers in the north-east. Nestrans says it is working with partners including Aberdeenshire Council to progress plans for lorry parking area as part of A90 Park and Ride site at Schoolhill, north of Portlethen.
21/08/15	Evening Express	Nestrans met today to discuss the Fraserburgh and Peterhead Transport Study, which was commissioned by the City and Shire Councils. It considers options for improving transport connections along the north-east corridor.
25/08/15	Evening Express	Aberdeenshire Infrastructure Services Committee endorses Nestrans' proposals for grade-separated junction across A90 at Laurencekirk. Campaigners say it feels like delaying tactics and that funding not endorsement is needed.
26/08/15	Fraserburgh Herald	'Council aims to link the North East'. Feedback was heard by the Nestrans Board regarding a study looking into improving the transport links between Fraserburgh and Aberdeen.
27/08/15	Evening Express	LETTER - Writer says it is good to see councillors backing the Laurencekirk flyover, but agrees with campaigner Jill Fotheringham, who says it is right to say the project needs funding, not an endorsement.
27/08/15	Mearns Leader	Crowdfunding campaign to draw attention to need for flyover at Laurencekirk has reached 50% of its target after just a few weeks, over £2,600 pledged for flyover which was recently endorsed by Aberdeenshire Council's ISC, Transport Scotland, Nestrans and the council yet to agree who will fund the project.
01/09/15	Evening Express	Cllr Smith says that passenger numbers through Laurencekirk station show there is a demand for rail links in Buchan, Transport Scotland figures show 92,470 passengers used the station, up on the 36,000 predicted.
11/09/15	Fraserburgh Herald	Fraserburgh is now further away from a rail network than any other town of its size in Britain, following the reinstatement of the Borders Railway. Nestrans are currently examining feedback on the Fraserburgh to Aberdeen Strategic Transport Study, which seeks to improve transport infrastructure in the north east.
19/09/15	Evening Express	Campaigners who want flyover at Laurencekirk junction say they are disappointed to learn there is no timeline for work, the proposed development was recently recommended by Nestrans.
22/09/15	Evening Express	LETTER – "What is the point of roads authorities saying a flyover on A90 at Laurencekirk is needed then not making any provision to build one?"

Getabout Communications Report

- **In Town Without My Car Day**

During the run up to In Town Without My Car Day, Getabout placed a number of print and radio adverts promoting the event across Aberdeen and Aberdeenshire including:

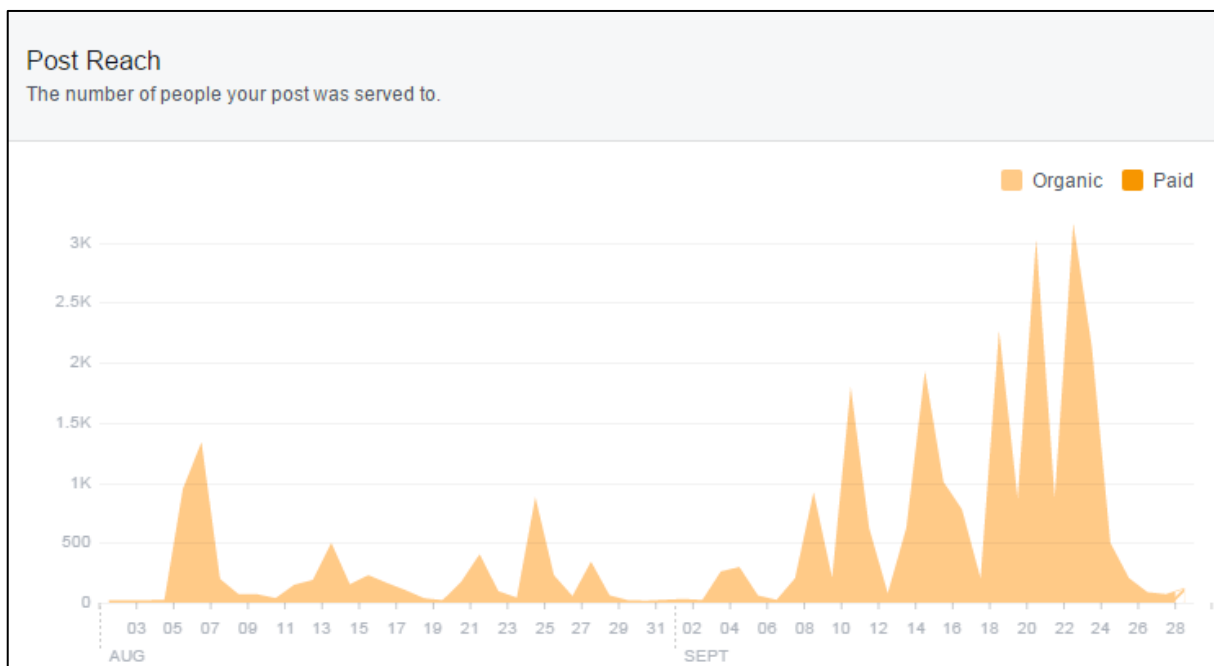
- Radio adverts with Original 106
- Bus Side Advertising
- Bus Shelter Advertising
- Billboard Advertising
- “Raring to Go” Magazine Advert



- **Social Media**

On Social media, a number of posts related to upcoming events (ITWMCDD, Wee Jaunt and other European Mobility Week activities) were made to the Getabout Facebook page, and this saw an increase in the number of people engaging with the page. The number of people who ‘like’ (follow) the Getabout Facebook page increased by over 20% and our reach for the period saw a steady increase on the run up to the big event, and peaked at over three thousand people on one day alone.

On Twitter, tweet impressions jumped from around 9,000 in August to 17,300 and followers increased by almost 30% - an increase of over 100 followers in the two months alone.



- **Car Share Adverts – Autumn Campaign**

The new advertising campaign for autumn focuses on Car Sharing. The design of these adverts tie in with the new series of Getabout animations which are being developed by Aberdeenshire Council for TV (including Cycling, Car Share, Walking and Public Transport).

