

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 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.

A decision on whether the bid has been successful is expected during December.

o Aberdeen-Inverness Rail line Upgrade

In November, the Scottish Government announced that BAM had been appointed as principal contractor for the £170million first phase upgrade of improvements to the Aberdeen-Inverness railway line.

BAM, who also undertook the work on the Borders Railway, will oversee the work over the next four years, which includes:

- Double-tracking 16 miles of line between Aberdeen and Inverurie;
- A new station and rail realignment at Forres;
- Platform extensions at Inch and Elgin to accommodate longer trains;
- Upgrading signalling systems along the route;
- Installing infrastructure to enable new stations to be built at Dalcross and Kintore.

This represents the first phase of Aberdeen-Inverness upgrade, which will deliver faster, more reliable journeys capable of carrying more frequent and longer trains. BAM will work in collaboration with partners AECOM, CH2M, Stobart Rail and Siemens.

o Reported Road Casualties Scotland 2014

Transport Scotland has released its latest publication reporting on Casualties in Road Traffic Accidents. The headline figures are a 2% reduction in all casualties between 2013 and 2014, but a 16% increase in fatalities and a 2% increase in serious injuries.

A copy of the report is available from the Transport Scotland website at:

http://www.transportscotland.gov.uk/sites/default/files/documents/rrd_reports/uploaded_reports/j397988/j397988.pdf

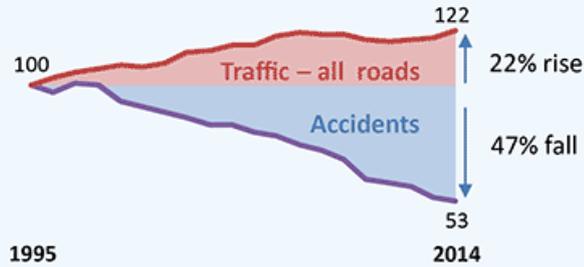
Casualty numbers in the north east show similar trends – all casualties are down by some 9% on 2013 but fatalities and serious injuries saw a slight increase. Overall, casualties in the north east represent around 8% of the national total, but deaths and serious injuries are almost double this figure, at 15.5% and 15.6% respectively.

Reported Road Casualties 2014– Key Points and Trends

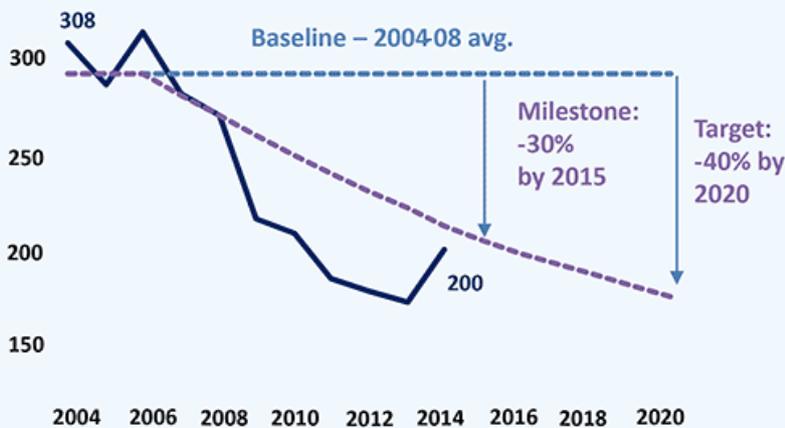
Key figures – casualties in 2014



Since 1995 in Scotland, road traffic has continued to rise, while accidents have fallen.



Scotland is on track to meet both the **2015 milestone** and **2020 targets** for reductions in casualties killed based on a 2004-2008 average baseline



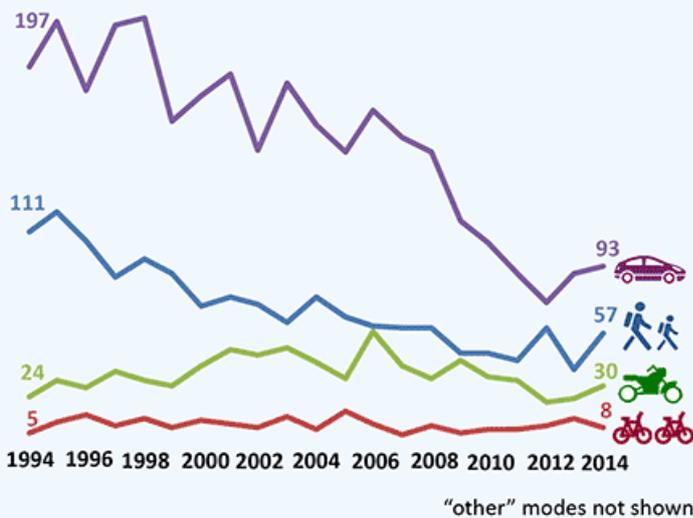
Number of casualties in 2014 Change since 2013



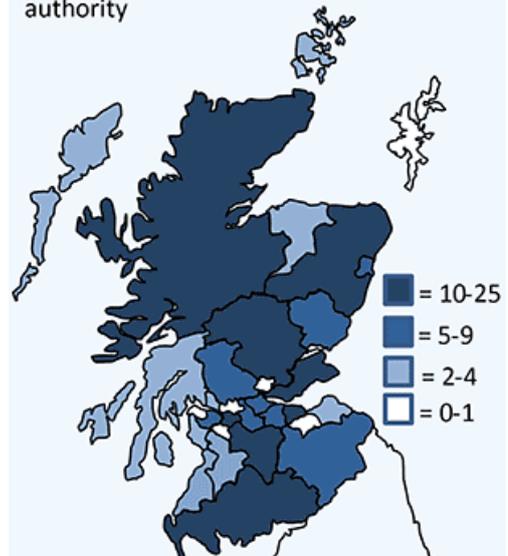
Child casualties of all severities have more than halved in the past decade



Context – historical trends show **large decreases** in car and pedestrian fatalities over the past twenty years



Road accident fatalities in 2014 by local authority



o **Stagecoach Buchan Xpress**

On Thursday 12 November, Stagecoach unveiled a newly branded fleet of 17 luxury coaches for operation on the Aberdeen to Ellon and Fraserburgh/Peterhead route. The new fleet represents a £5.5million investment and were launched by Keith Brown MSP, Cabinet Secretary for Infrastructure, Investment and Cities.

o **Clean Air Strategy for Scotland**

On 4 November 2015, the Scottish Government produced its Clean Air Strategy for Scotland, "Cleaner Air for Scotland: the Road to a Healthier Future". The Strategy draws together Scottish Government policies which impact upon air quality into a single framework and sets out a series of actions for delivering further improvements to air quality.

The national air quality strategy for Scotland was launched by the Minister for the Environment and Climate Change, at the Scottish Transport Emissions Partnership (STEP) annual conference. Dr McLeod said she had a vision for Scotland's air quality to be the best in Europe - although polluting outputs have been reduced in recent decades, pockets of poorer air quality still remain in many towns and cities. The aim is to further reduce air pollution, with a particular emphasis on protecting human health and reducing health inequalities.

The Government recognises the need to link air quality to other areas, such as climate change adaption and mitigation, transport and planning. They intend to develop a national air quality awareness campaign to inform key audiences and encourage behaviour change. There is a recognition of the need for public participation and engagement.

The report notes that there are currently 32 Air Quality Management Areas in place across Scotland (three of which are in the north east: in Aberdeen City Centre, Anderson Drive/Haudagain and Wellington Road), the vast majority declared on the basis of transport emissions, which are the main cause of fine particulate matter and nitrogen oxides.

Transport sources account for around 16% of particulates and 39% of Nitrogen oxides, given that the majority of the population live and/or work in urban environments, transport emissions are regarded as the most significant source of air pollution affecting human health. Proposals for transport focus on reducing the need to travel, supporting the uptake of low and zero emission fuels and promoting a mode shift away from the car towards active travel.

The Case Studies included in the report include the Aberdeen Hydrogen Bus Project, Co-Wheels Car Club and the Nestrans/Getabout supported In Town Without My Car events. Regional Transport Partnerships are specifically mentioned as having a role to play in providing a clear policy statement and associated objectives for promoting and increasing modal shift.

The Strategy is available from the Scottish Government website at:
<http://www.gov.scot/Resource/0048/00488493.pdf>

o **Community Links Plus Competition**

On 12 November 2015, Transport and Islands Minister Derek MacKay announced a new cycle funding stream in the form of the Community Links Plus competition.

The competition, which links the Sustrans Community Links programme with the Year of Innovation, Architecture and Design 2016, is designed to deliver an exemplar, high profile and inspirational active travel project within an urban setting or to an urban centre.

There are a number of key objectives that the competition aims to foster within urban areas;

- Increasing modal shift, helping achieve the CAPS vision of 10% of everyday trips by bike by 2020;
- Creating safe, convenient, seamless and segregated routes to and through cities;
- Connecting to and through major short trip generators;
- Contributing to sustainable place-making, delivering high quality design projects and improving the urban realm whilst meeting the needs and aspirations of the community;
- Integrating the needs of pedestrians following the principles of Designing Streets.

The competition is open to all local authorities and statutory bodies, with the process comprising of three stages. The Minister for Transport and Islands will then allocate significant funding to one or two major projects, depending on available budgets and quality of bids received.

Funding is available in the form of a grant to develop projects and develop design. There is a 50% match funding requirement for the winning project/s.

- The first stage expressions of interest had to be submitted to Sustrans by the 3rd of December 2015.
- Aberdeen City Council officers decided not to submit an expression of interest.
- Aberdeenshire Council are supporting Huntly Development Trust with an expression of interest linked to the integrated travel town work in Huntly.

o **Community Links**

Sustrans have announced the continuation of the Community Links funding for infrastructure to support active travel with a new round of funding for 2016/17. An information day was held for partners on the 25th November in Edinburgh.

Although no total funding amount has been announced, it is anticipated that it will be similar to levels of previous years: £38 million in total from 2014/15 to 2015/16.

New guidance has been provided for Local Authorities and Statutory bodies for funding and includes an updated list of the things that Community Links funding cannot fund. The updated information includes the following projects which are not eligible for Community Links funding:

- Direct creation of new roads, car parks or projects which do not result in a net increase in journeys by foot or by bike;
- Active Travel Hubs;
- Public Transport Infrastructure projects where there is no active travel benefit.

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).

15 October 2015 [Views sought on options to improve transport between Fraserburgh and Peterhead to Aberdeen](#)

26 October 2015 [View consultation on options to improve transport between Fraserburgh and Peterhead to Aberdeen](#)

- 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's latest advertising campaign is outlined as part of the Public Relations Update.

- o **Recommendation**

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

RD/LJ/KMac/30 November 2015

Nestrans Communications Report

October 2015 – November 2015

o Social Media

At present (November 15) the joint @ACSEF_Nestrans account has a total of 409 followers, an increase of almost 9% on the previous total in September 2015.

Going forward, this twitter account will move to become an exclusively Nestrans account.

October-November - Tweeting and retweeting about topics including:

- Nestrans Annual Report
- Getabout New Festive Travel Guide
- Fraserburgh and Peterhead to Aberdeen Study (Consultation Events and Online Survey)
- Aberdeen City Region Deal (Parliamentary Visit and Business Breakfast)
- AWPR progress (pylons for River Don Crossing, temporary A96 bridge)
- New Stagecoach BuchanXpress coaches
- Bridge beams on Inveramsay Bridge
- Nigg Bay Development Frameworks events



o Nestrans Media Releases & Statements Issued

Date	Type	Details
14/10/15	Statement	Statement issued on designated lorry parking, following media query.
15/10/15	Press Release	Press release promoting the four consultation events as part of the Fraserburgh and Peterhead to Aberdeen Strategic Transport Study
23/10/15	Statement	Statement issued on cycling after a student's study returned less than favourable views on cycling in Aberdeen.
28/10/15	Statement	Statement following the Ellon consultation, noting that event was well attended
13/11/15	Press Release	Press release following the four successful consultation events and reminding people that they can take part in the feedback online until 15 December.
25/11/15	Statement	Statement issued on A90 online petition to dual the road to Fraserburgh



○ Press Enquiries

Date	Media	Details
05/10/15	Evening Express	<p>An update on the Ellon Park & Ride progress is given as part of the Nestrans board papers. The update mentions that a report will be going before the Formartine Area Committee to ask councillors for guidance on how the council wishes to proceed. Reporter wants to know a bit more about this meeting and what exactly councillors will be asked.</p> <p>Advised that papers were still being prepared at this stage.</p>
06/10/15	Evening Express	<p>The forthcoming Nestrans board papers mention an upcoming consultation from Aberdeen International Airport and suggests a response from Nestrans. Reporter wonders if Nestrans wish to comment further.</p> <p>Pointed out to reporter that this was only a suggested response for the board to discuss and that only after that discussion would an official response be drafted.</p>
14/10/15	Ellon Advertiser	<p>Councillor Owen has been raising the issue of lorries parking overnight at the Balmacassie Business Park and how she would like to see steps put in place to provide a proper stop off area for them. Would Nestrans be able to provide a comment on this, or some information on where the nearest overnight lorry park is for drivers.</p> <p>Statement issued.</p>
23/10/15	Evening Express	<p>A student at Aberdeen University has recently completed a study on cycling in Aberdeen which shows it is a poor situation. Cyclists are not happy with driver attitude, safety or infrastructure. Equally, drivers say some cyclists don't stick to the rules. Can Nestrans comment on what's being done to change attitudes and what infrastructure improvements are being made?</p> <p>Statement issued.</p>
24/11/15	Fraserburgh Herald/Buchan Observer	<p>Reporter is writing a story on a petition to dual the A90 north of Ellon to Fraserburgh and Peterhead. As this is one of the possibilities being looked at in the Fraserburgh and Peterhead to Aberdeen Strategic Transport Study, they are looking for a Nestrans comment on it.</p> <p>Statement issued.</p>
25/11/15	Press & Journal	



o News Coverage

Date	Media	Details
05/10/15	Evening Express	Nestrans announces it has seven options as it looks at how to reduce journey times and increase road safety between Aberdeen and Peterhead, two of these include trams or 'light rail' running from Dyce or Bridge of Don north into Aberdeenshire, comments from Cllr Willie Young.
06/10/15	Evening Express	Nestrans and Aberdeen City Council investigating plans to turn roundabout on Anderson Drive at King's Gate into signalised junction, £32,500 already allocated towards the investigation which would also involve changing pedestrian crossing at Rubislaw Den South to toucan crossing.
06/10/15	Evening Express	Nestrans report shows that 46% of commuters (one third in Aberdeenshire) are opting for greener travel options although air pollution remains a problem in some parts of Aberdeen.
07/10/15	Evening Express	Councillors ask officers for answers over park and ride extension delay: Cllr Gillian Owen has expressed her frustration over delays to the proposed expansion of Ellon Park & Ride. She has emailed officers for answers regarding problems with securing a purchase order. Cllrs Owen and Argyle quoted.
08/10/15	Evening Express	Aberdeen Airport bosses could be encouraged to do more to ease congestion on local roads, Nestrans being consulted on the airport's new capital investment plan.
08/10/15	Evening Express	(LETTER) – “Efficient roundabout doesn't need changed.” – In relation to proposed signalised junction at roundabout at King's Gate/Anderson Drive – writer says the roundabout works perfectly well and suggested that Aberdeen City Council focuses on the Haudagain instead. Highlights that faulty signals can cause gridlock.
08/10/15	Evening Express	(LETTER) – “Reconsider roundabout” – Writer suggests a move to a signalised junction is 'madness' and that it operates 'perfectly well' at the moment. Suggests that if the AWPR does its job that there should be no need. Suggests Council focuses on using the money to repair roads in the spring instead.
12/10/15	Press & Journal	Nestrans reveals seven options being considered for improving links between Fraserburgh/Peterhead and Aberdeen, one is the reopening of the railway from Dyce north into the Buchan area.
12/10/15	Evening Express	Aberdeen City Region Deal update report presented to Nestrans after Network Rail meeting focusing on constraints associated with rail tunnels, report says Aberdeen station considered to be more of a problem.
13/10/15	Press & Journal	Cllr Owen says she is very happy that potential upgrade of the A90 from Ellon to Peterhead is 'on the agenda', Nestrans recently discussed the issue as part of ongoing strategic transport review in north-east.
13/10/15	Buchan Observer	Aberdeenshire councillors welcome latest Nestrans report recommending seven options for improved transport from Aberdeen to Peterhead and Fraserburgh.
16/10/15	Evening Express	Series of consultation events being held by Aberdeen City and Aberdeenshire Councils along with Nestrans over the next month for members of the public to have their say on how to improve transport connections between Aberdeen, Fraserburgh and Peterhead.

16/10/15	Ellon Times	Nestrans identifies seven improvement options for transport links between Aberdeen and Peterhead/Fraserburgh, Cllr Owen discusses possible dualling of A90 and Cllr Ford discusses possible reopening of Buchan railway.
16/10/15	Ellon Times Inverurie Herald	Councillor Owen calls for more to be done to tackle issue of lorries parking in Balmacassie Business Park, says she has raised issue with Nestrans to see if a lorry park can be provided in the Energetica corridor.
17/0/15	Press & Journal	Have your say: A90 dualling plan consultation events - North-east residents, commuters and businesses will get the chance to let their views be known about how to improve the 50 mile stretch of road from Peterhead to Aberdeen.
20/10/15 21/10/15	Press & Journal Buchan Observer Evening Express	Nestrans public consultation events to begin next week and councillors urge Buchan residents to have their say on Aberdeen Strategic Transport Study.
27/10/15	Press & Journal Buchan Observer	Councillors urge local residents to have their say at forthcoming public exhibitions on Fraserburgh/Peterhead to Aberdeen Strategic Transport Study being carried out by Nestrans.
27/10/15	Evening Express	Survey find safety worries are putting people off cycling in Aberdeen.
28/10/15	Evening Express	Nestrans has held its first meeting with the public where north east residents can express their views on how to improve transport between Aberdeen and Fraserburgh. The first of four meetings was held in Bridge of Don.
16/11/15	Press & Journal	Calls for dualling the A90 all the way to Fraserburgh. A Councillor fears a fishing port could become the forgotten corner of the north-east if it is not included in the campaign to dual a vital road. Cllr Ian Tait wants the busy A90 upgraded all the way to Fraserburgh – and has urged people in the town to make their voices heard on the issue.
24/11/15	Buchan Observer	Online public consultation on improved transport links in the north east is still ongoing. Nestrans recently hosted a series of face-to-face consultations across the north-east, which were very well attended.
25/11/15 26/11/15 26/11/15	Buchan Observer Press & Journal Fraserburgh Herald	1,000 sign up to dual A90. A petition to dual the A90 road north of Ellon to Fraserburgh via Peterhead has been signed by over 1,000 people. Cllr Peter Argyle, Nestrans vice-chair, said the dualling was one of Nestrans' areas of focus, and encouraged residents to take part in the official consultation to have their say.

o Getabout Update

Festive Travel

Getabout's Festive Travel Campaign is well underway, promoting alternatives to taking the car into the City Centre over the busy Christmas shopping and events period.

As part of this, we have 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 Back Advertising
- Bus Shelter Advertising
- Billboard Advertising



The adverts promote an interactive travel guide which is available on the Getabout website, with information on Park & Ride facilities, train journeys, taxi ranks and how to get home safely following nights out.

Thank You Panels

Getabout has also booked passenger panels (displayed in the overhead advertising section on the buses) on buses throughout Aberdeen and Aberdeenshire. These adverts thank passengers for choosing to take the bus, and by doing so, lowering congestion and the area's carbon footprint.



Our advertising company are looking into the possibility of using these as a trial for some new digital adverts that FirstGroup will be having on their executive buses. These are digital screens near the front of the bus which would carry messages including this advert as well as bus timetable info etc. As this is part of a trial, Getabout are not being charged any additional funds for this.