

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 Prestwick Airport

Members may be aware from press reports that the Scottish Government has agreed to the temporary running of Prestwick Airport as a nationalised operation. Rab Dickson attended the Cross-Party Group on Aviation meeting in the Scottish Parliament on 27 November where it was emphasised that the Government are not in the business of running airports, that the acquisition is seen as a temporary measure until an operator can be found and that there is no intention to compete for business with commercial airports.

Representatives from Glasgow and Edinburgh Airports did express concern at the possibility of anti-competitiveness issues, but seemed satisfied with the assurances given. Implications for Aberdeen International Airport are probably minimal.

o Access to Laurencekirk Study

Derick Murray, along with Ewan Wallace and William Munro of Aberdeenshire Council, met with various representatives of the Laurencekirk community on 14 November at Mearns Community Centre to explain the study that Nestrans is commissioning in partnership with Aberdeenshire Council and Transport Scotland to develop a robust evidence case and progress a preferred option to improve access between the A90 and Laurencekirk.

It is felt that the meeting was appreciated and that the requirement for the study and the fact that local input will be a key element of the STAG process was in the main understood and welcomed. It was asked however if there are any interim measures that can be introduced to improve safety on the A90 Trunk Road at this location in advance of a long term solution being brought forward and delivered and a letter has been sent to Transport Scotland to seek their response to this request.

Four tender submissions have been received in response to the mini-competition being undertaken via the Scotland Excel Framework. They are currently being assessed on a quality basis and it is intended to appoint a consultant in early December.

o Inveramsay Bridge Roads Orders

The (Trunking and Detrunking) Order 2013 and (Side Roads) Order 2013 for the A96 Trunk Road (Inveramsay Bridge Improvement) have been made by Scottish Ministers and came into force on 31 October 2013. Nestrans has received a copy of the made orders, relevant plans and public notice. Welcoming developments, Transport Minister Keith Brown said “The publication of Road Orders is a clear signal of our determination to deliver this important

scheme, with advance works on site expected to start before the end of 2014". The scheme is expected to be completed in early 2016.

o **Bus Passenger Satisfaction Surveys Trend Analysis 2009-2013**

At its meeting on 30th October 2013, the Board agreed that the recent trend analysis that has been carried out on the annual Bus Passenger Satisfaction Surveys be reported back to a future meeting. Using Bus Passenger Satisfaction Survey results, data was compiled and charted to show the Very and Fairly Satisfied satisfaction trends for Aberdeenshire bus passengers between 2009 and 2013 and for Aberdeen City passengers between 2010 and 2013. In addition, for each quality of service indicator the graphs also include the trend over time for the benchmark figure that is used to compare results from Aberdeenshire and Aberdeen City with other, similar authorities nationally. The survey asks respondents for their satisfaction against 21 quality criteria including satisfaction with the overall service that they experienced on their most recent trip. Responses to this overarching question have shown a gradual improvement in both Aberdeen City and Aberdeenshire and satisfaction levels that are equal to or above benchmark figures.

The full trend analysis report can be found on the Nestrans website at <http://www.nestrans.org.uk/bus-satisfaction-survey-2011.html>

o **Social Transport Collaboration Solutions Project**

Nestrans are involved in a Change Fund project aimed at improving Social/Community Transport infrastructure within Aberdeen, entitled Social Transport : Collaborative solutions. Reflecting the Audit Scotland report concerns that "Transport services for health and social care are fragmented and.... Scottish Government, Regional Transport Partnerships, councils, NHS boards and the ambulance service are not working together effectively to deliver transport for health and social care or making best use of available resources." It was felt that a collaboration project focused on Reshaping Care for Older People (RCOP) could address these issues.

Community Transport is seen as a major and growing issue by the Scottish Government, and it continues to be examined at the highest levels in Scotland. The Scottish Parliament Infrastructure and Capital Investment Committee's report on Community Transport, and its recommendations to the Scottish Government, were the subject of a debate in the Chamber of the Scottish Parliament on 30th October 2013.

This project investigates how to improve social transport for older people in Aberdeen. It works collaboratively in resolving Community Transport issues identified by the emergence of RCOP Change Funded projects and provides a great opportunity for the Change Fund to be seen to be a catalyst to change and need for older people. The Aberdeen Social/Community Transport Group consists of Aberdeen Council of Voluntary Organisations (ACVO), Robert Gordon University (RGU), Nestrans, Scottish Care, Aberdeen City Council, Dial a Community Bus, British Red Cross, Royal Voluntary Service and Co-Wheels.

The project will consider ways of working together to improve the efficient use of vehicles by identifying times when transport is lightly used, such as private hire buses which are only required during peak periods. Led by staff at RGU, it is hoped that innovative solutions can be identified to improve social inclusion, particularly amongst elderly people in the City.

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 details from the Nestrans' website).

24 October 2013: [Nestrans publishes draft Freight Action Plan for comment](#)

8 November 2013: [Nestrans and NHS Grampian appoint new Health and Transport Action Plan Coordinator](#)

26 November 2013: [Your travel into Aberdeen is all wrapped up this Christmas!](#)

o **Getabout**

The festive transport promotion

The festive transport promotion is currently underway with a wide range of advertising and promotional activities underway to encourage people to choose sustainable modes when travelling into Aberdeen city centre in the run up to Christmas to try and ease congestion problems. Central to the promotion has been the production of an interactive and paper leaflet, available at www.get-about.com. This is supported by advertising on bus backs, billboards, highlighters, bus shelters and radio. In addition to the permanent bus park and ride sites at Bridge of Don, Ellon and Kingswells, the car park at Woodhill House is allowing free parking for bus users travelling into the city on weekends during December.

Nestrans also supported the City Council at their winter event in the city centre on 16th November.

Be Safe be seen

The Be Safe Be Seen campaign involves the city wardens stopping cyclists without lights and giving them a pair of cycle lights which easily fit to the bike - progress reports will be provided

The James Hutton Institute

The James Hutton Institute has joined the Getabout partnership. They are offering skills in evaluation and monitoring. This takes the partners to 11 including HTAP representative.

Social media

The Getabout Facebook page has crossed the 200 mark for "likes" and with Louise Calder working to promote and re-tweet stories on Twitter our following has reached 333 from 1,590 tweets so far. If any members have not yet liked our Facebook page, or followed us on Twitter, please do so.

Riverbank School/Cycle Roadshow

Getabout (Aberdeen City Council and Nestrans ran the last cycle roadshow of the year at Riverbank School in Aberdeen in November. The bike roadshow has been used 31 times this year with an average participation of 200 (in schools we have 6 classes a day with an average of 30 participants per class, including teachers/parents etc) per day that's **6,200** people reached.

o Nestrans/GetaboutCommunication Update

Media enquires

Since July, Nestrans have had 10 media enquiries, a selection are included below:

- Comment on Aberdeen City Council's Strategic Infrastructure Plan
- A quote in regard to the traffic flows in bus lanes in Aberdeen
- Following on from Transport Scotland's press release on funding for Laurencekirk access, will the flyover be an option?
- More information required on the Transport to Healthcare Information Centre

Below is a list of all mentions of Nestrans in the press since August

Date	Headline	Paper
13.8.13	Traders complain a 37-mile detour for road works will isolate village	Press and Journal
21.8.13	Campaigners dismiss safety probe at blackspot junction	Press and Journal
21.8.13	Cash boost for A90 junction revamp	Evening Express
26.8.13	Feasibility study to re-opening rail link	The Ellon Times
31.8.13	Moving station entrance could get lifeblood flowing again	Evening Express
3.9.13	Rail study drive welcomed	Buchan Observer
9.9.13	Minister admits flyover case	Press and Journal
10.9.13	Preferred option for A90 road safety	Mearns Leader
16.9.13	Churchman has words of support for flyover	Press and Journal
18.9.13	Public get say on new project	Press and Journal
23.9.13	Ministers ignore flyover activists	Press and Journal
24.9.13	Have a say on transport strategy for north-east	Banffshire Journal
24.9.13	Minister challenged to drive nightmare junction	Press and Journal
27.9.13	Transport body seeks board members with drive	Donside Piper
26.10.13	Economy under threat from airspace change	Evening Express
29.10.13	Lukewarm reception for patients transport hotline	Evening Express
5.11.13	Transport chiefs plot change to road rules	Evening Express
11.11.13	Demand for guaranteed landing spots (re HS2)	Press and Journal
11.11.13	North-east plea for landing slot guarantees at Heathrow	Press and Journal
11.11.13	No trains – we need planes (re HS2)	Press and Journal
12.11.13	Plea to secure landing slots for flights from city	Evening Express
16.11.13	Students reveal new bid for bike scheme	Evening Express

Twitter

The @ACSEF_Nestrans twitter account was created 12th August 2013

From 12th August - 17th October

- Number of followers 83
- Number of tweets 63
- Number of re-tweets 33
- Number of mentions 12
- Number of favourites 9
- Following 102
- Bitly click throughs 155 from 20 links
(Bitly is a URL shortening and bookmarking service and used within our tweets)

The most popular link was in regard to the vacancies on Nestrans Board, link clicked on 82 times

18th October - 26th November

- Number of followers 105
- Number of tweets 94
- Number of re-tweets 15
- Number of mentions 12
- Number of favourites 2
- Following 116
- Bitly click throughs 77 from 13 links
(Bitly is a URL shortening and bookmarking service and used with in our tweets)

The most popular links were in regard to the Marischal Square redevelopment, the draft Freight Action Plan and the Getabout festive lights.

**Please note these stats cover both ACSEF and Nestrans related tweets*

THInC

Following on from the Evening Express media enquiry in regard to THInC and the lack of promotion and understanding of the centre, it was decided that the project needed to be promoted to a wider audience. Working with Andrew Stewart, the recently appointed Health & Transport Action Plan Co-ordinator, a communication action plan has been created and will be reviewed at the next HTAP Steering Group on 6th December.

Getabout

The recent focus for Getabout has been the festive campaign to promote the use of public transport in the region. A variety of advertisements has been created and can now be seen throughout the City and Shire on billboards, bus shelters and bus backs.

In addition, a leaflet was created with information on Park & Ride, buses, trains, routes, timetables and travel information for City & Shire. This has been promoted by our partners at Aberdeen City Council, Aberdeenshire Council, Aberdeen Invest Live Visit, VisitAberdeen as well local bus companies. Two versions of the leaflet were created, a printed version that has been distributed throughout the area and an online interactive version which is promoted by various partners via Facebook and twitter.

Radio adverts promoting the use of public transport in the festive season will also be on Original106 FM throughout December.

The website has recently been reviewed and updated to make it more user-friendly for people to find information on travelling by bus/train/bicycle/foot and Park & Ride. A variety of copy has also been updated to include recent stats. A subgroup of the Getabout members has also been formed to discuss the requirement for a new website in 2014. Discussions are currently underway on how best to tender the project, decide the required style, layout and content for the new website.

We are currently in the middle of planning our events for 2014 and the subsequent advertising requirements.

o Recommendation

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

RGM/RD/DK/LC 4 December 2013