

Item:  
**10**



## **Report to Partnership Meeting 26 April 2024**

### **RESEARCH AND STRATEGY DELIVERY**

#### **People & Place Programme 2024/25**

#### **Purpose of Report**

To provide Members with an update on HITRANS Proposal for the People and Place Programme 2024/25.

#### **Background**

At the last HITRANS Partnership meeting in February 2024, members were advised of the outcome of Transport Scotland's review of the current model for the delivery of Behaviour Change and Access to Bikes. This review recommended the development of a model that sees direct funding to Regional Transport Partnerships with responsibility to develop further their relationships with Local Authorities to agree the priority behaviour change and access to bikes interventions (referred to as the 'People and Place' programme) required for their respective areas, and to work with delivery partners to secure the support required.

In the last two months, HITRANS has been working with Transport Scotland officials and local authority partners to refine the initial proposals for 2024/25. The final proposal that was submitted on 12<sup>th</sup> March has been approved and officers are currently in the process of providing supporting information so that a final grant offer can be signed. It is expected that this process will be concluded prior to the Partnership meeting on 26<sup>th</sup> April.

#### **HITRANS People and Place Proposals for 2024/25**

Transport Scotland invited RTPs to submit proposals for the interventions/projects they have identified as priorities with their respective local authorities, setting these out across the themes of Active Schools; Active Workplaces; Accessibility and Inclusion, and; Capacity and Capability Building.

A summary of HITRANS revised proposal is set out in the table on the next page. The proposal was developed in close partnership with representatives from each partner Local Authority. Several meetings were also held with the main third sector national organisations that have previously administered a series of different behaviour change challenge funds and other national programmes to help understand the elements of the regional programme which they could assist in delivering.

Investment Proposal	Local Authority (and/or Delivery partner if applicable)	Description	Total Investment RDEL	Total Investment CDEL	Theme
<b>HI-BIKE Operation &amp; Expansion</b>	HITRANS	on-street eBike share scheme operating in Inverness & Fort William - expansion planned	<b>£123,000.00</b>	<b>£100,000.00</b>	Accessibility and Inclusion
<b>HI-Travel Officer – Regional Behavioural Change Delivery Programme</b>	HITRANS / Local Authorities / CPP	Staff resource to manage overall People & Place Programme	<b>£54,000.00</b>	<b>£0.00</b>	Accessibility and Inclusion
<b>HITRANS/ LA Posts - Access to Bikes (5 FTE) including both support for Dunoon and Moray</b>	HITRANS / Local Authorities / National Partners / Community Organisations	Support for existing C:UK projects (but C:UK ask equals our entire amended revenue budget, so will need to take in-house)	<b>£210,000.00</b>	<b>£75,000.00</b>	Accessibility and Inclusion
<b>Cycle Parking/Transport Integration Manager</b>	HITRANS	Staff resource to deliver transport integration / workplace aspects of P&P Programme	<b>£45,000.00</b>	<b>£0.00</b>	Active Workplaces
<b>Bikes on Buses</b>	HITRANS / Bus Operators	support transport operators to carry bikes on buses	<b>£0.00</b>	<b>£60,000.00</b>	Active Workplaces
<b>Regional Cycle Parking Programme</b>	HITRANS / Local Authorities	rolling programme of cycle parking installation at education establishments, work places, trip generators and at public transport links	<b>£0.00</b>	<b>£225,000.00</b>	Active Workplaces
<b>Sustainable Employer Grant</b>	HITRANS / Local Authorities	grant similar to "cycle friendly" programme for employers	<b>£0.00</b>	<b>£37,500.00</b>	Active Workplaces
<b>HITRANS/ LA Posts - Schools Travel Tracker</b>	HITRANS / Local Authorities/ Living Streets	Support Living Streets to deliver WOW and Travel Tracker across region	<b>£100,000.00</b>	<b>£0.00</b>	Active Schools and Young People
<b>Pool Bikes / Recycling Bikes Project Support</b>	HITRANS / Local Authorities /	Support for local organisations delivering pool bike and bike recycling projects	<b>£15,000.00</b>	<b>£120,000.00</b>	Accessibility and Inclusion, and Active Workplaces

	Community Organisations				
<b>HITRANS/ LA events support/ National programme</b>	HITRANS / Local Authorities	Support LA's and employers to deliver events like In Town Without My Car day and national programmes like Step Count Challenge, and support AT for events e.g. the Inter Island Games	<b>£27,870.00</b>	<b>£61,816.00</b>	Accessibility and Inclusion
<b>Monitoring and evaluation, including installation of counters on active travel routes across region</b>	HITRANS / Local Authorities	Continue our work to roll out baseline monitoring prior to infrastructure improvements and use of existing routes	<b>£0.00</b>	<b>£112,500.00</b>	Capacity and Capability Building
<b>Regional Active Travel Conference</b>	HITRANS	Bring together LA's and other delivery partners for networking and information sharing event	<b>£1,500.00</b>	<b>£0.00</b>	Capacity and Capability Building
<b>Pump priming 2025/26 programme and longer-term planning</b>	HITRANS	Create coherent BC plan for 25/26 and beyond, linked to Regional ATS and Local Authority ATS and LTS	<b>£8,000.00</b>	<b>£0.00</b>	Capacity and Capability Building
<b>Neighbourhood Hubs</b>	HITRANS	Continue our work to install shared and micro-mobility solutions in our smaller settlements and in residential areas, linking to public transport	<b>£0.00</b>	<b>£250,000.00</b>	Accessibility and Inclusion -Mobility Hubs
	<b>Totals</b>		<b>£584,370.00</b>	<b>£1,041,816.00</b>	<b>£1,626,186.00</b>

Below is an outline of some of the key intervention set out in the table above:

- Capital and revenue support for the HI-Bike ebike share scheme which currently operates in Inverness and Fort William. It is proposed to expand the Inverness scheme and extend into Elgin in 2024/25 and explore if it can be utilised for major events such as the national Mod in Oban and the Island Games in Orkney
- Under the theme of Active Workplaces a series of interventions including; a regional cycle parking programme that will seek to fast track the roll out of facilities in town centres and other key trip generators; a sustainable employer grant that enables public and private businesses to apply for funding to improve facilities that encourage staff to travel actively; programme of active travel transport integration interventions; and further support for operators to make provision for passengers to take their bikes on services. Appointment of a Project Manager to oversee the delivery this workstream and complementary initiatives.
- Increase capacity (1FTE) within each local authority to support the Access to Bikes workstream. This will provide additional staffing resource in each of our five Local Authority partners that will be tailored to local needs. The resource will enable LAs to deliver their wider behaviour change programme and to work on other related project work in their areas such as the Bothy Projects in Moray and Argyll & Bute. The roles will also enable more coordination to take place with community groups. This proposal includes a 20% contribution from each Local Authorities Local Authority Direct Award (LADA) allocation with funding available to support the purchase of bikes and other capital spend required to support the delivery of this programme in each area.
- Appoint a Smarter Travel Choices: Promotion and Marketing Officer to develop an active travel brand/s for the region that will support a series of wider measures encouraging behaviour change across the region including; working with partner organisations like NHS and Police Scotland to support public health and road safety campaigns; Sustainable travel events and promotions, a regional active travel conference; and improved monitoring of active travel across the region to ensure that there is better evaluation of interventions so that proposals for future years can be adapted to invest in those measures that best deliver modal shift and against other outcomes in the AT Framework ([www.transport.gov.scot/active-travel/active-travel-framework/](http://www.transport.gov.scot/active-travel/active-travel-framework/))
- Roll out a Regional Travel Tracker Programme. Travel Tracker is a year-round walk to school challenge delivered through Living Streets, where schools record data on how children travel. It's a school-based activity where pupils are rewarded if they travel sustainably (walk, cycle, or scoot) to school at least once per week. It aims to increase walking rates amongst young people and reduce congestion. Living Streets lead, deliver and support schools to participate in walk to school projects and bring additional value to the Local Authority by identifying opportunities to contribute to local strategies, such as Active Travel and Climate change and help take forward sustainable travel plans. The travel Tracker programme can be extended subject to budget and is extendable to rural areas where there may not be suitable cycling infrastructure for children.
- Establish robust governance measures including a regional steering group with representation from HITRANS, each partner local authority and other partners as required. This group has already been established but its representation will increase as the programme becomes established. HITRANS Officers will also provide regular progress reports to future Partnership Meetings.

## **Resourcing of People and Place Proposal**

In order to ensure that HITRANS are able to make early progress on the implementation of the 2024/25 proposals the posts for a Project Manager for Transport Integration and that for Smart Travel Choices: Promotions and Marketing Officer and have already been advertised.

<https://www.myjobscotland.gov.uk/organisations/highlands-and-islands-transport-partnership-hitrans/jobs> The closing dates for both posts is 28<sup>th</sup> April. The successful applicants can be based anywhere in the HITRANS region at either a HITRANS or partner local authority office.

An advert will also soon be published for an assistant Hi-Bike Technician to support the maintenance and expansion of the Hi-Bike system within Inverness and Elgin as outlined in the 24/25 proposals. We are also proposing that the existing post of Project Officer – Mobility Hubs be regraded to reflect the increased line management and budgetary responsibilities associated with HITRANS taking responsibility for all operational aspects of HI Bike and the expansion of the HI-Bike system.

HITRANS and partner LAs have also met with each of the main third sector national organisations that have previously administered a series of different behaviour change challenge funds and other direct national programmes. Transport Scotland have indicated that all regional proposals should clearly outline how they can support modal shift.

### **Recommendation**

Members are asked to;

1. note this report
2. approve the final HITRANS People & Place programme for 2024/25 that has been submitted to Transport Scotland
3. approve the proposals for resourcing HITRANS People & Place proposal 2024/25 as set out in this report.

### **Risk Register**

#### RTS Delivery

Impact – Positive

Comment – The new model provides both HITRANS and partner Local Authorities to develop annual Behaviour Change proposals that will directly support Active Travel and wider RTS

#### Policy

Impact – Positive

Comment – This work provides the opportunity for HITRANS to and partner Local Authorities to have direct responsibility for developing a positive Behaviour Change program which supports the implementation of Active Travel policies that address priorities within our region.

#### Financial

Impact – Positive overall

Comment – The Active Travel Behaviour Change represents an increase in direct funding for Active Travel despite the discontinuation of the Regional Active Travel Fund which HITRANS have benefitted from in recent years.

#### Equality

Impact – Positive

Comment – The new delivery model for Behaviour Change provides HITRANS and partners with the opportunity to develop tailored active travel projects and programmes that help eliminate the barriers to walking, wheeling and cycling in our area.

**Report by:** Neil MacRae  
**Designation:** Partnership Manager  
**Date:** 17 April 2024