

Report to Partnership Meeting – 3rd April 2009

FINANCE – TRAVEL PLANS PROGRAMME 2008/09

PURPOSE OF REPORT

To update Members on the position regarding delivery of HITRANS Travel Plans budget funded through the Scottish Government's allocation of £107,000 for 2008/09 through the grant stream directed to *Mainstream SMART Measures by Local Authorities and Health Boards*.

BACKGROUND

The main expected outcome of the Grant is to increase the number of staff, visitors and suppliers in Local Authorities and Health Boards using more sustainable modes of transport. The objectives of the grant are:

- i. work with Local Authorities and Health Boards to implement and expand the coverage and monitoring of Travel Plans and disseminate lessons learnt through the production of case studies; and
- ii. work with Local Authorities, and other sustainable and active travel stakeholders, to encourage organisations and individuals, for example through best practice, leadership, national events, promotion of publications, websites and tools, to test and habitually use more sustainable forms of transport.

HITRANS GRANT PROGRAMME

The following proposals summarise the areas where the Partnership agreed funding should be channelled.

Travel Plans Promotion

The HITRANS Board asked for additional funding to be directed to a promotional campaign to promote www.IfYouCareShare.com with the first phase of this to focus on local radio advertising. A budget of £21,827 was spent on this campaign in 2008/09.

Get Healthy, Get Active!

HITRANS introduced Get Healthy, Get Active! our sustainable travel grant scheme in 2007/08 and achieved good results in terms of promoting better travel with participation by our partner Councils. The budget in 2007/08 saw over £20,000 of successful active travel projects delivered by Argyll and Bute Council, Moray Council and Orkney Islands Council. The initial budget for this scheme for 2008/09 was increased to £35,000 to provide a greater opportunity for Councils and Health Boards to bid for funding of travel plan related actions. Unfortunately only Moray Council submitted bids for projects in 2008/09 so the budget was reduced to cover these projects with the final budget of £17,000 awarded to Moray Council to improve sustainable travel

measures at Council offices. It is understood that the projects funded have been completed and we await the final invoice from Moray Council for our funding contribution.

Sustainable Travel Facilities

While it is important to develop travel behaviour change at large employment sites such as can be achieved through Get Healthy, Get Active! many communities across the Highlands and Islands depend on smaller scale enterprises as key employers. It is therefore important to improve sustainable travel opportunities to sites such as these with facilities that can be used by all staff and visitors in the public realm. A budget of £13,685 has delivered a number of improvements at or near employment facilities across the region in 2008/09 with a view to improving the accessibility of public transport and active travel opportunities.

Travel Plan Marketing

A budget of £10,355 has been delivered in 2008/09 on targeted travel plan and sustainable journey marketing. This has included personal journey plan preparation and the production of travel plan booklets and marketing materials. The Travel Plan publicity has been provided to Councils, Health Boards and a number of major employers to help encourage travel plan implementation and adherence.

www.IfYouCareShare.com

The www.IfYouCareShare.com journey share portal was launched in summer 2008. A budget of £33,266 has been spent on this in 2008/09. This includes licensing costs which will future proof the site for the next four years and some marketing and graphic design work in developing the concept and site.

HITRANS Site Travel Plan

While encouraging other employers to practice good travel planning behaviour it is important that HITRANS implement a site travel plan for both the Lairg and Dalcross offices. A travel plan taking account of staff, member and meeting travel will be developed this year. To support this document a practical measure identified is to trial the use of a folding bike stored at the Dalcross office and made available for use by staff, members and advisors travelling through Inverness Airport for business. Folding bikes are accepted for carriage on buses, coaches and trains and this will represent a highly visible and practical application of sustainable travel methods by the Partnership. This initiative is indicative of the sort of project that would qualify under the Get Healthy, Get Active! scheme should other employers choose to follow our example. £469 has been allocated to this project.

Real Time Information System Promotion

The real time information systems funded by HITRANS in 2007/08 in Argyll, Inverness, Moray and Orkney will be going live in 2008 and each scheme has the potential to provide bus stop information through a dedicated website, SMS and WAP mobile phone technology. This is a cost effective way of providing information but for this to achieve good take up it is essential that the system is promoted if we are to realise the benefits offered by these communication methods.

A budget of £2,000 has been used to design the marketing materials and website layout and graphics to support the promotion of our RTI scheme.

Site Specific Travel Plan Development

A budget of £305 was spent in 2008/09 to support public and private sector employers in the development of site specific travel plans. At the start of the year it was hoped this scheme would require significantly more funding but in the event little interest was shown by smaller employers in using this funding as a means of developing site travel plans.

Administration, Monitoring and Evaluation

A budget of £8,000 has been allocated to cover staff time and office costs associated with delivering Travel Plans work in the HITRANS area and monitoring the success in delivering previously initiated and new travel plans across the Highlands and Islands.

SUMMARY

In line with recommendations made by Scottish Government the programme to *Mainstream SMART Measures by Local Authorities and Health Boards* has been used to research and develop measures that support sustainable travel and modal shift in the Highlands and Islands. The full budget has been taken up in the delivery of these measures.

RECOMMENDATIONS

1. Members are asked to note the latest position with regard to delivery of the *Mainstream SMART Measures by Local Authorities and Health Boards* in the Highlands and Islands.

Report by: Ranaid Robertson
Designation: Partnership Manager
Date: 6th March 2009
Background Papers: Appendix A – Detailed Travel Plan Programme 2008/09

Appendix A – Detailed Travel Plan Programme 2008/09

| Project | Description | Budget Allocated | Spend to Date |
|--|---|------------------|----------------|
| Travel Plan related promotions | Cost of advertising in local press to promote modal shift. | £21,827 | £21,827 |
| Get Healthy, Get Active! | Continuation of <i>Get Healthy, Get Active!</i> HITRANS sustainable travel grant scheme. The first round of projects has seen improved active travel opportunities and facilities at local government offices. It is hoped to extend the benefits to other public sector and private sector sites. Moray Council has been awarded £17,000 towards providing travel facilities in various Council offices and they will be invoicing HITRANS for our contribution shortly. | £17,000 | |
| Travel Plan Marketing | Targetted promotion of sustainable travel. This has included targetted marketing and individual route promotion. | £10,355 | £10,335 |
| Travel Facilities | Funding for enhanced sustainable travel facilities for general use not tied into specific employers. | £13,685 | £13,685 |
| HITRANS Office Travel Plan | A folding bike for use by HITRANS members, advisors and staff to attend meetings using sustainable transport. Folding bikes will be acceptable for carriage on all buses and trains in the region. | £469 | £469 |
| www.IfYouCareShare.com | Operation, licensing, marketing and promotion of HITRANS carshare site. | £33,266 | £33,266 |
| Real Time Information System Promotion | Marketing and promotion of HITRANS real time information projects. | £2,040 | £340 |
| Site Specific Travel Plan Development | Support to Public Sector and Private Sector businesses in developing and implementing site travel plans. | £305 | £305 |
| Administration, Monitoring and Evaluation | Staff time and office costs associated with delivering Travel Plans work in the HITRANS area and monitoring its success. | £8,000 | £8,000 |
| | | £106,948 | £88,228 |