

## Report to Partnership Meeting – 6 June 2008

### FINANCE – TRAVEL PLANS PROGRAMME 2008/09

#### PURPOSE OF REPORT

To seek approval of the proposed budget programme for the £107,000 2008/09 allocation to HITRANS to *Mainstream SMART Measures by Local Authorities and Health Boards*. This is the new programme designation the Scottish Government has applied to the previous Travel Plans budget and it reflects the revised targets against which success of the funding is being measured with a focus on the delivery of travel plans by all 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.

The targets against which progress in achieving objectives / expected outcomes will be monitored are:

- i. The continuation or implementation of a monitoring scheme by April 2009. Implementation of the Energy Saving Trust Travel Plan monitoring tool, by all Local Authorities and Health Boards by April 2010;
- ii. The development of at least two travel plan case studies for each Local Authority and each Health Board within the RTP area per financial year.

The case studies can cover any element of the travel plan process including development, gaining senior management support, implementation of a measure and monitoring or reviewing of the travel plan. The case study should be at least one page in length and contain the following elements:-

- The rationale for the process i.e. why it was done
- The outputs i.e. what was done
- The outcome i.e. what was achieved
- Learning experience i.e. what would be done differently
- Link to National indicators and targets; and

- Signed off by a senior member of the Local Authority or Health Board

At least one case study per organisation should cover the implementation of a travel plan measure that was put into operation within the last 12 months.

- iii. Increase the coverage of the Local Authority and Health Board Travel Plans to cover at least 60% of staff by April 2009, 80% of staff by April 2010. This should exclude teachers and other educational staff working in schools.
- iv. Produce at least one case study of a project which implements the advice contained in SPP17, or PAN76, within the area covered by the RTP by April 2010.
- v. Produce an action plan detailing measurable sustainable and active travel outcomes that the RTP will be implementing. For example this could be increase the number of people using a car sharing database or an increase use of tele / home working

## **ISSUES IDENTIFIED IN TERMS OF GRANT CONDITIONS**

HITRANS officers have some concerns that the detailed and specific targets set may not deliver the best outcome across the Highlands and Islands and may indeed lead to an overly bureaucratic process which may not best meet that Scottish Government's overall aims. If the conditions as currently suggested are to be met then 23 case studies will be required in the area benefiting from the £107,000 made up of 2 for each of the six (including Shetland) local authorities, 2 for each of the five NHS boards (including Shetland) and one for a project which has implemented SPP17 advice. This would entail the completion of four case studies in the Western Isles yet possibly only three for the Highland area.

## **PROPOSED USE OF THE 2008/09 GRANT**

The following proposals are subject to agreement by Government of a flexible approach to delivery of SMART travel planning measures in use of the available Grant.

### **Travel Plans Promotion**

In the previous Travel Plans budget period of April 2006 to March 2008 an element of funding was budgeted to cover the costs of advertising travel plans and sustainable travel in local newspapers and local radio. A provisional budget of £5,000 has been identified for this purpose 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 proposed budget for this scheme for 2008/09 has been increased to £35,000 and this will provide an opportunity for Councils and Health Boards to bid for funding of travel plan related actions in the current programme. HITRANS would not intend to restrict the funding to local authorities and health boards but rather consider proposals from other public sector bodies and the private sector, but this will be subject to agreement by Scottish Government of a relaxation of the currently proposed grant award conditions.

## **Travel Plan Marketing and Targeted Personal Journey Planning**

Targeted promotion of sustainable travel on particular routes was identified as a particularly successful aspect of the Sustainable Travel Demonstration Towns projects piloted by the Department for Transport. This process in England has included targeted telemarketing, personal journey planning and individual route promotion. A budget of £25,000 has been identified to encourage modal shift and sustainable travel passenger growth throughout the Highlands and Islands.

[www.IfYouCareShare.com](http://www.IfYouCareShare.com)

HITRANS awarded the contract to provide a highland and island wide journey sharing web portal to Jambusters Ltd in February 2008 and funded this from the 2007/08 Travel Plans budget.

The new system required a name that would really help it make an impact and the name was selected from over a hundred entries submitted by school pupils throughout the Highlands and Islands. The winning entry of IfYouCareShare.com was suggested by Tom Lane and Effie Ann MacQuarrie of Sgoil Phaibil in North Uist.

Having established IfYouCareShare.com it is now essential that we actively promote the site to ensure people throughout the area can benefit from the opportunity it presents. A regular commuter in the highlands and islands participating in the scheme stands to benefit greatly with a conservative estimate of an annual saving of £1,000.

Promotional activities have not been finalised but could include bus back advertising, local radio campaigns, temporary road side signage, posters and telemarketing. A budget of £5,000 has been identified for this purpose.

### **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 have folding bikes stored in each office (1 at Dalcross, 1 at Lairg) that will be available to employees, Members and partnership advisors to attend meetings. The 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.

### **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 the summer and each scheme has the potential to provide bus stop information through 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 particularly in relation to how to use the SMS function. A budget of £5,000 has been identified for RTI promotion specifically aimed at providing leaflets, posters and advertising of the RTI SMS and WAP service to be distributed through employers in the area, schools and at interchanges.

## **Site Specific Travel Plan Development**

A budget of £12,000 has been earmarked to provide support to public and private sector employers in supporting the development of site specific travel plans. This approach can also attract grant funding from the Energy Savings Trust for sites with 50 or more employees. This will build on the work that has already been progressed in 2007/08 where the Council headquarter sites and key NHS sites developed staff travel plans.

## **Administration, Monitoring and Evaluation**

A budget of £12,000 has been identified to cover staff time and office costs associated with delivering Travel Plans work in the HITRANS and Zetrans 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 full budget for the programme to *Mainstream SMART Measures by Local Authorities and Health Boards* has been earmarked for research and development of the measures that will support sustainable travel and modal shift.

## **RECOMMENDATIONS**

1. Members are asked to consider the proposed programme and approve it.
2. Members are asked to delegate the Partnership Director and Managers to have further discussion with Scottish Government on the detail of the grant conditions.

**Report by:** Ranald Robertson  
**Designation:** Partnership Manager  
**Date:** 27 May 2008  
**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
Zet Trans Travel Plan Projects	To cost of travel plan activities delivered in Shetland throughout the period from April 2008 to March 2009.	£6,500	
Travel Plan related promotions	Cost of advertising in local press to promote modal shift.	£5,000	
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.	£35,000	
Travel Plan Marketing and Targeted Publications	Targeted promotion of sustainable travel. This will include targeted telemarketing and individual route promotion. This process will be developed in cooperation with public transport operators and will include measuring the impact of the intervention in terms of passenger uptake.	£25,000	
HITRANS Office Travel Plan	3 folding bikes 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.	£1,500	
<a href="http://www.IfYouCareShare.com">www.IfYouCareShare.com</a>	Marketing and promotion of HITRANS carshare site.	£5,000	£308
Real Time Information System Promotion	Marketing and promotion of HITRANS real time information projects.	£5,000	
Site Specific Travel Plan Development	Support to Public Sector and Private Sector businesses in developing and implementing site travel plans.	£12,000	
Administration, Monitoring and Evaluation	Staff time and office costs associated with delivering Travel Plans work in the HITRANS area and monitoring its success.	£12,000	
		<b>£107,000</b>	<b>£308</b>