

NOTICE OF MEETING

There will be a meeting of the Partnership in the HITRANS Office, Inverness Airport on **Friday 6 June 2008 at 9:30am**. There will be an informal meeting of the Partnership for a briefing at the GolfView Hotel, Nairn on 5 June 2008 commencing at 6.00 pm, followed by dinner at 7:30pm.

AGENDA

APOLOGIES AND INTRODUCTIONS

MINUTES

1 **Minute of Meeting of 4 April 2008** (enclosed)

2 **Matters Arising**

FINANCE

3 **Revenue Budget 2008/09** (paper to follow)
 Report by Partnership Treasurer

RESEARCH AND DEVELOPMENT

4 **A9 Perth-Inverness Economic Appraisal** (enclosed)
 Report by Partnership Co-ordinator

5 **Economic Appraisal of A96 Bypasses** (enclosed)
 Report by Partnership Co-ordinator

6 **Study of Freight Potential of the Caledonian Canal** (enclosed)
 Report by Partnership Co-ordinator

7 **Travel Plans Programme 2008/09** (enclosed)
 Report by Partnership Manager Ranald Robertson

8 **START Project** (enclosed)
 Report by Partnership Manager Ranald Robertson

9 **Active Travel** (enclosed)
 Report by Partnership Manager Frank Roach

CONSULTATION

10 **Integrated Ticketing: A Strategy for Scotland** (enclosed)
 Report by Partnership Manager Frank Roach

- ENGAGEMENT**
- 11 **Development of Freight Transport through HITRANS** (enclosed)
Report by Partnership Manager Frank Roach
- 12 **HITRANS Rail** (enclosed)
Report by Partnership Manager Frank Roach
- 13 **Regional Bus Forum** (enclosed)
Report by Partnership Manager Ranald Robertson
- AOCB**
- 14 **AOCB**

Minute of Meeting held in the
Travel Centre, Kirkwall, Orkney on
Friday 4 April 2008 at 9.30am.

PRESENT
Mr Duncan Macintyre (Chairman) – Argyll and Bute Council
Mr John Laing (Vice-Chairman) – Highland Council
Mr Jim Foubister – Orkney Islands Council
Mr George McIntyre – Moray Council
Mr Donald Manford – Comhairle nan Eilean Siar
Mr Donald MacNeill
Mr Wilson Metcalfe

IN ATTENDANCE
Mr Dave Duthie – HITRANS
Mr Ranald Robertson - HITRANS
Mr Frank Roach – HITRANS
Mr Sam MacNaughton – Highland Council
Mr Mike Mitchell – Highland Council
Ms Naomi Coleman – Orkney Islands Council
Mr Murdo Gray – Comhairle nan Eilean Siar
Mr Donald John MacSween – Comhairle nan Eilean Siar
Mr Gordon Holland – Moray Council
Mr Blair Fletcher – Argyll and Bute Council
Mr Douglas Forson – Scottish Government
Mr Tony Jarvis – Highlands and Islands Enterprise
Mr David Summers – Highland Transport Forum

APOLOGIES
Ms Louise Smith
Mr Iain Duff - SCDI

The Chairman congratulated Mr Murdo Gray on his recent appointment as Director of Technical Services of Comhairle nan Eilean Siar and indicated that he hoped Mr Gray would be able to continue to visit HITRANS on occasion.

He also formally welcomed Frank Roach as an employee of HITRANS from 1 April 2008.

MINUTES

HITRANS 1 The Minute of Meeting of 1 February 2008 was **approved** subject to the sederunt being amended to reflect that Mr David Summers had been in attendance at the meeting.

- Matters Arising 2 With reference to item 2 of the Minute the Partnership Director indicated that it was proving very difficult to arrange a meeting of the Clyde and Hebrides Tier 2 group and it was felt to be important that all members of the group were in attendance at that meeting. Once it had been arranged he was keen to have the joint meeting of the Tier 2 groups referred to in the Minute. It was clarified that the attendees would require to be the chairs of the Tier 1 Committees, Caledonian MacBryane and Government.
- It was hoped that it could be timed to fit in with when Government was formalising the terms of reference for the ferry study.
- With reference to Item 8 Mr Manford asked for an update on the research being carried out into fuel prices. It was indicated that it was anticipated that the study would be complete by August 2008 and would consider the impact of closure of rural petrol stations; how the pricing structure had been developed across the highlands and islands and whether there were any issues where HITRANS could assist. Experion have been engaged as consultants and are currently collecting base information. Mr Foubister indicated that variations in fuel costs within Orkney could be in the region of 6-8 pence per litre.
- Mr Manford indicated that the Western Isles had previously carried out an investigation into potential profiteering in retail outlets. This investigation had concluded that this was not the case.
- There followed a discussion in relation to the high cost of fuel on islands and the merits of raising the issue with the Chancellor in relation to the possibility of differential tax regimes.
- It was agreed that the Chairman would write to the Chancellor advising him of the Boards concerns and subsequently should seek a meeting at the conclusion of the study.**
- It was further agreed that the Partnership Director would pass a copy of the Consultants brief to Members of HITRANS.**

FINANCE

- Revenue Budget 2007/08 3 The Partnership Treasurer submitted a Report setting out the revenue monitoring position for the period to 29 February 2008 and the projected year end provision. He indicated that HITRANS was not able to carry forward money so officers were making every effort to ensure all commitments in 2007/08 were met from the current year budget. To maximise use of the existing funding several 2008/09 project starts had been brought forward to assist in reaching the expenditure targets.
- It was agreed to note the terms of the update.**
- Finance Capital Budget 2007/08 4 The Programme Manager submitted a Report providing details of the position in terms of delivery of the HITRANS Capital Programme.
- The Programme Manager advised that since the writing of the Report that HITRANS had now spent its full capital allocation. He also indicated that the Government had agreed that a "bed and breakfasting" arrangement with Strathclyde Passenger Transport be facilitated and this had therefore allowed the moneys to fund delayed PTF projects to be continued for the Council's concerned, for the Lochmaddy Ferry Terminal and Cuan Sound Crossings.
- It was agreed to note the terms of the update and record HITRANS' thanks to Douglas Forson and his colleagues for assisting in this process.**

ROADS

Locally Significant Roads 5

The Partnership Director submitted a Report in relation to Locally Significant Roads and circulated the Study to Members at the Meeting. It identified thirty three routes from the significant local road network identified in the Regional Transport Strategy and these had been prioritised in terms of investment benefits adopting a common methodology to inform the submission of bids for ERDF grant aid. The Report indicated that the ERDF programme review group was keen to use this methodology for a £3million programme for grant aid to support the development of communities served by locally significant roads.

It was indicated at the meeting that the Study output circulated had been prepared by Tribal Consultants and identified a prioritised system on the basis of economic and social scoring criteria.

There followed a discussion as to whether authorities would be able to find the 80% funding required to match anticipated ERDF funding of 20% and the Chairman indicated that he understood discussions were ongoing with Highlands and Islands Partnership Programme in relation to the 20% cap.

Mr Manford indicated that he could understand an intervention rate being restricted where demand outstripped supply, but did not understand the reasoning behind the proposed financial cap in monetary terms alone.

It was noted that Arran and Shetland were also eligible for funding within the programme and it was agreed that HITRANS would establish with the authorities how best to work with them and establish their level of interest. Mr Gray confirmed that Comhairle nan Eilean Siar had approved its capital programme for 2008-12 and would provide details of what match funding it had available

Mr Fletcher indicated that Argyll and Bute had made provision of £2.5 million for transportation capital in this financial year and it was predicted would make slightly more provision in future years, but specific commitments to projects were yet to be made .

It was agreed that:

- (a) HITRANS would work with member Councils to bring forward the projects in the priority list for ERDF assistance;**
- (b) HITRANS would liaise with ZETRANS and North Ayrshire to extend the methodology to Shetland and Arran; and**
- (c) that Mr Dennis Malone of HIPP would be invited to the next meeting of HITRANS.**

STRATEGY DEVELOPMENT

Regional Transport Strategy 6

The Partnership Director submitted a Report seeking approval from the Partnership to submit to Scottish Ministers the revised Regional Transport Strategy and associated delivery plan. It was stated in the Report that the Strategy supported Government's key objectives and the Single Outcome Agreements of the constituent councils and reflected the level of funding potentially available from within Government and Councils to improve transportation as a means of enhancing the region's viability and enabling the Highlands and Islands to compete and support growth as part of the national strategy for the Scottish Economy.

It was agreed to approve the submission to Government of the revised Regional Transport Strategy taking account of input from constituent authorities that had not already been addressed in the delivery plan as circulated to the meeting and that the constituent authorities would be provided with a copy of the final submission.

- 7 The Partnership Director submitted a Report setting out some of the key elements contained in the draft National Planning Framework (NPF) recently published by the Scottish Government. The Report stated that the NPF would be scrutinised and approved by the Scottish Parliament in Autumn 2008. It would provide the national policy context for future plans and strategies prepared by Councils and Regional Authorities in special planning terms. The NPF aimed to identify the key economic development corridors and strategic transport routes where investment would be targeted. It also identified the main international gateways and deep water maritime facilities. Nine infrastructure developments were listed as potentially national projects which would be fast tracked through the planning system. The deadline for responses on the content of the draft Framework was 15 April 2008.

There was discussion on the apparent central belt focus of the proposals, and given the potential advantages within the planning system for projects included in the NPF, it was considered to be important it reflected the needs of the whole country. There was comment made that the priority projects listed appeared to be very short term focus for a document that was scheduled to subsist for the period up to 2030.

It was agreed that the Partnership should respond to the Consultation Document by requesting:

- (a) **that the west coast route from Glasgow to Western Isles (A82/A87 and ferry connections) was included as a Strategic Transport Route;**
- (b) **that the air service from Inverness to Heathrow and Gatwick be included as a Strategic External Link;**
- (c) **that the Inverness to Aberdeen and Perth transport corridors and the A82 Loch Lomond to Fort William Road be added to the National Projects for priority treatment;**
- (d) **that a meeting be sought with Highlands and Islands MSPs to raise these concerns before the NPF was scrutinised by Parliament.**

- 8 The Partnership Director submitted a Report detailing the proposed response from HITRANS to Her Majesty's Treasury Consultation on the replacement for air passenger duty in the UK. A draft response was appended to the Report and it was indicated that response to the consultation were invited by 24 April 2008.

It was explained that the proposal was that the tax would be on the size of the aircraft rather than passenger numbers and that HITRANS was suggesting that it would be better for the tax to be based on the CO2 emissions. It was also proposed in the Consultation that the duty would be extended to freight. There was discussion that there was a need to ensure that small planes were not disproportionately penalised. In relation to the current exemptions enjoyed by the Highlands and Islands it was understood that Treasury would look at the case for continuation of the case for exemption. It was considered that the case should be put that air services were in effect the Highlands and Islands equivalent of rail services for our remote and peripheral communities.

It was agreed to approve the draft response to Her Majesty's Treasury Consultation into Future Aviation Taxation annexed to the Report subject to the response being prefaced by an Executive Summary and reference being made to the PSO routes and ADS both being supported at a European level for the Highlands and Islands and that the finalisation of the response be delegated to the Partnership Director in discussion with Tony Jarvis.

- 9 The Programme Manager submitted a Report in relation to a potential continuation of the Partner II Project aimed at promoting better public transport being put forward by Mersey travel, the passenger transport authority for the Merseyside region. The Manager indicated that he and the Partnership Director had attended a meeting in London to establish if there would be value to the highlands and islands for HITRANS to participate in the latest phase of the scheme. It was suggested that the bid for funding might be around £3million but there may be a possibility to extend this to £5million depending on the level of partner interest. It was understood that 11 bodies (including HITRANS) may commit to going forward and there appeared to be value in participation in the project as it met a number of our aims and the required European criteria. Any funding contribution required from HITRANS could be funded through the Partnership and the development of the 'Jet Bus' Rural Bus Development Fund project. As the bid sponsor authority, Mersey travel would meet all the bid costs. It was considered that there were potential benefits in the bid, if successful for each partner authority in improving access through their strategic transport hubs. Mersey travel was experienced in bidding for this type of project and had been successful in managing the previous Interreg II project.

It was agreed that the Partnership would wish to take part in the project, and the Partnership Director was instructed to proceed on this basis with a view to committing HITRANS as a Bid Partner.

PARTNERSHIP

- 10 The Partnership Director submitted a Report seeking approval from the Partnership for the HITRANS Business Plan for 2008/09. The Report indicated that this was the first business plan to be prepared by the Highlands and Islands Transport Partnership and it set out what the Partnership intended to do during 2008/09 in working with its constituent councils and stakeholders to improve the delivery of transport services across the Highlands and Islands. It defined how the Partnership would move forward in promoting and implementing its Regional Transport Strategy.

There was some discussion around the emphasis in the first part of the plan focussing on what the Partnership was doing, with arrangements for governance and audit being in the Appendix and it was agreed to take this approach forward in future years.

There was some discussion around an additional task of reviewing ferry routes which was referred to in the National Transport Strategy. Ms Coleman explained that this would be an item on the Joint Tier 2 meeting which had been discussed at the Minute when the terms of reference for the study that the Government was taking forward were known.

There was also discussion around having a better 'catch phase' than "on board" and that integration between modes of transport should be addressed.

It was agreed to approve the one year business plan for 2008/09 with a view to developing a longer term business plan from 2009/10 once the views of Scottish Ministers on the Regional Transport Strategy and delivery plan were clear, the Strategic Review findings were available, and local authorities and their community planning partners had had a reasonable time to develop their Single Outcome Agreements with Government.

Partnership
Members Observer
and Permanent
Advisor
Appointments

11 The Partnership Director submitted a Report explaining the basis of the case for HITRANS to seek approval from Government to extend the tenure of the current non councillor members of the Board to consider inviting greater input from the health sector in the development of the Partnership. The Report also proposed the appointment of a revised permanent advisor from HIE.

The Report proposed that following Mr Donald MacNeill's resignation from HIE that he be replaced by Tony Jarvis as a Permanent Advisor to HITRANS. It was indicated that Mr Jarvis had a wide knowledge of transportation issues and the economic benefits of transport investment in particular and his appointment as a permanent adviser was therefore recommended to the Partnership.

It was indicated that the health sector was an important stakeholder in the work of the Partnership and it was recommended that a suitably experienced permanent adviser be sought to represent the sector.

It was agreed to:

- (a) agree to recommend to Scottish Ministers that the current term of appointment of the other (non councillor) members be extended to May 2009;**
- (b) to appoint an observer to the Partnership representing health interests following an advertising and selection process; and**
- (c) to appoint Tony Jarvis of HIE as a permanent adviser and to seek the nomination of a permanent adviser from the health sector.**

AOCB

12 There being no other competent business it was noted that the next meeting of the Partnership would take place on 6 June 2008 at the HITRANS office, Inverness.

Report to Partnership Meeting of 6 June 2008

A9 PERTH – INVERNESS ECONOMIC APPRAISAL

SUMMARY

In 2007 HITRANS and HIE jointly commissioned work to estimate the economic benefit which dualling the A9 would bring to the region. This research is part of the Regional Transport Strategy's delivery plan and is also intended to support our case for A9 investment in the Government's Strategic Transport Projects Review. The first part of the work was concluded in October 2007. It estimated an economic benefit of £1 billion to the region and the creation of 4,500 new jobs over a 30 year period from full dualling of the road. The second part of the work which has involved detailed modelling of the benefits arising from dualling the A9 was completed in May 2008. It has confirmed the estimates of over £1 billion of benefits. Also it has shown that priority should be given to dualling the road between Kingussie and Aviemore as the next stage after the current work between Perth and Pitlochry.

RECOMMENDATIONS

- Publicity should be given to these findings including a joint press release on behalf of HITRANS and HIE.
- Findings should be presented to MSPs in Edinburgh.
- The Minister should be urged to commence detailed design work for the Kingussie Aviemore dualling now to avoid delay in land acquisition and statutory procedures.

DETAIL

Background

1. In our Regional Transport Strategy the A9 trunk road between Perth and Inverness has been assessed as having the highest functionality of any transport link in the region, and is considered of fairly poor adequacy. Strategic dualling of the road is included in the Strategy's Delivery Plan over the period 2011 – 2022 with research and scheme preparation post 2008.
2. The A9 provides the most direct route from of Inverness to the Scottish Central Belt and is the primary economic connection into and out of the region for a large part of the Highlands and Islands. This area hosts a population of 305,220 people and 124,500 jobs, and in 2003 contributed £2.8 billion to the Scottish economy. Although both rail and air provide alternative options for transport between Inverness and the Central Belt, the A9 accounts for 98% of all passenger journeys and almost all freight movements along the corridor.

3. Currently only 45km of the 174km of the A9 from Perth to Inverness is dual-carriageway, platooning is common and overtaking difficult. Surveys in 2005 and 2006 revealed a median journey time of approximately 1 hour 56 minutes end-to-end, equivalent to an average speed of 56mph for the journey. However, average speeds for some sections were closer to 50mph, and within these there is often significant variability as slower moving vehicles are encountered. Average speeds are decreasing as traffic volumes on the A9 grow. Previous studies evaluated the perceptions of the A9 among businesses both in the Highlands and the Central Belt. These demonstrated clearly that the principal concerns related to driver stress due to the lack of overtaking opportunities. In addition to constraining some existing business activity in the Highlands, perceptions in the Central Belt may be deterring investment into the region, particularly in higher value-added activities.
4. Therefore it was agreed in 2006 that HITRANS and HIE would jointly fund an A9 economic appraisal providing a fully quantified economic impact evaluation (EALI) and a strategic impact assessment to be fed into Transport Scotland as part of the case for improving the road in the Strategic Transport Projects Review.
5. Scott Wilson and Derek Halden Consultancy were appointed to undertake this study in January 2007 for a fee of £65,000. Additional work was agreed in December 2007 for a TEE modelling analysis of full dualling of the A9 for an additional fee of £46,000.

Study Findings

6. Business and Traffic surveys were completed by the summer of 2007 and the EALI and Strategic Impact Assessment final report was produced in October 2007.
7. Two improvement options were assessed, one comprising full dualling and the other dualling between Perth and Pitlochry and targeted dualling further north. The strategic impact assessment found that the key business sectors benefiting would be transport and communications, finance and related services, tourism, and manufacturing. Increase in GVA is estimated to range between £956 million with full dualling and £683 million with targeted dualling at 2007 prices. Employment creation will be between 4,500 and 3,000 jobs over a 30 year period.
8. The EALI analysis has shown that the impacts from A9 improvement will be distributed through a wide area of the Highlands. Moray will benefit particularly in terms of tourism and manufacturing, whilst life sciences and cultural businesses will benefit from improved residential location choices for skilled professionals.
9. These findings were publicised in October 2007 to coincide with the Scottish Transport Conference in Glasgow. They have been fed into the Strategic Transport Projects Review process and the Minister has confirmed the Scottish Government's commitment to the plan for dualling the A9 with early design work commencing between Perth and Pitlochry.
10. The TEE modelling exercise was agreed in order to provide more detailed information to Transport Scotland on the benefits from improved journey speed and reliability. The Report has concluded that the Present Value of Benefits from the full dualling option is £1,173 million at 2002 prices. Of this £855 million is attributable to the section between Drumochter summit and Inverness. In order to determine priority for targeted dualling north of Drumochter this PVB is broken down as:
 - Kingussie to Aviemore north 44%
 - Aviemore north to Slochd summit 24%

- Drumochter summit to Dalwhinnie 15%
- Dalwhinnie to Kingussie 15%
- Slochd summit to Inverness 4%

11. The findings from the TEE report have been passed to Transport Scotland to feed into the STPR and also to the Scottish Government to ensure that the Minister is informed.

Report by: Howard Brindley
Designation: Co-ordinator
Date May 2008



Report to Partnership Meeting 6 June 2008

ECONOMIC APPRAISAL OF PROPOSED A96 BYPASSES

SUMMARY

The findings of this economic appraisal are that significant benefits will derive from the construction of by passes at Elgin, Nairn and Keith on the A96. They would provide a long term boost the local economy of around £107 million per annum and cut up to 30 minutes from local and long distance journeys. More than 6600 full time equivalent long terms jobs would be created in the wider economy as well as 1700 during the construction period, as well as potentially attracting £38 million of additional planning gain contributions from developers. This level of benefit clearly justifies inclusion of each scheme in the STPR programme.

RECOMMENDATIONS

- Publicity should be given to these findings including a joint press release on behalf of HITRANS and HIE.
- Findings should be presented to MSPs in Edinburgh.

DETAIL

1. In 2006 HITRANS, along with NESTRANS and Transport Scotland, commissioned the Aberdeen to Inverness Transport Corridor Study. This STAG pre-appraisal identified by passes at Elgin, Nairn and Keith on the A96 for priority consideration in the Strategic Transport Projects Review. The Proposed Delivery Plan which accompanies our Regional Transport Strategy identifies HITRANS' preferred action for the A96 which for the period 2008 – 12 is to complete research and scheme preparation for these by passes.
2. As part of this research, and to feed information into the STPR, this study identifies the economic benefits which will derive from providing A96 by passes at Elgin, Nairn and Keith, both to the communities themselves by the relief from through traffic, and also from the provision of quicker and more reliable journeys for the arterial traffic.
3. Scott Wilson was appointed to undertake this desk based study in December 2007 for a fee of £30,000. The study has involved a workshop with local stakeholders; consultation with local businesses; transport and land use analysis from public records; and socio-economic appraisal. Key findings are:

- The A96 bisects the three towns with average traffic speeds dropping precipitously to 10mph in Elgin and 20 mph in Nairn. Heavy flows cause severe severance to pedestrians and local traffic.
 - Major new development is proposed particularly for Elgin and Nairn which in the absence of by-passes would add significantly to existing levels of congestion and traffic conflict.
 - Business surveys reveal a heavy use of the A96 for goods and labour. Bypasses will offer journey time savings of up to 30 minutes for local business journeys and a similar saving for end to end journeys.
 - The bypasses would confer annual journey time benefits of £21.5 million at 2002 prices.
 - The construction of the bypasses will release additional land for development over and above that identified in current Local Plans which only look 5 – 10 years ahead. This would generate additional developer planning gain contributions in the order of £38 million at current prices.
 - The total direct employment impact from the three bypasses is estimated to be 8345 FTE jobs, of which 1731 relate to construction employment. Increased GVA impacts would be £28 million per annum for construction and £107m per annum to the wider long term economy at 2007 prices.
4. Scott Wilson's conclusion is that there are likely to be significant economic and social benefits deriving from the construction of the three bypasses which will justify early action and inclusion in the STPR programme.
 5. The report has been referred to Transport Scotland for consideration in the STPR process, and to the Scottish Government so that the Minister can be informed.

Report by: Howard Brindley
Designation: Co-ordinator
Date: May 2008

Report to Partnership Meeting of 6 June 2008

STUDY OF FREIGHT POTENTIAL ON THE CALEDONIAN CANAL

SUMMARY

The Marine Freight Study completed early in 2007 recommended that HITRANS should undertake a detailed assessment of the potential of the Caledonian Canal for freight. Tribal was appointed in November 2007 to carry out this assessment. Two significant freight flows were identified, northbound 63,000 tonne pa of raw timber, and southbound 36,000 tonnes pa of fish feed. There are no constraints on the Canal against securing these flows, but there is no vessel of suitable size (600 to 1,000 tonnes) available at present. However Canal freight costs are not competitive with road largely because of the double handling required and imbalance of movements, and Tribal has concluded that under current and foreseeable market conditions, even with maximum government grant, a freight service is not commercially viable at present. This is disappointing and HITRANS should consider piloting a long term “sustainable distribution strategy” for the area served by the Canal.

RECOMMENDATIONS

- Refer the report to the Scottish Government highlighting that grant levels are insufficient at present to make the Canal commercially attractive.
- HITRANS take the lead in bringing together the Scottish Government, Councils, BWB, and key stakeholders in the transport and business sectors to pilot the development of a long term “sustainable distribution strategy” for the area served by the Canal.
- BWB lobby the Scottish Government to promote the provision of suitably sized new vessels for the Canal and the coastal trade.

DETAIL

2. One of the recommendations of the Marine Freight study completed early in 2007 was to undertake a detailed assessment of the potential of the Caledonian Canal for freight. A study brief was advertised for consultant proposals and Tribal was appointed in November 2007 for a fee of £15,000. The brief is in two parts. First the consultant is to assess current and potential freight flows through the Great Glen corridor including movements between the North Sea and the West of Scotland/Irish Sea. Second the consultant is to determine the extent of this traffic suitable for carrying on the canal bearing in mind the physical/vessel constraints of the waterway, and the competitive freight costs between the canal and road.

3. Tribal's report has been finalised. Key findings are:

- Potential freight flows are northbound 63,000 tonnes pa of raw timber, and southbound 36,000 tonnes pa of fish feed. Following extensive business surveys by Tribal meetings with the client group comprising HITRANS, BWB and HIE considered a wide range of other potential traffic but concluded, with the exception of some smaller flows of quarry product, that these are the only realistic freight flows at present.
 - There are no physical or operational constraints on the Canal against securing these flows, but there is no vessel of suitable size (600 to 1,000 tonnes) available at present.
 - Presently the Canal freight costs are not competitive with road. Road is estimated at £12 per tonne for the 70 mile journey whilst the canal would be £19 per tonne. Double handling of canal cargo on to road vehicles at origin and destination accounts for £6 per tonne of the estimated Canal freight cost.
 - Current FFG and WFG can provide grant aid to the Canal to reduce both the capital costs of a new vessel and the annual running costs, but even the maximum government grant available will not bring rates down to the road haulage level.
4. Tribal's conclusion is that under current and foreseeable market conditions a freight service is not commercially viable. A sharp increase in road freight rates could change this position. This conclusion is disappointing but realistic at present. We need to review the calculations once the current volatility in fuel prices has settled down and the impact on road haulage charges has worked through
5. It is also disappointing that we could not identify more potential freight flows. For example the movement of municipal and commercial waste between the Moray Firth and the west coast using water transport for tertiary treatment is not encouraged in current plans, but should be worthy of more consideration, particularly if waterside treatment and transfer locations can be identified to reduce double handling costs.
6. The Scottish Government's aim is to shift more freight to rail and water but it is clear from this study that grant aid alone will not bring about this shift. More joined up action is required to positively plan for use of the Canal for freight transport in the future. The National Transport Strategy proposes actively to promote sustainable distribution strategies aimed at enabling freight to move from road to rail and water. The area served by the Canal is an ideal place to develop a "sustainable distribution strategy". HITRANS might consider taking the lead in bringing together the Government, Councils, BWB, and key stakeholders in the transport and business sectors to pilot this concept.

Report by: Howard Brindley
Designation: Study Co-ordinator
Date: 28 May 2008

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

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	
www.IfYouCareShare.com	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	
		£107,000	£308

Report to Partnership Meeting 6th June 2008

RESEARCH AND DEVELOPMENT

Atlantic Area INTERREG IVB

START Project

Background

The START Project bid is being developed by 15 regional partners across the Atlantic Area for consideration under the terms of funding for INTERREG IVB. The term START was adopted at a project scoping meeting on 31st March and it stands for **S**eamless **T**ravel across the **A**tlantic **A**rea **R**egions using **S**ustainable **T**ransport. The report updates the Board on progress.

Project Aims and Partners

The project is potentially made up of partners from Scotland, England, Ireland, Spain, France and Portugal with Merseytravel as lead partner. START aims to make it easy for people to travel to, from and around the Atlantic Area. The project places particular attention on implementing high quality local public transport services to and from Atlantic Area gateways (e.g. airports and major rail stations) and the provision of high quality information services to assist travellers to, from and around the Atlantic Area.

HITRANS Contribution to START

The project bid if successful is a good fit with the horizontal themes of the Regional Transport Strategy and offers an opportunity to improve links to our key hubs. The Partnership considered and approved our participation in the project at the last Partnership meeting in Kirkwall on 4th April 2008. HITRANS officers were tasked with developing a detailed partner bid using the existing Inverness City and Airport Bus Route Development Scheme as the basis of our contribution to the project funding. A budgeted bid has now been developed in line with the recommendations the START project coordinator has made to partners on the level of funding likely to be secured. The deadline for submitting the project for approval under the terms of INTERREG IVB is 27th June with a decision likely to be made in the autumn. If successful in securing funding it will become available from January 2009.

The detailed project budget for the HITRANS share of the project is listed in the Appendix to this report. Members should note that although the potential overall funding levels are quite rigid there is still flexibility over the timescale over which projects are funded and in the event that an individual action cannot progress for whatever reason it is possible to redistribute funding within the project. The table below summarises the proposed project costs and contribution being made by HITRANS to these:

Funding Source	Amount (in Euros)
HITRANS	273,676.01
ERDF	508,255.45
	781,931.46

Potential Sister Project

The START project attracted a great deal of interest and this has meant the potential budget available to each partner through the bid has been reduced from earlier indicative figures. This has already resulted in discussion on a possible sister project that could in time be developed with related themes to START for a subsequent round of bids for separate ERDF funding. Should this proposal develop further a report will be submitted to the Partnership in respect of our possible participation but in the meantime the Director and Partnership Managers will maintain dialogue with the other interested Regions.

Recommendation

1. Members are asked to note the report.
2. Members are asked to approve the detail of the proposal and budget as it is listed in Appendix 1.
3. Members note the intention of the Director and Partnership Manager(s) to maintain a dialogue with other Atlantic Area regions on progressing a possible sister project bid to START.

Author: Ranald Robertson
Designation: Partnership Manager
Appendix: START Project – Highlands and Islands Detailed Budget
Date: 27th May 2008

Appendix: START Project – Highlands and Islands Detailed Budget

Activity	Action	Description and Budget Line	TOTAL
	HITRANS Costs	Staff time and travel costs associated with START Project. This includes costs for project management, dissemination, steering group meeting, travel and Regional Seminars.	€95,533.75
A9	Support Services Contribution	As a partner HITRANS is required to share the support services contract costs.	€110,658.71
A6	Gaelic Rings	Continue the development of the Gaelic Rings portal to help facilitate travel and tourism in the West Highlands and Islands.	€57,349.00
A7	Oban Ferry and Flight Connecting Bus RTI	Extend real time information to buses making the connection to the key regional gateways of Oban Airport the Ferry Terminal, and regional/national coach services.	€30,352.00
A7	Moray - Inverness Airport JET On Bus Multi Lingual Displays	Introduce on bus multi lingual TFT information screens with a GPS map showing bus position in relation to route.	€3,793.00
A7	Moray - Inverness Airport JET On Bus Multi Lingual Audio	Introduce multi lingual audio facilities advising travellers of the next stop on services linking to key gateway hubs.	€2,536.00
A7	Inverness Airport JET On Bus Multi Lingual Audio	Introduce multi lingual audio facilities advising travellers of the next stop on services linking to key gateway hubs.	€10,142.00
A7	Kirkwall Airport JET RTI	To include the new JET bus in the Orkney wide RTI system.	€4,200.00
A7	Moray - Inverness Airport JET RTI	To include the new JET bus in the RTI system.	€4,200.00
A9	Moray - Inverness Airport JET Bus	Introduce high specification double deck bus to serve Inverness Airport direct from Elgin on an hourly basis.	€76,053.00
A9	Stornoway Airport JET Bus	Introduce an accessible low floor bus for a new service linking Stornoway to Stornoway Airport and adopt a JET brand to promote the service.	€57,057.00
A9	Kirkwall Airport JET Bus	Introduce an accessible low floor bus for the service to Kirkwall Airport and adopt a JET brand to promote the service.	€57,057.00
A9	Inverness Airport to Inverness JET Service	Operational costs of the Inverness City and Airport bus route development scheme.	€273,000.00
			€781,931.46

Report to Partnership Meeting 6th June 2008

RESEARCH AND DEVELOPMENT

ACTIVE TRAVEL

SUMMARY

The report provides information on the outcomes from the Active Travel Regional Audit Study and proposes how HITRANS and its constituent Councils should best proceed to promote active travel in communities across the Highlands and Islands.

RECOMMENDATION

The Board is asked to note the outcome of the Active Travel Regional Audit Study and agree how best to proceed with further Audits across the Partnership area based on the options included in the report.

DETAIL

Work on the Active Travel Regional Audit Study of which the Board was provided with information at its Meeting of 3 August 2007, is now complete. The Study produced a methodology for undertaking Active Travel Audits of settlements in terms of identifying existing facilities for walking and cycling, the constraints that are present to active travel within the local transport network, and recommending enhancements that could be introduced, both in terms of improved infrastructure and soft measures such as information and publicity, signage, maps and other promotional material that will encourage mode transfer from cars and greater use of existing facilities.

The final methodology was tested by undertaking trial Audits in Dingwall and Keith, and adjusted to reflect the experience gained both in terms of the process and the best means of presenting the output.

A key purpose of the audits was to establish and develop a costed programme of implementation for:

'A practical network of high quality routes suitable for cycling within each settlement that provides convenient and safe access to all major destinations'

and

'A network of routes for pedestrians focussed upon railway stations, bus stations, major employment areas, local shopping areas, leisure/recreation centres, hospitals, and main trip generators.'

It was found that significant benefit could be gained by encouraging local people to engage in the audit process in terms of gaining information on usage of existing facilities and where

provision of improvement would add real value. It would also provide an opportunity for the local community to understand the process and take ownership of the output.

The seamless integration of land use and transportation planning has always been a challenge for Councils particularly when looking at best practice in planning services and development in local communities. Opportunities to ensure best integration of new developments within existing settlements have often been lost due to the lack of availability of information on the existing transport system linked to the Local Plan settlement plans. A key element has been the lack of provision of active travel plan and public transport information in the same format as that used in the local plan mapping systems. The methodology proposed aims to create an active travel plan which can be used as an overlay to the local plan settlement plans for each of the key settlements identified in the RTS. This will be a useful tool to Developers, Development Control Officers, and Transportation Officers in ensuring that new development best integrates into existing settlements and ensures that such developments add value to communities by encouraging a healthier lifestyle for both new and existing people within our towns.

The Way Forward

The intention is to allow Councils to carry out Active Travel Audits in each of the 12 Regional Key Settlements and Inverness. It was originally envisaged that Consultants carry out this work as a follow on from the original Study but it is now proposed that this approach be altered as a result of the likely cost identified by indicative prices supplied for the work, and the findings of the trials where the benefits through local engagement were found to be a value. In addition it is considered that Council transportation employees should be encouraged to gain experience in the audit processes so they can use the output to greatest effect, and potentially cascade the process to other settlements within their areas.

Funding of £60,000 has been included in the 2008/09 Research Programme for Active Travel Audits. Given that experience has already been gained in the Highland and Moray Council areas, it is proposed that Audits be undertaken this autumn in the other 3 Council areas as a first priority, then further Audits in Highland and Moray as funding permits.

The proposed settlements to be audited in priority order are

1. Kirkwall, Stornoway and one of the Argyll and Bute Key Settlements
2. Elgin and one of the Highland Key Settlements (possibly Fort William)

The method of delivering the Audits could be one of the following

1. Consultant undertakes the Audit
2. Consultant leads the Audit, supported by Council staff with significant local community engagement
3. Consultant employee is seconded to each Council to lead the Audit, working with Council employees and the local community.
4. Councils undertake the Audit working with the local community.

From the findings of the Study it is recommended that option 1 is not pursued on the basis of cost and effectiveness, that Option 3 or 4 be considered for future Studies by Councils once the initial experience is gained in each area, and that Options 2 or 3 be adopted for the 2008/09 programme as best fits individual Council commitments and employee availability.

A number of Councils have individual Framework Agreements in place for this type of work, and HITRANS intends to invite interest and proposals from consultants to engage in a 3 year framework agreement for individual commissions in a number of disciplines of less than £25000, with a maximum overall framework commission in any year of £100,000.

Author: Frank Roach
Designation: Partnership Manager
Date: 26 May 2008

Report to Partnership Meeting 6th June 2008

RESEARCH AND DEVELOPMENT

Integrated Ticketing: A Strategy for Scotland

SUMMARY

Transport Scotland initiated a consultation on Integrated Ticketing: A Strategy for Scotland on 9 May. The HITRANS area is uniquely served by all four public transport modes with the frequent need for travellers to use more than one in any journey, and it is therefore in the area's best interests for HITRANS to respond comprehensively. The consultation is due to end on 30 June.

RECOMMENDATION

The Board is asked to consider the questions posed in the consultation paper and whether the proposed responses are adequate. Following discussion at the Meeting of the issues and our response the Board is asked to delegate responsibility for finalising the response to Officers to complete with final approval prior to submission being given by Partnership Advisors.

DETAIL

Due to the very limited period of the Consultation and the only recent receipt of the consultation document it was not possible to include a comprehensive response to the questions in the report circulated with the papers to members. Instead a background paper highlighting the detail of the consultation and questions was circulated to inform members in advance of discussion at the Partnership meeting.

This secondary report represents the basis for discussion at the Partnership meeting and includes a first attempt to address each of the questions raised in the consultation. Members are invited to suggest and agree changes to the answers should this be necessary. Officers will thereafter, with the Boards agreement, prepare a revised response taking account of the views of the Board and distribute these to the Partnership Advisors for comment prior to submitting the Response to Transport Scotland.

The Consultation Document is included as an Annex to this report.

PROPOSED RESPONSE TO CONSULTATION

01 Is there an emerging consensus that integrated ticketing is an integral part of the development of our public transport system?

Integrated ticketing is an integral part of the development of the public transport system. There is a widely held belief that a lack of integrated ticketing is one of the barriers to increased public transport use and an expectation of a 'pay as you go' style of billing in many areas of life.

02 Which level (and why) — regional or national — is the most appropriate to set the policy and provide the framework for implementation?

It makes sense for policy and implementation to remain with the key funders and specifiers of the public transport system, though of course this will have to take place in the deregulated environment in which buses operate, so particular attention must be given to establishing agreements and if required these must be enforced. It should also be acknowledged that where rail products are combined with other modes regulation and revenue allocation remain reserved matters.

03 Given the need for transparency and possible constraints from financial regulations who is best placed to deliver the back office (administrative) element of integrated ticketing?

- **Transport Scotland — (utilising the back office already in use for managing the national concessionary travel schemes)?**
- **Or is it better led by a bank or some form of joint venture or independent company?**

Back office functions would best be provided by Transport Scotland, as an impartial body not subject to stock exchange rules, as of course its client operators are. However the Association of Train Operating Companies (ATOC) Rail Settlement Plan, operated by SEMA Schlumberger, may also be well placed to apportion revenue, as concessionary fares do not currently involve multi-operator journeys.

04 Should we seek to develop a brand identity for *integrated tickets* or for *interlinked transport* (or both)?

A brand identity for integrated tickets will improve the marketability of the product and create customer confidence in the maintenance of connections. Branding interlinked transport (increasingly the HITRANS logo is seen on mobile assets) has the benefit of reinforcing this confidence but may lead to the downgrading of existing successful brands.

05 To what extent do you believe the Scottish public transport network is currently integrated?

- Not at all.**
- Only partly.**
- Fully integrated.**

Currently the Scottish public transport network is only partly integrated in terms of ticketing (eg rail to Calmac, rail to Northlink, Plusbus, bus-ferry tickets, former SPT products) but most are bi-mode rather than multi-mode. Service integration also exists, although in some cases in our area this integration is duplicated eg at Oban ferry-bus and ferry-rail provide services at the same time. Better integration between rail and other modes may be harder to achieve where operators are not in receipt of subsidy. Improved service integration can sometimes be achieved through agreement to tweak schedules to comply with Traveline's 5 minute rule (although HITRANS has achieved some success in having 4 minute connections included through agreement between local authorities and Traveline Scotland).

06 To achieve meaningful impact of any new integrated ticketing initiatives do we also need to standardise our approach to public transport information and infrastructure provision at a national level?

Information is the key. There is a need to standardise formats, integrate timetable change dates and publicise service alterations. In parts of the UK some operators even use the 12 hour clock! The standardisation of timetable infrastructure provision is desirable as this increases customer

confidence. The level at which standardisation would help is open to discussion. HITRANS in common with a number of RTPs is developing a Public Transport Information Strategy for the Highlands and Islands and among the areas this will consider is whether information should be standardised at local, regional or national level. However a standard format can only help where information is of a high quality as wrong information could simply end up impacting on consumer confidence across a wider area if this wrong information is associated to a brand that covers a bigger geography.

07 Do you agree with the issues identified?

The public will always want cheaper fares or no fares at all. However, flexibility is incompatible with very low cost fares, as demand has to be managed to maximise ridership across the day. Bargain fares are usually operator specific products, with all revenue being retained in-house. Unsupported operators will feel vulnerable as transaction costs and revenue apportionment involving more than one operator may well exceed the headline bargain fare. Commercial freedom to initiate new operations outwith the 'Quality Transport Operator Partnership' Q-TOP is hard to deny. Apparent moves in Wales towards a form of regulation in the bus industry will be keenly studied.

08 How important do you consider integrated ticketing to be in terms of all the things needing to be done to increase public transport use?

Integrated ticketing should not be seen as the magic bullet. Modal shift will occur when a combination of the following are found: price; vehicle quality, comfort and availability; journey time; and the ability to be productive during the journey. 40% of rail journeys in the Netherlands begin with a cycle ride; most public transport journeys involve some walking and integrated tickets are not required for these.

09 Should we simply integrate and further promote existing schemes?

Integration of existing schemes may only be technologically possible if all operators sign up. Safeguards will be required to ensure new entrants are not barred.

10 Which of the issues do you think is the most important?

The most important issue in establishing any such scheme is that first and foremost it must satisfy the legal and regulatory framework in this case EU competition laws.

11 Which of the issues above do you think is the least important?

The least important of the issues identified in this section of the consultation from the perspective of the Highlands and Islands is the need to make provision of new entrants to the marketplace as these are rare events and can easily be catered for.

12 Do you agree with the objectives?

The Integrated Ticketing System should be simple, affordable, and multi-modal. It is an important marketing tool. However ease of travel should not impose undue transaction costs on the customer.

13 Which objective would you place first?

The most important objective is for the Strategy to be multi-modal.

14 Which objective would you place last?

Among the objectives detailed in section 4.9 it is difficult to set any as least important as all are critical to making the Strategy worthwhile and deliverable.

15 Do you feel any of the objectives are unachievable?

We believe that affordability is difficult to define. In all probability it is likely that integrated ticketing systems will come at an additional cost as there are a number of obstacles that must be overcome. This will require additional costs in order to achieve compliance and regulation. Proportionately the cost of compliance is likely to be higher for smaller operators.

16 Which of these three forms of integrated ticketing appeals to you most?

Stored value / rights cards could make cashless ticketing a viable option for a very wide range of passengers.

17 How important are fare reductions in establishing integrated ticketing?

Fares reductions may be unachievable if operator specific products disappear. Increasing benefits and entitlements rather than reducing fares may be more helpful in reducing car dependency.

18 What other options would you like to see included in the ticketing portfolio?

There needs to be consideration of cross-border fares and an understanding of where free concessionary fares can be included (bus) and where they can't (eg rail and some ferries).

19 Are all of these actions achievable?

These actions are achievable but only with buy in from operators, local authorities, regional transport partnerships and government.

20 Is the strategy likely to provide value for money?

Value for money will be determined by a balance of governmental aspirations: carbon emissions reduction through modal shift; lower costs to businesses; health and equity benefits for the population; *and* individuals' aspirations: personal wealth, health and opportunity.

21 What role might the local authorities or Regional Transport Partnerships play in the delivery and funding of this strategy?

HITRANS will support any initiative developed to deliver integrated ticketing in the Highlands and Islands. Should a pilot scheme be deemed an appropriate next step we believe that as the only RTP area where all four modes are integral to the delivery of lifeline transport services, this would be the correct area to test the benefits of integrated ticketing. We would work with Transport Scotland and other stakeholders to identify the routes or network to trial. The high volume of tourist traffic and availability of defined trip options including some existing modal integration offers substantial opportunities for early implementation of a pilot project.

22 Do operators feel this would create over-reliance on government funding?

Operators may well feel encumbered by this over reliance on government funding.

23 Given the likely costs involved, is integrated ticketing an objective worth pursuing

Integrated ticketing is an objective worth pursuing but it in the quest to level the playing field it may hinder the commercial freedom of operators with low fixed infrastructure costs to offer Megabus type services that do provide genuine travel options for some sections of the community.

Author: Frank Roach
Designation: Partnership Manager
Annex: Integrated Ticketing for Scotland
Date: 23 May 2008

ANNEX

INTEGRATED TICKETING – A STRATEGY FOR SCOTLAND

1. POLICY CONTEXT

1.1 The Government structure provides three key levels for policy:

Scottish Government including Transport Scotland (national policy and delivery);
Regional Transport Partnerships (regional policy and delivery);
Local authorities (local policy and delivery).

1.2 The **Integrated Ticketing Strategy for Scotland** will bring together some of the key aims for public transport integration so that these can be taken forward into an **implementation strategy** jointly with transport operators, local authorities and RTPs.

1.3 The **Scottish Government Manifesto** states: "*We will bring together Scotland's transport stakeholders to take forward measures to ensure greater integration of our public transport network and will put forward for consideration development of an integrated paycard.*"

1.4 The **Scottish Government Economic Strategy**, referring to transport states: "*An efficient transport system is one of the key enablers for enhancing productivity and delivering faster, more sustainable growth. Enhancing transport infrastructure and services can open up new markets, increase access to employment and help to build a critical mass of businesses that drive up competitiveness and deliver growth.*"

It goes on to state that a **key strategic approach and policy** for transport is to provide sustainable, integrated and cost effective public transport alternatives to the private car, connecting people, places and work, across Scotland.

1.5 The **National Transport Strategy (NTS)** sets out the importance of integrated ticketing (para 211 ff). The themes promoted in the NTS include: "simple ticketing"; "seamless journeys"; "more attractive to users"; and "speed up boarding times for bus users".

1.6 The **Regional Transport Strategy** documents also take forward some of these ideas for integrated ticketing in the context of specific requirements for each of the regions — particularly in the context of promoting bus travel.

1.7 The **Action Plan for Buses in Scotland**, produced to take forward parts of the National Transport Strategy, contains evidence that fares and 'value for money' are issues for passengers.

1.8 As part of the **Concessionary Travel Scheme** smart card-enabled ticket machines are being fitted to all buses across Scotland. These machines are all capable of issuing and accepting both lightweight and long-lasting smartcard tickets — and present exciting new opportunities to utilise smartcards for ticketing products for fare-paying passengers. This infrastructure will be in place on buses across Scotland by the end of 2008/09.

1.9 The **Back Office System for Concession Payments** also provides a basis for managing the revenue allocation and associated processes which are needed to support any kind of multi-operator integrated ticketing. This facility is one which is costly to provide purely to establish integrated ticketing, but Transport Scotland will already have a system in place through the Concessionary Travel Scheme.

1.10 The policy and delivery context is therefore already strongly supportive of integrated ticketing as an important part of delivering improvements in public transport. Many key elements of the framework for establishing a comprehensive system of integrated ticketing are already planned or in place. The remainder of this document examines ways in which a worthwhile scheme can be delivered in Scotland and **seeks views on appropriate ways forward**, recognising that these may be different in different parts of the country and will always involve a partnership between the many parties involved.

Questions

01 Is there an emerging consensus that integrated ticketing is an integral part of the development of our public transport system?

02 Which level (and why) — regional or national — is the most appropriate to set the policy and provide the framework for implementation?

03 Given the need for transparency and possible constraints from financial regulations who is best placed to deliver the back office (administrative) element of integrated ticketing?

- **Transport Scotland — (utilising the back office already in use for managing the national concessionary travel schemes)?**
- **Or is it better led by a bank or some form of joint venture or independent company?**

2. DEFINITIONS

2.1 Integrated ticketing is a widely used term in transport. However, it has many different meanings and so we should clarify these definitions before we develop a strategy. Additionally, because integrated ticketing is linked with other aspects of integration there must first be an understanding of 'integrated transport'.

Integrated Public Transport

2.2 Integrated public transport networks exists in different forms around the world. Understanding the nature of the integrated network is important when integrated fares and ticketing is discussed because it can influence the requirements of the system. In some countries the public transport system is planned and marketed as a single entity or, even where different components are planned separately, direct competition is minimised and opportunities for interchange are maximised.

2.3 However, in Scotland the provision of bus services is deregulated (i.e. open to free competition), whereas the rail and most of the ferry network are effectively under government control. In this scenario, where the prevailing ethos is 'free market', there is limited opportunity to facilitate interchange and co-ordination, with preservation of company market share often a business goal for the transport operator.

2.4 Passengers increasingly demand greater integration as the importance of public transport as a real alternative to the car becomes once more a key driver of policy. This has significant potential implications for the role of fares and tickets — currently fares are a key component of competitive strategy between operators in the deregulated environment.

2.5 The framework within which deregulated bus services currently operate is one designed for competition. Integration as a concept does not fit naturally within this framework and there are some challenges ahead as we progress integrated ticketing.

2.6 To achieve a fully integrated network the four basic strands of public transport operator activity all need to be integrated.

The **service network** which is being 'sold' to potential customers, comprises:

- The routes;
- The stopping points;
- The timetables;
- The 'on-board experience'.

This integrated network of services must be supported, and preceded by, integration in the other three strands listed below — fares and ticketing, information provision and infrastructure.

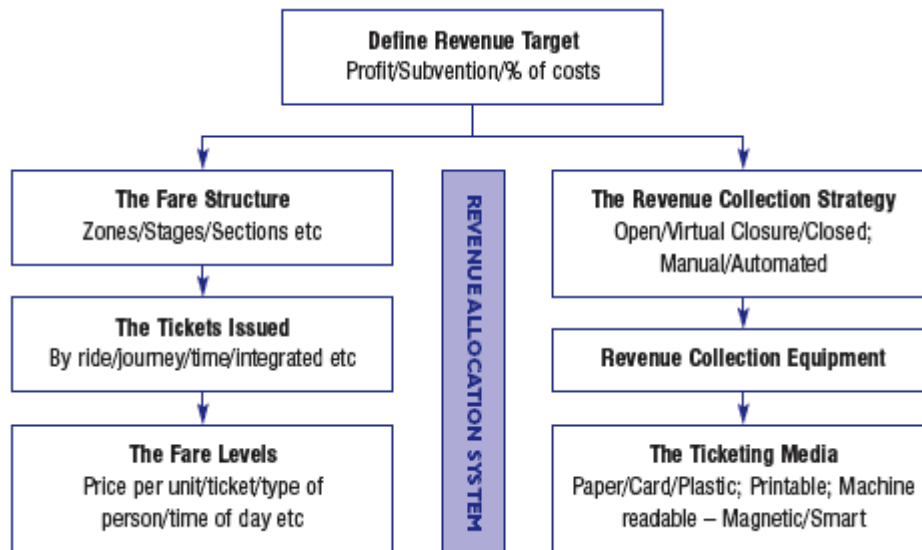
The **fares charged** and the **tickets issued**, requiring:

- Commercial agreements between operators;
 - An agreed charging framework (fares) and revenue sharing mechanism;
 - Marketing of the integrated ticketing scheme as the primary means of payment.
- The provision of **information** about:
- The services offered;
 - The day-to-day operation of the network;
 - Delays and disruption;
 - The cost of using the network;
 - The procedures for using the network.
- The provision of **appropriate infrastructure** to ensure that:
- Interchange between modes is easy;
 - Facilities at stopping points are consistent across modes and locations;
 - Information can be provided easily and flexibly;
 - Passengers feel secure.

2.7 Integrated fares (and tickets) do not make an integrated transport network on their own. In the absence of the other components they make little impact on public perceptions, because relatively few people use the network in an integrated manner. However, once a network is integrated (or used in an integrated manner by passengers) integrated ticketing becomes the 'glue' that holds things together and also keeps passenger commitment.

Fares and Ticketing Integration

2.8 Modern fares systems are complex. They have a number of inter-related components, shown in the figure below, all of which will be present in some form.



2.9 In order to deliver an integrated ticketing system the agency managing the scheme should be concerned with and have some measure of responsibility for all these eight elements. In some cases this responsibility will be simply to implement policy decisions taken elsewhere — but the responsibility should preferably have a strong input into policy.

2.10 Within an integrated ticketing system there are many **inter-relationships** — both between elements of the system and also between participating operators. This involves:

- Technical compromise;
- Solutions optimised across the system, not at the level of individual components;
- Some loss of commercial freedom;
- Mechanisms for managing the relationships.

2.11 One of the benefits of integrated ticketing is the freedom for a passenger to choose the most appropriate service for each part of the journey — unconstrained by fare, operator or mode — and this can lead to a loss of custom for another operator. In defining ‘integrated ticketing’ it is important that this feature is not overlooked.

2.12 This complex set of relationships requires an appropriate structure of **governance**. Integrated ticketing is not simply a ‘project’ to be managed, it is a way of managing the key customer interface for public transport services over the long term. Experience from around the world shows that the way the system is managed has a significant impact on the ultimate success.

2.13 Appropriate governance is important because it:

- Affects the extent to which participants are involved in and feel committed to decisions;
- Gives substance to the integrated ticketing products;
- Provides the framework for taking decisions which may not be optimum for one of the participants but which are for the system as a whole;
- Avoids conflicting messages to both customers and suppliers;
- Enables the creation of a body which can manage ticketing products based on e-money concepts.

2.14 Around the world there are examples of many different governance structures for integrated ticketing (also applied more widely to integrated systems). These can, however, be classified into three main types:

A **transit authority** which mandates integrated ticketing, manages the system and pays operators from the proceeds — the authority takes any revenue risk (e.g. TfL);

A **statutory framework** for co-operation between operators, where the joint organisation has the power to instruct the participants (e.g. the Verkehrsverbunds in Germany);

A **company/organisation** which is a joint subsidiary of the main participants and which implements agreed actions (e.g. Greater Manchester Tickets Ltd).

Questions

04 Should we seek to develop a brand identity for *integrated tickets* or for *interlinked transport* (or both)?

05 To what extent do you believe the Scottish public transport network is currently integrated?

Not at all.

Only partly.

Fully integrated.

06 To achieve meaningful impact of any new integrated ticketing initiatives do we also need to standardise our approach to public transport information and infrastructure provision at a national level?

3. ISSUES

3.1 A wide range of people — policy makers, professionals and transport users — all think integrated ticketing is desirable. What are appropriate objectives and alternative strategies?

3.2 **The public** want it — but what do they want?

Lower fares?

Seamless travel (fewer transactions, better travel and fares information, less reliance on cash and exact change)?

New and more flexible ticket types?

3.3 **Policy makers** place it high on the agenda — but it is possible to introduce a highly priced product which disturbs nothing, gives little benefit, and is only of value to a few?

3.4 **Operators** may be nervous about the consequences of integrated ticketing:

It may be seen as a constraint on commercial freedom;

There are administration costs;

There may be legal implications under Competition Law;

There are implications for encouraging competition because a new entrant does not have to establish a market.

3.5 **Planners and managers** of public transport also have expectations which should be carried through to formal objectives. We must ensure that integrated ticketing makes a difference.

It encourages modal shift from car ONLY if it reduces the actual (or perceived) cost of travel;

It allows more effective use of each mode if it provides genuine integrated fares.

3.6 There are some **key practical issues** to be addressed in the objectives, to ensure that any future scheme is fit for purpose:

Existing integrated ticketing schemes in Scotland include **rail and ferries** — therefore the strategy must include these at an early stage;

There is a presumption against properly integrated ticketing in UK competition law — the strategy must recognise this and consider appropriate safeguards;

Deregulation and integration are not immediately compatible concepts — the strategy must manage expectations and suggest compromises.

Questions

07 Do you agree with the issues identified?

08 How important do you consider integrated ticketing to be in terms of all the things needing to be done to increase public transport use?

09 Should we simply integrate and further promote existing schemes?

10 Which of the issues do you think is the most important?

11 Which of the issues above do you think is the least important?

4. OBJECTIVES AND BENEFITS

4.1 The aim of the Scottish Integrated Ticketing Strategy is to create a framework within which it is possible to deliver a coherent and consistent family of integrated ticketing initiatives applicable across Scotland. This aim addresses a range of specific objectives:

Increasing sustainable economic growth through the availability of cost effective public transport;

Tackling inequalities in Scottish society by ensuring that access to employment, education and core community services can be offered at an affordable cost;

Improving accessibility by providing a cheaper alternative to the cost of a series of more expensive single journeys on multi-leg trips.

4.2 Integrated ticketing is therefore not an end in itself but a means of achieving the wider policy objectives of the Scottish Government. The consultations for the National Transport Strategy and the Regional Transport Strategies, together with an analysis of the issues to be addressed, suggests that integrated ticketing is seen as addressing different objectives by different groups.

4.3 There are a series of expectations for integrated ticketing which come under the heading of **easier payment**:

Replacing cash for ticket purchase (particularly on bus);

Reducing the need to know the exact fare at the start of the journey — or have the correct change;

Reducing the number of separate transactions involved in a multi-leg trip;

Ensuring that the fare paid is the 'best value'.

4.4 Integrated ticketing is closely linked to **pre-payment**. This in turn is viewed as a way of increasing commitment to public transport.

Smart cards offer 'clever and flexible' alternative ways of getting advanced commitment, through concepts such as 'capping' (where individual fares are paid up to a limit, e.g. the cost of a weekly ticket — and then travel is 'free' for the remainder of the appropriate period);

Prepayment is also linked with reduced fares, which are not necessarily attractive to a commercial operator.

4.5 Integrated ticketing is seen as part of a package of measures which could make public transport more competitive with private cars. Some of these are described in the 'easier payment' objectives (para 4.3), others are related to total cost of travel (below) and the competitiveness of multi-leg journeys (para 4.6).

Integrated tickets such as Zonecard are associated with low-cost travel for regular users.

4.6 **Multi-modal/multi-leg journeys** by public transport are penalised within the current system, particularly if more than one operator is involved. Making such trips more attractive is critical to achieving modal shift policy objectives:

The fare charged for multi-leg journeys under the present regime is often prohibitive when compared with the same cost of a journey by car — this may be significant in influencing choice of mode and therefore an important factor in the longer-term development of policy.

4.7 **Tourists** are a key target for public transport in Scotland and feedback suggests they find the current network difficult to use. Integrated ticketing will be a familiar concept for many visitors from overseas and will greatly assist in making our system easy to use. There is also scope to integrate public transport products with other tourist-related products such as entry into specific tourist attractions.

4.8 The 2014 **Commonwealth Games** also provide significant opportunities and expectations in respect of ticketing. Scotland must emulate or better the quality of transport system provided at preceding games, and smartcard-based integrated ticketing will be a fundamental element of the infrastructure that we will be expected to deliver.

4.9 The following **formal objectives** for the development of integrated ticketing in Scotland are proposed:

A national framework for integrated ticketing must enable us to develop methods of payment for travel which make it **easy to travel** by any mode of public transport;

Integrated ticketing should be a key element of **marketing** the transport network to people who may not otherwise use it;

Any Integrated Ticketing products should be **affordable** even if this raises issues whilst markets are being grown;

The Integrated Ticketing system should be **simple and cost effective to administer** for all stakeholders;

The Integrated Ticketing Strategy should be **multi-modal**, encompassing at the very least bus, coach, rail and ferry.

Questions

12 Do you agree with the objectives?

13 Which objective would you place first?

14 Which objective would you place last?

15 Do you feel any of the objectives are unachievable?

5. THE WAY FORWARD

5.1 The aim is to establish a national means of payment for public transport that utilises smart card technology whilst allowing the user the maximum flexibility and choice. This is based upon concepts already successfully employed by Transport for London on their 'Pay as You Go' Oystercard and which can be replicated with the Stored Travel Rights (STR) included in the ITSO design.

5.2 This vision needs to recognise **three** core components of an integrated ticketing system:

A **smart card** which provides a platform on which different ticketing products can be encoded;

The **ticketing infrastructure** — smart card readers, point of sale and point of use terminals; a 'back office' system and a card/customer management system — most of which are already provided as part of the national free concessionary travel scheme;

One or more **integrated ticket products** which can be encoded on the smart card and which are recognised throughout the ticketing infrastructure, with parallel provision to be made for: single operator, multi operator and **e-money**-style operation.

5.3 There are three 'integrated ticketing packages' which can be considered for Scotland:

Stored value/Stored Travel Rights/pay as you go (i.e. an e-purse);

Area-based period tickets (e.g. Zonocard/One Ticket);

Local travel add-ons to long-distance tickets (Plus Bus or through tickets).

5.4 For **stored value integrated ticketing** (based on STRs) to work there needs to be:

A banker;

The smart card infrastructure to accept payment from a card for a ticket (on bus, at station, on train, on ferry);

A set of commercial rules which specify what fare reductions apply to smart card users;

An apportionment system;

A promoter of the cards and the fares offers.

5.5 For stored value ticketing to work at a **more sophisticated level** the capability to operate with tag on/tag off may be necessary. Although it may be possible to find other ways of addressing this issue, tag on/tag off would require:

All bus ticket machines to be equipped with GPS, to give precision to fare calculation;

Existing infrastructure on rail and ferry needs to be supplemented or upgraded;

Additional exit readers on buses.

5.6 There are different opinions about whether existing financial services legislation restricts the potential for the development of stored value unless undertaken by a bank or similar financial institution. This could, however, introduce additional costs.

5.7 For a national system of **integrated period tickets** to work using the smart card infrastructure there needs to be:

A common basis for defining areas — to allow cross-boundary tickets to be specified;
An agreed apportionment basis, which can be supported directly from information from the smart card system;
Agreement on the validation of cards on 'open' systems — e.g. rail and tram;
A common set of commercial rules so that the passenger gets the same basic products and tickets can be sold anywhere;
A smart-enabled sales infrastructure.

5.8 There are significant costs in including the rail network in any Scotland wide smart ticketing scheme and also some practical difficulties arising from the rail network being a mixture of pay on train and pay at station. These issues also have an impact on the conversion of regional ticketing schemes that already include rail services (most notably Zonecard in Glasgow and One Ticket in south-east Scotland) to smart card.

5.9 International experience suggests that Zonecard type ticketing is being superseded by capped pricing — that is a system where the passenger 'pays' for each journey by tagging the smart card, but then the system determines a maximum payment for a day (or week, or month) and only deducts value up to this limit. A commitment to provide the infrastructure for stored value ticketing (STRs), as outlined in section 5.4 would allow this element of the strategy to evolve in this way at an early stage.

Questions

16 Which of these three forms of integrated ticketing appeals to you most?

17 How important are fare reductions in establishing integrated ticketing?

18 What other options would you like to see included in the ticketing portfolio?

19 Are all of these actions achievable?

20 Is the strategy likely to provide value for money?

21 What role might the local authorities or Regional Transport Partnerships play in the delivery and funding of this strategy?

22 Do operators feel this would create over-reliance on government funding?

23 Given the likely costs involved, is integrated ticketing an objective worth pursuing

Report to Partnership Meeting 6th June 2008

ENGAGEMENT

Development of Freight Transport through HITRANS

1. Freight transport features as a horizontal theme in the Regional Transport Strategy.
2. Key policies for freight within the RTS are:
 - the development of a Freight Quality Partnership
 - address the causes of inefficiency in the transport network
 - review of grant funding to better fit with market needs
 - evaluation of programme to reduce the cost of moving goods to and from the region's islands, including a potential review of ferry fare tariff structure
 - take forward the outcomes of the HITRANS sea freight study
 - work with partners to shift the transfer of freight to rail where feasible
3. It is proposed to investigate the potential remit and benefits of setting up of a Freight Quality Partnership and identifying what form it should take by looking at best practice and experience elsewhere, and having discussions with other RTPs and RHA, FTA and then setting up a meeting later in the year with stakeholders including:

Local Authorities
Transport Scotland
Scottish Government Transport Division
RHA FTA
Transerve
Trust and local authority ports
Network Rail
Rail freight operators
Logistics providers
Ferry operators
TACTRAN
NESTRANS

4. A Freight Quality Partnership should only be established if clearly identified aims and objectives of such an organisation in the highlands and islands are identified that add value to delivering better and more effective movement of freight.
5. A Report on the outcome of the investigation will be brought back to the Board at its December Meeting

Author: Frank Roach
Designation: Partnership Manager
Date: 23 May 2008

Report to Partnership Meeting 6th June 2008

ENGAGEMENT

HITRANS RAIL – ENGAGEMENT WITH STAKEHOLDERS

Recommendation

The Board is asked to agree the proposals in the Report for engagement with stakeholders on matters pertaining to rail services.

Detail

As part of the Partnership's commitment to positive involvement of stakeholders the following regular engagement structure is proposed in matters relating to rail transport. The intention is to take forward the valuable input that has previously been received and delivered through the Highland Rail Partnership in developing improvements in rail services across the highlands and islands.

1. **The HITRANS Rail Advisory Group** will be the advisory group to the Partnership for rail and take forward, among others, matters raised at the HITRANS Stakeholders Group. It will meet 4 times per year to:
 - Develop rail proposals for inclusion and subsequent delivery through the Regional Transport Strategy
 - Work with partners on cross-boundary National Transport Strategy rail and intermodal objectives
 - Develop proposals to support delivery of modal shift to rail, in both the passenger and freight sectors
 - Build on the good practice and experience of the Highland Rail Partnership
2. The following are the suggested members of the group, as previously discussed with stakeholders within HRP during the integration of HRP and HITRANS.

Representatives from the following organisations:

Representatives from each of the 5 Local Authorities, both at Officer and Member level
Rail Freight Group
Transport Scotland
Network Rail
Freight Operating Company
Freight Operating Customer
Heritage Railways
First ScotRail
National Express
Passenger Focus
Highlands & Islands Enterprise
One representative from FOKL, FOFNL, FOWHL

3. The HITRANS Rail Stakeholder Group, which will invite wide engagement across the sector, will meet on two of the four occasions as above. Stakeholders will include Members of the Advisory Group and additionally:

Virgin Trains
Network Rail
ATOC
Highland Timber Transport Group
Argyll Timber Transport Group
GB Railfreight
TACTRAN
Mull Railway
SCDI
West Coast Railways
WH Malcolm
Scottish Association for Public Transport
Cairngorms National Park
Freightliner
Victa Rail
Loch Lomond & Trossachs National Park
EWS
Highland Railway Heritage
CalMac
NESTRANS
Strathclyde Passenger Transport
Scottish Railway Preservation Society
Direct Rail Services
Visit Scotland
Confor
Railfreight Group
Northlink
J G Russell
Colas Rail

4. The Groups will be chaired by a HITRANS Board Member.
5. The first meeting of the Advisory Group will be on Weds 18 June in Kingussie.

Author: Frank Roach
Designation: Partnership Manager
Date: 22 May 2008

Report to Partnership Meeting 6th June 2008

ENGAGEMENT

Regional Bus Forum

Purpose of Report

To outline to members the detailed proposals of how HITRANS will meet our business plan commitment to engage with stakeholders involved in the delivery and use of bus services at a regional level.

Recommendation

- a) The Board is asked to agree the proposals in the Report for engagement with stakeholders on matters pertaining to bus services.
- b) The Board is asked to nominate a Board Member to Chair the Regional Bus Forum.

Detail

As part of the Partnership's commitment to positive involvement of stakeholders the following regular engagement structure is proposed in matters relating to bus transport in the Highlands and Islands. This will seek to develop on the work of the Councils, the Highlands and Islands Public Transport Forum and the Project Steering Group established to support the delivery of HITRANS capital programme in the past.

1. **The Regional Bus Forum** will be established allowing stakeholders to feed back to the Partnership on regionally significant bus developments and related matters. It will meet 4 times per year to:
 - Develop proposals for inclusion and subsequent delivery through the Regional Transport Strategy
 - Work with partners on cross-boundary National Transport Strategy bus and modal integration objectives
 - Support the development of a common approach to bus information and publicity, and integrated ticketing across all Council areas and with operators.
 - Develop proposals to support delivery of modal shift to bus to be taken forward along with key partners including the local authorities, potentially looking towards the development of Statutory Quality Partnerships.
 - Build on the good practice and experience developed by Highlands and Islands Public Transport Forum.
2. Attendance at the group will be on an invitation basis and be developed by HITRANS officers and the local authority Partnership Advisors (or appropriate local authority officers as delegated by the Advisor). The following are some suggest representatives that will be considered for involvement:

Representatives from each of the 5 Local Authorities, both at Officer and Member level
Highland and Islands Enterprise

Public Transport Users Committee Representative
Bus Users UK representative
D and E Coaches
Tim Dearman Coaches
Scotbus
Shiel Buses
Scottish Citylink
Stagecoach Bluebird
Stagecoach Inverness / Highland Country
Orkney Coaches
West Coast Motors
Western Isles Bus Operator representative (preferably one for Lewis and Harris and one for Uist and Barra)
A representative from Caledonian MacBrayne
A representative from Northlink Ferries
A representative from First ScotRail

3. To give the Forum a clear and direct engagement link to the HITRANS Board, it is recommended that the Forum is Chaired by a Board Member to be agreed at the Partnership meeting on 6th June 2008.
5. The first meeting of the Advisory Group will be held on Thursday 19th June either in Aviemore or Inverness. It is intended to include presentations from Halcrow (on the Park and Ride Study) and MVA (on the Road Based Passenger Transport Study) if these studies are suitably advanced by that date.

Author: Ranald Robertson
Designation: Partnership Manager
Date: 29th May 2008