Scottish transport review

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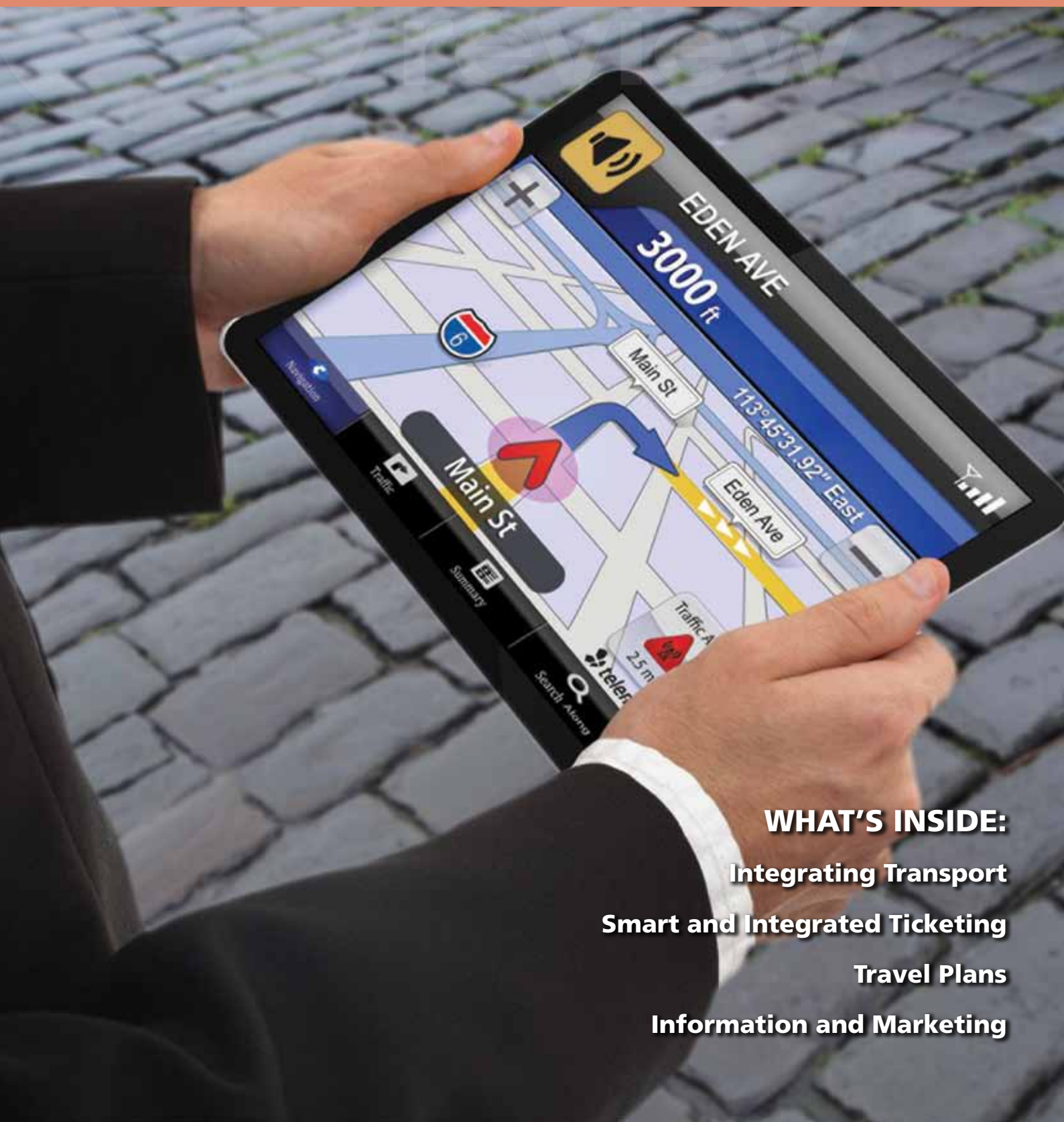
SCOTLAND'S TRANSPORT THINK TANK



WHAT'S INSIDE:

Integrating Transport
Smart and Integrated Ticketing
Travel Plans
Information and Marketing

Editorial

In this issue of STR we showcase the best new ideas in Scottish transport. Many of these are being presented in Glasgow at the annual research and applications conference on 12 May (http://www.ptrc-training.co.uk). Some of the ideas are controversial. Tom Rye and David Scotney suggest a fundamental rethink of transport appraisal is needed. However, the emergence of outstanding practice in integrated planning and delivery continues to be a key feature of Scottish transport and the challenge will be to raise the expectations of mainstream delivery to the level set by the leading practice.

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Does Reducing Journey Times Improve the Economy – and, What are the Implications for Transport Assessment?

Prof. Tom Rye, and David Scotney, Edinburgh Napier University

The purpose of this research is to examine whether there seems to be any obvious evidence for or against a positive macro correlation between changes in transport provision, travel times and economic activity – and therefore whether the basic assumptions in transport appraisal are secure.

REDUCING JOURNEY TIMES AND ECONOMIC GROWTH

International comparisons, in Sweden, Germany, the Netherlands and the UK, shows that if there is a link between journey times, time spent travelling and economic growth then it is extremely weak. Since the early-1970s there has been a considerable investment in transport enhancements across the UK, with it would seem virtually no reductions in overall travel time and there has been an increase in distance travelled. There are time savings for vehicles with speedier journeys related to transport enhancements, but there seems to be a dearth of evidence showing actual travel time savings for users.

This does not mean that travel time savings do not exist in possibly the short term in relation to specific enhancements, although it may be concluded that these overall disappear over time. So we must ask '*what has been achieved*' – does travelling further actually yield net economic, social and environmental (dis)benefits?

Travel is not generally undertaken for its own sake (except for some recreational purposes). Travel time may nevertheless be used in a variety of ways. Many of the work-based (and other) uses may be defined as 'productive' time and therefore this may not be time that needs to be saved. Indeed certain work-based uses may require a minimum length of time for achievement and reducing journey times could encroach on that productivity. In addition it can also be argued that there should be an absolute minimum length of journey time related to coping with 'transition' (e.g. 20 minutes for 'commuting'?).

An important feature for the productive use of travel time is its dependability – if it is foreshortened or late it will disrupt the in-travel work processes and cause problems at the far terminal activity. It is more important to be dependable than excessively fast.

Depending on the balance of travel time use, even if there is only a marginally positive economic utility to travel time, then what advantage is there to reducing the travel time of a particular journey by transport enhancements?

> *"lower cost, lower-tech transport investments result in greater direct employment"*

If the amount of time used by each person in aggregate for travel is broadly constant, while actual travel times are decreasing, then by implication (and from evidence) people are actually travelling further. This means that there are a larger number of potential destinations available to people, within their travel time 'budgets' to meet their specific needs. 'Access' has therefore by default become the goal of transport enhancement. Time "savings" provide only a conservative estimate of the accessibility benefits and therefore underestimate the scale of induced traffic making use of the enhanced accessibility.

TRANSPORT INVESTMENT AND ECONOMIC GROWTH

It is extremely difficult to conclude from the evidence presented that a clear relationship exists between transport investment and economic growth. In particular, the empirical evidence is very weak and in some cases runs counter to the assertion that more transport investment translates into more jobs, more wealth and/or more economic growth.

In addition, it is interesting that the limited evidence available appears to show that lower cost, lower-tech transport investments result in greater *direct* employment effects than do higher cost, higher-tech alternatives.

WIDER IMPLICATIONS FOR TRANSPORT APPRAISAL

The economic advantage from the transport enhancements generally flows from the greater accessibility of more centres of activity to a wider proportion of the population. The economic argument derives from enhanced accessibility and economic vibrancy – rather than from specific time savings.

So what is the potential impact on the STAG appraisal criteria?

- Environment – a transport enhancement is likely to lead to higher speed travel over a wider network – thus the environmental impact will cover a wider area and include a greater amount of travel with potentially greater energy use;
- Safety – once again the higher speed travel over a wider network may well increase the potential for more transport-related accidents (with a larger negative aspect to the appraisal);
- Economy - The implication for appraisal would be to remove all 'travel time savings' (at present some 85% of the economic benefits of most appraisals) from the economic analysis but to add in evaluations for greater economic benefits related to enhanced accessibility, where these can be confidently predicted;
- Integration – greater accessibility may lead to changes in the integration balance between the various transport facilities, transport and land-use and the need to review the balance of policy; and
- Accessibility and Social Inclusion – the greater economic accessibility is a given from these conclusions, however the social accessibility / inclusion is not so obvious and any appraisal will need to adequately review this in relation to different people groups and locations.

It is therefore suggested that transport policy should be refocused. If transport appraisal was changed in line with these suggestions then a totally new and reduced array of potential transport enhancements are likely to emerge.

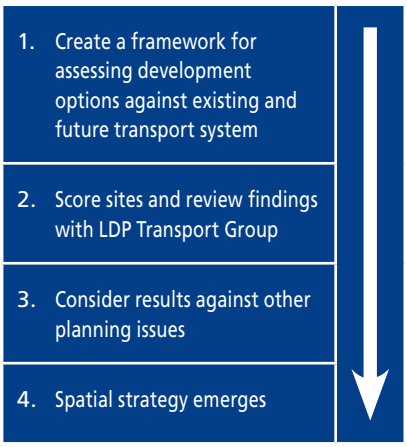
Integrating Transport and Land Use through the Local Development Plan Process

Scott Dalgarno, Aberdeen City Council

As one of the first Local Development Plans to be prepared under the new planning system in Scotland, Aberdeen City Council has faced a number of challenges. For the first time, the Council and its partners have a formal process for addressing transport issues through the preparation of a development plan. A number of key principles were addressed from the outset:

- The ability to use transport and accessibility as a measure of sustainability in planning for the locations of new development.
- To reflect and help to deliver the objectives of the Council's Local Transport Strategy as well as the Regional and National Transport Strategies.
- Acknowledge the transport impacts of development up front and identify new infrastructure required.
- Involve transport stakeholders throughout the process.

In order to establish the most sustainable locations for development through the spatial strategy, stage one of the Transport Framework assessed the relationship of greenfield Development Options to the current and future transport network. This process was undertaken in the following four steps:



Towards a Healthier Economy: Why Investing in Sustainable Transport makes Economic Sense

Jolin Warren, Transform Scotland

It should be entirely possible to make walking and cycling popular forms of transport, and achieve regular annual increases in their usage in Scottish cities, towns, and villages. It is clear from drawing comparison with other cities of similar size and topography across the continent that there are no insurmountable barriers towards growing a healthier economy in this way.

Achieving this will require Scottish local authorities to develop travel strategies focused on improving people's daily walking and cycling experiences and non-motorised mobility. These strategies need to span several years, be visionary, include clear actions and goals, and identify funding. A focus on 'quality of life' will allow local governments to provide opportunities for the public, and it will be possible to communicate and implement a positive vision of the future of personal transport, instead of framing the discussion in terms of sacrifice and limitations.

Clearly, in the democratic systems of Western Europe it is not always possible to separate political leadership from public demand. The two impact on and alter each other. But in representative democracies, there can be a strong role, and need, for bold leadership that is not immediately popular with the general public (and particularly the media), but that has the larger interests and aspirations of the population at heart.

> *"it is not always possible to separate political leadership from public demand"*

The experience elsewhere in Europe shows that the keys to success are:

- Leadership - Local politicians need to provide strong, visionary leadership to develop, implement, and carry through a robust, comprehensive, and long-term strategy for active travel. On occasion active travel investment might not be initially popular, especially when reallocating road space or funding away from private cars, but once improvements are in place people will appreciate and support them.
- Focus on the Individual's Experience - To be successful, active travel strategies and long-term development plans must focus on improving the daily experience of pedestrians and cyclists of all ages and abilities. Strategies should be based around enhancing the quality of life for the general population.
- Integrate Active Travel - Ideally, a strategy for active travel should be part of an integrated sustainable travel strategy. This would consider active travel in its wider context, including issues such as spatial planning.
- Local, Lasting, Funded - Detailed strategies for active or sustainable travel must be developed at the local level. Funding programmes from central government play a key role in encouraging the development and securing the implementation of active travel strategies. Strategies for active travel must always span several years, with specific, meaningful actions and goals.
- Best Practice Inspiration - Stockholm can be seen as an example of how quickly appropriate action can change attitudes to, and increase use of, active travel in a city that started from a similar situation to those in Scotland.

The framework for assessing sites was created by filtering Local Transport Strategy objectives into six common themes – bus services, rail, roads, freight, walking and cycling and finally intelligent transport. We then prepared a consolidated list of transport projects under these themes, taking account of the transport projects identified in the National, Regional and Local Transport Strategies. Separately we prepared a description of the existing transport network under these categories.

The result was a set of criteria against which new developments could be assessed for their relationship to the existing and future transport network. In order to simplify the scoring process, Development Options sites were split into eight separate areas, largely based on the transport corridor to which the sites most closely related. The results of this scoring exercise provided an initial indication of the capacity of each area of the City to accommodate new development.

Aberdeen's Proposed Local Development Plan, published in September 2010, contains policies for transport and infrastructure delivery and sets out the infrastructure required in support of new development in the following categories:

- *Committed infrastructure* - Transport schemes which are designed to address existing problems on the transport network and already have political support and/or funding allocated.
- *Site specific infrastructure* - New transport schemes which are required to mitigate the direct impact of specific developments or groups of developments (known as Masterplan Zones). Masterplans and planning applications for these development sites will need to reflect how these infrastructure items will be delivered, and developers will need to provide funding for their delivery.
- *Strategic infrastructure ('Cumulative')* - New transport infrastructure required to address the cumulative impact of development. The Cumulative Transport Appraisal indicates where strategic infrastructure is required to support development, and provides the rationale for the costs for such infrastructure being met by developers in the region. The Council and its partners are exploring a per-house or per-trip mechanism for funding such infrastructure.

Development of an Integrated Ticketing Smartcard

Michael M Milne – Strathclyde Partnership for Transport

In recent years, the political vision for adoption of smartcards as a travel imperative for UK citizens has advanced further. In 2009 with a requirement was introduced for all rail franchises to offer smartcard ticketing by 2020 and across the UK the government has set a goal for completing the infrastructure to enable most public transport journeys can be undertaken using smart ticketing by December 2014.

With 42% of Scotland's population and excellent bus and rail services, including across the central belt to Edinburgh, the prize of true integration in the SPT area and beyond is clearly well worth pursuing. Integrated Ticketing arrangements exist to serve citizens whose journeys require more than one operator or mode, by effectively discounting the cost of travel below that of two or more separately purchased tickets. Such arrangements are facilitated through agreements amongst all participating operators and by comprehensive business rules.

Introducing smart card technology at an affordable cost is challenging, as the ability of private operators to sustain greater discounting or capping of fares, higher administration costs, and additional charges for electronic ticketing or new banking transactional charges for EMV (Europay, MasterCard, and VISA) is severely limited. The success of smart cards elsewhere demonstrates that cards with an e purse provide the opportunity for retail transactions and a very welcome overall reduction in administration costs for the transport-ticketing provider through the spreading of costs.

A business case to dispense with existing low cost on-bus cash collection, low bank charges and replace a payments system that has existed for a century, can only succeed where passenger boarding times are significantly improved and patronage growth results directly from the creation of 'seamless' travel. Faster boarding times speed up journey times, which might result in a bus operator maintaining service frequencies with fewer vehicles and less cost.

Seamless travel, using a prepaid smartcard, *should be* readily sold to some fuel-price conscious motorists as a real option. The transference of but part of the present incremental cost of a few miles of motoring, to become a new revenue stream for public transport, is crucial to a sustainable solution. As there are many more journeys made by car than by public transport, only a small proportion of the distance of car journeys need be shifted to public transport to create some benefit. However, the public sector too must search for evidence that smart, integrated ticketing can create modal shift and not just in a low cost, subsidised and regulated market. This is a challenge that will require green marketing campaigns to promote 'park and ride' and 'joining-up-journeys' possibilities.

Truncated car journeys, through partial use of public transport, *will* save motorists money as fuel costs/litre rise again above £1.32 (£6 per gallon), or 17 pence per mile (@ 35mpg). There was evidence, in late 2008, that the £6/ gallon peak *was* generating modal shift. However, convincing the motorist to invest a £1.70 fuel saving over a ten-mile return journey in a *green* public transport ticket, with a potential time penalty, is not easy, even with reduced stress from driving on congested roads. Nor are motorists keen to recognise the real incremental cost-per-mile of running a car.

The true cost of funding smart and integrated ticketing is not evident in regulated markets, where transport provision, smart ticketing capital and revenue costs and the cost of capping fares on multi-journey trips, are subsidised. Recognition of this situation and the calculation of the additional initial investment needed to equalise the passenger aspiration of a London style *Oyster* equivalent system, to the quite different private sector needs, including the installation of exit readers on buses and a mechanism to deliver a subsidy for capping of smart if not integrated ticket fares.

All these challenges are unlikely to, nor need be addressed in the first offering of smartcards to passengers. If implemented in incremental stages, similar to the service choices with mobile phones, the consumer can begin with a 'pay-as-you-go' transit or e purse and advance to a 'contract' of a zoned season ticket when the technology is ready. As we advance through this decade, equipped with buses with new smart readers, we also start our journey into eliminating the motorist's common perception of a 'lack of knowledge of fares and ticketing' on public transport.

Capturing the Value of Informed Travel Choices

Derek Halden, Derek Halden Consultancy and Loop Connections

Since the middle of the last century the growing importance of fossil fuel consumption to the economy has meant that any policy or action which reduced consumption was unlikely to succeed. Transport as a major consumer of oil has been critical for economic growth in the oil economy, delivering oil consumption, profits and taxation revenues. However, the point has been passed at which increasing demand for oil can be sustained. As the 21st century proceeds there will be greater benefits to be gained from reducing fossil fuel consumption and growing the knowledge and experience economy. In order to capture these benefits, new business structures will be needed. This research explores a promising new approach.

One key element of the new business approach is the use of new technology to facilitate systems capable of capturing the value of joint working. Some very large companies have been able to capture the value of integration using their scale (e.g. supermarkets discounting fuel when the oil price is high for people who make large grocery purchases). However most businesses cover fairly narrow markets and need a new toolkit to be able to compete in these growing markets. Provided, the benefits that any individual traveller, shopper, business, public agency or transport operator receives are greater than the investment they put in then, at least in theory, there should be a significant business opportunity for such as toolkit.

The toolkit relies on a platform that allows stakeholders from different sectors to communicate using a common technology. It also requires that each stakeholder should be able to understand how they are benefitting so that their participation becomes sustainable. The figure shows how a micro-feedback loop for bus travel has been applied within a pilot project in Wigan.

> *"A new toolkit has been developed which harnesses the dominant consumer technologies: mobile phone and internet to offer m-ticketing"*

A new toolkit has been developed which harnesses the dominant consumer technologies: mobile phone and internet to offer m-ticketing, travel information, marketing opportunities, and personalised communications. Just as with the internet, the value in the 'Loop' derives from the use made of the toolkit. The experiences in Wigan show that trust in any new system takes time to build, but that if transport providers start to build relationships with customers, the potential to influence behaviour could be very profitable and sustainable.

Establishing the new business eco-system is just the starting point. As with any new market, the initial steps are to identify what works and optimize incentives to influence future engagement. The viability of the platform depends on capturing sufficient value from partners who make greater profits from:

- More local shopping journeys capturing a higher proportion of local retail spend and reducing the distance people choose to travel.
- Better utilisation of transport with promotions of under-utilised off peak capacity.
- Footfall in the local town centre contributing to the revitalisation of business, increasing local spend and contributing to a more robust and resilient local economy.
- Better communication where citizens, consumers and employees can connect with businesses, councils and other public and private bodies taking advantage of the available commercial and social services.

In managing change, culture, economics and policy all interact in complex ways, and it will be the interaction between factors that will determine what can be delivered. The change from an ownership to an access economy is associated with wider social change, new networks and improved networking, and more sharing.

Central to success will be relevant feedback loops for each stakeholder. This requires that the communication system can offer relevant and timely information to all users. For example, the ability of a bus customer to access a bike rental scheme, car club or receive a promotional discount from their employer or other organisation depends on the technology being able to connect up diverse technology systems.

Scottish Transport in the News

Summarised by Tom Hart

FUEL PRICES

EU permission is being sought for the easement of fuel taxation on remoter islands but has led to suggestions that either a wider easement of fuel costs in remoter areas should be sought or separate ways of easing costs for those on lower incomes but obliged to use cars to travel further to find work and access other services.

Plans for a levy on major retailers (including supermarkets) were rejected partly due to fears that they would hit city centre as well as fringe of town retailers.

AVIATION

Tourism and aviation interests are claiming that rising air travel taxation plus the impact of fuel surcharges and other cost rises when emissions trading extends to aviation in 2012 will have severe adverse impacts on the Scottish economy.

Competition Commission is insisting that BAA sell either Edinburgh or Glasgow Airport. Both airports are expecting a slight revival in usage but winter usage of Prestwick in January fell 40%. In revised Master Plans, BAA has abandoned proposals for additional runways at Edinburgh and Glasgow by 2030. Air traffic forecasts have been revised downwards. Edinburgh forecast of 26m by 2030 is revised to 20.5m by 2040. 16.4m passengers are forecast for Glasgow in 2040, compared to former forecast of 20m by 2030. Over half of future trips will be on foreign flights.

Easyjet is starting a new Glasgow-Jersey service this summer but BMI has withdrawn flights from Glasgow to Heathrow – partly replaced by other carriers increasing services to London City.

Barra beach air service has been saved by Scottish Government purchase of a new plane to replace ageing Twin Otters by 2013. Western Isles Council is also continuing support for the intra-island air service north from Barra. A second new plane has been deferred pending further spending reviews.

Loganair is to resume a regular Sunday service to Barra for the first time in 20 years. Tapping into the tourist market, Loganair is offering extra summer flights from Kirkwall to Westray and the short hop to neighbouring Papa Westray

FERRIES & SHIPPING

The Rosyth-Zeebrugge ferry became freight only from January but with two ferries offeing 4 sailings a week from each port.

SNP, Labour and LibDems are hopeful that the pilot Road Equivalent Tariff can be retained and extended. An interim report by Halcrow to the Scottish Government on the Western Isles pilot has found that it has boosted passenger numbers 24% but had caused problems for hauliers while residents complained that service levels had deteriorated.

Brian Souter has withdrawn from the Gourock-Dunoon tender but three other parties remain interested. A decision is expected in June on the specification for a town centre to town centre passenger ferry with the option to include vehicles provided that audit shows latter is not in receipt of state aid. A plea has been made for the new service to provide more convenient interchange to rail at Gourock but there are fears that Western Ferries may be left with a monopoly for vehicle ferry operation on their route from McInroy's Point. Prof Neil Kay argues that some form of ferry regulation may be essential.

A Herald feature has criticised CalMac for running many ferries empty or with very few passengers.

Some low loadings are inevitable in winter with 'empty' runs needed to reposition ships but scope is seen for 'demand responsive ferries' on short routes.

12 seat passenger ferries started on the Campbeltown-Ballycastle route in March but there are fears that Argyll & Bute Council will be unable to fund the return of a 12 seat ferry from Tayvallich to Jura this summer. The Scottish Seabird Centre in North Berwick is investing in a new catamaran giving 50 passengers cruises to the Forth islands – the boat will double as a 'floating classroom'.

The new Transport Museum in Glasgow is expected to encourage non-subsidised water-bus services on the Clyde linking the museum with Broomielaw, Govan and other locations.

Highland councillors have approved for a £2.3m Jacobite cruise terminal and an adjacent Brackla harbour upgrade on the west side of Loch Less.

RAIL

The UK government is pursuing longer and more flexible rail passenger franchises with elements of vertical integration of track and trains but also decentralisation with greater regional involvement.

London-Edinburgh trip times will be cut with increased use of even-interval services from May but there will be a major cut in Glasgow-Kings Cross services to 1 per day, compensated by more through services from Glasgow via Edinburgh to Newcastle and Leeds. One Edinburgh-London business service will be restored to a 4 hour timing, comparing with the best 4 hour 10 ms timing on the London-Glasgow route.

New stations at Drumgelloch, Caldercruix and Armadale on the Airdrie to Bathgate line are now open and the Glasgow-Edinburgh frequency on the newly electrified service has been increased to half-hourly with the introduction of additional semi-express half-hourly services later this year.

The Scottish Government has secured £100m of funding towards Borders Rail. This project remains on schedule fro completion by 2014.

Sunday services from Edinburgh to Oban are to return this summer and further studies are being conducted into feasible means of improving West Highland and other rural rail services to increase local benefits and promote tourism.

Passenger lifts are now in operation at Edinburgh Haymarket and work has stared on escalators from Edinburgh Waverley to Princes St. ScotRail has admitted that its response to the recent severe winter weather was inadequate. Plans for improved responses are in place.

BUS, TRAM & TAXI

The Scottish Government has offered only a limited contribution to the Bus Fastlink project from Renfrew and Clydebank to the city centre and into the East End. The scheme is likely to be scaled down with the immediate priority being improved bus links from the city centre to SECC.

A decision is expected soon on plans to decriminalise bus lane offences. There is concern that use of cameras to check on offenders may simply be a means of raising extra cash for councils in Edinburgh, Aberdeen and Glasgow.

MSPs have criticised the large rise in the costs from £9m to £42m and four-year delay in establishing National Concession Travel and smart multi-modal ticketing. New predictions suggest that contactless debitcards and mobile phone ticket purchase may replace present approaches to smartcard ticketing.

First and Arriva are now offering competing services from the city centre to Glasgow Airport. In a new contract with BAA, First has gained a preferential stance at the Airport.

Stagecoach has varied the X44 express service from Glasgow to Ayrshire to serve the Silverburn shopping centre. The Glasgow-Prestwick-Ayr X77 service is now operating on a 24 hour basis though with services after midnight not accepting SPT zonecards or bus concession cards.

Barrhead-based McGIlls is creating 26 jobs and new routes. It already serves Inverclyde and other areas south of Glasgow, including frequent services to Silverburn. 130 buses operate on 40 routes.

Scottish Government has increased funding for green buses. Passenger satisfaction with Lothian Buses rose from 85% in 2009 to 88% in 2010.

Charities are seeking an extension of the 'talking buses' scheme to help the blind and visually impaired.

Taxi drivers claim a ban on taxi use in Holyrood Park will hurt the public. They are also unhappy about poor alternative stances while Waverley station is being upgraded. Stance availability at Glasgow Central has also worsened.

ROADS & PARKING

Sir Peter Housden, Permanent Secretary in Scotland, has been asked for the evidence supporting his decision to authorise signing of an Additional Forth Crossing contract weeks in advance of a Scottish election which could lead to a new government favouring other budget priorities. Normal UK practice is not to approve major projects close to an election. Subject to inflation additions, the projected cost of the Forth Crossing contract has fallen to £1.7bn with completion by 2016.

Transport Scotland is planning to shift the Scottish Road Traffic Control Centre from Glasgow to a new site and Visitor Centre at South Queensferry costing £3.8m and going live between 2012 and 2017

An AA survey has found that 92% of Scottish motorists consider that the condition of local roads has deteriorated over the past 3 years. This supports the Audit Scotland view that one-third of the Scottish road network is in unacceptable condition. Transport Minister Keith Brown has ordered an autumn summit on road maintenance issues and has provided some extra funding.

The M80 is almost complete from Robroyston to Haggs with the link road to Kirkintilloch already open. The urban M74 should open in early summer.

With Scottish Government funding, Carplus has started community car clubs in Dunbar and Fintry with later plans for Anstruther, Bute, Comrie, Cupar, Mallaig, Small Isles, Forres, Huntly & Thurso.

The winter freeze, parking fraud (including unpaid fines by foreign drivers) and greater competition between parking companies during recession are hitting the net income which local authorities receive from parking. Methods of administration also mean that some councils have a loss, rather than surplus, on parking. There is still much political resistance to the introduction of parking charges, as illustrated recently in the abolition of charges at most Scottish hospitals.

Research by Which shows that Edinburgh has the third highest parking costs in Britain, after London and Manchester. City retailers are very concerned about council plans to halve parking spaces in George St as part of public realm plans – they argue that will result in 'over-pedestrianisation'.

WALKING & CYCLING

Former MSP Dennis Canavan, Convener of Ramblers Scotland, is seeking political support for a network of paths across Scotland. However, for safety reasons, Network Rail has closed 10% of paths over rail lines in the past 4 years. There has been particular opposition to closure of a path across the rail line at Cardross.

Elgin and Kirkcaldy are pioneering community-led street redesign with Scottish Government funding as part of the Cycling Action Plan. Newcastleton has joined a promotion scheme for cycle-friendly villages and areas. Visit Scotland estimates that touring and leisure cyclists are now worth £200m a year for local economies with the added advantage of year-round activity.

Bike-station has produced a new map to encourage use of the cycling network in Edinburgh. Latest school travel survey shows 6% of Edinburgh primary children now use bikes but only 2% of secondary. The best bike performance in Edinburgh is Colinton Primary with 14% on bikes. 18% of primary pupils were driven to school compared to 22% in 2008.

There's an app for that! - Marketing smarter travel choices

Philip Glennie, Transport Scotland

What role does local branding play in a demonstration programme on changing behaviours in transport culture within its target areas? In transport, a combination of local and national branding is used to promote different transport options. What role do these brands play and how does it work with choices that are socially inclusive, economically efficient and environmentally aware, or, more active and sustainable?

In telephone surveys carried out as part of the Smarter Choices, Smarter Places (SCSP) monitoring and evaluation, people's awareness and understanding of travel marketing were tested and will continue to be through ongoing evaluation. The surveys allowed national brands like 'Travelwise' to be compared with local brands aimed at promoting active and sustainable travel across the schemes such as - 'Go', 'Healthy Habits', 'Kick Start', 'On the Move', 'Take the Right Route' and 'Travel Active'.

The interim research shows that brand awareness is growing for some local brands but that competition for brand loyalty is intense. Across the seven communities, of the respondents surveyed who were aware of the local branding, 7% claimed to have decreased their use of the car (as a driver) in the last year. This compares with a 3% reduction in those who were unaware of the branding. The reported frequency of increase in walking (12%), cycling (3%) and bus use (4%) is four times greater amongst those aware of the branding than those who were unaware.

"they need to become community campaigns"

The underlying question is 'does branding help change behaviour?' The SCSP programme which runs from 2008 – 2011 aims to facilitate a sustained change in travel attitudes and behaviours, but what role should branding play alongside the investment in infrastructure and broader smarter measures?

At this stage in the work the conclusions are that branding is less a 'killer app' than an important part of the identity of each of the pilot projects. However the use of the branding has become smarter as the projects have evolved. The brands give the local programmes their own identify. Working with partners has been critical with some local authorities able to benefit from established relationships across the community.

Promotional materials have been used in all the areas but have been targeted in different ways through travel plans, local information and drop-in centres and as part of Personalised Travel Planning. Therefore the balance between background marketing and targeted personalised needs to evolve to local circumstances. Overall for any of the campaigns to work they need to become community campaigns. In each of the SCSP towns some progress has been made but there is limited evidence as yet about which, if any, local brands will prove to be sustainable.

A Green Travel Plan for Comrie

John Geelan, Kirsty Davison, Steer Davies Gleave and Will Reid, Comrie Development Trust

The Comrie Village Travel Plan has been developed using a range of consultation processes to ensure involvement of those living in the village in the development process. In addition to surveys of residents, several consultation events have been undertaken including a workshop session where potential Travel Plan measures were prioritised in a 'planning for real' style session. Feedback from the consultation highlights how this approach greatly assisted in a feeling of ownership of the Travel Plan by the residents.

A 'Planning for Real' excersise was undertaken to encourage residents to think about the practicality of taking forward measures in the town, within a theoretical, limited £45,000 budget. Open Evening attendees were split into four teams of four (or more) individuals and given cards detailing information about the most popular measures as indicated from the previous stage. The cards included:

- A brief description of the option;
- A relative cost;
- A timescale for implementation; and
- An overview of the benefits of that option.

The consultation approach used on the Comrie Development Trust's Green Travel Plan has proven to be an effective mechanism for ensuring participants experience greater buy-in to the process of identifying and agreeing measures for implementation.

Those attending stated the session to be valuable, and resulted in a useful outcome. It also created a greater understanding of the relative practicality of the initiatives under consideration. Future application of the process would benefit from a more representative cross section of attendees. In this case, greater time would be required to deliver the session, to ensure all participants could play an active role.

Additionally, care is required to ensure the most challenging measures, either in a financial or practical sense, are not discounted prematurely, however, the risk of this is greatly reduced as including the process within a wider process of appraisal of each measure.

Considering the approach in the wider context of Travel Plan development, it is felt that using this approach as part of a wider consultation and appraisal of measures during travel plan development would assist in getting buy-in to the process of development and implementation from those the Travel Plan seeks to influence the travel behaviour of.

Influencing the Travel Choices of Young People

Caley McDowall, Amanda Holden, JMP Consultants Ltd

There is evidence that outcomes in later childhood, and well into adulthood, are strongly linked to very early experiences. As the future users of our transport network, it is important that we engage with children from a young age on the subject of active and sustainable travel. Most of the focus on promoting active travel in children has been through infrastructure and road safety training measures however, practical experience of using behavioural change interventions is relatively limited.

In Dumfries and Dundee various projects have used a range of interventions to promote the health, environmental and social benefits of travelling more sustainably. The experiences gained provide lessons on how these innovative techniques can be applied to other locations.

Different messages will work for different ages, for example for younger children, promoting the enjoyment and social aspects of active travel can work better. For older children, messages should focus more on saving money and having independence from parents (e.g. not relying on 'mum's taxi' to get around).

There is potential to increase effectiveness by involving children in the presentation of key messages to their peers. If messages are coming via children of the same age, this could encourage the audience to be more receptive, rather than the messages coming from someone in authority, such as a teacher.

Summarised below are some other key lessons learned from undertaking this type of engagement:

- Partnership working is essential. Developing strong relationships with education partners (such as Active Schools and Travel Plan Co-ordinators) is important for finding a gateway into the schools. If interventions demonstrate that they can meet Curriculum for Excellence objectives, then typically, schools should welcome them.
- It is considered that behavioural change interventions will be more effective if undertaken as part of wider travel planning activities in schools. If there are a range of measures being implemented to promote active and sustainable travel (such as Safer Routes to School) then this will support those efforts and reinforce the messages about the benefits of not using the car.
- Related to the point above, it is considered important to engage with parents on active travel issues and evidence from the safe parking at schools initiative in Dundee demonstrates that 'hard hitting' messages can be used with effect.
- Visit youth groups and youth events. There can often be more opportunity to engage on a one-to-one level with young people in an event environment. Young people may often be more receptive to the messages if it outside of the school environment if they are happy and enjoying themselves at the event.
- Overcome short attention spans by keeping young people interested in the subject. Engagement should be fun and interactive and games, quizzes and competitive elements should keep the class interested
- Maintain interest in the project by encouraging the young people to get involved in an Active Challenge. Delivering this as a competition through the schools will generate further interest. Delivering it through residential PTP will encourage the families to get active together.
- Make sustainable travel fun and trendy. Overcoming the stigma attached to other modes of transport is important, particularly in older children, and 'lecturing' young people on the health and environmental benefits will not be effective as these are less important to young people.

Three Years, Sixteen Projects, One Brand, Many Lessions

Scott Gibson, East Renfrewshire Council

Branded "Go Barrhead", the East Renfrewshire programme consisted of 16 projects with project managers from the spectrum of departments across the Council. The lessons learned include: the model of delivery; the brand; working with other local and national initiatives; the links with health; innovative community involvement; political leadership; communications and PR; experiences of working with target groups and the need to explore a sustainable delivery model for the future.

The future funding of project is uncertain which is of concern given that the project now has a strong affiliation with Barrhead residents and has built up steady momentum. For the full benefits and ambitions of the project to be realised continued investment is required The project so far has demonstrated the benefits of partnership working and accompanying capital improvements with awareness raising and high quality information.

Beyond the boundary of Barrhead, the Council is keen to explore mechanisms to deliver similar initiative and projects across the Council area. With a willing and skilled project team and the experience of what methods work best, the Council is well placed to deliver future projects in this field. It will also be important to scope and scale any future projects to maximise best value and effectiveness whilst recognising the unique characteristics of the population area.

> *"The project so far has demonstrated the benefits of partnership working"*

In conclusion a key and achievable goal should be to make smarter choices mainstream rather than a pilot project and this could be better facilitated by:

- Development of community led smarter choices projects, which can be supported by the expertise from the project managers group. This is a delivery model that the Council is keen to test and deliver in this area.
- Extending the principles of smarter choices to lead to improvement in travel planning for new developments.
- Ensuring than any capital or maintenance improvement to sustainable transport network is accompanied by high quality information and evaluation to encourage usage and maximise the benefits

Whilst it is too early to fully assess the impact of the Go Barrhead project, the experiences in delivery of the project have led to a number of recommendations which it is hoped will be used to practitioners involved in the delivery of similar projects. These are summarised below:

- **Set up a multi-disciplinary team at a project delivery level.**
- **Develop a flexible, consistent and bold local brand identity**. The locating of the Go Barrhead banner on the main street created instant brand awareness, with consistent use of the branding on all aspects of the project materials
- **Maximise use of the media but realise you can't control it.** Getting as many good news stories as possible into the local media is a must, however be prepared to take some knocks along the way. Council related stories are regularly published with a negative slant.
- **Do events to raise awareness, interact and create champions**
- **Gain political support for the project at as high a level as possible.**
- **Integrating initiatives with similar objectives can lead to better working and more consistent messages to the target audience.**
- **Deliver Community Driven Infrastructure.**
- **Do Personalised Travel Planning.** It is relatively expensive but provides results. It also acts as an umbrella link to other projects in the programme. Different delivery models for PTP should be further explored to maximise the reach.
- **Use networks within Schools to provide results.** Strong networks working within the school environment is essential to get the school to buy into the objectives of the project. It is easier for School to incorporate your initiatives into their existing programmes than to create new programmes for your initiative
- **Find a way to sell the benefits to businesses.** A time of economic austerity probably wasn't the best time to try and capture business attention, although should have been a good time to point to efficiency benefits. Senior managers need to be convinced in order for them to allocate time to this.

Protests about Changes in Home to School Transport Policy

Richard Hernan, Atkins and Elaine Lorimer, Renfrewshire Council

Renfrewshire Council implemented its altered Home to School Transport Policy on August 17th 2010. All staff involved in the implementation of this policy whether it was those engaging with the public or those assessing the routes worked professionally and diligently to deliver this controversial policy alteration. The assessment process was carried out in an unbiased manner by experienced personnel. This research documents the rationale and the implementation process involved in the policy alteration to the Council's Home to School Transport Policy. This paper provided a commentry on the experiences gained from participation in the project.

In 2009 the Council administration proposed, as part of their 2010/11 spending plans, to alter their Home to School Transport Policy. For pupils where a safe walking route had been identified by the 31st of March 2010 home to school transportation would be removed on August 17th 2010, the beginning of the 2010/11 academic year. For pupils where no safe walking route could be identified home to school transportation would remain in place. After committee approval, the spending plans were agreed by full council on January 18th 2010. The proposal indicated savings of £274,000 in 2010 and £411,000 in 2011.

From technical point of view delievering the walking route assessments did not pose much difficulty, although it was recognised during the assessments that resourcing was critical to its success. The time required just to walk the routes is significant and with the constraint of assessing at times pupils would be expected to walk the route. In addition crossing route assessments could take a number of days to complete due to the narrow period of time they could be carried out. It is likely any authority reducing home to school transportation provision would incur similar issues.

The walking route assessments highlighted safety defects which had to be addressed if the route was to be deemed safe. The defects identified varied in type, form and size however the most common where footway defects and crossing point issues. Ameliorative measures costing about £66,000 were identified plus a new pedestrian crossing point at £30,000.

It was inevitable that this policy alteration would court controversy and be subject to intense external scrutiny. In addition, the implementation of the policy change was closely observed by local elected officials and the local printed media. Public opposition to the proposals resulted in a number of public demonstrations, after the policy change was announced in January 2010. The public demonstrations and protests were carried out across the council area.

> *"Public demonstrations and protests were carried out across the council area"*

This was an emotional time for many who were involved in the policy change or those affected by it. The parent council meetings were an ideal forum for the public to demonstrate their unhappiness direct to senior council representatives. Therefore at a number of these meetings the mood and attitude of the audience towards the chief council officers in attendance at times was threatening and aggressive. The threatening atmosphere at one meeting in particular, was so acute that a police escort was called to ensure public order was maintained and council representatives could safely exit the meeting.

A local authority investigating a similar course of action should consider the political and public reaction. The resources required to manage this, particularly at senior management levels, were significant. However, the long term benefit is greater safety for pupils around schools, better health and reduced air and noise pollution.

Active/Sustainable Travel in the Glasgow and Clyde Valley Area

Fiona Crawford, Bruce Whyte, Pete Seaman, Glasgow Centre for Population Health and Mark Livingston, Department of Urban Studies, Glasgow University

Scottish national, regional and local strategy and policy could not be clearer about the importance of active, sustainable travel for individual and public health. There are a number of local initiatives testing out different approaches to promote walking, cycling and the use of public transport. Despite these aspirations and local initiatives, central funding for infrastructure and support for active travel at a local authority level is sparse and levels of walking, cycling and public transport use are falling while car use is increasing.

National surveys show that while the level of walking to school remains high, there has been a trend toward greater car use and less walking over the last twenty years. Younger pupils are more likely to walk but also more likely to be driven than their older counterparts, while older pupils are more likely to take the bus than younger pupils.

Although there have been reductions in overall child road casualty rates, rates remain consistently higher in Glasgow than in other authorities. Child road casualty rates in the most deprived areas of Glasgow and Clyde Valley remain stubbornly high in comparison to the most affluent areas. Child pedestrian casualties have reduced across the board but rates in the most deprived areas remain more than four times those in the most affluent areas.

Adult commuting patterns have changed significantly over the last 40 years. Commuting by car has increased dramatically, while bus use and pedestrian commuting have dropped. Only a small proportion of commuters (approximately 1%) cycle to work. The increase in commuting by car is not only a result of less people walking, but also due to the growth of single person car use, reflecting higher levels of car ownership and the fact that fewer people are choosing to take lifts and more are choosing to drive.

In most local authorities there is a two to three-fold (or greater) variation in levels of active travel to work across neighbourhoods. The local authorities and neighbourhoods with the highest levels of affluence and car ownership also tend to have the lowest levels of active travel. In part, this also reflects longer commuting distances from suburban areas.

Those living in the most deprived neighbourhoods are more likely to walk or take the bus to work, and less likely to drive than those living in more affluent areas.

People from wealthier households (earning over £40,000 p.a.) are four times less likely to walk and two and a half times more likely to drive than those from the poorest households (earning less than £10,000 p.a).

Evidence from Glasgow's cordon count survey data suggests that cycling infrastructure and population composition are both important determinants of commuter cycling.

Road accidents and road casualty rates in the Glasgow and Clyde Valley region, and in Scotland, have fallen considerably over the last 20 years, despite a 20% increase in traffic volume over the period 1993 to 2008. Despite adult road casualty rates in the region falling in nearly all deprivation deciles from 1996 to 2007, casualties remain higher in the more deprived locations. There is no sign of an overall reduction in adult pedestrian casualties admitted to hospital in Glasgow and Clyde Valley. Rates remain three times higher in the most deprived areas compared to the least deprived areas.

The Scottish Government 2010/11 budget appeared to effectively freeze active travel spending whilst increasing spend on motorways and trunk roads by £1.5 billion from 2008/09 levels. It is therefore unsurprising that targets for active travel in local authority plans are cautious and lack ambition. These targets arguably reflect what local authorities consider is achievable within the current climate.

The Scottish Parliamentary Inquiry into active travel which reported in April 2010, called for significant increases in central funding for sustainable transport and active travel. Inquiry Committee members also expressed concern that active travel was not being given a sufficiently high priority by local authorities and that there appeared to be widespread variations in spending. The Committee recommended that the Scottish Government consider how this issue might be addressed.

Deprivation And Child Pedestrian Road Casualties

Susan Dolan Department of the Environment, Northern Ireland and David McGuigan Colin Buchanan and Partners

This research included a systematic literature review of recent research relevant to UK and Irish child pedestrian casualties and to determine whether there is evidence of a link between child pedestrian casualties in Northern Ireland and the deprivation of the area. The modelling process established a clear link between deprivation and child pedestrian road casualty rates. The effect is found to be relative to the degree of deprivation with child pedestrian casualty rates rising as deprivation rises.

Overall, children resident in the most deprived 10% of areas are 4.8 times more likely to be injured as a pedestrian in a road collision as children resident in the least deprived 10% of areas.

The number of school places (as a proxy for the number of children travelling to and from a school in that area as opposed to the number of children living in the area) is a significant variable. This finding would support interventions which make travel to school safer including through improved infrastructure and possible pedestrian skills training.

The modelling process has shown a strong and robust link between traffic and child pedestrian casualty rates suggesting that busier areas should be a focus for an intervention strategy perhaps involving speed reduction strategies. Child pedestrian casualty rates are modelled to be higher in urban areas than in rural areas. Whilst the traffic proxy variable is a measure of traffic in an area, it is not a measure of the traffic density on roads which will be higher in urban than in rural areas. Also in urban areas it is likely that individual walking trips will involve more street crossings than in rural areas. Consequently, some priority should be given to interventions relating to urban areas.

Finally, proximity to services is seen to be linked to casualty rates where the closer children live to services the higher the casualty rates. This suggests that road safety ought to be a key consideration in the design of regeneration and major development schemes.

The literature review identified a number of potential specific interventions which would be appropriate in combating high child pedestrian casualty rates as:

- a national "traffic club" scheme
- road crossing training for children (Kerbcraft)
- complementary speed enforcement devices and speed management programmes
- improvements to infrastructure (including traffic calming and 20mph zones)
- road safety inputs to the master planning of regeneration projects
- local transport plans should include pedestrian reduction targets
- a distribution of road safety measures which targets poorer socio-economic environments.

It is stressed that interventions should not be *ad hoc* activities, but should form part of a complementary and integrated road safety delivery strategy.

The Effects Of Park And Ride Parking Supply On Public Transport Demand – Analysis To Promote Best Practice

Iain Mobbs, Ove Arup and Partners Ltd; Karl Johnston, Transport Scotland (Client); Mark Wardman & Jeremy Shires, Institute for Transport Studies, University of Leeds; Miranda Mayes, Accent

The primary objective of the research was to assess the impacts of changes in parking supply, quality and pricing on the demand for public transport, and how this varies depending on location and passenger behaviour. The identification of these characteristics will enable new sites to be identified using the emerging analysis.

Whilst there is evidence to suggest bus based park and ride can help to reduce the overall number of car trips, existing schemes in Scotland are relatively under-performing compared with other examples. The linkages with wider transport policy need to be strengthened to help attract a higher number of motorists to use the site and support wider objectives. Furthermore, the site selection process must be carefully developed to help ensure the financial case for the scheme is robust. The availability of parking forms a crucial overall factor contributing to a scheme's success, but several other factors must be fulfilled to maximise the commercial impacts.

> *"Existing schemes in Scotland are relatively under-performing"*

In contrast, the relationship between parking availability and rail demand is less conclusive based on the research completed. If parking availability is increased, the level of new rail demand is relatively small and the subsequent change in car distances using the network is negligible. As a result, the case for delivering additional car parking spaces at stations must be linked to other objectives, for example, addressing specific car parking capacity constraints that may have arisen as a result of rail service improvements.

The requirement to improve bus or rail services for Cross-Forth journeys will be influenced by various factors, including future parking policy to be applied in central Edinburgh, the distribution of employment and the role of any demand management initiatives resulting from the proposed new Forth Crossing.

The Value of Carbon Within Bus Operation

Christopher Martin, and Paul Turner, The TAS Partnership

The Scottish bus industry is of critical importance in supporting a buoyant economy, both as employer and facilitator for travel demand, and also in helping to reduce carbon emissions from transport which continue to grow above the 1990 baseline and as a proportion of total Scottish carbon emissions. This analysis used the *Shadow Price of Carbon* (SPC) as a basis for establishing the carbon value of different Scottish transport behaviour and it is clear that in pursuing policies or strategies that encourage modal switch from private (cars) to public transport, the relative carbon value of transport will decrease.

As the largest component of bus operating costs, any impact on labour costs is likely to have the greatest impact on the price charged to consumers. Our research has shown, however, that in terms of labour costs, scope to improve productivity through scheduling or changes to working practices is limited and has already been largely done.

Perhaps the most tangible effect of the environmental influence on bus operating costs is that of fuel and related technology. Most of the main bus operators have made significant investment in technology and training that monitors driving technique and to ultimately reduce fuel consumption. Whilst results from this investment are in their early stages, some major bus operators are reporting a 6% improvement in consumption (miles per gallon).

"Profit levels are insufficient to sustain the viability of the industry long-term"

In the assessment of the cost of bus operation and the price that people pay for bus journeys, we have shown that operating costs are subject to significant pressures from the market and that current profit levels are insufficient to sustain the viability of the industry long-term.

Environmental pressures on labour (productivity), fuel (price volatility and consumption), depreciation (investment) and overheads (utility costs) all have the potential to increase and thus increase the fare charged to consumers. We briefly reviewed the role of Government in terms of support (BSOG) and taxation (Fuel Duty and CRC) and the potential increase in costs as a result of current policy.

Through our journey case studies in Scotland, public transport has the potential to reduce the carbon value of journeys and has a significant advantage over private transport in terms of emissions per passenger. Efforts should focus on rebalancing the generalised costs between public and private transport to establish the business case for modal switch.

-There are a number of potential opportunities going forward. Government and local authorities need to enable the rebalancing of generalised cost and reduction of the carbon value of current transport through policies and strategies encouraging modal switch. For operators and consumers, this approach provides an opportunity to establish the full carbon costs and price of transport to allow consumers to make a more sustainable travel choice.

The Detailed Modelling of Vehicle Greenhouse Gas Emissions

Chris Shaw, SIAS Limited

The reliable estimation of emissions from transport vehicles is an increasingly important issue in the transport planning community, as targets for local and global air quality become more stringent. Traditional methodologies for estimating vehicle emissions have relied on relatively crude methodologies that relate emissions to average vehicle speeds and often include significant error by over or underestimating the emissions caused in stop/start conditions.

As technology has improved, road traffic microsimulation programs have developed that enable significantly more detail in the representation of traffic networks down to the individual vehicle level. More detailed outputs from microsimulation models in turn enable more detailed emission estimation methods to be adopted that relate individual vehicle speeds and acceleration rates to tailpipe emissions at discrete intervals along each trip.

Instantaneous Emissions Modelling (IEM) methodologies for producing emissions estimates from traffic models have been demonstrated to produce more robust, detailed and generally larger absolute estimates of emissions than more traditional average speed based methods. The increased volume of emissions estimated is due to the greater degree of detail in the IEM methodologies and in particular, the reflection of the variation in speed and acceleration along the length of individual vehicle trips. Traditional, average speed based methods smooth out these variations leading to a general tendency to underestimate vehicle emissions.

The **P**assenger car and **H**eavy Duty **E**missions **M**odel (PHEM) based method with its additional detail in terms of the vehicle fleet and reflection of gradient effects will produce more robust and reliable estimates than historic IEM based methods. A generic PHEM based module has been developed and tested which produces timestep by timestep emissions estimates for each vehicle in a microsimulation model. This module can therefore be used with the outputs from any microsimulation modelling software to produce detailed vehicle emission estimates in which the inherent error is minimised as far as possible.

Successful testing of the module has been undertaken by SIAS using S-Paramics models and the results have been demonstrated to be robust and intuitively correct when compared with those produced from other methodologies and observations. The computational accuracy of the estimates produced from the PHEM based module has also been independently verified in collaboration with TRL.

M80 Stepps to Haggs DBFO Contract Procurement

Michelle Rennie, Transport Scotland and Robert Cairnduff, Jacobs Consultancy

The £320m M80 Stepps to Haggs contract will complete the missing link in the motorway network between Stirling and Glasgow. The contract was the first DBFO/PPP roads contract in the UK procured using the Competitive Dialogue (CD) process under the Public Contracts (Scotland) Regulations 2006. This was achieved despite unprecedented instability in the financial markets.

The CD process was intended for the award of complex contracts where there is a need for the contracting authority and the Participants to discuss all aspects of the project in order to fully define the solution. The main features of the process are:

- Dialogue is allowed with pre-qualified Participants in order to define solutions;
- Dialogue may be conducted in successive stages to reduce the number of Participants;
- The process culminates in a call for Final Tenders when all material issues have been resolved and financial due diligence is complete;
- There are explicit rules on post tender discussions the main effect of which is to limit the discussion to matters which are not "likely to distort competition or have a discriminatory effect"; and
- The award is made on the basis of the most economically advantageous tender.

"Partnership between the client and advisors"

The key stages were:

- Dialogue Period – bilateral dialogue meetings were held, similar to the existing tender consultation already used by TS, to assist in developing an acceptable solution, both from a technical and commercial standpoint;
- Dialogue Period Submission – these were assessed carefully against clear criteria set out in the ITPD to consider the acceptability of the evolving solution. This submission assessment could be used as the basis to reduce the number of Participants;
- Final Tender Submission – follows a further Dialogue period, with the potentially short listed Participants, and occurs only after all material issues are resolved and lender due diligence is complete. This submission was used to rank the Participants in terms of the overall risk adjusted NPV;
- Appointment of Preferred Bidder – the Participant with the lowest NPV was identified and final negotiations took place; and
- Financial Close – when all aspects of the tender are agreed and the contract is signed.

The contract included the adoption of a new approach to incentivise efficient traffic management. While there is always room for improvement, it is clear that the principle was sound and that it was applied effectively. The tender process was transparent to the Participants. Project governance was treated as an integral part of the process so it flowed as smoothly as possible.

Perhaps the most important aspect in the success of the procurement phase of the project and beyond was the very focussed partnership between the Client and advisors. TS now have a robust set of contract documents and a clear approach with which to deliver the next generation of major projects to meet Scotland's infrastructure needs.

Politics, Reason and the Art of High Speed Rail

Chris Day – City of Edinburgh Council

During 2011 the Government will consult on its proposals for a High Speed Rail network between London and the north, including Scotland. Potentially the major transport and engineering project for a generation, 'HS2' is likely to be constantly in the news throughout 2011.

Four major studies by respected transport planners have all concluded that there is a case for HSR, whilst based on different objectives and concluding that there are different benefits and designs, is a sign of strength. Given the uncertainties of project planning, one study might be dismissed on the basis of its objectives or assessment. Four studies provide 'belt and braces' confidence; an individual scheme might be challenged, but the principle is secure.

The late development of High Speed Rail in the UK can be understood in the context of railway operations and political culture. By the 1970s, the UK had developed (contrary to popular perception) one of the best, and fastest, intercity networks in the world. Building new High Speed Lines was, depending on one's viewpoint, either not a priority or a necessity. Furthermore, until the 1990s the railways were widely regarded as a declining industry, with little to offer the national transport system except in special cases.

However, circumstances have now combined to reshape the context. HSR is a well-established part of transport networks across the world. It is less likely to offend a British suspicion of anything new, or (even worse), anything French. Britain's railways, far from being a declining industry, sometimes now suffer from the opposite, with great (and sometimes unrealistic) expectations of their potential contribution to transport systems. One could say that Britain was dragged reluctantly into building 68 miles of HS1. Having finished the job, it decided that maybe it wasn't so bad after all, and might be useful elsewhere.

Marine-Based Community Transport

Naomi Coleman and Anne McGregor, The Spyria Partnership and Kate Townsend, Eday Partnership

A group of isles' Development Trusts successfully attracted funding to pilot a marine-based Community Transport scheme, linking Eday, North Ronaldsay, Sanday and Stronsay with each other, and with Kirkwall, for the benefit of communities, for businesses and for visitors. The rationale for the service focussed on what prospective passengers would want from the service; providing social and cultural interaction between the isles, and providing opportunities for tourists to spend more time (and hence money) in the isles, distributing the economic benefit of the large number of visitors that choose to visit Orkney each year.

The pilot has demonstrated that there is significant demand and potential for marine-based organised tours for visitors to the isles, and indeed that such tours have the potential to attract additional visitors to the isles. It is also concluded that much more staff time would be required in order to appropriately promote, manage and undertake the tours successfully.

The wide distribution of roles and responsibilities led to inefficiencies as would be expected, and the project would have benefited from one person overseeing / being a management point of contact, responsible for all aspects, albeit with day-to-day activities being split amongst the team.

More targeted and on-going promotion and marketing was required to ensure the fast ferry brand was never far away from prospective users' mind. Marketing ought to focus on the service itself, scheduled and charter opportunities, but also on the opportunities that the service affords, in terms of accessing different events etc., and also on stimulating and creating such events and gatherings that would necessitate use of the fast ferry service.

"Targeted and on-going promotion and marketing was required"

Some criticism was levied from some quarters with regard to the fast ferry competing with established private providers of charter boat services. Criticism focused on the fast ferry operating with subsidy (through grant funding) in direct competition to the stated commercial providers. This criticism is perhaps valid, especially given the apparent success of the fast ferry private charters.

The key findings from the pilot that will have value to all aspiring community-based transport projects are as follows:

- Partnership working across the communities involved is vital to determine appropriate objectives for any Community Transport project: the project was initially conceived and developed through partnership working across the isles – this ensured that a clear set of objectives existed and that a realistic business plan for the project could be developed.
- The operation of a pilot scheme for a period of time enables a real understanding of the needs of users, enables any vessel or vehicle to be tested and confirms whether the timetable works or not: the pilot service enabled a thorough understanding of the needs of prospective users in particular.
- Marketing Community Transport schemes is essential for stimulating demand – it is more than just a transport service: a key lesson learned from this project is that there are many ways in which the service can be marketed – some of them more innovative: promotion of local events, organising events around the service configuration, advertising through local media and social networking websites and liaising with the business community, tourist organisations, etc. At the same time the resource needed to execute this should not be underestimated.
- Tariffs needs to be carefully considered – they may be more expensive than other local travel options but still can successfully attract sufficient demand: it is important to consider not only the cost of fares in comparison to other travel options, but the full package that is on offer, and how the cost is differentiated for different users. While the cost was higher for isles residents who have the maximum discount on conventional transport services, the service still offered a shorter journey time and possibility of longer days on the Orkney Mainland.Explore all potential avenues for demand and revenue at pilot stage – even ones that might not be in line with the core objectives of the project: commercial charters proved to be an unexpected success, despite being distant from the project objectives.
- Seek advice at an early stage regarding organisational structure, financing and management activities: particularly for a community group, having a clear understanding at the outset of these aspects will be beneficial in the longer term and leave more time for marketing and developing the service.