



# **TACTRAN Travel Plan Strategy and Action Plan**

**January 2007**

**Draft**

## **Summary**

The aim of this Travel Plan Strategy is to establish a Tayside and Central Scotland Regional Transport Partnership approach to implementing effective Travel Plans by April 2008. This Strategy and Action Plan will assist in meeting the following three interventions from the draft Regional Transport Strategy:

IV\_A2 – Travel Plan Guidance and Support to large employers.

IV\_C1 – Use of Awareness Campaigns.

IV\_C2 – Promote Region Car Share Schemes.

This Strategy and Action Plan will also outline the key aims and objectives for implementing travel plans and travel awareness campaigns in the region, over the next fifteen months.

Travel Plans enable organisations to promote more sustainable modes of travel both to commuters and business travellers. By assessing travel needs and providing greater travel choice, more sensible use of the car and greater use of sustainable modes of travel can be achieved. These can ultimately benefit the individual and the employer and also contribute towards health initiatives and reductions in pollution and traffic congestion.

## **Background**

All Regional Transport Partnerships were required to submit a Travel Planning Strategy and Action Plan to the Scottish Executive by 31st Dec 2006. This condition determines continued funding available through the Travel Planning grant as stated in June 2006.

The Scottish Executive granted TACTRAN an extension for submitting the Travel Plan Strategy and Action Plan pending appointment of a Travel Plan Officer. This deadline was extended to end January 2007, on the understanding that the Travel Plan Strategy and Action Plan for the region will be submitted to the TACTRAN Board for approval on 20th February 2007

## **Grant Assistance from the Scottish Executive**

Scottish Executive funding for Travel Plan post and general travel awareness has been provided for financial years 2006/7 and 2007/8. This total amount is £130,000 and is being provided in two equal sums over the financial years. The grant is being offered subject to the following deliverables:

2006/07

- The appointment of a Travel Plan Officer to facilitate travel plans and travel awareness across the TACTRAN region.
- The development of a TACTRAN Travel Plan Strategy and Action Plan to be approved by the Scottish Executive by end Dec 2006. NB, this has been extended to end January 2007.

2007/08

- Travel Plan Officer to advise and promote the travel planning process to all four local authorities in TACTRAN region. Each local authority to have effective and active travel plans in operation by April 2008.
- Travel Plan Officer to advise and promote the travel planning process to all Health Boards within the TACTRAN region. Every major hospital to have effective travel plans in operation by April 2008.

Additionally, the Scottish Executive has indicated desired ways of working as a means to assist in the tasks outlined:

- Marketing and advocating the concept of travel plans to local authorities, health boards, Higher and Further education Institutions and other large public and private employers within the region;
- Working in close liaison with School Travel Plan Coordinators to ensure seamless approaches are taken to school travel and to raise awareness of transport issues amongst young people. This might be achieved for example through establishing a steering/liaison group with regular meetings;
- Working in close liaison with local authorities within the region and other existing travel plan coordinators across Scotland, to ensure the dissemination of best practice for travel plans and sustainable travel, and best use of resources is achieved;
- Ensuring travel plans and sustainable transport generally is mainstreamed in the regional transport strategies as they are developed;
- Promoting sustainable travel and encourage actions and initiatives aimed at changing travel behaviour and reducing discretionary and single occupancy vehicle use;
- Working in liaison with the Scottish Executive and other relevant sustainable travel organisations (Travelwise, ACT, Energy Savings Trust) as appropriate to ensure best practice and the sharing of knowledge and policy development;
- Building a travel plan and sustainable travel knowledge base within the RTP that can be built upon in future years, to be used as a resource for the RTP and the region.

### **Travel Plans**

Travel Planning works by establishing site specific travel needs, determining improvements and providing improved travel choice to facilitate behaviour change.

The following measures are typical of a workplace travel plan:

- Public Transport
  - promotion of facilities
  - access to information

- discounted season tickets
- promote public transport for business travel
- Car Sharing
  - access to information
  - parking/financial incentives to car share
  - promote car sharing for business travel
- Cycling and Walking
  - Invest in good facilities
  - access to information and equipment
  - financial incentives for business travel
- Car Parking
  - review of facilities/car parking arrangements
- Reducing the need to travel
  - working from home
  - video/tele-conferencing equipment

Evidence of modal shift in the region has been demonstrated through Dundee City Council, in partnership with The University of Dundee over the period Dec 2003/2006. Since the implementation of the travel plan measures, the University has shown reductions in both student and staff travelling by car as well as increases in car sharing, cycling and walking. Promotional incentives have included cost savings for business and individuals, environmental and health benefits.

The potential benefits from a Government perspective have been established as:

- **Environmental:** reduced congestion thereby contributing to reductions in carbon emissions and pollution which affect climate change; reductions in noise pollution; more efficient land use and preserving green space.
- **Economic:** potential cost savings arising from greater use of land space, reduced congestion resulting in less physical road stress and more efficient working time for the community; greater access to cities potentially impacting on economic development.
- **Social:** greater access to public transport facilities and information contributing to social inclusion and creating more opportunity to work and travel; potential to improve community health and stress levels.

TACTRAN will promote the co-ordination and development of workplace travel plans across the region; continuing the progress made within Dundee and Stirling and roll this best practice out across other local authorities and Health Boards.

Travel Plans are supported in both Scotland's National Transport Strategy (NTS) and the TACTRAN draft Regional Transport Strategy (RTS). Interventions and action points within the RTS will be assisted by the implementation of regional travel plans and through raising general travel awareness.

Scotland's NTS states:

*"Actively promote SMART measures such as travel plans, and high quality travel information to encourage more sustainable travel."*

TACTRAN'S draft RTS states:

*Engage with relevant organisations to encourage them to design and adopt effective travel plan, focussing initially on Council's, Health Boards and other major employers, particularly those with the most acute transport/parking problems."*

## **TACTRAN Vision**

The TACTRAN Travel Plan Strategy and Action Plan aims and objectives will assist in delivering the TACTRAN vision statement outlined in the draft Regional Transport Strategy:

*"a transport system, shaped by engagement with its citizens, which helps deliver prosperity and connects communities across the region and beyond, which is socially inclusive and environmentally sustainable and which promotes the health and well-being of all."*

The overall objectives of the draft RTS include:

**Accessibility, Equity and Social Inclusion:** To improve accessibility for all, particularly for those suffering from social exclusion.

Travel Plan related sub-objectives:

- To improve access to employment;
- To improve access to public services, including health and education;
- To improve access to retail, recreation and leisure facilities;
- To reduce severance and social and economic isolation caused by transport, or by a lack of it; and
- To improve the accessibility and inclusivity of the transport system.

**Economy:** To ensure transport helps to deliver regional prosperity.

Travel Plan related sub-objectives:

- To ensure that transport infrastructure and services in the region help deliver economic growth, particularly in key business and employment sectors;
- To improve the efficiency, reliability and integration of the movement of goods and people; and
- To address issues of peripherality associated with the Tactran area

**The Environment:** To ensure that the transport system contributes to safeguarding the environment and promotes opportunities for improvement.

Travel Plan related sub-objectives:

- To contribute to the achievement of the Scottish national targets and obligations on greenhouse gas emissions;
- To promote a transport system that respects both the natural and the built environment; and

- To promote a shift towards more sustainable modes.

**Health and Well Being:** To promote the health and well being of communities.

Travel Plan related sub-objectives:

- To help meet or better all statutory air quality requirements in the Tactran area; and
- To promote a culture of active and healthy travel.

**Safety and Security:** To improve the real and perceived safety and security of the transport network.

Travel Plan related sub-objectives:

- To improve transport-related safety; and
- To improve real or perceived levels of personal security on the transport network.

**Integration:** To improve integration, both within transport and between transport and other policy areas.

Travel Plan related sub-objectives:

- To improve integration of the transport modes;
- To ensure integration with land-use planning; and
- To ensure a fit with other relevant national, regional and local strategies and policies.

### **Travel Plan Strategy Aims and Objectives**

The focus of the TACTRAN strategy for travel planning is to promote sustainable modes of travel for commuter and business travel initially with local authorities and Health Boards. By highlighting the benefits of travel planning to major employers and promoting general travel awareness to the public, a modal shift from single occupancy car journeys to more sustainable travel modes can be achieved.

This strategy and action plan will be developed and co-ordinated by TACTRAN's Travel Plan Officer, in conjunction with constituent local authorities and Health Boards. At present there are no Travel Plan Co-ordinators in post within these organisations; however Forth Valley Health Board are in the process of recruiting a full-time, permanent officer.

TACTRAN will require commitment from all local authorities and Health Boards in the Region, with regards to establishing and implementing effective and active travel plans. Particular emphasis must be made towards staff contribution and commitment from local authorities and Health Boards.

TACTRAN will provide support and advice to both private and public travel plans in existence across the region. Organisations will be encouraged to apply for existing funding streams and grants available including the Energy Savings Trust travel planning consultancy assistance (until 31<sup>st</sup> March 2007).

TACTRAN will be focussing on three main themes with this strategy and action plan, which tie in with the draft RTS Interventions IV\_A2, IV\_C1 and IV\_C2:

- Travel Planning.
- Travel Awareness Campaigns.
- Region Car Share Scheme.

The detailed objectives for the TACTRAN Travel Plan Strategy are:

- Travel Planning
  - a. Ensure all constituent local authorities and Health Boards have implemented and established effective, active travel plans by April 2008.
  - b. Monitor and support all existing local authority and Health Board travel plans, corresponding to Scottish Executive guidance.
  - c. Monitor and support travel plans with other major employers.
  - d. Create travel planning guidance and toolkit based on best practice.
  - e. Establish a monitoring database for travel plans within the TACTRAN Region.
  - f. Provide support and advice to School Travel Plan Officers within local authorities.
  - g. Identify potential future employers with an interest in travel planning
  - h. Establish travel plan liaison group across TACTRAN.
- Travel Awareness Campaigns
  - a. Provide support and encourage local authorities and health boards to organise annual travel awareness events. These include Bike2Work week; National Liftshare Day, Green Transport Week and European Mobility Week: *In Town without my Car day*.
  - b. Develop links with Scottish Sustainable Travel Group, ACT, Travelwise and the Scottish Executive to establish promotional campaigns based on best practice.
  - c. Establish suitable branding for sustainable travel campaigns and information across the TACTRAN Region.
  - d. Utilise and follow best practice for journey planning software and travel information.
- Regional Car Share Scheme
  - a. Investigate upgrading existing DundeeLiftshare website to become a Regional site, through consultation with local authorities and the Scottish Executive.
  - b. Continue to provide support and advice for existing liftshare website in the Region: [www.dundeeliftshare.com](http://www.dundeeliftshare.com)

## Resources and Financial Implications

Grant assistance from the Scottish Executive totals £130,000 to be made in two instalments of £65,000 in financial years 2006/07 and 2007/08.

The budget for financial year 2006/07 will be spent as follows:

<b>Travel Planning/Travel Awareness – 2006/07</b>	
Upgrading of DundeeLiftshare to Regional scheme	30,000
Advertising and Promotional Material for TACTRANLiftshare	21,000
Staffing Costs	14,000
	<b>65,000</b>

N.B Staffing costs for 06/07 have been calculated from Jan 07.

The budget for financial year 2007/08 will be spent as follows:

<b>Travel Planning/Travel Awareness – 2007/08</b>	
Match funding grant scheme for travel plans in TACTRAN	20,000
Advertising and Promotional campaigns across TACTRAN	15,000
Staffing Costs	30,000
	<b>65,000</b>

The role of Travel Plan Officer will encourage local authorities and health boards to commit financially to their own travel plans and sustainable travel campaigns.

## Report/Monitoring

The Travel Plan Strategy and Action Plan will form as a guide for promoting and implementing effective Travel Plans across the region. Additionally, it will provide guidance for advertising and promotional campaigns for promoting sustainable travel across TACTRAN.

This will be conducted through close working relations with other Transport Partnerships, local authorities, Sustainable Transport Organisations and The Scottish Executive. Additional key stakeholders will be consulted and engaged where appropriate in order to meet the objectives of this strategy.

Specific Travel Plan Targets will be established in parallel with the Delivery Plan and targets for the RTS.

## TACTRAN Travel Plan Strategy and Action Plan – Overview

### Travel Planning

#### Networking

Objective	Establish close working relationships with The Scottish Executive, Transport Partnerships, Local Authorities, Travel Organisations and stakeholders to share best practice and establish a seamless approach to implementing and coordinating effective, active Travel Plans.
Action	<ul style="list-style-type: none"> <li>• Represent TACTRAN and support initiatives with Scottish Sustainable Travel Group, working closely with other Transport Partnerships</li> <li>• Establish TACTRAN Travel Plan Group with Sustainable Travel Representation from each Local Authority</li> </ul>

#### Travel Plans: Public Sector

Objective	Provide support and advice to establish effective, active Travel Plans within Local Authorities and Health Boards across TACTRAN
Action	<ul style="list-style-type: none"> <li>• Attend and provide support to Travel Action Groups within TACTRAN Local Authorities and Health Boards.</li> <li>• Provide advice and support to encourage Local Authorities and Health Boards who have not yet commenced Travel Plans.</li> <li>• Monitor the development of Public Sector Travel Plans across the Region to meet the guidelines set by The Scottish Executive.</li> </ul>

#### Travel Plans: Private Sector

Objective	Encourage the development of Private Sector Travel Plans with major employers in TACTRAN
Action	<ul style="list-style-type: none"> <li>• Sell the benefits of Travel Plans to major employers, by providing evidence of best practice across the Region.</li> <li>• Create Travel Plan Toolkit to provide guidance to major employers interested in Travel Planning.</li> <li>• Monitor the development of Private Sector Travel Plans across the Region.</li> </ul>

### Travel Plans: Schools

Objective	Provide support and advice to School Travel Plan Coordinators across TACTRAN
Action	<ul style="list-style-type: none"><li>• Work closely with School Travel Plan Coordinators to share best practice and create sustainable transport awareness amongst schools.</li></ul>
	<ul style="list-style-type: none"><li>• Discuss and share relevant information from Travel Plan research with School Travel Plan Coordinators.</li></ul>

### Travel Awareness Campaigns

Objective	Promote sustainable transport and travel choice to the community and encourage Local Authorities to promote initiatives in their area.
Action	<ul style="list-style-type: none"><li>• Provide information and guidance to Local Authorities regarding national campaigns such as Bike2Work, Walk in to Work Out, Green Transport Week and European Mobility Week.</li></ul>
	<ul style="list-style-type: none"><li>• Establish regional marketing and promotional campaigns promoting sustainable travel and travel choice across TACTRAN.</li></ul>
	<ul style="list-style-type: none"><li>• Create Travel Plan Toolkit material and merchandise to raise the profile of travel plans and sustainable travel across the Region.</li></ul>

### Regional Car Share Scheme

Objective	Upgrade existing Dundee liftshare scheme to become TACTRAN liftshare and promote Regionally.
Action	<ul style="list-style-type: none"><li>• Upgrade dundeeliftshare.com to become regional TACTRAN website, encompassing Angus, Dundee, Perth and Kinross and Stirling.</li></ul>
	<ul style="list-style-type: none"><li>• Promote and advertise the upgraded liftshare scheme across the Region, particularly within major employers.</li></ul>

**SMART targets will be developed alongside and will complement the draft RTS targets.**