

TAYSIDE AND CENTRAL SCOTLAND TRANSPORT PARTNERSHIP**14 DECEMBER 2010****TRAVEL PLAN ACTIVITY: PROGRESS UPDATE****REPORT BY ACTING TRAVEL PLAN OFFICER**

This report updates the Partnership on progress in Travel Planning work and activity.

1 RECOMMENDATIONS

That the Partnership:-

- (i) notes the progress achieved on Travel Plan activity as outlined in the report; and
- (ii) notes spending to date from the 2010/11 Travel Plan Budget.

2 BACKGROUND

- 2.1 Penny Stoddard took up the position of Acting Travel Plan Officer in June 2010, providing part time (2 days per week) maternity cover for the post of Travel Plan Officer for the 9 month period until March 2011, under a secondment arrangement with Stirling Council.
- 2.2 Work has continued in line with 2010/11 Travel Plan programme of activity established by the Travel Plan Officer. Contact has been maintained with organisations with a previous involvement in travel planning, meetings of the Sustainable Travel Liaison Group have taken place, sustainable travel promotion has carried on and the Sustainable Travel Grant Scheme continues to support implementation of measures which support workplace and other Travel Plans.

3 DISCUSSION**2010/11 Travel Plan Activity**

- 3.1 The allocated budget for Travel Planning in 2010/11 is £75,000, of which £30,000 is allocated to the Sustainable Travel Grant Scheme and £45,000 to "smarter measures". The latter is broken down between £18,000 for Travel Plan and sustainable travel promotional activity and £27,000 for development of a Travel Plan Implementation toolkit, as approved by the Partnership on 16 March 2010 (Report RTP/10/06 refers).
- 3.2 The Sustainable Travel Grant Scheme continues to prove successful. It is open to local authorities, hospitals and health centres, universities and colleges, other public sector organisations and not for profit organisations that are working on or are implementing a Travel Plan. To date, £18,064.98 has been allocated to projects with a number of other grant applications expected from organisations that have expressed interest and have project plans.

- 3.3 Projects that have made successful grant applications to date include:
- Postcode mapping – Murray Royal Infirmary
 - Travel Plan training – Dundee City Council
 - 4 pool bikes and associated PPE – Tayside Fire and Rescue
 - Cycle shelter – Zero Waste Scotland
 - Pool bike/staff bike shelter and extended cycle parking facilities – University of Dundee
 - Cycle parking/storage - Arbroath Infirmary
 - Improved cycle parking facilities and electric pool bikes – University of Stirling.
- 3.4 Interest in the grant scheme has also been shown by Tayside Police, WWF and Volunteer Development Scotland.
- 3.5 Spend to date on Travel Plan and sustainable travel promotional work totals £14,164.74. Work undertaken to promote sustainable travel has involved attending both Stirling and Dundee University Fresher Fayres. Information about various travel options including Tactran Liftshare and Tactran Connect was distributed and student and staff travel habits discussed. A stall was also held at Perth's 'In Town Without My Car Day'.
- 3.6 Tactran Liftshare has received ongoing promotion. Liftshare updated the Tactran Liftshare database in the summer, which reduced numbers by removing redundant members. Tactran Liftshare now has 2840 members. 2010 saw the first ever National Liftshare Week (4-8 October) and a number of promotional events were held to celebrate this. These included a prize draw for new members signing up to and registering a journey on Tactranliftshare.com or one of its associated Liftshare schemes throughout the region. The prize draw ran throughout September and October.
- 3.7 Radio advertising was also carried out on Tay FM during October. Short adverts were used as well as other methods of promotion through presenters trying liftsharing and talking about their experience. Radio advertising on Tay FM and Real Radio to promote Tactran Liftshare was also undertaken in Spring 2010.
- 3.8 Social networking opportunities have been recognised as a good way to reach target audiences. Short video virals, which are videos passed electronically between people and found on video sharing websites, were created at the start of the year to promote liftsharing. They appeared on Tay FM presenters' facebook pages during Liftshare Week and they have been sent to contact organisations for inclusion on their facebook/twitter sites. The video virals are now almost ready for full distribution.
- 3.9 Tactran is currently working with Liftshare on a new business mileage software package called Teppo. The aim is to offer staff a means of contacting others who are making similar business journeys within organisations and to encourage staff to think about how they manage their business travel. This has many potential benefits for employers as it will lead to a reduction in business related travel expenses and reduce carbon emissions from business travel. Four organisations within the Tactran area – Dundee City Council; Dundee University; Perth & Kinross Council and Stirling University – have been invited to pilot the software over a six week period. The pilot will be reviewed with participating organisations to assess how well

the software performed and to ascertain if this is something that can be used in other organisations in the future.

- 3.10 The Travel Plan Implementation Toolkit (Travel Know How) is currently being developed by TPi and Shona Drummond Marketing with an anticipated launch date of January 2011. The aim of this site is to allow people assigned with implementing a Travel Plan within their organisation access to advice and support on all aspects of the process whenever they need it.
- 3.11 Work continues to provide support to a range of organisations involved with Travel Planning. The four partner Councils continue to implement Travel Plan measures to promote sustainable travel. Perth and Kinross Council has now formally adopted a Travel Plan for Council staff and travel.
- 3.12 Tactran continues to work with NHS Tayside and NHS Forth Valley. This has included providing assistance to NHS Tayside's Murray Royal Hospital through identifying measures to help reduce single car occupancy to the new hospital facility as well as to the existing site. This included assistance to launch their Liftshare scheme. New contacts have been made with other NHS organisations in NHS Tayside in the Angus area.

4 CONSULTATIONS

None.

5 RESOURCE IMPLICATIONS

- 5.1 On the basis of current commitments and projections it is envisaged that the approved 2010/11 Travel Plan Budget of £75,000 will be fully committed.

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NOTE

The following background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (and not containing confidential or exempt information) were relied on to a material extent in preparing the above Report.

Report to Partnership RTP/10/06, 2010/11 Revenue Budget, 16 March 2010