

TAYSIDE AND CENTRAL SCOTLAND TRANSPORT PARTNERSHIP

19 MARCH 2019

TRAVEL PLANNING PROGRESS UPDATE

REPORT BY STRATEGY OFFICER (SUSTAINABLE TRANSPORT)

This report provides an update to the Partnership on progress with Travel Planning projects and initiatives across the region.

1 RECOMMENDATIONS

1.1 That the Partnership:

- (i) notes the Travelknowhow Scotland travel planning toolkit submission to Transport Scotland for 2019/20 and delegates authority to the Director and Treasurer to engage with Shona Drummond Marketing to take forward any additional funding for the 2019/20 programme;
- (ii) notes the revisions on the applications to the Sustainable Travel Grant Scheme 2018/19, and
- (iii) notes the funding award from Paths for All for the regional Liftshare promotion

2 BACKGROUND

- 2.1 The promotion of sustainable travel to work is a key element of the Regional Transport Strategy 2015-2036 Refresh. Tactran's work on Travel Planning activity confirms our commitment to The Climate Change (Scotland) Act (2009), and our links with supporting carbon reduction and other relevant outcomes within the region's Community Planning Partnerships.
- 2.2 The Strategy Officer (Sustainable Transport) continues to progress development of a programme of activity and initiatives in consultation and partnership with a range of public and private sector agencies including through Sustainable Travel Grant Scheme, [Gotoo](#), [Travelknowhow Scotland](#) and Tactran [Liftshare](#).
- 2.3 Travelknowhow Scotland was launched in September 2016, following on from the success of Tactran Travelknowhow, and provides organisations across Scotland with Travel Planning resources and advice.
- 2.4 The Sustainable Travel Grant Scheme (STGS) is open to public sector and not-for-profit organisations and aims to support and encourage Travel Planning and travel awareness throughout the region by providing financial assistance to organisations investing in measures aimed at encouraging sustainable travel.

- 2.5 The Tactran Liftshare scheme has been in operation since 2002 and now has over 4,700 (October 2018) members. The scheme offers a managed car sharing platform for people traveling in the region.
- 2.6 The Partnership will recall that at its last meeting on the 18 December 2018 authority was delegated to the Director and Treasurer to accept grant award and engage Liftshare if successful with the application to the Smarter Choices Smarter Places programme and that an update will be provided at a future Partnership meeting.

3 DISCUSSION

Travelknowhow Scotland

- 3.1 Travelknowhow is a unique online resource which offers organisations across Scotland easy access to a wide variety of travel planning solutions in one place. As a member of Travelknowhow organisations gain free online access to a wealth of advice, guidance and downloadable resources to aid with the implementation of travel planning measures.
- 3.2 Tactran manage and develop the TravelKnowHow Scotland travel planning toolkit in partnership with Shona Drummond Marketing on behalf of Transport Scotland and the 6 other Regional Transport Partnerships. Transport Scotland awarded £29,625 for the management and development of TravelKnowHow Scotland in 2018/19 (report RTP/18/43 refers). This grant covered the period 1 September 2018 to 31 August 2019 and it has been agreed that this should be realigned to coincide with the 2018/19 financial year, meaning that the total grant claimed this financial year will be reduced to £24,375 and an allowance provided for this within the grant for financial year 2019/20.
- 3.3 As at March 2019 there were 237 individuals registered, representing 160 different organisations across Scotland with 16% of registered users from the Tactran region.
- 3.4 At a meeting with Transport Scotland on 9 January 2019 Tactran was asked to propose further potential developments to the Travelknowhow Programme with potential increased investment.
- 3.5 A proposal was submitted to Transport Scotland on 6 February 2019 seeking funding of approximately £60,000 to help take forward the programme in 2019/20.
- 3.6 Informal feedback from Transport Scotland is positive and we should expect to hear back formally on the funding request before the end of March 2019. A further update will be providing at the next meeting scheduled for 18 June 2019. The Partnership is asked to delegate authority to the Director and Treasurer to engage Shona Drummond Marketing to take forward the 2019/20 Travelknowhow programme.

Travelknowhow Scotland – Staff Engagement App

- 3.7 The Partnership will recall that Tactran, in partnership with the other RTPs, have been awarded £48,500 by Paths for All from Smarter Choices Smarter Places Open Fund to develop a Travelknowhow staff engagement app. The RTPs are jointly providing £48,500, with Tactran's share being £6,470. The timescale for this project is for completion programmed for November 2019 (Report RTP/18/43 refers).
- 3.8 The application for the development of Travelknowhow centres around a staff engagement app that contains specific travel information and messaging to the individual and the organisation. The proposal has been developed utilising and learning from a similar successful project with HSBC and British Cycling. Shona Drummond Marketing has developed the proposal in partnership with software company Ember UK. Ember UK have worked on the HSBC and British Cycling app and have brought significant experience and knowledge to the Travelknowhow proposal.
- 3.9 At the time of writing the report it is anticipated that the project will commence during March 2019. An update will be provided at the next partnership meeting scheduled for the 18 June 2018.

2018/19 Sustainable Travel Grant Scheme

- 3.10 The Sustainable Travel Grant Scheme (STGS) is open to public sector and not-for-profit organisations and aims to support and encourage Travel Planning and travel awareness throughout the region by providing financial assistance to organisations investing in measures aimed at encouraging sustainable travel.
- 3.11 It was reported to the partnership at its last meeting that £590 was allocated to NHS Tayside to help with their Clean Air day. Since the meeting NHS Tayside has informed Tactran that that funding is no longer required due to the supplier providing the materials to them for free (Report RTP/18/43 refers).
- 3.12 As a result the 2018/19 scheme award from Tactran has reduced from £3,865 to £3,275.
- 3.13 The Strategy Officer (Sustainable Transport) will continue to liaise with the organisations across the region and promote the STGS where appropriate.

Tactran Liftshare Scheme

- 3.14 There are 11 distinct groups within the Tactran Region operating their own Liftshare group and each paying licence fees which total approximately £28,000.

- 3.15 The partnership will recall that a proposal has been submitted to Paths for All Smarter Choices Smarter Places Open Fund to utilise the £28,000 licence fee investment within the region as match funding to create a promotional budget in order to raise awareness of the Liftshare platform across the region. This engagement would include:
- myPTPs (personal travel plans) for key organisations in the Tactran region
 - Liftshare Scheme Success days (events) at key public sector organisations in the region, in order to raise awareness, promote myPTPs and conducts surveys
 - Conduct scoping reports for select organisations, determining 100% staff home locations, time of travel and destination. This information will enable organisations to set realistic travel plan targets, engage with public transport operators, promote walking and cycling and establish how many staff could Liftshare to their place of work
 - General advertising and promotion to the general public by way of Liftshare events team at key locations including city centres, public transport interchanges etc.
- 3.16 Tactran received notification on 4 March 2019 that the application to the Smarter Choices Smarter places programme was successful and that £28,000 has been awarded and the initiative must be completed by March 2020.
- 3.17 The planned next steps for this initiative is to organise a regional stakeholder meeting and discuss the implementation of the promotional campaign. More information will be given on this during the Liftshare presentation.

4 CONSULTATIONS

- 4.1 The report has been prepared in consultation with the Transportation Officers Liaison Group and Public Transport Officers Liaison Group.

5 RESOURCE IMPLICATIONS

- 5.1 The main resource implications are addressed within the report.

6 EQUALITIES IMPLICATIONS

- 6.1 This report has been screened for any policy implications in respect of Equality Impact Assessment and no major issues have been identified.

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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 this Report:

Report to Partnership RTP/18/43, Travel Planning Progress Update, 18 December 2018