



Travel Information Strategy and Action Plan



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1 Setting the Scene

1.1 National, Regional and Local Strategies

Development of this Travel Information Strategy has been informed by the following national, regional and local policies.

Table 1.1 Relevant national, regional and local policies

National policies	
Transport (Scotland) Act 2005	Disability Discrimination Act 2005
Scotland's National Transport Strategy	Second National Planning Framework
An Action Plan for Buses in Scotland	SPP17 and PAN 75 Planning for Transport
Government Economic Strategy	The Next Decade – A Tourism Framework for Change
Choosing our Future: Scotland's Sustainable Development Strategy	Air Quality Strategy for England, Wales, Scotland and Northern Ireland
Regional policies	
TACTRAN Regional Transport Strategy	Dundee and Angus Structure Plan
NESTRANS Regional Transport Strategy	Stirling and Clackmannanshire Structure Plan
HITRANS Regional Transport Strategy	Perth and Kinross Structure Plan
SEStran Regional Transport Strategy	
SPT Regional Transport Strategy	
Local policies	
Stirling Council Local Transport Strategy (2006)	Cairngorms National Park Plan
Stirling Council Smaller Towns and Villages Local Transport Strategy (in production)	Perth and Kinross Local Transport Strategy (2000)
Stirling Council National Park Transport Strategy (in production)	Dundee Local Transport Strategy (2000)
Stirling Council City Transport Strategy (2007)	Angus Local Transport Strategy (2000, currently under review)
Loch Lomond and the Trossachs National Park Plan	Angus Public Transport Information Strategy (2005)

1.2 Strategic Objectives, National Outcomes and Single Outcome Agreements

The Regional Transport Strategy (RTS) was approved by the Scottish Ministers in June 2008. It shows how regional transport can contribute to achieving the Scottish Government's Strategic Objectives and National Outcomes and assist Local Authorities and Community Planning Partnerships to achieve their Single Outcome Agreements.

In addition, TACTRAN will produce an associated Delivery Plan that details the schemes proposed and the finance required to deliver the objectives of the RTS.

1.3 The Need for a Regional Travel Information Strategy

This Regional Travel Information Strategy (RTIS) provides the policy framework for the development and delivery of the information element of the RTS. It has been developed in response to the RTS desire to significantly improve travel information and its accessibility within the TACTRAN area. More specifically, this strategy addresses the need to:

- provide travel information covering all modes, incorporating and building on existing initiatives
- develop, promote and maintain a comprehensive Travel Information System, covering all modes and users and to make this information available in hard copy and on-line formats
- seek to extend 'Real Time' Information systems already covering parts of the region to other key areas/corridors/routes, ensuring common regional and cross-regional approaches where possible
- ensure that the specific needs of disabled and other disadvantaged groups are addressed in the proposed Travel Information Strategy

A lack of information about services, road and traffic conditions and other transport facilities is a significant barrier to travel. Poor information makes it difficult for people, and particularly occasional and new users of services, to be aware of the full range of their travel choices.

The provision of high-quality information is particularly important for planning and undertaking journeys within the TACTRAN area, as the region's geography is diverse and its population dispersed across both rural and urban areas. As a result, there is a significant variation in degree of car dependency and frequency of public transport services across the region. It is also recognised that facilitating social inclusion and encouraging the use of sustainable transport is dependent upon the provision of good information about the transport services that are available.

This strategy aims to increase the population's knowledge of travel alternatives, enabling them to make more effective use of existing transport infrastructure and services, by improving the availability and quality of information.

1.4 Buses for Scotland

Scotland's National Transport Strategy is supplemented by Moving into the Future: Buses - An Action Plan for Buses in Scotland which sets out various objectives for buses. This Strategy sets out Actions for travel information that support the Action Plan for Buses. In September 2008 the Scottish Government published Progress Through Partnership: A Guide for Local Authorities, Regional Transport Partnerships and Bus Operators. This aims to provide information and advice on bus policy and its implementation. It identifies a number of key actions to encourage people out of their cars and onto more sustainable transport. These are:

- Bus and Land-Use Planning
- Park & Ride
- Bus Planning Forums
- Travel Plans
- Integrated Ticketing
- Bus Service Information, and
- Bus Regulation.



2 Objectives

2.1 Regional Travel Information Objectives

Regional Travel Information Strategy (RTIS) objectives developed through analysis and consultation, reflect the appropriate RTS objectives, to maintain consistency with the RTS.

2.2 Regional Transport Strategy Overarching Objectives

The RTS establishes six overarching objectives for meeting the transport needs of people and businesses throughout the TACTRAN region, as follows:

- **Economy:** To ensure transport helps to deliver regional prosperity.
- **Accessibility, Equity and Social Inclusion:** To improve accessibility for all, particularly for those suffering from social exclusion.
- **Environment:** To ensure that the transport system contributes to safeguarding the environment and promotes opportunities for improvement.
- **Health and Well-Being:** To promote the health and well-being of communities.
- **Safety and Security:** To improve the real and perceived safety and security of the transport network.
- **Integration:** To improve integration, both within transport and between transport and other policy areas.

2.3 Regional Travel Information Strategy Planning Objectives

Planning objectives have been developed for the RTIS that reflect and nest within the RTS overarching objectives, as follows:

Economy

1. Information that improves the reliability, confidence and knowledge of the transport system in the region.

Accessibility, Equity and Social Inclusion

2. Information that demonstrates accessibility to the transport network and key locations for everyone.

Environment

3. Information that contributes to a shift to more sustainable travel.

Health and Well-Being

4. Information tailored to promote active and healthy travel options.

Safety & Security

5. Information that contributes to travellers' security and perceptions of security when using the transport system.

Integration

6. Information that contributes to integrating the multi-modal/multi-operator regional transport network into one coherent transport system.
7. Information provision that supports/complements other national, regional and local strategies and policies.



3 Key Issues, Gaps & Opportunities

3.1 Introduction

A substantial examination of the existing and potential issues in the TACTRAN region was carried out during the preparation of the RTS. The RTS identified Regional Travel Information as an approach that might help to address a number of these. Pertinent issues identified through the RTS and a detailed examination and audit of existing provision in the region are outlined below.

3.2 Areas for Action

Analysis of the issues and areas where action is required identified the following:

General Issues

- information should be accurate, coherent, up to date and reliable
- there is plenty of information available but not always in the correct format
- there is inconsistency in information standards across boundaries
- information should provide re-assurance – information provision should tell people they are using the correct service/route and what facilities are available for onward travel
- there is a need to make better use of that which already exists – Traveline and Transport Direct, DundeeTravelInfo – but avoid duplication
- there is a need to improve easy access to all types of information – web, paper, etc
- there is a need for more maps and visual information.

Walking and Cycling

- there is insufficient information on cycle provision on buses and trains
- travellers should be informed of sustainable transport options, particularly walking and cycling, which should be included in all types of transport information provision
- there should be an increase in the promotion of regional commuter and recreational cycling and walking routes.

Bus - Timetabling

- there could be better marketing of bus information
- there is fragmented timetable provision and a lack of joint timetable information
- timetables are unattractive and difficult to use, especially for tourists
- there are delays in updating bus stop timetables and web-based information.

Bus – Stops & Shelters

- there are bus stops with no information or inadequate information - basic bus stop information is needed at every stop and should be maintained and properly updated
- there is a lack of multi-modal information at bus stops, although it needs to be ensured that multi-modal information does not cause confusion
- there is a need for 'real time' information at bus stops to increase the quality of the journey experience.

Community and Demand Responsive Transport

- there is no single point of information covering all of the community transport schemes across the TACTRAN area, with each project serving only their own area and often relying on word-of-mouth for publicity
- Demand Responsive Transport (DRT) services should be properly reflected in information provided by Traveline.

Rail

- there is a need to improve timetables and their availability to railway users.

Taxis

- there is very little information available regarding taxis – e.g. an indicative fare scale, location of taxi stances, taxi phone numbers at key interchanges.

Motorcycles

- there should be more encouragement regarding the use and awareness of moped, scooters and motorcycles in certain circumstances as a more sustainable form of travel than the car
- there is no information regarding location and type of motorcycle parking facilities.

Car

- the information provided for car users should be relevant and accurate to reduce unnecessary car mileage - car parking (including cost), road closures, etc, but alternative public transport use should also be provided including fares
- all car parks should have public transport, walking and cycling options clearly displayed
- there is a lack of information regarding where cars can be parked when connecting with public transport - bus, train or aircraft
- there should be information and promotion of lift-sharing across the region.

Specific Users

- information needs to be provided to potential hail and ride passengers in rural areas
- young people do not know how to obtain travel information
- there is a lack of information on public transport and promotion of sustainable and integrated transport options for tourists
- Tourist Boards should be more pro-public transport; information for visitors focuses more on car use.

Vulnerable Users

- there is a need for more information related to concessionary travel
- best practice training for bus and taxi drivers regarding the information needs of people with disabilities is required across the region
- information on those services providing low-floor buses is not comprehensive
- there is a need to retain paper, audio and face-to-face information provision for people with disabilities, or for those who are not information technology literate.

Interchanges

- there is a need to increase public transport information at sites including car parks, and pre-travel 'real-time' information on the web and at travel termini/interchanges
- there is a need for better promotion of coach services and how they connect to local services (bus and rail)
- standard information panels for all modes of transport should be at all termini
- there is a lack of information about onward connections, particularly when the connection involves travelling with a different provider or on a different mode of public transport.

Key Destinations

- there is a lack of public transport information related to access to key services, such as hospitals and other key employers destinations
- a lack of promotion of sustainable modes creates parking pressures at certain key locations.

Travel Planning and Personalised Travel Planning (PTP)

- there is a need for promotion of travel planning, car-sharing and public transport for employees
- PTP can be highly successful at changing behaviour/travel patterns, but is costly
- there is a need for a combination of information systems and individualised journey planning - if someone is not comfortable with technology, the service has to be provided on a face-to-face basis.

Technology Issues

- instant ticketing/internet information should be available as a one-stop shop
- technology for mobile phone services in the TACTRAN area could be improved to provide teleservices for ticketing and 'real time' transport information.

Coordination and Joint Working

- there is a need for greater cooperation between regions in providing consistent travel information for the benefit of both tourists and residents alike
- there is a need for greater partnership working and the alignment of any RTIS across different localities and companies
- TACTRAN needs awareness of other regions and routes running in close proximity to its boundaries.

Funding and Responsibilities

- funding arrangements and responsibilities need to be clearer
- operator independence can be an obstacle to delivering consistent information and styles
- there is a lack of additional funding for transport information for community transport, and
- funding priority for marketing/information is currently an extremely small fraction of overall transport budgets.

3.3 Key Issues and Gaps

A detailed analysis of these issues and gaps identified the following challenges to be addressed by the RTIS:

- **standardisation of travel information** - there is a need to ensure a consistency of approach across all constituent Councils and their websites – so that information is available in a similar way and in similar format
- **building on what is there already** - there is a need to resolve the multiplicity of information sources, not all of which are as comprehensive as they could be to develop a regional source for all modes and all formats of information
- **filling in the gaps in current provision** - there is an overall lack of information about accessible services, taxi travel and walking and cycling; a more co-ordinated distribution of information is required, and
- **providing an authoritative multi-modal travel information source** - there is a need to reconcile the different issues between national, regional and local information providers, by establishing a one-stop source of travel information.

Therefore, the RTIS aims to establish a regional one-stop source of travel information acknowledged for its:

- consistency
- cooperation
- coherency, and
- completeness.

The RTIS aims to avoid:

- compartmentalisation of information
- competition between information sources
- competition between information providers, and
- duplication of information.

3.4 Opportunities - Best Practice

Within the TACTRAN region constituent local authorities have many best practice examples that provide the opportunity to be built on and extended to the whole region. A separate Best Practice Review is available at www.tactran.gov.uk. The best practice examples include:

- **Real Time Information** – Roadside Bus Information at 300 shelters in Dundee and on the Tayway corridor in Angus and Car Parking Variable Message Signing (VMS) in Perth, Dundee and Stirling
- **Roadside Bus Information Boards** – all constituent Councils follow best practice guidelines published by Association of Transport Co-ordinating Officers (ATCO)
- **Information Kiosks/Displays** – on-street and at strategic locations in Dundee and in the bus station at Stirling
- **Information for people with disabilities** - Angus Council has engaged with disability groups to develop a visual mapping technique, known as Visual Memory Maps, to aid people who have learning disabilities to use public transport. In Dundee the city centre interchange shelters provide audible timetable information triggered by concessionary travel entitlement cards.
- **Travel Information Websites** – Dundee City Council website is a central resource for independent multi-modal travel information in Dundee. All constituent authorities also have travel information on their council website and supply local bus information to Traveline Scotland. There are numerous other websites that to varying degrees of detail can be used to provide travel information within and beyond the TACTRAN area including Transport Direct, AA, National Rail, thetrainline and NADICS.

Table 3.1 gives a comparison of the functions of 3 of these websites, highlighting gaps in current travel information provision:

Table 3.1 Comparison of the Information Provided by Traveline, Transport Direct and Dundetravelinfo

Database	Web-interface	SMS	Telephone	Journey planning	Real-time info	Public transport route & timetable info	Car	Walking and cycling	Taxi	Publicity production	Fares/Cost	Bookings
Traveline	✓	✓	✓	✓	a	✓		d	g	✓	i	
Transport Direct	✓	✓		✓	a	b	c	e	✓	✓	✓	✓
dundeetravelinfo	✓	h		✓	✓	✓	✓	f	✓	✓		

- a) external links only (National Rail enquiries, Transport direct - arrival/departure boards at airports etc)
- b) timetables - external links to operators
- c) includes route planner
- d) only information about operators that carry bikes
- e) only walking routes
- f) includes walk/cycle planner
- g) only some information (Traveline Scotland – contact details of taxi companies at train stations)
- h) SMS bus stop codes provided for use with Traveline texting service
- i) fare information is only available through call centre

4 The Strategy and Action Plan

4.1 Strategy Overview

The Travel Information Strategy has three key strands:

- **Informing Travel Choices and Awareness**
- **Facilitating Modal Shift/Sustainability, and**
- **Making Efficient use of the Transport Network.**

The strands define the purpose for which travel information is used. It is recognised, however, that within each strand different types of information will be required at different stages of the journey and for all types of travellers.

Travellers can vary from regular users, such as commuters, to occasional users, such as tourists. Each will require information for different reasons and in different formats. Also, information requirements will vary according to the stage of the journey, with the pre-journey planning stage requiring information that is crucial to travel choice and achieving modal shift. During the journey, travel information is used to reassure the traveller that they are travelling as planned or will be made aware of any alterations. This is a major factor in ensuring the efficiency of the network.

In defining the three key strands, it is recognised that there are sub-strands within each. Actions taken recognise these sub-strands. However, in the interest of clarity actions are allocated to the three main strands.

The Strategy recognises that there are ways in which information can be delivered more effectively than at present; therefore, the approach adopted takes into account:

- **the current situation:** what is already being done by TACTRAN, constituent local authorities, operators and other agencies and how best to supplement or enhance this, and
- **the key high, medium and low priorities:** In each of the tables on pages 14 to 18 **H** indicates high priority and **L** is low priority, identifying significant gaps in information provision.

Where recommendations from this Strategy are already in place in some parts of the region, it is assumed that they will continue to be provided. Not all existing activities constitute “good practice” and new actions could improve existing activities. Therefore, the Action Plan not only focuses on a set of new actions, but also includes actions that will provide consistency through shared experience.

4.2 Informing Travel Choices and Awareness

Transport is a derived demand – few people travel simply for the sake of it. More usually it is because they have a need to get from A to B to carry out some particular purpose at the origin and/or destination. Many travellers are not aware of the travel choices they have and choose to travel by the mode they know, which is not always the best option for their travelling needs. In many cases travel decisions are

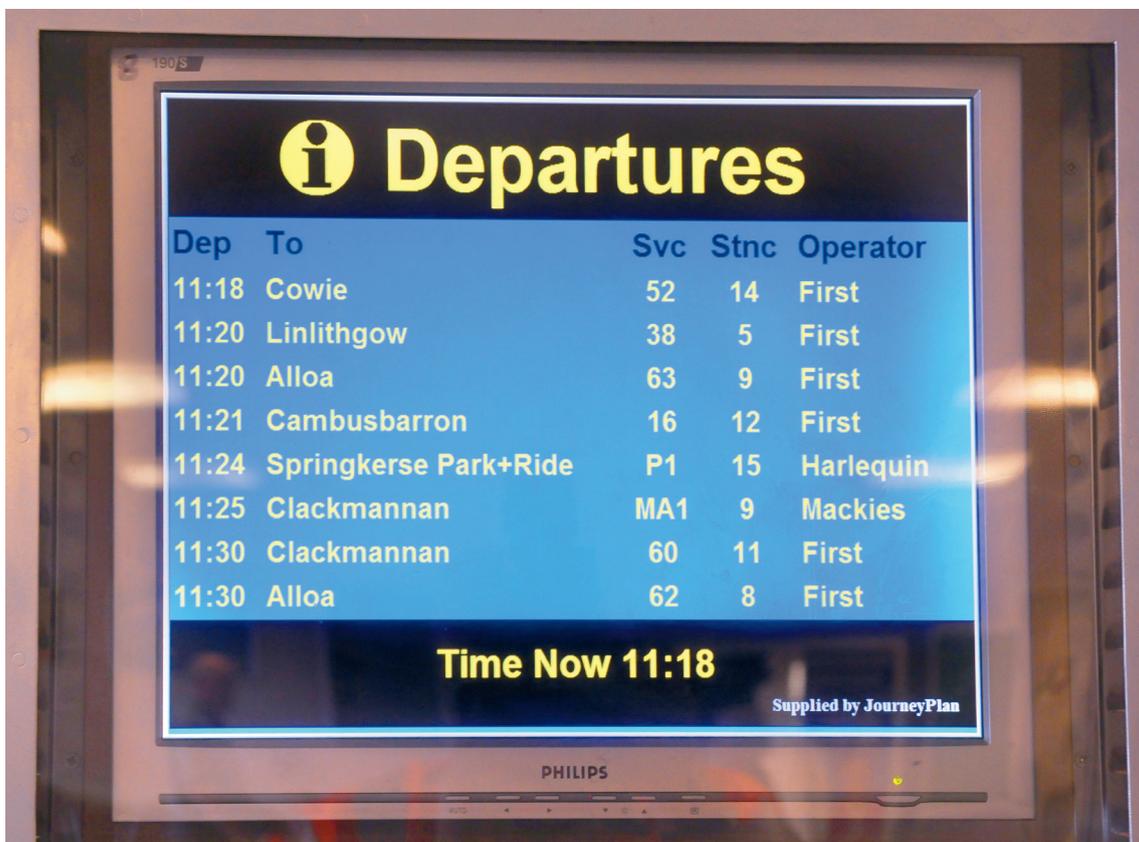
made on the basis of incomplete knowledge of the alternatives available, reliance on past experience (which itself was based on incomplete knowledge) and misconceptions (e.g. difficulty of interchange making public transport less attractive).

This Strategy aims to ensure people are better informed of their travel choices and are more aware of where they can access travel information when required either before or during their journey.

The principles and the related actions are as follows;

P1	Travel Information should be consistent, coherent, comprehensive (including routes, journey times, cost and facilities) and easily available	Priority
A1	Develop one-stop Regional database suitable for multi-purpose use	H
A2	Develop web Interface to the Regional database	H
A3	Develop web-based comprehensive journey planner	H
A4	Develop SMS interface to database	L
A5	Ensure travel infrastructure, vehicles and facilities are clearly identifiable and signed properly	L
A6	Provide information in all appropriate forms of media, including portable media	L
A15	Provide detailed service and route descriptions that help to locate start, intermediate and end points of the journey	L
A16	Provide detailed timetable/journey time information	L
A17	Provide region-wide multi-modal and multi-operator composite timetable information	L
A18	Provide full fare/ticketing options and indicative journey cost including parking	L
A19	Provide information regarding parking locations, capacity, availability and their special arrangements	L
A23	Support proposals on free internet/wifi connections	L
A24	Provide information kiosks capable of displaying and printing multi-modal information	L
A25	Provide localised maps and plan of interchanges	L
A29	Provide contact details of information sources and operators	M
A32	Provide travel information at start, end and interchange points	M

P2	Information should be tailored to users' needs	Priority
A6	Provide information in all appropriate forms of media, including portable media	L
A11	Provide "How to" guides/maps for walking and cycling short distances and to key multi-modal interchanges	H
A12	Engage with tourist organisations to tailor information	L
A13	Engage with users with special needs to tailor information	L
A20	Provide information regarding services suitable for carrying bikes along with booking requirements	M
A21	Provide information on accessible services and security measures for facilities	L
A26	Work in partnership to integrate NHS appointment process with travel options	M



4.3 Facilitating Modal Shift/Sustainability

Unconstrained travel, particularly by car, will increasingly prove to be unsustainable given increasing congestion and its impact on the wider environment. Travel information has a major role to play in guiding decision-making towards healthier and more sustainable modes.

This Strategy aims to ensure people are informed of the negative impact their travel mode may have and are able to access the information they require to make more sustainable travel choices.

The principles and the related actions are as follows;

P3	Information on access to key locations should be provided	Priority
A12	Engage with tourist organisations to tailor information	L
A13	Engage with users with special needs to tailor information	L
P2	The actions associated with Principle P2 also contribute to delivering this Principle	

P5	Information should allow for planning and comparing journey options, including sustainable/active travel options, along with guidance on reliability	Priority
A8	Promote active travel in various forms of media	H
A9	Promote public transport in various forms of media	M
A10	Promote "Liftshare" at key car park locations	L
A11	Provide "How to" guides/maps for walking and cycling short distances and to key multi-modal interchanges	H
A14	Promote existing and planned local, regional and national information sources	L
A22	Provide information on next available services or alternative services/routes, including investigating extension to real time information	H
A30	Publicise public transport punctuality	L
P2	The actions associated with Principle P2 also contribute to delivering this Principle	

P7	Information should enhance journey experience and give reassurance throughout the journey	Priority
A5	Ensure travel infrastructure, vehicles and facilities are clearly identifiable and signed appropriately	L
A6	Provide information in all appropriate forms of media, including portable media	L
A14	Promote existing and planned local, regional and national information sources	L
A15	Provide detailed service and route descriptions help to locate start, intermediate and end points of the journey	L
A22	Provide information on next available services or alternative services/routes, including investigating extension to real time information	H
A25	Provide localised maps and plan of interchanges	L
A27	In partnership, promote availability of RTI for all modes	L
A28	Provide and promote on-board information	H
A31	Develop regional best practice guide for signing walking and cycling paths and routes	M
A32	Provide travel information at start, end and interchange points	M



A33	Investigate feasibility of Real Time Parking Information Signs	L
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4.4 Making Efficient use of the Transport Network

Transport provides a vital foundation for a successful regional economy by facilitating the movement of people and freight around the region to access employment, retail, leisure and other key activities. Whilst it is good practice to seek to minimise the need for travel, many journeys are essential. Therefore, as well as making sure that movements which are fundamental to regional prosperity are adequately catered for, the Strategy seeks to ensure that the most efficient use is made of the transport network.

This Strategy aims to ensure that travel information plays its part in ensuring that the transport system is operating to its maximum efficiency.

The principles and the related actions are as follows;

P4	Information on lifeline services should be provided	Priority
A9	Promote public transport in various forms of media	L
A10	Promote "Liftshare" at key car park locations	L
A21	Provide information on accessible services and security measures for facilities	L
A26	Work in partnership to integrate NHS appointment process with travel options	M
P2	The actions associated with Principle P2 also contribute to delivering this Principle	

P6	Information on planned and unplanned variations to service should be readily available	Priority
A7	Promote partnership working to widely publicise deviations from normal operation	L
P2	The actions associated with Principle P2 also contribute to delivering this Principle	

5 Strategy Appraisal and Monitoring

5.1 Introduction

An overarching appraisal of the Regional Travel Information Strategy has been undertaken.

This has involved three separate appraisals.

- Scottish Transport Appraisal Guidance (STAG) compliant appraisal
- Strategic Environmental Assessment, and
- Equalities Impact Assessment.

A separate Appraisal Report is available at www.tactran.gov.uk

5.2 Appraisal

Scottish Transport Appraisal Guidance

STAG process requires that the Strategy be tested against:

- the Planning Objectives (in this case RTIS objections)
- the implementability of the Strategy
- the Government's five objectives (environment, safety, economy, integration and accessibility).

This RTIS has been developed in keeping with the principles of STAG, including an in-depth consideration of issues/opportunities, the setting of objectives, and the consideration of a range of Strategy Principles and Actions. These were refined and developed with the help of stakeholder consultation.

The STAG appraisal indicates the RTIS will have a positive impact on both the RTIS Planning Objectives and the Government's five overarching transport objectives. In addition, it is concluded that the RTIS can be implemented in terms of Technical, Operational and Public implementability and that financially the strategy can be tailored to funding available.

Strategic Environmental Assessment

This RTIS is a sub-strategy of the RTS. Effectively, it sets out how one particular component of the RTS, namely information provision, will be delivered. As such, its strategic impacts are a sub-set of those associated with the RTS, and the environmental impacts and their assessment will be identical to those of the over-arching RTS. The SEA prepared for the RTS suggests that Information Strategy interventions will be broadly neutral in their environmental effect on natural and cultural heritage.

In addition to this, an 'appropriate assessment' is only triggered if a proposal is likely to have a significant impact on a European site – i.e. an SPA (Special Protection Area) or SAC (Special Area of Conservation). Screening of the Strategy Actions during their development has identified that such an assessment is not triggered.

Equalities Impact Assessment (EqIA)

An EqIA requires transport strategies to include a description about how transport will be provided, developed, improved and operated so as to, amongst other things, encourage equal opportunities and in particular, the observance of statutory equal opportunities requirements.

Throughout the preparation of this strategy, TACTRAN has taken into account the requirements of equalities groups. It is believed that these groups are generally best served by “mainstreaming” their requirements throughout the Strategy, rather than by developing targeted Strategy Principles.

The EqIA concludes that at all stages in the development of the strategy the potential impact of travel information on equalities groups was taken fully into account.

5.3 Monitoring and Evaluation

Monitoring will play a key role in ensuring that:

- the Actions are meeting the Strategy Objectives
- the Actions are achieving their intended outcomes
- the assumptions behind the Objectives remain relevant.

As the Strategy develops and is implemented, a series of Specific, Measurable, Achievable, Realistic and Time bound (SMART) Targets will be developed, against which delivery progress will be measured and reported annually. Targets will also be determined in the context of available delivery resources, both financial and human. These will be included in the RTS Delivery Plan and will be the subject of further detailed consultation with constituent Councils and other potential delivery partners, to determine delivery priorities and responsibilities. This will include discussion and agreement on appropriate delivery targets.