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SPECIAL THEME

What does the Eddington Report mean?

WHAT'S INSIDE:

Contents

The Scottish Transport Studies Group (STSG)

STR is the newsletter of the Scottish Transport Studies Group (STSG) and is largely funded from STSG membership subscriptions. STSG was formed in 1984 and now has corporate and individual members from transport operators, industry, national government, local government, universities, and consultants.

The aims of STSG are "to stimulate interest in, and awareness of, the transport function and its importance for the Scottish economy and society: to encourage contacts between operators, public bodies, users, academia and other organisations and individuals with interests in transport in a Scottish context; to issue publications and organise conferences and seminars related to transport policy and research". STSG has charitable status.

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Who decides what goes in STR?

Firstly the members of STSG - We rely on STSG members and others telling us about interesting studies they have completed or knowledge they have. To keep subscriptions low we need members to invest time to share their knowledge. STSG has some funds to commission some analysis and reporting but the editorial work is undertaken voluntarily.

Secondly the Editor Derek Halden, assisted by the STSG Committee tries to fit the contributions into 16 pages and create a readable document.

If you can contribute to STR please e-mail editor@stsg.org

What is Congestion?

Susan Grant-Muller and James Laird, ITS Leeds

Congestion is perceived by many to be a problem, primarily because of the broad range and scale of impacts it imposes on individual travellers, the economy and society as a whole – delays, driver frustration, pollution and reliability problems amongst others.

Unsurprisingly, reducing congestion forms a key element of transport policy at all levels of government, from the EU down to the regional level. However, despite the widespread use of the term 'congestion', there is still some ambiguity regarding how this is actually defined and what constitutes a state of congestion in practice. There is also disagreement on the actual cost of congestion, with estimates in the UK ranging from £2 billion per year (Dodgson et al., 2002) to the often quoted CBI estimate of £20 billion per year.

A review on the costs of traffic congestion has been conducted to describe congestion within Scotland; to review definitions of congestion and how it has been measured; to describe the methods used to measure congestion costs and to provide an outline of the literature concerning the link between economic growth and congestion. It was found that limited literature exists on the locations of congestion in Scotland and there is no consistent definition of congestion. The research concluded that:

- Whilst at the national level only 11.5% of trips are affected by congestion, this figure disguises large geographic, temporal and journey purpose variations.
- Congestion impacts are largest in the cities of Glasgow, Aberdeen and Edinburgh, where up to 42% of AM peak travellers experience congestion related delay.
- The trunk road network that experiences the most congestion is that in the vicinity of these cities, plus the approaches to the Forth estuarial crossings.
- Peak hours are more congested than the off-peak. Commuting and business related trips are more affected than trips for 'other' trip purposes. No data is available on congestion impacts for freight movements.
- Congestion related delays are reported throughout Scotland, beyond Aberdeen, Glasgow and Edinburgh and their vicinity. The frequency and incidence is, however, higher in the large cities.

A central policy conundrum is the dual-role that congestion has in the system: firstly in inhibiting economic growth, and secondly in restricting the environmental burden that transport places on the environment. The challenge for government policy is therefore to reduce the cost of congestion to the economy whilst simultaneously achieving a sustainable transport system.

The research sets out the analytical approaches used in seeking to empirically measure congestion and in deriving a figure for the cost of congestion. This partly explains why such a range in estimates of congestion exist.

Measures of congestion appropriate to policy formulation can be identified which then point towards policies that might address the tension between alleviating congestion and managing travel demand. Two fundamental approaches to interpreting congestion are needed. The first looks at congestion from a 'traffic engineering' perspective (essentially relating volume to capacity), whilst the second gives an economic view (reflecting the impedance vehicles impose on one another).

The economic view is associated with measuring the cost of congestion, with three economic terms emerging that could justifiably be called the 'cost' of congestion. These are the Marginal External Cost of Congestion (MECC), the Total Cost of Congestion (TCC) and the Excess Burden of Congestion (EBC). Early estimates of the cost of congestion focused on the TCC term, however, a shift in policy and research interest to demand management (particularly the impacts of road pricing) has led to increased interest in the MECC and EBC.

A fourth term also exists that measures the cost of congestion against a baseline of optimal capacity, with prices for road users equal to marginal social costs, though evidence on this is very scarce.

At the practical level of empirically measuring congestion, approaches can be generally classed as:

- Travel time (or speed) based measures.
- Volume based measures.
- Area based measures and summary indices (or more complex model outputs).

In determining the need for policy measures... perceived congestion is as important as more objective evidence

There is, however, a very large range of potential measurement methods which reflects on how difficult it is to measure congestion on the road network. In practice the simpler measures are more commonly applied than relatively complex measures.

In terms of the relationship between the way in which congestion is empirically measured and how the costs of congestion can be calculated, empirical measures of congestion do not lend themselves to monitoring changes in MECC or EBC, but do support calculation of the TCC. Furthermore (as illustrated with data for Scotland) analysis of such measures indicates that even where congestion is perceived by the travelling public to be a problem, the percentage of trips that experience delay or reliability problems can be surprisingly low. The analysis also shows that large geographic, temporal and journey purpose variations exist.

In determining the need for policy measures, it may therefore be the case that perceived congestion is as important as more objective evidence on actual congestion levels.

Getting the Connections Right – The Implications of the Eddington Review

A commentary by Adam Marshall, IPPR

The publication of the Eddington Transport Study in December 2006 prompted widespread media coverage – nearly all of it focused on Sir Rod Eddington's support for 'widespread road pricing' to combat Britain's worsening congestion. Given Douglas Alexander's personal emphasis on the issue, most policymakers simply assumed road pricing was going to happen, until 1.8 million motorists signed an online petition against it.

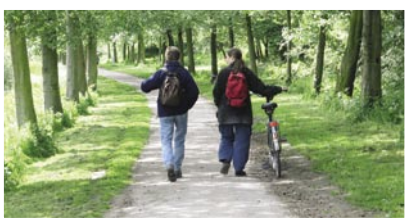
What the journalists missed was the other big story in the Eddington report: a radical blueprint to re-prioritise much of the £18 billion spent on transport projects in Britain each and every year. The distribution of public money, whether in transport or other areas, is technical and hard to understand. So why are the Eddington Study's recommendations on transport investment viewed as new and important? There's a strong steer in Sir Rod's foreword, where he states that: 'Looking forward, transport's key economic role is likely to be in supporting the success of the UK's highly productive urban areas in the global marketplace'.

Three key arguments underpin this statement:

1. Eddington sheds new light on the relationship between transport investment decisions and economic growth objectives.
2. Eddington moves the focus of transport policy away from brand-new infrastructure.
3. Most importantly, the Eddington Study articulates a new, productivity-focused case for investment in urban transport infrastructure.

What does the study actually say?

The Eddington Transport Study brings a large amount of evidence to the table. It includes two published volumes, ten in-depth academic research papers, and hundreds of submissions from interested parties. Sir Rod's headline advice is clear: focusing transport investment on existing networks, especially within and between big cities, is the best way to underpin the growth of the UK plc. He urges the Government to 'prioritise action on those parts of the system where networks are critical in supporting economic growth, and there are clear signals that these networks are not performing'.



This conclusion is politically charged. Eddington is urging the Government to invest in success. By focusing on congestion – which generally arises in areas where economic performance is buoyant – Eddington is saying that national GDP growth requires us to spend public money on areas that are already doing well - Greater London, the South East and big city-regions in the North.

> *Eddington's focus sits uneasily with the Government's long-standing commitments to reducing disparities within and between regions*

Eddington's focus sits uneasily with the Government's long-standing commitments to territorial equality and reducing disparities within and between regions. Looking forward, the key issue is how Government combines its principles with Eddington's recommendations – and how to manage the perception that it is using investment to 'back winners'.

In total, Eddington makes five major recommendations:

1. Invest in existing networks
2. Target investment geographically
3. Target congestion and pinch-points
4. Give more weight to the economic benefits of investment
5. Reform sub-national delivery structures.

Interestingly, road user charging – the heart of the media story surrounding his report – is only a small element within a wider strategy that aims to boost the performance and reliability of the UK transport network. Each recommendation is discussed in greater detail as follows.

Recommendation 1: Invest in existing networks

Eddington says:

- Avoid 'icons' and '*grands projets*'. No high-speed North-South rail lines. Entirely new pieces of expensive transport infrastructure are unlikely to get the go-ahead.
- Prioritise performance enhancements on existing road and rail networks.
- Use transport investment to underpin productivity improvements – and especially GDP growth.

This has broadly positive implications for Britain's cities. Eddington is making a pragmatic recommendation in the face of a tighter public spending round. His rejection of new national mega-projects shifts the focus towards improving, and in some cases extending, metropolitan transport networks. However, there is concern that the Treasury might use this logic to avoid major new investment.

Recommendation 2: Target investment geographically

Eddington says Britain's transport investment budget should focus on three types of areas:

- 'Growing urban areas and their catchments' (city-regions)
- Key inter-urban corridors (road and rail)
- International gateways (airports, ports, access)

Potentially this will result in a major win for London, the South East and big city-regions where existing transport networks are trained. Eddington would put an end to 'dividing the spoils', and focus resources on measures that tackle urban congestion.

Recommendation 3: Target congestion and 'pinch-points'

Eddington says:

- Use investment to address constraints created by growing demand and capacity limitations.
- 'Invest in success' to ensure that successful areas do not lose their competitive advantage.
- Deploy 'widespread' congestion-focused road pricing to make more productive use of the national road network.
- Use packages of improvements to deal with road and rail 'pinch-points'.

Focusing investment on congestion could help successful cities, where the 'black spots' and

pinch-points are usually found. Places as diverse as Leeds, Cambridge and Bristol stand to benefit from additional investment. But where there is less congestion – for example, Liverpool – councils will be less keen. Also Eddington muddles the timeline for deeply unpopular road pricing policies even further, and potentially destabilises the debate on this sensitive policy area.

Recommendation 4: More weight to economic benefits of investment

Eddington says:

- Add wider economic benefits, especially agglomeration benefits, to cost-benefit analysis of transport projects.
- Improve 'option generation', with more solutions considered for each transport problem. No political decisions: clear, evidence-based prioritisation of resources.

This will be helpful for big city-regions – particularly if notoriously complex appraisal procedures can capture the wider benefits that result from transport investments. Evolving models suggest that the investment case for urban road and rail projects improves substantially when wider economic, environmental and social benefits are included. This could make urban transport schemes far more attractive to the Treasury. But a major focus on GDP effects – the biggest 'extra' benefit resulting from transport investment – could cut across local social and environmental objectives.

Recommendation 5: Reform sub-national delivery structures

Eddington says:

- Britain needs a long-term approach to transport investment planning at national level, with greater certainty around funding commitments.
- A reformed sub-national 'delivery system' is required – both for infrastructure investment and the day-to-day delivery of transport.
- Powers and resources need to sit at the right geographical level.
- Big city-regions require bus franchising, similar to London's system.
- Major infrastructure projects require a streamlined planning process – with decisions taken by a new Independent Planning Commission.

This is good news for major city-regions, which require strategic transport authorities that cover functional economic areas. Eddington seems to agree, urging the Government to consider the case for reform, alongside the introduction of bus franchising in urban areas.

Next Steps

If Eddington's recommendations were to be fully implemented tomorrow, investment resources would likely shift towards big city-regions and the Greater South East. However, all urban projects would still have to be carefully justified – with Whitehall granting its blessing to select 'packages' of small, cost-efficient network improvements and a limited number of large schemes.

The Eddington Transport Study should prompt a major shift in UK transport policy with greater investment focused on schemes that promote economic growth. This could help release the growth potential of Britain's largest city-regions. However, there is a long way to go before Eddington's recommendations become reality. The politics around the transport investment agenda is fraught with questions about 'picking winners' and the geographic distribution of public funds.

Eddington's economic objectives have distributional consequences, for both people and places. The Government must tread very carefully, and develop a response that draws together Eddington's growth focus and its own longstanding commitments to redistribution and the environment. There is a strong case for making transport investment 'more economic', but there is also a danger that the Treasury could interpret Eddington as an excuse to avoid major new transport investment, which would be fatal for Britain's growing cities.

Small Schemes have a Large Impact

Transport 2000 support Eddington's findings

Reacting to the Eddington Review on transport and economy, the pressure group Transport 2000 called for action by the Government to speed up road pricing, fund rail upgrades and schemes promoting walking and cycling, and a rethink of Government aviation policies.

Transport 2000 welcomed Eddington's recognition that large-scale road building won't solve congestion and that road pricing is essential to the economy. Support for investment in small schemes such as walking and cycling and in upgrading rail lines through longer platforms and longer trains is particularly helpful.

The campaign group called for Government action. Spending needs to be increased on initiatives such as safe routes to schools, and improved bus and cycle routes.

On road charging, a clear package of measures is needed to bring in a national scheme while investing in alternatives. With this, Government must review the roads programme recognising that under road pricing many current plans will be unnecessary or outdated.

The group welcome Eddington's call for improving the railways, especially in cities and around ports. Overcrowding is happening now, and the current Government response seems to be to increase fares and to reduce or downgrade services. The country needs a growing railway, and Eddington's concern about high speed services could be used to scale down spending on much needed capacity to cater for increased use and new development.

On aviation, the group highlight that Eddington's insistence that aviation should pay its full environmental, social and economic costs, make the Government's 'predict and provide' approach outdated. By 2050, aviation will account for 46% of UK carbon emissions, and the Eddington report makes it clear that a lot of the airport expansion supported by the Government is not essential to the economy.

Transport 2000 also said it supported some of what Eddington was saying on planning, especially proposals to remove lawyers from inquiries. Overall the group notes that Government must act to cut carbon emissions from transport – Eddington sets out some of ways of doing it.

AVIATION UPDATE

- BAA is investing £40m to reduce queues at security desks to no more than 5 minutes and work has started on a new Skyhub at **Glasgow Airport** to increase capacity and create a single security zone for international and domestic departures.
- British Airways has resumed direct flights from Glasgow to London City.
- Flyglobespan has introduced a new summer service from Glasgow to Boston. This should boost US visitors by 33%. **Edinburgh** will have a record number of direct flights this summer, including a Flyglobespan service to Toronto.
- In 2008, Delta Airlines plan to replace their present Atlanta flight with a daily flight from Edinburgh to New York JFK.
- A new Wizz Air service from **Prestwick** to Katowice is due to start in September.
- Yield in the aviation market is weakening due to higher passenger duty and, possibly, a shift in public attitudes to flying. Long-haul flights remain more buoyant while new services and fare concessions to islanders have raised usage in, and to and from, the Highlands and Islands.
- HIAL expect **Inverness** passengers to rise to 1.8m by 2030. HIAL is also taking on a 175 year lease of **Dundee Airport** in September, saving the City Council £1.5m a year.
- Argyll and Bute Council is investing £6m at Connel (**Oban**) airport with a view to regular flights to Coll and Colonsay, private charter expansion and future flights to Prestwick or Glasgow and Edinburgh.
- Greek firm AirSea Lines is studying seaplane services for tourists from **Leith** to the Western Isles and the Lake District.

PORTS & SHIPPING UPDATE

- In his inaugural lecture, Prof Alf Baird, Head of the Maritime Transport Group at Napier University, has called for public policy to give more attention to the economic and environmental advantages of further expansion and innovation in international, coastal and estuarial shipping and ferry use.
- A Norwegian consortium considering a ferry to **Rosyth** has indicated that a route to Newcastle may be more likely.
- The restoration of devolved government in Northern Ireland has revived hopes for a return of the **Campbeltown-Ballycastle** service which last operated in 1999.
- A community-based company has reintroduced the summer ferry from Glenelg to Kylerhea in Skye.
- SPT has introduced the new MV Seabus on the **Gourock-Kilcreggan-Helensburgh** passenger service.
- Stagecoach is piloting a cross-Forth hovercraft service from **Kirkcaldy** to **Portobello**.
- Based on experience in Lincolnshire, business man David Clarke is planning watertaxi services on the Forth and Tay.
- Small boat operators taking more than 12 passengers have won a temporary reprieve from EU proposals which would have led to quadrupled insurance costs.

RAIL UPDATE

- DfT is due to announce a **Rail Strategy** in July. This is expected to emphasise plans to raise capacity with relatively modest investment (apart from London) but, under devolution, Scottish strategy is a matter for the Scottish Executive but common issues include rolling stock standards and Anglo-Scottish passenger and freight capacity.
- Scottish interests are seeking significant improvement in Central Scotland-Manchester services and may ally with other groups to seek a greater commitment to new sections of high-speed rail route to relieve what could be acute capacity problems on the West Coast and East Coast main lines within 8 years.
- **Ultraspeed** has been active in promoting a 300 mph maglev route from Glasgow to London via Edinburgh, Newcastle, Leeds, Manchester and Birmingham and also serving six major airports – arguing that this will promote greater northern development, capture a larger share of the domestic air market and relieve existing rail route to allow other services to be expanded. In the short term the company has been promoting a pilot **Glasgow-Edinburgh Airport-Edinburgh Haymarket** elevated maglev at a capital cost under £2bn potentially opening within five years of approval.

- Transport Scotland has taken on full responsibility for the Central Borders rail scheme.
- Revised level crossing and signalling plans may delay Stirling-Alloa-Kincardine reopening until late 2007.
- Extensive consultation is taking place on plans to upgrade the **Edinburgh Haymarket** interchange with strong preferences shown for retention of the existing listed buildings but with an enlarged concourse and platform access west of these buildings. The HITRANS RTS gives priority to road schemes rather than a direct Tain-Golspie rail link but does favour rail upgrades from Inverness to Perth and to Aberdeen, including early provision of a halt for Inverness Airport and some extra halts in the Inverness commuter zone.
- First ScotRail has improved services to **Musselburgh** for the new Queen Margaret University campus.
- Business interests continue to press for half of the Glasgow Queen St-Edinburgh services to stop at **Edinburgh Park**.
- Car parking spaces at **East Kilbride** station have been increased from 127 to 256 and 98 spaces have been added at **Irvine.**
- Rail services in Scotland were disrupted by one-day stoppages by signalmen in March and standard rail fares have risen above inflation. Overall satisfaction with ScotRail services has fallen from 86% to 83% but remains above the 79% average for Britain. 57% of First ScotRail users feel rail offers good value compared to only 40% across Britain.

BUS, TRAM & TAXI UPDATE

- FirstGroup have been recognised as one of the UK's strongest business-to-business brands by the latest opinion poll conducted by Superbrands, coming in at number 464 in the 2007 top 500 UK 'Business Superbrands' list. Virgin Trains (ranked 122) and GNER (ranked 282) also feature in the top 500.
- Stagecoach has reluctantly accepted the Competition Commission decision that it must sell part of its joint Megabus/Scottish Citylink operation.
- The Howat Report has suggested that the Bus Route Development Grant scheme be reduced.
- The SESTRAN RTS provides for 15 new bus lanes in Edinburgh and dozens of traffic light signal priorities for buses.
- The successful **Ingliston park and ride** is to be expanded from 575 places to over 2000 spaces by mid 2008.
- Edinburgh City Council's Conservative group has supported OFT recommendations to lift the cap on Edinburgh **taxi** numbers.
- A report to SPT on the future of the **Glasgow Subway** gained extensive press coverage, highlighting the £2.6bn option for a second subway circle serving seven stations in east Glasgow. The existing subway would also me modernised at a cost around £300m, partly recouped from property development, but other options will not be clarified until completion of the Conurbation Transport Study in 2008.

ROADS AND PARKING

- For the **Forth Road Bridge** a tunnel v bridge debate has emerged with SNP and local Queensferry opinion favouring the latter. FETA considers that a tunnel would be more costly and involve more extensive approach works. Project costs could reach £3bn at prices prevailing early next decade. This summer, traffic will again be delayed by 10 weeks of bridge resurfacing work.
- Award of the main contract for **urban M74** construction in expected by July.
- A study by Keepmoving suggested that in April the **M8** through Glasgow had the worst **congestion delays** in Britain. 85% of peak motorists faced delays on the M8 at Cowcaddens, equal to the worst delays on the M6 in Birmingham and compared to only 68% delayed at the Blackwall Tunnel in London.
- Plans for improvements at the **Raith Interchange** have been put on public display.
- Work has started on dualling the last single-track section of the **A830** Fort William-Mallaig road between Lochailort and Arisaig.
- Commitments have been made to dual the **A9** and **A96** Perth and Aberdeen to Inverness roads over a period longer than five years.
- Campaigners claim more than 8000 objections to the **Aberdeen Western Peripheral Road** and are demanding a public inquiry.
- Lewis landowner, Nick Oppenheim, is planning a sea loch causeway across Loch Erisort to cut travel times to Stornoway in half.
- There has been an increase in deaths caused by young drivers and often including these drivers or their passengers. However, speed cameras have halved collisions on Edinburgh's most dangerous roads. Radar speed signs are to be extended to accident blackspots and a 50mph limit is to be introduced on the Kilmarnock Southern Bypass section of the A71.
- More hospitals are considering the introduction of parking charges.

WALKING AND CYCLING

- Cyclists are being advised to show more speed control when using canal tow-paths.

- More cash is being spent on encouraging **walking and cycling to school** – including £800,000 by Edinburgh City Council.
- A Scottish Executive initiative has asked parents to shake off their fears about letting children cycle to school – regular cycling is a major aid to health and accident risks are low compared to the dangers of inactivity for future health.
- SPT and West Dunbartonshire Council have launched safety guidance piloted in a cluster of schools in 2006.
- A pedestrian-friendly 'home zone' scheme has been approved for 100 new homes in Craigmillar, Edinburgh.

TRANSPORT AND PLANNING

- CBI Scotland is opposing Treasury proposals for business to pay **planning gain supplement** to help fund local improvements. CBI claims that payments for infrastructure are already part of deals with local authorities.
- Funding for a major expansion of the SECC in Glasgow has been secured. One million extra visitors are expected but available parking is being reduced.
- Glasgow's Merchant City is growing as a 'cultural quarter' and major investment has been committed to extending the St Enoch Centre and doubling the size of Buchanan Galleries. The latter project may include improved links between Queen St station, the subway station and Buchanan Bus Station.
- The massive **Silverburn** shopping centre, adjacent to the M77 and due to open in October, will change shopping and leisure trips but is thought likely to have little impact on Glasgow city centre though with larger adverse impacts on existing shopping at Braehead and East Kilbride.
- NHS has opened a **National Distribution Centre** at Canderside Toll, Larkhall, saving at least £7.5m a year in supply chain costs. Full completion is due in 2008.

CONCESSIONARY TRAVEL PASS POSSESSION AND USE – CHANGE SINCE APRIL 2006

A note by the Scottish Executive Transport Statistics branch

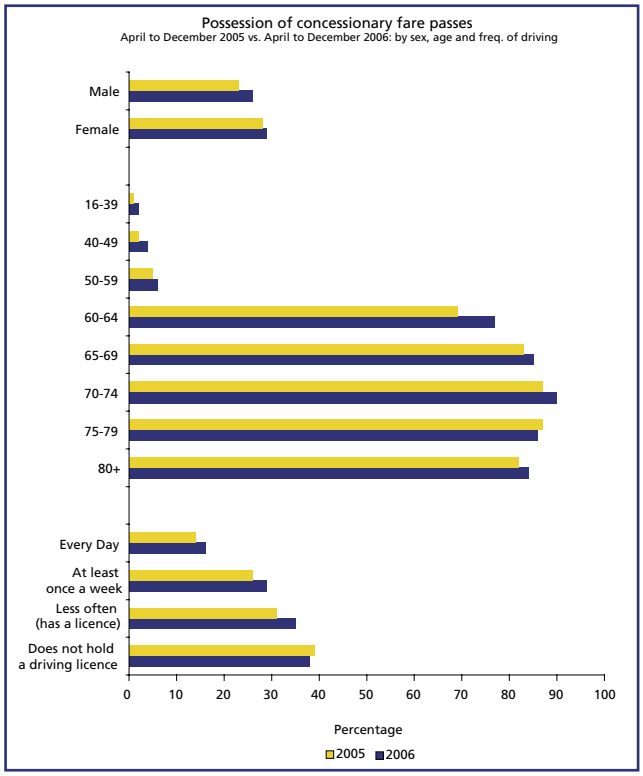
A National Concessionary Fares scheme which allows elderly and disabled people free travel on all scheduled bus services, with no geographical or peak time restrictions, was introduced on 1st April 2006. This replaced the national minimum standard of free off-peak local bus travel which had been introduced in September 2002, extending to men aged 60-64 on 1st April 2003. Almost a million of the new National Concessionary Fares Scheme cards had been issued by the end of March 2007. This article uses data from the Scottish Household Survey (SHS) to compare possession and use of concessionary travel passes for April to December 2006 with the same period in 2005.

Possession of concessionary travel passes

This section examines the possession of concessionary fare passes between April and December 2006, compared with the same period in 2005.

The percentage of people aged 60+ who held a pass increased from 81% in 2005 to 84% in 2006.

27% of adults held a concessionary travel pass in 2006, compared with 26% in 2005. This difference is not large, but when the subgroups of the population which are eligible for this pass are examined the differences between the time periods become more marked. The chart shows the differences between selected sub-groups of the population for both time periods. The largest eligible group (those aged 60+) has seen an increase in possession from 81% in 2005 to 84% in 2006.



The percentage of people aged 16-59 with a disability, long-tem limiting illness or health problem who had a pass increased from 15% in 2005 to 22% in 2006. However, please note that this does not represent the eligible population under 60, as some people who say that they have a long term limiting illness, disability or health problem in the SHS may not be eligible under the conditions of the National Concessionary Fare scheme. The percentage of **all** adults with a disability, long term illness or health problem (including those aged 60+) holding a pass has increased from 51% in 2005 to 56% in 2006.

Those aged 60-64 have seen the largest increase in possession, going from 69% in 2005 to 77% in 2006.

The age group that has had the largest percentage point increase in possession of concessionary fare passes is those aged 60-64. 77% of adults in this age group held a pass in 2006, compared with 69% in 2005. This may be, in some part, due to the ending of historical differences in eligibility for concessionary travel (men aged 60-64 have only been eligible since April 2003), but lifting of peak time restrictions on travel may also have increased the numbers wishing to hold a pass. This is illustrated by the increase in pass possession for men aged 60-64 (from 60% to 68%) which was proportionally greater than for women (from 77% to 84%) in this age group; which is linked to the increase among employed adults in this age group (as the vast majority are men) - 67% of whom held a pass in 2006, compared to 60% in 2005.

Adults in households with the lowest income (annual net income of less than £10,000) saw the greatest percentage point increase in concessionary fare pass possession, from 49% in 2005 to 53% in 2006. Again this was shown most markedly in the 60-64 age group, with possession increasing by 15% percentage points for those in this age group in the poorest households, to 87%. Another sub-group which showed a marked increase in possession was those aged 65-69 in the highest income households (annual net income of £20,000+), which also increased by 15 percentage points to 80%.

Adults living in accessible rural areas have had a larger increase in possession than other areas, rising by 6 percentage points to 26%.

Adults living in accessible rural areas have had the largest increase in possession; the percentage holding a concessionary fare pass went from 20% (of adults of all ages) in 2005 to 26% in 2006. There does not seem to be much change in possession in other types of area. The percentage of **all** adults with a disability, long term illness or health problem holding a pass has increased from 51% in 2005 to 56% in 2006.

Adults who hold a full driving licence saw a small increase in concessionary fare pass possession between 2005 and 2006, rising from 19% to 21%; the percentage of adults without a driving licence who held a pass was not really different between the time periods. Adults who have a driving licence but drive infrequently (i.e. less than once a week, or never) had the biggest increase in pass possession amongst drivers, rising from 31% in 2005 to 35% in 2006. The percentage of frequent and infrequent bus users with a pass has remained about the same between the two periods.

Use of concessionary travel passes – adults aged 60 +

This section examines use of concessionary fare passes by the largest eligible group, adults aged 60+, between April and December 2006, compared with the same period in 2005. 'Frequent use' here means use of a pass at least once a week.

Overall, use of concessionary fare passes by people aged 60+ does not seem to have changed much between 2005 and 2006. In 2006, 41% had used a pass at least once a week compared to 39% in 2005; this is equivalent to 50% **of pass holders** in 2006 compared to 49% in 2005. The pattern of bus use as a whole for adults aged 60+ in 2006 did not appear to be different to the pattern shown in 2005. The number of bus journeys per head for those aged over 60 as reported to the Scottish Household Survey Travel Diary also does not differ significantly between the two periods.

Of all adults aged 60+, men and those aged 65-69 have shown the largest increase in frequent use of concessionary fare passes between 2005 and 2006.

The slight increase in frequent use is in most part due to more frequent use by men: 34% used a pass at least once a week in 2006 compared with 31% in 2005. The greatest increase in frequent use was shown by the 65-69 age group: 45% of this age group used a pass in 2006, compared with 36% in 2005. The income groups which have increased use of concessionary fare passes markedly are those in the lowest income households (47% using a pass at least once a week in 2006 vs. 44% in 2005), and the highest income households (29% in 2006 vs. 25% in 2005).

Use of concessionary fare passes has increased in large urban areas and accessible rural areas between 2005 and 2006.

Adults aged 60+ who live in large urban areas appear to have increased their use of concessionary fare passes, from 51% using the pass once a week or more often in 2005, to 56% in 2006. Frequent use of the passes also seems to have increased in accessible rural areas, from 22% in 2005 to 26% in 2006. Use does not seem to have changed much in other types of area.

Those aged 60+ who have a full driving licence have shown an increase in use of the concessionary fare pass, even among those who drive every day.

There has been an increase in use among adults (60+) who hold a full driving licence; 29% used a pass at least once a week in 2006 compared with 25% in 2005. **Of all pass holders** aged 60+ with a driving licence, 36% used the pass frequently in 2006 compared to 33% in 2005. There was no corresponding rise in use among those who do not have a driving licence. Also, there has been an increase in frequent use of concessionary fare passes among those aged 60+ who regularly drive. For example, in 2006, 20% of those who drove every day used a pass at least once a week compared to 16% in 2005.

29% of adults aged 60+ had a pass, but did not use it in the past month in 2006, compared to 28% in 2005. However, people in households in the highest income bands showed a larger increase in this category; from 29% to 36% in households with an annual net income of £15,000-£20,000, and from 26% to 29% in £20,000+ households.

Background and Further Information

The Scottish Executive introduced the new National Concessionary Fares scheme for older and disabled people, with no peak time or geographical restrictions, on 1 April 2006. The scheme is run by Transport Scotland, and also includes a minimum of two free return ferry trips to the mainland for older and disabled islanders. The number of National Concessionary Fare Scheme cards issued at 30th March 2007 was 994,756. For further information on the scheme, go to http://www.transportscotland.gov.uk/defaultpage1221cde0.aspx?pageID=40.

The 'Possession of concessionary travel passes' section compares possession for all adults for April to December 2006, with the same period in 2005. Respondents who are aged 60+, or who said that they had a disability, long-term limiting illness or health problem are asked "Do you have a concessionary travel pass which allows you to travel free of charge…" "… on scheduled bus services" in 2006, or "…on off-peak local bus services" in 2005. The percentages given in this section are based the whole population or relevant sub-group of the population, not just those who were asked the question. In April to December 2005, there were 10,428 adults in the Scottish Household Survey sample, compared with 10,785 in April to December 2006.

The 'Use of concessionary travel passes – adults aged 60 +' section compares use of concessionary fare passes for the largest eligible group, those aged 60+, between April to December 2006 with the same period in 2005. Those who hold a concessionary fare pass are asked "How often do you use your pass to travel free of charge…" "… on scheduled bus services" in 2006, or "on off-peak local bus services" in 2005. Frequent users were defined as those who use their pass more than once a week. The percentages for all categories of use for April to December 2006 were: 4% of adults aged 60+ had used a concessionary fare pass every day, 9% almost every day, 18% 2 or 3 times a week, 9% once a week, 5% once a fortnight and 9% once a month. 29% had a pass but had not used it in the past month, and 16% did not hold a pass. The percentages given in this section are of the 60+ population as a whole **unless otherwise stated**, including those who did not hold a pass and were therefore not asked this question. There were 3,640 adults aged 60+ in the sample for April to December 2005, compared 3,760 in the sample for April to December 2006.

Lists of the topics covered by the SHS, and analyses of its transport-related results and definitions of the urban/rural category, appear in a series of Scottish Executive Transport statistics bulletins:

- *Household Transport* (annual, latest edition: October 2006) - provides the results of most of the Transport questions (but *not* the Travel Diary) for Scotland as a whole;
- *Transport across Scotland* (biennial, latest edition: January 2006) - provides the results of the main Transport questions (but *not* the Travel Diary) for each Council area and some figures for Regional Transport Partnership areas;
- *SHS Travel Diary results* (biennial, latest edition: March 2006) - provides the main Travel Diary results for Scotland as a whole and some figures for each Council and Regional Transport Partnership area.

All are available from Blackwells bookshop, or at: www.scotland.gov.uk/transtat/latest.

Anonymised copies of the SHS data are available from the UK Data Archive (www.data-archive.ac.uk).

Further information about the SHS can be found at www.scotland.gov.uk/shs. Enquiries should be made to the SHS Project Manager: Tel: 0131 244 8420 Fax: 0131 244 7573 Email: shs@scotland.gsi.gov.uk.

Travel by Scottish Residents

The Scottish Executive Statistics Group have published a bulletin on Scottish residential travel, using data from the 2004-2005 National Travel Survey (NTS). The bulletin was published in January and provides information from the NTS about travel within Great Britain by Scottish residents. The NTS covers travel for private purposes, for work, and for education. Commuting is included. Trips in the course of work are also included if they fulfil the requirement that the main reason for the trip is for the traveller to reach the destination. However, travel in the course of work to convey passengers or to deliver goods is excluded.

The NTS is not designed to produce annual figures for Scotland since before 2002 there were only 300 or so Scottish households in each year's sample. Since 2002 the sample size has increased to 750-800 Scottish households per year on average. Therefore the samples for a number of years had to be combined in order to produce Scottish results, and even they will be subject to sampling variability. This may lead to the NTS producing unreliable results for some relatively infrequent types of travel.

In 2006 the DfT weighted retrospectively NTS results for 1995/1997 onwards. The use of the weights increased the overall number of trips and average distance travelled per person by 4-5% for GB as a whole. The tables in this edition have been revised to use the new results. Key findings include:

- In 2004/2005, an average Scottish resident travelled around 7,332 miles per year (or about 20 miles per day) within Great Britain. This is a significant increase on 20 to 30 years earlier – since 1985/1986, the average distance travelled has risen by more than 2,500 miles (58%); and there has been an increase of over 3,000 miles (75%) since 1975/1976. The main cause of this increase does not appear to be due to people travelling more often, but people going further when they do travel.
- In 2004/2005, cars alone accounted for almost three quarters (74%) of the total distance travelled per person. No other mode of travel accounted for more than 10% - 'local bus' and 'surface rail' had the next highest share (both 6%).
- On average, people walked 196 miles and cycled 26 miles per year. 73% of all trips of under a mile were made by foot, and 23% were made by car. In the case of all trips of

Scottish Executive Travel Survey 2006

The Scottish Executive Travel Survey 2006 and follow up discussion groups were conducted by the Office of Chief Researcher on behalf of the Scottish Executive Travel Plan working group. The aim of the research was to inform the new revision of the Scottish Executive's Travel Plan. The survey contained many of the same questions as previous 'Travel to Work' Surveys (2001, 2002 & 2003) but included new questions on business travel and awareness/uptake of Scottish Executive travel initiatives and facilities.

A summary of the main findings is provided below:

Travel to Work

- Car is the most common mode of transport to work, with 43% travelling mainly or solely by car.
- Train use is the main mode of transport for around half of Glasgow respondents.
- Work location strongly influences transport choice, mainly due to public transport accessibility and car parking availability.
- Overall, commuting patterns are similar in both 2003 and 2006, although car use has risen slightly.
- Nearly three quarters (74%) of those who travel to work mainly by car, travel alone and the majority feel that car sharing is not really compatible with their flexible working pattern.
- Offering an incentive (i.e. guaranteed parking space) would be an important part of any car sharing scheme.
- Although many respondents are 'environmentally active' in their personal lives, travel to work choices are mainly motivated by time, convenience and flexibility. This applies to respondents travelling by car, public transport and bicycle.

Business Travel

- Half of respondents (48%) travelled by bus for their last business trip to another Scottish Executive building, while one in five travelled part or all of their journey by taxi (22%), private car (19%) or train (19%).
- One in five (21%) travelled by taxi for their last business trip to another Scottish Executive building. The main reasons for doing so were that 'public transport takes too long' (53%) or that they were 'taxi sharing' (51%).
- Although only 7% of respondents state they 'always use a taxi', findings suggest that some perceive taxi use as a normal and acceptable practice.

Scottish Executive Travel Initiatives and Facilities

- Less than one third of respondents (29%) are aware of the Scottish Executive's Travel Plan.
- Discussion group respondents feel the Travel Plan should focus on business travel and reducing costs, and they emphasise the need for better communication and promotion of the plan.

Travel Plan Opportunities

- Provision of travel route information would increase awareness of travel choices and could encourage greater use of public transport between Scottish Executive buildings.
- Discussion group respondents are generally in favour of home/remote working and are willing to use video/telephone conferencing facilities.
- Cyclists suggest improving cycle rack provision, building access and signage, and publicising off-road cycle routes in order to encourage cycling to work.

under 2 miles, 54% were made by foot and 39% by car.

- Between 1985/1986 and 2004/2005, there were large increases in the average numbers of trips per person made as a car driver (up 78%) or as a car passenger (up 47%), and large falls for walking (down 42%) and local bus (down 28%)
- In 2004/2005, 23% of all trips of under a mile were made by car
- In 2004/2005 shopping was the most frequent purpose of travel, accounting for 20% of the average of 1,014 trips per person per year. Commuting accounted for 17% of trips, and visiting friends at home for 12%
- Between 1985/1986 and 2004/2005, the average distance travelled per person rose by 87% for shopping trips, 86% for 'other personal business', 56% for business and by 55% for holidays and day trips. Over the same period, the average trip length rose from 4.8 to 7.2 miles, with commuting trips lengthening from 5.4 to 8.1 miles, and shopping trips from 2.9 to 4.9 miles
- People in households without a car averaged 25% fewer trips than the overall average
- Men made around the same number of trips on average than women, but travelled, on average, 34% further. 'Car driver' was the main mode of travel for men, accounting for 66% of the distance they covered in 2004/2005, compared with only 42% of the distance travelled by women
- Since 1985/1986, the average distance travelled per person has risen for all age groups and for each sex. The percentage increases have been greater for women than men, and they have been greatest for those aged 60+ for both sexes
- The percentage of pupils walking to school fell from 69% in 1985/1986 to 54% in 2004/2005. Over the same period, the percentage of pupils going by car rose from 6% to 23%.

This biennial publication can be obtained, price £2, from Scottish Executive Publication Sales, Blackwell's Bookshop, 53 South Bridge, Edinburgh EH1 1YS; or tel: 0131 622 8283; and, free, on www.scotland.gov.uk/transtat/latest

Statistics Snapshot

Cars and Road Traffic Statistics

Since 1975/1976 the number of cars and other vehicles available (per 100 Scottish households) has doubled, from 52 to 105 vehicles per 100 households in 2004/2005. The average annual mileage per car has not changed much, remaining at around 10,000 miles per year since 1985/1986.

67% of all Scottish residents over the age of 17 have a current driving licence. 78% of all Scottish males over the age of 17 have a current driving licence compared to only 58% of all Scottish females over the age of 17. However, the total percentage of Scottish people holding current driving licences has now remained constant since 2000.

Bus and Coach Statistics, 2005-2006

The total number of passenger journeys on local bus services in Scotland was 477 million in 2005-06, 0.4% fewer than in the previous year. The fall in 2005-06 was the first for several years. Previously, there had been increases in six consecutive years.

Local bus journeys in Scotland fell by 6% between 1995-96 and 2005-06, compared with an increase of 5% in Great Britain as a whole, and a fall of 12% for Great Britain outwith London. Bus travel represented 94 journeys per head of population in 2005-06, 16% higher than the corresponding figure for Great Britain.

In real terms, fares on local bus services in Scotland rose by 0.4% between 2004-05 and 2005-06, and have increased by 11% over ten years since 1995-96.

Women make about two-thirds of all adults' bus journeys. The most common purposes for which adults use buses are shopping (31% of bus journeys), commuting (28%) and visiting friends and relatives (10%). In 2005, 12% of commuters said that they usually travelled to work by bus, 68% went by car or van, and 20% used other means, mainly walking.

There was a 3% rise in the overall total number of buses and coaches in Scotland in 2005-06 from the previous year, and it was 5% higher than ten years earlier. Since 1995-96 there has been a 20% increase in the number of single deckers (including coaches), from 6,600 to 7,900. The number of double deckers has fallen by 36% from 2,500 in 1995-96 to 1,600 in 2005-06.

2006 Road Accident Statistics

In 2006, 314 people were killed in road accidents in Scotland, 28 (10%) more than in 2005, but still the fifth lowest annual number since current records began over 50 years ago.

There was a provisional total of 2,594 people reported as seriously injured in road accidents in 2006, 67 (3%) fewer than in 2005, and the lowest annual figure since records of the numbers of serious injuries began in 1950. The provisional number recorded as slightly injured in 2006 was 14,169; 759 (5%) fewer than in 2005, and the lowest annual number since 1954.

There were 369 children killed or seriously injured in 2006, 56% below the 1994-98 average, so the target of a 50% reduction by 2010 has already been achieved. The slight casualty rate of 34.95 casualties per 100 million vehicle kilometres in 2005 (the latest year for which there is an estimate of the total volume of traffic, at the time of writing) was 25% below the 1994-98 average, so the 2010 target of a 10% reduction has already been achieved.

Travel Behaviour of Visitors to Scotland

The Scottish Executive have recently published work conducted by the University of Strathclyde (in association with DHC and Glasgow Caledonian University) into how visitors to Scotland use transport for leisure, recreation and business purposes.

Tourism in Scotland is both an important and extensive land use and a major contributor to Gross Domestic Product. In 2005, it is estimated that Scotland received around 10.5 million visitors from outside Scotland. Just over 76% of the visits originated in the rest of the United Kingdom, with the remainder having an international origin.

Tourism relies heavily on passenger transport both to access the destination, but also to travel around within it. However, there has been a lack of attention to the internal accessibility of Scotland from the visitor perspective. Whilst some attempts have been suggested and prioritised for facilitating tourists' travel around Scotland, such efforts are mainly undertaken by tourism organisations throughout Scotland, whose ultimate power to enable changes to transport systems is largely limited to lobbying.

Moreover, without a clear picture of how accessible Scotland is internally as a destination, or of the transport demands of visitors in terms of internal accessibility, any measures taken to enhance visitor transportation remain largely uninformed. How tourists travel around Scotland, the extent to which they are reliant on public transport and the importance of existing transport provision in their travel behaviour and experience of the destination, including the areas they ultimately visit, merits further clarification. To this end, this study was commissioned by the Transport Department of The Scottish Executive to provide an overview of existing research into the travel behaviour of visitors to Scotland.

The principal aim of the study was to review and collate existing sources of information on the use of transport by those visiting Scotland for leisure, recreation and business purposes. In conjunction with the objectives of the Scottish Executive, a thorough review of the literature and secondary data sources pertaining to the use of transport by visitors to Scotland for leisure, tourism and business purposes was conducted.

Evidence from previous research suggests that there may be differences in the ways in which visitors, particularly those from overseas, and local residents evaluate public transport, both in terms of the performance attributes they use to measure quality and satisfaction and the degree of importance awarded to these attributes.

A large percentage of overseas visitors choose public transport to travel to the departure airport - 40% in the case of Prestwick airport which has its own dedicated railway station. Whether or not it is indicative of a more widespread use of public transport by overseas visitors during their stay in Scotland is not known from the available data.

There is evidence of a change in the visitor market having occurred in recent years with a rise in the number of overseas visitors and the time they spend in Scotland, accompanied, possibly, by a reduction in the size of the domestic market. This change has no doubt been driven, to a large extent, by the availability of low cost flights within Europe. The impact this may have on the travel behaviour of visitors in Scotland is worthy of consideration. Most obviously, this may result in an increase in the number of overseas visitors who do not, by and large, arrive with their own means of transportation and places more importance on the quality of transport service provision within Scotland.

For both domestic and overseas visitors, Edinburgh and the Lothians is the most popular destination within Scotland, followed by Greater Glasgow and the Clyde Valley and then the Highlands.

Private transport is the predominant mode of transport used by visitors to Scotland. This applies not only to the private and hire car, but also to private coach tours. However, the recurring pattern that emerges from the available data is that the further away visitors come to Scotland from, the less likely they are to use the car.

However there is a small, but nonetheless significant market for public transport amongst visitors to Scotland particularly in urban areas. It is likely that the rise in the number of visitors travelling directly by air to Scotland from overseas, but also from the more distant regions of the UK as a result of the low cost carriers and the International Route Development Fund will result in a greater percentage of visitors being reliant on public transport during their stay.

Moreover, there appears to be a small but significant market for rail travel which consists of a relatively high percentage of return visitors who prefer to travel by rail and would not make the journey by another mode. It is important that such markets are adequately catered for and the Freedom of Scotland pass appears to be satisfying a niche market in this respect. Furthermore, indications from the National Park data suggest that it is the visitors who stay longer that are most likely to use public transport. Since this type of traveller spends longer at the destination, they are likely to be

higher spenders than day visitors who arrive and depart by car on the same day and spend little. The former type of tourist is thus to be favoured in terms of their environmentally and economic impact on the destination.

Some gaps in the existing transport provision are apparent. As regards road transport, congestion in popular tourist areas, poor roads in some rural areas, a lack of parking facilities and poor signage have been identified as gaps in provision. In the latter case, policy on the signing of tourist attractions and facilities from main trunk roads perhaps requires reviewing with regard to permission but also financing. From the perspective of public transport, it is evident that many of the visitor attractions which are located in more rural areas are accessed almost exclusively by private transport. What is not, clear is cause and effect; whether the desire to visit these attractions drives visitors to hire a car, or whether the sites are only visited by those who have made the decision to hire a car for other reasons.

Longstanding and recent initiatives show transport and tourism operators working together to increase the number of visitors using public transport and visiting local attractions. Integrated ticketing is perhaps the most common example, but this is largely limited to one day tickets allowing visitors to a cluster of attractions in relatively close proximity to one another. The appeal of extending such schemes is worthy of further investigation. In addition, such schemes could be extended to cover a longer period and a more diffuse range of attractions.

There is no evidence to suggest that visitors from the UK and overseas, and those travelling for leisure purposes have lower levels of satisfaction than local transport users in Scotland. Indeed, the available evidence suggests that, although domestic visitors find it easiest to get around Scotland, they are the most likely to be dissatisfied with transport provision. However, leisure visitors are better satisfied with some public transport services than business travellers, and experiences of private transport appear in general to be more positive than those of public transport.

Overall, transport has a small but significant effect on visitor numbers and satisfaction. Improving land based transport would only have a small impact on tourism markets but reduction in transport quality could be a significant deterrent to tourists.

Foolspeed

The findings of the 'Foolsspeed' campaign conducted by Road Safety Scotland (formerly Scottish Road Safety Campaign) have been published by the Scottish Executive. The campaign was designed to reduce the use of inappropriate and excessive speed on Scotland's roads and was targeted at the general driving population in Scotland, with an emphasis on reaching drivers with a known tendency to speed, particularly 25-44 year old males in social classes ABC1.

In 2004 a final Foolsspeed ad was developed, focusing on the positive benefits of calmer driving. This related to the concept of 'positive affective beliefs', a construct which is sometimes added to the extended TPB. 'Doppelganger' depicted the journey to work of a man and his doppelganger. One character drives calmly and without incident; the second character takes unnecessary risks and ends up being reprimanded by the police at the side of the road. The ad was aired in late 2004 and late 2005.

Ten focus groups were conducted with drivers aged 17-54. Respondents were asked about their recollection and views on road safety advertising in general, their recall of and reactions to each of the Foolsspeed ads, focusing particularly on Doppelganger, and their perceptions of the campaign as a whole.

- Respondents were able to recall all four Foolsspeed ads and to describe them in some detail. The most recent, Doppelganger, was particularly well recalled.
- The Doppelganger ad, which addressed Affective Beliefs about speeding, had both strengths and weaknesses. Although respondents recognised the intended focus on the benefits of safe driving, it was felt that these were not communicated as strongly as they might have been. Engagement was also hindered by aspects of its execution.
- Respondents generally found the scenarios depicted in the Foolsspeed ads convincing, and could engage, to varying degrees, with the behaviours and characters depicted. Urban commuters, the core target of the campaign, were particularly likely to relate to the ads.
- In particular the Mirror ad, which targeted Attitude towards speeding, triggered strong feelings of recognition and reassessment of one's own driving, especially among frequent speeders.
- Although the Foolsspeed ads were perceived as uneventful compared with other more graphic road safety advertising, respondents generally recognised that they were attempting not to shock drivers but to make them reflect on the choices they made in their everyday driving.
- The ads were perceived to share a common emphasis on broad themes of self-reflection and personal responsibility.
- The findings suggest there is merit, in future road safety campaigns, in focusing on everyday driving behaviours in recognisable Scottish locations. However, it is important that ads also contain an element of drama and emotional engagement.

The campaign's findings suggest there is merit in focusing on everyday driving behaviours in recognisable Scottish locations in future road safety campaigns. However, it was also found that it is important that adverts also contain an element of drama and emotional engagement.

Recent Completed Research

TRANSform Scotland have published a paper on the need for Governments to seriously consider preparing for a 'post-oil' transport era. According to the paper, the world will soon pass the point of "peak oil" and with a decline in global oil levels and an increase in fuel costs. The paper calls for policy measures including localisation, speed control and investment in walking, cycling and public transport to be given higher priority.

The Department for Transport, in association with Transport Scotland, have recently published the provisional results of the 2007 National Rail Travel Survey. In Scotland, almost all rail journeys (95%) are made within the country. Commuting (60%) is the primary purpose of Scottish rail journeys, followed by leisure trips (25%) and business trips (15%).

The Institute for Public Policy Research (IPPR) have published a briefing paper on urban agglomeration economies, including an examination of the inherent relationship between reaping the benefits of urban agglomeration and improving transport systems, and a discussion on some of the key policy issues surrounding agglomeration economies, with a particular emphasis on transport policy.

The second concordat between the UK Government Department for Transport (DfT) and the Scottish Executive has been published. It is intended to provide the framework to guide the future working relationship between

the Secretary of State for Transport, other DfT Ministers and DfT officials and Scottish Ministers and their officials.

RR Donnelly and the Scottish Executive have recently published a guidance note on controlling light pollution and reducing lighting energy consumption, in which transport interchanges are mentioned as one area where guidance from these notes could be applied.

DATE FOR THE DIARY

Technology, Lifestyles and Transport Conference – 27 September 2007

The STSG conference with the Institute of Logistics and Transport (ILT) will this year look at how technology is changing transport. The conference will be held before the Institute of Logistics and Transport Annual Dinner on 27 September 2007.

Over the last 10 years mobile phones have changed how people behave and transport technology is set to join the revolution. Real time tracking of parcels and freight is already changing the logistics industry, and vehicle tracking is helping to provide more accurate driver information.

Markets for managing and trading travel and transport information are growing as more companies seek to influence lifestyle choices and purchasing decisions.

Smart media will help to integrate public transport and create new advertising opportunities. As these cards and media are increasingly used for small purchases such as coffees and newspapers this will also help to integrate transport into the wider economy.

The speed of change in transport will accelerate as these new technologies add a competitive edge to transport delivery.

Make sure you do not miss this landmark conference. There will be discount packages for people also attending or exhibiting at the ILT dinner so please contact us for more details.

The conference will be essential for:

- Local and central government officers considering the implications of technology for transport policy and strategy
- Companies developing and marketing new products and services
- Consultants working in the transport and technology fields
- Academics reviewing the social and lifestyle impacts of transport

FOR FURTHER INFORMATION CONTACT CONFERENCES@STSG.ORG

New Street Design Manual

New guidance on street design that aims to breathe new life into communities by creating safe and sustainable environments for residents was unveiled in March by Transport Minister Gillian Merron. Manual for Streets, a joint publication between the DfT and Communities and Local Government, emphasises the importance of residential streets in the creation of places in which people want to live.

In particular it aims to reduce the impact of vehicles on residential streets by asking practitioners to plan street design intelligently and proactively, and gives a high priority to the needs of pedestrians, cyclists and users of public transport.

The guidance sets out an approach to the creation of residential streets that recognises their role in creating places with local distinctiveness and identity that work for all members of the community. It urges practitioners to use street design to promote better social interaction and reduce crime and anti-social behaviour, and to encourage the use of sustainable modes of transport, such as walking, cycling and public transport.

Producing the manual involved wide-ranging consultation with a range of bodies and organisations involved in the planning, design, approval and provision of residential streets. It promotes street designs which naturally encourage low traffic speeds by geometry and layout rather than relying solely on physical traffic calming measures. It does not set out new policy. Rather it presents guidance on how to do things differently within the existing policy, technical and legal framework.

Skye Bridge Research

Highlands and Islands Enterprise have published research which suggests that the economic benefit to users of the Skye Bridge is already close to £100 million, and likely to reach almost £400 million over the next 60 years.

The Skye Bridge Socio Economic Impact Study, newly completed by DHC for Highlands and Islands Enterprise (HIE) and Highlands and Islands Transport Partnership (HITRANS), shows that traffic growth was higher than predicted, even when the tolls were in place.

The report was commissioned to develop a clear understanding of the transportation, economic and social impacts of the bridge. The findings are expected to contribute to achieving the wider aspirations of HIE and HITRANS, of improving island connectivity and will also be used to assess the implications for other potential fixed links in the Highlands.

In the early 1990s, ferry traffic caused severe congestion at Kyle of Lochalsh, particularly in the summer months. This was seen to be a major constraint on the social and economic development of Skye. A significant jump of about 20 per cent in car traffic was experienced as a result of the change from the ferry to the tolled bridge. This was partly modal shift from pedestrian journeys on the ferry to car journeys in the bridge. Since the tolls were removed, a further 50 per cent increase in traffic has been observed.

Free passage across the bridge was shown to have stimulated an improvement in the labour market, as people began to cross to and from the island for work, without incurring disproportional travel costs. In a single year, the cost benefit comparison of the free bridge with the ferry services was £12.2 million.

The report also focused on the community benefits of the fixed link, looking at more clearly recognisable social concepts such as cost, time, reliability, convenience and comfort.

Many trips are for shopping, accessing services, leisure, or visiting friends and family. Although the loss of free ferry crossings for pedestrians resulted in a drop in local trips between Kyle of Lochalsh and Kyleakin, the removal of tolls has gone some way to re-integrating the two communities.

Other key findings include:

- Although the Skye Bridge was seen to be strategically important in a Highland context, the report emphasises the particular importance of appraisal against local objectives, especially in remote and rural areas.
- The bridge was assessed as being only one element in the social and economic development of the area, its impacts entwined with wider market changes for house prices, fuel prices, international tourism market fluctuations, the rise of e-lifestyles and remote working".
- The report concludes that there is much greater confidence amongst people living in the area, about their future. In the early 1990s the young folk would leave the island as soon as they got the chance, but now they are staying.
- The freedom to travel at any time of day or night has clearly reduced perceptions of isolation and increased the feel-good factor of living on an island. This has opened up opportunities for large cultural events such as the Skye music festival, and the hosting of internationally acclaimed events such as the Celtic Media festival, which would have been much harder to attract without the convenience of a bridge.

Sustainable Travel Behaviour; Seeing and Believing

Gordon Baker, JMP

Hardly a day now passes without a media report on the planetary threat of climate change and its proven link to increasing emissions caused by more travel. There is a tragic irony in the business argument that increased travel is a major contributory factor to economic growth when the scientists now tell us that Planet Earth cannot sustain the apparent "only way" forward for the economy.

So which outcome is best? A thriving economy and no planet, or survival? For most of us, this would seem to be a clear "no-brainer".

We can take few positives from political reporting. In August 2006, the House of Commons Environmental Audit Committee said that transport was the only sector of the UK economy where carbon emissions have risen consistently since 1990.

While we wait for others to solve the bigger problem, there is much that we can do as individuals and at a local level that can help to move trends in the right direction. We should not lose sight of the fact that almost all travel decisions are taken by individuals; where to travel, when to travel and how to travel.

Transport planners often face conflicts in providing advice and this presents a serious challenge for any effective change process. There is a massive UK and international travel industry that wants us to travel more and more, in spite of an underlying strategic policy message which is telling us that we should really be travelling less, and when we do travel, we should try to do so using sustainable modes. Herein lies the second irony. The air travel industry is probably the most successful in recent times in encouraging us to travel more, in spite of being regarded by most as the least sustainable form of travel.

To suggest that a "travel less" message is anti-car is to readily dismiss a process of necessary change. We do not need all car users to stop using their cars all of the time; indeed the economic, quality of life and public transport consequences of such a decision could be quite horrific. We need some common-sense thinking at an individual level, with better information about alternatives in terms of availability, cost and health benefits.

The change will not happen quickly, but we do need to give far greater momentum to a process that has already started. The challenge for transport professionals is to spread the right messages about alternatives and choice.

Some fundamental thinking at an individual level with the appropriate information to hand may reveal some interesting results. "Need, speed or greed" is a useful analogy. Do I have to make this journey or can I take an alternative course of action? Do I have to make this journey now? Or am I just making this journey because it's convenient for me and "stuff Planet Earth"?!

The new National Transport Strategy for Scotland has a significant part of its content devoted to issues surrounding emissions. The fact remains however that there are considerable difficulties in taking this forward through current planning, assessment and delivery processes. Our strategic and local decision-making in transport needs to be better informed about the potential ecological damage of transport decisions.

There is a window of opportunity in Scotland at present to take some major steps forward on these issues and to set an example to the rest of the world. We need to believe to commit and deliver because, as we know from our experiences of the past, seeing is believing. Without some tangible examples of progress, changing travel behaviour will prove difficult, if not impossible, to deliver.

JMP is active in the Travel Planning and Travel Behaviour Change processes, working with organisations to help them understand the types of measures that can bring about real benefits, both to the environment and to their operational goals. The health and education sectors are particularly active in this field, which is good news for us all for the simple reason that target audiences are large.

Some major businesses also following suit, especially where this can be seen as part of their corporate and social responsibilities, and can deliver real business benefits. These can include for example, less absenteeism through having a healthier workforce, or cost savings resulting from the need to provide fewer parking spaces.

Whilst much remains to be done, we should be pleased that there are many good examples of travel behaviour initiatives in Scotland. JMP's preparatory work at Gartnavel Hospital in Glasgow and at Conoco Phillips in Aberdeen provide exemplary frameworks for those site users to deliver effective measures which have been demonstrated to provide benefits both to the organisations and the community at large.

As the pressure on our climatic conditions and infrastructure continues, we intend to progress with the further development of awareness of these issues in the hope that those who have led by example will have many followers seeking to realise the positive benefits which are clearly achievable.