



## SPECIAL THEME: 10 Year Review

WHAT'S INSIDE:

Stirling, Alloa, Kincardine Rail Railway  
Hovercraft Services in the Firth of Forth



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## 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 is a charity registered in Scotland number SCO14720.

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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](mailto:editor@stsg.org)

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## What our readers say...

"I would like to congratulate the Scottish Transport Review on reaching the milestone of its 40th issue and the sterling work of the Scottish Transport Studies Group, STSG in promoting it. Having stimulating debate on the transport issues of the day allied to knowledge dissemination can only be a healthy thing. The Scottish Transport Review has continually achieved this by publishing diverse views which come from right across the transport industry spectrum. It is encouraging to note that the aims of the STSG to "promote the transport function and its importance for the Scottish economy and society," sit well with the Scottish Government's Purpose. As Minister for Transport, Infrastructure and Climate Change I fully recognise the valuable contribution bodies such as the STSG make in helping to highlight the important role transport has in shaping a successful future for Scotland."

**Stewart Stevenson MSP, Minister for Transport, Infrastructure, and climate change**

"Scottish Transport Review has established a reputation for separating the wheat of achievement from the chaff of spin. As transport becomes more clearly established as an area where devolution is making a difference, observers will increasingly look to STR for an authoritative account of what's happening."

**John Yellowlees, First ScotRail**

"Scottish Transport Review has become a highly respected journal that is both authoritative and informative. As Scotland's transport develops over the next decade, Scottish Transport Review will be essential reading for all transport professionals."

**John Fender CILT(UK) Scottish Region Chairman**

## Scottish Transport Review: 1998-2008

*Tom Hart Editor of STR from 1998 until 2004*

### Origins of the Scottish Transport Review

STSG was formed in 1984, to seek greater clarity in the Scottish transport debate. Prompted by Prof Sir Kenneth Alexander to move from disparate opinions on transport to a better research base, the early publications of the Group concentrated on an annual research commentary, an irregular newsletter, and some occasional papers.

In 1998, it was decided to raise the profile of STSG by publishing a quarterly review. The first issue of STR appeared in the spring 1998 funded through a rise in membership fees, a recruitment drive and some sponsorship. Tom Hart became both STSG Chair and STR Editor.

### Ethos and Content

In line with charitable status and the need for informed debate, STR has maintained a consistent emphasis on seeking to improve the evidence base for debate and decision-taking. Editorial policy has been to include a range of views.

Transport is not just of interest and concern to operators and users. STR has sought to put movement and access in the wider context of

the economy and society. STR does not focus only on issues internal to Scotland; every issue has references to the wider context and external links to Scotland.

STR has sought to avoid widespread trend towards sensationalism, seeking to report sober truths in preference to anything startling and revolutionary. The general format has retained many features since the first issue with news, features, statistics and shorter comments.

### Personal Highlights

The Parliament and Devolution - The first issue of STR had *Transport and the Scottish Parliament* as the Special Theme. The years following showed that the Parliament had indeed changed transport perspectives with Scotland being more active in terms of transport investment, shifts to surface public transport and to direct air services and shipping to continental Europe. Comparisons of the transport policies of devolved governments followed in STR19 with later issues reconciling transport policy with the total finance available to devolved government. This is a continuing major theme, increasingly affected by differing

views on energy policy and climate change.

Health and Transport - made an early appearance as a significant theme in STR 1 and has since become a mainstream issue (STR 31 2005), embracing both access to health facilities and the case for more walking and cycling as part of normal daily travel as well as a growing feature of leisure activity.

Travel behaviour - The rise of interest in *accessibility* and in *appraisal criteria* to take account of the relatively important role, when compared with major projects, of 'soft' measures and demand management, to influence travel behaviour and transport impacts.

Ferries and freight - STR4 outlined prospects for continental ferries which were followed in STR15 with coverage of plans for fast ferry links from Rosyth. Profs Alan McKinnon and Alf Baird have contributed regularly on freight transport and distribution and on maritime links.

Realism on high speed rail - Plans for Anglo-Scottish high-speed rail and Ultraspeed maglev links were critically examined in STR30 and 31.

## 10 Years of Evidence

*A review of the first 40 issues of STR by Derek Halden, STR Editor and Director DHC*

### Overview

The content of STR is dependent on the members of STSG wanting to share things they have found out, or to debate research they have completed. Sharing knowledge is one of the most productive things we can do to raise the capacity of users, funders and providers to engage successfully.

STR shows that there are many different and equally credible views of Scottish transport, and sustainable progress is achieved through mutual understanding. The solutions most likely to succeed are:

- Founded on coherent policies with a clear view of desirable outcomes
- Delivered in partnership to secure the skills and resources for successful implementation
- Flexible enough to adapt to changing circumstances
- Consumer focused with respect for different cultures and attitudes
- Dependent on effective regulation of markets to support competition, innovation and partnership
- Evidence based with realistic expectations

In the first issue of STR in 1998, Howard Kirby of Napier University wrote "Hindsight is marvellous. You see why one failed to reach a given goal". If we want better and faster delivery of transport improvements in Scotland, then does the hindsight in STR provide the foresight for future transport delivery?

#### Broadening the transport debate

The articles in STR show just how difficult it can be to cross boundaries between sectors, disciplines, and cultures. An appropriate place to start is with the views of contributors on these joint working challenges.

*There remains a lack of data on tourist travel which is impairing the ability to develop clearer policies and plans.*

The transport and health agenda shows an area of progress. In 1998, STR1 reported that there was no clear view from government about if or how to tackle this issue. Carey Newson of Transport 2000 wrote about the need for greater travel awareness and promotion of active travel, Mike Lean of Glasgow University outlined the obesity challenge, and Derek Halden reviewed the potential for greater community engagement and outlined the steps needed to improve access to healthcare. In STR39 the wide range of government funded improvements on active travel and access to health were reviewed.

STR7 described the findings of the final report of the Standing Committee on Trunk Road Assessment on transport and the economy, showing that the rationale for transport investment was often not clear, and that a broader approach to appraisal

was needed identifying patterns of gains and losses in the economy from changes. To deliver these improvements, STR 23 described the new broader approach to transport appraisal in Scotland, which encouraged a stronger focus on objectives. STR39 showed that Scottish Transport Appraisal Guidance continues to improve, gain credibility and is now widely accepted across the industry.

Transport and tourism has been a recurring theme with a more static debate. Tourism is a travel industry, but it usually functions outside transport policy and administrative structures. In STR6 Ian McMahon of BAA noted that Scotland has insufficient population to be a major atlantic aviation hub, so links with London, Paris, Amsterdam were particularly important for the tourist product. Paul Hughes of Scottish Enterprise noted (STR24) that 'The Air Route Development Fund was set up as a means of stimulating inbound tourism and business links'. Mary McLaughlin (STR6) showed how data problems restricted the ability for more meaningful analysis of tourist travel. Six years later in STR28 Karen Thomson of the University of Strathclyde noted that 'There are different barriers to transport use by visitors than for residents, but the transport needs for visitors are largely uncharted'. There remains a lack of data on this topic which is impairing the ability to develop clearer policies and plans.

One cross sectoral data problem that did get fixed, was the introduction of the Scottish Household Survey (SHS). This allowed transport to be studied in the context of people's lifestyles. In STR6 the Scottish Office (which became the Scottish Executive on 1 July 1999 and Scottish Government in May 2007) provided an overview of the SHS and STR has benefited from regular analysis since then within each issue of STR covering topics from travel to work to the take up of concessionary fares.



## Public transport should start with the customer

In STR32, Robert Samson of Passenger Focus noted that 'The new National Transport Agency will be a centre of excellence that puts the rail passenger at the heart of its work.... how do we give that statement life and ensure that the consultation process adopted by the new bodies is effective.' Dick Dunmore Steer Davies Gleave (STR28) suggested that we 'start with the customer, understand the travel markets which might be served or created, and in particular who will prefer, value and benefit from frequent high speed services'.

Railways are expensive, and government has frequently changed management and administrative structures in search of a better value customer focused delivery. The railways add new engineering regulations without removing old ones. When a Japanese firm brought a train to the UK for a trial, it needed to add 2 tonnes of wiring to comply with UK standards (STR38). STR5 in 1999 showed the detailed plans of Railtrack in their 10 year vision for the railways, including the reopening

of lines to Larkhall and Alloa. These schemes have now been delivered, helping to give the confidence for a significant construction and enhancement programme across the country.

Bus policy has also moved on. In STR5 Jonathan Cowie of the Department of Economics at Glasgow University published a review of the bus industry in Scotland concluding that 'more stability was emerging, but public policy needed to deliver both push and pull interventions to assist in the development of an efficient, equitable and integrated approach'. By STR28 Joan Aitken, the Traffic Commissioner for Scotland noted 'It is an exciting time to be Traffic Commissioner in Scotland given the push to get people out of cars and on to public transport. The public needs to be confident that the bus will turn up and that it will not break down. I want my office to play a positive and enthusiastic part in securing public confidence in Scotland's bus industry'. Delivering this challenge is ambitious. Tom Lamplugh of the Scottish Executive noted that (STR29) 'Over a quarter of all bus drivers

stated that they had received no training on how to deal with anti-social behaviour'.

John Collins of Inverclyde Council reviewed progress on delivering the new bus policies (STR33). This concluded that 'resources to back up the legislative intent for bus quality partnerships were not put in place...but bus travellers all over Scotland could have enjoyed comprehensive, gold standard bus services including targeted free concessionary travel, for the same order of magnitude of budget as the present concessionary fares scheme.'

In STR38 Elaine Rosscraig of Stagecoach UK Bus noted the success of starting with the customer within marketing. 'Information issued to each prospective customer serves to break down barriers to bus use. Because it talks about intelligent car use and is not anti-car there has been an incredible response. It is estimated that 3.5 million extra bus journeys have been made, 3 million of which would have been made by car'.

More recently the transport and energy debate has been very topical (STR34). The experts have a positive story. The debate in STR shows that with a clear and focused approach, partnership working on both supply and demand, systematic tackling of barriers to change and a willingness to seize the unique opportunities open to Scotland, the transport and energy agenda could be more of an opportunity than a threat. However clarity, partnership, and willingness to change have not been hallmarks of transport delivery in the past so lessons need to be learned about:

- The marketability of new approaches – acceptability of advanced technology vehicles depends on cost, infrastructure, performance, and government policy (Neil Greig Automobile Association STR34)
- Avoiding reliance on single dimensional action - Much emphasis is placed on technological fixes such as hydrogen. Hydrogen's long term potential cannot be used as an excuse to avoid taking action to reduce oil dependence in the transport sector now (Jillian Anable Robert Gordon University STR34)
- Change can bring unintended consequences which need to be considered fully - as the biofuels debate shows (STR39)

Gareth Williams of the Cabinet Office noted that underneath the apparent stability of

transport infrastructure there are some difficult to forecast changes. Hindsight therefore teaches us to build in sufficient flexibility and resilience to plans. Multi-stranded approaches with cross sectoral action will be needed to face the challenges of uncertain issues including: carbon credits, future energy sources, smart phones, bird flu, and driverless cars (STR38).

### Market trends can ruin good policy intentions

#### Competition, Partnership and Efficient Public Transport Operation

The balance between competition, regulation and partnership has been a sensitive area, but the last 10 years have seen greater consensus emerge. Promoting innovation was the aim of a new initiative by Stagecoach called Kickstart, to pump prime investment in the bus industry (Steve Stewart Stagecoach STR19). In STR27 Gordon Dewar of First ScotRail noted that 'The gap between reality and vision is smaller than some might imagine'.

Vision and reality are converging through new technology. Jeremy Acklam of thetrainline.com highlighted in STR39 that 'ITSO (Integrated

Transport Smartcard Organisation specifications) implementation will push forward market orientated behaviour much sooner than some people expect. Contactless media in the UK from 2008, and Smartcard phones from 2010 will allow information, payment, ticketing and relationship-building services to be progressively delivered, creating an open market'.

Bus markets operate mainly at a local level with local loyalty, and operators need to be sensitive to this. Neil Renilson of Lothian Buses was quoted in STR27 saying to a Scottish Parliament committee 'I know that if I run buses from Edinburgh to Livingston, First will regard that as an attack, and will then run buses in the city against mine'. Bus operators who understand the market, have shown that in the right market conditions, local bus services can, and do, compete with the private car (The TAS Partnership writing in STR27).

New tariffs and ticketing are growing areas of interest. Iain Coupar of Lothian Buses noted in STR33 that 'single flat fares speed up passenger boarding. Lothian Buses already operates the largest commercial Smartcard system outside London'. Nicol Stephen the Transport Minister wrote in STR23 that 'A working group is currently considering proposals for pilot (joint ticketing) schemes. Integrated ticketing is a requirement of the new rail and ferry tendering exercises.'

## Seeking a more rational debate

In STR1, Gordon Dewar of Halcrow Fox noted the lack of clarity about whether government wished to encourage road use or discourage it. There is still confusion on this issue, with STR39 pointing out that mode shift away from car rates negatively in quantified aspects of transport appraisal, but stated policy suggests the opposite aim. 10 years ago government generally regarded growth of air travel as good thing, with flights to more destinations and more passengers being viewed positively within policy. However, air has now joined car as a mode where public policy is ambiguous. A more rational debate is needed about which trips government policy wishes to encourage, and which could be suppressed in the wider public interest.

There have been major policy reviews in search of a clearer picture, with the Stern, Eddington and Barker reviews for the UK Treasury being amongst the most notable. Adam Marshall of UK think tank IPPR highlighted in STR36 that, if the Eddington recommendations were fully implemented in Scotland, investment resources would likely shift towards more congestion charging, select 'packages' of small schemes in big cities, and a limited number of large schemes. However, Scottish transport delivery now has less emphasis on road pricing with

toll removal from bridges, and a focus on large schemes such as a new Forth Crossing and rail projects.

The headlines from the Eddington agenda were perhaps secondary to the real conclusions of these Treasury sponsored reviews (Derek Halden in STR37). A growing emphasis on delivering local access to work, regional connections to cities, international accessibility, and pay as you go tariffs could help to ensure a more rational debate.

*Air has now joined car as a mode where public policy is ambiguous*

In 1998, Phil Goodwin of University College London called for a simpler, more transparent and more tractable approach to the evaluation of transport policy options (STR1), and in STR39 in 2008 repeated a very similar message. Some things seem to be very hard to change. Practical progress is more easily made in small steps but 'small schemes are constantly under funded

even though they deliver better value and can be delivered more quickly' (Phil Noble STR1).

Despite widespread use of the term 'congestion' there is still ambiguity regarding how this is actually defined and what constitutes a state of congestion. Based on a review of decision making in Scottish transport, Susan Grant Muller of ITS Leeds concluded in STR36 that 'perceived congestion appeared to be more important in influencing funding decisions than any more systematic approach to measuring congestion'.

A more rational basis for forecast and targets has been a regular theme including:

- Alan MacKinnon of Heriot Watt University identified that future freight demand was overestimated in the National Road Traffic Forecasts (STR8). A decoupling of GDP growth from road freight growth and reduced need for physical movement by electronic distribution would both affect these forecasts.
- In STR33 Paul Finch of Faber Maunsell noted that 'despite being very challenging, fundamentally the national traffic reduction target failed to meet established and widely recognised elements critical for its success and credibility'

A block exemption for ticketing schemes was announced by the Office of Fair Trading (STR19). Despite this, the east central Scotland One Ticket scheme demonstrates many of the delivery challenges. In STR39 Stuart Lockhart of Transport Initiatives Edinburgh said that despite relatively low sales of tickets 'one of the most important benefits of the One Ticket scheme is that a defined public transport network now exists across South East Scotland, instead of a set of routes'.

The final word on competitive markets goes to Ross Clark of Transport Scotland in STR39 'Market trends can ruin good policy intentions'.

### Frustrated aspirations

Road pricing features regularly as the most commonly frustrated aspiration in the transport sector. In STR7, Sarah Boyack, Minister for Transport and the Environment, suggested that tolls could be used on new roads such as the M74 northern Extension, and defended the fuel duty escalator as a core part of government policy for pay as you go pricing for road travel. The UK government abolished the fuel duty

escalator, and the new policy gave Westminster a major stake in spending levels on Scottish transport, with Sarah Boyack announcing 'any future above inflation increases in fuel duty would be spent on transport' (STR8).

*Hindsight therefore teaches us to build in sufficient flexibility and resilience to plans.*

Other local aspirations for road pricing were frustrated:

- In Aberdeen, Peter Cockhead (Director of Planning and Strategic Development) stated that unlike Oslo and Bergen in Norway, road pricing revenues in Aberdeen would be used to fund public transport, walking and cycling infrastructure in addition to roads.
- John Saunders of Transport Initiatives Edinburgh wrote in STR31 after the

referendum on congestion charging in Edinburgh - 'The initiative for taking charging forward now appears to have moved back to central government'.

Margaret Greico of Napier University (STR31) noted that lessons needed to be learned: 'Before road user charging is visited as a policy option for Scotland's capital or elsewhere there is a need to learn lessons.... Designing schemes which pay attention to the accessibility of low income households and provide exemptions where appropriate may be critical to overall social and economic functioning.'

There will always be some people who will oppose road pricing, and rewarding sustainable behaviour within voluntary pricing schemes could be a more achievable approach. Derek Halden in STR34 suggested that. 'Rather than continuing to delay direct payment for road use in response to those who have concerns, it may be that the delivery of voluntary road pricing is the practical approach that governments have been seeking since the 1960s to change public attitudes to paying for road use'.

### Managing Transport Delivery

Writing in STR32 David Davidson MSP commented 'Transport is something that everyone pays for at some point....the role of government is to get transport priorities right and get priority projects delivered'. Tim Birley undertaking consultancy for WWF Scotland suggested (STR15) that government policy needed to move beyond 'it is theoretically possible to deliver integrated transport' and instead identify the 'legislation, regulations, institutional arrangements and resources needed to secure change'

Based on a review of European Best Practice in Transport, David Begg as Chair of the Commission for Integrated Transport proposed integrated management structures for transport in Scotland (STR15). In STR20 Graham U'ren of the RTP1 was critical of the Scottish Executive Cities Review 'It would appear that community planning at a city region is about to take place without any ground rules'. In STR29 Iain Docherty of the University of Glasgow noted that 'An arbitrary demarcation between a policy role of the Executive and the delivery responsibilities of the new National Transport Agency is likely to be counterproductive.'

*Clarity, partnership,  
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Iain MacMillan CBI Scotland (STR26) noted that 'We look to the Scottish Executive to do better than the UK government appears to be doing, in providing certainty about transport delivery'. The Scottish Executive announced 10 priority projects (STR15) which included many of the expected rail and road projects, but also a national concessionary travel scheme and improved Traveline service.

In response to draft Planning Policy Guidance (STR25) the Chartered Institute of Logistics and Transport highlighted 'the transport impact of development is still viewed too narrowly - predicting the demand and catering for it, often mainly by road. Further work is needed to identify how transport and land use can improve accessibility.'

## Matching expectations and aspirations with the realities of delivery

Andrew Foster, Senior Research Fellow at the Robert Gordon University, noted in STR1 that 'the sustainable agenda has always seemed that little bit less firmly grounded in Scotland than south of the border' and that the 'idea of a 10 year plan seems more like a tool to get over short term political pressures than to guide long term investment decisions'.

In 1998 in STR2 Vernon Murphy of BAA explained how the M74 northern would secure sustainability for the West of Scotland, whilst in STR3 David Spaven of Transform Scotland noted that Freeways in San Francisco were being dismantled, and that the economic case for the M74 was far from clear. The M74 continued to be one of the most hotly debated schemes in 10 years of STR.

Inconsistency between funding and policy delivery has been an ongoing challenge. Ben Kerfoot of NESTRANS notes (STR39) that 'The Concordat agreed by the Government and Cosla strikes a new relationship between central and local government. It provides much more flexibility for councils by virtually abolishing ring fencing but at the same time binds councils in to achieving the Government's objectives through Single Outcome Agreements. It will be important to ensure that the enabling role of transport is reflected in these Agreements'.

Cross subsidy between modes has been a controversial issue and affects the viability of many bus, rail and ferry operations. Although policy implies that these cross-subsidies do not exist, in practice they are often necessary to ensure an attractive and affordable pattern of networks and services is provided. Rail, ferry and air franchises all include such cross subsidies, and the 1999 feasibility study for a ferry service between Scotland and mainland Europe (STR4) showed that the economics of the service depended more on levels of freight traffic than passenger traffic.

Bill Davidson of Northlink Ferries suggested in STR37 that the operational requirement of simply fulfilling a contractual arrangement had little incentive or scope to radically improve service or efficiency levels with franchising of large networks preventing more sustainable route development (Alf Baird, Napier University STR37).

In STR34 the Audit Commission Scotland identified that 'There was higher than expected usage of the Executive's concessionary travel scheme'. Tom Rye questioned whether the basis of what had been 'expected' was realistic in STR39, 'is the Scottish government paying too much'. In STR33 Tom Rye also noted that 'concessionary fares are making a contribution to reducing inequalities for those people who are able to use buses'. However, Derek Halden in STR28 commented that those able to use buses were not facing the greatest transport inequalities. Market based responses to concessionary fare uptake could further widen the gaps between haves and have nots (STR33).

In STR11, the launch of Traveline was hailed as a major step forward by Marjorie Roger of CPT Scotland, delivering information to customers through a partnership between government and the operators. John Elliot of Traveline noted (STR20) that Traveline Scotland handled 16,000 queries per week. By the time of STR33 the Scottish Executive Transport Statistics Branch noted that 16% of adults had heard of Traveline Scotland and 5% had used it, making a step change in the availability of information for some people.



The emergence of Regional Transport Partnerships to tackle the barriers to delivery was hotly debated. CoSLA noted (STR26) that 'The issue (about Regional Transport Partnerships) that gives us greatest concern relates to funding and the power to requisition funding'. Peter Cockhead of NESTRANS writing in STR32 noted that 'The intriguing political question for 2007 will be whether the new RTPs and their constituent Councils will be willing to transfer powers'. The Chartered Institute of Transport and Logistics pointed out (STR36) that 'the draft Regional Transport Strategies reflect a business as usual approach to transport strategy, and hopefully the final RTs will show more vision and foresight in tackling the challenges of the transport future, adding value and raising standards in comparison to the previous institutional framework'.

Freight quality partnerships have struggled to get established in Scotland, and Bob Armstrong of the FTA commented (STR22) that 'With support from the Scottish Executive at best lukewarm, and with a lack of financial incentive it is easy to see why the concept has not taken off north of the Border'

Audit Scotland reviewed the Scottish Executive's transport function to identify the functions and rationale for government action on transport (STR34). The outcome was that government action was broadly sensible, but further work was needed to be able to comment effectiveness of delivery.

Moving environmental management forward involved practical action and Aileen McLuckie of ERM in STR38 said that 'A drawback to

carbon footprinting is understanding what the study findings mean. However, it could be argued that this is irrelevant as long as action is taken to reduce the footprint'.

### The Business of Transport

The Royal Bank of Scotland purchase of Angel trains (STR7) started a debate about the importance of investment opportunities in the transport sector, but in STR10 Matthew Farrow of the CBI Scotland noted that transport company stock was still viewed as unfashionable. This was despite integrated supply chains and fast reliable delivery being critical to the success of more fashionable investment opportunities.

*Freight quality partnerships have struggled to get established in Scotland.*

Peter Scott of Scottish Enterprise in STR12 noted that the rapid pace of change in e-business would have major impacts on the economics of transport, but policy was currently based on subjective views rather than actual data gathered from the changes in the market. Kathryn Munro of Ryanair explained that from its launch in January 2000 over 80% of bookings were carried out on the internet, a figure far higher than any competitors (STR12).

Ian Reid of British Airways identified that by operating a world network the airline brought significant benefits to the British economy, and a competitive Heathrow and Britain also helped Scotland (STR12). However, Laurie Price of the Aviation and Travel consultancy (STR11) noted that the UK suffered from a policy vacuum for air travel, so the allocation of slots at strategic hub airports in the UK was likely to exclude connecting flights from the Highlands of Scotland due to the relatively low volumes.

When investing in transport, Tony Rose of Price Waterhouse Coopers (STR37) highlighted that project finance can be cashflow based, asset based or corporate based. Alternative funding sources

involve borrowing money from banks, the European Investment Bank, a Scottish Futures Trust, and loans from businesses who benefit from the infrastructure.

### Benchmarking Scottish Transport Internationally

Richard Slipper of Hillier Parker (STR1) suggested that National Planning Policy Guidance on Retailing in Scotland had come too late since planning permissions had now been issued for major out of town sites. Eight years later in 2006 UK research (STR34) showed that retail development in Scotland had been largely out of town, and that this contrasted with England where town centres had increasingly become the focus.

STSG brought together for the first time the transport ministers from Scotland (Iain Gray), Wales (Sue Essex) and Northern Ireland (Peter Robinson) identifying shared visions for better transport funding mechanisms, faster delivery, and continuing refinement of administration and responsibilities to get a better balance between reserved matters to the UK and devolved decision making (STR19).

In STR 21 Erl Wilkie of Glasgow City Council suggested that attitudes can be one of the greatest barriers to cycle use: 'Cycle users are people who choose the bike as the best mode. If you ask most Dutch, Danes or Germans who cycle each day if they are cyclists the answer would be a firm no'. In STR35 Kirsty Lewin of the Scottish Executive suggested that 'mainstreaming cycling requires working with partners on the ground to deliver infrastructure and training and working across government to embed the principles'. Dave DuFeu of SPOKES made a compelling case for action on cycling in Scotland in STR38 based on the Paris rental bike scheme. If cycling is made more convenient, then more people can benefit from the economic, health, environmental and social benefits. There is a much larger market for transport than many transport professionals have appreciated.

To raise the benchmark for school transport, Angus Bodie of West Dunbartonshire Council wrote in STR35 that 'every day school children wait by the roadside for school transport at locations determined by the local authority in conjunction with public transport advisors, but there was no systematic process for assessing the safety of these locations until a new initiative in West Dunbartonshire Council identified the problems and how they can be tackled'.



# National Policy over 10 years of the Scottish Household Survey

*Julie-Ann Goodlet-Rowley & Carol Ann Munn, Scottish Government Transport Statistics*

Over the last 10 years, the priorities and demands on Scotland's transport system have shifted to reflect the changing face of Scotland's culture, socio-economic conditions and political landscape. As expected, the evidence base on which transport policies are developed and monitored has evolved too.

Pre-devolution transport policies in Scotland were informed by UK-wide data collected by the Department of Transport. The information sources available were often too infrequent, insufficiently detailed or based on too small a sample size to provide reliable statistics for Scotland. In April 1998, Scottish Office Ministers approved a new large-scale survey to inform policy on Transport, Communities and Local Government and in February of the following year, the Scottish Household Survey (SHS) began. The continuous nature of the survey and its modular design meant that it could adapt to changes in policy relatively quickly and the questions in the survey could be reviewed every two years.

This short article will focus on the evolving transport policy needs of Scotland and how the SHS has developed to meet the demands (Table 1).

## 1. Travel Diary

The Travel Diary collects information on the previous day's travel patterns of adult respondents in the SHS, including mode taken and congestion experiences. Results from the first published Travel Diary were focused at a Scotland level, including analysis of journeys by social class, household income and urban/rural classification.

The percent of adults reporting travel the previous day was higher in the initial Travel Diary than more recent publications (69% in 2005/06) although this is typical of any large survey, response rates fall the longer the survey continues. The mode share of journeys in 1999/2000 was also different to that of the most recent publication (2005/2006). A higher percentage of walking journeys were recorded (19 percent and 13 per cent, respectively) and there were fewer journeys made as a car/van driver or bus passenger (Figure 1).

In February 2003 a new annual edition of the Travel Diary was published, with local authority analysis of results based on 2-years worth of data. Since then more and more local area analysis has been included, with analysis of RTP areas published since 2006.

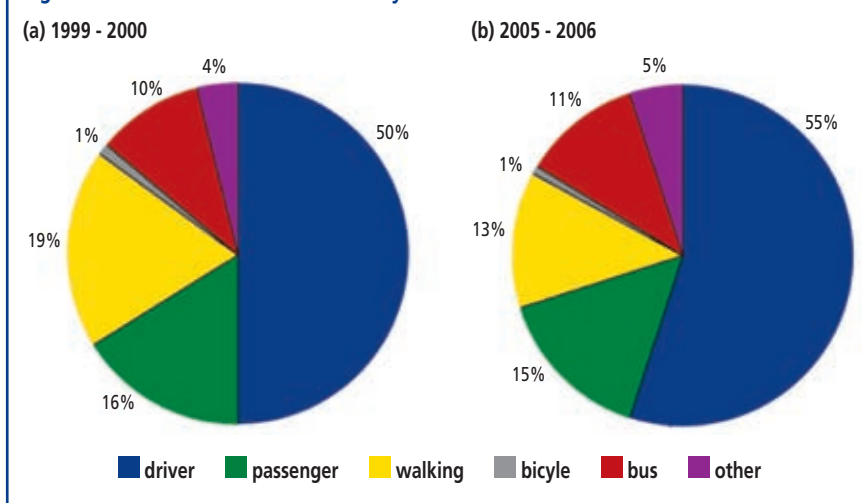
The number of occupants per car journey was published in the first Travel Diary but it wasn't until the 2004 edition that average occupancy numbers were published, indicating an awareness of the impact that low-occupancy cars were having on the level of traffic on Scottish roads and the surrounding environment. Recent figures show the average number of car occupants was 1.6 compared to 1.7 in 1999.

The first Scottish Index of Multiple Deprivation (SIMD) was published in June 2004 and was based on 31 indicators in six individual domains of Current Income, Employment, Housing, Health, Education, Skills and Training, and Geographic Access to Services and Telecommunications. It was used to identify small area concentrations

**Table 1: Some policy developments and the SHS: 1999–2009**

Year	Development	SHS
1999	<ul style="list-style-type: none"> <li>Devolution</li> </ul>	<ul style="list-style-type: none"> <li>SHS introduced</li> </ul>
2002		<ul style="list-style-type: none"> <li>Travel Diary (TD) 99/00 travel patterns published</li> <li>Car occupancy added to survey</li> </ul>
2003	<ul style="list-style-type: none"> <li>Scottish Index of Deprivation (SID) published</li> </ul>	<ul style="list-style-type: none"> <li>Local Authority (LA) analysis of 2001 TD</li> <li>Congestion added to survey</li> </ul>
2004	<ul style="list-style-type: none"> <li>Skye Bridge tolls removed</li> <li>Scottish Index of Multiple Deprivation (SIMD) published</li> <li>First Scotrail franchise</li> </ul>	<ul style="list-style-type: none"> <li>2002 TD published</li> </ul>
2005	<ul style="list-style-type: none"> <li>Regional Transport Partnerships (RTP) established</li> <li>Edinburgh congestion charge fails to gain a majority</li> <li>M77 completion</li> </ul>	<ul style="list-style-type: none"> <li>SIMD results published in 2003 TD</li> <li>Road pricing, traffic growth and problems, and use of concessionary passes all added to survey</li> </ul>
2006	<ul style="list-style-type: none"> <li>National Transport Strategy (NTS) published</li> <li>Trams approved for Edinburgh</li> <li>Scotland-wide Concessionary Travel Scheme (CTS) begins</li> </ul>	<ul style="list-style-type: none"> <li>RTP analysis published in 2004 TD</li> </ul>
2007	<ul style="list-style-type: none"> <li>New SNP administration</li> <li>Young Persons' Concessionary Travel Scheme (YPCTS) begins</li> <li>Forth and Tay bridge toll abolishment approved</li> <li>National Indicators established</li> </ul>	<ul style="list-style-type: none"> <li>CTS, traffic calming, Park and Ride, driver problems, road rage, journey modes to health services and congestion impact all added to the survey</li> <li>Harmonisation process begins in Scottish surveys</li> </ul>
2008	<ul style="list-style-type: none"> <li>Bridge tolls abolished</li> <li>Concordat with Las</li> <li>Transport and RTP data added to Scottish Neighbourhood Statistics website</li> <li>Borders rail-link agreed</li> <li>First Scotrail franchise extended</li> </ul>	<ul style="list-style-type: none"> <li>YPCTS added to the survey</li> <li>TD published biennially and web-only for the first time</li> </ul>
2009	<ul style="list-style-type: none"> <li>Glasgow Airport Rail link</li> </ul>	<ul style="list-style-type: none"> <li>Road charging removed and aviation added to sample</li> <li>Park and Ride increased subsample</li> <li>Investigations into improved SHS weighting methodology</li> </ul>

**Figure 1: Mode share in the Travel Diary**



of multiple deprivation across Scotland allowing effective targeting of policies and funding to take account of area concentrations of multiple deprivation.

The 2003 Travel Diary contained analysis by SIMD for the first time. Results showed that those in the most deprived 20 per cent of areas were most likely to have used the bus, similar to the 2005/2006 results. Newly added questions on congestion and parking were also published and demonstrated that 11 per cent of all car/van journeys were delayed compared to 8 per cent of all bus/rail journeys.

The current Travel Diary was published in April 2008 (<http://www.scotland.gov.uk/Publications/2008/04/16110121/0>) and was the first web-only colour publication with improved signposting for easy reference. The main findings are summarised below:

- The percentage of journeys made on foot showed a steady decline, with a significant drop of 6 percentage points since 1999.
- Men were more likely to drive than women, a continuing trend since 1999.
- The majority of all commuting journeys had only one occupant in the car.
- Across Scotland the average number of occupants in a car/van was 1.6, compared to 1.7 in 1999.
- Car usage increased with income; bus usage decreased, similar to the 1999/2000 results.
- The majority of journeys were less than 5 km (55 percent in 2005/2006 and 59 per cent in 1999/2000).

**2. Concessionary Travel Schemes**

A major transport policy introduced over the last 10 years was the National Concessionary

Travel Scheme, implemented in April 2006. Under the scheme Scottish residents aged 60 or over and those with eligible disabilities were entitled to free travel on all buses and long distance coach services across Scotland. As the Travel Diary collects information on the age and travel patterns of respondents it will be possible in the coming years to track the effect this policy has had on the resident population and can be compared with socio-demographics. Preliminary results show a significant fall in the percentage of journeys recorded between 2 and 4:30pm (Figure 2) by those in the eligible age group.

Following on from this, the Young Persons' Concessionary Travel Scheme was approved in January 2007. This scheme allows all adults aged 16-18 and young full-time volunteers reduced rates on bus, rail and some ferry journeys. A way to monitor the uptake in the usage was needed;

in consequence a question on the Young Persons' Concessionary Travel Scheme was added to the SHS in 2008. Results will be available mid 2009.

**3. Road charging and Tolls**

When the tolls on the Skye Bridge were abolished in 2004 there were calls to abolish all tolls in Scotland. However, the congestion effects were unknown and congestion in general had not been monitored in the SHS. In 2005 the SHS added questions on road charging as well as the perceived growth in traffic and the impact congestion had on drivers and on journeys in general.

In 2008 all bridge tolls in Scotland were abolished and under the new administration, road charging was no longer a policy priority and will no longer be asked from 2009 onwards. As local area analysis uses 2 years worth of data, to ensure a suitable sample size any impact of toll removal may be assessed in mid 2010.

**4. National Transport Strategy**

SHS data is also used to monitor and review Scotland's National Transport Strategy (NTS), initially published at the end of 2006 as a 'long-term vision for transport'. It had three strategic outcomes:

- to improve journey times and connections, and to tackle congestion
- to reduce emissions
- to improve the quality, accessibility and affordability of transport, and to give people an alternative to the car

The NTS noted that people in Scotland were travelling more by car than any other mode and that walking and cycling journeys were steadily dropping (Figure 1). This trend was evident in

**Figure 2: Concessionary Travel Scheme**

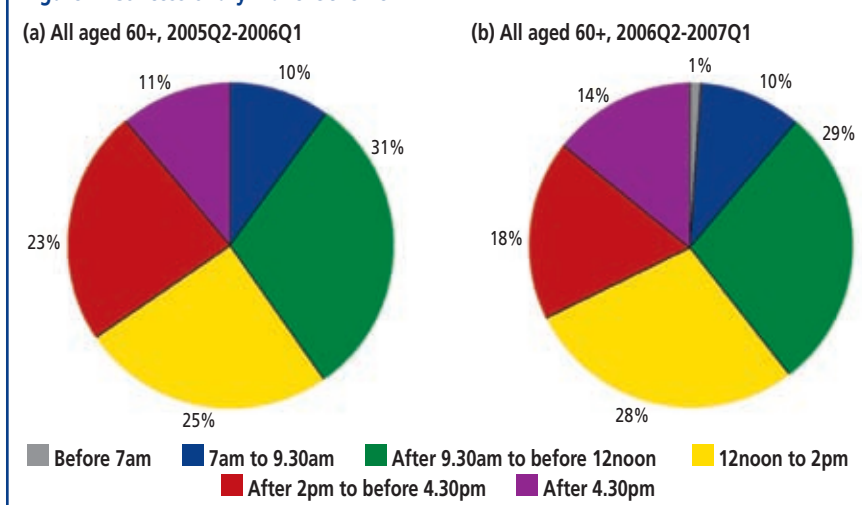
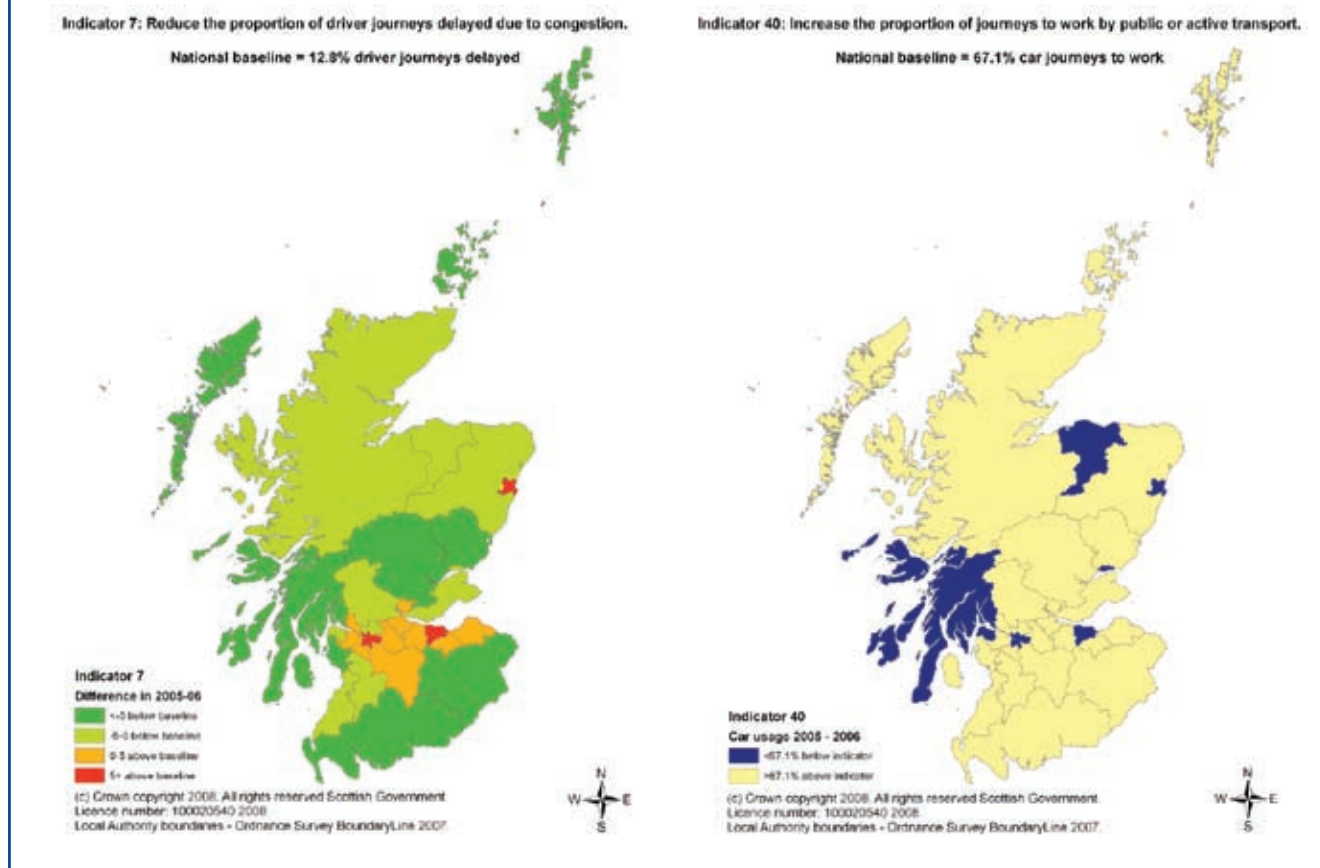


Figure 3: National Indicators at a Local Authority level



the SHS results, primarily in the Travel Diary data and this evidence backed-up the reasons for the NTS.

The NTS also noted that passenger numbers from Scottish airports were rapidly increasing, however little information existed on individuals air travel patterns. As the Travel Diary only sampled respondents travel on the previous day, the percentage of flights captured was relatively small. In response to this the 2009 SHS will contain questions relating to the number and purpose of domestic and international flights, and the reasons for choosing domestic flights over other forms of transport.

#### 4.1 National Indicators and the Concordat with LAs

Following the Scottish Parliamentary elections in 2007, the new administration set out details of their economic strategy and the National Performance Framework and indicators used to monitor progress against their strategic objectives. Two of these indicators are directly related to transport and the Scotland level baseline is based on 2006 SHS and TD data.

In March 2008 the concordat between Scottish Government and Local Authorities changed the way funding will be provided to local government in future years. The concordat will be monitored through a Single Outcome Agreement (SOA) between Local Authorities and the Scottish Government, based on an agreed combination of national and local outcomes. This need for more detailed LA analysis to measure progress, fed into the SHS 2009 review, streamlining the survey and increasing subsample sizes to achieve more concise, robust results.

The two indicators are (Figure 3):

- Reduce the proportion of driver journeys delayed due to congestion
- Increase the proportion of journeys to work made by public or active transport

#### 5. Future of the SHS

The SHS is regularly reviewed and it is impossible to say what the survey will look like in 5 or 10-years time. Changes on the horizon include harmonisation of key questions, re-weighting to allow grossing-up to Scotland population level data and monitoring the National Indicators and SOAs. The SHS is constantly evolving and will continue to meet the demands of policy for the foreseeable future.

#### 6. Further information

- Scottish Household Survey: [www.scotland.gov.uk/shs](http://www.scotland.gov.uk/shs). Enquiries should be made to the SHS Project manager, tel: 0131 224 8420, e-mail: [shs@scotland.gsi.gov.uk](mailto:shs@scotland.gsi.gov.uk)
- The concordat between the Scottish Government and local government: <http://www.scotland.gov.uk/Publications/2007/11/13092240/concordat>
- RTPs: <http://www.scotland.gov.uk/Topics/Transport/regional-partnerships>
- National Transport Strategy: <http://www.scotland.gov.uk/Topics/Transport/NTS>
- Scottish Government transport statistics: <http://www.scotland.gov.uk/Topics/Statistics/Browse/Transport-Travel>

## News Review

### *A summary of Scottish Transport in the Newspapers*

#### AVIATION

Moir Lockheed of First Group has expressed an interest in purchase of one of BAA's Scottish airports.

Ryanair is to make Edinburgh airport an additional hub with 19 short-haul routes operating by September.

Seaplane services have been introduced from Glasgow to Tobermory.

#### PORTS & SHIPPING

Superfast has announced that services from Rosyth will be withdrawn from 13 September though the Scottish Government hopes to find an alternative operator.

At the opening of Stena's new terminal in Belfast, the company announced that it was now considering moving from Stranraer to a new base just north of Cairnryan.

£12m is to be spent on deeper berths and approaches to Lerwick.

Cruise passengers to the Highlands are expected to rise from 35,000 in 2007 to 44,000 in 2008.

The EU is investigating state-aid for Highlands & Islands ferries. CalMac has defended the current approach via a unified franchise but Prof Alf Baird and Roy Pedersen of Highlands Council, and existing private operators, view the approach as stifling innovation.

A pilot Road Equivalent Tariff (RET) scheme is to be introduced for Western Isles routes this autumn. It will halve existing fares and charges and run until 2011. Government hopes to extend RET to other routes but is considering the issue that remote islands such as the Shetlands would receive the least benefit from the present approach to RET.

A new slipway at Port Askaig has created reliability problems at low water for the linking ferry service to Jura.

Current appraisals for a reopened Ballycastle-Campbeltown route are to include options for extension to Ayrshire and timber movement to

the Irvine paper mill.

Fife and Edinburgh Councils have rejected Stagecoach plans for a cross-Forth hovercraft service but hope to have a 75 passenger catamaran service in operation between Burntisland and Granton by late 2009. A capital grant of £3.4m has been offered for berthing and terminal facilities with the service then operating without further public funds.

Hovercraft trials have been conducted on the Clyde with a view to services running from Dunoon to Glasgow in as little as 52 minutes.

#### RAIL

Virgin is to add 40% extra capacity to Glasgow-London services in 2008 with best times coming down to 4 hours 10 minutes.

National Express is planning more seats on Edinburgh-London services with best times down to 4 hours 20 minutes (still 20 minutes slower than when electric services started in the early 1990s).

All British passenger rail companies are to adopt a simplified fare structure with three main types of ticket, advance purchase being cheapest. A simpler structure has been welcomed but with caveats that it should not be used to raise average fare levels and that all trains should have at least some low-price advance tickets.

Calls have been made for more urgent action to expand rolling stock rather than use overcrowding as an excuse for fare rises.

Rail fares in Strathclyde rose 4.9% in May, four months later than other fare rises in Scotland. The current rail fares review by Transport Scotland is considering a uniform annual date for fare changes in Scotland.

The Scottish Government has announced a 3-year extension of the First ScotRail franchise to 2014 in return for agreement on service improvements and a sharing of future income. In reply to complaints at the lack of consultation, government explained that consultation was only required prior to a new franchise. Early agreement on an extension will facilitate transport planning for the Commonwealth Games in Glasgow in 2014 and wider Scottish improvements. The quarter-

hourly Edinburgh-Glasgow frequency now starts at 6.45 am and is extended to 7.15pm.

ScotRail is seeking locomotives to allow an earlier introduction of longer, peak trains on Edinburgh-Fife services. No detail on the phasing of electrification has been announced apart from the ambition to complete Edinburgh-Bathgate-Airdrie by 2010 and the addition of the Edinburgh-Falkirk-Glasgow route by 2011.

The Alloa-Stirling line reopened with direct passenger services to Glasgow in mid-May.

Test coal train trips through to Longannet have been completed with Hunterston-Longannet coal due to move from the Forth Bridge route to the new Stirling-Longannet link.

Transport Scotland aims to start work on the initial £77m phase of major concourse improvement at Edinburgh Haymarket in 2012, with the private sector being the main funder of the shopping development anticipated in phase two.

Design and funding issues may delay full completion until after 2012 of the major tram/rail interchange hub at Gogar and associated Dalmeny chord towards Linlithgow.

At a meeting on 12 May in Edinburgh Scottish Chambers of Commercies, Scottish Association for Public Transport, Scottish Council for Development and Industry, SPT, SESTRAN, Scottish Financial Enterprise and Glasgow and Edinburgh City Councils agreed that there was a need for a stronger lobby for High Speed Rail to Scotland.

#### BUS, TRAM & TAXI

Lothian Buses has raised flat fare from £1 to £1.10.

There has been a steep rise in costs for some people due to withdrawal of the £28 four-week ticket on the Glasgow subway.

Transport Scotland and SPT are expanding work on moves to smart card ticketing.

First Scotland East has been fined for failure to run scheduled services between Edinburgh and West Lothian.

Traffic Commissioner Joan Aitken is concerned at the rising number of buses standing idle in central Glasgow streets with engines still running.

DfT data shows that only 73% of low-frequency bus services operated to time in Scotland in 2007 compared to 75% in England. Only 62% of buses on long routes were on time one hour into their journeys.

Capability Scotland has welcomed the decision of Lothian Buses to have all buses low-floor by 2010.

A 561 space bus park and ride has opened on the A7 at Sheriffhall. Cost was £3.2m and 13 daytime buses per hour are available into Edinburgh.

CPT Scotland and the government are in dispute over the case for increasing Bus Service Operator Grant. Government wishes to see better value from the grant and is also conducting a review of arrangements for free bus travel by those over 60 and disabled people.

Glasgow taxi firm boss, Peter Smith, has been jailed for involvement in money laundering.

Funding doubts are threatening Glasgow's planned Bus Fastlink from central Glasgow via the Broomielaw through to Yoker and Clydebank. Priority is shifting towards a route serving the South Clyde Waterfront including the enlarged Southern General Hospital, Braehead and riverside housing towards Renfrew.

SPT has enlarged Subway refurbishment spending from £3m to £8m as the first stage of comprehensive Subway modernisation and potential extension.

Traffic disruption from street closures required for the Edinburgh tram project has been less than expected but local traders are seeking greater compensation. Opponents of the tram scheme feature in the media but tie Chair Willie Gallagher claims that, after disruption during construction, Dublin trams had boosted footfall in the city centre by 30%. Princes St will close to all traffic for seven months from January 2009 with trams in operation by June 2011. Tram costs had risen by £10m to £508m but remain within the £545m funding parameter. A decision will be taken early in 2009 on whether to include the spur route from Haymarket to Granton in the construction contract.

## ROADS & PARKING

Justice Secretary Kenny McAskill is seeking early cuts in drink-driving limits.

Plans to cut Scottish motorcycle test centres from 64 to 12 have led to complaints from islanders and other remote areas far from the suggested new centres.

A survey by AA and Trafficmaster has found that Glasgow is the third-worst city in Britain for low average speeds on non-motorway roads. Speeds average 17.3mph compared to 16.8mph in Bristol and 16.9mph in London.

Edinburgh, Stirlingshire and Caithness are among areas with increasingly vocal complaints about poor levels of road and footpath maintenance.

An RAC Report, *What went wrong?*, by David Bayliss claims that Scotland has had no significant road-building since the 18th century with investment in the 20th century well below what was required.

Details of three preferred design options have been unveiled for the planned additional £3.2/£4.2bn road crossing at Queensferry, but questions have been asked about how the bridge could be financed and open by 2016 without severe conflicts with other spending priorities.

Public inquiries into the Baillieston-Newhouse M8 upgrade (£170-£210m) and the Aberdeen Western Peripheral Road (£295-£395m) are due to start in July and August respectively.

A campaign for a start to £90m improvements for the A82 between Tarbet (Loch Lomondside), Fort William and Inverness has attracted a record number of website hits.

Transport Scotland is conducting detailed design work on full dualling of the A9 between Luncarty and Pitlochry with priority for the 6 mile link from Luncarty to Birnam (estimated around £40m at 2006 prices). Work on this section should start after 2012.

Construction of the 5km A96 Fochabers Bypass (£19-£25m) will start in 2008/09 with completion in 2010.

Movement between Scotland and the east of England will be helped by DfT authorisation of a £330m upgrade of the A1 to 3-lane motorway



between Dishforth and Barton (Scotch Corner) to be open by 2013.

## WALKING & CYCLING

Transport Minister Stewart Stevenson is making £15m of matched funding available over the next three years to help councils create a series of sustainable travel demonstration communities across the country.

Edinburgh has announced plans for major waterfront improvements for walkers and cyclists from Portobello through to Cramond and South Queensferry.

Volunteers are helping to create an Ayrshire coast walking link, ultimately joining the West Highland and Southern Upland Ways.

## POLICY & PLANNING

The Scottish Government has completed consultation on a Scottish Climate Change Bill seeking steeper cuts in CO2 emissions than in England.

The Scottish Government has stated that ringfenced funding for travel planning will end in 2010, continuing the momentum to shift a greater proportion of funding to local authority discretion within the framework of Single Outcome Agreements with each authority.

The Scottish Government is considering reforms which would ensure a better alignment of Bus Service Operator Grant with policy objectives in Scotland.

Scottish Government has approved public funding for a major expansion and redevelopment of Southern General Hospital in Glasgow. Improved public transport access will be required.

## From Civic Commission to Rail Campaign

*Cameron Little, Campaign for Passenger Trains to Alloa*

Chance, choice and circumstance all played a part in the successful campaign to reconnect Alloa to the national rail network on 19 May 2008.

Since the rail link to Alloa was lost in the 1960s many people have campaigned to have it reinstated. On 19 May regular scheduled passenger trains recommenced. Previous campaigns identified the benefits of a rail link, but the political will was not there to allow them to succeed. This personal perspective explains how a dialogue between Clackmannanshire Council and the local community helped local people and the Council to campaign together for an achievable solution.

In the seventies and early eighties the car was king and British Rail appeared to have little enthusiasm for spending money restoring any disused part of the network. However, in the nineties it was apparent that growth in vehicle usage was becoming unsustainable. To find out what sort of sustainable transport local people wanted, Clackmannanshire Council took the unusual step of setting up a Civic Commission on Transport to hear what local people wanted.

In early 1999 an invitation dropped through my letter box from the Chief Executive of Clackmannanshire Council headed 'Your Chance to Stand Up and be Counted! The letter said that Clackmannanshire Council was looking for 16 local people to be part of a Civic Commission on Transport: and that my name had been chosen at random. After seeking approval from my employer for the days off work to make my mark on local transport I received further details on what the Civic Commission was expected to do.

The work involved: sitting for four days, interviewing expert witnesses, visiting various sites and discussing and reviewing transport needs. The findings were to be reported to elected members of the Council on how travel opportunities could be improved. Clackmannanshire lies between two natural geographical barriers. The Ochil Hills lie to the north and the river Forth to the south. The only access by road is from the east or west, and Clackmannanshire was the only Council area in Scotland with no rail services. It was my opinion that if the rail link were to be re-established this could only benefit the area.

During the proceedings I raised this issue and enquired if there was any possibility of rail services returning. The replies I received from the some expert witnesses were, not very encouraging. The representative from the bus company was of the opinion that a rail link, were it to be rebuilt, would be unwelcome as direct competition.



Council policies presented the rail link as something for the future. At the end of the four day event, the Commission recommended that rail travel should be a goal that the Council should pursue actively. Around six months later I received a



*Martin Cook and Cameron Little at the Scottish Parliament*

phone call from informing me that the Council was interested in promoting the case to reopen the rail link and suggesting that I might take forward the work of the Commission by fronting up the local community campaign.

I did not know what to do to organise a campaign but, help was at hand. The Council agreed to provide secretarial support and an information leaflet asking the general public if they would support the return of a passenger rail service to Alloa. This was issued at various points around the town, such as the library and Council offices. Soon a flood of mail supporting

the campaign arrived and a meeting was held to determine campaign roles. Jamie Mar was elected Chair and Martin Cook, Vice Chair. I became Secretary. Other's such as Judy Barron agreed to provide help and my wife helped by proof reading letters and other publicity. It was decided to call the campaign the CPTA (Campaign for Passenger Trains to Alloa)

Jamie Mar proved to be of great value as Chair as he sat in the House of Lords where he had the ear of many people in authority and was able to promote and further our case. Initial contact was

made with the local papers and the Wee County News established 'Back on Track' as the strapline for promoting the rail scheme. Competition between the local papers ensured that the Alloa Advertiser also gave us additional publicity so the rail project was in the news virtually every week.

I researched how other rail campaigns had been carried out including reading the story of the successful campaign to save the Settle and Carlisle Railway. A letter was sent to all MSPs to ask for their support. Again the response was very positive with MSPs from all parties writing to us with their support.

We set about the task of encouraging the politicians in power to provide funding for the project, which had now been costed by Railtrack and Scotrail.

The Councils' first application to the Scottish Executive failed to attract any funding from the national Public Transport Fund, but it was asked to re

*I did not know what to do to organise a campaign... I researched how other rail campaigns had been carried out*

submit for the next round the following year. We carried on with more resolve and determination than ever.

The fact that Clackmannashire was served by Councillors, MSPs and MPs from every party made it far easier to pursue our case. If we thought that one MSP was initially less than enthusiastic we would then approach another of a different political persuasion. This proved useful as it encouraged more and more competition to get involved.

After numerous letters to various MSPs, Nick Johnston invited us to meet with a group of them. The meeting proved to be of particular value since it also created pressure for Clackmannashire Council themselves to clarify their own financial commitment to the project. In the months that followed the Scottish Parliament was the location of regular visits for campaigning and meeting MSPs.

In November 2000, Sarah Boyack announced at a meeting in Alloa that the Scottish Executive was willing to back the project and committed six and a half million pounds to get it started.

However around six months later an announcement was made by Railtrack that the costing for the project was inaccurate, and that their revised figures were in the region of around twenty three million pounds. The whole project's future was put in doubt. Nevertheless amongst fears that it would be cancelled the campaign carried on. However, as the scheme design and legal process continued there did not seem to be much for the campaign to do. However, in March 2003, the Council received the first copies of the Stirling-Alloa Railway Bill from George Reid, the MSP for the Ochil and Presiding Officer of the Parliament.

A Private Bill Committee was set up to scrutinise any objections to the scheme. This was held in Alloa and received submissions from objectors such as land owners and house owners on the line side, especially in the Clackmannan area. The CPTA submitted a letter of support to the Parliament's committee and again contributed to the debate in the local press. Eventually all objections were dismissed and the Bill was passed, leading to the eventual start of reconstruction of the railway.



*Martin Cook and Cameron Little at Alloa Station in May 2008*

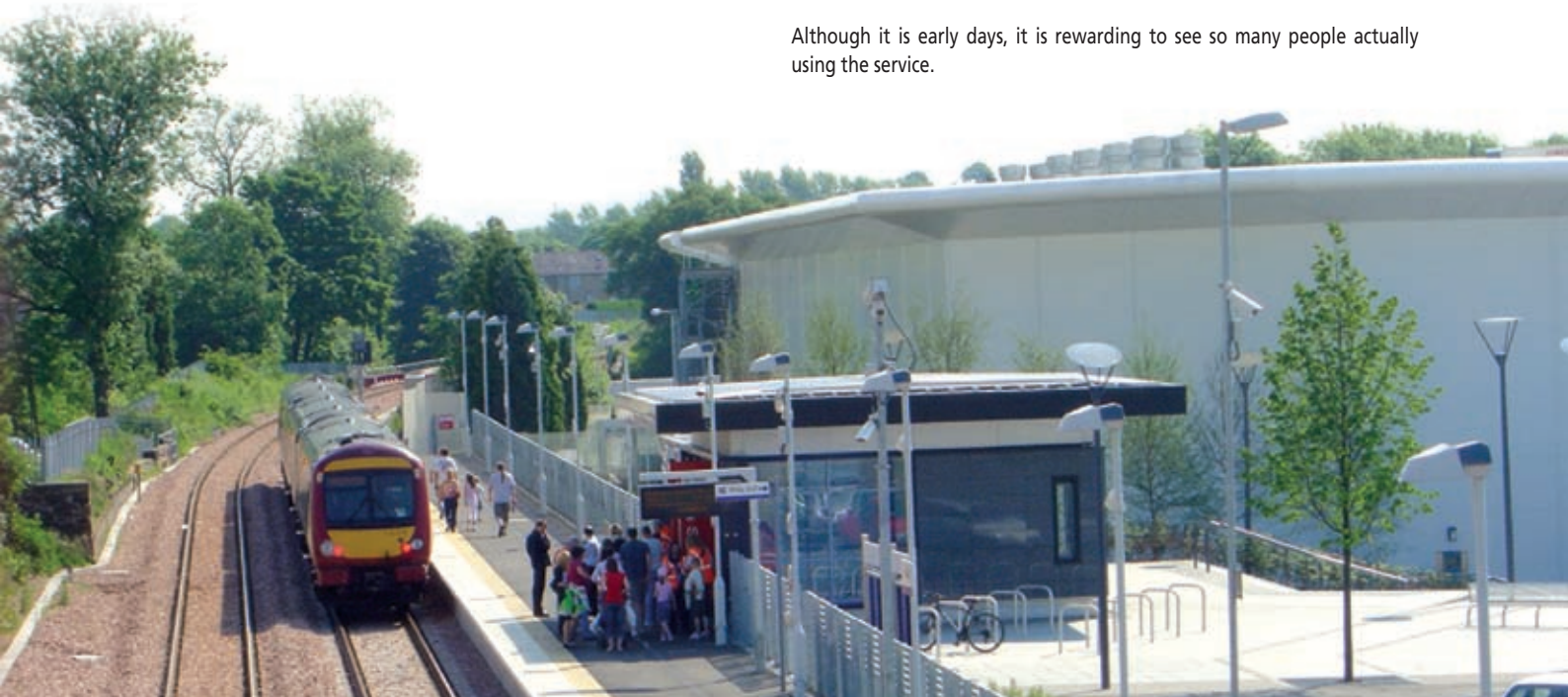
Other circumstances influenced and benefited the campaign. The flooding of the Longannet mine meant that more imported coal had to be hauled to the power station by rail, and with demands growing both on the Edinburgh/Glasgow corridor and the route over the Forth Rail bridge extra capacity was needed using the line via Alloa.

The Campaign is over and with rail services now running we can reflect on the high and low points. In a recent interview with Louise Batchelor from the BBC, I was asked the question 'did you ever think it would not succeed?' I replied 'no, never'. In all honesty, although we sometimes felt that we were near the buffers, I knew that if the new Scottish Parliament was unable to deliver the Stirling-Alloa-Kincardine Railway they would have little chance of delivering any other rail project.

It took longer than we thought and cost much more than we hoped. However, from now and for years to come, its true value will be realised by the communities of Alloa and the surrounding area.

Many told me over the years that it would 'never happen' or 'it wouldn't get used anyway'. I am very grateful to all who were involved in making it happen. By 'standing up and being counted' in 1999 I certainly played my part.

Although it is early days, it is rewarding to see so many people actually using the service.



## A "Seabridge" across the Firth of Forth

*Gordon Wilmsmeier, Transport Research Institute, Napier University*

Travel across the Firth of Forth is currently limited to road and rail travel. The Firth of Forth has traditionally been used by ferry services but operation halted twenty years ago. The initiative to operate a Hovercraft across the Forth by Clydefast and Stagecoach is an innovative idea, which aims to bring back life to waterborne transport. The Hovercraft trial can be seen as an attempt to implement a high speed "moving or sea bridge" across the Forth. However user perception on ferry services and specifically on the Hovercraft services will affect their potential. Surveys were therefore conducted by Napier University's Transport Research Institute (TRI).

In July 2007 Stagecoach and Clydefast undertook a twelve day trial of a Hovercraft service across the Firth of Forth between Kirkcaldy and Portobello, supported by SEstrans. During the trial 32,099 passengers were moved on 288 trips. The service operated in an hourly frequency between 7:10 to 18:20. On the Edinburgh side the service was served by an integrated bus shuttles from Edinburgh City Centre and Leith.

Stagecoach had to rely on a beach at each end of its route to run the hovercraft across the Forth, as no port or public transport authority would readily provide harbour facilities. The Hovercraft provided comparable journey times with other transport modes for travel between Kirkcaldy and the Edinburgh city centre:

- Bus Kirkcaldy – Edinburgh 65-90 minutes
- Train Kirkcaldy – Waverley 35-52 min
- Hovercraft 18 min + Bus 18 min = 36 min

The service was delivered using a 28-metre 130-passenger hovercraft - manufactured by Isle of Wight-based Hoverwork Limited and operated at about 38 knots service speed.

The Hovercraft price structure during the trial was simple and only differentiated single and return trips and peak and off peak.

- Forthfast: £9.00 Return (Off Peak £4.50) including bus ride from Portobello to Edinburgh City Centre or Leith

This fare was equivalent to the Bus fare on this route and below the regular train fare.

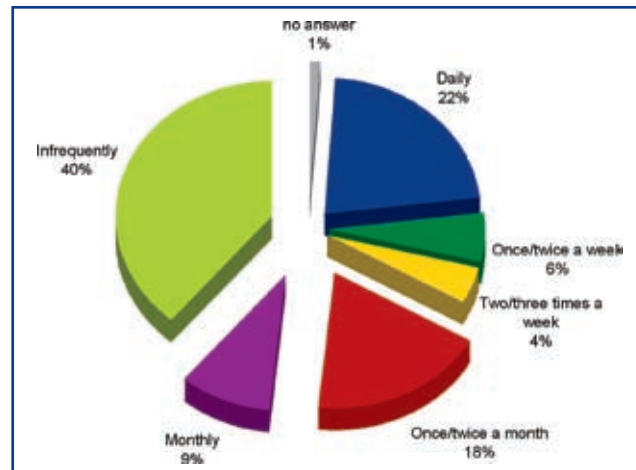
- Train: Kirkcaldy –Waverley - Day Return £10.30 (Off Peak £7.10)

### User perception

An online survey asked people about their perception of the service, their preferred travel options and their preferred pricing scheme for such a service. The results presented below are based on 291 completed online questionnaires received over a 3 week period.



The survey showed that about 30% of the users would be frequent travellers with more than one journey a week. Further, it became clear that the 40% infrequent users were on board, because of leisure activities. This suggests there is significant tourist potential from a regular ferry service.



The trial and the user survey on the Forthfast Hovercraft have clearly pointed out:

- There is a significant demand for a high quality ferry/hovercraft service.
- Users are looking for reliability and easy memorizable schedules.
- Integration with other transport modes, in terms of interchange and ticketing is a key factor.
- Users are willing to pay premium prices for high quality services.
- Users are looking for differentiated pricing schemes that server their individual needs.
- Parking facilities are a key factor in the determination to use a ferry service.
- If services are perceived as high quality users present a significant willingness to pay premium prices as well.

### The way forward towards a permanent implementation a "Seabridge"

Ferry services play an integral role in many city regions where they are integrated as part of the local and regional public transport system.

Results from the online survey showed that frequency, speed and quality are main drivers for commuters and tourists to use the sea transport option. Analysis of the operations also showed the positive environmental performance of the hovercraft in comparison to car and rail travel. Users also stated that there is a clear need to integrate transport pricing across modes with total journey pricing.

The Hovercraft trial success illustrated that innovative sea transport alternatives are potentially deliverable. Such initiatives could help to improve accessibility between Edinburgh and Fife, which is currently constrained by increasing demand on road and rail.

The Hovercraft trial suggests the need to work towards the future implementation of "seabridges" across the Forth. Future options should use the natural settings in an efficient way, and take into account that the vast majority of urban ferry services today use catamarans connecting covered bus stop-like terminals within a network, rather than hovercraft linking beaches.