



SUSTAINABLE TRANSPORT: ACTIONS IN SCOTLAND, THE REPUBLIC OF IRELAND, ENGLAND AND WALES

This paper considers how sustainable transport has been viewed in a policy context within Scotland, The Republic of Ireland, Wales and England looking specifically at any actions and proposals which exist to promote sustainable transport.

Library Research Papers are compiled for the benefit of Members of The Assembly and their personal staff. Authors are available to discuss the contents of these papers with Members and their staff but cannot advise members of the general public.

Summary of Key Points

Across Scotland, Wales, England and the Republic of Ireland there is recognition of the broader social economic and environmental impacts of transport and therefore their proposals and action plans very much reflect this.

There is recognition across all regions of the need for a multi-faceted approach with the need for capital investment projects which improve infrastructure as well as a 'softer' approach which uses advertising and promotions to encourage people to make better decisions in terms of their transport choices.

Within the four regions this multi faceted approach is being applied in demonstration towns which are essentially acting as pilot programmes.

These are at different stages, for example, in England Sustainable Travel Towns have been piloted over the last five years with the next action in this region being the introduction of a sustainable travel city.

Wales has chosen Cardiff as their flagship sustainable travel city while there are seven sustainable travel projects in Scotland. In the Republic of Ireland no action has yet been taken in terms of choosing a location.

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INTRODUCTION

There is now widespread acknowledgement of the unsustainable nature of transport systems the world over. This is not surprising in light of burgeoning evidence of the negative impact transport has on the environment, clearly demonstrated through a range of environmental indicators, such as airborne pollution, greenhouse gas emissions, noise, land use, etc..

Within the UK carbon dioxide emissions from transport have risen throughout the 1990s and now account for around one quarter of the UK's total carbon dioxide emissions with the Department of Health estimating that there are between 12,000 and 24,000 early deaths each year resulting from poor air quality in the UK. Transport impacts are not purely related to omissions and air pollution but it also impacts the wider environment through the provision of infrastructure¹.

In addition to the negative environmental impacts of transport there is also a greater appreciation of the broader impacts that transport has on the economy and society as a whole. This is where the issue of definition arises.

“How sustainable transportation is defined determines which policies are considered most effective and desirable. Narrowly defined sustainability lends itself to relatively simple engineering solutions, but more broadly defined sustainability justifies more emphasis on behaviour change in order to achieve a broader range of economic, social, and environmental objectives”².

This paper will look at how sustainable transport has been viewed within a policy context in England, Scotland, Wales and the Republic of Ireland, looking specifically at any actions or proposals which are in place which address the issue.

1.0 SCOTLAND

From the Scottish perspective sustainable transport is about “**reducing the environmental, social and economic impact** of travel by promoting and facilitating people and organisations to use more sustainable and active forms of travel”³. The concept of sustainability is incorporated into the five strategic objectives of the Scottish Government. These objectives are to ensure that Scotland is a Wealthier, Fairer, Smarter, Healthier, Safer, Stronger, and Greener country in which to live. Sustainable transport in the wider policy sense is not therefore seen purely in terms of infrastructure improvements or environmental impact.

This section of the paper will look at specific actions / proposals in Scotland that address the issue of sustainable transport though these do not claim to be comprehensive. A list of grants provided to key stakeholders for various transport-related projects is in appendix 1.

1.1 SMARTER CHOICES, SMARTER PEOPLEⁱ

This is a Scottish Government partnership project with COSLAⁱⁱ, launched in March 2008, designed to increase active travel and public transport use and tackle transport emissions. The aim is to establish ‘sustainable travel demonstration communities’ to

ⁱ Information in this section is taken directly from <http://www.scotland.gov.uk/Topics/Transport/sustainable-transport/home-zones>

ⁱⁱ Convention of Scottish Local Authorities

show the very best methods available to encourage residents to use more environmentally-friendly forms of transport⁴. The government is providing £15m over the next three years to support this on a matched funding basis. Seven proposals were chosen for funding:

- Dumfries & Galloway and SWestrans - [Dumfries factsheet](#) - [GoSMART Dumfries](#)
- Dundee - [Dundee Health Central factsheet](#) - [Dundee Travel Active](#)
- East Dunbartonshire - [Kirkintilloch/Lenzie factsheet](#) - [Healthy Habits](#)
- East Renfrewshire - [Barrhead factsheet](#) - [Go Barrhead](#)
- Falkirk - [Stenhousemuir/Larbert factsheet](#) - [Take the Right Route](#)
- City of Glasgow - [Glasgow East End factsheet](#) - [East End Accessibility](#)
- Orkney - [Kirkwall factsheet](#) - [Kick Start Kirkwall](#)

Activities in these Local Authorities will include: better public transport services and residential improvements; upgrades in walking and cycling infrastructures; studies into travel patterns and access; intensive marketing and awareness campaigns; and workshops and information packs. Communities involved range from between approximately 10,000 in Kirkwall to 37,000 in Dumfries.

1.2 ACTIVE TRAVEL – CYCLING AND WALKING

Cycling - The Scottish Government supports the bottom-up grassroots approach to the development of a Cycling Action Plan for Scotland (CAPS). The consultation on the Plan ended on 20th August 2009. It aims to help achieve the government's target of 10% of all journeys taken by bicycle by 2020⁵. In a recent Question Time in the Scottish Parliament on Active Travel Funding the Minister for Transport, Infrastructure and Climate Change, Stewart Stevenson, advised that the Active Travel budget is £35.7m and that the government "*will continue to support local authorities, Sustrans, Cycling Scotland, Living Streets and other delivery bodies to increase the numbers of people cycling and walking. For example, we will continue working in partnership with the seven smarter choices, smarter places communities in Scotland, which aim to increase active travel*"⁶.

The government also funds the National Cycle Network in Scotland through Sustrans.

The Sustrans' School Travel Programme in Scotland - Since November 2007 Sustrans Scotland has received more than £8m from the Scottish Government to encourage and enable children to travel to school in ways that benefit their health and the environment⁷.

The Sustrans programme 'Tackling the School Run'⁸ - the Scottish Government has provided £9.5m over the last three years to this programme. This facilitated 182 projects to encourage school children to walk or cycle on the school journey and was delivered in close partnership by the School Travel Coordinator network.

Cycling Walking and Safer Streets (CWSS) – the government has provided funding to local authorities to help them achieve the aims and objectives of their Local Transport Strategies. These grants are provided under section 70 of the Transport (Scotland) Act 2001 – *Grants for transport-related purposes*⁹. For example the government has made £249k available to Dundee City Council for CWSS projects for the year 2009-2010¹⁰.

1.3 TRANSPORT AND PLANNING

As is the situation in Northern Ireland the Scottish Government produces a series of public planning statements (PPS) termed Scottish Planning Policies (SPPs) which dictate how planning issues are dealt with. There is a recognition in Scotland that there is a significant link between land use and transport and therefore that the transport impact of development proposals need to be dealt with at the earliest possible planning stage. To this end the government commissioned consultants to review the implementation of the main planning policy, Scottish Planning Policy 17: Planning for Transport, and its daughter documents. The Scottish government is currently reviewing the findings and recommendations. A summary of the findings and recommendations can be accessed [here](#).

1.4 DESIGNING STREETS

The government has published a consultation draft, [Designing Streets](#) – a document which sets policy for the design of streets across Scotland. It is being developed from [Manual for Streets](#) which was published in England and Wales in March 2007. It focuses on lightly-trafficked residential streets but it may also have relevance to other types of street.

Designing Places highlights six key qualities of successful places. *Designing Streets* explains how these qualities are applied to street design as follows¹¹:

DISTINCTIVE: responding to local context to create places that are distinctive.

SAFE AND PLEASANT: creating safe and attractive places using imaginative layouts to minimise vehicle speeds naturally.

EASY TO GET TO AND MOVE AROUND: enabling ease of movement by all modes of travel, particularly walking and cycling, connecting well with existing streets and allowing for links into future areas of development.

WELCOMING: encouraging positive interaction between neighbours, creating a strong sense of community,

ADAPTABLE: planning networks that allow for future adaptation.

RESOURCE EFFICIENT: using materials and designs that are durable and cost effective to construct and maintain.

1.5 SMART MEASURES¹²

These are measures which provided the infrastructure and support the benefit of more active and sustainable travel. The Scottish government provides support and guidance over a range of such measures. These include:

- helping organisations to consider travel plans for all employees of and visitors to its site(s);

- a 'green fleet review' for organisations to help reduce environmental impact, reduce running costs and enhance corporate responsibility
- [GoGreener](#) campaign, launched in Autumn 2008, and the Energy Saving Trust's [Eco-Driving](#) campaign, launched in January 2009, both play a part in helping encourage people to become greener and adopt more sustainable behaviours; and
- Regional Transport Partnerships working with Scottish Local Authorities and Health Boards support Smart measures including car sharing schemes e.g. southwest Scotland¹³.

1.6 THE SCOTTISH GOVERNMENT TRAVEL PLAN

The government has also produced package of measures aimed at encouraging more sustainable travel practices within government. The document can be accessed [here](#).

1.7 CLEANER VEHICLES AND ALTERNATIVE FUELS

The government is pursuing a 'technology neutral' approach to reducing emissions arising from road transport. The aim is to benefit from using the most efficient and cost-effective technologies as they emerge. The government contributes to this goal by providing funding via Regional Selective Assistance grants. In addition the government is working with the Department for Transport at the UK level to meet EU an target for five per cent biofuel (mixed with conventional fuels and supplied through existing pumps) and the target for 2009/10 will be 3.25 per cent, rising to 5 per cent by 2013/14. A target of 10 per cent renewable fuels from transport has been announced for 2020 but this is subject to sustainable production and commercial availability of "second-generation" biofuels¹⁴.

2.0 REPUBLIC OF IRELANDⁱⁱⁱ

2.1 TRANSPORT 21

Transport 21 is a capital investment programme under the National Development Plan through which the transport system in Ireland will be developed over the period 2006 – 2015. The €34 billion investment package is comprised of:

- €26 billion to be provided from the Exchequer and €8 billion from Public Private Partnership funded projects;
- €18 billion will be invested in the national roads programme, while €16 billion will be provided for public transport projects and for regional airports;
- the National Programme will receive about €20 billion and the Greater Dublin Area Programme about €14 billion.

The current economic situation is likely to impact on budgets and therefore projects. The Minister has stated that:

ⁱⁱⁱ This information is broadly taken from the document *Smarter Travel – a Sustainable Transport Future*. For a comprehensive overview of actions this document should be consulted.

Negotiations between my Department and the Department of Finance in respect of the transport capital allocation under Budget 2010 are taking place as part of the normal annual estimates process¹⁵.

He has also noted that because of the 'changed economic circumstances' the department has had to review its priorities for the coming years¹⁶. These are identified as:

National roads

- completion of the five major inter-urban motorways by end 2010;
- progressing the Atlantic Road Corridor;

Increasing public transport capacity through

- construction of Metro North;
- construction of DART Underground and implementation of the associated electrification signalling and rolling stock investments;
- investment in buses and bus priority, subject to the Deloitte/TAS cost and efficiency review of the CIE bus companies and the availability of subvention;

Continued planning of other Transport 21 projects to ensure that a shelf of work is ready to go to construction when the economic climate improves.

Budget 2010 will be presented to the Dáil on Wednesday 9th December 2009. It is only at this point will the implications for Transport 21 become clear.

2.2 SMARTER TRAVEL – A SUSTAINABLE TRANSPORT FUTURE

The key document in respect of sustainable travel proposals is *Smarter Travel – a Sustainable Transport Future* details proposals to achieve a sustainable travel and transport system by 2020.

Five key goals form the basis of the policy. These are:

- Improve quality of life and accessibility to transport for all and, in particular, for people with reduced mobility and those who may experience isolation due to lack of transport
- Improve economic competitiveness through maximising the efficiency of the transport system and alleviating congestion and infrastructural bottlenecks
- Minimise the negative impacts of transport on the local and global environment through reducing localised air pollutants and greenhouse gas emissions
- Reduce overall travel demand and commuting distances travelled by the private car
- Improve security of energy supply by reducing dependency on imported fossil fuels

There are 49 actions in the document detailed over 5 chapters beginning at chapter 4. The following gives a flavour of the actions to be taken but it is recommended that the document be consulted for greater detail.

2.3 CHAPTER 4 – ACTIONS TO ENCOURAGE SMARTER TRAVEL

- **Aligning Spatial Planning with Transport**

Enhance existing legislative provisions to deliver deeper integration of spatial and transport planning. Government investment in new public facilities will be linked, as far as is practicable, to the need to give priority to walking, cycling and public transport as the primary means of accessing these facilities.

Better integration of land use planning and transport policies in the relevant planning guidelines as part of their ongoing review. The document indicates that future policy guidelines will include require significant housing developments in cities and towns to have good public transport connections and safe routes for walking and cycling so that these connections and local amenities can be accessed. Other requirements are for development of land in urban rail networks to be high density and appropriate for public transport and the requirements that developments above a certain scale have viable travel plans in place. It should be noted that there is no definition of 'good' public transport connections in the document or indeed what is meant by 'significant' housing developments or how a 'certain scale' is defined.

Promotion of Land Use and Transportation Strategies (LUTS) to support better co-ordination and integration of development planning between local authorities across Gateways^{iv} and Hubs^v.

Local authorities will be required to prepare plans to retrofit areas with the aim of establishing sustainable neighbourhoods so that walking and cycling are the best options for local trips e.g. to shops and schools.

- **Aligning Employment Policy with Transport Planning**

All organisations in the public sector will have to set targets for e-working where appropriate.

Government will carry out research to determine if e-working centres can be established so that people in rural areas and in satellite towns can work in locations closer to home.

- **Mobility Management**

As part of the Green Schools Travel Programme every school and college will have to develop a school travel plan to encourage students to take alternatives to the car. As part of this programme local authorities will have to provide safe walking and cycling routes to and from school and other educational institutions.

^{iv} Settlements, identified in the National Spatial Strategy, which have a strategic location, nationally and relative to their surrounding areas and provide national scale social, economic infrastructure and support services. They include Letterkenny, Sligo, Limerick/Shannon, Cork, Waterford, Athlone/Mullingar/Tullamore, Dublin and Dundalk.

^v These are settlements, designated in the National Spatial Strategy, which support the national and international role of the Gateways and, in turn, energise smaller towns and rural areas within their sphere of influence. They include Ballina/Castlebar, Tuam, Ennis Tralee/Killarney, Mallow, Kilkenny, Wexford, Cavan and Monaghan.

The Government has supported a pilot scheme for the development of Workplace Travel Plans and will work towards a requirement for organisations with over 100 employees to develop and implement a workplace travel plan.

- **Personalised Travel Plan to encourage alternatives to the car.**

A levy in the region of €200 has been placed on employee parking in key urban areas to dissuade the use of the private car for commuting purposes.

- **Movement of Goods**

95% of freight is moved by road and over 30% of greenhouse gases originate from the freight sector. The emphasis here therefore is on how to reduce emissions e.g. using more fuel-efficient vehicles. The realistic role of rail freight is also being considered. Logistics are also being considered to ensure more efficient transfer of goods.

- **Fiscal Measures**

This involves the introduction of fiscal measures as disincentives to using the car.

2.4 CHAPTER 5 – ACTIONS TO DELIVER ALTERNATIVE WAYS OF TRAVELLING

- **Public Transport**

Redesign of bus services including bus networks and implementation of bus priority and traffic management measures.

Implement real time passenger information on bus services in Dublin then roll out to other cities and rural areas.

Integrated ticketing to be made more widely available.

Increase Public Service Obligation (PSO) services over and above those provided by Dublin Bus and Bus Éireann

Development of an Intelligent Transport Systems and Services Action Plan as basis to improve efficiency and effectiveness of bus fleet management and service punctuality.

Urban bus service in significant urban areas will have:

- A bus route within 800m of a house
- A schedule which commences at 6am and finishes at 1am, 7 days/week depending on demand
- A frequency of at least 10 minutes at peak hours and 20 minutes at non-peak hours
- A pre-pay cashless transaction, to minimise delays at stops
- A defined level of comfort and cleanliness on vehicles

For other areas the Government will:

- Offer a 7day/week transport service for those in rural communities and smaller urban areas.
- Review criteria for provision of school transport.
- Provide Park and Ride facilities near to urban centres.
- Expansion of the Rural Transport Programme
- Examine the expansion of school and other publicly funded buses to provide other local transport services.

- **Cycling and Walking**

Government will publish and implement a National Cycle Policy Framework.

Government will publish National Walking Policy.

Release of state-owned land, where possible, for cycling and walking routes.

- **Car Clubs and Car Sharing**

Establish car-sharing website (work with NI to make this applicable to the whole island).

Support public and private car club schemes and legislate to make car club on-road parking available

- **Other Motorised Transport**

Consider giving traffic priority to mopeds and segways.

- **Integration measures**

Greater use of smart card ticketing for public transport services e.g. Irish Rail to introduce smart cards latter half of 2009.

Integrated ticketing will roll out so that it is national in scope. Possible development of an all-island travel ticket to complement work of Tourism Ireland.

Park and ride expanded to include taxis and bikes.

Creation of a National Travel Information Portal offering an on-line integrated journey planner.

- **Successor to Transport 21 Programme**

This will be developed and will address issues such as environmental and social impacts in the cost benefit analysis.

2.5 CHAPTER 6 – ACTIONS TO IMPROVE THE EFFICIENCY OF MOTORISED TRANSPORT

- **Aviation**

Work within Europe to promote efficiency of air travel.

Public Service Obligation (PSO) for regional air services due for renewal in 2011 and will be considered in the context of expanding bus and rail services so that the most sustainable modes of transport are given priority support.

- **Maritime**

Work at international level to reduce emissions from shipping.

Review of the 2005 Ports Policy Statement to ensure that the efficiency in the movement of goods is maximised.

- **Roads**

Enforcement of speed limits.

Improve information for road users, prioritise road space for public transport, reduce fuel consumption and emissions etc

Deployment of 'Incident Management Technologies' on key road arteries to ensure better movement of traffic.

- **Renewable Energy in Transport and Fuel Economy**

Commitment that 10% of energy used in transport is sourced from renewable resources.

Incentives to encourage switch to electric vehicles with the aim of receiving market penetration by 2020.

Promote the use of alternative technologies in public sector fleets. Every public sector organisation and public transport provider will have to prepare a plan for the replacement of their fleet with the most sustainable vehicle and fuel type.

Motor tax scheme revised to encourage purchase of cars with lower CO₂ emissions.

Sustainable Energy Ireland (SEI) – a research facility – has had its remit extended to include sustainable energy and energy efficient technologies in the transport sector.

- **Driver Behaviour**

National driving test will include a module on efficient driving which could reduce emissions by 10%.

2.6 CHAPTER 7 – ACTIONS TO ENSURE EFFICIENT DELIVERY OF THE PLAN

- **Overarching Legislation**

A Sustainable Travel and Transport Bill will be introduced.

- **Co-ordination at Government level**

The inter-departmental working group that assisted in the development of this policy will be retained to advise on progress of its implementation and on alternative approaches if targets are not being met.

National Sustainable Travel Office will be established to oversee the delivery of many of the initiatives in the policy.

- **Other arrangements at National level**

The role of the Dublin Transportation Authority will include a range of responsibilities and functions from other transport organisations including the department of transport. This will encompass functions relating to a National Transport Regulator.

- **Delivery at Regional and local level**

Local Authorities will be empowered to prepare transport plans to complement their development plans. These will include establishing sustainable transport plans for their area and incorporating targets for shifts to sustainable transport modes in the next statutory review of the Regional Planning Guidelines. The Minister of Transport will also be given powers in relation to these plans.

- **All-Island arrangements**

Work with NI to develop sustainable transport initiatives in both jurisdictions.

- **Demonstration Sustainable Travel Towns and Areas**

Government will establish and support a national competition to deliver outstanding examples of sustainable travel towns and rural areas. A national partnership between government departments would support this initiative. Funding will be routed through local authorities which will co-ordinate proposals.

- **Other related action**

Embed best practice in the principles of sustainable travel in all relevant local authorities and state agencies.

Engage with third level institutions to ensure sustainable travel is a core component in relevant courses leading to qualifications in areas such as civil engineering, regional and urban planning and public administration.

Department of Transport to develop branding to support concept of smarter travel.

Fund established to support innovative travel projects.

National Travel, Transport and Mobility Household Survey will be established to support the goals and targets of this policy

- **Progress over the short, medium and long term**

Biennial report required from the inter-departmental working group on the progress towards implementing the report with the first to be submitted to Government in 2010.

3.0 THE WELSH ASSEMBLY

3.1 INTRODUCTION

The Welsh Assembly has a number of strategies which promote sustainable transport. These include:

One Wales – This strategy highlights the role of the transport sector in reducing emissions and identifies greater participation in walking and cycling as key to the nation's health.

Wales Transport Strategy (Connecting the Nation) – two of the strategy's key objectives are to promote more sustainable travel options and to make walking and cycling the public's first choice for shorter journeys. The strategy states that:

“A good transport system is central to achieving a vibrant economy and social justice through equality of access and greater mobility. Moreover, transport must play its part to safeguard the environment and improve the quality of life for everyone, whether or not they are travelling”.

This strategy is a pre-cursor of the National Transport plan which will be discussed below while sustainable transport is also a key element of the **Environment Strategy and new Sustainable Development Scheme**.

3.2 WELSH NATIONAL TRANSPORT PLAN

All of these strategies feed into the National Transport Plan. The Welsh Assembly launched their first National Transport Plan for consultation on July 15th 2009 with the process ending on October 12th 2009. The aim of the plan is to ensure a “system of transport fit for the 21st Century based on three key principles”:

- To meet the demand for enhanced mobility which will **enable economic growth and improve quality of life** for the people of Wales
- To put transport onto a more **sustainable and less carbon-intensive** path
- To **use transport funding more effectively** in light of increased pressures on public finance¹⁷.

This plan clearly acknowledges the three pillars of sustainable development: the environment, the economy and society, however, it is clear from the document that the reduction of carbon emissions from transport is its highest priority. That said,

the approach put forward to achieve this is pragmatic but also sustainable as it is focuses on changing people's attitudes to travel and encouraging behavioural change.

It is proposed this will be achieved by providing reasonable and in some cases more attractive alternatives to the car, making individuals consider their travel arrangements rather than just opting for the car with the aim being that there will be fewer cars on the road. The plan proposes 10 actions which will be carried out to achieve

the overall aim of supporting the economy, improving health and well being and reducing the impact (of transport) on the environment.

The 10 proposed actions are:

1. Continue to establish Sustainable Travel Towns across Wales

Sustainable Travel Towns are designed to deliver ecological as well as other benefits to the locals such as encouraging changes in transport choice which can reduce congestion and pollution. This is achieved through the provision of higher quality public transport with improved access to key services. **Sustainable Travel Towns also aim to promote healthier lifestyles by encouraging more walking and cycling.**

In March 2009 it was announced that Cardiff would be chosen as “the pathfinder for the Sustainable Travel Towns Initiative”¹⁸. This initiative will benefit from £28.5 million, funded by the Welsh Assembly Government and Cardiff City Council over a two year period. **The plan includes a combination of infrastructure and service improvements which aim to cut congestion in the city and improve local and regional access.** These include:

- Development of better bus corridors
- Pedestrianisation of two of city’s main streets
- A free city centre bus
- Enhanced city centre cycle network
- A new parking strategy
- Introduction of new park and ride facilities on key commuter routes
- Better travel information for users
- Journey sharing schemes
- Car clubs
- Free bike hire

The Welsh Transport Plan proposes that a further three Sustainable Travel Towns will be created in urban centres across Wales, learning from Cardiff’s experience and spreading the benefits across the country¹⁹.

Since the launch of the Sustainable Travel Town initiative in Cardiff much progress has already been made including:

- the establishment of new park and ride facilities;
- a ‘Bus-Box’ scheme which links existing routes to new shopping facilities;
- a ‘Paris-Style’ bicycle rental scheme which allows users to pick-up and drop-off bicycles throughout the city with a small charge being applied for mileage.

Construction has also been started on a new cyclist and pedestrian bridge across the River Ely²⁰.

2. To improve the planning and policy development processes to ensure stronger integration between transport and key service/facilities

This aim will ensure that when any new policy, service or facility is being planned that full attention will be given to the transport implications at the earliest stage of development.

3. To make it easier for people to be less reliant on the private car and to use public transport, walking and cycling more frequently

This action has many of the same principles as those outlined in the sustainable travel town initiative but is aimed at the whole of Wales.

It includes raising awareness of alternatives to the car, focusing on encouraging behavioural change.

These changes will be facilitated through improving the ease of access and use of public transport facilities, providing new park and ride facilities and improving walking and cycling routes while providing facilities at public transport interchanges, particularly for cyclists so that journeys can be made using a combination of the two modes.

The Welsh Assembly has created a Walking and Cycling Action Plan (2009-2013) which aims “to help secure a change in behaviour - so that more people, young and old, walk and cycle more often”²¹. Within this plan the Welsh Assembly core objectives are to:

- Improve the health and well-being of the population through increased physical activity
- Improve the local environment for walkers and cyclists
- Encourage sustainable travel as a practical step in combating climate change
- Increase levels of walking and cycling through promotion of facilities
- Ensure that walking and cycling are prioritised in crosscutting policies, guidance and funding²².

These objectives will be achieved through a number of actions which can be summarised as:

- **Prioritising walking and cycling** in public transport investments
- Encouraging employers to offer incentives to employees; for example through the **tax free bike purchase scheme** and the use of a mileage expense rate for cycling
- Introducing **National Standards for cycle training** and supporting cycle instructor training
- Ensuring that local authorities provide and **maintain high quality routes and facilities for cyclists**
- Increasing provision of **safe traffic free walking routes to schools and workplaces** through continuation of the
- Assembly Government’s **Safe Routes in Communities Programme**
- Using EU funding to **improve the quality of the cycling and walking tourism product**
- **Opening an all-Wales Coast Path**, including provision for bikes in appropriate places, which be complete in time for the 2012 Olympics
- Implementation of **Rights of Way Improvement Plans** by all local authorities
- Introduction of the **Sustainable Travel Town project** in Wales²³.

There are some examples of action having already been taken. In July 2009 two bridges were opened in North Wales in a project that cost £2 million is a bid to promote cycling and walking. The Pen-y-Clip bridges, funded by the Welsh Assembly

Government, will provide a safe route for cyclists and pedestrians between Penmaenmawr and Llanfairfechan²⁴.

On the 9th September 2009 a new £7.6million investment was announced that will complete a £16million cycling and walking network in the South Wales Valleys, benefiting residents and tourists alike. As stated in the report²⁵:

“The money will fund 100 miles of new walking and cycling routes as part of the Valleys Cycle Network. This will enhance more than 250 miles (410km) of existing routes in the Valleys and bringing the National Cycle Network to within two miles of a further 636,000 people. The network of routes will follow the former tramways, towpaths and railways in the south Wales Valleys - legacies of its industrial past”.

4. To improve the quality and integration of local bus services

This action aims to address the lack of consistency in the provision of bus services across Wales and supply where necessary service top-ups such as door-to-door services for those with mobility issues and those in peripheral areas with no public transport supply.

5. To improve the provision of, and access to, rail services, including improvements for disabled and vulnerable users, by 2014.

This action is again designed to encourage the use trains by all people by improving stations both in terms of ease of access and general comfort, improving train reliability and providing provision for bicycles on trains.

6. Enable people to access key sites and services more sustainably, particularly where access is difficult.

This action aims to address current gaps in the transport network, which it hopes will encourage greater use of alternatives to the car. This action focuses of the difficulties faced by rural people in accessing essential services and hopes that an integrated transport system an address these.

7. To operate, improve and maintain the trunk road network to meet our statutory obligations and deliver our strategic objectives.

8. To continue to improve the safety of the road network, with special emphasis on reducing casualty rates of vulnerable users.

9. To improve the sustainability of freight movements, including supporting the modal shift of freight from road to rail where environmental, economic and social benefits can be achieved.

10. Use sustainable construction and maintenance methods to reduce the environmental effects of transport infrastructure for which we are responsible.



3.4 SUMMARY

The Welsh Assembly Government's National Transport Plan is the first plan of its type in Wales and supports many other existing strategies in Wales which look at sustainable development and associated themes such as Carbon Emissions.

This plan, however, addresses all three pillars of sustainable development aimed at providing Wales with a transport system fit for the 21st century that in essence protects its people, its environment and its economy.

The key schemes which the Welsh Assembly is currently using to promote sustainable transport are undoubtedly the sustainable travel towns and walking and cycling action plan. Both these schemes have attracted significant funding from both the Welsh Assembly and local councils as well as funding from sources such as the Big Lottery Fund and are well on their way to being successful and delivering on their mandates.

4.0 UK PARLIAMENT

The Department for Transport is responsible for devising and managing the transport strategy for the UK Government. In 2008 they published a document entitled: Delivering a Sustainable Transport System: Main Report. This was a follow-up to Towards a Sustainable Transport System published in 2007 which provided a long term plan for the transport system in the UK. The 2008 publication explains how the UK will put that plan into action.

The goals of the transport system are designed to take full account of transport's wider impact on climate change, health, quality of life and the natural environment. The vision for the transport in the UK is for it to:

- **support** national **economic** competitiveness and **growth**, by delivering reliable and efficient transport links;
- to **reduce transports emissions** of carbon dioxide and other greenhouse gases, with the desired outcome of **tackling climate change**;
- to **contribute to better safety, security and health** and longer life expectancy by reducing the risk of death, injury or illness arising from transport, and by promoting travel modes that are beneficial to health;
- to **promote greater equality of opportunity** for all citizens, with the desired outcome of achieving a fairer society; and
- to **improve quality of life** for transport users and non-transport users, and to promote a **healthy natural environment**²⁶.

Again similarly to the Welsh Assembly the UK action plan acknowledges that a sustainable transport system must address the three pillars of sustainable development: the environment; the economy; and society all of which are thoroughly represented in the goals section.

Achieving a reduction in emissions and growing the economy is identified as the biggest challenge in achieving a sustainable transport system²⁷. This issue is so important that it is subject to its own strategy: *Low Carbon Transport: A Cleaner Future*. It was published in July 2009 and sets out how the government intends to reduce greenhouse gas emissions from transport. It also shows how transport will

make a major contribution to UK efforts to reduce CO₂ emissions by 2022 and 2050 in line with the Climate Change Act 2008.

The DfT states that it is committed to reducing the impact of travel on the environment and as such is promoting policies to:

- Increase the fuel efficiency of vehicles and technology
- Encourage a move towards more environmentally friendly forms of transport
- Including transport in emissions trading schemes
- Reduce fossil carbon content of transport fuel

4.1 SMARTER CHOICES

Smarter Choices is a series of measures proposed by the DfT which would potentially change the way we travel, to benefit ourselves and the environment. Smarter Choices – Changing the Way we Travel is the title given to a research project which looked at the *'The influence of soft factor interventions on travel demand'*²⁸. The author of the report suggests that 'soft' transport policy measures seek simply to provide information and make behavioural changes, an aim which has featured throughout all sustainable policies with "...an emphasis on management and marketing activities rather than operations and investment"(p.1)²⁹. This is in contrast to 'hard' measure which would focus on for example, infrastructural change and investment. It is further suggested that these 'soft' policies such as workplace travel plans and car clubs are often well received, and provide good value for money.

The (conservative) findings of the research report show that "each £1 spent on soft measures could produce benefits of about £10 on average" (p. 363)³⁰. The report considered 10 measures in total (see figure 2) and demonstrated that each one has the potential for reducing car use noting that workplace and school travel plans are the focus of many local authorities in the UK given that they have been shown to reduce car usage by 15-30 per cent and 8-20 per cent respectively.

In 2007 the Government Operational Research Service (GORS) carried out a review of the extent to which Smarter Choices are embedded in Local Authorities' Local Transport Plans (LTPs)³¹ on behalf of the DfT. The review found that there were considerable variations. However, the findings did show that 80.5 per cent of the LTPs made reasonable or significant reference to the measure with workplace travel plans (64.6%), school travel plans (69.5%), public transport information and marketing (68.3%) plans featuring most prominently. Travel awareness campaigns featured in 42.7% of the LTPs while personalised travel planning and car sharing schemes both featured in 26.8% of the LTPs. The remaining soft measures (Car clubs 15.9%, Teleworking 8.5%, Teleconferencing 7.3%, Home shopping 2.4%) were much less prominent than the others, although this perhaps is not surprising given the last three would be difficult to promote particularly among those who are unwilling to convert to the new technology given that these could potentially impact negatively on business performance and an individual's social life.

Figure 2
'Soft' Measures

- workplace travel plans;
- school travel plans;
- personalised travel planning;
- public transport information and marketing;
- travel awareness campaigns;
- Car clubs;
- Car sharing schemes;
- teleworking;
- teleconferencing, and
- home shopping.

4.2 ACT ON CO2

ACT ON CO2 is a cross-government initiative, currently involving the Department of Energy and Climate Change (DECC), the Department for Transport (DfT), Department for Environment Food and Rural Affairs (DEFRA) and the Department for Communities and Local Government (DCLG)³². This campaign in itself could be described as a soft measure as it simply provides the public with the information they need to make smart, informed decisions regarding their energy consumption, it deals specifically with transport by providing tips on advice on car purchasing and driving as well as information and car sharing with links to relevant sites.

4.3 SUSTAINABLE TRAVEL DEMONSTRATION TOWN

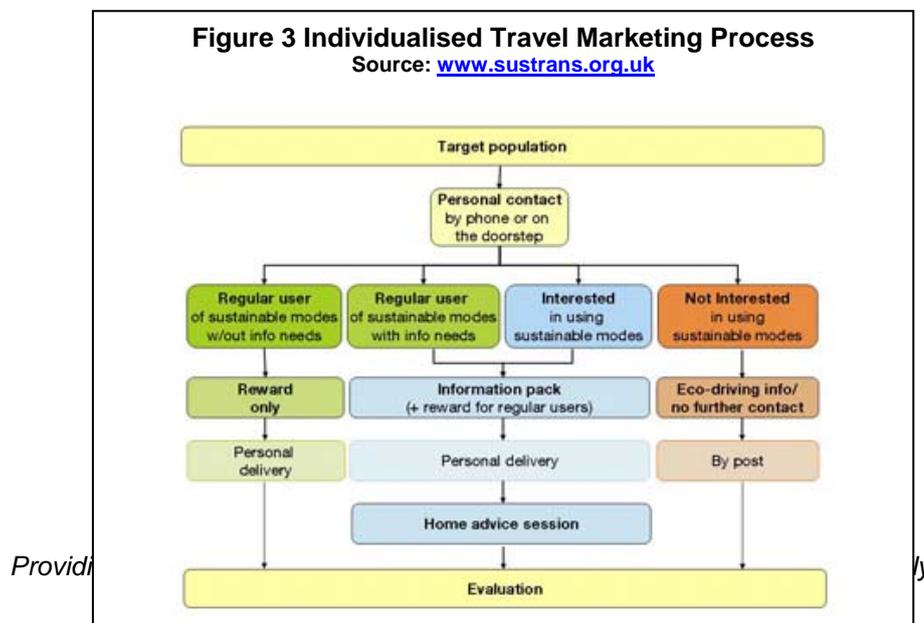
The Sustainable Travel Demonstration Town was a 5 year project which aimed to:

Demonstrate the effect a sustained package of 'Smarter Choice' measures could have when coupled with infrastructure improvements on travel choices.

Darlington, Peterborough and Worcester were selected from more than 50 local authorities in England who expressed an interest in becoming a 'showcase' demonstration town. The 3 towns shared funding of central government funding of £10m with building and improvement works funded by LTP capital funding.

In a period of just over two years all three locations found significant drops in traffic along with increases in public transport, cycling and walking. Each location had chosen to employ Individualised Travel Marketing (ITM)³³. ITM highlights travel choices which people may not realise that they have. Individual households are contacted by phone or in person and provided with locally relevant information and support. Based on the initial conversation, households are segmented into three main groups: regular users of sustainable travel modes; non-regular users who are interested in finding out about sustainable travel; and those who are not interested in taking part.

Most of the ITM campaign focuses on the 'interested' group. These households receive an order form from which they can choose the materials and services that meet their transport needs. These include walking and cycling maps, bus and train timetables, guides, active travel advice and discount cards for local bike and outdoor shops³⁴. The complete process is detailed in figure 3 (below). In addition to ITM many of the soft measures mentioned earlier were also incorporated into the plan for these locations.



4.4 TRAVELSMART

The ITM process is employed by Sustrans in their (big lottery funded) TravelSmart initiative. Since its early pilot projects, TravelSmart has succeeded in reducing car use by 10-14% wherever it has operated whilst also increasing levels of walking, cycling and public transport use. It delivers measurable and sustained change by encouraging people to make a few changes to their daily travel choices when and where it suits them best.

The ITM approach was pioneered in Europe, Australia and the US over the past 20 years. To date in the UK, TravelSmart ITM projects have targeted more than 128,000 households, including large-scale programmes in Peterborough, Worcester and Lancashire³⁵. Some of the results of TravelSmart programmes are detailed in Table 1 (below)³⁶.

Table 1: Outcomes of large-scale TravelSmart Programmes

Location	Date	Target Population (households)	Sustainable Travel Modes	Car as Driver Trips
Bristol	2002-05	6,600	+12%	-10%
Gloucester	2003-04	4,400	+18%	-12%
Gloucester	2005	4,000	+17%	-13%
Peterborough	2008	30,000	+17%	-11%
Worcester	2008	23,500	+17%	-10%
Preston and South Ribble	2007	10,700	+36%	-10%
Lancaster and Morecambe	2008	8,500	+16%	-14%
Inverness	2007	1,500	+19%	-13%
Doncaster	2006	2,300	+29%	-13%

Source: www.sustrans.org.uk

4.5 SUSTAINABLE TRAVEL CITY: DEMONSTRATION PROJECT

Following on from the success of the Sustainable Travel Town initiative which over the last five years, has seen car use fall by up to 9%, walking increase by up to 14%, and cycling increase at least 12% on average across all the sites The Parliamentary Under-Secretary of State for Transport (Paul Clark) announced that large urban areas across England are to be given the chance to bid to become the country's first Sustainable Travel City.

“Up to £29 million will be invested over three years in at least one of England's larger cities to encourage greener travel choices. These could include plans to support walking, cycling and initiatives to improve public transport”³⁷.

The chosen city will introduce innovative new strategies and build on existing work to ease congestion, reduce carbon dioxide emissions and increase levels of physical activity in the local area; projects which could be included are listed below:³⁸

- Work or school travel planning;
- cycle training;
- personalised travel planning;
- online journey planning;

- car share schemes;
- car clubs
- reviewing parking provision
- dedicated bus routes;
- improved bus stops and shelter;
- cycling / pedestrian routes;
- 20 mph zones.

4.6 SUMMARY

The UK Parliament is taking a mixed approach to promoting sustainable transport within England. There is a significant push on so called 'soft measures' which aim to change people's attitudes towards transport by providing them with the information to make 'smart choices'. This policy to promote soft measures has been shown to work across the country delivering significant reductions in car use and increases in walking, cycling and use of public transport.

The Sustainable Travel Towns initiative has combined the use of soft measures with hard measures i.e. they have invested significantly in improving infrastructure particularly for cyclists and bus passengers with this investment in things like signage, car free cycle ways and lower pricing making these modes a much more attractive alternative than they once were.

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- ⁴ Press Release. Plans for travel demo towns 17/03/2008
<http://www.scotland.gov.uk/News/Releases/2008/03/17083340>
- ⁵ Ministerial Foreword of CAPS
- ⁶ Scottish Parliament debates, 8 October 2009 Active Travel (Funding)
- ⁷ <http://www.sustrans.org.uk/what-we-do/safe-routes-to-schools/316/scotland>
- ⁸ The full report can be accessed at <http://www.sustrans.org.uk/redirect?id=1213784343583>
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- ¹³ For example, in south-west Scotland
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³⁶ http://www.sustrans.org.uk/assets/files/travelsmart/behaviour_change_ff36.pdf

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APPENDIX 1*Budget and Terms and Conditions*

The Scottish Ministers provide key stakeholders grant funding for various transport related projects in Scotland, the following table provides details of individual projects.

Organisation / Grantee	Terms & Conditions	(£) BUDGET (£) - Spending Review Period -		
		Grant Offer	2008-09	2009-10
Sustrans http://www.sustrans.org.uk/	Letter	5,015,000	3,555,000	---
Cycling Scotland http://www.cyclingscotland.org/	Letter	1,540,000	620,800 Interim Grant offer	---
Smarter Choices, Smarter Places projects	to follow	2,798,000	4,296,000	2,188,000
Energy Saving Trust http://www.energysavingtrust.org.uk/scotland	Letter	1,622,000	1,626,000	1,643,000
Transform Scotland http://www.transformscotland.org.uk/	Letter	50,000	50,000	---
Bike Station http://www.thebikestation.org.uk/	Letter	28,666	28,666	28,666
Cycling, Walking and Safer Streets Projects Grant Offer identical for all Scottish LAs (budget figures are total for all Scottish Local Authorities)	Letter Letter	9,090,000	9,090,000	---
Regional Transport Partnerships				
SESTRAN				
South East of Scotland (includes 8 LAs) http://www.sestran.gov.uk/	Letter	158,000	53,000	---

SPT - Strathclyde http://www.strathclyde-pte.co.uk/about/index.html	Letter	196,000	65,000	---
SWESTRAN Dumfries & Galloway http://www.dumgal.gov.uk/rtpb/miniweb.aspx	Letter	84,000	28,000	---
HITRANS Highlands & Islands http://www.hitrans.org.uk/	Letter	107,000	35,000	---
TACTRAN Angus, Dundee City, Perth & Kinross and Stirling Council areas http://www.tactran.gov.uk/	Letter	104,000	35,000	---
NESTRAN Aberdeen City & Shire http://www.nestrans.org.uk/	Letter	101,000	34,000	---
ZetTrans Shetland http://www.zettrans.org.uk/	Letter	10,000	10,000	---