



SEStran

South East of Scotland
Transport Partnership



SEStran Annual Report 2007/2008



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Section 1 Foreword by Chairman and Partnership Director



Russell Imrie, SEStran Chair



Alex Macaulay, SEStran Director

The past year has seen major changes for SEStran. The election of the new Scottish Government in May 2007 resulted in a national review of delivery of services in the public sector. As part of that review and included in the Budget settlement in November, the SEStran Capital Budget for 2008/09 and beyond was transferred to the partner Local Authorities as part of a non ring-fenced budget settlement. In addition, the majority of Scottish Government transport budgets that were previously managed from Victoria Quay were included in the Local Authority block settlement. The net result of this is that any future regional transport projects will need to be funded by the partner Local Authorities either through their own direct delivery or through pooling of funding of the Regional Transport Partnership for delivery.

The budget settlement raised significant questions regarding the future of Regional Transport Partnerships (RTPs) in Scotland. As a result the chairs of the seven partnerships met with The Cabinet Secretary for Finance and Sustainable Growth, John Swinney and the Transport Minister, Stewart Stevenson, with the support of COSLA, in December to make the case for the continued role of RTPs. This resulted in a letter from John Swinney in January 2008 which confirmed the RTPs as playing a valuable part in improving Scotland's transport infrastructure and services. In particular RTPs could play a useful role in assisting their constituent Councils to plan and implement transport on a regional basis and provide an opportunity to co-ordinate the delivery of services which cross individual Local Authority boundaries.

Not surprisingly, the new Scottish Government took some time to consider the draft Regional Transport Strategy (RTS) that was submitted to the former minister on 30th March 2007. John Swinney's response in January 2008 was in the light of the November budget settlement which was considerably tighter than that envisaged in the first draft RTS and he invited SEStran and the other six RTPs to submit a revised strategy. The revised strategy was approved by the SEStran Board on 18th April 2008 and has now been submitted to Scottish Government Ministers for approval.

The Partnership's revenue budget for 2007/08 has again been successfully managed. The core budget has allowed the continued operation of the business of SEStran through funding of staff, office and communications infrastructure. On the revenue projects front we have again made significant progress. We have developed and the Board has approved a number of SEStran Regional Strategies that flowed from the RTS covering Parking Management, Parking Standards, Cycle Design Best Practice and a consultation draft Bus Passenger Information Strategy. These will provide guidance to the partner authorities in these areas and make a major contribution to developing consistency of service provision across the SEStran area. In addition a major analysis of accessibility to health care and employment opportunities has been completed that will assist in identifying gaps in public transport provision throughout SEStran. A feasibility study into provision of a new cycle/pedestrian bridge across the Almond at Cramond has also been completed.

Ongoing revenue projects that were started in 2007/08 and are due to be completed in summer 2008 include feasibility of Edinburgh outer orbital bus rapid transit, bus priority on the A90, bus service revision in Alloa, Park and Choose on the south of the river Tay, Levenmouth access study, Dunfermline Bus/Light Rapid Transit and a comprehensive bus initiatives study. A major development has been the establishment of a Freight Quality Partnership with wide representation across the public and private sector to examine what can be done to improve freight movements throughout SEStran.

With the active participation of SEStran in partnership with a Norwegian consortium of public and private sector, Shetland Development Trust and Zettrans, an operator has been appointed to provide a new freight shipping service linking central Norway to Shetland, Zeebrugge and Rosyth. This, provided it can attract EU funding, provides the opportunity for freight to be transported to Norway and mainland Europe without the need to travel to English ports or Aberdeen, thereby providing the potential for a significant boost to exports from central Scotland.

The capital programme again saw major progress with work being carried out on no less than 13 bus-based projects, 14 cycle/walking projects, 7 park & ride/choose schemes, 10 road schemes and 2 rail schemes. Highlights of the bus schemes include extensive investment in bus quality corridors throughout the region and significant improvements to bus interchanges and town centre facilities and the development of the specification for SEStran wide real time information ready to go to contract for delivery. On the cycling and walking front we have delivered a range of new cycleways throughout the region many contributing to the implementation of the national cycle route network. On parking we have seen the delivery of 561 spaces at Sheriffhall and construction at Ingliston and Wallyford with further design at Rosyth, Halbeath, Falkirk High Station and Lothianburn. On rail we have seen access improvements on the Fife circle and development of a scheme to replace the dangerous level crossing at Kirknewton with vehicular and pedestrian bridges. Investment in roads has not been forgotten with major investment providing an urban traffic management and control system in Edinburgh and development work continuing on the A801 River Avon Gorge and the A90/M90 High Occupancy Vehicle lane projects. Finally feasibility and design work has been progressing on proposals for a new cross-Forth ferry and SEStran has part funded a highly successful trial of a hovercraft service from Kirkcaldy to Portobello.

On the corporate management front we have made significant progress with a range of policies being adopted by the Board, the establishment of a Performance and Audit committee and a clean bill of health from both internal and external auditors. The Board approved a comprehensive set of recommendations in February that are designed to re-focus the activities of SEStran in the coming years on regional initiatives, rather than on funding/delivery of projects totally within a Local Authority boundary.

Looking forward, the new funding arrangements combined with the focus on single outcome agreements between local and national government present a real challenge for partnership working within SEStran and the other RTPs. We are sure that all concerned will rise to that challenge to ensure that the regional initiatives that we all wish to see can be delivered. Can we finally thank all the board members of SEStran for their contribution, the staff of the partner authorities who have worked so hard with us in delivery, the staff of SEStran without whom we would not have made progress, our suppliers of goods and services, the elected members of partner authorities and COSLA for their continued support and the Scottish Government whose support and funding has been most appreciated.



SEStran Chair Russell Imrie presents the revised RTS to Minister for Transport, Infrastructure and Climate Change, Stewart Stevenson.

SEStran aims to build an integrated transportation system that will meet the needs of everyone living in South East Scotland.



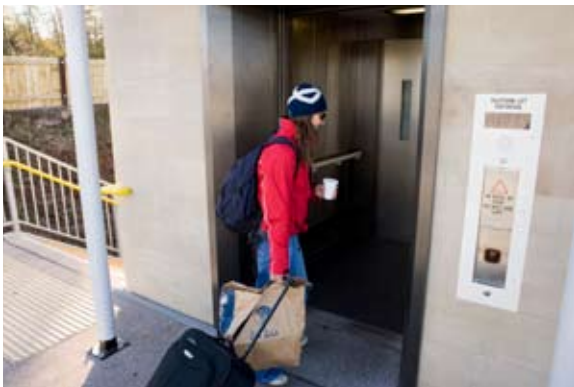
1. Guidance

The Scottish Executive published guidance on Regional Transport Strategies in March 2006. Paragraphs 112 and 133 of the Guidance require the preparation of an annual report to be submitted to Scottish Ministers. The report should cover the operational and financial year to 31st March. It should include a report of performance against the objectives, targets and performance indicators set out in the RTS and should be sent to constituent councils and others who have provided funding.

2. Period covered by report

This is the second annual report which focuses very much on the changes as a result of the election of the new Scottish government and their effect on the RTS and its future delivery. Once the RTS has been approved and the implementation develops the importance of the progress report will become more significant since it will include monitoring of progress against the targets included in the RTS.

Also the implementation of the capital and revenue programmes for 2007/08 are covered.



Sustran aims to encourage "smart" transportation choices, and make public transport the mode of choice for most travellers. To achieve this, it is vital to ensure that facilities are of the highest possible standard and easily accessible to everyone in the community.



3. Board Establishment

South East Scotland Transport Partnership (SEStran) was established by the Transport (Scotland) Act 2005 and subordinate legislation made in terms of Section 1(1) and 52(4) of the Act: the Regional Transport Partnership (Establishment, Constitution and Membership) (Scotland) Order 2005. The Order came into effect – and SEStran came into existence – on 1st December 2005. The Partnership operates in terms of the Act and the Order.

The first meeting of the Board as a Statutory Partnership took place on the 19th December 2005. Although “the Board” is not a statutory term for Regional Transport Partnerships (RTPs), it is a useful term for distinguishing between SEStran’s main decision making body, i.e. the members meeting together, from the Partnership as a corporate entity comprised of members, officials and so on.

4. Membership

Membership consists of 20 councillor members from the constituent councils; 5 City of Edinburgh Council members; 3 from Fife Council; and 2 from each remaining constituent authority. In addition, SEStran is entitled to have between 7 and 9 non-Councillor members (paragraph 1(2) of Schedule 2 of the Order) which, during the period ending with the elections for councillors in 2007, are to be appointed by the Scottish Ministers.

During 2007/08, the Partnership had a full quota of 20 councillor members and has 7 non-councillor members.

5. Meetings

During 2007/08 the Partnership Board has met bi-monthly.

The Board met on the following occasions:

- 20th April 2007
- 29th June 2007
- 17th August 2007
- 26th October 2007
- 14th December 2007
- 15th February 2008

In addition the Performance and Audit Committee met on three occasions as follows:

- 17th August 2007
- 22nd October 2007
- 30th November 2007

6. Formalities

For decisions to be formally approved at a Partnership meeting a quorum of at least half of all Members must be present. As the high percentage of members required to be quorate could cause potential problems, it was written into the Standing Orders (paragraphs 6.1.11-12) that Councillors may appoint a substitute if they are unable to attend themselves. In order to streamline business, it was agreed that the agenda will be split: Agenda A will be for decision and Agenda B will be for noting.

7. Meeting Attendance

Attendance at meetings is shown in the tables overleaf.

Board Meeting Attendees (Councillors)							Meeting Date	
Name	Council	20/04/2007	29/06/2007	17/08/2007	26/10/2007	14/12/2007	15/02/2008	
Cllr Donald Balsillie	Clackmannanshire			✓				
Cllr Neil Calvert	Scottish Borders	✓	✓	✓	✓	✓	✓	
Cllr Steve Cardownie	Edinburgh							
Cllr Eddie Carrick	Clackmannanshire		✓	✓	✓		✓	
Cllr Wilma Chalmers	Midlothian		✓			✓		
Cllr Ian Chisholm	Fife		✓		✓	✓		
Cllr Martyn Day	West Lothian		✓	✓	✓	✓	✓	
Cllr Jim Fullarton	Scottish Borders		✓		✓	✓	✓	
Cllr Ricky Henderson	Edinburgh				✓	✓		
Cllr Russell Imrie (Chair)	Midlothian	✓	✓	✓	✓	✓	✓	
Cllr Joe Lemetti	Falkirk		✓			✓	✓	
Cllr Tony Martin (Vice Chair)	Fife	✓	✓	✓	✓	✓	✓	
Cllr Craig Martin	Falkirk		✓	✓	✓	✓	✓	
Cllr Greg McCarra (Vice Chair)	West Lothian		✓	✓		✓	✓	
Cllr Mark McInnes	Edinburgh			✓				
Cllr Paul McLennan	East Lothian		✓		✓		✓	
Cllr Mike Rumney	Fife		✓	✓	✓	✓	✓	
Cllr Conor Snowden	Edinburgh		✓	✓		✓		
Cllr Barry Turner	East Lothian				✓	✓	✓	
Cllr Phil Wheeler (Vice Chair)	Edinburgh	✓	✓	✓	✓	✓	✓	
From June onwards, the following councillors were no longer Board members: Cllr Maureen Child (CEC), Cllr Gordon Edgar (Borders), Cllr Lawrence Marshall (CEC) & Cllr Jim Philp (Fife)								
			Subs: Cllr Ron Cairns (CEC)	Subs: Cllr Maureen Child (CEC)	Subs: Cllr Robert De Bold (WLC)	Subs: Cllr Adrian Mahoney (Falkirk)	Subs: Cllr Tom Buchanan, Cllr Maureen Child, Cllr Gary Peacock (ALL CEC)	

Board Attendees (Non Elected Members)									
Name	Designation	20/04/2007	29/06/2007	17/08/2007	26/10/2007	14/12/2007	15/02/2008	Meeting Date	
Charlie Anderson		✓		✓	✓	✓	✓		
Graham Bell		✓	✓	✓	✓	✓	✓		
Phil Flanders				✓			✓		
John Martin			✓	✓	✓	✓	✓		
Neil Renilson		✓		✓	✓		✓		
Sandy Scotland				✓	✓	✓	✓		
Jim McFarlane (resigned Oct 2007)									
Performance and Audit Committee Attendees									
Name	Organisation	17/08/2007	22/10/2007	30/11/2007	Meeting Date				
Charles Anderson	Non-Elected	✓	✓	✓					
Cllr Neil Calvert	Scottish Borders	✓	✓						
Cllr Eddie Carrick	Clackmannanshire	✓					✓		
Cllr Wilma Chalmers	Midlothian		✓				✓		
Cllr Ian Chisholm	Fife Council		✓						
Cllr Craig Martin	Falkirk		✓				✓		
Cllr Greg McCarra	West Lothian	✓							
Cllr Paul McLennan	East Lothian		✓						
Sandy Scotland	Non-Elected		✓				✓		
Cllr Conor Snowden	Edinburgh (CEC)	✓							
Sub: Cllr Louise Lang (CEC)									

8. Good Governance

Good Governance is essential to any public body and SEStran is no exception. SEStran has developed a series of governance documents to ensure the effective management of the authority.

9. Standing Orders

The existing Standing Orders that were adopted by the Partnership at their meeting on 10th May 2006. They have continued to provide a firm foundation for the good governance of SEStran.

10. Financial Regulations

As part of the Partnership's commitment to the development of its corporate governance arrangements, the Financial Rules Manual has continued to be applied. The manual reflects the Partnership's approved financial regulations and arrangements within the City of Edinburgh Council. The rules were adopted by the Partnership at their meeting on 10th May 2006 and provide a useful reference tool for all staff that have financial responsibilities and interests.

11. Scheme of Delegation

As with any corporate body, day-to-day operational decisions need to be taken by officials rather than awaiting a formal decision-making process. A clear distinction can be drawn between policy-making and operational decisions and this is the purpose of a scheme of delegation which allows officers to keep the Partnership's activities running whilst leaving the main policy decisions to the Board itself.

The Scheme of Delegation was put in place at the Board meeting of 16th February 2007, and represents a robust set of powers tailored specifically for the workings of SEStran as they currently stand.

12. Performance/Audit Committee

Good Governance of any corporate body involves three elements of a constant cycle: planning, performance and scrutiny. Proper scrutiny, which reviews performance and informs the next phase of planning of an organisation's activities, is often most difficult to achieve. However, for organisations such as SEStran, it is essential that there are appropriate mechanisms for reviewing all the Partnership's activities. Whilst the burden of auditing SEStran's performance falls in the first instance on its officials and internal/external auditors, it was considered by the Partnership good practice to have a Performance and Audit Committee which can scrutinise the running of the Partnership and suggest improvements.

Accordingly, at its meeting of 16th February 2007, the Board agreed to set up a Performance and Audit Committee to meet at least twice yearly, composing of one Board Member from each Authority and two non-Councillor members to ensure appropriate representation of geographical and other interests. The first meeting of the Committee took place on the 17th August. Since then, during financial year 2007/08, it has met on two occasions on 22nd October and 30th November. Business transacted included consideration of the Anti Fraud and Corruption Policy, Public Interest Disclosure, Board Training, Audited Accounts for 2006/07 with the External Auditor's Report and Staff Performance Related Appraisal.

13. SEStran Board Training

On 11th January 2008, SEStran held a successful training session for Board members as part of its good governance regime. While this was particularly valuable for new members, it was also open to existing members as a refresher course. The course included presentations from CEC internal Audit, Audit Scotland and from officers of SEStran. The subject areas covered were:

What is SEStran?

- Legal Structure
- Funding/Powers
- Projects
- Strategy
- Role of Board Members

SEStran Funding

- Core
- Revenue Projects
- Capital

Role of Audit Committee

Internal and External Audit

Management Regimes

- Risk
- Project Management
- Financial Management
- Performance
- Code of Good Governance

14. Human Resources policies/procedures: Summary of progress

The following HR policies are in place for SEStran and the Business Plan for SEStran now identifies the programme for review of these.

- Accident and Incident Reporting
- Adverse Weather Policy
- Anti-Fraud & Corruption Policy
- Capability
- Complaints
- Data Protection
- Disciplinary
- Diversity and Equality
- Drug and Alcohol
- Environmental Information Regulations
- Equal Opportunities and Dignity at Work

- Equalities Scheme
- Family Leave – Adoption, maternity, carer’s and special leave
- Financial Rules
- Flexible Retirement
- Flexible Working
- Fraud Response Plan
- Freedom of Information – Publication scheme
- Grievance
- Health & Safety
- Home Working
- Information Communications Technology (covers mobiles/laptops/PCs etc)
- Induction
- Lone Working
- Members Code of Conduct
- Mobile Phones and Driving
- Performance Related Appraisal Scheme & PDP
- Public Interest Disclosure
- Public Interest Policy
- Recruitment & Selection
- Sickness and Absence Management
- Smoking
- Statement of Particulars – Other than Partnership Director
- Statement of Particulars – Partnership Director
- Stress Management
- Tender Policy
- Terms & Conditions – Other than Partnership Director
- Terms & Conditions – Partnership Director
- Violence at Work

15. Liaison with Partner Authorities

It is considered essential that a very close working relationship with the partner authorities is continued and that the spirit and practice of partnership continues to prevail. Consequently the liaison group structure that was established in 2005 has continued.

16. Liaison Groups

The Liaison Groups serve as a forum for officers of the Partnership's constituent Councils to discuss issues relating to policy, strategy and operations, and to form a consensus view (or otherwise) to inform the Partnership Board. The Groups have no delegated powers and are not Sub-Committees of the Partnership. As such their meetings are not regulated by SEStran's Standing Orders.

17. Liaison Group Names, Remits and Composition

The following six Liaison Groups are in operation:

- Chief Officer Liaison Group
- Programme Liaison Group
- Strategy Liaison Group
- Bus Liaison Group
- Rail Liaison Group
- Sustainable Transport Liaison Group

Chief Officer Liaison Group Remit:

- To provide a forum for discussion of transport matters between officers of the constituent Councils and officers of SEStran;
- To consider transport matters relating to the functions, strategy and operations of SEStran and provide advice to the Partnership Board;
- To consider transport matters arising through reports and meeting notes from the other Liaison Groups and provide advice to the Partnership Board;
- To consider and provide advice on any transport matters referred to the Group by the Partnership Board or by the Partnership Director;
- To inform and advise the Partnership Director on transport matters as affecting the SEStran constituent Councils.

Chief Officer Liaison Group Membership:

- The Head of Transportation (or equivalent post or nominee) from each SEStran constituent Council (8)
- Chairs of other Liaison Groups (maximum 5)
- SEStran Partnership Director (1)

Other Liaison Groups Remits are identical:

- To provide a forum for discussion of matters relating to the Liaison Group topic between officers of the constituent Councils and officers of SEStran;
- To consider matters relating to the Liaison Group topic as they may affect the functions, strategy and operations of SEStran and provide advice to the Partnership Board and/or the Chief Officer Liaison Group;
- To consider and provide advice on any matters relating to the Liaison Group topic referred to the Group by the Partnership Board or by the Partnership Director;
- To inform and advise the Partnership Director on matters relating to the Liaison Group topic as they affect the SEStran constituent Councils.

Other Liaison Groups Membership:

- One appropriate nominated officer from each SEStran constituent Council (8)
- SEStran Partnership Director or Officer (1)

18. Liaison including other bodies

The main area where liaison with the partner authorities includes representation from other bodies is rail, through the Rail Liaison Group and the Rail Forum.

The Rail Liaison Group has the same remit and partner authority representation as the other liaison groups. Where it differs is that the membership also includes representatives of Transport Scotland, Network Rail and the train operating companies serving Scotland (First ScotRail, GNER / National Express (East Coast), Arriva (Cross Country), First Transpennine (Edinburgh – Manchester) and Virgin (Edinburgh – Birmingham)) as well as a representative from the rail freight industry. Under the terms of the franchise agreement for the Scotrail Franchise, First Scotrail is required to have biannual liaison meetings with Local Authorities. SEStran has facilitated that through the management of the Rail Forum. Membership includes the partner authorities, the five train operating companies, the rail freight industry, Network Rail and representatives from SEStran, including Board members.

19. Bus Liaison Group and Bus Forum

Four meetings of the Bus Liaison Group and two meetings of the newly established Bus Forum were held during the period. Invitees to all six meetings were the Scottish Government, Confederation of Passenger Transport (CPT) and Traveline Scotland. The three main bus operators in the SEStran area (First Edinburgh, Lothian Buses and Stagecoach) were invited to the two Bus Forums.

The meetings discussed and monitored progress on key SEStran projects such as the SEStran Bus Passenger Information Strategy, Real Time Information and the joint SEStran Database and Information System (Routewise). Progress on SEStran studies that involved bus – such as Edinburgh Orbital Bus Study, Bus Priority on A90, Dunfermline BRT/LRT, Clacks Bus Study, Cross Tay Sustainable Transport Study and Bus initiatives – were reported to the meetings.

Topical issues that were considered by the Group and Forum have included Bus Service Operator Grant (previously Fuel Duty Rebate) and the future of Government Grants such as those relating to Demand Responsive Transport, Community Transport and Rural Public Passenger Transport.

20. Rail Liaison Group and Rail Forum

There have been two meetings of the Liaison Group and two Forums held since March 2007. All meetings were attended by most of the partner authorities along with representatives from Network Rail and the train operating companies. The rail freight industry and Transport Scotland were represented at three of the meetings. The two Forums in May and November 2007 were attended by four and one Board Members respectively.

Key issues considered by the Liaison Group and Forum were the consultation on the East Coast Route Utilisation Strategy – dealing with short to medium term service provision and rail investment and covering provision of Long Distance Services (East Coast and Cross Country) as well as the potential for additional local services east of Edinburgh and possible semi-fast services between Edinburgh and Newcastle.

Much of the meetings covered 'local' operational issues. Specific areas of concern raised were train overcrowding / capacity and rail fares – in particular the higher fares applied in the SEStran area when compared with elsewhere in the Central Belt; investment in local stations – in particular regarding access to stations (e.g. car parking availability and cycle facilities); and station accessibility (for people with disabilities) were areas considered.

Both groups considered all the major Rail Schemes being delivered or proposed in the SEStran area, including the upgrading of Waverley Station, the Stirling – Alloa – Kincardine and Airdrie – Bathgate projects, the Borders Railway and future Edinburgh – Glasgow proposals. A specific issue was the potential for future Anglo-Scottish High Speed Rail Services and what SEStran could do to promote this issue.

Progress on SEStran studies with strong rail elements such as Levenmouth Sustainable Transport Study and Dunfermline BRT/LRT study were reported to the meetings.

21. Programme Liaison Group

This group was formed from lead officers in the constituent councils, SEStran officials and a representative from the Scottish Executive. The group met on a monthly basis to monitor progress on individual projects and to review the delivery of the SEStran Capital and Revenue Programmes. At the meetings the monitoring reporting forms were discussed and strategies developed to manage any projected variances in expenditure. These strategies were then reported to the Partnership Board where approval was sought if required. Moving forward into 2008/09, these arrangements will be revised in the light of the new budget arrangements for capital expenditure.

22. Strategy Liaison Group

This group of lead officers from the constituent councils and SEStran officers met on a “when required basis” to review progress on the Regional Transport Strategy and to consider strategic issues of mutual interest. The main issues considered at this group during this year were the revision of the Regional Transport Strategy and the associated Delivery Plan, and input into the Strategic Transport Projects Review being promoted by Transport Scotland. Members of the group were also involved on the steering groups for the various strategy based projects taken forward by SEStran this year.

23. Sustainable Transport Liaison Group

The Sustainable Transport Liaison Group was set up whilst SEStran was a voluntary partnership. It consists of representatives from all eight Local Authorities and has worked in partnership to exchange best practice in travel plans for public and private sector, promote ‘TripshareSestran.com’ – a car sharing scheme (see Section 8), and prioritise investment in long distance cycling projects.

A Sustainable Transport Forum was held on 30th January 2008, chaired by Sandy Scotland, with speakers and attendees from outside bodies: the Scottish Government Sustainable Transport Team, Cycling Scotland, Energy Saving Trust, Sustrans and Stagecoach to promote tax free bus travel.

◀ So far, TripshareSEStran members have saved an estimated 1,100,000 journey miles and £110,000 through car sharing, and prevented around 400 tonnes of CO2 from entering the atmosphere.

One-Ticket provides travellers with unlimited hassle-free travel throughout South East Scotland. It is an example of what can be achieved through partnership working between Local Authorities and transport providers.

24. Establishment as at 31st March 2008

During 2007/08 the SEStran offices were home to 8 paid employees.

- Alex Macaulay Partnership Director
- Alastair Short Strategy Manager
- Ian Mathie Programme Manager
- Keith Irving Travel Plan Officer
- Andrew Dougal Communications Officer
- Gillian Bartlett Office Manager (Now replaced by Rachael Chambers)
- Amy Cox Administrator
- Lisa Black Receptionist

In addition support was provided from the Lindean Partnership Ltd and LexConsult Ltd in the management of specific projects, provision of advice and development of the framework contracts for consultancy services.



SEStran was proud to achieve cycle friendly employer status in 2007.

Cycling is an ideal mode of sustainable transportation for shorter journeys.

25. The Scottish Budget Announcement

The Cabinet Secretary for Finance and Sustainable Growth announced the Scottish Budget Spending Review 2007 to Parliament on the 14th November 2007. On the same day, supplementary information was provided by civil servants on the implications for Regional Transport Partnerships (RTPs).

It became clear that SEStran would be operating in a changed environment in future. Firstly, the level of both capital and revenue budget that will be available to the SEStran area is now considerably less than hoped for in the RTS. Secondly, although there remains a ring-fenced budget for core running costs and a reduced revenue budget for RTS implementation, all other budgets including DRT and capital have been allocated to local government as part of the local government block settlement.

This created new opportunities for local government to manage its budgets across service levels with no ring-fencing. This has generally been welcomed by local government and is a core element of the new concordat between national and local government. While this created a challenge for the delivery of transport investment, it also created an opportunity for a new relationship with partner authorities and a need for closer partnership working. It has however, proven to be extremely difficult to achieve agreement from the partner authorities to pool funding for regional transport initiatives that can only be delivered on a regional basis.

In the light of the above developments, SEStran was required to provide input to partner authorities on the regional transport aspects of their single outcome agreements with the Scottish Government, to revise the draft Regional Transport Strategy and develop a delivery plan in line with likely available resources which included definition of a Capital and Revenue programme.

26. The Local Authority Concordat

The concordat sets out the terms of a new relationship between the Scottish Government and local government. It underpins the funding to be provided to local government over the period 2008/09 to 2010/11 and has been endorsed by both the Scottish Ministers and by the COSLA Presidential Team. A central plank to the concordat is the development of a series of single outcome agreements between the Scottish Government and each of the 32 Local Authorities in Scotland designed to agree how the authorities can contribute to the delivery of the Scottish Government's outcomes and objectives

The Cabinet Secretary's letter of 9th January 2008 encouraged RTPs to engage with their constituent councils to provide a regional input to the single outcome agreements that they will enter into with the Scottish Government. Input to these was prepared and submitted to the eight Local Authorities. The input linked the proposed regional initiatives to the national and regional objectives of the Scottish Government and SEStran. The timescale for development of the first draft single outcome agreements was very tight (early April 2008).

27. The re-focusing of SEStran activities

The changed funding circumstances resulting from the budget announcement necessitated a re-focusing of SEStran activities and this was considered at the Board meeting on 15th February 2008.

The RTS had identified four ways in which SEStran could deliver its strategy as follows:-

“Influencing – SEStran can seek to support, influence and persuade other partners, particularly where SEStran is not the funding body”

“Guidance – SEStran can provide guidance and advice to other partners tied in with funding provision to achieve consistency and best practice across the region.”

“Co-ordination – the co-ordination of partners in the development and implementation of projects and initiatives is a potential role for SEStran”

“Direct Delivery – this is the function that may require SEStran to take on additional statutory powers depending on the implementation powers required.”

The board agreed that the influencing, guidance and co-ordination roles of SEStran should continue at a level commensurate with the available budget. It also agreed that direct delivery should only be considered where the project or intervention is best delivered SEStran wide or where a partner authority seeks SEStran’s assistance on a one to one basis. It also agreed to commence the process of moving towards a Model Three authority.

Real-time information systems are among the most immediately and obviously useful innovations in transport information provision.

SEStran aims to ensure that the same quality of information is available to travellers throughout the partnership area.



28. Development of the Regional Transport Strategy (RTS)

The production of the SEStran Regional Transport Strategy is the main statutory requirement for the partnership, as outlined in the Transport (Scotland) Act 2005. The RTS was approved by the Partnership and submitted on programme to the Scottish Ministers on 31st March 2007. The Scottish Election in May resulted in a change of administration with the Scottish National Party forming the new Scottish Government. Consequently, the new Ministers took time to review its relationship with local government resulting in the new Concordat. The changes to the funding of RTPs resulting in all previously regional transport capital funds being transferred to Local Authorities, and reviewed the level of funding available for transport resulting in the settlement in the budget announcement in November 2007. Scottish Ministers responded to the Draft RTS in January 2008, requesting a revised submission taking account of the above changes and separating out the delivery programme into a separate document. SEStran revised its RTS and the Board approved it on 18th April 2008 for re-submission to Scottish Ministers. The revisions to the RTS were kept to a minimum to avoid the need for a new public consultation and a revised strategic environmental appraisal.

Work this year has focussed on developing the strategies within the RTS and most of those will be detailed in Section 29 (Revenue Projects) of this report.

One of the main achievements has been the establishment of the SEStran Freight Quality Partnership. The first meeting of the Partnership in December 2007, consisted of approximately 40 members. It covers a range of freight interests, established a Steering Group to push forward initiatives and develop agendas and also instigated a SEStran wide Freight Study. This study not only assessed the current freight movements and facilities in the SEStran area but also developed an Action Plan to initiate improvements in freight facilities in the area.

The second meeting of the Freight Quality Partnership in April 2008 was launched by the Minister for Transport, Infrastructure and Climate Change, Stewart Stevenson MSP. The Minister's input illustrated the importance the Scottish Government gives to the role of freight movement to the Scottish economy and to the role of SEStran in delivering improvements.

On 24th June 2008, the Minister for Transport, Infrastructure and Climate Change informed SEStran that our Regional Transport Strategy (RTS) had been formally approved and it is now proposed to proceed with the publication of the document. It is intended to print a limited number of documents with the main focus being the web based version.



Representatives from the freight industry met with Transport Minister Stewart Stevenson and SEStran, to launch a new Freight Quality Partnership (FQP) for South East Scotland. The partnership aims to help the freight industry in the region function as efficiently as possible and identify solutions to the challenges that it faces.

29. Capital Projects 2007/08

The capital projects funded and delivered by SEStran during 2007/08 are shown in the following table.



Wallyford Park & Choose was completed almost a month ahead of schedule. It will play an important role in the growing network of Park & Ride sites surrounding Edinburgh.

Sheriffhall takes 561 vehicles a day off Edinburgh's roads. Park and Ride is an important element in our strategy to reduce traffic congestion in the region and keep the city moving.



PROJECT	LOCAL AUTHORITY	FULL YEAR EXPENDITURE £000
C1. Bustracker Extension	CEC	86
C18. Cycling connections Edinburgh	CEC	473
C37. Ingliston Park & Ride	CEC	1,995
C44. UTM&C & Parking Guidance	CEC	1,169
C47. A701 Straiton Park and Ride	CEC	2,013
C64. Rail Station Access	CEC	0
C67. ATGA Seafield Roundabout	CEC	55
C68. ATGA Milton Link & Duddingston Park Roundabouts	CEC	1,744
C69. ATGA Maybury Road	CEC	9
C70. ATGA Groathill Road North	CEC	200
C71. ATGA Crewe Toll Roundabout	CEC	29
C72. ATGA Other Outstanding Expenses	CEC	320
	CEC Total	8,093
C3. Hillfoots	Clacks	56
C19. Waggon Way Cycle Path	Clacks	9
C48. Alloa – Stirling	Clacks	63
C75. Round the Forth Cycle Route	Clacks	0
	Clacks Total	128
C4. Whitecraig Bus turning facility	ELC	89
C38. Wallyford Park & Choose	ELC	599
	ELC Total	688
C39. Larbert car park-public trans	Falkirk	49
C50. Falkirk High Car Park	Falkirk	609
C51. A801 Avon Gorge	Falkirk	281
C58. Safer Routes to Stations/Transport Interchanges	Falkirk	100
C76. Round the Forth Cycle Route	Falkirk	80
	Falkirk Total	1,119
C5. Dunfermline to Inverkeithing	Fife	207
C6. Bus Quality Corridors West Fife	Fife	153
C21. Cycle route NCN1 in Dunfermline	Fife	144
C24. Kirkcaldy pedestrian links	Fife	47
C36. Cross Forth Ferry	Fife	131
C40. Rosyth-Halbeath Park & Choose	Fife	363
C65. Fife Circle Capacity and Access Enhancements	Fife	100
C66. Quality Bus Interchanges	Fife	100
C74. Round the Forth Cycle Route	Fife	0
	Fife Total	1,245

PROJECT	LOCAL AUTHORITY	FULL YEAR EXPENDITURE £000
C27. Eskbank to Dalkeith cycleway	MLC	
C28. NCR-1 Dalkeith to Gorebridge	MLC	20
C41. Sheriffhall	MLC	1,111
C42. Lothianburn Park & Ride	MLC	211
C46. Leadburn Crossroads	MLC	8
C53. A701 Penicuik to Edinburgh	MLC	200
	MLC Total	1,550
C9. Quality Corridor feeder routes	SBC	135
C16. Kelso Hub – Interchange	SBC	25
C17. Key town centre bus facilities	SBC	104
C32. Infrastructure Waverley railway	SBC	210
	SBC Total	474
C12. Magique	SEStran	20
C33. Cycle Flow monitoring	SEStran	21
C45. M90 Third Lane	SEStran	
C49. Round the Forth Cycle Route	SEStran	
C77. Meeting room acoustic solution	SEStran	14
	SEStran Total	55
C13. Bathgate-Livingston-Edinburgh	WLC	51
C34. Key connections WL to Edin	WLC	517
C35. Cycling – NCR 75 West Lothian	WLC	8
C54. Ormiston Mains	WLC	8
C55. East Calder – Wilkieston	WLC	12
C56. Burnwynd Signals	WLC	186
C57. Wilkieston NW Link	WLC	16
C62. Kirknewton Level Crossing	WLC	400
	WLC Total	1,198
	Total	14,550

30. Delivery Mechanisms

The predominant method of delivery utilised in the 2007/08 Capital Programme continued to be by issue of Grant-in-Aid to the Partnership authorities

31. Monitoring and Reporting

The Project Monitoring templates that were prepared for all projects contained within the Capital Programme last year were again used for 2007/08 and proved to be highly effective.

32. Out Turn

Capital grant made available to SEStran by the Scottish government in 2007/08 totalled £14.75M. Actual expenditure in the year was £14.55M. SEStran entered into a temporary grant swap arrangement with Strathclyde Passenger Transport (SPT) in 2007/08 for the sum of £0.2M. This funding has been used by SPT in 2007/08 and will be returned to SEStran for the Kirknewton Level Crossing in 2008/09. This action has enabled SEStran to utilise 100% of the grant award for 2007/08.



The SEStran area has become Scotland's main economic driver in recent years. As a consequence of this, employment opportunities in the region are steadily growing. Over half of all new jobs are located in Edinburgh and many people now commute to work in the city.

As the region's economy continues to develop, increasing demands will be made on the transportation network. It is vital that we act now, to build a transportation network that is comprehensive and sustainable; that contributes towards social inclusion and meets the needs of business.

33. Revenue Projects Budget 2007/08

Project Code	Project	Expenditure 07/08	Comments
R12	Edinburgh Orbital Bus Project	£72,598.89	Feasibility/preliminary design of facilities
R13	Outbound Bus Priority on the A90	£48,508.90	Feasibility study
R14	Stirling to Clackmannanshire bus services	£15,640.00	Review operation
R15	Park and Choose on the south side of the Tay Bridge	£30,706.93	Feasibility study and preliminary design
R16	Falkirk to West Lothian bus services	£5,519.95	Scoping study
R17	Sustainable travel awareness	£51,247.30	Promotion and marketing campaign
R18	Freight facilities and development of quality partnerships	£36,560.00	Scoping study
R19	Development of parking standards framework	£28,855.09	Study for developing a standard approach to parking standards
R20	Regional parking management	£52,737.00	Scoping study
R21	Cycle Initiatives	£41,773.42	Collate best practice
R22	Bus Initiatives – Bus Information	£35,045.00	Regional Bus Information Strategy
R23	Bus Initiatives – Bus Real Time Information	£36,786.50	Bus Real Time Information
R24	Bus Initiatives Study	£55,499.95	Scoping study (£35K in (2007/08)
R25	Taxicard	£17,550.00	Scoping Study
R26	Access to Healthcare and Employment	£37,601.58	Accessibility Planning
R27	Levenmouth Rail Study	£20,000.00	Review from a Regional Perspective (£40K in 2007/08)
R28	Dunfermline Bus/Light Rail	£16,000.00	Route identification study
R29	NETAP Study	£50,000.00	Review Project

Project Code	Project	Expenditure 07/08	Comments
R30	Edinburgh South Suburban Railway	£25,000.00	Review Business Case
	Magique Risk Management software	£22,000.00	Purchase of software
	Ferry Legal Costs	£9,600.00	Procurement Study
	Routewise	£18,000.00	Maintain Database
	Hovercraft Trial	£92,327.60	Contribution towards costs of the trial
	Norshukon Project	£16,666.00	Promotion of ferry link
R34	Project Management, Procurement, Development of Framework Contracts	£120846.34	Support staff costs
	TOTAL COST 21/03/08	£950,568.28	* £992,000.00 Approved

34. Details of Revenue Budget 2007/08

The approved non core budget revenue grant awarded to SEStran for the 2007/08 financial year was £992,000.

R12: Edinburgh Orbital Bus Project. This study examined the feasibility of developing a bus rapid transit scheme around the south side of Edinburgh linking East, Mid and West Lothian and Fife providing connectivity with the major traffic generators around the south of the city. The study will be completed during 2008/09

R13: Outbound Bus Priority on the A90. This study examined what can be done to improve bus priority on the major bus corridor of the A90 outbound from Edinburgh. The study is now substantially complete and its recommendations will be reported to the SEStran Board.

R14: Stirling to Clackmannanshire Bus Services. This study looked particularly at the integration of bus services in Alloa with the new Stirling-Alloa rail service. The final report identifies options that will improve the linkages between bus and rail services in the town.

R15: Park and Choose on the South Side of the Tay Bridge. In partnership with, and partly funded by TACTRAN, this study examined a number of alternative proposals for park and choose on the south of the Tay Bridge to provide more sustainable transport options into Dundee and also south to Edinburgh. The study is now substantially complete and will be reported to the SEStran Board.

R16: Falkirk to West Lothian Bus Services. In consultation with Falkirk and West Lothian Councils, this study was removed from the programme in favour of higher priorities.

R17: Sustainable Travel Awareness: This promoted the benefits and convenience of public and sustainable transport through maps, leaflets, displays, direct distribution, radio advertisements.

R18: Freight Study. This study was developed through the SEStran Freight Quality Partnership and not only reviewed freight transport facilities within the SEStran area but also proposed an action plan to improve the movement of freight in the area.

R19: SEStran Parking Standards. The Regional Transport Strategy highlighted the need for consistent parking standards at similar locations to provide consistency for developers and the public. The resulting standards recognises the various levels of accessibility throughout the area and provides guideline standards for advise to Local Authorities and developers.

R20: Regional Parking Management. The management of parking has a key impact on the use of cars within towns in the area. This study developed a parking strategy which took into account the accessibility and economic activity in the town and provided overall guidance of the type of controls that should be employed. From this a potential business case for Decriminalised Parking Enforcement was developed which will be the subject of further analysis.

R21: Cycling Initiatives. This included the production of 'Cycling Guidance; Cycling to Work Beginner's Guide' and Cramond Bridge feasibility study was undertaken.

R22: Bus Initiatives – Bus Information. This project has developed a draft Bus Information Strategy which will be the subject of consultation with a view to adoption by those councils that presently do not have an approved strategy. By carrying out the work on a regional basis, the project has demonstrated economies of scale in the preparation of what will become statutory documents.

R23: Bus Real Time Information. Work has continued on the specification and contract documentation for Real Time Bus Information on a region wide basis. The further development of this project depends on the agreement of the Partner authorities to funding.

R24: Bus Initiatives Study. This study was split into four separate elements;

1. Alternative fuels
2. Quality of buses
3. Value for money
4. The quality of bus infrastructure.

All these elements have an impact on the operation and perception by the public of bus operations. The consultant reports are aimed at improving the quality and value of bus services and have implications for the public, bus operators, Local Authorities and the Scottish Government.

R25: Taxicard. This project examined the feasibility of developing a region wide Taxicard scheme and concluded that there was little to be gained in pursuing the proposal.

R26: Access to Healthcare and Employment. Last year SEStran purchased the Accession model, in order to provide the facility to analyse the accessibility of various elements of the population to employment, healthcare, etc. This year the model was upgraded and used to analyse access to healthcare within the region. Also Local Authority officers received training on how to use the model in order to use it in their own analysis.

R27: Levenmouth Rail Study. This project examined the feasibility of developing improved public transport connections to Levenmouth including new or improved rail lines and improved bus connections. The work continues during 2008/09.

R28: Dunfermline Bus/Light Rail. The local plan for West Dunfermline required an examination of how best to serve the major development area with public transport. This study examined a number of alternatives for bus rapid transit and light rail and work continues during 2008/09.

R29: NETAP Study. The North Edinburgh Transport Action Plan (NETAP) study examined a number of different options to service the major development areas in the north of the city. Work is ongoing although SEStran's contribution was completed in 2007/08.

R30: Edinburgh South Suburban Rail Study. The reopening of the South Suburban Railway to passenger services has been the subject of a detailed study in cooperation with the City of Edinburgh Council and Transport Scotland. The results indicated that the operation of such a service presented many operational difficulties and was not a viable proposition.

Magique Risk Management software. In response to comments by the internal auditors and the need to manage risk effectively on SEStran projects, a risk management software package was acquired and implemented for both corporate/financial risk and project risk assessment. This tool will continue to be used by SEStran for risk management.

Ferry Legal Costs. As part of the ongoing work to develop a Cross Forth ferry (C36), there was a need to procure specialist contract/procurement legal advice.

Routewise. This project has developed a common database for the publication of bus passenger information that is now available for use by all the partner authorities and not only facilitates the production of cross boundary information but provides a cost effective mechanism for production of all bus timetable information.

Hovercraft Trial. The Scottish Government provided additional funding during the summer of 2007 to part fund a three week trial of a hovercraft passenger service between Kirkcaldy and Portobello in association with Stagecoach. The trial proved to be successful and provided valuable data that has been incorporated in the ongoing work to provide a permanent Cross Forth ferry (C36)

Norshukon Project. SEStran, in partnership with a consortium of Norwegian interests, Shetland Development Trust and ZetTrans, procured an operator for a new freight ferry service linking Rosyth with mid Norway, Zeebrugge and Shetland and assisted with the application for EU funding under the Motorways of the Sea initiative. A decision from the EU on funding is awaited.

35. Sustainable Transport: Travel Plans

The Scottish Government funded a Travel Plan Officer with the remit to help all Local Authorities and major hospitals develop travel plans by April 2008. All Local Authorities and Health Boards in South East Scotland are working hard to implement or develop their travel plans further to reduce the costs and environmental impact of travel related to their activity. Revenue expenditure during 2007/08 was as follows:

Travel Plan grants 2007/08		
Organisation	Activity	Amount
East Lothian Council	Council HQ travel map and provision of cycle shelter	£6,288.20
Borders Council	Council HQ shower facilities for staff and visitors	£6,268.89
Midlothian Council	Council HQ travel map	£5,000.00
West Lothian Council	TP marketing strategy, eco driving guide and new council HQ travel map	£17,935.00
Clackmannanshire Council	Council building cycle shelter for staff and visitors	£7,244.10
NHS Borders	Staff survey and car park management strategy for Borders General Hospital	£12,860.00
NHS Forth Valley	Comprehensive staff survey and establishment of car parking management scheme	£8,116.25
NHS Lothian	Staff and visitor survey at Astley Ainslee Hospital, Edinburgh and establishment of car sharing scheme	£18,800
	Total:	£82,512.44

During 2008/09 and 2009/10, the Scottish Government has set targets for the public sector to develop their travel plans and continue to lead by example. The targets include implement a comprehensive monitoring scheme, provide case studies on implementing their travel plan, increase coverage of travel plan to 80% of staff by April 2010 and provide a case study of a project implementing SPP17 advice.

SEStran will continue to provide guidance and advice to any public and private sector organisations developing travel plans.

36. Car Sharing

TripshareSestran.com, launched on 24th October 2006 by the Minister for Transport, Tavish Scott MSP, is a free, web-based car-sharing scheme to link car drivers or passengers who are making similar journeys in South East Scotland and wish to share the costs. TripshareSestran can also match taxi, cycling, and walking journeys.

SEStran is promoting car sharing to encourage more efficient use of vehicles on our road, helping reduce congestion and pollution. As of 31st March 2008, there were approximately 3,500 members of TripshareSestran who had saved an estimated 1,100,000 vehicle miles, equivalent to four journeys to the Moon. TripshareSestran is now one of the five top public car sharing sites across the UK and is rapidly expanding with organisations such as NHS Lothian, Edinburgh Park, NHS Fife, Edinburgh, Queen Margaret and Heriot Watt Universities signed up.



If everyone committed to sharing a car journey just once a week it would take 20% of the cars off our roads. Car sharing enables people to save money, while helping to reduce traffic congestion and helping protect the environment.



37. Cycling

Cycle Design: In 2007/08, SEStran have produced 'Cycling Infrastructure: Design Guidance and Best Practice.' The aims of the document are to:

- Provide cycle infrastructure design guidance to assist Local Authorities, developers and other stakeholders involved in providing new infrastructure, either specifically for cycling or for all modes of transport, and:
- Provide examples of best practice from the UK and Europe.

The document is available on the SEStran website.

Cramond Bridge Feasibility Study: SEStran is committed to the development of a continuous Round the Forth cycling route in their Regional Transport Strategy. One of the major gaps in this route is the River Almond at Cramond on the West side of Edinburgh. A feasibility study was therefore commissioned into providing a bridge for pedestrians and cyclists linking with the existing cycling and walking routes in the area. The study found that constructing a bridge is technically feasible and, from the public consultation, commands strong public support. The report recognised that there are no realistic alternatives for cyclists and people with mobility problems to this route and recommended that City of Edinburgh Council pursue the bridge as a continuation of the Promenade route.

The report is available on the SEStran website.



If a cycle bridge is to be built at Cramond, it will be vital to ensure minimum disruption to the environment in this beautiful conservation area.

Round the Forth and Long Distance Cycling: During 2007/08, £60,000 revenue funding, to be matched by Local Authorities, was provided by the Scottish Government to be spent on Round the Forth (RtF) and long distance cycling projects (Stirling and Perth & Kinross qualified for funding through arrangements put in place while SEStran was a voluntary partnership).

Round the Forth/Long Distance Cycling	Project	Amount
City of Edinburgh Council	Cycle share (or cycle hire) scheme feasibility study, including along Forth waterfront	£10,000.00
Clackmannanshire Council	Traffic calming on Round the Forth route on unclassified rural road between Clackmannan and Kincardine.	£8,052.24
Fife Council	Feasibility study into off-road link from Inverkeithing to Forth Road Bridge	£3,094.33
Borders Council	Peebles to Innerleithen route, and feasibility study into expanding Borders recreational cycling routes	£22,500.00
	Total	£43,646.57

38. Core Budget

SEStran's core budget provides for the day-to-day running costs of the Partnership including employee costs, premises costs, supplies and services. For 2007/08 approved expenditure was £607,000. Actual expenditure for the year was £612,000, representing an overspend of £5,000 (0.8%). A summary of the Core budget for 2007/08 is provided in the table on page 32. The variances identified and explained in the table were identified through budget monitoring arrangements and reported to the Board during the financial year.

The Scottish Government provided a grant of £300,000 towards core expenditure. In addition, the Partnership received interest of £242,000 in 2007/08 (this exceeded the budgeted amount by £235,000). This additional interest arose as a result of differences in timing between the receipt of capital grant payments by SEStran from the Scottish Government and reimbursement of capital expenditure claims by SEStran to Partner authorities.

The net expenses of SEStran, after allowing for government grant and interest received, fail to be met by the Partnership's constituent Councils. Therefore, the net effect of the additional interest received, less the gross expenditure variance was to reduce the net expenses met by the constituent Councils from the budgeted figure of £300,000 to £70,000.



Core Budget 2007/08 – Summary

	Approved £000	Actual £000	Variance £000	Notes on Variances
Employee Costs	340	335	(5)	Savings from vacancies and staff turnover
Premises	63	63	-	
Transport	4	6	2	Staff travel requirement greater than originally anticipated.
Supplies & Services	136	137	1	
Support Services	64	71	7	Financial support service (accounting, programme monitoring, etc.) more time consuming than originally anticipated.
Gross Expenditure	607	612	5	
Government Grant	(300)	(300)	-	
Interest Received	(7)	(242)	(235)	Timing differences – capital grant
Council Contributions	300	70	230	

SEStran received budgeted contributions from constituent Councils totalling £300,000 during 2007/08. Unspent requisitions at the year end therefore amounted to £230,000. The Partnership Director, in consultation with the Chief Transportation officials from the Partnership's constituent Councils, is considering how this balance could be used and proposals will be presented to the Partnership Board during 2008/09.

39. Delivery Mechanisms

With the exceptions of the NETAP study and the South Suburban Rail study which were managed by the City of Edinburgh Council with SEStran representation on the steering groups and SEStran grant contributions, all the projects within the Revenue Projects budget were directly managed by SEStran through the procurement of appropriate consultancy advice. The Sustainable Travel and Round the Forth and Long Distance Cycling projects were delivered through the mechanism of SEStran grants to Local Authorities and other public bodies. The work on car sharing was directly managed by SEStran using the retained contractor, the development of Cycling Infrastructure Design Guidance and Best Practice was carried out in house and the work on Cramond Bridge feasibility study was managed by SEStran using external consultants.

40. Monitoring and Reporting

The project monitoring templates developed for use on the capital programme were also used to a limited extent on the revenue programme. The reason for this limited use was that many of the projects required a single payment, with costs fixed prior to the issue of the grant award letters.



South East Scotland faces a 10% increase in population over the next 10-15 years.

The region needs a sustainable transportation system that maximises the use of public transportation, cycling, walking, car sharing and minimises the number of single user car journey's if it is to avoid increasing congestion.



41. Web Site

The SEStran website has been revised and updated to make it SEStran’s key “shop window” for information about our activities and achievements. It provides access to all key information, including publications, details about SEStran projects, SEStran policies, public relations material, travel maps detailing transportation services available throughout South East Scotland, an interactive meetings calendar, links to partnership authorities and other relevant websites, a daily digest of media stories on transportation issues and a regular quarterly news bulletin. A general information leaflet on SEStran’s role is readily accessible in a range of minority languages on the home page.

The website is growing in popularity with an average of 1600 per people month visiting the site at the present time. Technical improvements to improve the accessibility and overall user-friendliness of the website are ongoing.

In line with our commitment to helping reduce the region’s carbon footprint, all SEStran publications primarily exist electronically, and are available for download from the website **www.sestran.gov.uk** in PDF format. However, a small stock of printed publications will be made available on request from the SEStran office.



The SEStran website is now our key public information resource.

To maximise accessibility while reducing the environmental impact of printing, hard copies of all SEStran publications are available for download.

42. Communications Strategy

SEStran's communications strategy continues to be the cornerstone of our communications and PR work. Key priorities are; to promote the aims of the RTS; encourage behavioural change among the travelling public towards greater use of public transport and making smarter travel choices; highlighting the aims of SEStran, as laid out in the RTS, and positioning SEStran as a credible and authoritative voice for the general public on transport planning and delivery in South East Scotland.

Relationships with the local, regional and national press; including transport correspondents for the key newspapers and broadcasters, are well established. We continue to deepen our relationship with the media in order to achieve the maximum positive coverage of SEStran's achievements.

Joint media work in cooperation with partner Local Authorities is carried out in line with an agreed media protocol, in order to achieve effective media penetration. Joint press releases are issued to highlight the real improvements to local transport provision which SEStran has achieved, in cooperation with its Local Authority partners and other bodies.

The suite of branded promotional materials which was established in 2007 has been extensively used at events and through distribution, as appropriate, to highlight SEStran's role. SEStran now has the capability to mount a well-stocked exhibition stall at any suitable event and the flexibility to ensure that the materials available are appropriate to the particular type of event. Our current suite of materials also plays an important role in in-house branding and during media interviews, where visual branding is a priority.

In order to maintain and improve SEStran's public profile, advertising space is regularly taken in all of the region's telephone directories, the Scottish Chamber of Commerce directory and the Edinburgh Chamber of Commerce diary. We continue to take up advertising opportunities where these are appropriate and where they offer value for money in terms of reaching a relevant audience and achieving maximum impact.

43. Media Penetration Statistics

SEStran's media penetration has been steadily increasing throughout the period April 2007 to March 2008. During this period, SEStran issued 26 media releases and received 139 media enquiries, of which approximately 102 resulted in coverage, ranging from direct interviews with the press to use of a quotation or other data lifted from SEStran media releases. The pattern of successful media hits closely reflects SEStran activities in any given month and the ongoing news agenda, as it relates to transport issues in Scotland, as may be seen in the chart on page 38-39.

Points to note about the table:

- The statistics below have been compiled using the verified daily or weekly circulation figures for the publications indicated and the Rajar figures (i.e. listenership and viewership) for the broadcasters listed. These do not reflect the actual readership levels of a single publication, or the number of times a radio or television clip may be used within bulletins throughout the day. For example, circulation of the Scotsman is currently 55,175, but estimated daily readership is 195,000, of which 67% live within the SEStran region. Meanwhile, a single interview on radio or television will furnish material that will be used anything from one to six times throughout the day, reaching a slightly different audience on each occasion. This means that our overall media reach is likely to be higher than indicated by the statistics.
- Broadcast interviews commonly furnish 2-3 quotes for news broadcast purposes. However, for statistical purposes we are counting each interview as a single media hit.
- Online outlets assess their circulation on the basis of daily database hits. The average daily access count to the relevant database is included here.
- Where National publications have covered SEStran stories an indication of the percentage of readership in the SEStran region is indicated. National or quasi-national broadcasters (e.g. Real Radio) do not break down their listeners/viewers on a regional basis, therefore the total figures have been included, expressed separately from the overall broadcast figures.

Month	Hits	Outlets	Audience Reach	Area Impact
April	Total 4 3 Print 1 Online	EEN, Herald & Post (Edin)	Print 147,648 Online 200,000 (daily hits)	Edinburgh, W Lothian, E Lothian, Midlothian, (BBC Online – Edinburgh, Borders & Fife),
May	Total 0			
June	Total 11 7 Print 3 Broadcast 1 Online	EEN, Holyrood Magazine, Falkirk Today, Fife Today, Courier, Radio Forth, Central FM, Kingdom FM, BBC Scotland Online	Print 320,881 Broadcast 120,000 Online 200,000 (daily hits)	Edinburgh, W Lothian, E Lothian, Midlothian, Fife, (BBC Online – Edinburgh, Borders & Fife),
July	Total 12 5 Print 6 Broadcast 1 Online	Scotsman, EEN, Holyrood Magazine, Dunfermline Press, Fife Today, BBC Radio Scotland, Radio Forth, Kingdom FM, Central FM	Print 201,798 Broadcast 431,000 (* 1,050,000 BBC Scotland audience only) Online 200,000 (daily hits)	National (Scotsman – 67 % in SEStran region), BBC Online(– Edinburgh, Borders & Fife), Midlothian, East Lothian, W Lothian, Fife, Edinburgh,
Aug	Total 4 1 Print 3 Broadcast	Falkirk Herald, Central FM, Kingdom FM, Radio Forth	Print 74,037 Broadcast 429,000	W Lothian, Fife, Edinburgh
Sept	Total 9 5 Print 4 Broadcast	Scotsman, EEN, W. Lothian Courier, Dunfermline Press, Radio Forth, Central FM, Kingdom FM	Print 193,909 Broadcast 684,000	National (Scotsman – 67 % in SEStran region) Midlothian, East Lothian, W Lothian, Fife, Edinburgh, Clacks
Oct	Total 15 Print 8 Radio 4 Online 3	Scotsman, EEN, Holyrood Magazine, Radio Forth, Central FM, Talk 107, BBC Radio Scotland, BBC Scotland Online	Print 262,000 Broadcast 1,120,000 (* 1,050,000 BBC Scotland audience only) Online 200,000 (daily hits)	National (Scotsman – 67 % in SEStran region), BBC Online(– Edinburgh, Borders & Fife), Midlothian, East Lothian, W Lothian, Fife, Edinburgh, Borders
Nov	Total 18 print 13 Broadcast 4 Online 1	Scotsman, EEN, Holyrood Magazine, Radio Forth, Central FM, Glenrothes Gazette, Midlothian Today, BBC Scotland Online	Print 650,248 Broadcast 749,898 Online 200,000 (daily hits)	National (Scotsman – 67 % in SEStran region), BBC Online (– Edinburgh, Borders & Fife), Midlothian, East Lothian, W Lothian, Fife, Edinburgh, Borders, Clacks

Month	Hits	Outlets	Audience Reach	Area Impact
Dec	Total 13 print 10 Broadcast 2 online 1	EEN, Falkirk Herald, Courier, Dunfermline Press, Central FM, Radio Forth, BBC Scotland Online	Print 502920 Broadcast 353,000 Online 200,000 (daily hits)	BBC Online – Edinburgh, Borders & Fife), Midlothian, East Lothian, W Lothian, Fife, Edinburgh, Borders, Clacks
Jan	Total 1 Print 1 Broadcast 0	Courier	Print 75,435	Fife, Clacks
Feb	Total 6 Print 3 Broadcast 2 Online 1 1 online	EEN, Fife Today, E Lothian Courier, Radio Forth, Kingdom FM, BBC Scotland Online	Print 119,272 Broadcast 389,000 Online 200,000 (daily hits)	BBC Online – Edinburgh, Borders & Fife), Midlothian, East Lothian, W Lothian, Fife, Edinburgh,
Mar	Total 9 Print 6 Broadcast 3	Fife Today, Fife Free Press, Dunfermline Press, Courier, W Lothian Courier, Kingdom FM, Central FM	Print 160,350 Broadcast 198,000	Fife, W. Lothian, Clacks,



44. Events

SEStran participates in transport themed events for professional purposes and in more generally themed events where these can raise our public profile or advance our aims and objectives. Involvement ranges from attendance to sponsorship, as appropriate. In 2007/08 SEStran participated in and exhibited at a range of events including; the CPT Conference, Pedal for Scotland (Glasgow to Edinburgh Cycle Event) and BRT UK 3rd Annual Bus Rapid Transport Conference.

In May 2007 SEStran chose to sponsor the Two Capitals Cycle Ride. The ride was subsequently chosen to become fully SEStran branded in 2008, due to its aims of popularising cycling as a transportation option and its strong identity as an event rooted in South East Scotland. As a non-competitive all-abilities event, the inclusive nature of the ride and its key aim of promoting cycling as a form of transportation was identified as a good fit with SEStran's aims and objectives, as laid down in the RTS.

SEStran will pursue further opportunities to participate in and originate relevant events and campaigns as these contribute to the aims and targets outlined in the RTS.

45. Promotion of sustainable transport

SEStran has heavily promoted public and sustainable transport during 2007/08. Initiatives have included:

- Promoting the roll out of Bus Real Time Information to East and Midlothian through direct distribution of information leaflets to 45,000 households;
- Production of a Public Transport Map 2008 showing all strategic public transport services across the region, distributed free through partner authorities, major bus operators, all bus stations and through VisitScotland (Map is available on the website);
- Produced a guide to saving money on driving, in partnership with Clackmannanshire, Falkirk and West Lothian councils;
- Promotion of One Ticket through adverts on Radio Forth and distribution of leaflets, generating 25% increase in number of page views and a 37% increase in visitor numbers from February to March, coinciding with radio advertisements;
- Production of 'Cycling to Work Guide for Beginners' (available on the website);
- Promotion of Radio Forth's jambusters traffic congestion reports, contributing to the doubling of Tripshare membership during 2007/08.

46. Equalities

SEStran aims to ensure that we are communicating our aims and objectives to all members of the community and that everyone has equal access to our publications, in line with the SEStran Equalities Scheme.

At present, our general information leaflet is available for download in a range of minority languages on the SEStran website. The languages chosen, reflect those most frequently requested throughout the Local Authorities in the partnership area. This list will be regularly audited to ensure continued relevance. We will also provide a translation of any required document, on request, in any additional language, or in large type, Braille, or recorded format, as required.

We are currently working towards providing large text/speech facilities for documents on the web site and will implement this feature as soon as technically feasible.

SEStran will regularly audit publications to ensure that the image portrayed gives equal emphasis to men and women, includes images of ethnic minorities and images of people with disabilities as integral with society. We will seek opportunities to participate in events designed to promote equal opportunities, such as the Edinburgh Mela and seek to ensure that all of our communications work is inclusive and reflects the diversity of Scottish society.

47. External Consultation Responses

Over the year SEStran has responded to several formal consultation responses including the Strategic Transport Projects Review, the National Planning Framework, the Scottish Climate Change Bill and the Scottish Road Safety Strategy. We have also responded to more informal requests for input from national and regional bodies on various transport issues.

48. RTP Joint Chairs/Lead Officers meetings

The Chairs of the seven RTPs, supported by the RTP lead officers, have met quarterly during 2007/08. The agendas for these meetings have been dominated by the outcome of the budget settlement and the need for closer liaison between the RTP chairs and COSLA. They met with John Swinney and Stewart Stevenson in December 2007 following the budget announcement in order to establish Government's view on the future of Regional Transport Partnerships (RTPs). This followed a positive meeting with the COSLA presidential team, where COSLA expressed strong support for the ongoing role of RTPs, a view they repeated at the meeting with the Ministers. As a result of that meeting, John Swinney wrote to the RTP Chairs expressing the view that he could see an ongoing role for RTPs in assisting Local Authorities in the delivery of regional transport priorities and encouraging RTPs to actively engage in the development of Single Outcome Agreements and in Community Planning. As a result of this, the Chairs have now embarked on a process of developing closer liaison with COSLA and consideration of how best they can be organised in the future.

The Lead Officers have met on numerous occasions with the Scottish Government through the mechanism of the RTP Liaison Group. Again, this has proved to be a valuable mechanism for raising issues with the Scottish Government and vice versa. The Lead Officers have themselves met on numerous occasions, a mechanism that has proven to be extremely valuable in addressing issues of mutual concern and common interest. They have also provided a forum for the management of the Joint Chairs meetings.

49. Freight Strategy

A National Freight Action Plan was one of three Action Plans produced along with the National Transport Strategy by the Scottish Executive. To progress it, a national steering group was set up, on which SEStran is represented. The involvement of SEStran in developing national strategy has significant benefits in ensuring that SEStran's interests are promoted at a national level and that the development of SEStran's freight initiatives are complementary to national initiatives.

50. Transport Scotland/Scottish Government Meetings

Close working relations are maintained with Transport Scotland and the Scottish Government in order to develop and promote SEStran's objectives. Most meetings are on a one-off basis, but some meetings including the Strategic Transport Projects Review and Transport Model for Scotland are on a more regular basis.

51. Capital and Revenue Budgets 2008/09

The revenue budget for 2008/09 is included in the approved business plan. Due to the changes in funding arrangements and the timescales for Local Authorities to approve their capital budgets, the capital programme included in the business plan is a combined programme covering the next three years and is subject to change depending on Local Authority budgetary decisions yet to be made.

52. Core Revenue

The Partnership approved core revenue budget for 2008/09 is £615,000. The Scottish Executive funding will contribute £300,000 with £315,000 to be met by the Partnership's constituent councils.

53. Revenue Projects 2008/09

Project Code	Project Management	Project	Cost Proposal
R5	SEStran	High Speed Rail	£25K
R12	SEStran	Edinburgh Orbital bus project	£150K
R15	SEStran	Park and Choose on the south side of the Tay Bridge	£50K
R17	SEStran	Sustainable travel awareness	£50K
R18	SEStran	Freight facilities and development of quality partnerships	£50K
R20	SEStran	Regional parking management	£50K
R21	SEStran	Cycle Initiatives	£30K
R25	SEStran	Legal Advisors	£20K
R27	SEStran	Levenmouth Rail Study	£55K
R34	SEStran	Term Contracts Project Management, Procurement, Development of Framework Contracts	£50K
R35	SEStran	Park and Ride Strategy	£30K
R36	SEStran	Sustainable Development	£20K
R37	SEStran	RTS Monitoring	£30K
R38	SEStran	One Ticket Market Research	£10K
		Total	£620K



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