



Business Plan 2008/09-2010/11

Contents

1. Foreword by Chairman and Partnership Director	2	8. Capital Projects	19
		Capital Programme 2008/09 to 2010/11	19
2. Guidance	3	Delivery Mechanisms	20
		Risk	20
3. Period covered by the Business Plan	3	CDM	21
4. The SEStran Board	3	9. Revenue	23
Membership	3	Revenue Programme 2008/09	23
Performance/Audit Committee	4	Marketing & Communications Strategy 2008-11	23
5. Governance	4	Core Corporate Marketing & Communications Budget	24
Standing Orders	4	Proposed publications 2008-11	25
Scheme of Delegation	4	(to be republished annually)	25
Financial Regulations	4	Budgets	25
Fraud Policy/Action Plan	4	Proposed Budget Commitments Summary	26
Equalities	5	10. Resources	27
Liaison Groups	5	Establishment	27
Liaison Group Names, Remits and Composition	5	Staffing Changes	27
Liaison including other bodies	6	Accommodation	27
Review Period for Key Governance Documentation	6	Equipment	27
Powers and Functions	7	Appendix 1: HR Policies	29
SEStran's Powers	7	Appendix 2: Staffing Structure	30
SEStran's Functions	7	Appendix 3: Core Revenue Budget 2008/9	31
Section 10 Application for Additional Functions – Process	7	Appendix 4: Project Monitoring Template	33
Management of the Process	9	Appendix 5: Project Appraisal Pro Forma	35
6. Funding	10	Appendix 6 Marketing & Communications Strategy 2008-11	43
Grant In Aid	10	Appendix 7: Sestrans Area Regional Projects	51
Constituent Authority Requisitions	10		
Demand Responsive Transport	11		
Borrowing	11		
Reserves	11		
Revenue: Core Budget	11		
Revenue: Other sources of funding	11		
7. The Regional Transport Strategy (RTS)	12		
Vision	12		
Objectives	12		
Policies	14		
RTS Approach	14		
Delivery plan	14		
Sustainable Transport	14		
Input to Single Outcome Agreements	14		
Revenue	17		
Monitoring	18		

1. Foreword by Chairman and Partnership Director

This is the first Business Plan to be prepared by the South East of Scotland Transport Partnership and it sets out our proposals for transport investment over the three financial years of 2008/9, 2009/10 and 2010/11. It defines how we will move forward in implementing our Regional Transport Strategy (RTS). The business plan will be updated every year and be used as the basis for monitoring our performance in delivering the RTS.

The SEStran Regional Transport Strategy was submitted to the Scottish Government on 31st March 2007 and a response was received from the Cabinet Secretary for Finance and Sustainable Growth on 9th January 2008. In May 2007 there was a change in the administration of the Scottish Government with the resulting need for the new Administration to consider the contents of Regional Transport Strategies very carefully especially in the light of potential available finance. The response of 9th January 2008 therefore requested a resubmission of the RTS taking account of the budget settlement of November 2007. We believe that our RTS remains a valid strategy after the change in Government and are confident that it is in line with both Regional and National aspirations for the SEStran area. We are in the process of revising the delivery plan in the light of available resources and the new funding mechanism for capital projects and will make the necessary adjustments to the RTS to ensure it provides a prioritised approach to investment while still meeting the realistic aspirations of the SEStran partner authorities.

The results of the Government's Comprehensive Spending Review were published on 14th November 2007. The Review represented the tightest settlement for transport in recent years and as such does not meet the ambitious aspirations for investment in transport contained in the SEStran RTS. In addition, the funding route for capital expenditure has been changed with the budget for regional transport initiatives being rolled up in the Local Authority settlement and ring fencing removed. This presents a significant challenge to integrated delivery of regional initiatives and requires closer working between SEStran and the eight partner authorities to ensure progress on the RTS priorities. The mechanism for that close working will be SEStran input to the single outcome agreements that partner authorities will enter into with Government. Significant progress can be made with the funding available and this business plan presents a realistic programme for the next three years.

The business plan sets out the methods by which SEStran and its partner authorities intend to deliver the capital and revenue programmes and also the resources that will be deployed. When combined with sections covering good governance, powers and functions, the plan demonstrates clearly that SEStran is well placed to assist local authorities in the delivery of regional priorities and to deliver improvements to transport throughout the region directly where that is most appropriate.



Russell Imrie, SEStran Chair



Alex Macaulay, SEStran Director

2. Guidance

The Scottish Executive published guidance on Regional Transport Strategies in March 2006. Paragraph 112 of the Guidance requires the preparation of an annual delivery or business plan to be submitted to Scottish Ministers. The plan should cover the first three years of implementation of the Regional Transport Strategy, be updated annually to reflect local and central government planning and funding cycles and include plans for capital and revenue spending and borrowing.

This Business Plan is intended to fulfill that requirement and, after approval by the SEStran Board, will be submitted to Scottish Ministers for approval. The business plan defines the delivery programmes of SEStran and its partner authorities that contribute to the delivery of the RTS for the next three years. It defines how SEStran and its partner authorities will move towards delivery of the RTS and the funding arrangements to be used for each project.

It describes the good governance procedures adopted by SEStran and defines the areas where SEStran seeks additional powers beyond the current Model 1 level. It takes on board the outcome of the Comprehensive Spending Review in presenting detailed Capital and Revenue programmes and forms the basis of SEStran's input to partner authorities' single outcome agreements with Government and future bids for finance.

3. Period covered by the Business Plan

This, the first SEStran Business Plan, covers in detail the three financial years of 2008/9, 2009/10 and 2010/11. The plan will be updated annually.

4. The SEStran Board

SEStran was established by the Transport (Scotland) Act 2005 ("the Act") and subordinate legislation, namely 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.

Although "the Board" is not a statutory term for Regional Transport Partnerships, 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.

Membership

In terms of the Order which set SEStran up, members consist of a total 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 ordinary elections for councillors in 2007, are to be appointed by the Scottish Ministers.

The current Chair, Russell Imrie, was appointed on 29th June, 2007 until 28th June, 2008 or until the next available meeting. There are three vice-Chairs: Councillors Tony Martin, Greg McCarra and Phil Wheeler.

Currently, the Partnership has a full quota of 20 councillor members and has 6 non-councillor members (pending further appointments). Board Meetings have to be fitted around the often very busy diaries of members and it is important, in order to ensure operational efficiency, that the Board meets sufficiently frequently and in such a way that quorate decisions can be made.

In order to achieve this, the annual calendar of meetings is agreed each December. Another useful measure which will be kept in place is to ensure that all items for decision are placed high on the agenda – the so-called "A Agenda". Quorum issues will be kept under review as part of the review of Standing Orders outlined in Section 5.

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 review of 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 composed of one member from each Authority and two non-councillor members to ensure appropriate representation of geographical and other interests. The first two meetings of the Committee took place on 17th August and 22nd October, 2007. It is intended that the Committee meet two weeks before each Board meeting.

5. Governance

Good governance is essential to any public body and SEStran is no exception. The essential building blocks for governance are set out below.

Standing Orders

The existing Standing Orders were adopted by the Partnership at their meeting on 10th May, 2006. The Scottish Government had, in its provisions in the Establishment Order, set out certain minimum parameters for Standing Orders and these have been incorporated wholesale into both the initial draft and the existing Standing Orders.

The Standing Orders have used best practice from those of other organisations and are designed to meet the needs of the Partnership. They comprise not only procedural rules regarding meetings but also financial rules which dovetail with the financial regulations as well as the tendering and contractual rules which require to be followed for all contracts entered into by SEStran. As with the Scheme of Delegation, these may require to adapt to any new functional change, as well as the normal requirement for periodic review.

Scheme of Delegation

In 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. Clearly, should the staff complement significantly expand and/or SEStran take on additional functions, then the Scheme of Delegation is one of the building blocks of governance that will require to be reviewed. It will in any event be subject to review as set out below.

Financial Regulations

As part of the Partnership's commitment to the development of its corporate governance arrangements, a Financial Rules Manual has been developed. The manual reflects the Partnership's approved financial regulations and arrangements with 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. The Financial Rules will be reviewed every second year and the next review is due in May 2008.

Fraud Policy/Action Plan

The Partnership has arrangements in place to prevent and detect fraud, inappropriate conduct and corruption. These arrangements include standing orders and financial regulations, a whistle blowing policy and codes of conduct for elected members and staff and an Anti-Fraud and Corruption Policy and Fraud Response Plan.

Human Resources policies/procedures

Falkirk Council have been commissioned to take on the function of HR advisor for SEStran. The agreement commencing in January 2006, saw the production and development of several policies, however, the continuation of policy creation and development has been adopted in-house. The policies, listed in the table in Appendix 1, are shown as those approved by the Partnership Board or the Performance & Audit Committee and those still requiring further development.

All policies will be revised in line with legislation changes, however, individual policies will be reviewed as stated on the table. (Appendix 1)

Equalities

SEStran, as a Regional Transport Partnership, has a statutory requirement to comply with requirements associated with Race Equality, Disability Equality and Gender Equality legislation and also tackle discrimination on age, religious and sexuality grounds. The requirements under the three headings have a common approach and therefore an agreement on the approach to fulfilling our requirements is required.

An Equality Scheme for SEStran has been published on the website. The scheme provides clear cross referencing to other approved and published SEStran documents so that anyone wishing to establish our position on equity issues can find it. A key element of the scheme is the establishment of an Equalities Forum which will meet on a six monthly basis, involving local equalities groups, to discuss the work that SEStran is doing and how it operates, to get feedback and suggestions on how we can usefully improve on equalities issues.

The implementation of equalities policies is an ongoing process rather than simply the requirement to publish a specific scheme. Equal Opportunities is at the heart of the SEStran ethos and we intend to meet our statutory duties in this regard.

Liaison Groups

During its first two years of operation SEStran has established a series of liaison groups with stakeholders. The Liaison Groups serve as fora 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's deliberations. 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. It is intended to continue with these groups which have proven to be invaluable in ensuring close working relationships with our partners. The groups with their respective remits are described below.

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 [Liaison Group topic] between officers of the constituent Councils and officers of SEStran
- To consider matters relating to [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 [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 [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)

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 will also include representatives of the five train operating companies serving Scotland (First Scotrail, National Express, Virgin, Trans-Penine and Arriva) and Network Rail. 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 a rail forum. Membership includes the partner authorities, the five train operating companies, Network Rail and representatives from SEStran, including board members.

In addition to the above, three new areas of external liaison have recently been implemented. These are the implementation of an Equalities Forum to assist us in meeting our statutory duties with regard to equalities and a Freight Quality Partnership designed to assist us in facilitating freight movement to, from and through the SEStran area and a bus liaison forum to improve working relations with the bus operators within the SEStran area and CPT.

Review Period for Key Governance Documentation

To ensure the good governance of SEStran, it is essential not just that the relevant documentation containing the key policies is in place, but also that the documentation is subject to regular review. SEStran, like all public bodies, operates in a changing environment and will evolve partly from its own internal policy decisions but also in response to the evolving landscape of transportation in South East Scotland, changes to legislation, government policy, etc. Accordingly, its governance building blocks cannot be set in tablets of stone and need to be kept under appropriate review timescales. It is accordingly proposed that the following governance documentation be subject to review as shown:

Governance Document	Timetable for Review	Next Review Due
Standing Orders	Every Second Year	May 2008
Financial Regulations	Every Second Year	May, 2008
Scheme of Delegation	Yearly	April, 2008
Committee Structure	Eighteen Monthly	August, 2008
HR Policies/Procedures	Yearly	May, 2008
Liaison Group Structures	Eighteen Monthly	August, 2008
Anti-Fraud and Corruption Policy	Every Second Year	December, 2009

Powers and Functions

One of the key elements of this business plan is the proposal that SEStran take on additional functions in terms of section 10 of the Act. Chapter 10 of the RTS sets out the organisation's intention to seek additional functions.

A distinction can be drawn between the **powers** and **functions** of SEStran. Dealing briefly with its **duties**, these are, principally, in two categories. The first category relates to regional transport strategies and SEStran, like the other transport partnerships, is under an obligation to produce a regional transport strategy and to monitor and, wherever possible, ensure its implementation (sections 5, 9 and 12 of the 2005 Act). The second category is in relation to a more general raft of duties to comply with various regulatory matters both under the 2005 Act and other pieces of legislation (auditing requirements; Ethical Standards in Public Life, etc. (Scotland) Act 2000; Freedom of Information (Scotland) Act 2002; Scottish Public Services Ombudsman Act 2002).

SEStran's Powers

In common with all transport partnerships, SEStran's powers are set out by the 2005 Act. In summary, these powers are to (references being to sections of the 2005 Act):

- require funding from its constituent councils (section 3);
- give grants and loan in implementation of the RTS (section 3);
- borrow money for specific capital expenditure (section 3);
- employ staff (para. 1 of Schedule 1);
- acquire land by agreement or compulsorily and dispose of it (paras. 6 and 9 of Schedule 1);
- develop land for its own purposes – or if surplus for other persons' use (paras. 6 and 7);
- promote or oppose private legislation (para. 10);
- participate in community planning (para. 11);
- form or promote companies (para. 12); and
- erect buildings, provide offices, entering into building contracts etc. (para. 16).

SEStran's Functions

The legislative framework setting up SEStran recognises that transport functions are currently carried out by other bodies and make provision for transfer of some or all of these functions in certain circumstances. Section 10 of the 2005 Act provides that transport partnerships such as SEStran can carry out transport functions either instead of the previous function provider (usually the constituent council); or concurrently with that person.

To exercise further transportation functions, SEStran has two options. The first would be for SEStran to reach agreement with all the constituent councils and/or the Scottish Ministers that it carries out certain of the transport functions which the councils are currently providing. This route is provided by section 14 of the 2005 Act. The second, as outlined above, is to apply to the Scottish Government under section 10 for additional functions.

Section 10 Application for Additional Functions – Process

Section 10 of the Act sets out the procedure which will require to be followed, should SEStran resolve to seek additional functional capability. The precise functions would require to be the subject of Board approval. Thereafter SEStran would require to consult with its constituent authorities for additional functions (s.10(6)). It would be prudent to report to the Board on the results of that consultation before finalising the request, to the Scottish Ministers.

In terms of s.10(8), the Scottish Ministers would again consult the local authorities on any request for additional functions. In considering the request, the Scottish Ministers have to have regard to SEStran's RTS (s.10(2)) and it is useful, therefore, to reproduce here the relevant provision of the RTS:

"10.4 Additional Functional Capability

10.4.1 *The schemes and interventions outlined in this strategy have been examined to see where benefits could be achieved by SEStran taking on additional powers. These are outlined below:-*

Likely Need for Functions

10.4.2 *Ticketing – Transport (Scotland) Act 2001: S28, 29. this area presents the strongest case for SEStran to seek powers for direct delivery, as the RTP is already involved in the "One Ticket" integrated ticketing scheme on a voluntary basis. The desirability of developing the existing scheme further, through negotiation with partners, has to be considered.*

Parallel Tracking Approach

10.4.3 *Concessionary Travel – Transport Act 1085: S9. Discussions with authorities will focus on the desirability of harmonising and managing rail travel concessions currently provided by constituent councils.*

10.4.4 *Quality Partnership and Quality Contracts – Transport (Scotland) Act 2001: S3, 13. There could be benefits if SEStran facilitating a Quality Partnership or a Quality Contract on some strategy cross-boundary corridors along with the local authorities affected and the bus operator(s). The potential requirement for SEStran to assume some statutory Quality Partnership and Quality Contract functions to support and simplify any negotiation, needs to be considered.*

10.4.5 *Parking Management – Road Traffic Act 1991 [Topic 12, A, poss. D]. The efficiencies achievable through SEStran being involved in issues such as providing centralised decriminalised parking enforcement operation needs to be defined and discussed. Requirements for Implementing Major Projects.*

10.4.6 *How key projects in the RTS will be delivered, has to be considered. These projects could include:*

- the outer orbital bus service;*
- tram extensions;*
- rail projects; and*
- cross-Forth Ferry.*

Supporting Constituent Authorities

10.4.7 *Where constituent councils may not have the capacity and resources to deliver local authority measures, the RTP could consider providing support to the local authority to implement projects and initiatives relevant to the RTS, with agreement from the relevant authority.*

10.5 General Conclusions

10.5.1 *For SEStran to implement the strategy projects and initiatives, there is no need to transfer any powers from local authorities to SEStran, but there are potential benefits in taking on parallel powers to ensure that the strategy is delivered in accordance with the delivery plan.*

10.5.2 *On that basis the approach being adopted is a staged, evolutionary approach, but taking on board the potential delay of promoting a Ministerial Order affecting the delivery of projects.*

The early agreement with the constituent authorities and the promotion of any requisite orders, as outlined above, will ensure that SEStran is in a position to effectively deliver its strategy."

Management of the Process

It is proposed therefore that SEStran commences the process to take on parallel functions in line with the RTS. The relevant paragraph of the Guidance on form and content of the request to the Scottish Ministers (para. 122) is fairly short and can be reproduced here:-

"122. Section 10(4) of the Act requires an RTP when making a request for the conferring on it of transport functions to have regard to any guidance from the Scottish Ministers on the forma and content of such requests. Such a request should be in the form of a written submission¹ from the Chair of the RTP. Requests should specify, with detailed reference to the legislation concerned, which statutory functions are to be conferred on the RTP, what exceptions (if any) are required and what consequential amendments (if any) to primary or secondary legislation are required. Copies of the submission should be sent to all RTP's constituent councils."

It is recognised that pursuing additional functions for SEStran will involve some debate and may cause controversy. Fife Council's Law and Administration Service are SEStran's legal advisers and will continue to be involved in the progress of any such application. However, to avoid any conflict of interest arising in the advice being offered to either SEStran or Fife Council, external legal advisers will required to be appointed to manage the detailed work involved in making an application.

In the event of SEStran taking on substantial extra functions, then the governance mechanisms referred to above will be reviewed to ensure fitness for purpose.

¹ For these purposes, a written submission would include a communication received by e-mail or fax. "Written" has been specified to clarify that a phone call, or resolution at an RTP meeting taken in the presence of a Scottish Government Officer, would not suffice.

6. Funding

Business Plans should be based upon a realistic estimate of the funding which is likely to be available to SEStran and its partner authorities. Grant income from the Scottish Government directly to SEStran in its first two years represented the vast majority of the Partnership's funding. The outcome of the 2007 Spending Review has fundamentally changed the funding route for implementation of proposals within the RTS. Capital funding has now been included in the Local Authority block grant with no ring fencing for transport. Core funding for SEStran will continue over the next three years on the basis of match funding from Government and partner authorities. SEStran revenue funding to allow the development of proposals and implementation of sustainable transport measures will continue to be provided from Government. The level of capital funding that has been included in the local authority settlement is generally in line with the RTP core capital grant that has been forthcoming from government in 2006/7 and 2007/8 and has been distributed to the authorities on the basis of 95% on population and 5% on area. The eight partner authorities have indicated that they would wish to make provision in their capital programmes for regional initiatives to the extent that they can having regard to local priorities.

Grant In Aid

In 2007/2008, SEStran will receive Grant-in-aid of up to £14.385m to fund projects which are set out in the Partnership's approved capital spending plan. In 2008/9 SEStran authorities will receive as part of the Local Authority settlement £10.122m distributed as shown below.

Local Authority	Capital Grant 2008/9
Clackmannanshire	£335,000
East Lothian	£641,000
Edinburgh	£3,159,000
Falkirk	£1,023,000
Fife	£2,463,000
Midlothian	£545,000
Scottish Borders	£821,000
West Lothian	£1,135,000
Total	£10,122,000

For the purposes of development of the business plan, SEStran have assumed that the figures above will be spent on regional priorities and be inflated at 2.5% per annum for 2008/10 and 2010/11.

In 2007/2008, SEStran received Grant-in-aid of up to £1,442,000 to fund revenue expenditure, comprising £300,000 for Core Funding, additional revenue funding of £1,142,000 in connection with Travel Planning, Implementation of the Regional Transport Strategy and Round the Forth & Long Distance Cycling. In 2008/9 for the purposes of development of the business plan, SEStran have assumed funding directly to SEStran of £1,010,000 of which £300,000 is core funding and £90,000 for Travel Planning.

Constituent Authority Requisitions

The Transport (Scotland) Act 2005 requires the constituent councils of each Regional Transport Partnership to fund its net expenses, after allowing for any income, including any grants from the Scottish Government.

In 2007/2008, SEStran's constituent Councils contributed £300,000 towards the Partnership's net expenses. This represents match funding to complement the Scottish Government's revenue Grant-in-aid contribution towards Core Funding.

For the purposes of development of the business plan, SEStran has intimated to the partner authorities a proposed requisition of £315,000 for core revenue funding. SEStran has also agreed that the level of capital funding intimated in the capital programme as being delivered centrally by SEStran will be the subject of an agreed requisition from the Councils sufficient to fund the capital projects concerned.

Demand Responsive Transport

The Scottish Government has transferred responsibility for the management of Demand Responsive Transport (DRT) grant monies to Local Authorities along with Rural Community Transport Initiative and Rural Public Transport Grant Scheme monies as part of the Local Authority block settlement, operational from the 1st April 2008. In 2007/8 funding for the SEStran area was £1.5m.

SEStran will examine whether there are potential economies of scale through combining resources in the delivery of these services and assist partner authorities to identify where economies and service improvements can be made.

Borrowing

Under the Transport (Scotland) Act 2005, SEStran is permitted to borrow money for the purposes of its capital expenditure. SEStran must have regard to the Prudential Code for Capital Finance in Local Authorities when determining its programme for capital investment. The key objectives of the Prudential Code are to ensure that the capital investment plans of local authorities are affordable, prudent and sustainable.

No borrowing for the purposes of capital expenditure is anticipated during the period covered by this business plan.

Reserves

It is the responsibility of the Treasurer to advise the Partnership about the level of reserves that they should hold and to ensure that there are clear protocols in place for their establishment and use.

Guidance issued by CIPFA advises that local authorities and Partnerships, on the advice of their Finance Directors/Treasurers should make their own judgements regarding an appropriate level of reserves, taking into account all the relevant local circumstances.

However, under the Transport (Scotland) Act 2005, constituent authorities are required to meet the net expenses of the Partnership. This means that, technically, it is not possible for SEStran to make a "surplus" or "deficit" in any year and, therefore it is not possible for the Partnership to have a General Fund balance or Reserve. Scottish Government officials have indicated that they be recommending that an amendment to the Transport (Scotland) Act 2005, to allow for reserves, is made at the earliest opportunity.

In the absence of a properly constituted reserve, any shortfall in the net expenses of SEStran will fall to be met by the Partnership's constituent authorities.

Revenue: Core Budget

Section 3 of the Transport (Scotland) Act requires the constituent councils of each Regional Transport Partnership to fund its net expenses. Ministers have committed to provide a contribution to SEStran's core running costs on a match funding basis. The full amount will only be payable if constituent councils agree to match this funding. If a lesser contribution is agreed by constituent councils then the Scottish Government will match fund that amount.

The business plan presents a budget for core running costs in 2008/09 of £615,000 and assumes an annual inflation allowance for the two following years of 2.5%.

The detailed Core Budget is shown in Appendix 3. It is assumed that the Scottish Government will continue to contribute its share of costs as identified for 2008/9 leaving the balance to be met by the Partnership's constituent councils. The proposed contributions by constituent councils have been determined in proportion to the mid-2006 population estimates published by the Registrar General for Scotland and are shown in Appendix 3.

Revenue: Other sources of funding

In order to deliver on the aspirations of SEStran and its partner authorities, it would be beneficial to investigate alternative sources of funding. For example, there are numerous European funding projects through which SEStran can gain added value. These projects have to be assessed by SEStran to ensure they fit with our strategy objectives and there is usually a requirement for co-funding the studies.

It would therefore be of benefit to allocate £50k/annum to: investigate sources of alternative funding, including borrowing, ensure maximum benefit to SEStran and cover any co-funding costs.

7. The Regional Transport Strategy (RTS)

The SEStran Regional Transport Strategy was submitted to the Scottish Government on 31st March 2007 and a response was received from the Cabinet Secretary for Finance and Sustainable Growth on 9th January 2008. In May 2007 there was a change in the administration of the Scottish Government with the resulting need for the new Administration to consider the contents of Regional Transport Strategies very carefully especially in the light of potential available finance. The response of 9th January 2008 therefore requested a resubmission of the RTS taking account of the budget settlement of November 2007.

We believe that our RTS remains a valid strategy after the change in Government and are confident that it is in line with both Regional and National aspirations for the SEStran area. We are in the process of revising the delivery plan in the light of available resources and the new funding mechanism for capital projects and will make the necessary adjustments to the RTS to ensure it provides a prioritised approach to investment while still meeting the realistic aspirations of the SEStran partner authorities.

Although the revision to the RTS is not yet complete, this business plan reflects the likely outcome of that revision and allows progress to be made. Given that the business plan is revised annually, next year's plan will be able to reflect the final version of the RTS.

Vision

The RTS created a vision as a basis for developing the strategy:

"South East Scotland is a dynamic and growing area which aspires to become one of northern Europe's leading economic regions. Essential to this is the development of a transport system which enables businesses to function effectively, allows all groups in society to share in the region's success through high quality access to services and opportunities, respects the environment, and contributes to better health"

To achieve this vision four comprehensive objectives were developed.

Objectives

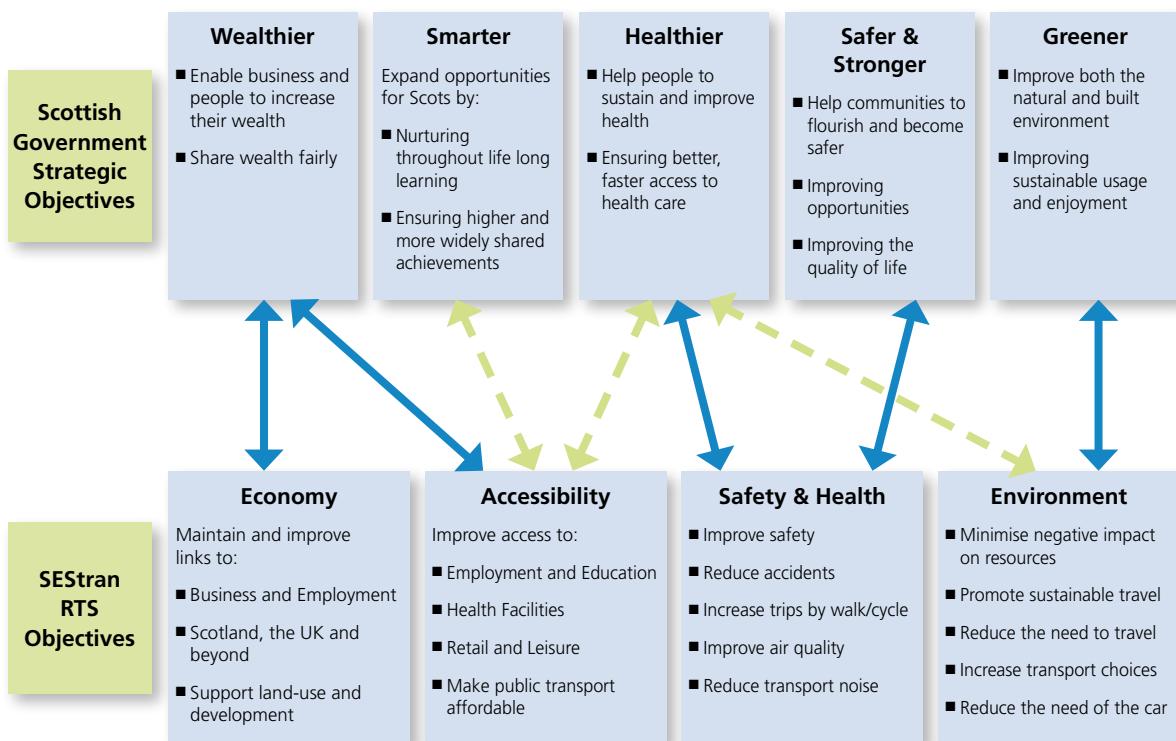
The objectives of the RTS are as follows:

- **Economy – to ensure transport facilitates economic growth , regional prosperity and vitality in a sustainable manner;**
 - To maintain and improve labour market accessibility to key business/employment locations, from all localities and communities.
 - To maintain and improve connectivity to the rest of Scotland, the UK and beyond.
 - To support other strategies, particularly land-use planning, and economic development.
 - To reduce the negative impacts of congestion, in particular to improve journey time reliability for passengers and freight.
- **Accessibility – to improve accessibility for those with limited transport choice (including those with mobility difficulties) or no access to a car, particularly those living in rural areas;**
 - To improve access to employment.
 - To improve access to health facilities.
 - To improve access to other services, such as retailing, leisure/social and education.
 - To make public transport more affordable and socially inclusive.
- **Environment – to ensure that development is achieved in an environmentally sustainable manner:**
 - To contribute to the achievement of the UK's national targets and obligations on greenhouse gas emissions.
 - To minimise the negative impacts of transport on natural and cultural resources.
 - To promote more sustainable travel.
 - To reduce the need to travel.
 - To increase transport choices, reducing dependency on the private car.

Safety and Health – to promote a healthier and more active SEStran area population;

- To improve safety (accidents) and personal security.
- To increase the proportion of trips by walk/cycle.
- To meet or better all statutory air quality requirements.
- To reduce the impacts of transport noise.

The above objectives have been mapped to the high level objectives of the new Scottish Government to ensure that they remained valid. That mapping is shown below and confirms the continuing relevance of the RTS objectives.



Policies

From the above objectives 41 policies were developed which will be referred to in relation to the projects being identified in this business plan.

RTS Approach

The proposed implementation strategy comprises of three themes based on a comprehensive set of policies and objectives.

- **Region wide measures** – those interventions affecting the whole of the SEStran area.
- **Initiatives for specific areas and groups** – mainly aimed at providing improved accessibility for various population groups in various locations.
- **Network based interventions** – promoting comprehensive projects and initiatives to improve travel and reduce modal reliance on the car, along strategic travel corridors.

Delivery plan

For planning the implementation of our RTS, the basis of our programme is defined in the Delivery plan. In the light of the November Budget settlement, the delivery plan for the RTS will need substantial revision, a process that is ongoing. The element related to the first three years has been revised and indicated below:

	Revenue	Capital
Region wide measures	£1,540,000	£6,770,000
Specific areas and groups	£4,600,000	£0
Network based	£0	£24,808,000
Total	£6,140,000	£31,578,000

Sustainable Transport

Sustainable transport is central to the Regional Transport Strategy. As well as the specific objectives of promoting more sustainable travel and increasing the proportion of trips by walk/cycle, sustainable transport will have a central role in meeting our Environmental objectives.

There are four main strands of SEStran work in sustainable transport:

- travel plans,
- car sharing,
- cycling, and
- sustainable transport policy.

These strands of work are incorporated in our proposed programme of work

Input to Single Outcome Agreements

The projects outlined below form the input to the partner authorities' single outcome agreements with the Scottish Government and their contribution to National and Regional objectives are outlined in Appendix 7.

1. Straiton Park and Ride

The construction of a new park and ride site at Straiton aimed at reducing levels of car traffic entering Edinburgh from the south.

2. North Edinburgh bus priority measures

Further bus priority on key routes in the north Edinburgh corridor, eg Inverleith Row, Queensferry Road, Dundas Street, Crewe Road South and bus priority schemes eg Ferry Road, Maybury Road, Drum Brae South (roundabout) bus lanes and junction measures/Greenways (Access to Growth funding).

3. Royal Infirmary Link Road

Improving accessibility to the new Royal Infirmary on the south side of Edinburgh, especially by bus.

4. Lothianburn Park and Ride

The provision of a new park and ride site at Lothianburn aimed at reducing levels of car traffic entering Edinburgh from the south.

5. Leadburn Junction

Improvement to major crossroads on the approach to Edinburgh to reduce delays and improve safety.

6. NCR1 (Midlothian)

Completion of a major section of the National Cycle Route 1 in Midlothian from Dalkeith to Gorebridge.

7. Wallyford Park and Choose

The construction of a park and choose site at Wallyford linking to rail and bus services. Provides a major interchange for travelers to Edinburgh from the east.

8. Borders Quality Bus Corridors

Improvements to bus infrastructure in the Borders on strategic bus routes.

9. Infrastructure for the Waverley Railway

Provide supporting infrastructure for the development and operation of the Waverley Railway proposals.

10. Cross Forth Ferry and Hovercraft Services

Support for the development and implementation of a new ferry and Hovercraft services across the Forth to improve linkages across the Forth and reduce congestion on the Forth Road Bridge.

11. Rosyth and Halbeath Park and Choose

To provide park and choose facility in Fife on the M90 corridor to give travelers a choice of cross forth travel and reduce congestion on the Forth Road Bridge.

12. Falkirk High car park

Improve car parking facilities at Falkirk High Station to encourage rail use between Falkirk and Edinburgh/Glasgow.

13. Hillfoots bus improvements

To implement improvements to bus related infrastructure on this strategic bus route serving the Hillfoots towns.

14. Alloa – Stirling public transport improvements

Measures to improve public transport links between Alloa and Stirling taking into consideration the proposed new rail service.

15. Bus priority on the A71.

Measure required to improve bus movement into Edinburgh along this main bus corridor from the west including measures at Ormiston and Wilkieson.

16. HOV lanes on M90/A90

Provision of HOV lanes to discourage driver only cars crossing the Forth and encourage the use of the park and choose sites in Fife.

17. Real Time Information

Develop and implement real time public transport information throughout the SEStran area.

18. Avon Gorge

Complete this strategic road link between the M8 and M9.

19. Kirknewton Level Crossing

Provide in partnership with Network Rail and alternative road link in order to close the existing level crossing.

20. Express Buses to Livingston including P&R on M8

Take forward proposals for P&R on the M8 at Livingston linking in with express and feeder services from Livingston.

21. Orbital bus rapid transit

Develop and implement proposals emanating from current study on providing an orbital service for Edinburgh with associated infrastructure on the bypass corridor.

22. Northbound A90 bus improvements

Looking at improving the outbound movement of buses on the A90 and implementing the proposals emanating from the current study.

23. Expanded park and choose in South Fife

Develop existing park and choose facilities at Inverkeithing and Dalgety Bay.

24. South Fife Bus Priority measures

Dunfermline – Inverkeithing/Dunfermline Halbeath bus priority measures to improve access to FRB.

25. New station at Blackridge

Develop proposals for new station at Blackridge on Airdrie-Bathgate line.

26. Livingston bus measures

'Hub and spoke' bus services to serve dispersed employment locations in Livingston area and improved bus services from Livingston North station to employment locations.

27. Expanded station car parks in West Lothian

Expanded station car parks at Livingston North & South, Bathgate and Linlithgow to encourage rail use into Edinburgh.

28. New station car parks in West Lothian

New park and ride facilities – West Calder, Kirknewton and Uphall Station to encourage rail use into Edinburgh.

29. New bus-based park and ride sites in West Lothian

New bus based park and ride sites at Heartlands, Winchburgh, Deer Park and Linlithgow to encourage use of buses into Edinburgh.

30. Livingston to Edinburgh express bus

Fastlink Phase 2 – Kirkton Campus to Edinburgh express bus service infrastructure development.

31. South East Edinburgh bus priority measures

Niddrie Mains Road and other bus priority measures in South East Edinburgh

32. Improved bus links between Falkirk and North Lanarkshire

Assess and develop proposals for improving bus linkages between Falkirk and North Lanarkshire.

33. Bus-rail interchange in Falkirk area

Improved bus links to stations and parking at stations: Bo'ness-Linlithgow, Grangemouth to Falkirk High and Polmont area.

34. Fife express buses

A92 based express buses, links at key interchanges and bus priority links to main towns

35. M9 Bus priority

M9 Bus Lane (Linlithgow and Winchburgh), plus new motorway junctions development.

36. East Coast Main Line stopping services

Development and promotion of new stopping service to East Linton, Dunbar, Reston and Berwick upon Tweed.

37. Signalisation of Pitreavie roundabout

Traffic signalisation of this major junction in Dunfermline.

38. M9/Grangemouth Junction upgrade

M9 junction 6 upgrade at Grangemouth to cope with freight traffic generation.

39. A92 Redhouse Interchange

Develop proposals for grade separation and associated highway improvements at this main regional interchange.

40. A701 measures

Multi modal measures to improve public transport movement along A701.

41. West Fife Quality Bus Corridor

Develop proposals for quality bus corridor in West Fife.

42. East Lothian station car park expansion

Expanded station car parks at Musselburgh, Longniddry, Drem, North Berwick and Dunbar to encourage park and ride into Edinburgh.

43. Safer Routes to stations/interchanges

Provision of safe walking and cycling routes to stations and bus interchanges.

44. Cycling key connections, Edinburgh

Improve cycling links to and from Edinburgh.

Revenue**45. Routewise**

Continued development and operation of public transport route planning facility.

46. Regional Bus Information

Implement the proposals brought forward from the current study and the emerging regional bus information strategy.

47. Regional Bus Initiatives

Implement proposals emanating from the current bus initiatives study mainly aimed at improving the public's perception of buses.

48. Region wide Taxicard

Introduce a region-wide taxicard scheme in line with the recommendations of the current study.

49. Region wide parking management

Assess and introduce a region wide decriminalised parking management in line with recommendations and strategy coming out of the current study.

50. Region wide Parking Standards

Develop an agreed region wide parking standard as produced in the current study to provide a common basis for sustainable development in the region.

51. Tay Bridge park and ride

Implement proposals coming out of the current study into providing improved park and ride facilities for travelers to Dundee from Fife.

52. Region wide Freight Initiatives

Assess and implement initiatives identified in current region wide freight study

53. Round the Forth and Regional Cycle routes

Continue developing the Round the Forth and regional cycle routes.

54. Travel Plan Development

Develop Travel Plans in line with National Guidance on a regional basis

55. Regional P&R strategy

Develop a regional park and ride strategy looking at the next stage of potential development.

56. Sustainable Development

Provide guidance on measures to make development more sustainable on a regional basis and improve the links between planning/development control and transport planning.

57. Accessibility Analysis and Improvement

Provide accessibility analysis facilities as a tool for improving accessibility to jobs, education, health facilities, etc. and ensuring sustainable development

58. Tripshare

To maintain and expand the development of the region's Tripshare web facility and promote the scheme.

59. Regional Demand Responsive Transport management

Study the economic case for managing Demand Responsive Transport on a Regional Basis.

60. Levenmouth Rail Link

Promote the proposals coming out of the current study to introduce rail services to Levenmouth.

61. High Speed Rail

Contribute to studies on High Speed Rail provision between Edinburgh and Glasgow.

62. Sustainable travel awareness

Promotion of sustainable and active transport.

63. One Ticket Market research

Research into methods of increasing take-up of integrated ticketing.

(Also included in the SEStran Revenue Budget is a requirement for project management and RTS Monitoring)

The above projects form the basis of the capital and revenue projects budgets covered in sections 8 and 9.

Monitoring

It is important that SEStran can demonstrate that it is achieving its aims and objectives. The RTS provides a basis for monitoring but this needs to be detailed and implemented on a regular basis. The results of the annual monitoring will be reported in the Annual Report. Monitoring needs to be able to identify the influence SEStran has made over achieving its objectives. This will require an annual data gathering exercise (annual cost £30K/annum from the non-core revenue budget).

8. Capital Projects

Capital Programme 2008/09 to 2010/11

The SEStran Board has approved the following projects to be delivered during the next three years in support of delivery of the RTS and commends them to the eight partner authorities.

No.	Measure	Capital Cost (SEStran) – Years 1-3	
		Study/Design/Implement (£)	3rd Party Funding (£)
1	Straiton Park and Ride	2,060,000	
2	North Edinburgh Bus Priority Measures	1,611,000	
3	Royal Infirmary Link Road	2,559,000	
4	Lothianburn Park and Ride	550,000	6,000,000
5	Leadburn Junction	150,000	750,000
6	NCR 1 (Midlothian)	300,000	
7	Wallyford Park and Choose	1,000,000	
8	Borders Quality Bus Corridors	150,000	
9	Infrastructure for the Waverley Railway	400,000	
10	Cross Forth ferry	1,800,000	5,000,000
11	Park and Choose at Rosyth and Halbeath	1,800,000	12,000,000
12	Falkirk High station car park	500,000	
13	Hillfoots bus improvements	30,000	
14	Alloa-Stirling public transport improvements	140,000	
15	A71 Bus priority measures	100,000	
16	HOV lanes on M90/A90	1,400,000	14,000,000
17	Real Time Information (Region wide measure)	6,000,000	
18	A801 Avon Gorge	400,000	20,000,000
19	Kirknewton Level Crossing	400,000	500,000
20	Express Buses to Livingston including P&R on M8		tbc
21	Orbital Bus Rapid Transit		5,000,000
22	Northbound A90 bus improvements		tbc
23	Expanded Park and Choose in South Fife	50,000	
24	South Fife Bus Priority measures	2,488,000	
25	New station at Blackridge	300,000	5,000,000
26	Livingston Bus measures	125,000	
27	Expanded station car parks in West Lothian	650,000	
28	New station car parks in West Lothian	650,000	200,000
29	New Bus-based Park and Ride sites in West Lothian	750,000	100,000
30	Livingston to Edinburgh express bus	100,000	

No.	Measure	Capital Cost (SEStran) – Years 1-3	
		Study/Design/Implement (£)	3rd Party Funding (£)
31	South East Edinburgh Bus Priority measures	2,467,000	
32	Improved bus links between Falkirk and North Lanarkshire	50,000	
33	Bus-rail Interchange in Falkirk area	50,000	
34	Fife express buses	50,000	
35	M9 Bus Priority	75,000	
36	East Coast Main Line stopping services	75,000	
37	Signalisation of Pitreavie roundabout	50,000	
38	M9/Grangemouth Junction upgrade	25,000	
39	A92 Redhouse Interchange	750,000	
40	A701 measures	320,000	1,200,000
41	West Fife Quality Bus Corridor	128,000	
42	East Lothian station car park expansion	25,000	
43	Safer Routes to stations/interchanges in Edinburgh (Region-wide measure)	245,000	
44	Cycling key connections, Edinburgh (Region-wide measure)	525,000	
Total		£31,298,000	£69,750,000

Delivery Mechanisms

The predominant method of delivery that SEStran has utilised to deliver the 2007/08 Capital Programme has been by the issue of Grant in Aid to the Partnership Authorities and other stakeholders. This will change with the funding for regional transport projects in 2008/09 as funding will be provided directly to the Partnership authorities by the Scottish Government. This business plan identifies the projects that will help delivery of the Regional Transport Strategy and funding arrangements that will be used. (Details in Appendix 7)

SEStran have begun the process to establish Term Framework contracts for a range of interventions with the process to appoint consultancy support to the frameworks scheduled for completion in March 2008. By establishing these Framework contracts SEStran will have the ability to call on the appropriate technical support without the need for lengthy tendering procedures which will reduce the timescales for project delivery. If capital monies are to be made available to SEStran from whatever source, the Term Framework contracts will be invaluable.

Risk

Regional Transport Partnerships are mandated through the Transport Scotland Act 2005 to manage their resources properly. Proper systematic risk management of the SEStran organisation where Board members and staff are engaged or employed is an essential.

Risk management is about managing the Partnership's exposure to risk, the probability of it occurring and the impact it would have. It involves identifying the risks, assessing them and responding to them. Risk management is not restricted to limiting adverse outcomes and it can be used to achieve desirable outcomes.

Risk exists in all aspects of the Partnership business from strategies to project delivery and good risk management will mean:

- More confidence in the Partnership's ability to deliver
- More confidence in the Partnership making informed decisions
- More confidence that resources are utilised efficiently and effectively

As a first step in the introduction of a risk management process within SEStran a software package named Magique has been purchased which is a feature rich Risk Management System with an extensive range of functionality and the flexibility to be customised to suit the requirements of SEStran. With the Magique system SEStran can run the risk management process efficiently and ensure that all stakeholders are able to fully participate in the process. There is web based interface which enables users to update and review their risk control position and take immediate actions. The software provides a systematic approach to risk recording, evaluation and ownership which means that current and potential issues are identified and prioritised at the earliest opportunity.

It is intended that the Magique system will be used to manage the strategic risks faced by the Partnership and also provide a risk management process for project delivery. The timescale to install the system and provide staff training has been agreed with the supplier and the system will be in place prior to the beginning of the next financial year. All project managers engaged directly by SEStran in the delivery of the SEStran Capital and Revenue Programmes will be mandated to participate in the reporting process established by the use of the Magique system. All SEStran staff will be required to manage the risks identified within their area of activity.

CDM

The Construction, Design and Management (CDM) Regulations 2007 represent the most fundamental change to construction health and safety since CDM was introduced in 1994 and given the criminal penalties of non – compliance it is clearly important for SEStran to employ the appropriate resources to meet the requirements of this new legislation. All construction projects are now subject to these regulations and the client role which SEStran will undertake for many projects is much wider and more onerous than the previous regulations. CDM 2007 has clarified and extended the client's duties so that they are specifically obliged to be involved in the management of health and safety on projects delivered on their behalf.

The client is defined as "any person for whom a project is carried out, whether it is carried out by another person or is carried out in house". It should be noted that the "clients agent" role under CDM 1994 has been removed from the regulations making the possibility of the client transferring responsibilities onto others by contract not possible under law.

The main duties that SEStran will fulfil in its client role on all construction projects are to;

- Verify the competence and resources of all organisations and internal teams that SEStran engages or allocates to projects
- Ensure that suitable management arrangements and welfare provisions are made for the project
- Ensure that sufficient time and resources are allowed for all stages of the project
- Provide the pre-construction information to the designers and contractors
- Ensure co-operation and co-ordination between SEStran employees and SEStran consultants with the project contractors where SEStran work activities overlap the construction work

On notifiable projects ie construction projects expected to last more than 30 working days or involve more than 500 person days, the additional duties SEStran will undertake as a client are to:

- Select and appoint a competent and resourced CDM co-ordinator
- Select and appoint a competent and resourced principal contractor
- Verify the sufficiency of the construction phase plan prior to construction commencement
- Verify that suitable welfare facilities are in place prior to construction commencement
- Subsequent to the receipt of the health and safety file from the CDM co-ordinator, maintain the information up to date and provide access to any person who needs to see it for health and safety purposes

On all construction projects SEStran as client must verify that adequate management arrangements are in place to ensure that the roles, functions and responsibilities of all members of the project team are clear and understood. The organisations and individuals working on the project should know their roles, responsibilities and authorities and their relationship with the other members of the team.

This will include:

- Checking that there is good co-operation and communication between designers and contractors
- Checking that there is adequate protection for all construction staff and/or members of the public
- Checking to make sure that adequate welfare facilities have been provided by the contractor
- Checking that the arrangements which the contractor agreed to make to control key risks on the site have been implemented

On notifiable projects a CDM co-ordinator will be required to assist SEStran in the verification of management arrangements which are likely to involve design audits and site inspections and site audits. On non- notifiable projects SEStran will either perform these checks in-house or obtain external assistance from others with the competence to act as a CDM co-ordinator.

The new regulations will also require SEStran acting as client to allow sufficient time and resources for all parties involved to fulfil their health and safety responsibilities. If SEStran acting as client imposes unrealistic time constraints the whole project will be flawed at the outset from a health and safety perspective.

SEStran as client is required to allow sufficient time for the design, design reviews, planning, hazard identification, risk assessment, specification of risk control measures, selection of contractors, mobilisation, sequencing and scheduling of work and undertaking construction works.

The preceding text is a synopsis of the responsibilities SEStran has as a client under CDM 2007 and it is important that sufficient resource is appointed to enable SEStran to fulfil these statutory responsibilities. There is nothing to prevent SEStran using in-house resources to provide the role of CDM co-ordinator providing the staff are competent to do the work in accordance with the regulations however this resource will vary in accordance with the size and type of projects contained in the capital programme of infrastructure works. With this in mind the following actions are proposed:

1. SEStran will identify a Health and Safety Officer from within current staff to provide advice and guidance on CDM as part of the resources for projects delivered directly by SEStran. The Health and Safety Officer would also ensure that a competent CDM co-ordinator was appointed on all notifiable projects where SEStran is the client.
2. The SEStran Board as the governing body of the Partnership is ultimately the Client with responsibilities under CDM 2007 as detailed above. It is therefore further proposed that a Board member or members oversees the application of CDM 2007 within SEStran undertaking reviews of resources employed and ensuring that SEStran complies with every aspect of this legislation.

9. Revenue

Revenue Programme 2008/09

The proposed revenue programme 2008/09 is contained in the table below:

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	Round the Forth and regional cycle routes	£30K
R25	SEStran	Taxicard	£20K
R27	SEStran	Levenmouth Rail Study	£55K
R34	SEStran	Project Management	£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

Marketing & Communications Strategy 2008-11

The objective of SEStran's marketing & communications strategy, which is reproduced in full as Appendix 6, is to increase awareness of our role and objectives among the travelling public within South East Scotland, engender change in public behaviour towards transportation, and indicate to our partners and other stakeholders that SEStran is achieving its aims.

Our communications objectives are therefore to:

- Make SEStran a household name in South East Scotland.
- Make people aware of what we are doing and why, explained in terms of the high level aims of the RTS, what SEStran aims to deliver as described in the RTS and the benefits that will accrue to business and the population of the region.
- Become the automatic first point of contact on transport planning and delivery issues in SE Scotland: e.g. transport = SEStran.
- Encourage behavioural change among the public in line with the objectives laid out in the RTS – e.g. making “smart transport choices” including: greater use of public transport, car sharing, personal travel plans, alternative transport options, etc, through highlighting the advantages, practical benefits and needs which these address.

In all our communications work we will reiterate the SEStran vision statement and the four key high level objectives of the RTS:

- **Economy**
- **Accessibility**
- **Environment**
- **Health & Safety**

We will also drive home the key messages that transportation in the region must be comprehensive, sustainable, inclusive and safe, and contribute to an overall transport strategy for Scotland.

Core Corporate Marketing & Communications Budget

Routine marketing and communications work is carried out using the core corporate marketing and communications budget. There are five main areas of activity which form the key planks of our communications work

Branding – A suite of branded materials highlighting SEStran's corporate image has been produced for use at events and distribution in connection with appropriate SEStran initiatives. This requires storage and replenishment on a regular basis.

Activity	Commitment 2008-9	Commitment 2009-10 (+2.5%)	Commitment 2010 -11 (+2.5%)
Annual Recurring budget for purchase and storage of materials & 2008-11	£5,800	£5,945	£6,094

SEStran's website is also a key area of branding and our main "shop window" for making information available to the public and other interested parties. The site is currently undergoing redevelopment in order to make it a more effective marketing tool and to place day-to-day control of the site more directly under the control of SEStran staff.

Activity	Commitment 2008-9	Commitment 2009-10 (+2.5%)	Commitment 2010 -11 (+2.5%)
Annual Recurring budget for website development 2008-11 (inc web hosting & maintenance fees + £1000 for enhancements)	£3,640	£3,731	£3,825

Media work – Our chief targets are the national, regional and local media; both broadcast and print, and including web based media. In general there are no direct costs incurred in media work. However, high quality images are a necessity – in particular for local and smaller regional and some web based outlets. Their availability can make the difference between a story being covered or ignored. It is therefore important that we budget for the services of a professional photographer on selected occasions. Possession of high quality images also has a wider significance in SEStran's communications and marketing work, as these can be employed for other purposes.

Activity	Commitment 2008-9	Commitment 2009-10 (+2.5%)	Commitment 2010 -11 (+2.5%)
Annual Recurring budget for professional photography 2008-11	£1,500	£1,538	£1,576

It is essential that SEStran is in a position to take advantage of media opportunities when they arise. Given the busy schedule of Chair and Partnership Director, the Strategy Manager and Programme Manager will receive media training to enable them to stand in as media spokespersons as required.

Activity	Commitment 2008-9	Commitment 2009-10 (+2.5%)	Commitment 2010 -11 (+2.5%)
Annual Recurring budget for media training 2008-11	£1,400	£1,435	£1,471

Events – SEStran will participate in events which will advance awareness of the aims and objectives of the RTS, to the public, stakeholders, decision makers or the transport constituency. Participation may range from sponsorship or contributing a keynote speaker, to an exhibition presence, depending upon the nature of the individual event.

Activity	Commitment 2008-9	Commitment 2009-10 (+2.5%)	Commitment 2010 -11 (+2.5%)
Annual Recurring Budget for events 2008-11	£16,000	£16,400	£16,810

Advertising – Having SEStran's name and contact details included in key reference publications, such as the telephone directories and business directories, is essential to raising our overall profile within South East Scotland.

Activity	Commitment 2008-9	Commitment 2009-10 (+2.5%)	Commitment 2010 -11 (+2.5%)
Annual Recurring Budget for advertising 2008-11	£3,000	£3,075	£3,152

Publications – Some publications must be produced as part of or statutory obligations; others will be produced as part of our overall strategy to communicate SEStran's aims and objectives to a wider audience. Although SEStran will standardise on web based publications, in line with our environmental objectives and for reasons of cost effectiveness, a small quantity of high quality printed publications will still be required.

All publications will be produced to conform to the requirements of SEStran's equalities policy and, where appropriate charges will be levied in accordance with the Freedom of Information Scotland Act (FOISA).

Information in this scheme is available free of charge when viewed on the SEStran website or sent via e-mail. For those without access to the website a single printout off the website (or a hard copy of the document) can be requested. These will be provided free of charge except where indicated.

Requests for multiple printouts of material on the website or for multiple hard copies may incur a fee to cover the cost of printing, photocopying and postage. For full details of the FOISA scheme please visit the SEStran website at

http://www.SEStran.gov.uk/publication_scheme.html

Proposed publications 2008-11 (to be republished annually)

The key publications that require to be produced in printed format on an annual basis are as follows:

Publication	Date	Distribution	Cost	Quantity
Annual Report	August 2008	Members, Stakeholders, public (on request)	£1500	100
Business Plan	March 2008	Members, Stakeholders, public (on request)	£1500	100
SEStran Bulletin	Quarterly (beginning March 2008)	Members, Stakeholders, public (on request)	£1200	100 x 4
General info leaflet	August 2008	Members, Public, stakeholders, employers, decision makers	£1200	20,000

Activity	Commitment 2008-9	Commitment 2009-10 (+2.5%)	Commitment 2010 -11 (+2.5%)
Annual Recurring Budget: publications 2008-11 (recurring annually)	£5,400	£5,535	£5,674

Budgets

Although additional funds for marketing and communications work are available from other sources, for example the Tripshare budget, and Sustainable Travel Awareness budget, these are ring fenced for specific purposes. This strategy is designed to be carried out within the core corporate budget for SEStran's marketing and communications work.

Budget	Budget 2008-9	Budget 2009-10 (+2.5%)	Budget 2010 -11 (+2.5%)
Corporate Marketing & Communications Budget	£40,000	£41,000	£42,025

Proposed Budget Commitments Summary

The overall commitments for marketing and communications for 2008-11 will be as follows:

Purpose	2008-9 Commitment	2009-10 Commitment	2010-11 Commitment
Materials	£5,800	£5,945	£6,094
Website	£3,640	£3,731	£3,825
Photography	£1,500	£1,538	£1,576
Media Training	£1,400	£1,435	£1,471
Events	£16,000	£16,400	£16,810
Advertising	£3,000	£3,075	£3,152
Publications	£5,400	£5,535	£5,674
Total expenditure committed	£36,740	£37,659	£38,602
Total budget available	£40,000	£41,000	£42,025
Contingency Funds	£3,260	£3,341	£3,423

10. Resources

Establishment

With effect of 31st January 2008, the SEStran offices are currently home to 8 paid employees.

Alex Macaulay	Partnership Director
Alastair Short	Strategy Manager
Ian Mathie	Programme Manager
Post Vacant	Office Manager
Keith Irving	Travel Plan Officer
Andrew Dougal	Communications Officer
Amy Cox	Administrator
Lisa Black	Receptionist

Appendix 2, the Organisational Chart shows the current staffing complement and their designations.

Staffing Changes

Due to the funding, the establishment is not required to undergo any changes other than the Travel Plan Officer post becoming a permanent post as the funding continues and the RTS stipulates various Travel Plan and Sustainability tasks within the region.

Accommodation

We are currently located in offices within a centrally accessible area with utilities included in the rent charges.

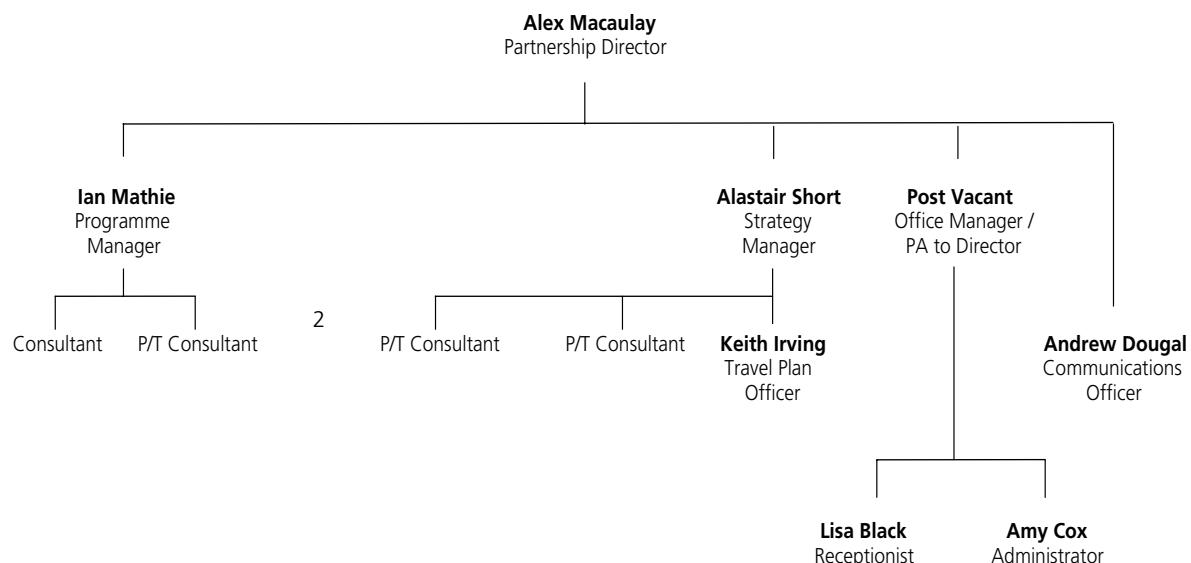
Equipment

Over the next 3 years the introduction of further office equipment is not taken into consideration. There is a need, however, to build in a sum for the rollout of PCs. The estimated financial implications for the rollout would be £700 per machine. SEStran would need approx 10 PCs and software replaced as well as 2 laptops replaced at an estimated cost of £450 each.

Appendix 1: HR Policies

Policy	Progress	Date Approved
Terms & Conditions of Employment – Partnership Director	Completed	August 2006
Terms & Conditions of Employment – other employees	Completed	August 2006
Recruitment & Selection Policy/Induction checklist	Completed, updated October 2007	August 2006, October 2007
Grievance	Completed	October 2006
Dignity at Work & Equal Opps	Completed	October 2006
Disciplinary	Completed	February 2007
Statement of Particulars	Completed	
Diversity and Equality Policy	Completed	April 2006
Capability	Completed	June 2006
Flexible Working	Completed	June 2007
Absence Management	Completed	June 2007
Family leave – adoption/maternity, carer's leave	Completed	June 2007
Flexible Retirement	Completed	June 2007
Health & Safety	Information compiled, 1st Audit completed, work ongoing	
Performance Related Appraisal scheme	Completed	August 2007
Data Protection Policy	Completed	April 2006
Environmental Information Regulations	Completed	April 2006
Freedom of Information Policy	Completed	April 2006
Complaints Policy	Completed	April 2006
ICT Policy	Completed	October 2007
Equalities Scheme	Completed	October 2007
Publication Scheme	Completed	
Anti-Fraud & Corruption Policy	Completed	December 2007
Fraud Response Policy	Completed	December 2007
Public Interest Policy	Completed	December 2007
Business Continuity Policy	In Progress	
Relocation Policy	In Progress	
Tender Policy	In Progress	
Training Policy	In Progress	

Appendix 2: Staffing Structure



Appendix 3: Core Revenue Budget 2008/9

	Core Budget 2008/09 (£,000)		Notes
	Annual Budget 2007/8	Proposed Budget 2008/9	
Employee Costs			
Salaries	256	264	Note 1
National Insurance	23	22	
Pension Fund	46	50	
Training & Conferences	12	10	
Interviews & Advertising	3	3	
	340	349	
Premises Costs			
Rent	34	34	
Rates	17	17	
Energy, Repairs, Ins., etc.	8	8	
Cleaning	4	6	
	63	65	
Transport			
Staff Travel	4	7	
Supplies and Services			
Marketing	70	60	Note 2
Comms & Computing	35	24	Note 3
Printing, Stationery & General Office Supplies	12	12	
Insurance	8	6	
Equipment, Furniture & Materials	6	4	
Miscellaneous Expenses	5	26	Note 4
	136	132	
Support Services			
Finance	23	32	
Legal Services/HR	11	7	
	34	39	Note 5
Corporate & Democratic			
Clerks Fees	15	15	
External Audit Fees	11	12	
Members Allowances and Expenses	4	3	
	30	30	
Income			
Interest	(7)	(7)	
Net Expenditure	600	615	

Notes

- 1 2.5% pay award April 2008 assumed.
- 2 2007/8 adjusted to remove £10,000 funded from reserves.
- 3 Website maintenance – new contract results in a saving of circa. £10k.
- 4 Contingency balance of £20,000 included.
- 5 Adjusted to reflect current level of activity.
- 6 Indicative requisitions for 2008/9 are shown below:

	Est. Pop June 2006	Indicative Requisitions 2008/09
Clackmannanshire	48,900	£10,485
East Lothian	92,830	£19,905
Edinburgh	463,510	£99,386
Falkirk	149,680	£32,094
Fife	358,930	£76,962
Midlothian	79,290	£17,001
Scottish Borders	110,240	£23,638
West Lothian	165,700	£35,529
	1,469,080	£315,000

Appendix 4: Project Monitoring Template

SESTRAN CAPITAL/REVENUE PLAN - PROJECT MONITORING TEMPLATE

Project Name	xxx	
Project Manager:	xxx xxxx	email / phone number: xxxx xxxx xxxx
Description of Project:	xxxxxxxxxxxxxxxxxxxx	
Intended Outcomes / Objectives:	xxxxxxxxxxxxxxxxxxxxxx	

Progress Status Key:

- Green
 - Yellow
 - Red
- On track for successful completion as programmed (or ahead of programme).
- Issues have arisen which may delay completion or require discussion / direction.
- Issues have arisen which will delay completion.

Critical Path / Milestone Activities , e.g., feasibility study, detailed design, acquire land, assess ground conditions, appoint contractors / let contract, construct asset.	Original Start Date	Original Completion Date	Revised Start Date	Revised Completion Date	Progress (NS, IP, C)	Project Status (G, Y, R)
xxxx	xx/xx/xx	xx/xx/xx				In Progress
xxxx	xx/xx/xx	xx/xx/xx				Not Started
xxxx	xx/xx/xx	xx/xx/xx				Not Started
Overall Project						

Please describe progress to date with this project, e.g. land acquired, site clearance underway, etc. :
xxxxxxxxxx

Please explain any significant delays from the original start / completion dates:

Approved Budget (£000)			
2006/7	2007/8	2008/9 onwards	Total
xx	xx	xx	xx

Please explain any significant variances from the approved budget:

Financial Profile 2006/07 - Actual / Predicted Spend (£'000)						
	Apr-06	May-06	Jun-06	Jul-06	Aug-06	Sep-06
	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07
						xx

Actual Expenditure 2006/2007	£000
Period to	

Please explain any significant risks (e.g. planning permission, ground conditions, public consultation, construction inflation, etc. affecting delivery of this project within the approved budget and timescale.

xxxxxxxxxx

Any other comments:

I confirm that this report provides an accurate overview of the project progress and finance. All expenditure incurred to date and planned has been / will be used for their intended purposes in accordance with the terms and conditions of grant.

Appendix 5: Project Appraisal Pro Forma

Proposed By	[Redacted]
Organisation	[Redacted]
Project Title	[Redacted]
Project Description	[Redacted]

Budget Profile what would this scheme financially commit SEStran to, and for how long?

	2007/08	2008/09	2010/2011	2012/2013	2013/2014	Later years	Total
£ 000's							

Budget is less than £100,000

Project Band is C

Other Projects Is this project related to any other SEStran project? (e.g. feasibility study)

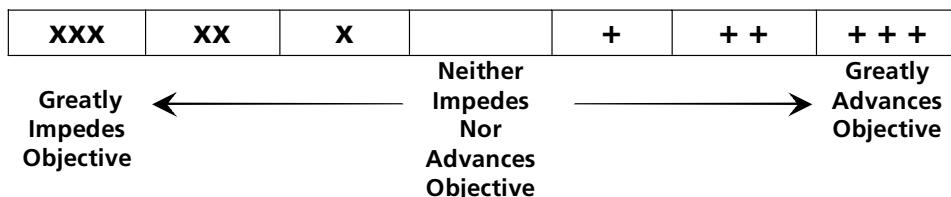
Relation Strength
[Redacted]
SEStran Rating
[Redacted]

SEStran Project Appraisal

Introduction

Sestrans funding is allocated according to how far a potential project furthers our Regional Transport Strategy (RTS) objectives, how urgent the action required is, the consequences of inaction, as well as future revenue implications.

How well they fulfil each objective will be rated according to the following system:



Projects will be assigned bands based on budget size as follows:
 Band A = over £500,000
 Band B = between £100,000 and £500,000
 Band C = under £100,000

ALL CELLS COLOURED YELLOW ARE TO BE COMPLETED

RTS Objectives

Economy: Does it

- Labour Access**
- Connectivity**
- Strategy Support**
- Decongest**

maintain and improve labour market accessibility to key business/employment locations?
 maintain and improve connectivity to the rest of Scotland, the UK and beyond?
 support other strategies, particularly land-use planning and economic development?
 reduce the negative impacts of congestion, in particular to improve journey time reliability for passengers and freight?

Accessibility: Does it

- Labour Access**
- Health Access**
- General Access**
- Inclusion**

improve access to employment?
 improve access to health facilities?
 improve access to other services, such as retailing, leisure/social and education?
 make public transport more affordable and socially inclusive?

Environment: Does it

- Green Targets**
- Minimise Impact**
- Sustainable Travel**
- Reduce Travel**
- Increase Choice**

contribute to the achievement of the UK's national targets and obligations on greenhouse gas emissions?
 minimise the negative impacts of transport on natural and cultural resources?
 promote more sustainable travel?
 reduce the need to travel?
 increase transport choices, reducing dependency on the private car?

Safety and Health: Does it

- Safety**
- Activity**
- Air Quality**
- Noise**

improve safety (accidents) and personal security?
 increase the proportion of trips by walk/cycle?
 meet or better all statutory air quality requirements?
 reduce the impact of transport noise?

Economy

How far does the proposed project agree with our Regional Transport Strategy objective to ensure that transport facilitates economic growth, regional prosperity and vitality in a sustainable manner?

NOTE: In any fields which the project does not affect, please write "no effect".

Please detail how you feel the project would maintain and improve labour market accessibility to key business/employment location

Labour Access	
SEStran Rating	

Please detail how you feel the project would maintain and improve connectivity to the rest of Scotland, the UK and beyond.

Connectivity	
SEStran Rating	

Please detail how you feel the project would support other strategies, particularly land-use planning and economic development.

Strategy Support	
SEStran Rating	

Please detail how you feel the project would reduce the negative impacts of congestion, in particular to improve journey time reliability for passengers and freight.

Decongest	
SEStran Rating	

Accessibility

How far does the proposed project agree with our Regional Transport Strategy objective to improve accessibility for those with limited transport choice (including those with mobility difficulties) or no access to a car, particularly those who live in rural areas?

NOTE: In any fields which the project does not affect, please write "no effect".

Please detail how you feel the project would improve access to employment.

Labour Access	
SEStran Rating	

Please detail how you feel the project would improve access to health facilities.

Health Access	
SEStran Rating	

Please detail how you feel the project would improve access to other services, such as retailing, leisure/social and education.

General Access	
SEStran Rating	

Please detail how you feel the project would make public transport more affordable and socially inclusive.

Inclusion	
SEStran Rating	

Environment

How far does the proposed project agree with our Regional Transport Strategy objective to ensure that development is achieved in an environmentally sustainable manner?

NOTE: In any fields which the project does not affect, please write "no effect".
Please detail how you feel the project would contribute to the achievement of the UK's national targets and obligations on greenhouse gas emissions.

Green Targets	
SEStran Rating	

Please detail how the project would minimise the negative impacts of transport on natural and cultural resources.

Minimise Impact	
SEStran Rating	

Please detail how you feel the project would promote more sustainable travel.

Sustainable Travel	
SEStran Rating	

Please detail how you feel the project would reduce the need to travel.

Reduce Travel	
SEStran Rating	

Please detail how you feel the project would increase transport choices, reducing dependency on the private car.

Increase Choice	
SEStran Rating	

Other Factors

How urgently do you believe action is required on this project?

Urgency	
SEStran Rating	

Please detail what you believe would be the consequences of inaction or deferral of this project.

Inaction	
SEStran Rating	

Please detail what you believe are the Net revenue implications of this project for SEStran, should it go ahead.

Revenue	2007/08 £ 000's	2008/09 £ 000's	2009/10 £ 000's	2010/2011 £ 000's	2011/12 £ 000's	Later Years £ 000's	Comments
SEStran Rating							

Funding Assessment

Project Value		Category	SEStran Rating	Comments	Max
Economy	Labour Access	0			3
	Connectivity	0			3
	Strategy Support	0			3
	Decongest	0			3
	Total	0			3
Accessibility	Labour Access	0			3
	Health Access	0			3
	General Access	0			3
	Inclusion	0			3
	Total	0			3
Environment	Green Targets	0			3
	Minimise Impact	0			3
	Sustainable Travel	0			3
	Reduce Travel	0			3
	Increase Choice	0			3
Total		0			3

Safety & Health	Safety	0	
	Activity	0	
	Air Quality	0	
	Noise	0	
Total		0	

Total	0	
Project Value Score (out of 3)	0.00	

Final Assessment	Characteristic	SEStran Rating	Weight	Weighted Value	Comments		Max
					Project Value	0.00	
	Relation Strength	0	1	0			6
	Urgency	0	1	0			3
	Inaction	0	1	0			3
	Revenue Implications	0	1.5	0			4.5
Total				0			19.5
					Final Score	0%	Project Band
							C
Action Taken					<i>It is recommended that the approval threshold be taken as 30%</i>		

Appendix 6 Marketing & Communications Strategy 2008-11

Why Marketing & Communications?

While the measures outlined in the RTS are central to building an infrastructure that will enable this change, SEStran also needs to make a convincing case to the travelling public that their own behaviour needs to change. To do this, SEStran will build a public profile which will facilitate getting its message across, and explaining the practical benefits which the vision contained within the RTS will bring. Effective marketing and communications is central to achieving this.

The current position

We are currently still little known outside of government and specialist transport circles. In order for our message to be effective, the public needs to know:

- **who we are**
- **what we do**
- **what we stand for**

Our communications objectives will therefore be to:

- Make SEStran a household name in South East Scotland.
- Make people aware of what we are doing and why, explained in terms of the high level aims of the RTS, what SEStran aims to deliver as described in the RTS and the benefits that will accrue to business and the population of the region.
- Become the automatic first point of contact on transport planning and delivery issues in SE Scotland:
e.g. **transport = SEStran**.
- Encourage behavioural change among the public in line with the objectives laid out in the RTS – e.g. making “smart transport choices” including: greater use of public transport, car sharing, personal travel plans, alternative transport options, etc, through highlighting the advantages, practical benefits and needs which these address.

In all our communications work we will reiterate the SEStran vision statement and the four key high level objectives of the RTS:

- **Economy**
- **Accessibility**
- **Environment**
- **Health & Safety**

We will also drive home the key messages that transportation in the region must be comprehensive, sustainable, inclusive and safe, and contribute to an overall transport strategy for Scotland.

Doing it

Our target audience may be briefly defined as:

- **The Scottish media (as conduit for our message)**
- **Stakeholders (as partners in achieving our objectives)**
- **Decision Makers (including elected representatives in the partnership area and at national level)**
- **The public (as targets for behavioural change)**

There are five main areas of activity which should form the key planks of our communications strategy.

- **Branding**
- **Media work**
- **Events**
- **Advertising**
- **Publications**

3. Branding

Branding is a highly effective marketing tool with the potential for high audience penetration, if the branding is widely recognised among the target audience and identified with a clear message.

For our branding to be effective, SEStran's corporate image must become recognisable to everyone working and living in the partnership area. It must be connected in the public mind with transportation issues: particularly with public transport, alternative travel and making "smart" transport choices. Once our brand and its associations are clearly established in the public mind, it will facilitate further, more finely targeted communications work, as our audience makes the link between the logo and the aims and values of SEStran.

SEStran already has a distinctive brand image in its logo. This has been extended and enhanced to produce a suite of promotional materials that will be used to promote awareness of SEStran and its aims. These include:

- **Generic banners for use at events and during press interviews**
- **A range of promotional stationery and other items for use at events and elsewhere, as appropriate**
- **The website, which will be developed to become our key "shop window" for the public and the media.**
- **A basic information leaflet about SEStran's role and objectives, with contact details.**
- **Branded USB data keys for distribution to key contacts, decision makers and others as required, which will have core documents pre-loaded onto them.**

All materials are designed to have an indefinite shelf-life and minimise the need for replacement of materials unless they are used up. This makes them cost effective, and will facilitate their use for a variety of communications purposes.

A significant proportion of the existing materials have been used at events and distributed in other communications contexts during 2007-8. Additional replacement materials and additional marketing materials will be purchased annually, as appropriate. Any additional materials will be chosen to have a maximum shelf life and to be multi-purpose, as far as is practicable.

In the absence of on-site storage facilities within SEStran HQ, secure storage is being rented from a commercial supplier. This will be retained for the foreseeable future.

Activity	Commitment 2008-9	Commitment 2009-10 (+2.5%)	Commitment 2010 -11 (+2.5%)
Annual Recurring budget for purchase and storage of materials & 2008-11	£5,800	£5,945	£6,094

Action

- **Promotional materials to be distributed to key contacts, stakeholders, and at events, as appropriate.**
- **Opportunities to distribute materials to members of the public – particularly the young – to be actively sought at appropriate events**
- **Basic SEStran information leaflet to be distributed to library & information divisions of partnership authorities, for access in local libraries and information centres, with additional supplies to be provided as required.**
- **Enquirers to routinely receive a copy of the leaflet, in addition to any more detailed response. The leaflet will also be available for download as a PDF.**
- **All materials will be stored within a secure storage facility, fully insured in case of fire theft or damage. A small selection of materials will be held within the SEStran HQ offices.**

Website as key area of branding

The Website is our main "shop window". It is essential that it is attractive, user friendly and comprehensive. Following a competitive tendering process, we have agreed a new web site maintenance and development contract with **1stClass Media Ltd.**

The site is currently under redevelopment to make it more user-friendly and attractive to non-specialist users. Principally, the search functions on the site are being redesigned to facilitate ease of access, the site layout enhanced with the use of images to further reflect SEStran's corporate image and its regional role, and additional functions are being installed to enhance its accessibility.

These will include: font resizing software for those with sight difficulties, a scrolling news feed of key SEStran transport stories, a user counter to enable us to assess the extent to which the site is being used and the creative use of colour.

Most importantly, the site will now be maintained in-house by SEStran staff on a day to day basis, using a specially designed Content Management System. This will allow changes to be made far more quickly and put SEStran in direct control of site content. 1StClass Media will only be called upon to make major technical changes to the site, for routine hosting issues and other duties that may not be carried out in house, or to offer technical guidance, as required.

Development of the website will evolve in response to need. Therefore, in addition to the budget commitment for routine hosting and maintenance of the site, an additional **£1000** will be set aside in 2008-9 to allow for changes and enhancements to be carried out as the need for these becomes apparent. A similar amount will be allocated in 2009-10 & 2010-11, including a variable of 2.5%.

Activity	Commitment 2008-9	Commitment 2009-10 (+2.5%)	Commitment 2010 -11 (+2.5%)
Annual Recurring budget for website development 2008-11 (inc web hosting & maintenance fees + £1000 for enhancements)	£3,640	£3,731	£3,825

4. Media Work

The media is a key platform for highlighting our work and influencing behavioural change among the travelling public. It is also an important platform for influencing decision makers and opinion formers, and demonstrating to stakeholders that we are pressing ahead with our objectives. For SEStran purposes the media should be defined as:

- All commercial media outlets within the SEStran partnership area
- Specialist transport media
- Local authority and Scottish Government outlets, through which we can reach our target constituency.

Coverage

There is no public media or "press" specific to the SEStran partnership area as a whole. The media has developed historically in a series of overlapping "patches", with national, regional or local significance. Penetration of the target audience will vary, depending upon how the specific media view the relevance of a specific measure or activity to their target audience.

Types of media in the SEStran region:

- **National:** Including Scottish national broadcasters, national newspapers and UK national media outlets; both broadcast and print (the UK media will be included in general PR distributions, rather than specifically targeted).
- **Regional:** Including local and regional radio stations and significant local newspapers with a large readership extending across a large section of the partnership area- e.g. Edinburgh Evening News, Falkirk Herald, free sheets and regional broadcasters.
- **Local:** Local newspapers and websites throughout the partnership area.
- **Specialist:** Publications dealing specifically with transport issues. (Functionally, these are national publications with a specialist audience).

It is important that our media work is appropriately targeted. A particular focus will be given to reaching local radio, the tabloid press and local newspapers, as these are likely to be the most effective in convincing the public to alter their behaviour towards transport. The national broadcast media (which includes all television), broadsheet newspapers and specialist publications, will be more effectively used as a means of conducting an informed debate, influencing decision makers and opinion formers and demonstrating to stakeholders that SEStran is achieving its objectives.

To encourage behavioural change, we must present our message in a style suitable for popular publications. This means focusing on people, images and user friendly slogans wherever possible. It will also often entail presenting SEStran's aims at events that are not primarily transport focused, in order to reach out to as wide a public as possible.

Carrying out media work

Media work is divided into proactive and reactive. Our media work will, in the main, be proactive, positive and aimed at explaining our aims to the public: demonstrating that we are achieving our objectives to the Scottish Government, Transport Scotland and our partner local authorities, and encouraging behavioural change towards transportation among the travelling public, in line with our objectives

Reactive media work

We will also carry out reactive media work in response to media coverage that is incorrect, negative or which challenges SEStran's aims and objectives. This will be achieved through issuing responses in the form of Press releases, letters to publications, direct rebuttals and through offering responsive interviews in reaction to negative coverage. The aim of reactive media work is not to silence criticism or dissent, but to challenge incorrect, unfair or misleading coverage and turn such coverage into a positive media opportunity.

Engaging with the different types of media

Print media

As indicated above, broadsheet newspapers service a smaller audience than the tabloid press, but one which is well informed and includes opinion formers and decision makers. It is a platform for engaging in high level debate and presenting our aims and objectives in detail to stakeholders and other influential bodies. Tabloids have a much wider readership and will be targeted if we are to achieve behavioural change. Local newspapers also have strong local readerships and are extremely influential in their circulation areas. It should be noted that readerships for national newspaper titles vary in the partnership area and this will inform the level of effort that we give to pursuing coverage in specific publications.

Broadcast media

South East Scotland has several broadcast media outlets, including a number of radio stations serving local areas, others which have audiences that cut across the partnership area and beyond, and national outlets which, by definition, reach the whole partnership area. These include: BBC TV, STV and BBC Radio Scotland. Local radio stations offer the opportunity to carry out carefully targeted media work aimed at specific audiences across the partnership area. Stations with a wider broadcasting reach require stories with a wider relevance than just the partnership area, but can be useful for carefully targeted work: particularly carried out in partnership with other RTPs, or government bodies.

We will seek to obtain as wide a level of coverage as possible through all types of media. It is also important to remember that people access different types of media in different settings and at different times. We will seek to exploit all mediums to the full and tailor our efforts to suit their specific requirements.

Which media?

Television: Can have the greatest initial impact and we will ensure that broadcasters are provided with suitable images. Television coverage is highly competitive, with each channel having few camera crews and many competing priorities, therefore stories covered tend to be those that have a national slant, unless the event has a particular novelty value. Television coverage by its nature will tend to be attracted by our larger scale projects, events with a strong visual component and those with plenty of scope for vox pops from the public.

Radio: Is an extremely intimate medium, which is accessible in a way not possible with television or print coverage. It is particularly important as a means of reaching the travelling public in general and car commuters in particular. Like television, it has its own requirements: specifically, we must have a well briefed spokesperson, available for interview at all times.

Print: This medium has a longer shelf life; particularly since the advent of online versions of the various publications and lends itself to sustained campaigns to change attitudes and stimulate debate. In local newspapers manpower is scarce and we can expect to place articles written in-house by SEStran, with little if any editing, if these are provided to the correct length and accompanied by high quality images.

SEStran will pursue media opportunities by press releasing projects, canvassing editorial on key objectives and policies contained within the RTS, developing opportunities to promote SEStran policies in opinion columns, letters pages and through development of news and feature opportunities.

SEStran will issue press releases on projects carried out as part of the capital programme, as agreed with the PR departments of the partnership authorities. This will form the backbone of our routine press work, as the capital programme provides a reliable series of ongoing achievements that may be highlighted throughout the year. Depending upon the level of funding provided by SEStran, PRs will be issued:

- a. By SEStran with additional quotes from partners**
- b. By the local authority, or other partner, with a quote from SEStran, highlighting the aims and objectives of the partnership.**
- c. By SEStran exclusively, as our capacity to deliver projects independently develops.**

Photography Requirements

The ability to provide high quality images is essential to succeeding in achieving coverage in local newspapers, web based and in-house publications, which do not have their own photographic resources. SEStran also requires, and is steadily acquiring, a library of such images for its own publishing and marketing purposes.

While the need for such images can be met in-house to some extent, professional quality images are essential for events with higher than usual significance; such as those with ministerial involvement. The availability of high quality images can mean the difference between an event being covered or ignored. Sending an appropriate image with a Press release increases the possibility of coverage significantly; where local media have meagre manpower and other resources – it is also in itself excellent PR. Therefore we have set aside a budget to meet the need for high quality professional images. Such images will be cost effective as they can be employed as part of additional marketing and communications work in other contexts.

Activity	Commitment 2008-9	Commitment 2009-10 (+2.5%)	Commitment 2010 -11 (+2.5%)
Annual Recurring budget for professional photography 2008-11	£1,500	£1,538	£1,576

Purpose of media work

All media work will be carried out with the intention of:

- Effecting behavioural change among the travelling public, in line with our objectives.
- Highlighting SEStran's key role in transport planning and delivery in the region.
- Positioning us as an authoritative voice on transportation planning and delivery
- Engaging in public debate on transport issues.
- Demonstrating to partners and stakeholders that SEStran is delivering on its objectives.

Key contacts, stakeholders and decision makers within the partnership area will receive copies of all press releases and public communications electronically as a matter of course, as part of our general approach of keeping supporters, partners and public representatives fully informed of our activities.

Media Spokespersons

SEStran Chair will act as key spokesperson. All comments will be issued in his name, unless he is unavailable, in which case the Partnership Director or other senior officers may substitute, as appropriate. Opportunities will be sought to develop his role as the "face of SEStran" in the media wherever possible. We will pursue opportunities for the Chair to develop his role as spokesperson through participation in debates and interviews on radio, television and in print.

Media Training

In order that SEStran is always able to respond to requests for interview, in view of the busy schedules of the Chair and Partnership Director, the Programme Manager and Strategy Manger will both be given in-house media training by the Communications Officer. However, this will be supplemented as soon as possible with high quality media training by an appropriate provider with access to appropriate facilities. It is important that such training both reinforces the training carried out by the Communications Officer and places the trainees in a professional media environment. This is both demanding and helps focus the trainees on their potential communications role, by separating them completely from their workplace and usual responsibilities.

A budget has therefore been set aside to deal with this requirement.

Activity	Commitment 2008-9	Commitment 2009-10 (+2.5%)	Commitment 2010 -11 (+2.5%)
Annual Recurring budget for media training 2008-11	£1,400	£1,435	£1,471

3. Events

SEStran will participate in events which will advance awareness of the aims and objectives of the RTS, to the public, stakeholders, decision makers or the transport constituency. Participation may range from sponsorship or contributing a keynote speaker, to an exhibition presence, depending upon the nature of the individual event. Suitable events may include the following:

- **Transport events** – Staged by national or regional authorities and/or professional bodies on specialised transport themes. SEStran will participate as: exhibitor, participant, or sponsor, depending upon which approach would best advance the objectives and policies laid down in the RTS.
- **SEStran events** – Those organised by SEStran to promote specific issues or areas of activity relevant to our aims and objectives.
- **Other events:** We will ensure that we have a presence at events which will serve to promote our objectives and policies with appropriate target audiences. Specifically, these will include cultural events, recreational events and large scale community events led by organisations with appropriate agendas (e.g. environmental, cycling, third sector interest groups, etc). These will not necessarily require a transport theme, but serve as platforms to get our message across to the wider public, through co-opting activist groups whose aims and objectives coincide with our own.

Activity	Commitment 2008-9	Commitment 2009-10 (+2.5%)	Commitment 2010 -11 (+2.5%)
Annual Recurring Budget for events 2008-11	£16,000	£16,400	£16,810

4. Advertising

Advertising, for SEStran purposes, is defined as all opportunities to highlight the SEStran brand and message in the public sphere, excluding media editorial, whether purchased or free. This includes: web links, contributing copy to websites and acknowledgement of SEStran support for projects by partner organisations.

In the latter case, SEStran support must be acknowledged publicly in line with the conditions indicated in the conditions of grant. Specifically:

"The grantee shall acknowledge in publicity material relating to a project the contribution of SEStran and the Scottish executive to its costs. SEStran may require to approve the form of such acknowledgment prior to first publication".

The materials may include:

- **Signage** – on site and elsewhere. This will include the SEStran logo of an appropriate size and prominence and if possible our website address
- **Advertisements** – whether taken out in the public media, specialist publications or closed distribution publications
- **Any public communications** regarding the project, exclusive of directly targeted media work seeking editorial coverage.

To date, purchase of advertising space has been confined to:

- **Adding SEStrans details to the region's telephone directories**
- **A full page advertisement in the Edinburgh Directory**
- **Quarter page in the Scottish Chambers of Commerce National Directory**
- **Quarter page in the Edinburgh Chamber of commerce Diary for 2008.**
- **Our logo on the website of the "2 Capitals Cycle Ride", as part of our support of this event.**

Ensuring that our contacts details, branding and aims are highlighted in key reference publications such as the telephone directories and business directories is essential to raising our overall profile. Therefore we have allocated the following amount to meet the need for advertising and to take advantage of opportunities as they arise throughout the next three years.

Activity	Commitment 2008-9	Commitment 2009-10 (+2.5%)	Commitment 2010 -11 (+2.5%)
Annual Recurring Budget for advertising 2008-11	£3,000	£3,075	£3,152

Capital Programme budgets for marketing and communications

When a specific project, funded from within the partnership, is to be carried out by SEStran, a proportion of the capital budget may be assigned to Marketing & Communications in cases where it is judged that this lies beyond the scope of the corporate communications budget. The need for such additional resources will be assessed on a case-by-case basis.

5. Publications

Some publications must be produced as part of or statutory obligations; others will be produced as part of our overall strategy to communicate SEStran's aims and objectives to a wider audience. Although SEStran will standardise on web based publications, in line with our environmental objectives and for reasons of cost effectiveness, a small quantity of high quality printed publications will still be required.

All publications will be produced to conform to the requirements of SEStran's equalities policy and, where appropriate charges will be levied in accordance with the Freedom of Information Scotland Act (FOISA).

Information in this scheme is available free of charge when viewed on the SEStran website or sent via e-mail. For those without access to the website a single printout from the website (or a hard copy of the document) can be requested. These will be provided free of charge except where indicated.

Requests for multiple printouts of material on the website or for multiple hard copies may incur a fee to cover the cost of printing, photocopying and postage. For full details of the FOISA scheme please visit the SEStran website at http://www.SEStran.gov.uk/publication_scheme.html

Electronic publication as standard

Although a small stock of our publications will be printed, our default provision will be electronic. This will serve a variety of purposes including: cost effective production and emphasising our commitment towards protecting the environment. It will also encourage enquirers to refer to the website and emphasize its role as our key information portal.

All publications will be available for download from the website in pdf format.

Where a direct request is received that cannot be met by downloading, the format of choice will be on DVD or data key, as appropriate. Print copies will only be provided where electronic media is not an option, or where printing off documents personally would represent an unreasonable expense for the enquirer.

Proposed printed publications 2008-9 (to be republished Annually)

Publication	Date	Distribution	Cost	Quantity
Annual Report	August 2008	Members, Stakeholders, public (on request)	£1500	100
Business Plan	March 2008	Members, Stakeholders, public (on request)	£1500	100
SEStran Bulletin	Quarterly (beginning March 2008)	Members, Stakeholders, public (on request)	£1200	100 x 4
General info leaflet	August 2008	Members, Public, stakeholders, employers, decision makers	£1200	20,000

Activity	Commitment 2008-9	Commitment 2009-10 (+2.5%)	Commitment 2010 -11 (+2.5%)
Annual Recurring Budget: publications 2008-11 (recurring annually)	£5,400	£5,535	£5,674

Budgets

Available Funds

Budget	Budget 2008-9	Budget 2009-10 (+2.5%)	Budget 2010 -11 (+2.5%)
Corporate Marketing & Communications Budget	£40,000	£41,000	£42,025

Proposed Budget Commitments Summary

Purpose	2008-9 Commitment	2009-10 Commitment	2010-11 Commitment
Materials	£5,800	£5,945	£6,094
Website	£3,640	£3,731	£3,825
Photography	£1,500	£1,538	£1,576
Media Training	£1,400	£1,435	£1,471
Events	£16,000	£16,400	£16,810
Advertising	£3,000	£3,075	£3,152
Publications	£5,400	£5,535	£5,674
Total expenditure committed	£36,740	£37,659	£38,602
Total budget available	£40,000	£41,000	£42,025
Contingency Funds	£3,260	£3,341	£3,423

Appendix 7: Sestran Area Regional Projects

The purpose of this paper is to outline the projects that SEStran has an interest in and indicate how they link to national and regional objectives and can be included in the proposed Single Outcome Agreements in line with recent guidance.

The projects listed below are considered to be projects of regional significance, projects that are committed legally or through grant award, and projects for which SEStran is considered best placed to take a leading role.

As part of developing the proposed Single Outcome Agreements, projects are to be linked to national objectives and national indicators and targets as outlined below.

The tables used in this assessment are based on those used in the guidance published by COSLA and the Scottish Government in February 2008, "Single Outcome Agreements – Guidance, Format and Indicators for Local Government".

A further table is included to indicate how well the projects fit in with the four main objectives of the Regional Transport Strategy.

Lastly there is an overview of the timescales. For capital projects, there is an indication of the funding arrangements and for revenue projects, there is an indication of the body that should be the main implementer of the project.

1. Straiton Park and Ride

The construction of a new park and ride site at Straiton aimed at reducing levels of car traffic entering Edinburgh from the south.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier	x	We value and enjoy our built and natural environment and protect it and enhance it for future generations	x		
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	x
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008/09	1A	Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

2. North Edinburgh bus priority measures

Further bus priority on key routes in the north Edinburgh corridor, eg Inverleith Row, Queensferry Road, Dundas Street, Crewe Road South and bus priority schemes eg Ferry Road, Maybury Road, Drum Brae South (roundabout) bus lanes and junction measures/Greenways (Access to Growth funding

National Transport Strategy Objectives, Outcomes And Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008/09	1A	Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

3. Royal Infirmary Link Road

Improving accessibility to the new Royal Infirmary on the south side of Edinburgh, especially by bus.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people		Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter	x	We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier	x	We value and enjoy our built and natural environment and protect it and enhance it for future generations	x		
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	x
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2009 onwards	1A	Design and Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

4. Lothianburn Park and Ride

The provision of a new park and ride site at Lothianburn aimed at reducing levels of car traffic entering Edinburgh from the south.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier	x	We value and enjoy our built and natural environment and protect it and enhance it for future generations	x		
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008 onwards	3	Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

5. Leadburn Junction

Improvement to major crossroads on the approach to Edinburgh to reduce delays and improve safety.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener		We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	
Safer and Stronger	x	We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier	x	We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production			
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement	x	Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	
Environment	To ensure that development is achieved in an environmentally sustainable manner	
Safety and Health	To promote a healthier and more active SEStran area population.	x

Action Programme

Timescale	Category	Action
2011 onwards	3	Design and Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

6. NCR1(Midlothian)

Completion of a major section of the National Cycle Route 1 in Midlothian from Dalkeith to Gorebridge.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	We live in a Scotland that is the most attractive place for doing business in Europe	Reduce the proportion of driver journeys delayed due to traffic congestion	
Greener	x We realise our full economic potential with more and better employment opportunities for our people	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger	x We have tackled the significant inequalities in Scottish society	x Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter	We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier	x We value and enjoy our built and natural environment and protect it and enhance it for future generations	x	
	We reduce the local and global environmental impact of our consumption and production	x	
	Our public services are high quality, continually improving, efficient and responsive to local people's needs	x Included in National Transport Strategy	x
	We promote an efficient and effective distribution of freight movement	Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	x

Action Programme

Timescale	Category	Action
2011 onwards	3	Design and Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

7. Wallyford Park and Choose

The construction of a park and choose site at Wallyford linking to rail and bus services.

Provides a major interchange for travelers to Edinburgh from the east.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger	x	We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier	x	We value and enjoy our built and natural environment and protect it and enhance it for future generations	x		
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	x
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008/09/10	1A	Implement

Categories:

1A Projects already fully funded by one authority

1B Project for one authority. Funding not confirmed.

2 Projects where more than 1 authority has already allocated funding, or expects to.

2A Fully funded. 2B Funding not confirmed.

3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place

4 Projects where no authorities have allocated funding, or expect to.

4A Project has support for early action. 4B Project does not.

8. Borders Bus Quality Corridors

Improvements to bus infrastructure in the Borders on strategic bus route

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	We live in a Scotland that is the most attractive place for doing business in Europe	Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x We realise our full economic potential with more and better employment opportunities for our people	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger	We have tackled the significant inequalities in Scottish society	x Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter	x We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier	x We value and enjoy our built and natural environment and protect it and enhance it for future generations		
	We reduce the local and global environmental impact of our consumption and production	x	
	Our public services are high quality, continually improving, efficient and responsive to local people's needs	x Included in National Transport Strategy	x
	We promote an efficient and effective distribution of freight movement	Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2011 onwards	1B	Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

9. Infrastructure for the Waverley Railway

Provide supporting infrastructure for the development and operation of the Waverley Railway proposals

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	x	Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter	x	We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier	x	We value and enjoy our built and natural environment and protect it and enhance it for future generations	x		
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	x
		We promote an efficient and effective distribution of freight movement	x	Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2011 onwards	3	Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

10. Cross Forth Ferry and Hovercraft Services

Support for the development and implementation of a new ferry and Hovercraft services across the Forth to improve linkages across the forth and reduce congestion on the Forth Road Bridge.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	x	Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier	x	We value and enjoy our built and natural environment and protect it and enhance it for future generations	x		
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	x
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
Next 3-4 years	2B	Develop business case and implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

11. Rosyth and Halbeath Park and Choose

To provide park and choose facility in Fife on the M90 corridor to give travelers a choice of cross forth travel and reduce congestion on the Forth Road Bridge.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations	x		
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	x
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008/2011	3	Promote and Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

12. Falkirk High car park

Improve car parking facilities at Falkirk High Station to encourage rail use between Falkirk and Edinburgh/Glasgow.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations	x		
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	x
		We promote an efficient and effective distribution of freight movement	x	Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008/09	1A	Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

13. Hillfoots bus improvements

To implement improvements to bus related infrastructure on this strategic bus route serving the Hillfoots towns.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008/2009	3	Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

14. Alloa – Stirling public transport improvements

Measures to improve public transport links between Alloa and Stirling taking into consideration the proposed new rail service.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations	x		
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008/209	3	Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

15. Bus priority on the A71

Measure required to improve bus movement into Edinburgh along this main bus corridor from the west including measures at Ormiston and Wilkieston.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations	x		
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
5 years	2B	Design and Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

16. HOV lanes on M90/A90

Provision of HOV lanes to discourage driver only cars crossing the Forth and encourage the use of the park and choose sites in Fife

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	x	Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter	x	We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations	x		
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	x
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
Next 5 years	3	Promote/design/implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

17. Real Time Information

Develop and implement real time public transport information throughout the SEStran area.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	x	Reduce the proportion of driver journeys delayed due to traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter	x	We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	x
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
Ongoing	3	Evaluate and implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

18. Avon Gorge

Complete this strategic road link between the M8 and M9

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	x	Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener		We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger	x	We have tackled the significant inequalities in Scottish society		Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations	x		
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement	x	Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	x

Action Programme

Timescale	Category	Action
2008/09	2B	Evaluation and design
2008 onwards		Promote and Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

19. Kirknewton Level Crossing

Provide in partnership with Network Rail and alternative road link in order to close the existing level crossing

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener		We realise our full economic potential with more and better employment opportunities for our people	Increase the proportion of journeys to work made by public or active transport	
Safer and Stronger	x	We have tackled the significant inequalities in Scottish society	Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations	x	
		We reduce the local and global environmental impact of our consumption and production		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x Included in National Transport Strategy	x
		We promote an efficient and effective distribution of freight movement	x Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	x

Action Programme

Timescale	Category	Action
Next 3 years	3	Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

20. Express Buses to Livingston including P&R on M8

Take forward proposals for P&R on the M8 at Livingston linking in with express and feeder services from Livingston

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	x	Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations	x		
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	x
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
Next 5 years	4A	Develop\promote\implement proposals

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

21. Orbital bus rapid transit

Develop and implement proposals emanating from current study on providing an orbital service for Edinburgh with associated infrastructure on the bypass corridor.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	x	Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger	x	We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier	x	We value and enjoy our built and natural environment and protect it and enhance it for future generations	x		
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
Next 5 years	3	Identify feasible proposal/implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

22. Northbound A90 bus improvements

Looking at improving the outbound movement of buses on the A90 and implementing the proposals emanating from the current study.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008/2010	3	Evaluate/Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

23. Expanded park and choose in South Fife

Develop existing park and choose facilities at Inverkeithing and Dalgety Bay.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008/2010	1B	Evaluate/Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

24. South Fife Bus Priority Measures

Dunfermline – Inverkeithing/Dunfermline Halbeath bus priority measures to improve access to FRB.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	x
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008/2010	1B	Evaluate/Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

25. New station at Blackridge

Develop proposals for new station at Blackridge on Airdrie-Bathgate line.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations		
		We reduce the local and global environmental impact of our consumption and production		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	Included in National Transport Strategy	x
		We promote an efficient and effective distribution of freight movement	Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008 onwards	3	Progress/Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

26. Livingston Bus Measures

'Hub and spoke' bus services to serve dispersed employment locations in Livingston area and improved bus services from Livingston North station to employment locations.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	We live in a Scotland that is the most attractive place for doing business in Europe	Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x We realise our full economic potential with more and better employment opportunities for our people	x Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger	We have tackled the significant inequalities in Scottish society	x Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter	x We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier	We value and enjoy our built and natural environment and protect it and enhance it for future generations	x	
	We reduce the local and global environmental impact of our consumption and production	x	
	Our public services are high quality, continually improving, efficient and responsive to local people's needs	x Included in National Transport Strategy	
	We promote an efficient and effective distribution of freight movement	Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
Ongoing	3	Evaluate/Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

27. Expanded station car parks in West Lothian

Expanded station car parks at Livingston North & South, Bathgate and Linlithgow to encourage rail use into Edinburgh.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due to traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production			
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008 onwards	1B	Design/Implement

Categories:

1A Projects already fully funded by one authority

1B Project for one authority. Funding not confirmed.

2 Projects where more than 1 authority has already allocated funding, or expects to.

2A Fully funded. 2B Funding not confirmed.

3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place

4 Projects where no authorities have allocated funding, or expect to.

4A Project has support for early action. 4B Project does not.

28. New station car parks in West Lothian

New park and ride facilities – West Calder, Kirknewton and Uphall Station to encourage rail use into Edinburgh.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due to traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production			
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008 onwards	3	Design/Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

29. New bus-based park and ride sites in West Lothian

New bus based park and ride sites at Heartlands, Winchburgh, Deer Park and Linlithgow to encourage use of buses into Edinburgh.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due to traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
Ongoing	3	Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

30. Livingston to Edinburgh express bus

Fastlink Phase 2 – Kirkton Campus to Edinburgh express bus service infrastructure development.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due to traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008 onwards	3	Promote and Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

31. South East Edinburgh bus priority measures

Niddrie Mains Road and other bus priority measures in South East Edinburgh

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008	2B	Promote and Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

32. Improved bus links between Falkirk and North Lanarkshire

Assess and develop proposals for improving bus linkages between Falkirk and North Lanarkshire.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008 onwards	2B	Assess/Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

33. Bus-rail interchange in Falkirk area

Improved bus links to stations and parking at stations: Bo'ness-Linlithgow, Grangemouth to Falkirk High and Polmont area.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due to traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008 onwards	1B	Assess and Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

34. Fife express buses

A92 based express buses, links at key interchanges and bus priority links to main towns

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due to traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008 onwards	3	Implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

35. M9 Bus priority

M9 Bus Lane (Linlithgow and Winchburgh), plus new motorway junctions development.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	x	Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008 onwards	4A	Assess/Design/Implement

Categories:

1A Projects already fully funded by one authority

1B Project for one authority. Funding not confirmed.

2 Projects where more than 1 authority has already allocated funding, or expects to.

2A Fully funded. 2B Funding not confirmed.

3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place

4 Projects where no authorities have allocated funding, or expect to.

4A Project has support for early action. 4B Project does not.

36. East Coast Main Line stopping services

Development and promotion of new stopping service to East Linton, Dunbar, Reston and Berwick upon Tweed.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	x	Reduce the proportion of driver journeys delayed due to traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008/09	3	Develop and promote proposals

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

37. Signalisation of Pitreavie roundabout

Traffic signalisation of this major junction in Dunfermline.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due to traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	
Safer and Stronger		We have tackled the significant inequalities in Scottish society		Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production			
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement	x	Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008/09	1B	Continue development

Categories:

1A Projects already fully funded by one authority

1B Project for one authority. Funding not confirmed.

2 Projects where more than 1 authority has already allocated funding, or expects to.

2A Fully funded. 2B Funding not confirmed.

3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place

4 Projects where no authorities have allocated funding, or expect to.

4A Project has support for early action. 4B Project does not.

38. M9/Grangemouth Junction upgrade

M9 junction 6 upgrade at Grangemouth to cope with freight traffic generation.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	x	Reduce the proportion of driver journeys delayed due to traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society		Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production			
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	x
		We promote an efficient and effective distribution of freight movement	x	Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	x

Action Programme

Timescale	Category	Action
2008 onwards	3	Continue development

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

39. A92 Redhouse Interchange

Develop proposals for grade separation and associated highway improvements at this main regional interchange.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	x	Reduce the proportion of driver journeys delayed due to traffic congestion	x
Greener		We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	
Safer and Stronger		We have tackled the significant inequalities in Scottish society		Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production			
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement	x	Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	
Environment	To ensure that development is achieved in an environmentally sustainable manner	
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008 onwards	3	Promote and implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

40. A701 Measures

Multi-modal measures to improve public transport movement along A701.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due to traffic congestion	x
Greener		We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger	x	We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement	x	Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008 onwards	3	Promote and implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

41. West Fife Quality Corridor

Develop proposals for quality bus corridor in West Fife.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations	x		
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008 onwards	1A	Promote and implement

Categories:

1A Projects already fully funded by one authority

1B Project for one authority. Funding not confirmed.

2 Projects where more than 1 authority has already allocated funding, or expects to.

2A Fully funded. 2B Funding not confirmed.

3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place

4 Projects where no authorities have allocated funding, or expect to.

4A Project has support for early action. 4B Project does not.

42. East Lothian Station Car Park

Expanded station car parks at Musselburgh, Longniddry, Drem, North Berwick and Dunbar to encourage park and ride into Edinburgh.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	x	Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society		Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008 onwards	1A	Promote/design and implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 4A Project has support for early action. 4B Project does not.

43. Safer Routes to Stations/Interchanges

Provision of safe walking and cycling routes to stations and bus interchanges.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger	x	We have tackled the significant inequalities in Scottish society	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier	x	We value and enjoy our built and natural environment and protect it and enhance it for future generations		
		We reduce the local and global environmental impact of our consumption and production		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	Included in National Transport Strategy	x
		We promote an efficient and effective distribution of freight movement	Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	x

Action Programme

Timescale	Category	Action
2008 onwards	4A	Promote and implement

Categories:

1A Projects already fully funded by one authority

1B Project for one authority. Funding not confirmed.

2 Projects where more than 1 authority has already allocated funding, or expects to.

2A Fully funded. 2B Funding not confirmed.

3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place

4 Projects where no authorities have allocated funding, or expect to.

4A Project has support for early action. 4B Project does not.

44. Cycling Key Connections

Improve cycling links to and from Edinburgh.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	We live in a Scotland that is the most attractive place for doing business in Europe	Reduce the proportion of driver journeys delayed due to traffic congestion	x
Greener	x We realise our full economic potential with more and better employment opportunities for our people	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger	We have tackled the significant inequalities in Scottish society	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter	We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier	x We value and enjoy our built and natural environment and protect it and enhance it for future generations	x	
	We reduce the local and global environmental impact of our consumption and production	x	
	Our public services are high quality, continually improving, efficient and responsive to local people's needs	x Included in National Transport Strategy	
	We promote an efficient and effective distribution of freight movement	Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008 onwards	3	Promote and implement

Categories:

- 1A Projects already fully funded by one authority
- 1B Project for one authority. Funding not confirmed.
- 2 Projects where more than 1 authority has already allocated funding, or expects to.
- 2A Fully funded. 2B Funding not confirmed.
- 3 Projects where one authority has allocated some funding to a project, or expects to, and expects joint funding from other authorities/agencies but this isn't yet in place
- 4 Projects where no authorities have allocated funding, or expect to.
- 90 has support for early action. 4B Project does not.

REVENUE

45. Routewise

Continued development and operation of public transport route planning facility.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	We live in a Scotland that is the most attractive place for doing business in Europe	x	Reduce the proportion of driver journeys delayed due traffic congestion	
Greener	x We realise our full economic potential with more and better employment opportunities for our people		Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger	We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter	We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier	We value and enjoy our built and natural environment and protect it and enhance it for future generations			
	We reduce the local and global environmental impact of our consumption and production			
	Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	x
	We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Lead Organisations	Action
2008 onwards	SEStran/LAs	Implement

46. Regional bus information

Implement the proposals brought forward from the current study and the emerging regional bus information strategy

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due to traffic congestion	
Greener	x We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger	We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter	x We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier	We value and enjoy our built and natural environment and protect it and enhance it for future generations			
	We reduce the local and global environmental impact of our consumption and production			
	Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	x
	We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Lead Organisations	Action
2008 onwards	SEStran/LAs	Assess and Implement

47. Regional bus initiatives

Implement proposals emanating from the current bus initiatives study mainly aimed at improving the public's perception of buses.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	We live in a Scotland that is the most attractive place for doing business in Europe	Reduce the proportion of driver journeys delayed due traffic congestion
Greener	x We realise our full economic potential with more and better employment opportunities for our people	x Increase the proportion of journeys to work made by public or active transport
Safer and Stronger	We have tackled the significant inequalities in Scottish society	x Increase the proportion of adults making one or more visits to the outdoors per week
Smarter	We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x Improve people's perceptions, attitudes and awareness of Scotland's reputation
Healthier	We value and enjoy our built and natural environment and protect it and enhance it for future generations	
	We reduce the local and global environmental impact of our consumption and production	x
	Our public services are high quality, continually improving, efficient and responsive to local people's needs	x Included in National Transport Strategy
	We promote an efficient and effective distribution of freight movement	Regionally significant

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Lead Organisations	Action
2008 onwards	SEStran/LAs	Implement

48. Region Wide Taxicard

Introduce a region-wide taxicard scheme in line with the recommendations of the current study.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	We live in a Scotland that is the most attractive place for doing business in Europe	Reduce the proportion of driver journeys delayed due to traffic congestion	
Greener	x We realise our full economic potential with more and better employment opportunities for our people	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger	We have tackled the significant inequalities in Scottish society	x Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter	We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier	We value and enjoy our built and natural environment and protect it and enhance it for future generations		
	We reduce the local and global environmental impact of our consumption and production		
	Our public services are high quality, continually improving, efficient and responsive to local people's needs	x Included in National Transport Strategy	
	We promote an efficient and effective distribution of freight movement	Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Lead Organisations	Action
2008 onwards	SEStran/LAs	Assess and implement

49. Region Parking Management

Assess and introduce a region wide decriminalised parking management in line with recommendations and strategy coming out of the current study.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	We live in a Scotland that is the most attractive place for doing business in Europe	Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x We realise our full economic potential with more and better employment opportunities for our people	Increase the proportion of journeys to work made by public or active transport	
Safer and Stronger	We have tackled the significant inequalities in Scottish society	x Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter	x We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier	We value and enjoy our built and natural environment and protect it and enhance it for future generations	x	
	We reduce the local and global environmental impact of our consumption and production		
	Our public services are high quality, continually improving, efficient and responsive to local people's needs	x Included in National Transport Strategy	
	We promote an efficient and effective distribution of freight movement	x Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Lead Organisations	Action
2008 onwards	SEStran/LAs	Assess and implement

50. Region Wide Parking Standards

Develop an agreed region wide parking standard as produced in the current study to provide a common basis for sustainable development in the region.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener		We realise our full economic potential with more and better employment opportunities for our people		Increase the proportion of journeys to work made by public or active transport	
Safer and Stronger		We have tackled the significant inequalities in Scottish society		Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter	x	We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations	x		
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Lead Organisations	Action
2008 onwards	SEStran/LAs	Implement

51. Tay Bridge Park and Ride

Implement proposals coming out of the current study into providing improved park and ride facilities for travelers to Dundee from Fife.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	x	Reduce the proportion of driver journeys delayed due to traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society		Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations	x		
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Lead Organisations	Action
2008 onwards	SEStran/TACTRAN/Fife	Implement

52. Region Wide Freight Initiatives

Assess and implement initiatives identified in current region wide freight study

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	x	Reduce the proportion of driver journeys delayed due traffic congestion	
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society		Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations	x		
		We reduce the local and global environmental impact of our consumption and production			
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	x
		We promote an efficient and effective distribution of freight movement	x	Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Lead Organisations	Action
2008 onwards	SEStran/LAs	Implement

53. Round the Forth and Regional Cycle Routes

Continue developing the Round the Forth and regional cycle routes.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	We live in a Scotland that is the most attractive place for doing business in Europe	Reduce the proportion of driver journeys delayed due to traffic congestion	
Greener	x We realise our full economic potential with more and better employment opportunities for our people	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger	We have tackled the significant inequalities in Scottish society	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter	We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier	We value and enjoy our built and natural environment and protect it and enhance it for future generations	x	
	We reduce the local and global environmental impact of our consumption and production	x	
	Our public services are high quality, continually improving, efficient and responsive to local people's needs	x Included in National Transport Strategy	x
	We promote an efficient and effective distribution of freight movement	Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	x

Action Programme

Timescale	Lead Organisations	Action
2008 onwards	LAs	Implement

54. Travel Plan Developments

Develop Travel Plans in line with National Guidance on a regional basis

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due to traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter	x	We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier	x	We value and enjoy our built and natural environment and protect it and enhance it for future generations	x		
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	x
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Category	Action
2008 onwards		Promote and implement

Timescale	Lead Organisations	Action
2008 onwards	SEStran/LAs	Implement

55. Regional P&R Strategy

Develop a regional park and ride strategy looking at the next stage of potential development.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	x	Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society		Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	x
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Lead Organisations	Action
2008 onwards	SEStran/LAs	Develop strategy

56. Sustainable Development

Provide guidance on measures to make development more sustainable on a regional basis and improve the links between planning/development control and transport planning.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	x	Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society		Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter	x	We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations	x		
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	x
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Lead Organisations	Action
2008 onwards	SEStran/LAs	Develop guidance and implement

57. Accessibility Analysis and Improvement

Provide accessibility analysis facilities as a tool for improving accessibility to jobs, education, health facilities, etc. and ensuring sustainable development

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	x	Reduce the proportion of driver journeys delayed due to traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter	x	We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier	x	We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement	x	Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Lead Organisations	Action
2008 onwards	SEStran/LAs	Implement

58. Tripshare

To maintain and expand the development of the region's Tripshare web facility and promote the scheme.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due to traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need		Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Lead Organisations	Action
2008 onwards	SEStran/LAs	Implement

59. Regional Demand Responsive Transport Management

Study the economic case for managing Demand Responsive Transport on a Regional Basis

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	x	Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society		Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter	x	We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	x
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Lead Organisations	Action
2008 onwards	SEStran/LAs	Assess/Implement

60. Levenmouth Rail Link

Promote the proposals coming out of the current study to introduce rail services to Levenmouth.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	x	Reduce the proportion of driver journeys delayed due to traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society		Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production			
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement	x	Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Lead Organisations	Action
2008 onwards	SEStran/Fife	Assess/Promote

61. High Speed Rail

Contribute to studies on High Speed Rail provision between Edinburgh and Glasgow.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe	x	Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society		Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter	x	We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations	x		
		We reduce the local and global environmental impact of our consumption and production			
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	x
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Lead Organisations	Action
2008 onwards	SEStran/Transport Scotland/LAs	Develop study

62. Sustainable Travel Awareness

Promotion of sustainable and active transport.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	We live in a Scotland that is the most attractive place for doing business in Europe	Reduce the proportion of driver journeys delayed due to traffic congestion	x
Greener	x We realise our full economic potential with more and better employment opportunities for our people	x Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger	We have tackled the significant inequalities in Scottish society	x Increase the proportion of adults making one or more visits to the outdoors per week	x
Smarter	x We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x Improve people's perceptions, attitudes and awareness of Scotland's reputation	
Healthier	We value and enjoy our built and natural environment and protect it and enhance it for future generations	x	
	We reduce the local and global environmental impact of our consumption and production	x	
	Our public services are high quality, continually improving, efficient and responsive to local people's needs	x Included in National Transport Strategy	
	We promote an efficient and effective distribution of freight movement	Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Lead Organisations	Action
2008 onwards	SEStran/LAs	Promote and implement

63. One Ticket Market Research

Research into methods of increasing take-up of integrated ticketing.

National Transport Strategy Objectives, Outcomes and Indicators

Wealthier and Fairer	x	We live in a Scotland that is the most attractive place for doing business in Europe		Reduce the proportion of driver journeys delayed due traffic congestion	x
Greener	x	We realise our full economic potential with more and better employment opportunities for our people	x	Increase the proportion of journeys to work made by public or active transport	x
Safer and Stronger		We have tackled the significant inequalities in Scottish society	x	Increase the proportion of adults making one or more visits to the outdoors per week	
Smarter		We live in a well-designed, sustainable place where we are able to access the amenities and services we need	x	Improve people's perceptions, attitudes and awareness of Scotland's reputation	x
Healthier		We value and enjoy our built and natural environment and protect it and enhance it for future generations			
		We reduce the local and global environmental impact of our consumption and production	x		
		Our public services are high quality, continually improving, efficient and responsive to local people's needs	x	Included in National Transport Strategy	
		We promote an efficient and effective distribution of freight movement		Regionally significant	x

Regional Transport Strategy Objectives

Economy	To ensure transport facilitates economic growth, regional prosperity and vitality in a sustainable manner	x
Accessibility	To improve accessibility for those with limited transport choice or no access to a car, particularly those in rural areas	x
Environment	To ensure that development is achieved in an environmentally sustainable manner	x
Safety and Health	To promote a healthier and more active SEStran area population.	

Action Programme

Timescale	Lead Organisations	Action
Ongoing	SEStran	Assess/Implement

Copies of this Business Plan are available in large print on request. Please contact:
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