



**REGIO-MOB**  
Interreg Europe



European Union  
European Regional  
Development Fund

# Action Plan



*April 2018*



## Annexes

### Annex 1 – Action plan template

Produced by each region, the **action plan** is a document providing details on **how** the lessons learnt from the cooperation will be exploited in order to improve the policy instrument tackled within that region. It specifies the nature of the actions to be implemented, their timeframe, the players involved, the costs (if any) and funding sources (if any). If the same policy instrument is addressed by several partners, only one action plan is required.

#### Part I – General information

Project: REGIO MOB

Partner organisation: SEStran

Other partner organisations involved (if relevant):

Country: UK

NUTS2 region: UKM2

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#### Part II – Policy context

The Action Plan aims to impact:

- Other regional development policy instrument

Name of the policy instrument addressed: Regional Transport Strategy  
(<http://www.sestran.gov.uk/publications/regional-transport-strategy-2015-2025-refresh/>)



### Part III – Details of the actions envisaged

1. **The background** (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

SEStran undertook a SWOT analysis of the region, identifying the Strengths, Weaknesses, Opportunities and Threats to our transport network. The results from our Stakeholder Group Meeting SWOT analysis are as follows:

#### SWOT Analysis of Bus Travel

STRENGTHS	WEAKNESSES
Air Quality Management Areas are being addressed through hybrid buses operating in main areas.	SEStran is not in control of all transport outputs as is the case in other European sites due to nationalised rail and private bus operators. This restricts the implementation of strategy.
Information availability (e.g. Real Time Passenger Information)	Lack of availability of data
Queue Management Systems prioritising passenger transport vehicles	Origin and destination data is not widely and consistently available which is an impediment to SEStran from planning for movements. SEStran can only make assumptions
Popular Park and Ride systems around the City of Edinburgh	More integration of passenger transport is required
Developed public transport systems in urban and rural areas	Congestion in the SEStran region is a significant weakness
Bus priority lanes and queue management systems prioritise bus travel over the private car	Poor transport provision in rural areas – recent cuts to bus services
	Slow travel times in comparison with the private car
OPPORTUNITIES	THREATS
National strategies and policy present an opportunity to align priorities	Congestion disincentivises bus travel
Making public transport journeys more attractive	Reduction in funding, particularly supporting rural bus services
Integrated and Smart Ticketing	Status associated with ownership of private car
Further developments in hybrid vehicles for bus travel	
Opportunity to private bus operators to work together to achieve common goals	
Investment in greener vehicles e.g. hybrids	

#### SWOT Analysis of Railways

STRENGTHS	WEAKNESSES
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New rail links to the rural Borders (Borders Railway)	SEStran is not in control of all transport outputs as is the case in other European sites due to nationalised rail and private bus operators. This restricts the implementation of strategy.
Multiple lines/routes in key corridors	Rail infrastructure is not sufficient
Links to Edinburgh's high quality bus network	Rail travel – long journey times to major destinations in Scotland and England
	More integration of passenger transport is required
	Limited network serves only parts of Fife, East & West Lothian, and not Midlothian or Borders
	Majority of local stations unstaffed (lack of staffing creates problems of information, toilets and security)
	Problems of accessibility to local stations (car parking facility issues at over half the stations and/or bus/rail integration)
	Service frequencies can make the use of park and ride less attractive
	Parts of network have an infrequent service or a service with gaps even in the peak
<b>OPPORTUNITIES</b>	<b>THREATS</b>
Integrated and Smart Ticketing	Growing discontent with current rail franchise due to delays and cancellations
Bike & Go is a step in the right direction for creating integrated transport journeys but needs developed	Rail travel is significantly more expensive than bus travel and can incentivise the public to use the private car to travel in order to save money
High Speed Rail	Lack of capacity growth will constrain economic role of Edinburgh
Plus Bus provides an integrated travel option but needs developed	Lack of capacity will constrain rail growth

## SWOT Analysis of Cycling

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
Strong political backing for walking and cycling. The Scottish Government has committed to keep spending on active travel to at least £39m over the next 4 years and this may be doubled	Low levels of cycling in SEStran area
Supportive national and regional policy	Improvements in cross-boundary and commuter routes needed
Developed National Cycle Network across Scotland	Bike sharing at rail stations has had a slow take-up
Active travel body 'Sustrans' supporting, promoting and developing cycling across the UK	Car culture across the region



Existing cycling infrastructure	Lack of intermodality with cycling
Businesses often supportive of employees cycling to work	Even though the commitment to keep investing in active travel is there, it still counts for less than 10% of the national transport budget.
Schools offer 'bikeability' training for children	
Local and national safety campaigns (e.g. Be Bright, Be Seen)	
Cycle to Work scheme enables employees to get bikes and accessories tax-free, saving on average about half the cost	
Focus on cycle tourism is another positive with investment in routes such as The Caledonia Way	
Good range of behaviour change projects aimed at young people- IBike and Cycling Scotland initiatives for example	
<b>OPPORTUNITIES</b>	<b>THREATS</b>
Current funding levels are high for both behavioural change initiatives and infrastructure projects	Perceived low levels of safety
Cycling tourism has potential to be further developed	Continuing prevalence of car reliant culture
Funding like Community Links Plus is encouraging and challenging LAs to produce game-changing/innovative design e.g. South city way in Glasgow	
There is currently a move away from terminology of cycle lanes/cyclists to creating better spaces and places for everyone to benefit from rather than it just being the implementation of a segregated cycle lane, it's more about improving place.	

## SWOT Analysis for Ports, Ferries and Freight

STRENGTHS	WEAKNESSES
The River Forth Estuary – there are existing ports on both sides of the river	Ports are all tidal
Feeder services using Grangemouth	Leith dock is impounded
Access to City of Edinburgh	There is no berthing for large vessels
Freight Roll-on Roll-off from Rosyth to Zeebrugge	Limited facilities for cruise ships (services by small tenders)
	Marginal business case for Forth ferry crossing
	Empty containers from imbalance of import/export activity
<b>OPPORTUNITIES</b>	<b>THREATS</b>
More freight to be carried on sea	Sulphur Emission Control Area (SECA) in the North Sea
Potential for 24hr container port at Rosyth	Ever higher levels of pollution from HGVs carrying freight on



	congested roads
Fife	Cross Forth ferry/hovercraft from Edinburgh to Fife
	Potential to create Forth "Gateway"

## SWOT Analysis for Aviation

STRENGTHS	WEAKNESSES
Capital city airport, rapidly expanding	Congested road network
Existing freight facility at airport	Spatial limitations
Edinburgh Airport has now released its draft Master Plan 2016-17 for consultation, in which the airport sets out a framework for the sustainable development and ongoing growth of Edinburgh Airport up to 2040.	Limited road access
Wide range of world-wide destinations direct from Edinburgh	No direct rail link
Tram link to city centre	
Heavy rail link to tram under construction	
OPPORTUNITIES	THREATS
The West Edinburgh Strategic Design Framework (WESDF) identifies Edinburgh as an area of national economic importance, with significant potential to attract inward investment. The key aim of the WESDF is for the improvement and expansion of Edinburgh Airport. Notably, the WESDF proposes that design principles should aim to maximise the share of journeys to the airport by public transport, lower emissions and integrate with the wider transport network.	It is anticipated that between 2016 and 2020 passenger numbers will increase to 13.1 million. As with other areas of development within the SEStran area, this level of growth presents the Region with number of challenges (and opportunities).
Edinburgh Airport has now released its draft Master Plan 2016-17 for consultation, in which the airport sets out a framework for the sustainable development and ongoing growth of Edinburgh Airport up to 2040.	Future spatial developments surrounding the airport, which will add additional strain on an already congested network
The new Edinburgh Gateway station is to be opened in 2017. This will provide the opportunity to improve rail links with Edinburgh Trams.	

## SWOT Analysis Other Mobility Areas

STRENGTHS	WEAKNESSES
Lorry restrictions on certain sensitive routes in the region	Limited road capacity and off-road capacity
Scottish Government's Electric Vehicle Road Map is improving the charging infrastructure for electric vehicles across Scotland	Car culture is still prevalent in some areas
Green Travel Plans in businesses and universities encourages more sustainable travel behaviour	



Thistle Card – making travel easier for older people or those with disabilities. This has the potential to be adopted nationally.	
Coordination of healthcare transport (Flow Centre)	
SEStran Tripshare (9000 members of the regional carpooling network)	
<b>OPPORTUNITIES</b>	<b>THREATS</b>
Opportunity for logistics to deliver to a central point to reduce emissions	Increasing population, nationally
Regional taxicard for disabled people	The population is living further away from employment, and there is therefore increasing levels of commuters, travelling further distances
	Increasing congestion, and as a result, increasing pollution in the region.

Active travel, and particularly cycling, is an area of weakness for the SEStran region, particularly out with the City of Edinburgh, as identified through the SWOT analysis. Cycling is also key to achieving a modal shift from the private car to other modes of travel. The current levels of cycling in the local authorities in SEStran's region are shown below:

Local Authority	Levels of cycling as a main mode of transport
Clackmannanshire	3.5%
East Lothian	1.9%
Edinburgh, City of	2.5%
Falkirk	1.1%
Fife	0.8%
Midlothian	0.8%
Scottish Borders	0.9%
West Lothian	1.1%

These levels are far below the national aim of achieving a 10% cycling mode share throughout Scotland by 2020 and is therefore a key priority for SEStran. SEStran's Regional Transport Strategy identified cycling as a helping to achieve a number of important local, regional and national targets.

For example, cycling:

- enables many people without a car to find and get to work;
- helps the government to fulfil its climate change obligations
- reduces air pollution from traffic;
- improves road and community safety and health;
- reduces travel-related pollution and noise; and



- generally increases transport choices and
- reduces dependency on the private car.

In order to address this priority area, SEStran identified a number of best practices from the REGIO MOB partners which were appropriate for implementation in the SEStran region.

Best Practice	Description	Lessons learned	Action Proposed
<b>PASTA</b> – Physical Activity Through Sustainable Transport Approach	P.A.S.T.A. aims to show how promoting active mobility (i.e. walking and cycling) can lead to a healthier, more physically active population - saving money and improving health.	The PASTA project has developed an indicator set to help to understand active mobility (AM) and the conditions which support or constrain it. A better understanding of framework conditions and their relations can help decision makers to choose the most appropriate package of measures to increase active mobility.	SEStran will employ an external expert to carry out Active Travel Audits across the SEStran region, based upon the PASTA indicator set, to determine levels of active mobility and propose future actions for improvement.
Implementation of <b>Park and Ride (P+R)</b> network in Ljubljana urban region (LUR)	The Park and Ride schemes provide efficient combination of private and collective transport in metropolitan regions.	The REGIO MOB Site Visit to the Park and Ride site also highlighted BicikeLJ – the public bike hire scheme. There are 32 stations all around the town, most in the centre of the city and its vicinity.	SEStran will use the lessons learned from these best practices to implement a regional e-bike sharing scheme in the SEStran Region.
<b>E-BIKE NET</b>	A network of electric bikes which people can use in the entire cross-border area along The Danube River (32 cities). 240 bicycles will be procured, from which half will be rented in Bulgaria, and the other half in Romania. The electric bikes will be distributed in 16 cities in Romania and 16 cities in Bulgaria.	The electric bike enables cyclists to travel greater distances. Offering a hire scheme means that the take-up of users will be higher as it removes the high capital cost of purchasing your own bike. The E-Bike Net offers the example of a bike sharing scheme at a regional scale.	
Implementation of a combined service <b>BUS+BIKE</b> for a sustainable metropolitan and urban transport	This practice aims at boosting the combined use of public transport and bike in the bus station.	The combination between the public transport and bicycle is efficient and attractive when the city has good cycle paths connecting the different centres.  Public transport and bicycle do not compete but complement each other in a common objective of reduce the private vehicles to improve the quality of the environment in our cities and regions.	

## 2. **Action** (please list and describe the actions to be implemented)

SEStran propose to implement the above actions through a two-pronged approach. Firstly, SEStran will develop and implement a regional e-bike sharing scheme, based on REGIO MOB knowledge exchange experience. This will be monitored over Phase 2 of the REGIO MOB Project. Secondly, SEStran will employ external experts to carry out two Active Travel Audits based on the PASTA methodology of active mobility, assessing current levels of active travel before and after the implementation of the e-bike sharing scheme.





# GO e-Bike

Based upon the REGIO MOB learning, SEStran is developing a regional e-bike sharing scheme, called GO e-Bike. Bike Plus (the representative body for UK bike share) are coordinating programme delivery. Go E-Bike will be developed as follows:

- Bikes and support infrastructure will be provided based on an assessment of the requirements of the proposed host venue.
- Ongoing maintenance will be provided for each GO e-Bike hub.
- Host venues will be required to insure the equipment and ensure user safety.
- SEStran will help with cycle awareness training.
- Host venues will agree to help promote GO e-Bike and contribute to research.
- The hubs will be developed with local community organisations, charities and academic institutions.
- There will be a social or community benefit provided. Not commercial enterprises, the aim is **not** to fund start up business.
- Membership schemes and sponsorship would be encouraged with any revenue put back into the hub to help with maintenance costs and helping deliver long term sustainability.
- We will measure impacts and results to understand what works and what doesn't. We will develop a regional picture.

The Go E-Bike initial launch will be in 4 key locations:

1. St. Andrews University – University staff shuttle between campuses and railway station
2. West Lothian Bike Library
3. CLEAR Buckhaven - tackling transport poverty
4. Forth Valley Links – Develop links between stations and communities



Figure 1: Locations of the GO E-Bike Sharing Sites

Bike Plus will also carry out monitoring of the project through phase 2 of the REGIO MOB project. Bike Plus has developed a survey which will allow us to capture demographics, baseline health and the successful outcomes in behaviour change as a result of the project. It will be used as an end of hire survey with West Lothian Bike Library and the Employer E-bike Pool. The same survey questions will be used at sign up. These outcomes will be captured in a more comprehensive follow up survey, where the longer hire period and closer nature of staff working with the community/staff will facilitate higher response rates and allow us to capture scheme specific questions.



The best practice presented by Anci Lazio – PASTA, focuses on active mobility. P.A.S.T.A. aims to show how promoting active mobility (i.e. walking and cycling) can lead to a healthier, more physically active population - saving money and improving lives. The PASTA project analyses measures aimed to support “active mobility” (walking, cycling in combination with the use of public transport) and to evaluate its effect on the health of citizens.

SEStran will carry out an ‘Active Travel Audit’ at the beginning and end of GO E-Bike implementation in order to measure the effectiveness of the project and active mobility in general. The audits will be carried out on SEStran’s behalf by Sustrans Research and Monitoring Unit.

Active Travel Audits will be carried out in selected areas (a mixture of settlement types, sizes and locations to be agreed) within the SEStran boundary area. These audits will consider the presence and type of existing



active travel infrastructure, key local stakeholders views on active travel network issues, and will then propose and assess the potential for new active travel interventions to improve access between key areas within the study areas.

These audits will support the coordinated development of strategic active travel routes across neighbourhoods and settlements in the regional transport partnership area. We will identify and prioritise improvements that are most relevant to journeys undertaken in each of the study area localities. The outcome of this work will ultimately improve quality of life and the local environment, providing new opportunities for and encouraging active travel.

At the end of the monitoring phase, a report will be produced with the findings and this will be used to inform our Regional Transport Strategy.

### 3. **Players involved**

SEStran has employed external experts 'Sustrans Scotland' to carry out the Active Travel Audits. Bike Plus are coordinating the development of the GO E-Bike sharing scheme.

### 4. **Timeframe**

This phase will cover the Implementation phase of the project from Semester 5 (04/2018) to Semester 8 (08/2020).

<b>Indicative Time</b>	<b>Activity</b>
04/2018-05/2018	Initial Active Travel Audit
05/2018-04/2020	Go E-Bike Project Delivery
05/2020-06/2020	Follow up Active Travel Audit
On-going	Monitoring
07/2020-08/2020	Collation of monitoring information and reflection

### 5. **Costs** (if relevant)

- £30,000 for active travel audits.
- £200,000 for regional shared electric bike scheme.

### 6. **Funding sources** (if relevant):

SEStran's core budget.

**Date:** 26/03/2018

**Signature:**

Jim Grieve, Head of Programmes

**Stamp of the organisation (if available):** \_\_\_\_\_