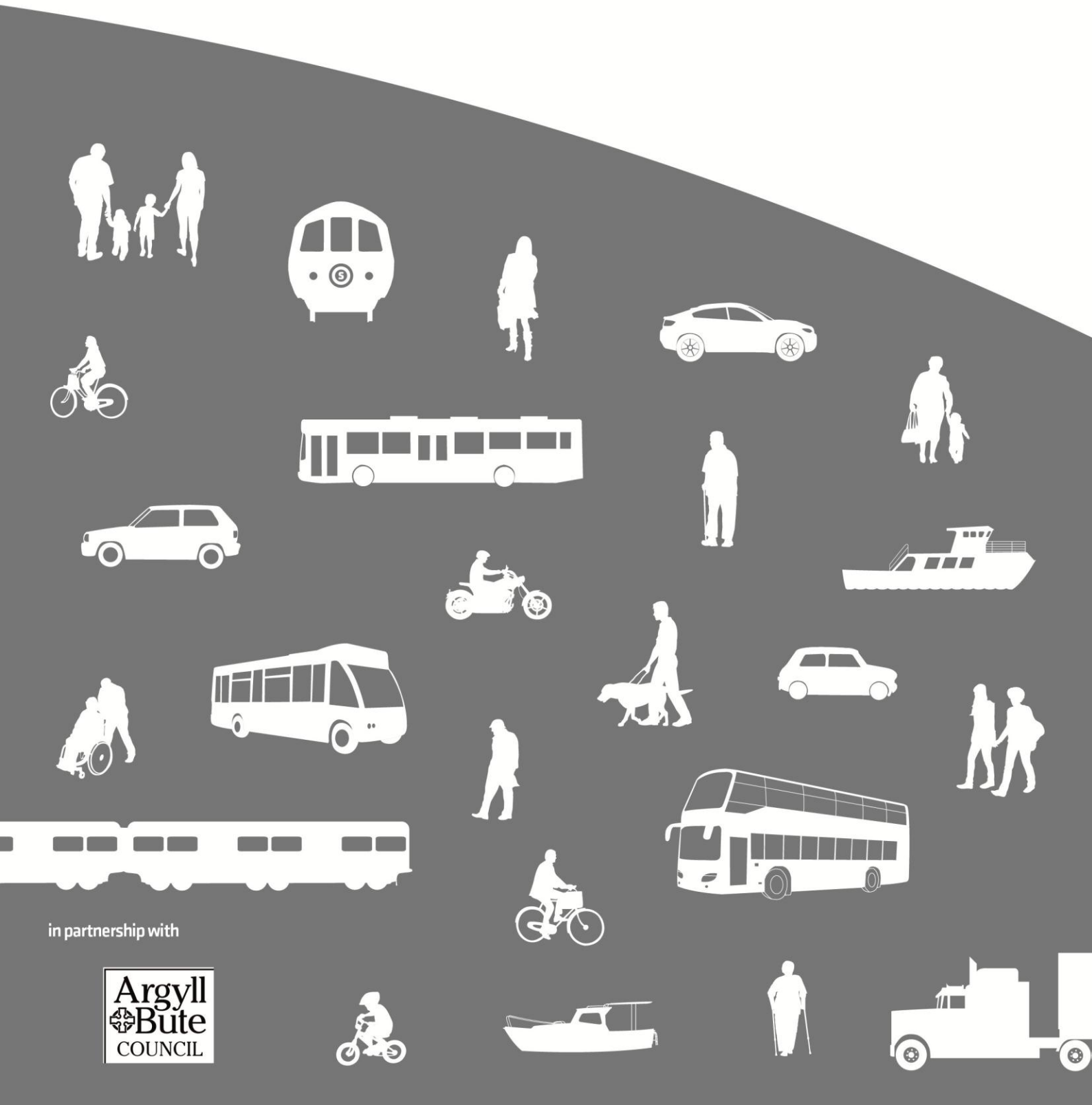
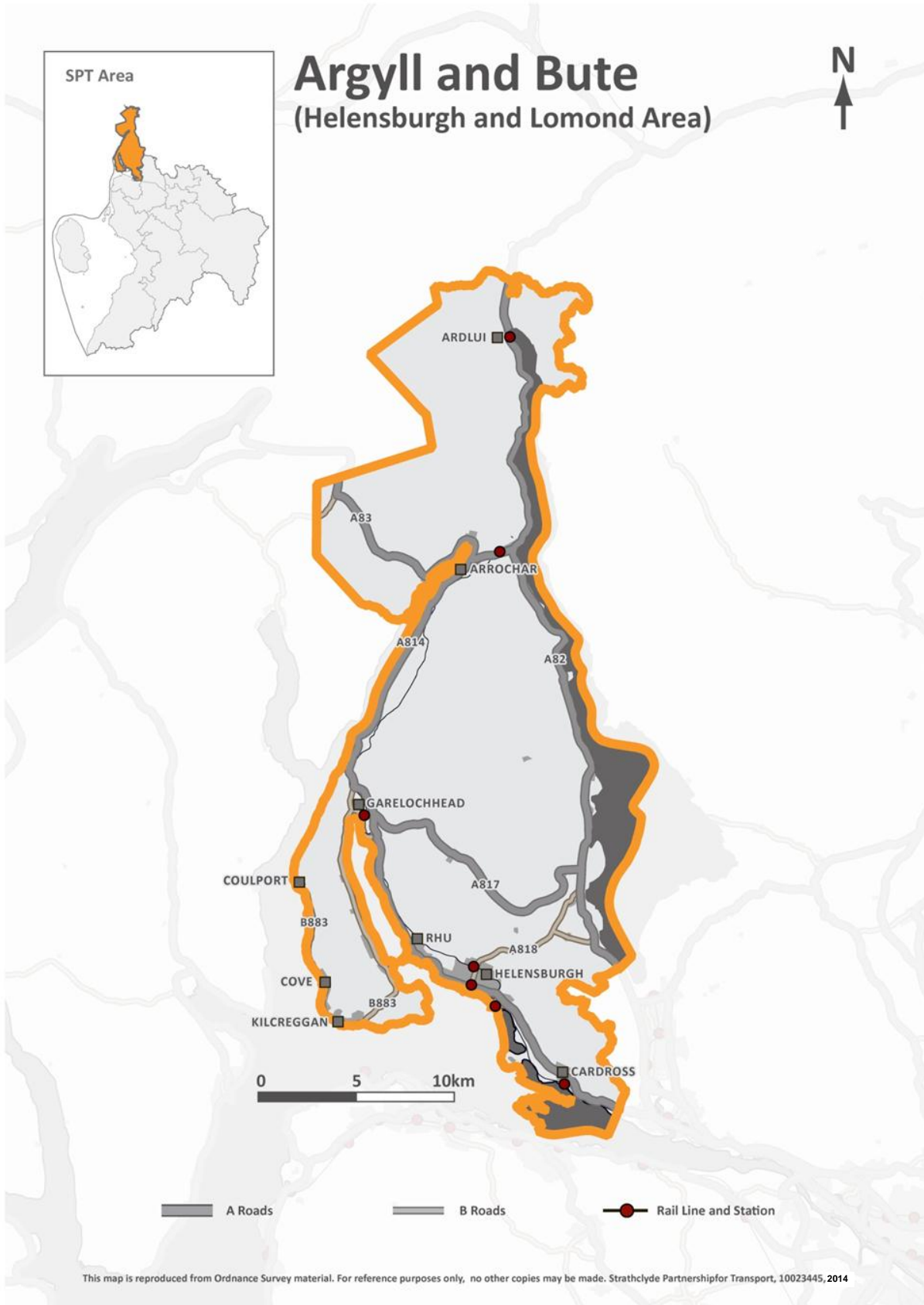


Transport Outcomes Report: Argyll & Bute 2014/15



in partnership with



INTRODUCTION

Strathclyde Partnership for Transport (SPT) is the Regional Transport Partnership for the west of Scotland and is a partnership of twelve councils. SPT, in partnership with our member councils and other stakeholders, delivers a range of strategic and local solutions across Strathclyde to enhance and develop our transport network, infrastructure and services, and to promote sustainable development and travel choices.

SPT's core work is directed towards achieving four strategic outcomes for the benefit of Strathclyde residents, businesses and visitors. These four outcomes from the Regional Transport Strategy - Attractive Seamless Reliable Travel; Improved Connectivity; Access for All; and Reduced Emissions – support SPT's long term vision:

'A world class sustainable transport system that acts as a catalyst for an improved quality of life for all.'

SPT is a statutory participant in Community Planning and works in partnership with Argyll and Bute Council (ABC) and other public, private and third-sector organisations across a range of themes including health, education, accessibility, social inclusion, equalities and community safety. Our strategic outcomes are closely linked to Argyll and Bute local outcomes and support key community planning policy priorities including independence for older people, improving the lives of young people, economic growth, stronger communities, more employment and reducing health inequalities.

The Transport Outcomes Report (TOR) is an annual update of SPT investments, projects, services and initiatives in Argyll and Bute and sets out the plans for the year ahead. The TOR is directly linked to the new *Regional Transport Strategy Delivery Plan 2014 - 2017* and is the local monitoring and planning element of SPT's suite of strategic plans. This report sets out the joint SPT – Argyll and Bute work streams and highlights the links between these work streams and Argyll and Bute local outcomes, as set out in *Argyll and Bute Community Plan and Single Outcome Agreement 2013 – 2023*.

Argyll and Bute

The 25,400 residents of the Helensburgh and Lomond area make up 1% of the 2.2 million people who live in the SPT area. The area covers about 6% of the SPT area, or 42,000 hectares and is predominantly rural, with about three-fifths of the population living in the main town of Helensburgh and smaller settlements at Cardross, Garelochhead and Kilcreggan.

Rates of car ownership per household are higher than the regional average across Helensburgh and Lomond, although the proportion of commuting trips that are made by car is similar to the regional average. Increasing public transport patronage through improved services and converting more short trips to active travel remain priorities for SPT and ABC to reduce car traffic in Helensburgh, improve the environment and improve health outcomes for residents.

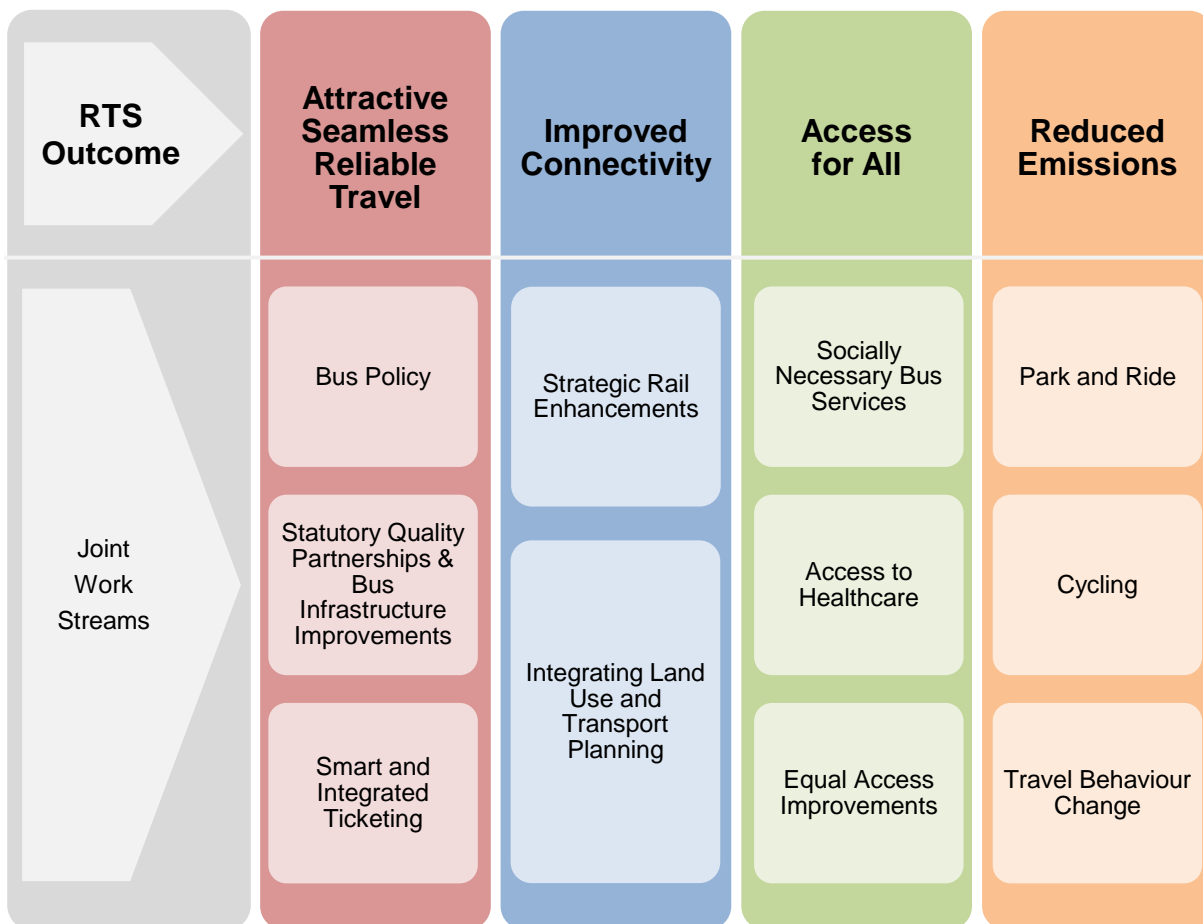
Some communities in the Helensburgh and Lomond area experience high levels of multiple-deprivation and ensuring that residents of these areas, as well as more vulnerable residents across the local authority area, are able to access services and facilities remains a priority for SPT and ABC. The number of people living in Argyll and Bute who are aged 60 years or older is projected to increase over the next 5 years and planning for the increased demand on specific types of services will continue to be a priority.

Integrating land-use and transport planning for developments or relocation of any public services remains a priority for SPT and ABC to ensure that existing transport networks and public transport services are fully utilised and to reduce dependency upon cars to undertake everyday journeys.

REPORT LAYOUT

- The 2014/15 Transport Outcomes Report for Argyll and Bute is structured under the four RTS Outcomes and the **11 joint work streams for SPT and Argyll and Bute**. Figure 1 below details the RTS Outcomes and the agreed joint work streams for 2014/15.
- The **local outcomes from the Argyll and Bute Community Plan and Single Outcome Agreement 2013 – 2023** that are relevant to transport services, projects or initiatives are set out on **page 4**. The joint work streams that most support the achievement of a local outcome are listed under each local outcome.
- **SPT’s activities and investments that benefit Argyll and Bute residents** are summarised on **page 5**. Further information on the figures contained on this page can be found throughout the main body of the document.
- The **main body of the 2014/15 Transport Outcomes Report** provides detailed information on the SPT – Argyll and Bute joint work streams for 2014/15 including key issues, progress to date and a look at the year ahead. These are found on the following pages:
 - Attractive Seamless Reliable Travel work streams – pages 6-8
 - Improved Connectivity work streams – pages 9-10
 - Access for All work streams – pages 11-14
 - Reduced Emissions work streams – pages 15-17

Figure 1: RTS Outcomes and SPT – Argyll and Bute joint work streams



ATTRACTIVE SEAMLESS RELIABLE • IMPROVED CONNECTIVITY • ACCESS FOR ALL • REDUCED EMISSIONS

ARGYLL AND BUTE LOCAL OUTCOMES and the ROLE OF TRANSPORT

Local Outcome: Children and young people have the best possible start.

Good access to education, healthcare and safe leisure opportunities is essential for every child to thrive and a safe, high-quality walking and cycling network supports young children and their families to be more active and live healthier lives. Sustainable development supports families to reduce car usage and increase active travel, and improves road safety.

Integrating Land Use and Transport Planning

Socially Necessary Bus Services • Access to Healthcare • Equal Access Improvements

Cycling • Travel Behaviour Change

Local Outcome: People live in safer and stronger communities.

Local Outcome: People live active, healthier and independent lives.

Safe, accessible transport supports independent living by improving access to services and facilities and reducing isolation by making it easier to visit family and friends and attend social events. Good access to services supports residents in fully realising the benefits of available healthcare, education and training opportunities. Investing in cycling infrastructure and promoting active travel supports healthy, active lifestyles. Sustainable development improves road safety, improves access to goods and services by walking and cycling and reduces car dependency.

Integrating Land Use and Transport Planning

Socially Necessary Bus Services • Access to Healthcare • Equal Access Improvements

Cycling

Local Outcome: We have infrastructure that supports sustainable growth.

Local Outcome: The economy is diverse and thriving.

High-quality, modern transport infrastructure supports physical regeneration efforts; an efficient, reliable transport network built upon sustainable land use development reduces the cost of transport and congestion for business and residents and supports environmental targets; and good access improves employment opportunities.

Bus Policy • Bus infrastructure

Integrating Land Use and Transport Planning • Strategic Rail Enhancements

Socially Necessary Bus Services

Park and ride • Cycling • Travel Behaviour Change

SPT ACTIVITY AND INVESTMENTS FOR ARGYLL AND BUTE

<p>RTS Outcome</p>	<p>2013/14 activity and 2011/12 - 2013/14 capital projects for ABC</p>
<p>Attractive Seamless Reliable Travel</p>	<ul style="list-style-type: none"> • £200,000 in grants from the SPT capital programme for bus infrastructure improvements • £14,000 grant from SPT capital programme for phase 1 of the bus turning circle at the Rest and be Thankful • 208 bus stops and 200 pole-mounted information cases maintained (bus stops under agency agreement) • 9 new bus stops and 25 pole-mounted information case upgrades delivered by SPT in Argyll and Bute • 5,100 bus departures from Buchanan Bus Station for services to Argyll and Bute • 3,700 ZoneCard tickets purchased by Argyll and Bute residents • £106,000 in estimated savings for Argyll and Bute residents through ZoneCard ticketing
<p>Improved Connectivity</p>	<ul style="list-style-type: none"> • £349,000 in grants from the SPT capital programme for Helensburgh town centre access improvements • £38,000 in grants from the SPT capital programme for Kilcreggan pier improvements • Support for the Argyll and Bute Local Development Plan
<p>Access for All</p>	<ul style="list-style-type: none"> • 5 supported local bus services on 4 contracts carrying 140,000 passengers at a cost of £300,000 • 2 MyBus services on 1 contract carrying 870 Argyll and Bute passengers at a cost of £95,000 • 1 contract for Gourock - Kilcreggan ferry carrying 57,000 passengers at a cost of £175,000 • Estimated savings of £1.6 million on rail, Subway and ferry travel for Argyll and Bute residents through the Strathclyde Concessionary Travel Scheme • 930 National Entitlement Card (NEC) applications or renewals processed for AB card holders and 2,700 NEC enquiries from Argyll and Bute residents • 40 Mobile Travel Centre visits, 665,000 Travel Centre enquiries
<p>Reduced Emissions</p>	<ul style="list-style-type: none"> • £120,000 in grants from SPT capital programme for cycling projects in Helensburgh and Lomond • £60,000 in grants from SPT capital programme for Helensburgh park and ride options investigations

RTS OUTCOME: ATTRACTIVE SEAMLESS RELIABLE TRAVEL

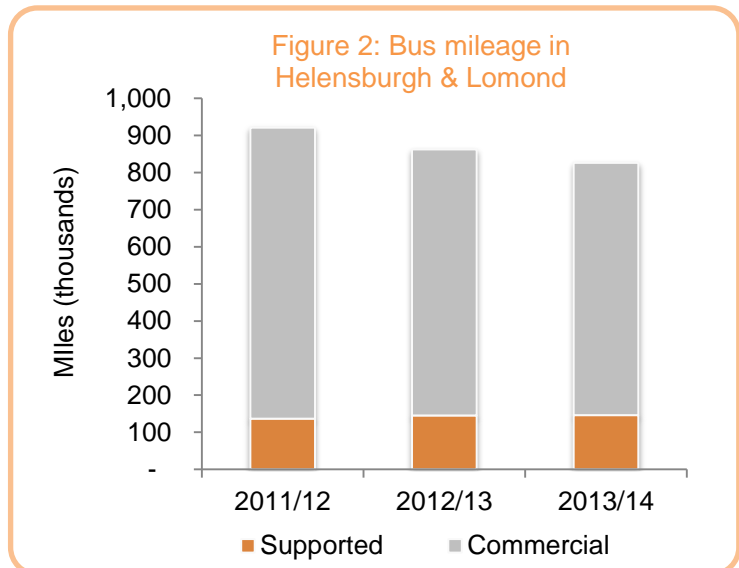
Attractive, seamless reliable travel is a modern, cohesive public transport system with high-quality infrastructure and stable service patterns that benefits existing travellers and attracts new passengers.

Bus Policy

SPT seeks changes to existing legislation, regulations and guidance to deliver a higher quality, safer, more comprehensive and integrated bus network that better meets the needs of passengers.¹ SPT is working in partnership with Transport Scotland, Scottish Traffic Commissioner, bus operators and through the national Bus Stakeholder Group to bring about these changes. This work stream underpins other bus-related work streams by ensuring that the necessary powers are in place to be able to increase integration, coverage and stability of services across the bus network, increase safety through greater compliance with vehicle and service standards and establish competitive, attractive multi-operator smart ticketing products to benefit bus passengers and to grow patronage.

One in every 25 residents of the Helensburgh and Lomond area uses bus as the main mode of travel to work, although this rate increases to one in every ten residents for those people living within an area of high deprivation.^{2,3} Daily bus usage for is relatively low in Argyll & Bute, but one in nine residents undertake at least one journey by bus every week and one in four use a bus at least once a month.⁴

The total number of bus service miles in Helensburgh & Lomond has fallen by 10% over the past two years, although supported mileage has grown by 7% over the same period (see figure 2). A stable, integrated, high-quality bus network in Helensburgh & Lomond those residents dependent upon bus travel for their everyday travel needs and to persuade more residents to choose to travel by bus rather than by car for more journeys.



Local update and year ahead

SPT's '10 Point Plan' sets out a menu of proposed changes to legislation, regulations and powers for transport authorities. SPT, through engagement activities including membership of the national Bus Stakeholder Group, has established the '10 Point Plan' as the basis for driving forward bus policy improvements. Specific areas of work that will be pursued include secondary legislation to permit service frequency specification in sQP areas; mandatory smart, integrated ticketing scheme; greater powers for service compliance inspectors; mandatory Code of Conduct for bus operators; mandatory Electronic Bus Service Registration; and new supported service tendering guidance.

¹ http://www.spt.co.uk/documents/SP280314_agenda7.pdf

² 2011 Scotland Census. Helensburgh & Lomond residents aged 16 – 74 who are in employment and do not work mainly at home.

³ Scottish Index of Multiple Deprivation 2012; Scottish Government. 15% most deprived datazones.

⁴ Scottish Household Survey Travel Diary 2012 – Local Area Analysis; Transport Scotland.

Bus Infrastructure Improvements / Statutory Quality Partnerships

SPT and Argyll and Bute Council have been delivering significant improvements to bus infrastructure and passenger facilities throughout the local authority area. This includes delivering better bus stops and shelters and real time passenger information. Currently, more than one-third of all bus stops in Helensburgh and Lomond include a bus shelter.

Statutory Quality Partnerships (sQPs) seek to improve bus services, standards and facilities and improve air quality by placing legal obligations on transport authorities to provide better infrastructure and facilities, and on bus operators to provide services to an agreed standard. Currently there are no sQPs in Argyll and Bute, but local residents may benefit when they travel on bus services that are subject to the conditions of the Paisley or Glasgow sQP. The establishment and management of the existing sQPs also provides valuable experience for shaping future sQPs throughout the SPT area including any potential future sQP(s) in Argyll and Bute.

Local update and year ahead

SPT bus station staff managed 5,100 departures at Buchanan Bus Station for bus services operating within Argyll and Bute during 2013/14.

SPT maintained over 200 bus stops and 200 pole-mounted information cases in Argyll and Bute in 2013/14 (bus stops under agency agreement). SPT delivered nine new stops and 25 pole-mounted information cases in 2013/14. SPT will deliver further upgrades in 2014/15 through the SPT capital programme.

ABC delivered bus stop lighting upgrades, preparation works for Real Time Passenger Information (RTPI), high access kerbs at 12 bus stops, and shelter renewal works at Kilcreggan with a £70,000 investment from the SPT capital programme in 2013/14 and will seek to deliver a bus bay at Ardgarten and further bus stop improvements with £100,000 in approved SPT capital funds in 2014/15.

ABC and SPT have been working together to deliver a bus turning circle at the Rest and Be Thankful to improve safety for passengers and provide an improved interchange facility between local and regional services which may encourage improved evening and weekend service levels for the local area. SPT is providing £100,000 from the 2014/15 capital programme in support of this project.

SPT will continue to monitor existing sQPs and to take forward proposals for new sQPs in partnership with local authorities and bus operators.

Smart & Integrated Ticketing

SPT seeks a more integrated and affordable public transport network through the development of smarter and integrated ticketing across all public transport modes in the west of Scotland. Journeys that require multiple operators can require multiple ticket transactions, which can be confusing and expensive. Smart ticketing helps ensure that passengers benefit from the most efficient fares. Fully integrated ticketing makes for a more efficient public transport network overall as more journeys will be undertaken using the most practical

and timesaving services rather than being constrained by a single operator’s network and will encourage patronage growth across all public transport modes.

Establishing smart & fully integrated ticketing across all public transport modes will be beneficial to Argyll and Bute by supporting local residents to meet their everyday travel needs both efficiently and affordably. For example, a resident of Rosneath – an area ranked within the top 20% most employment deprived areas⁵ in Scotland – needing to travel to the Vale of Leven Industrial Estate by public transport currently needs to take at least two buses operated by different operators. Overall, Helensburgh and Lomond is served by six local bus operators providing around 11 services as well as Scottish Citylink services.

Local update and year ahead

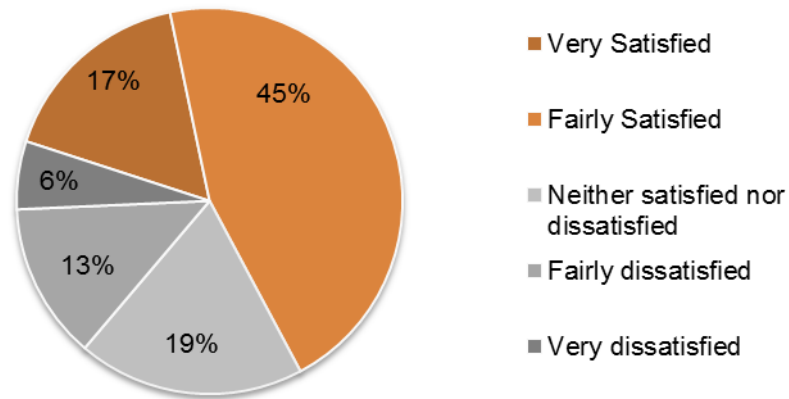
SPT continues to promote ZoneCard integrated ticketing products and provides administrative and secretarial support to the ZoneCard Forum. Argyll and Bute residents bought an estimated 3,700 ZoneCards and made around 180,000 trips using a ZoneCard in 2013/14 - saving residents an estimated £106,000. Additionally, SPT is pursuing the development of a bus-only ZoneCard product.

SPT will seek to undertake several smartcard trials across the region, including on the Kilcreggan-Gourock ferry, using the Bramble smartcard currently in use on the Glasgow Subway and will continue to pursue integration of the Bramble system with ScotRail smart systems. SPT will seek to develop an interface with commercial bus operators in advance of establishing fully-integrated ticketing products across all public transport modes in the SPT area.

Local Transport Statistics: Satisfaction with public transport

Three out of five (62%) of Argyll and Bute residents are generally satisfied with public transport, but nearly one in five (19%) are dissatisfied.⁶ This is one of the highest dissatisfaction levels at local authority level in the SPT area, although it should be noted that the figures are for all of Argyll and Bute. Figure 3 shows the full results.

Figure 3: Satisfaction with public transport



⁵ Scottish Index of Multiple Deprivation 2012; Scottish Government.

⁶ Scottish Household Survey Local Area Analysis 2012; Transport Scotland. The sample size is small and satisfaction levels may be somewhat higher or lower than those shown.

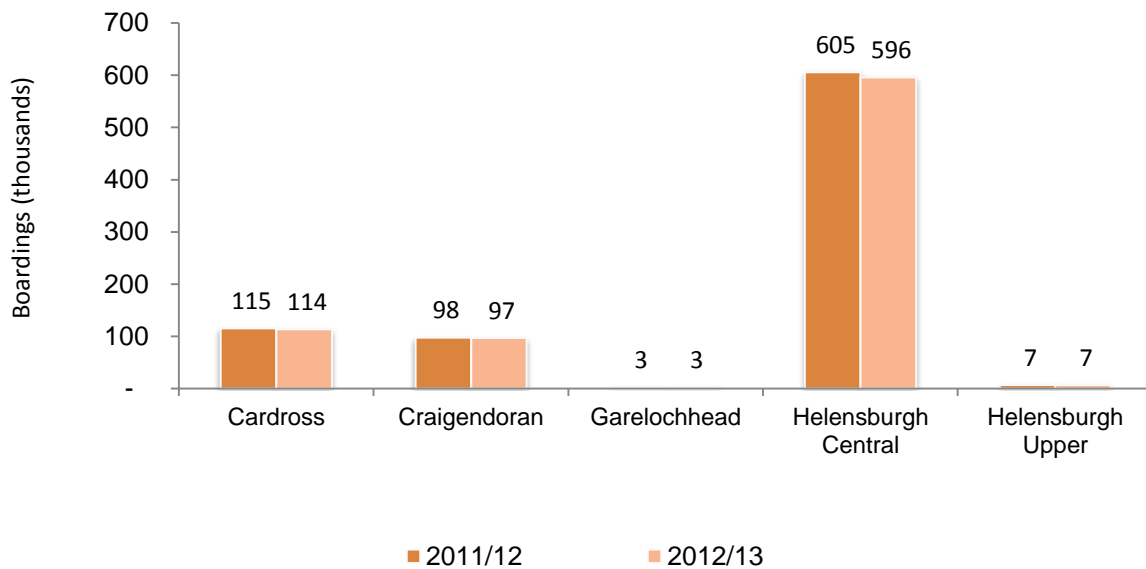
RTS OUTCOME: IMPROVED CONNECTIVITY

Improved Connectivity is an efficient and sustainable transport network that connects people and business and supports economic growth.

Strategic Rail Enhancements

A high proportion of commuter journeys are made by rail by Argyll and Bute residents, with around one in every ten journeys made by train.⁷ There were 816,000 train boardings at Helensburgh and Lomond stations in 2012/13 – just over 1% of all boardings at stations in the SPT area – and a small decrease on 2011/12 figures. Figure 2 shows the number of boardings at rail stations in Helensburgh and Lomond – Helensburgh Central is the busiest station with nearly 600,000 boardings and Garelochhead had the highest rate of passenger growth at 11% between 2011/12 and 2012/13 – growing from 2,561 passengers to 2,841 passengers.⁸

Figure 4: Patronage at rail stations in Helensburgh and Lomond



Key issues for rail in Helensburgh and Lomond include park and ride capacity at Helensburgh and peak-time overcrowding on trains to Helensburgh from Glasgow.

Local update and year ahead

SPT, through the West of Scotland Rail Forum and other engagement activities, will continue to co-ordinate and lead on regional input to the ScotRail franchise including service and timetable changes, fares and ticketing; investment in rail infrastructure; network planning; and new station development.

SPT will continue to play a key role in the Edinburgh-Glasgow Improvement Programme (EGIP) and the development of High Speed Rail (HSR), which will have regional benefits.

⁷ 2011 Scotland Census. Helensburgh and Lomond residents aged 16-74 who are in employment and do not work mainly from home.

⁸ Rail Station Usage figures 2011/12 and 2012/13; Office of the Rail Regulator.

Integrating Land-Use and Transport Planning

The integration of land-use and transport planning is indispensable to achieving sustainable communities and sustainable travel patterns. The way land is developed, including the mix of uses, the location and the design, will determine the length of journeys necessary to undertake everyday activities and the modes of transport most likely to be used to undertake those journeys. Planning policy, when implemented concurrently and consistently with transport planning, can be used to reduce dependency on private cars, encourage active travel and grow the public transport network.

The key integration issues are location and density of development; availability of local facilities, services and jobs; layout and design of streets; quality and availability of public transport; supply of car parking and restraints to car movements; and smart travel measures secured through the planning system.⁹

Local update and year ahead

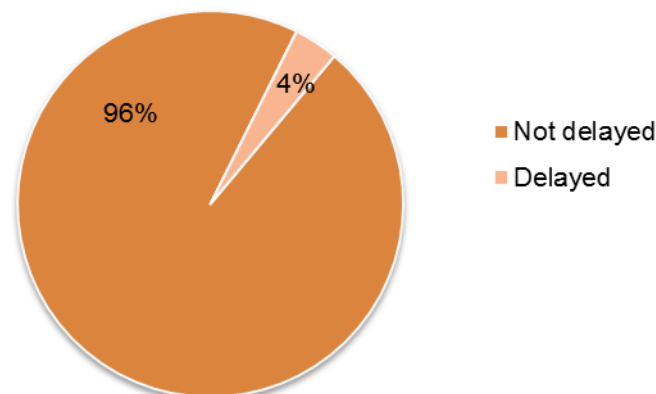
In 2013/14, SPT, as a key agency, commented on the Draft Action Programme associated with the Argyll and Bute Local Development Plan, prior to public consultation and reviewed development proposals for potential impacts on the strategic transport network.

In 2014/15, SPT will continue to work with the Council and developers to ensure that sustainable transport measures are embedded in the delivery of new development.

Local Transport Statistics: Congestion

One in every twenty-five driver journeys made by Argyll and Bute residents are delayed due to traffic congestion.¹⁰ Figure 5 provides the full results.

Figure 5: Driver journeys delayed due to traffic congestion



⁹ Thriving Cities: Integrating Land Use and Transport Planning; PTEG, July 2011.

¹⁰ Scottish Household Survey Local Area Analysis 2012; Transport Scotland. The sample size is small

RTS OUTCOME: ACCESS FOR ALL

Access for All is accessible, affordable and safe transport that connects people to the places they want and need to travel. Transport should enable people to fulfil their everyday needs and support individuals to have fuller and more independent lives.

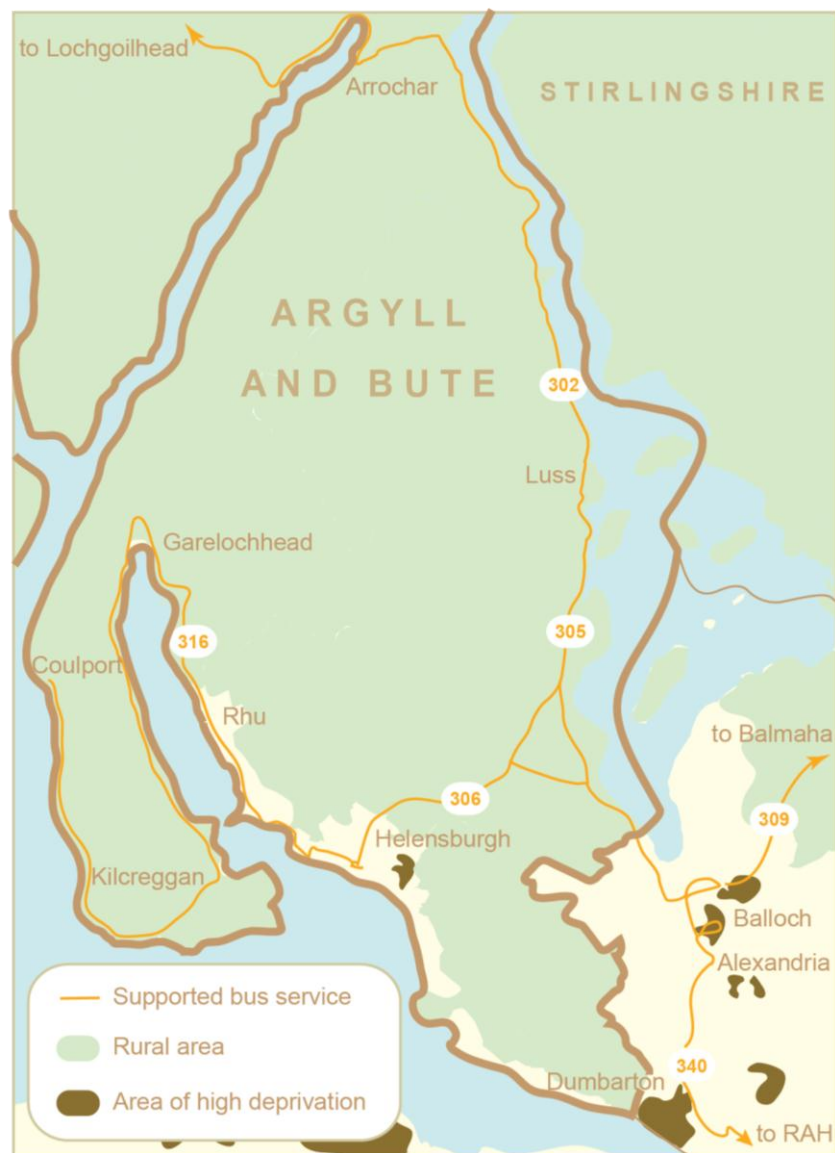
Socially necessary services

SPT operates and supports the delivery of a variety of socially necessary services across Helensburgh and Lomond including supported local bus services, supported ferry service between Kilcreggan and Gourock and MyBus demand responsive transport. These services, taken together, fill gaps within the commercial bus network, including evening and weekend services and rural routes; provide direct 'door to door' services for older people, people with disabilities and other passengers; and support locally-identified transport needs including travel to supermarkets, healthcare facilities, local employers and social events.

Supported local bus services

SPT supports local bus services in Helensburgh and Lomond that provide bus services for rural towns and villages and improves access to the main town of Helensburgh, hospitals and key urban centres at Dumbarton and Paisley. Four out of five Helensburgh and Lomond residents living in remote rural areas¹¹ live within 400m of a bus stop served by a supported service. A one-day SPT survey of passengers on the 305 service between Luss and Alexandria found that two-thirds (65%) of passengers were travelling to work – a strong indicator of the value of this service for commuters living in rural areas. Figure 6 shows the supported local bus services in Helensburgh and Lomond in 2013/14.¹²

Figure 6: Supported local bus services in Helensburgh and Lomond (2013/14). This map is indicative only.



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¹¹ 2011-12 Urban Rural Classification; Scottish Government. Includes Rosneath Peninsula and areas north of Luss.

¹² A full list of supported local bus services for Argyll and Bute is found in appendix 1.

MyBus

SPT operates a ‘door to door’ MyBus service across Helensburgh and Lomond to improve access to everyday needs, particularly for those residents unable to easily access regular public transport. In 2013/14, four-fifths (82%) of Helensburgh and Lomond MyBus passengers were using the service for shopping purposes and nearly three-fifths (56%) of passengers were aged 75 or older. Figures 7 and 8 show the breakdown of My Bus journeys made by Helensburgh and Lomond residents by journey purpose and by age characteristic.

Figure 7: Percent of MyBus passengers by journey purpose

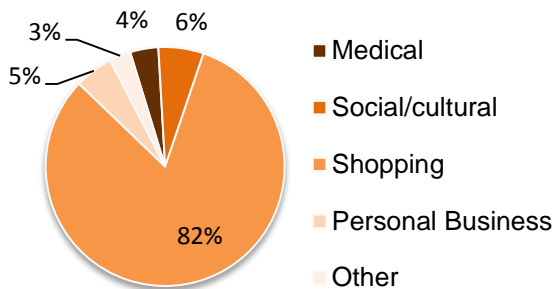
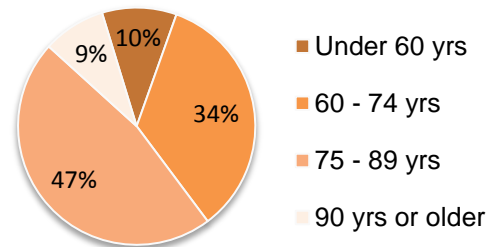


Figure 8: Percent of MyBus passengers by age



Kilcreggan – Gourock Ferry

SPT supports the Kilcreggan – Gourock ferry which provides a vital link for residents of the Rosneath peninsula to employment and health services located in Inverclyde and beyond, for people travelling to work at Cowlport from other areas and for visitors and tourists exploring the Clyde estuary and Argyll and Bute. The Rosneath peninsula is designated as a remote rural area by the Scottish Government, which is defined as an area with fewer than 3,000 residents and with a drive time of over 30 minutes to a settlement of more than 10,000 people.

Local update and year ahead

In 2013/14, SPT supported six local bus services in Helensburgh and Lomond on contracts that carried 140,000 passengers in total. SPT MyBus services in Helensburgh and Lomond carried 870 passengers. The Kilcreggan – Gourock ferry service carried 57,000 passengers.

In 2014/15, SPT will continue to provide socially necessary services in Helensburgh and Lomond as well as pursue changes including Electronic Bus Service Registration and bus policy issues that seek to improve bus travel for all passengers.

Access to healthcare

Improving access to health care services is essential to realising better health outcomes for Helensburgh and Lomond residents both to ensure that appropriate treatment and care is not delayed due to transport issues and to reduce the impact of transport difficulties on individual

physical and mental well-being. The general health of Helensburgh and Lomond residents is relatively good compared to many other areas, but one in six residents has a long term illness or disability that limits their daily activities¹³ – this rises to one in five¹⁴ in areas of high multiple deprivation.¹⁵

SPT supports socially necessary bus services that provide direct access to healthcare facilities and hospitals; supports improvements to journey planning and public transport information at hospitals and health centres; improves bus infrastructure at hospitals to improve conditions for patients and visitors and improves active travel links and facilities to improve walking and cycling connections to hospitals.

Local update and year ahead

In 2013/14, SPT supported services that provide direct access to Royal Alexandra Hospital and Vale of Leven Hospital and provided MyBus services for healthcare appointments.

In 2014/15, SPT will continue to provide socially necessary bus services to improve access to healthcare. Additionally, SPT will work in partnership with other stakeholders to develop an Integrated Transport Hub for Health and Social Care Transport for the west of Scotland.

Equal access improvements

SPT is working to reduce barriers to accessing public transport so that as many people as possible are able to travel on public transport safely and efficiently regardless of one's physical ability, age, income, gender, race, or any other personal characteristic. Examples of barriers to using public transport may be difficulties in understanding or using travel information or communicating with station staff or bus drivers, difficulties in physically accessing transport or navigating stations due to mobility issues or visual impairment, concerns about personal safety or security and affordability of fares.

SPT invests in low-floor accessible buses for use on socially necessary bus services and requires low-floor buses on all contracts for supported services. SPT also invests in improved infrastructure at bus stops, bus stations, Subway stations and park and ride facilities including lighting, way-finding and high access kerbs.

SPT administers the Strathclyde Concessionary Travel Scheme on behalf of its partner Councils, including Argyll and Bute Council, to provide more affordable fares on rail, Subway and ferry travel¹⁶ for people with disabilities and for older people. SPT also processes National Entitlement Cards for free bus travel on behalf of Argyll and Bute Council.

SPT has undertaken work to engage vulnerable public transport users and non-users to understand the barriers that exist in using public transport. As part of our commitment to promote equality, SPT has developed 'Advancing Equality'¹⁷ – an action plan to implement recommendations following the engagement exercises.

¹³ 2011 Scotland Census; National Records of Scotland.

¹⁴ Ibid.

¹⁵ 15% most deprived data zones, Scottish Index of Multiple Deprivation 2012; Scottish Government.

¹⁶ Full eligibility requirements for the Strathclyde Concessionary Travel Scheme can be found on the SPT website.

¹⁷ http://www.spt.co.uk/documents/rtp150213_agenda9.pdf

Local update and year ahead

In 2013/14, the SPT Mobile Travel Centre made 40 visits to Arrochar, Garelochhead, Kilcreggan and Helensburgh to provide travel advice and information to residents and SPT Travel Centre staff helped 665,000 people with travel enquires.

In 2013/14, ABC delivered bus infrastructure improvements with £70,000 in capital funds from the SPT capital programme. Improvements included high access kerbs to improve physical access onto buses for people with mobility difficulties and tactile paving at bus stops to assist partially-sighted persons to board safely.

In 2014/15, more high access kerbs and tactile paving at bus stops will be delivered by ABC as part of the £100,000 in approved SPT capital funding for bus infrastructure improvements in Argyll and Bute.

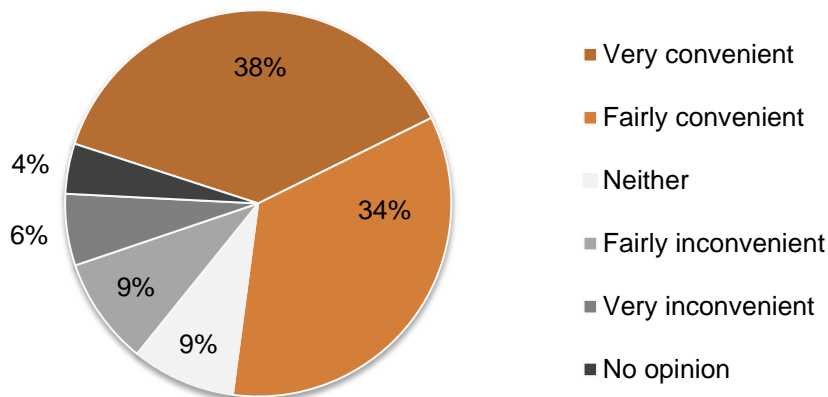
In 2013/14, Argyll and Bute residents saved an estimated £1.6 million on rail, ferry and Subway travel through the Strathclyde Concessionary Travel Scheme and SPT processed 930 National Entitlement Card (NEC) applications or renewals on behalf of ABC and handled 2,700 enquiries on NECs from Argyll and Bute residents. SPT will continue to deliver these services in 2014/15.

SPT will continue to mainstream the Public Sector Equality Duty and deliver the actions set out in 'Advancing Equality'.

Local Transport Statistics: Convenience of public transport

One out of every seven (15%) Argyll and Bute adult residents feel that public transport is either fairly inconvenient or very inconvenient.¹⁸ These results are twice as high as the regional levels. Figure 9 provides the full results.

Figure 9: Convenience of public transport



¹⁸ Scottish Household Survey Local Area Analysis 2012; Transport Scotland. The sample size is small

RTS OUTCOME: REDUCED EMISSIONS

Reduced Emissions is a cleaner environment through a more informed population making sustainable travel choices by accessing an improved range of travel options and reduced emissions through the use of new technology, fuel types and fewer journeys made by car.

Park and Ride

One in five journeys made by Argyll and Bute residents are to get to work¹⁹ and private cars are used by more than two-thirds (68%)²⁰ of Argyll and Bute commuters as their main travel method to get to their place of work. SPT’s park and ride strategy²¹ seeks to convert car-only journeys to park and ride journeys where part of the overall journey is undertaken by public transport.

The park and ride strategy, whilst noting the potential to convert journeys undertaken for any purpose, mostly targets commuters travelling into urban centres – a recent survey of people using park and ride at Helensburgh Central found that more than half of users (56%) were travelling for work purposes and 96% of users were travelling into Glasgow.²²

Converting commuting journeys has the greatest environmental impact over time because these are usually very regular journeys that are made during morning and evening peak times when roads are most congested and average vehicle speeds are reduced and less efficient. The park and ride survey for Helensburgh found that the average distance travelled by car to the park and ride site was 4 miles, but the average length of the entire trip was more than 20 miles. Figure 10 shows the park and ride capacities at rail stations in Helensburgh and Lomond.

Figure 10: Park and ride capacity

Station	Spaces
Cardross	42
Craigendoran	22
Garelochhead	6
Helensburgh Central	105
All Stations	175

Local update and year ahead

SPT will seek to support park and ride projects in Argyll and Bute as they are brought forward. SPT conducted user surveys at Craigendoran and Helensburgh Central in February 2013 and the survey results will support the development of projects as they emerge. A feasibility study has been undertaken at a site in Craigendoran to support commuters travelling along the A814, but further project development works are necessary before the project can be progressed to construction phases.

¹⁹ Scottish Household Survey: Local Area Analysis 2012; Transport Scotland. Argyll and Bute figures.

²⁰ 2011 Scotland Census; National Records of Scotland. Helensburgh and Lomond figures.

²¹ http://www.spt.co.uk/documents/sp291113_agenda10.pdf

²² Park and Ride Surveys February 2013; Strathclyde Partnership for Transport.

Cycling

SPT's cycling strategy and investment programme²³ seeks to boost cycling rates by focusing on completing key gaps in the national and local networks to connect communities with key destinations and to encourage more commuter travel by bike, upgrading existing pathways and improving cycling facilities at transport interchanges including cycle parking facilities. The SPT cycling strategy supports the Scottish Government's Cycling Action Plan vision of 10% of everyday journeys to be made by bike by 2020 and, additionally, SPT is supporting the monitoring of this target by investing in cycle counters to measure changes in the usage of the cycle network.

Argyll and Bute has one of the highest rates of bicycle ownership in the SPT area with more than two-fifths (42%) of households having at least one bike available for private use²⁴ and 1.5% of Helensburgh and Lomond residents use a bike as their main mode of travel to work.²⁵ These figures are encouraging and continuing to invest in both infrastructure and cycling initiatives will be vital to persuade more residents to choose cycling as a viable means of transport for more everyday journeys.

Local update and year ahead

In 2013/14, ABC delivered design and project development works for a phase of the Helensburgh to Dumbarton cycleway between Cardross and Helensburgh along the A814 with £100,000 in capital funds from the SPT capital programme.

In 2014/15, ABC will seek to progress construction of the cycleway between Helensburgh and Cardross with £200,000 in approved capital funds from SPT.

SPT will continue to support the development of local cycling strategies and cycling initiatives including Bike Week.

Travel Behaviour Change

Travel behaviour change initiatives encourage individuals to voluntarily reduce their car use by drawing attention to the negative effects of travelling by car, highlighting the individual and societal benefits of making more sustainable travel choices and tailoring travel information to specific needs. Initiatives may seek to change people's decisions about where, when or how often they travel and their mode of transport. Recent research shows that travel behaviour change measures can provide very high benefits compared to costs and achieve real reductions in carbon.²⁶ For example, the average car share between 2 commuters saves 960kg of carbon per year.²⁷

Car ownership rates are high in Helensburgh and Lomond with four out of 5 households having at least one car available for private use.²⁸ Two-thirds (68%) of adult residents hold a full driving licence²⁹ and three-fifths (58%) use a car at least 3 times a week.³⁰ Cars continue

²³ http://www.spt.co.uk/documents/sp220313_agenda9.pdf

²⁴ Scottish Household Survey: Local Area Analysis 2012; Transport Scotland

²⁵ 2011 Scotland Census; National Records of Scotland. Helensburgh and Lomond figures. All residents aged 16-74 in work and not working mainly at home.

²⁶ 'Soft Measures - Hard Facts' The value for money of transport measures which change travel behaviour; 2011; Department for Health et al.

²⁷ Ibid.

²⁸ 2011 Scotland Census: National Records of Scotland. Helensburgh and Lomond figures.

²⁹ Scottish Household Survey: Local Area Analysis 2012; Transport Scotland. All residents aged 17 or older.

to be the main mode of choice for a majority of everyday journeys – six out of every ten journeys (59%) made by Argyll and Bute residents will be made by car on an average day.³¹

SPT supports a wide-range of initiatives that steer individuals towards more sustainable travel choices. These initiatives include SPT JourneyShare – the regional car sharing scheme; travel planning assistance to support employers to develop and implement staff travel plans including a Travel Planning Seminar; promoting season ticket loan schemes to employers as a benefit for their staff which allows the employee to spread the cost of a season ticket over an extended period of time; national Bike to Work week; and the Sustainable Travel Group – a forum established by SPT to share best practice in promoting sustainable travel that includes members from local authorities, health boards, colleges, universities, and other public and private sector employers.

Local update and year ahead

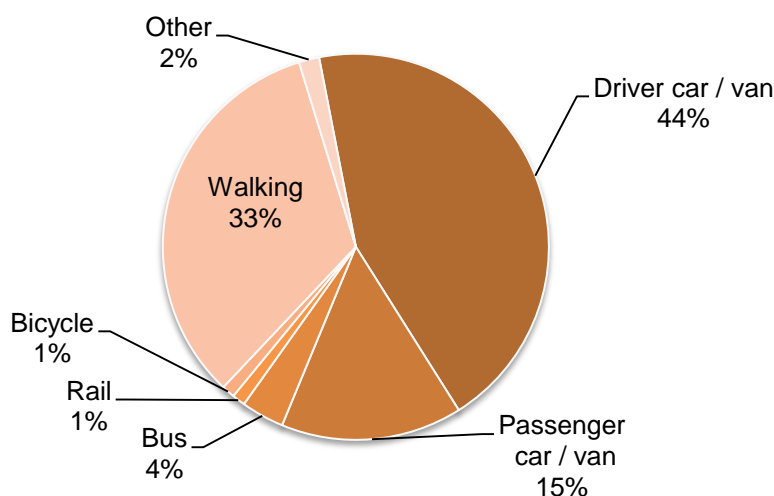
SPT will continue to support car sharing through JourneyShare, which currently has 4,300 members across the region, and will continue to promote best practice in sustainable travel promotion through the Sustainable Travel Group, of which Argyll and Bute Council is a member.

SPT will continue to support the season ticket employer loan scheme; to encourage mode shift for commuter journeys through Bike Week, Walk to Work Week and the Cycle to Work scheme; to improve conditions for cycling and walking through the SPT capital programme and will provide travel planning support within available resources.

Local Transport Statistics: Main mode of travel

Six out of ten journeys made by Argyll and Bute residents are made by car – 44% as a driver and 15% as a passenger.³² Figure 11 provides the full results.

Figure 11: Main mode of travel for all journeys



³⁰ Ibid.

³¹ Scottish Household Survey: Local Area Analysis 2012; Transport Scotland. All residents aged 17 or older.

³² Scottish Household Survey Local Area Analysis 2012; Transport Scotland. The sample size is small

**APPENDIX 1: 2013/14 SUPPORTED LOCAL BUS SERVICES
IN HELENSBURGH AND LOMOND**

Service Number	Route
302	Carrick Castle – Helensburgh - Lochgoilhead
316	Helensburgh - Coulport
305/306/ 309	Luss/Helensburgh/Balmaha – Alexandria
340	Helensburgh/Vale of Leven Hospital – Royal Alexandra Hospital

Useful contacts

(Helensburgh and Lomond Area)

Strathclyde Partnership for Transport

Consort House
12 West George Street
Glasgow G2 1HN
0141 332 6811
enquiry@spt.co.uk
complaint@spt.co.uk
www.spt.co.uk

Local bus operators

First Glasgow

197 Victoria Road
Glasgow G42 7AD
0141 423 6600
www.firstgroup.com

Garelochhead minibuses

Woodlea Garage
Main Road
Garelochhead
Argyll and Bute G84 0EG
01436 810200
enquiries@garelochheadcoaches.co.uk
www.garelochheadcoaches.co.uk

Marbill Coach Services Ltd

Highmains Garage,
Mains Road,
Beith,
Ayrshire, KA15 2AP
01505 503367
enquiries@marbillcoaches.com
marbillcoaches.co.uk

McColls Commercial Repairs Ltd

Block 4C,
Vale Of Leven Industrial Estate,
Dumbarton, G82 3PD
01389 754 321
customer.services@mccolls.org.uk
www.mccolls.org.uk

McGill's Bus Service Ltd.

99 Earnhill Road
Larkfield Industrial Estate
Greenock PA16 0EQ
08000 51 56 51
www.mcgillsbuses.co.uk

Wilson's of Rhu

Rhu Garage
1 Manse Brae
Rhu G84 8RE
01436 820300
www.wilsonsofrhu.co.uk
info@wilsonsofrhu.co.uk

Scottish Citylink Coaches Ltd.

Buchanan Bus Station
Killermont Street
Glasgow G2 3NW
0871 266 33 33
info@citylink.co.uk
www.citylink.co.uk

Local rail operators

ScotRail

ScotRail Customer Relations
PO BOX 7030
Fort William PH33 6WX
0845 601 5929
scotrailcustomer.relations@firstgroup.com
www.scotrail.co.uk