

# Scotland's Draft National Transport Strategy 2

## Findings from Citizens' Panels

April 2019



# National Transport Strategy 2

## CITIZENS' PANELS

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# Key Findings

This report outlines the findings from a series of Citizens’ Panels undertaken in Stornoway, Newtonmore, Dunfermline and Stranraer in March 2019 to assess public acceptability of the 14 draft policies proposed for Scotland’s National Transport Strategy 2 (NTS2).

The majority of citizens felt the policies proposed in NTS2 were important and were worthy of consideration. Below we note the relative importance for each of the fourteen policies. Policies were assigned either:

- High level of importance – when the policy adequately addressed citizens’ key priorities and concerns for transport in Scotland;
- Medium level of importance – when the policy partly addressed citizens’ key priorities and concerns; or
- Low level of importance – if the policy did not address any of the key priorities and concerns held by citizens for Transport in Scotland.







No policies were considered to have a low level of importance.

The majority of citizens felt that the policy measures proposed in NTS2 were broadly acceptable. Below we note the relative acceptability for each of the fourteen policies. Policies ~~was~~ were assigned either:

- High level of acceptability – when citizens felt the measures would mean the policy would be successfully delivered;
- Medium level of acceptability – when citizens felt the measures would be partially successful in delivering the policy as key priorities or concerns were not fully addressed; and
- Low level of acceptability – when citizens felt the policy would be less likely to be achieved, due to insufficiencies within the proposed measures.

The relative importance and acceptability of the each policy is depicted in the table below.

**Table 1. The relative importance and acceptability of each policy**

<p>A reliable and safe transport system that 'bounces-back' quickly after disruption</p>  <p><b>High Importance</b>      <b>Medium Acceptability</b></p>	<p>Joined up planning for transport with other plans for construction/building</p>  <p><b>High Importance</b>      <b>High Acceptability</b></p>
<p>Joined up plans and investment across transport, energy and digital/electronic systems</p>  <p><b>Medium Importance</b>      <b>Low Acceptability</b></p>	<p>A transport system that enables businesses to be competitive within the UK and internationally</p>  <p><b>High Importance</b>      <b>Medium Acceptability</b></p>
<p>Embrace innovation in transport to positively impact our society, environment and economy</p>  <p><b>Medium Importance</b>      <b>Low Acceptability</b></p>	<p>Improve and enable the efficient movement of people and goods on our transport system</p>  <p><b>Medium Importance</b>      <b>Medium Acceptability</b></p>

Improve access to employment, education and training opportunities for all




High Importance      Medium Acceptability

A transport industry that meets current and future employment and skills needs in the sector




Medium Importance      High Acceptability

Provide a high-quality transport system that integrates Scotland and recognises our different geographic needs




High Importance      Medium Acceptability

Improve the quality and availability of information to enable better transport choices




Medium Importance      Medium Acceptability

Provide a transport system which is equally accessible for all




High Importance      High Acceptability

Provide a transport system which promotes and allows for travel choices which help to improve people's health and wellbeing




High Importance      High Acceptability

Reduce transport emissions to support Scotland's national objectives on air quality and climate change



Medium Importance      Medium Acceptability

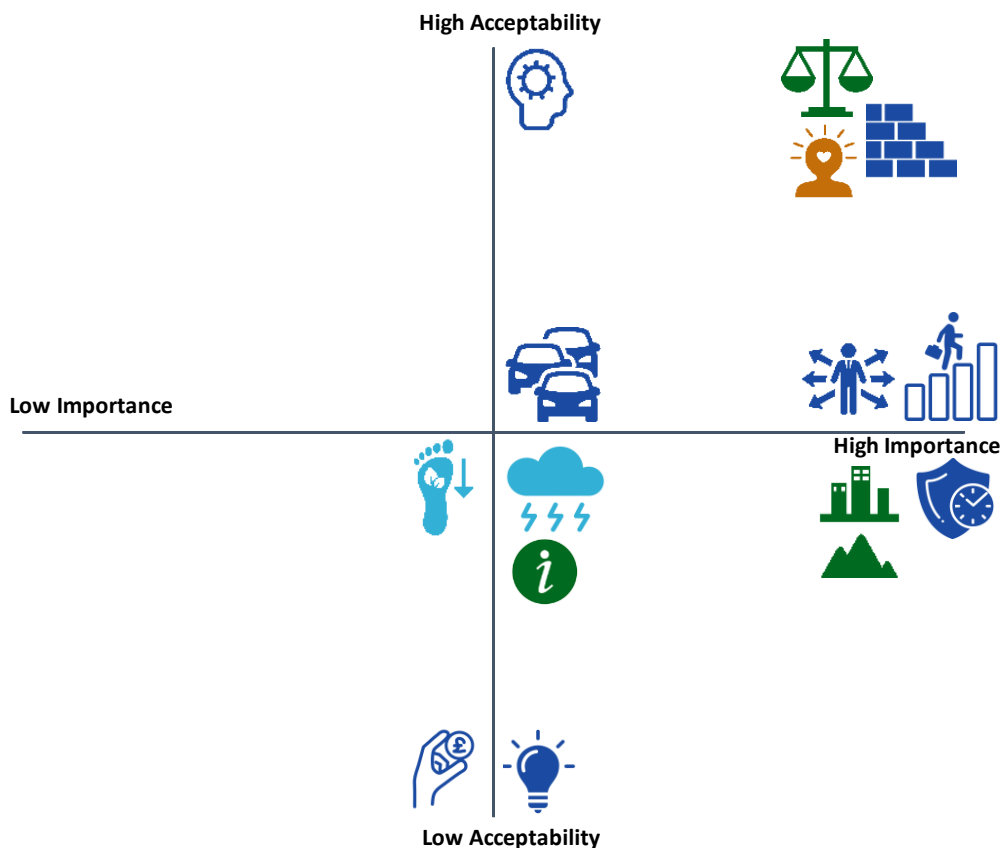
Plan our transport system to adapt to the effects of climate change



Medium Importance      Medium Acceptability

The relative importance and acceptability of the each policy can also be found plotted on the below graph in which the x axis depicts the level of importance and the y axis depicts the level of acceptability. The key for the policy images can be found in the table above, with:

- 'Economy' policies appearing in dark blue;
- 'Equality' policies appearing in green;
- The 'Health and Wellbeing' policy appearing in orange; and
- 'Climate Action' policies appearing in light blue.



# 1. Introduction

## 1.1 Background and objectives

1.1.1 Aiming to address congestion, climate change, air pollution, Scotland's economy, health and wellbeing and equality, Scotland's second National Transport Strategy (NTS2) looks to make Scotland an even better and healthier place to live, work and travel around in, over the next 20 years.

1.1.2 A full review of NTS2 is underway, with a draft version of the strategy set for public consultation in [Summer](#) 2019. Engagement is an important part of the review, forming a vital evidence base upon which NTS2 will be founded, and ensuring that it meets the needs of all parts of society. As part of this engagement process, Transport Scotland commissioned SYSTRA Ltd ('SYSTRA') to undertake Citizens' Panels with rural, island and urban communities, to understand citizens' views and acceptability regarding NTS2's draft policies and measures for delivery.

1.1.3 The specific objectives of the research are to:

- Test public acceptability, views and reactions to the draft policies and policy measures that will underpin the second National Transport Strategy (NTS2);
- Assess whether the surrounding narrative for the draft policies is understood and thought to be meaningful; and
- Gather suggestions for assessing the success of the draft policy measures.

## 1.2 Study overview

1.2.1 In total, 67 citizens were recruited to Citizens' Panels in either Stornoway, Stranraer, Newtonmore or Dunfermline to discuss the fourteen draft policies that underpin NTS2.

1.2.2 The findings of these panels will be used to develop consultation materials and questions when the NTS2 is open to public consultation later in 2019.

1.2.3 The full methodology and sample profile is provided in Chapter 2.

## 1.3 Report structure

1.3.1 The structure of this report is as follows:

- Chapter 2 provides detail on the research methodology;
- Chapter 3 provides a summary of citizens' initial views and priorities for the transport system in their local area and in Scotland;
- Chapter 4 discusses citizens' views toward policies related to Scotland's economy;
- Chapter 5 discusses citizens' views toward policies related to promoting equality;
- Chapter 6 discusses citizens' views toward policies related to health and wellbeing;
- Chapter 7 discusses citizens' views toward policies related to climate change; and
- Chapter 8 provides the research conclusions.

# 2. Methodology

## 2.1 Data collection

2.1.1 Four Citizens’ Panels were undertaken between 4<sup>th</sup> and 14<sup>th</sup> March 2019. Citizens’ Panels were used to provide an in-depth understanding of the views of an inclusive range of different people in society and enable participants to be fully immersed in the different themes discussed.

2.1.2 Citizens attended a panel over two consecutive evenings, each lasting three and a half hours. After an initial plenary session, citizens were split into smaller breakout groups. Within these breakout groups citizens discussed their views toward the fourteen NTS2 draft policies and their measures.

2.1.3 The topic guide and showcard packs for the panels were developed with Transport Scotland and identified the following key areas for discussion:

- Unprompted initial views and priorities for the transport system;
- Understanding of the surrounding narrative and acceptability of each policy, and views and reactions to the policy measures; and
- Reflections and overall prioritisation of policies discussed.

2.1.4 The final topic guide and showcard pack are provided in Appendix C. Note, for a few of the fourteen draft policies, the policy wording was adjusted for inclusion in the show material, in order to make the wording of the policies more layperson friendly; the policy meaning was not lost or changed. This adjusted policy wording has been used throughout the report. A table outlining changes can be found in Appendix D.



## 2.2 Sampling and recruitment

2.2.1 Citizens’ Panels took place in urban, rural and island locations to ensure a wide range of experiences in transport provision and transport needs. The locations were as follows:

- Citizens from Stornoway represented the views of island communities;
- Citizens from Stranraer and Newtonmore represented the views of rural communities; and
- Citizens from Dunfermline represented the views of urban communities.



2.2.2 To ensure that the views of a wide range of citizens were captured, quotas were set for each location on age, gender, socio-economic group (SEG), working status, ethnicity, disability and frequency of public transport, active mode and car use. These quotas were broadly met, with the exception of ethnicity, which is in line with census data.



2.2.3 In total, 67 citizens attended the panels, an average of seventeen per panel.

2.2.4 The profile of citizens, by location, can be found in Appendix B.

## 2.3 Data analysis and reporting

2.3.1 With consent from all citizens, each panel was digitally recorded and written up. Write ups were then reviewed, collated and analysed using a thematic analysis approach, wherein core themes by policy are highlighted, clustered and extrapolated to provide main findings.

2.3.2 The following chapters of this report outline these main findings. An indication of prevalence of feelings expressed has been provided, however, owing to the qualitative nature of the research, it is not possible, nor appropriate, to report the number of citizens giving particular responses.

2.3.3 Additionally, any evident differences between urban, rural and island citizens has been indicated and where this is not provided, the findings was raised across all location types.

2.3.4 Supporting quotes have been reported verbatim throughout this report, for which the gender and location of the citizen is provided.

2.3.5 As with all qualitative research, it should be noted that:

- The sample selected for this study is not statistically representative, rather citizens with a wide range of geo-demographic characteristics are represented in the research;
- Whilst numeric values have not been applied to the findings, descriptors such as 'few', 'some', 'many' and 'most' have been used to provide an understanding of the prevalence of thought across the discussions;
- Where the views of different locations are compared, the sample sizes in the different groups should be taken into consideration when interpreting findings; and
- The views and opinions reported are those of citizens, and are not necessarily factually correct.

# 3. Initial views and priorities for the transport system

## 3.1 Priorities for Transport in Scotland

3.1.1 All citizens were asked to list out what they felt were the major transport issues currently faced by Scotland. The issues raised by citizens are demonstrated below in Figure 1. The size of the words indicate how frequently the issues were raised; the larger the word the more frequently the issue was raised.



Figure 1. The major transport issues currently faced by Scotland

3.1.2 The types of issues raised by citizens were largely consistent throughout the island, rural and urban panels. The three issues raised most frequently across all citizens’ panels were:

- High cost of travel, including public transport and the cost of fuel;
- Poor quality roads; and
- Limited public transport services and new roads providing connections across Scotland.

# 4. Helps our Economy Prosper

## 4.1 Introduction

4.1.1 This chapter discusses the eight policies relating to the NTS2 Vision ‘Helps our Economy Prosper’:

- A reliable and safe transport system that ‘bounces-back’ quickly after disruption;
- Joined up planning for transport with other plans for construction/building;
- Joined up plans and investment across transport, energy and digital/electronic systems;
- A transport system that enables businesses to be competitive within the UK and internationally;
- Embrace innovation in transport to positively impact our society, environment and economy;
- Improve and enable the efficient movement of people and goods on our transport system;
- Improve access to employment, education and training opportunities for all; and
- A transport industry that meets current and future employment and skills needs in the sector.



## 4.2 A reliable and safe transport system that ‘bounces-back’ quickly after disruption

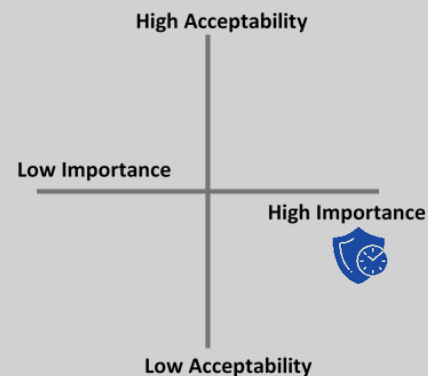
### Overview

Relative importance of policy:




High

Relative acceptability of policy:




Medium



### Why is the policy important?

	 ISLAND	 RURAL/SMALL TOWN	 URBAN
Road safety was seen as a key priority to reduce the number of people killed and seriously injured. The reduced occurrence of incidents would then improve the reliability of the transport system.	✓	✓	✓
The reliability and resilience of the transport system was seen as a key priority to reduce the effects of disruption on the network.	✓	✓	✓
Maintenance was seen as an important priority, and road maintenance was considered closely linked to road safety.	✓	✓	✓

### How could the policy be made more acceptable?

	 ISLAND	 RURAL/SMALL TOWN	 URBAN
Commit to improving modal safety, such as the safety of cyclists and vehicles.	✓	✓	✓
Greater regulation of transport operators is needed to hold them responsible for the reliability and safety of their systems.	✓		✓
Recognise that individual users of the transport system also hold responsibility for the reliability and safety of the transport network.	✓		
Define the use of the word ‘quickly’ i.e. how soon after disruption will the system return to normal.		✓	
Include an explicit measure on reliability, particularly important for island communities.	✓		

## Findings

### Level of importance

- 4.2.1 The policy, 'A reliable and safe transport system that 'bounces-back' quickly after disruption', was viewed as very important by citizens and its place in the NTS2 justified as it was seen to address key priorities for the transport system such as safety and reliability.
- 4.2.2 For all citizens, road safety was a key priority for the NTS2, to reduce those killed and seriously injured and also the reliability of the transport system, due to the knock-on effects of accidents. Citizens identified a number of current and potential future improvements to road safety in their local areas, such implementing speed cameras and/or average speed checks, and expanding road capacity.
- 4.2.3 In one island panel, ferry safety was also a key priority, with citizens reporting experiences of unsafe crossings and overcrowding.
- 4.2.4 Due to the current impact of disruption on the transport system, reliability and resilience were also seen as a key priority by the majority of citizens.
- 4.2.5 For island citizens in particular, disruption can cause missed onward connections and therefore create difficulties when travelling to the mainland; this can be expensive for residents to resolve. Disruption can also have an impact on freight deliveries to the island, which can reduce the availability of produce in shops. Citizens reported some cases of being stranded (on the island or mainland) because transport was unable to run between the island and mainland.
- 4.2.6 Many citizens also saw the maintenance of the transport system as a priority for NTS2 and closely linked to road safety and reliability. Specific reasons for this, each cited by many citizens were:
- Maintenance of roads is closely linked to safety because poor quality road surfaces, such as icy roads or potholes, can cause accidents. Citizens asked for multiple improvements to the maintenance of roads to enhance safety, such as: changes to road maintenance in the event of extreme weather, and targeted improvements to roads and pathways with potholes; and
  - Maintenance of roads is closely linked to the reliability of networks, especially due to road works causing disruption. For this reason, one rural panel felt it was important for those responsible for road works to consider the impacts of the works on the wider network, including whether any additional works are being undertaken close-by and if there will be a joint impact.
- 4.2.7 Many citizens commented on the security of online systems; whilst some felt it was important for online systems to be secure to protect personal data, others felt it was less important than road safety, reliability, resilience and road maintenance.



*“The lorries are slower, so people are taking risks, and that road [from Stranraer to Ayr] is not one where you can safely overtake in many places at all.” (Stranraer, Female)*

*“I think it covers the killer road, the A9...and even here if someone dies on the road here they have to bring people across from Inverness so the road can be shut for a whole day.” (Stornoway, Male)*

*“I’ve heard of horrendous crosses across The Minch.” (Stornoway, Male)*

*“A lot of hospital appointments are on the mainland for people so if there’s a knock on delay you have to cancel the flight.” (Stornoway, Female)*

*“I came across an accident where somebody hit a pothole at an angle and it had put them off the road. So actually, it was the road not being maintained properly that caused the accident.” (Stranraer, Female)*

*“I think cybercrime is a big issue nowadays as well because the majority of people walking around with their phones and people just scanning their phones and the amount of data that people have on these phones now. You want to ensure that when you’re making a booking that that’s safe.” (Stornoway, Female)*

**Impact of Surrounding Narrative**

NARRATIVE	CITIZENS’ RESPONSE
<ul style="list-style-type: none"> <li>○ During 2017, over <b>9,000 people were injured</b> on Scotland’s roads, of which <b>146 died</b>.</li> <li>○ <b>Cybercrime</b> is a threat to users of online booking systems, as well as those who run transport networks.</li> <li>○ <b>Disruptions</b> cause delays to people’s journeys and increase costs for businesses.               <ul style="list-style-type: none"> <li>● Need to <b>prevent disruption</b> in the first instance, and <b>reduce the knock-on effects</b> when disruption does occur.</li> </ul> </li> <li>○ Current roads, other carriageways, footways and structures need to be <b>maintained</b>.</li> </ul>	<p>Generally high recognition of the surrounding narrative and why it means the policy is required.</p> <p>Citizens placed greatest weight on road safety, reliability and road maintenance due to the overall impacts of these on the safety and reliability and resilience of the transport system.</p> <p>Citizens were slightly less convinced by the mention of cybercrime, and would prefer emphasis on safety, maintenance, reliability and resilience.</p>

**Policy Measures**

**Increase the safety of the transport system and meet targets for reductions in road injuries**

4.2.8 Across all locations, this measure was accepted and seen as appropriate for achieving the policy, ‘A reliable and safe transport system that ‘bounces-back’ quickly after disruption’.

4.2.9 In around half of the panels, many citizens commented on the reference to targets, with:

- Most liking the idea of targets, with the following suggestions for implementation:
  - Using data from speed cameras and the health system (i.e. hospital admissions) to set and monitor targets;
  - Focusing on specific roads e.g. the A9; and
  - Targets should be set by Government.
- A few holding concern over the use of targets, due to concerns that:
  - Any reduction in the number of those killed and seriously injured is preferable, without having to strive for a specific figure; and
  - Targets create arbitrary actions, without recognition of the bigger picture.

4.2.10 Many additional suggestions for how this measure could achieve the policy aims were made, including:

- Better road safety education, including emphasis on not using mobile phones, informing tourists of road laws, and tackling ‘boy racers’;
- A greater enforcement of road laws by police and cameras, alongside changes to penalties to make them more severe;
- Changes to roads and roadsides, including maintaining roads and pavements to improve surfaces, providing dual carriageways to reduce overtaking and improve capacity, and investigating alternative materials for road surfaces to reduce damage from weathering;
- Prioritising specific roads or road users, such as children, pedestrians and cyclists;
- Changes to the driving test to ensure new drivers gain enough experience before passing; and
- Setting safe speed limits.

4.2.11 A few citizens perceived challenges to successfully achieving the policy through this measure, such as:

- Reliance on individuals to change their driving behaviour, including a reliance on cyclists to use safe cycling infrastructure i.e. cycle paths; and
- The introduction of connected and autonomous vehicles, which they felt were unsafe or would elicit unsafe behaviour in other drivers.

4.2.12 Suggestions for improving this measure, in order to enhance its acceptability, were made by a few citizens and included:

- Greater commitment is needed to understand the causes of incidents;
- Explicitly mentioning the safety of active travel modes; and
- Increasing transparency around funding for road safety improvements, including how budgets will be distributed between rural and urban areas.

*“You have to have a target, otherwise you don’t know you’re improving...you’d have to use the data from the cameras or police Scotland, they would be able to provide the figures on the fatalities or injuries on the road.” (Stornoway, Female)*

*“The target should not be a reduction. Zero injuries – because the road should be improved to absolutely the best standards possible.” (Stranraer, Male)*

*“Why do they have to have targets? Why don’t they just reduce the road accidents. Not have a specific target.” (Newtonmore, Female)*

*“Look at America... They have driving ed... They go out there and learn how to drive through car parks and cones, and get them used to driving their cars, and get them used to paying attention to everything, 2 or 3 years before they’re even eligible to drive.” (Dunfermline, Male)*

*“There’s got to be a better policy explaining where the money should be distributed... Should it be focused on rural areas? Should it be focused on cities? (Stranraer, Male)*

**Increase the ‘bounce-back’ of Scotland’s transport system from disruption and ensure all those responsible for its operation take action during these times**

4.2.13 Across all locations, this measure was accepted and seen as appropriate for achieving the policy, ‘A reliable and safe transport system that ‘bounces-back’ quickly after disruption’. Reasons given for this were:

- A more resilient transport system improves the economy by aiding the efficient movement of goods and people; and
- Planned (i.e. road works) and unplanned (i.e. extreme weather, road accidents) disruptions can have knock-on effects with participants noting a variety of examples from personal experience.

4.2.14 Suggestions for how this measure could be successfully delivered were made by many citizens and included:

- Developing clear action and contingency plans for how Scotland will respond to planned (i.e. road works) and unplanned disruption (i.e. extreme weather, road incidents), taking learnings from other countries and including how problems will be communicated to users of the network, and having localised ‘trouble shooter’ teams to ensure a quicker response time, the latter of which was suggested by rural citizens who often have to wait for long periods of time before road incidents are cleared;
- Creating better diversionary routes so traffic can flow smoothly, for instance by not using small village roads for heavy traffic diversions, widening existing routes and building new bypasses, and opening up routes currently closed to private transport, such as the dedicated public transport corridor on Forth Road Bridge;
- Maintaining roads and pavements to improve surfaces;
- Planting trees on roadsides to improve resilience during high winds; and
- Holding transport operators responsible for unreliable and unsafe services.

4.2.15 A key challenge to successfully achieving the policy through this measure highlighted by island and rural residents, is the geographical constraints of providing viable alternative routes during periods of disruption.



4.2.16 A suggestion made by a few participants for improving this measure in order to enhance its acceptability was to explicitly define how soon after disruption the system will ‘bounce-back’.

*“[The police] don’t really inform anyone...you’re just waiting there. They don’t bother to tell drivers what’s happened...if there was a trouble shooter team who could coordinate with the police, get things moving, one lot letting the other lot know what’s happening. That might help.” (Newtonmore, Female)*

*“Trying to watch the lorries going down this little country lanes was like nothing I’ve ever seen before. That held us up quite a long time. What could’ve been 30 minutes turned out to be about 3 hours.” (Stranraer, Male)*

*“I think they’re already doing this in the railway, are they not?...someone is on the case in the Scottish Government with the railways.” (Stornoway, Male)*

*“One problem in the north is that...on a road like the A9 when there’s an accident and the roads get blocked, you have to drive hundreds of miles to get round it because there aren’t alternative routes...that causes businesses an awful lot of money...you can’t just build new roads in the hills but if certain roads were widened to allow traffic to shift on... there would be far fewer blockages.” (Newtonmore, Female)*

**Improve perceived and actual security of Scotland’s transport system**

4.2.17 This measure elicited a mixed response, with a few citizens feeling that cyber security was unimportant for them, and many questioning who would manage the security of online systems.

4.2.18 Despite this, many other citizens believed the measure was important and would achieve ‘A reliable and safe transport system that ‘bounces-back’ quickly after disruption’ through addressing: the cyber security of online systems; and physical security on services, especially for vulnerable users.

4.2.19 Suggestions for how improved physical security could be achieved were made by a few citizens and included:

- Increasing staff and police presence on trains, including the use of ‘train pastors’<sup>1</sup>; and
- Banning alcohol consumption on trains.

4.2.20 Cyber security concerns requiring attention were raised by a few citizens and included:

- Ensuring security of traffic light controls;
- Operators responding more quickly to card transaction issues;
- A greater reduction in personal information theft;
- Reducing website cloning; and
- Ensuring security for smart ticketing.

4.2.21 A key challenge to achieving the policy through this measure was the costs involved in making security improvements.

<sup>1</sup> Trained volunteers who look out for vulnerable and distressed people on the rail network (Source: British Transport Police).

*“They took guards off of trains a few years ago and some of the trains on a Saturday night are like the Wild West.” (Stornoway, Male)*

*“I think what they’re trying to do now with the transport system is a one ticket, you can buy one ticket and be all the way through...it’s all integrated smart cards so you’ve got exposure to cybercrime so that should be looked at to ensure its properly controlled.” (Stornoway, Male)*

## **Improve the way that the transport system is maintained**

- 4.2.22 Across all locations, this measure was accepted and seen as appropriate for achieving the policy, ‘A reliable and safe transport system that ‘bounces-back’ quickly after disruption’.
- 4.2.23 Suggestions for how this measure could be successfully delivered were made by many citizens and included:
- Fixing potholes and faults in roads, pathways and cycle paths quickly and prior to building new infrastructure. One rural panel felt it was important to make users aware that improvement works are due to take place and why, and another suggested that these works should only take place overnight;
  - Reducing or removing HGVs from using small roads, as suggested by some rural panels;
  - Clearing debris and snow from roads and cycle paths; and
  - Regularly maintaining service vehicles and routes i.e. rolling stock, railway tracks and buses.
- 4.2.24 Perceived challenges to achieving the policy through this measure, included:
- Coordinating efforts to maintain roads between local authorities, trunk road companies and land owners;
  - Coordinating efforts to maintain railways between Network Rail, ScotRail and train operating companies; and
  - The funding and resources needed for maintenance, with one rural panel suggesting that funding could be provided from the revenue raised from the Route 500 event.
- 4.2.25 A few citizens in one rural and one island panel commented on the link between road maintenance and the economy, suggesting that:
- Improving road surfaces could encourage people to travel out of the local area, impacting the local economy as fewer people would be utilising local services; and
  - Improving road services and service vehicles maintenance could encourage more people to travel to the local area, especially tourists, impacting the local economy. However, this should not be at the detriment of local residents i.e. services should have enough capacity for all.
- 4.2.26 A few citizens felt that this measure could be improved by explicitly defining when the transport system is to be maintained.

*“That’s definitely what’s needed. More than anything. Maintaining the roads and railways.” (Newtonmore, Male)*

*“That could be done by reducing the wear and tear and heavy transport.” (Newtonmore, Male)*

*“When you try and report it...to say there’s some bit that needs ploughed because it’s really icy, for example,...you would phone ... and they would be like ‘oh, we’re not responsible for that bit of road’, and you would phone the highland council and they would be like, ‘we don’t deal with that bit of road’, there’s lots of lack...you don’t know who is responsible for the road. Nobody would pass it on. The road is left to be dangerous.” (Newtonmore, Female)*

*“It’s a contradiction. If you improve the roads then shopping centres outside of towns go up and local businesses shut down. How many shops are there in Newtonmore? One! There used to be many. Why is that? People drive to Aviemore. Loads of people drive up to Inverness to do their week’s shopping! Why do they do that? Because the roads are better than they used to be! If you have bad roads, people stay at home!” (Newtonmore, Female)*

## Improving acceptability

4.2.27 Additional considerations that citizens suggested should be addressed by the draft policy ‘A reliable and safe transport system that ‘bounces-back’ quickly after disruption’, in order to improve public acceptability, were as follows:

- Explicitly committing to cyclist safety;
- Greater regulation of transport operators;
- Recognising that individuals also hold responsibility for the reliability and safety of the transport system, as suggested by island citizens;
- Explicitly defining the use of the word ‘quickly’ i.e. how soon after disruption, as suggested by rural citizens;
- Explicitly committing to vehicle safety, as suggested by rural citizens; and
- An explicit measure on reliability, as suggested by island citizens.

*“It’s all very well to take injuries, or take deaths, but you’ve got to look at the safety of your car... We’re a lot safer now than ever we were. You may go faster, but they’re a lot safer, so you get a lot more survivors and a lot less injuries.” (Stranraer, Male)*

*“There doesn’t seem to be a huge focus on reliability in these four points [the measures]... there doesn’t seem to be a full point on maintaining the reliability.” (Stornoway, Female)*

## 4.3 Joined up planning for transport with other plans for construction/ building

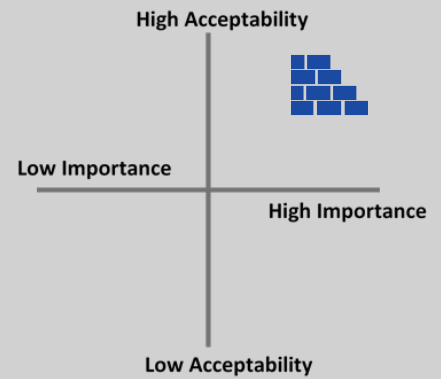
### Overview

Relative importance of policy:

High

Relative acceptability of policy:

High



### Why is the policy important?

	ISLAND	RURAL/SMALL TOWN	URBAN
Connecting new and existing construction developments with local transport infrastructure was seen to enable more efficient movement of people across Scotland's transport network.	✓	✓	✓
Communication between developers, transport operators and the local community is vital to ensure that any developments are successfully delivered.	✓	✓	

### How could the policy be made more acceptable?

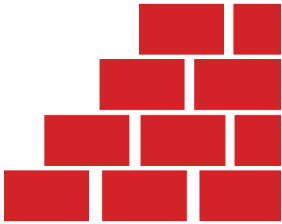
	ISLAND	RURAL/SMALL TOWN	URBAN
Provide specific details for how the policy will be delivered.		✓	
Ensure the focus is on the existing accessibility issues faced by some communities, not only improving access for planned developments.		✓	

## Findings

### Level of importance

4.3.1 The policy, 'Joined up planning for transport with other plans for construction/ building', was viewed as very important and seen as justified by most citizens; it was seen to address citizens' key priorities for transport connections through:

- Providing adequate transport connections, including parking, at new developments to ensure the local transport network can cope with changes to capacity. Citizens noted many examples of this not happening currently, for instance:
  - Plans to develop housing locally, despite a lack of public transport connection in suburban areas, as suggested by island and rural residents;
  - Developers moved the ferry link from Stranraer to Cairnryan, without consideration of whether the wider network could provide adequate links to the new site; and
  - Plans to expand Inverness, despite a lack of public transport connection in suburban areas.
- Providing adequate transport connections to existing developments to ensure local people can access key developments, such as hospitals.



4.3.2 Additionally, many citizens felt that communication between developers, transport operators and the local community is vital to ensure that any new developments are successfully delivered. A few citizens provided specific examples for where improved communication between developers, transport operators and the local community could have or did lead to more positive outcomes, such as:

- Securing developer contributions to the Aberdeen Western Peripheral Route, as suggested by urban citizens;
- Developers informing local councils and communities of construction, including road closures, as suggested by rural and island citizens; and
- Developers working alongside local communities when making decisions on a key developments location (i.e. a hospital).

*"You've got a prime example for us here, with what wasn't done properly when they moved the ferry from Stranraer to Cairnryan. There was no transport network to be able to support that, unless you had a car." (Stranraer, Female)*

*"Locally, the different planning authorities don't necessarily communicate with each other because there was a road closed in Kingussie because of the building of a development and they burst a drain and so they closed the road and people complained and the council said, 'oh we don't know anything about this'." (Newtonmore, Female)*

## Impact of Surrounding Narrative

NARRATIVE	CITIZENS' RESPONSE
<ul style="list-style-type: none"> <li>○ The relationship between <b>transport</b> and <b>building and development</b> has a strong impact on <b>Scotland's economy</b>.</li> <li>○ Transport impacts should be considered early in the process of finding sites for development as:               <ul style="list-style-type: none"> <li>● Changes to transport and new building developments go <b>hand-in-hand</b>;</li> <li>● New transport or improvements to existing transport can impact on <b>how effectively</b> networks work; and</li> <li>● Changes in building and development may have <b>social</b> (e.g. accessibility), <b>economic</b> (e.g. queuing, journey time reliability) and <b>environmental</b> impacts (e.g. emissions).</li> </ul> </li> </ul>	<p>Generally high recognition of the surrounding narrative and why it means the policy is required. Felt that this policy covered the priority for greater transport connections.</p> <p>Citizens places greatest weight on general access impacts and discussed economic and environmental impacts less.</p>

### Policy Measures

#### Ensure greater teamworking between transport and building and development

- 4.3.3 Across all locations, this measure was accepted and seen as appropriate for achieving the policy, 'Joined up planning for transport with other plans for construction/ building'.
- 4.3.4 Suggestions for how this measure could be successfully delivered were made by a few citizens and included:
- Having a named contact within transport and building and development teams to ensure better communication channels between teams; and
  - Including a local citizen representative during transport and building and development communication, to ensure that local issues are solved with local consultation.
- 4.3.5 Perceived challenges to achieving the policy through this measure were raised by a few citizens and included:
- Decisions being made too slowly, meaning citizens endure a delay in experiencing improvements to transport at new and existing developments; and
  - Ensuring all decision makers are making decisions in the interests of local people and not their own benefits.
- 4.3.6 Suggestions for improving this measure, in order to enhance its acceptability, were made by a few citizens and included: providing specific details on how teamworking between transport and building and development will be encouraged, and what the outcomes of greater teamworking would be i.e. financial contributions from developers.

**Those responsible for providing transport services and looking after infrastructure work together alongside local communities to ensure that services improve lives for all involved (the Place Principle)**

- 4.3.7 Across all locations, this measure was accepted and seen as appropriate for achieving the policy, ‘Joined up planning for transport with other plans for construction/ building’.
- 4.3.8 Suggestions for how this measure could be successfully delivered were made by many citizens and included:
  - Greater support for community transport initiatives;
  - Having a named contact within transport and building and development teams to ensure better communication channels between transport, building and development and the local community; and
  - Engaging with local communities to understand their needs, specifically:
    - Ensuring that minority (e.g. rural residents, vulnerable groups) voices are heard, so that transport services are accessible to all and developments include the most appropriate facilities (i.e. schools, shops); and
    - Publishing plans for future transport for citizens to access.
- 4.3.9 Citizens felt that the propensity for developers and transport operators to ignore local community views and prioritise specific planning outcomes, in order to stay within budget, was a key challenge to achieving the policy through this measure.

*“I think it’s really important because you can have somebody sitting in a planning office that’s never actually gone on the route and had to make that journey and then you’ve got people locally who are thinking, ‘how am I gonna get to Tesco, how am I gonna get to the hospital, how am I gonna get around?’...they do it correctly by talking to the right people, the people who use the services.” (Stornoway, Female)*

**Ensure the transport system is central to all regional decision making**

- 4.3.10 Across all locations, this measure was accepted and seen as appropriate for achieving the policy, ‘Joined up planning for transport with other plans for construction/ building’.
- 4.3.11 Suggestions for how this measure could be successfully delivered were made by many citizens and included:
  - Making consideration of the transport system a legal obligation in all regional decision making regarding developments; and
  - Ensuring that regional decisions are made locally and well as cross-regionally.
- 4.3.12 Perceived challenges to achieving the policy through this measure, included:
  - Ensuring all decision makers are making decisions in the interests of local people and not their own benefits;
  - Decisions being made too slowly, meaning citizens endure a delay in experiencing improvements to transport at new and existing developments; and
  - External influences on regional decisions, such as:
    - Decisions having to consider design regulations, which may contradict with regional needs;



- Local authority budget cuts may impact the decisions made and whether the people making them are at risk of losing their job; and
- A central government focus on housebuilding, rather than transport infrastructure.

*“Regional decision making is not made in Stranraer. Everything has been moved to Dumfries. All the decisions are made in Dumfries, the planning department is in Dumfries... There should be a local person deciding what happens in your local area.”  
(Stranraer, Male)*

### Improving acceptability

4.3.13 Additional considerations that citizens suggested should be addressed by the policy, in order to improve public acceptability, were as follows:

- The measures are too broad, and do not provide specific details for how this will be achieved; and
- Some participants were concerned that there was too much emphasis on improving access for future developments, but not enough focus on the existing accessibility issues faced by some communities.

*“That’s great – build a massive housing estate five miles out of Stranraer and send forty buses there a day – but what about the folk in Drummore who can’t get to Stranraer for work... Fix the problems we’ve got before we fix the ones that don’t even exist yet.”  
(Stranraer, Female)*



## 4.4 Joined up plans and investment across transport, energy and digital/ electronic systems

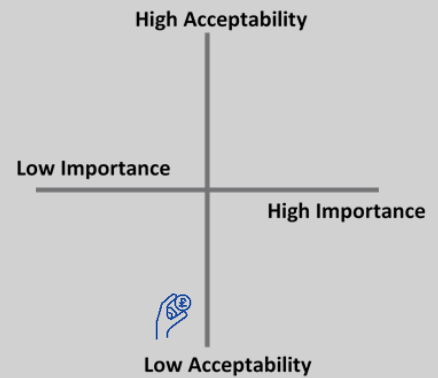
### Overview

Relative importance of policy:




Medium

Relative acceptability of policy:




Low



### Why is the policy important?

	 ISLAND	 RURAL/SMALL TOWN	 URBAN
Joined up plans and investment are needed between transport and energy systems to accommodate for a growth in electric vehicles. However, the introduction of electric vehicles was thought to be inappropriate in some areas.	✓	✓	✓
Joined up plans and investment are needed between transport and digital systems to accommodate for changes in information provision and ticketing.		✓	✓

### How could the policy be made more acceptable?

	 ISLAND	 RURAL/SMALL TOWN	 URBAN
Acknowledge that greater investment, further enhancements and greater provisions of technology are needed, as well as ensuring energy, digital and transport policies are aligned.	✓	✓	✓
Provide a clearer explanation of the connection between digital strategies and the ability to work from home.	✓	✓	

## Findings

### Level of importance

- 4.4.1 The policy, 'Joined up plans and investment across transport, energy and digital/electronic systems', was viewed as less important than some other draft policies in NTS2, with citizens identifying other priority areas.
- 4.4.2 Despite this, some citizens did commend the long-term vision of NTS2, suggesting that joined up plans and investment were needed between transport and energy systems to accommodate for a future growth in electric vehicles (EVs). However, the introduction of EVs was thought to be inappropriate in some areas, particularly rural and island communities, due to:
- A lack of EV charging infrastructure, including rapid chargers; a concern when journey times between origins and destinations are longer and therefore charge may need to be topped-up en route;
  - A perception that EVs are expensive, and a belief that this could influence fare levels on low and zero emission public transport; and
  - EVs not being viable for HGVs.
- 4.4.3 Another suggestion for how energy and transport could be linked was through the provision of renewable power on transport networks i.e. wind turbines on bridges and tidal power – many thought Scotland was well-advanced in renewables and well-placed to continue with their development.
- 4.4.4 Very few citizens ~~made~~ understood the relationship between digital strategies and the ability to work from home. Despite this, joined up plans and investment between transport and digital systems were thought to have other outcomes, such as ensuring availability of phone signal whilst travelling to accommodate for a move toward online information provision and ticketing. ~~However, s~~Some citizens recognised that a move to a more digital transport system may disadvantage those who cannot or choose not to access online systems.



### Impact of Surrounding Narrative

NARRATIVE	CITIZENS' RESPONSE
<ul style="list-style-type: none"> <li>○ Transport needs to be considered alongside <b>energy strategies</b>:                             <ul style="list-style-type: none"> <li>● For instance, the move towards electric vehicles</li> </ul> </li> <li>○ Transport also needs to be considered alongside <b>digital strategies</b>, as digital technologies influence:                             <ul style="list-style-type: none"> <li>● People's decisions on where / when they work; and</li> <li>● How <b>firms and businesses trade</b>.</li> </ul> </li> </ul>	<p>Generally high recognition of the surrounding narrative and why it means the policy is required.</p> <p>Citizens placed greatest weight on the connection between transport and energy systems, despite holding concerns over the promotion of EVs.</p> <p>Citizens were slightly less convinced by the connection between transport and digital systems, due to a lack of understanding over the relationship between the two industries and a belief that a move to a more digital</p>

## NARRATIVE

## CITIZENS' RESPONSE

- Delivering NTS2 alongside energy and digital strategies can:
  - Support economic growth;
  - Reduce environmental impacts; and
  - Deliver a more equal society.
- These benefits are likely to be greater for disadvantaged communities.

transport system may disadvantage those who cannot or choose not to access online systems.

4.4.5 Many citizens were unclear on the mention of disadvantaged communities in the policy reasoning, asking what the metric would be for this i.e. is it by rural isolation, economic deprivation or some other measure.

*“I think where we are, we’ve got quite a flawed foundation of transport systems to start with. It seems difficult to imagine how they’re going to build it [digital systems] up when the base actually needs considering to start with.” (Stranraer, Female)*

*“Why are we talking about renewable energy when there is no public transport or cycle ways. That will be the main thing before you want to talk about electric cars.” Newtonmore, Female)*

*“You know everybody would love to do it... Jump on the bandwagon and say ‘we’re all running electric stuff again... It’s the cost, it all comes back to massive costs.” (Dunfermline, Male)*

### Policy Measures

**Ensure that policies offer a joined up/unified approach. This includes the transport, digital, and energy system**

4.4.6 Across all locations, this measure was accepted and seen as appropriate for achieving the policy, ‘Joined up plans and investment across transport, energy and digital/electronic systems’.

4.4.7 Suggestions for how a unified approach could be successfully delivered were made by many citizens and included:

- Coordinating the unified approach in government, through existing departments and bodies, rather than the development of a new governmental department;
- Businesses making changes, such as promoting flexi-time, using systems such as Skype, to reduce the need to travel, and providing EV charging points;
- Government incentivising the use of renewable, low or zero emissions transport and those choosing to work from home;
- Working with internet providers to ensure that people across Scotland have a viable broadband connection;
- Including local communities in decisions on where to place EV infrastructure; and
- Working alongside building and development stakeholders to ensure energy and digital strategies are considered in plans i.e. new houses need charging points.

4.4.8 Perceived challenges to achieving the policy through this measure included:

- Coordinating the priorities of the English and Scottish governments, with a belief that some renewable energy sources able to be provided by Scotland (i.e. tidal and wind) are not of interest to the English government;
- Funding required to make unified investment in energy and digital systems, especially in light of Brexit.

*“They need to set up proper routes in Government to talk to each other...there’s umpteen different government departments, umpteen of them...I’m not suggesting that they do a few new ones, there must be someone they could use.” (Stornoway, Male)*

*“I’d agree with that...but, there is politics between what the UK Government wants for south of the border and what we want here north of the border which is wind farm and wind development and the UK government is cutting of the subsidy for that here.” (Stornoway, Male)*

### Improving acceptability

4.4.9 Citizens suggested that this policy needs to acknowledge that greater investment, further enhancements and greater provisions of technology in order to make this policy work, for instance:

- Providing real-time passenger information;
- Making contactless payment for public transport more widespread; and
- Investment in EV charging infrastructure, especially in rural areas.

4.4.10 Some citizens suggested that digital strategies may be easier to implement in the short-term than energy strategies.

4.4.11 However, citizens recognised many barriers to the use of technology, including:

- Concerns over the introductions of EVs (as before);
- The disparity in technological provisions across Scotland i.e. not all trains have Wi-Fi;
- The unreliability of some forms of technology; and
- Some people cannot or choose not to use technology, meaning that existing provisions need to be maintained.

4.4.12 A clearer explanation of the connection between digital strategies and the ability to work from home would be valuable for, and could increase acceptability of the policy, for some people.

## 4.5 A transport system that enables businesses to be competitive within the UK and internationally

### Overview

Relative importance of policy:

High

Relative acceptability of policy:

Medium



### Why is the policy important?

	ISLAND	RURAL/SMALL TOWN	URBAN
There is a need to increase the number (and quality) of connections across the country to improve speed and efficiency of travel. This includes improvements to road infrastructure. As a result, people and goods could be transported across Scotland quicker, allowing greater access to business opportunities both nationally and internationally.	✓	✓	✓
Across all locations, many citizens felt that courier charges for deliveries to rural and island areas are unfair to both businesses and individuals, and therefore need to be addressed.	✓	✓	✓

### How could the policy be made more acceptable?

	ISLAND	RURAL/SMALL TOWN	URBAN
Assure people that current political uncertainties, budgetary constraints, the environment and peoples' health has been fully considered.	✓	✓	✓
Make specific reference to the potential expansion of rail freight, which would improve the efficiency of goods transportation.	✓	✓	✓
Put greater emphasis on 'safe' transport links being provided for cyclists and pedestrians.	✓		✓

## Findings

### Level of importance

- 4.5.1 The majority of citizens agreed that ‘A transport system that enables businesses to be competitive within the UK and internationally’ was an important policy which would be crucial in helping to deliver an effective NTS2.
- 4.5.2 When presented with a list of points detailing the economic benefits of being able to trade freely, most citizens acknowledged the need to reduce the costs of transportation, whether this be reducing delivery surcharges to island and rural areas, or reducing charges for freight vehicles on ferry crossings.
- 4.5.3 Many citizens felt the need to provide links to the national and global economy was particularly relevant, due to the current political uncertainties surrounding Brexit and Scottish Independence. However, some citizens were concerned that political uncertainties had not been addressed specifically enough, as the outcome of such issues could have a large effect on the economy.
- 4.5.4 Many citizens agreed that airports, ports and major transport hubs need to be improved, with most citizens interpreting this as ensuring there are a greater number of transport links to these sites (i.e. greater accessibility), as well as increasing capacity, either through opening new transport hubs, or expanding existing hubs. Conversely, some citizens thought this policy would be relating to reducing the cost of public transport. Specific examples mentioned by citizens included:
- Many citizens wanted there to be improved road links across the country, which would enable businesses to transport goods faster, or allow workers to travel more efficiently;
  - Many citizens pointed to the need to transport more freight by rail. This was perceived as a more reliable way for businesses to transport goods, rather than by road, which has a greater potential for disruption. Consequently, Scottish businesses could become more competitive with international businesses;
  - Some citizens suggesting increasing freight handling capacity at airports, or introducing more ports along the North Sea, to increase Scotland’s exporting capabilities; and
  - A few citizens from island communities asked why Scotland does not have its’ own national airline, as they felt this could be a profitable business venture.

*“I think our economy would definitely grow if the lorries can get cheaper fares. It’s extortionate for lorries to get on that ferry... It’s a big drawback for our economy, overpaying for transport.” (Stornoway, Male)*

*“I don’t quite understand how a country this size doesn’t have its’ own international airline, when you’ve got the likes of AerLingus in Ireland... I’m talking about international connections.” (Stornoway, Male)*

- 4.5.5 However, many citizens had some initial reservations regarding this policy:
- Some citizens were concerned that there would not be enough money to introduce all the proposed improvements;
  - Some citizens felt international connectivity was in conflict with environmental/climate change work;

- A few citizens were concerned about the current transport monopolies in their area, which limits the potential for competition; and
- A few citizens from one rural panel were concerned by these proposals, highlighting that historically, improving access to their areas has resulted in greater unemployment for local people, due to companies using national contracts, or employees from other areas to fill the available roles.

4.5.6 Many citizens provided suggestions for how public acceptability towards this policy could be improved further:

- Many citizens also recommended that a greater proportion of freight is transferred by rail. This would reduce congestion on the road network, enabling the more efficient movement of vehicles and faster transportation of goods for businesses. Some also commented that this would contribute to greater resilience, as goods can still be transported by rail or ferry in snowy conditions, whereas road transport tends to suffer more; and
- Some citizens suggested that integrated ticketing needs to be provided to allow people travelling on business to undertake multi-modal journeys between ports, airports and major transport hubs.

### Impact of Surrounding Narrative

NARRATIVE	CITIZENS' RESPONSE
<ul style="list-style-type: none"> <li>○ Businesses who can trade freely can see <b>increases in competition, reductions in costs, improvements in quality and innovation</b> by:               <ul style="list-style-type: none"> <li>● Accessing cheaper suppliers;</li> <li>● Employing the best skilled staff; and</li> <li>● Delivering to a wider customer base.</li> </ul> </li> <li>○ The Economic Strategy states that Scottish Government will provide business with transport <b>links to the national and global economy</b>.</li> <li>○ <b>Improving airports, ports and major transport hubs</b> encourages businesses who export goods to grow and explore new opportunities.</li> </ul>	<p>Overall, the majority of citizens recognised the issues mentioned by the surrounding narrative as necessary reasons for requiring this policy.</p> <p>Improving access to airports, ports and major transport hubs was the section of narrative that citizens placed the greatest emphasis on.</p> <p>Less citizens made reference to the Economic Strategy, but those who did considered it to be an important consideration.</p>

### Policy Measures

**Improve transport for businesses to allow greater access to business opportunities within Scotland and internationally: this includes linking airports, ports and major**



## **transport hubs with local transport. This will encourage people to live, study, visit and invest in Scotland**

4.5.7 Across all locations, many citizens agreed that this measure was important for delivering ‘A transport system that enables businesses to be competitive within the UK and internationally’.

4.5.8 Many citizens re-iterated the same points as they had previously mentioned as being important to them when discussing this measure (e.g. improving connections across the country, reducing delivery surcharges, increasing the capacity of transport hubs). However, some citizens provided new ideas for strategies which could enable the successful delivery of the policy through this measure which had not been discussed previously:

- Many citizens recommended developing Scotland’s ports (for example, Aberdeen, Dundee, Grangemouth, Glasgow and Rosyth), alongside transporting more goods along Scotland’s rivers (e.g. the Forth and Clyde).
- Some citizens recommended the reinstatement of Postbuses (used to carry people and freight simultaneously consolidation centres);
- Some citizens suggested that improved transport links could enhance tourism across Scotland; and
- Some citizens from rural areas suggested creating a new hub in Inverness.

4.5.9 Many citizens identified barriers which could potentially limit the extent to which this measure could be assessed. Specific barriers referenced by some citizens included:

- Concerns that there would not be enough money to introduce all the proposed improvements;
- Uncertainty over whether this measure could realistically be delivered if Brexit negotiations break down; and
- Some citizens suggested that regardless of whether transport hubs are greatly enhanced, the road network in its current state would be insufficient in providing safe, efficient access to these sites.

*“It all depends on Brexit. You’ve got to invest in Scotland as a place to study and visit, and the immigration policies we’re being told are just going to wipe all that out.” (Stornoway, Male)*

*“We’ve got a fantastic port at Cairnryan now, but it’s the network to get to it, and then it’s the expense of it. It’s absolutely ridiculous. It’s completely crippling to get on the ferry by car.” (Stranraer, Female)*

## **Create transport links to Scotland's airports and sea ports for those who wish to walk, cycle or take public transport**

4.5.10 Many citizens agreed that access to Scotland's airports and sea ports needed to be improved for those who want to walk, cycle or take public transport. There was widespread agreement across all locations that many transport hubs are difficult to get to if a private car is not being used, with those from rural areas commenting that airports in particular are hard to access by public transport. Some citizens also commented that tourists often say the transport provisions (both road networks and public transport) are poor.



- 4.5.11 Whilst many citizens re-iterated their previous comments when discussing how the policy could be successfully delivered through this measure (e.g. improving the frequency of transport services and the number of connections across the country) some citizens suggested that the timetables between different modes need to be better aligned, to facilitate the provision of multi-modal journeys.
- 4.5.12 Many citizens suggested that public transport provisions need to be significantly improved to ensure the effective delivery of the policy through this measure. Specific examples provided by some citizens included:
- Increasing the frequency at which existing services travel, such as the bus services to Edinburgh airport;
  - Increasing storage capacity for bikes on trains and buses to allow people to use active travel modes on longer distance journeys. This would provide cyclists with better access to airports and ports; and
  - Integrated ticketing needs to be provided to enable people to make multi-modal journeys to transport hubs.
- 4.5.13 Many citizens identified a lack of safe infrastructure as a barrier which could limit the extent to which the overall policy could be delivered successfully through this measure. However, they insisted that improving safety not only for pedestrians and cyclists, but making roads safer should be a key consideration for this measure.

*“The types of transport – buses, trains, ferries – they’ve got to work together to try and link up a better system... It comes down to times, schedules.” (Stranraer, Male)*

*“Cycle tracks would have to be upgraded. The main links to these places are motorways, where cyclists are banned. You can’t walk there.” (Dunfermline, Male)*

### **Improving acceptability**

- 4.5.14 To increase the public acceptability of the overall policy further, some citizens suggested that the costs of public transport need to be reduced for the general public, not just businesses. Cheaper services would enable more people to travel to airports and ports by public transport, as opposed to using their cars, which are currently considered to be a cheaper option.

## 4.6 Embrace innovation in transport to positively impact our society, environment and economy

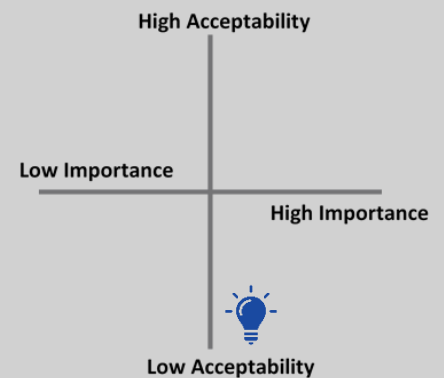
### Overview

Relative importance of policy:




Medium

Relative acceptability of policy:




Low



### Why is the policy important?

	 ISLAND	 RURAL/SMALL TOWN	 URBAN
Innovation is needed in transport to enable the development and promotion of low/zero emissions transport and active travel modes. However, the promotion of active travel modes was thought to be inappropriate in some areas.	✓	✓	✓

### How could the policy be made more acceptable?

	 ISLAND	 RURAL/SMALL TOWN	 URBAN
Provide a clearer explanation of what positive transport innovations are and how they can be influenced by research and development in business.	✓	✓	✓
Include focus on innovation in funding and delivery methods, as well as technology.			✓
Expand the policy to focus on innovations for HGVs and LGVs.		✓	
Make a commitment to promote Science, Technology, Engineering and Maths (STEM) subjects and careers in early education, especially for females.			✓
Make a commitment to promote safety alongside innovation.		✓	

## Findings

### Level of importance



- 4.6.1 The policy, ‘Embrace innovation in transport to positively impact our society, environment and economy’, elicited mixed views. The majority of citizens recognised that innovation is needed in transport to enable the development and promotion of low emissions and active transport.
- 4.6.2 However, the introduction of active travel modes was thought to be inappropriate in rural and suburban areas, due to the greater distances between towns, lack of adequate infrastructure and geographical features.
- 4.6.3 Other concerns related to this policy, held by many citizens, included:
  - The priority should be on current transport provisions, rather than a focus on new innovations i.e. current availability, frequency and reliability of transport. This concern led one rural panel to view this policy as the least important of all draft NTS2 policies;
  - Concerns over the way in which low emissions vehicles will be incentivised, especially if costs related to petrol and diesel vehicles are increased. One rural panel expressed frustration that the Government had previously promoted the use of diesel vehicles; and
  - Innovations could threaten employment (i.e. greater reliance on online and self-systems to sell tickets), as suggested by one rural panel.
- 4.6.4 Many citizens in rural and island panels were unclear on this policy, as:
  - They were unsure on what innovation in transport could encompass and how they would encourage walking, cycling and public transport use; and
  - They could not make the connection between research and development in business and transport innovation.

*“I think there’s an over-emphasis on innovation. If we got what we had, working properly, it would be more efficient.” (Newtonmore, Male)*

*“You wonder sometimes if they’re going to make the cars and things like that more expensive to force people into using more public transport.” (Stornoway, Female)*

*“It’s good having these self-service machines, but then you’re cutting all the jobs. There’s less jobs available.” (Stranraer, Male)*

### Impact of Surrounding Narrative

NARRATIVE	CITIZENS’ RESPONSE
<ul style="list-style-type: none"> <li>○ <b>Research and development</b> can give a business an advantage by showing they have skills and knowledge in their field.</li> </ul>	<p>Generally high recognition of the surrounding narrative and why it means the policy is required.</p>

NARRATIVE	CITIZENS' RESPONSE
<ul style="list-style-type: none"> <li>○ <b>New technologies in transport</b> will improve the industry's <b>emissions</b> and could support a move to more <b>walking, cycling and public transport</b>.</li> </ul>	<p>However, citizens were unconvinced by the promotion of active travel modes in rural and suburban areas, and held concerns and uncertainty over what transport innovations could encompass.</p> <p>Citizens also felt the priority should be on maintain and improving current transport provisions, rather than a focus on new innovation.</p>

## Policy Measures

### Support Scotland to become a market leader in the development and early use of positive transport innovations

4.6.5 This measure elicited mixed views, with many citizens seeing it as appropriate for achieving the policy, 'Embrace innovation in transport to positively impact our society, environment and economy', and some indicating that being a market leader would:

- Be achievable as Scotland is already a leader in the provision of EV charging points and renewable energy; and
- Provide Scotland with an opportunity to regain some of its industry and manufacturing capabilities.

4.6.6 Many citizens made suggestions for how the measure could be successfully delivered, including:

- Benchmarking Scotland's progress against other countries that are demonstrating positive transport innovation;
- Incentivising businesses to encourage innovation;
- Working alongside local communities to deliver innovation;
- Using innovations to enhance transport accessibility for those with disabilities and those living in rural areas;
- Developing and delivering a range of transport innovations related to road and public transport, including:
  - Manufacturing eco-friendly cars and public transport systems (i.e. electrified rail) and using renewable energy sources to power these;
  - Making journeys quicker, including moving road freight to the railways, as suggested by rural and island citizens;
  - Innovations for roads, including increasing capacity and using newly developed road surfaces i.e. plastic roads, solar roads, and smart motorways; and
  - Promoting car sharing;
- Developing and delivering a range of transport innovations related to active travel, including:
  - Allowing bikes on buses;
  - Walking buses for school pupils;

- Cycle to work schemes;
- Delivering safe cycle infrastructure, away from HGVs;
- Providing street lighting;

4.6.7 Others showed concern over the policy due to:

- The reference to Scotland being a ‘market leader’, with citizens suggesting that:
  - Scotland should be innovative, without a need to compete to be a leader; and
  - Being a market leader is unrealistic, due to funding constraints and the already advanced progress of other countries in this area.
- Being unclear on what positive transport innovations are and how they can be demonstrated.

4.6.8 Perceived challenges to achieving the policy through this measure, included:

- The funding required for innovation, especially in light of Brexit and hopes for Scottish independence;
- The resources required, including energy and the workforce, with some citizens believing that engineering graduates are in short supply within Scotland;
- Challenges to changing roads, such as opposition from land owners, and the current standard of roads, which citizens felt needed to be improved if innovations were to work; and
- Challenges to the use of active travel modes, such as geographical or cycle infrastructure constraints.

*“We’re a market leader now, with some of the technology, the wind power and the tidal power especially.” (Stornoway, Male)*

*“There is a scientist who is actually looking into a product so that when the roads start to deteriorate, it’s almost like a catalyst that allows the road to regenerate itself. But it’s still in early stages... They need to be looking into a different method of how these surfaces can be re-done.” (Stranraer, Female)*

*“Maybe if they found a way to start making energy from actual transport means, like I’ve seen ages ago, they’ve tried these things in America called solar road, perhaps they could bring something like that to Scotland, especially on the bridge at Inverness...there’s loads of ways that you could transform energy from that, with wind and stuff like that.” (Stornoway, Male)*

*“Why’d they need to be a market leader? Just do it.” (Newtonmore, Female)*

*“Do we have the money to start trialling stuff though because if stuff starts failing do we have the economy to pay for something that might not work because Scotland’s not a massively, massively rich country and especially looking at Brexit and going independent.” (Stornoway, Male)*

## Improving acceptability

4.6.9 Additional considerations suggested that should be addressed by the policy, in order to improve public acceptability, were as follows:

- The rationale for the policy is heavily focused on technology and should also include innovation in funding and delivery methods such as social enterprises and community transport schemes;
- Expanding the policy to also focus on innovations for HGVs and LGVs;
- Making a commitment to promote STEM subjects and careers in early education, especially for females; and
- Making a commitment to promote safety alongside innovations.

4.6.10 A clearer explanation of what positive transport innovations are and how they can be influenced by research and development in business would be valuable for, and could increase acceptability of the policy, for some people.

*“The big, heavy lorries, they haven’t developed the batteries for them to run properly [on electricity alone] they are just too big and too heavy. Small vans, small cars, they’ve cracked it more or less but not for heavy duty vehicles.” (Stornoway, Male)*

*“Education – we need to get more people involved – and if we get more of the young people coming through involved, surely we’re going to develop... They should be taking on lasses now... They should be encouraged, because that is the future.” (Dunfermline, Male)*

## 4.7 Improve and enable the efficient movement of people and goods on our transport system

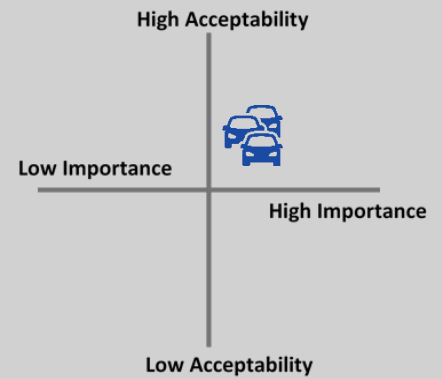
### Overview

Relative importance of policy:




Medium

Relative acceptability of policy:




Medium



### Why is the policy important?

	 ISLAND	 RURAL/SMALL TOWN	 URBAN
Although many citizens acknowledged the air quality and congestion benefits from reductions in private car journeys, the removal of car parking spaces and the promotion of car sharing and CAVs were only partially important for the majority of citizens.	✓	✓	✓

### How could the policy be made more acceptable?

	 ISLAND	 RURAL/SMALL TOWN	 URBAN
Make an explicit reference to reducing journeys made by road freight within the policy reasoning.		✓	
Make a commitment to provide safe alternatives to the private car, in order to encourage reductions in private car journeys.	✓		

## Findings

### Level of importance

4.7.1 Although many citizens acknowledged the air quality and congestion benefits from reductions in private car journeys and felt the policy, 'Improve and enable the efficient movement of people and goods on our transport system', was very important, especially in urban areas, the majority of citizens held concerns over the policy, specifically:

- Concerns over the removal of car parking spaces, as:
  - There was a strong belief, across all locations, that any land freed from removal of car parking would be used for housing or similar developments, rather than the delivery of active travel routes; and
  - More, not less, car parking spaces are needed, especially if car sharing is to be encouraged.
- Concerns over Connected and Autonomous Vehicles (CAVs), due to:
  - Apprehensions regarding road safety and identifying responsibility after road traffic incidents;
  - A belief that CAVs will not reduce congestion, especially if they are travelling at slow speeds; and
  - Fears for the employment of bus, taxi and tram drivers if public transport becomes autonomous.
- Concerns over car sharing in rural and island communities, for instance:
  - People will not want to share cars with strangers, however, a few rural citizens thought car sharing would work well with friends or colleagues;
  - Sharing a car requires all passengers to be travelling to the same place at the same time, an unusual occurrence in rural and island areas where people's travel destinations are more dispersed;
  - Car sharing relies on another person to drive safely; and
  - A question over how people would be incentivised to share their vehicle as payment cannot be taken for lift sharing, such as businesses incentivising employees and implement workplace parking levies.
- The policy reasoning has a strong focus on reducing private car journeys, which raised concerns because:
  - The private car is convenient, and changing mode will be difficult and may have impacts on tourism, especially in rural areas where alternative transport provisions are poor or perceived to be poor; and
  - Other transport also has an impact on air quality and congestion, such as diesel buses and HGVs delivering freight, with rural citizens suggesting that the latter could be moved to the railway.





*“A lot of [the reasons] are more for urban areas than rural areas...it’s a bit utopian.”  
(Newtonmore, Male)*

*“The car parks are not big enough.” (Newtonmore, Female)*

*“I don’t think this reason of freeing up the land for other uses is important because they’ll just put a building on it that’s going to use more emissions and electricity.”  
(Stornoway, Female)*

*“I think it all makes sense, with car-sharing, do people just pick up a car and share it? You share the vehicle with strangers but you don’t want to do that?...how do you make people do that? The behavioural change? It’s a huge change...how do you make that work?” (Stornoway, Male)*

*“Car sharing for a work structure.... That’s a good idea, but just the individual person going for a leisurely drive, you don’t want to car-share.” (Stranraer, Male)*

*“I think it’s harder here for us to avoid using your car when driving to and from work. When I lived in Glasgow I took the train, all the time, but when I’m here I cannot rely on public transport for getting to and from work. So that kind of limits us a wee bit I feel. I just wouldn’t take the bus to work because it’s just so inconvenient.” (Stornoway, Female)*

*“[Reducing private car journeys] is a conflict between tourism and ecology...it’s a balancing act.” (Newtonmore, Male)*

*“It’s not so much cars. The volume of traffic that is coming from Inverness is lorries, vans and buses.” (Newtonmore, Female)*

**Impact of Surrounding Narrative**

NARRATIVE	CITIZENS’ RESPONSE
<ul style="list-style-type: none"> <li>○ Reducing journeys made by individuals in cars and increasing journeys made using <b>shared-transport</b> (i.e. car sharing, public transport), will:               <ul style="list-style-type: none"> <li>● Reduce <b>traffic queues and provide alternatives</b> that are quicker and easier to use, making it easier for people to get to work and other places;</li> <li>● Improve <b>air quality</b>; and</li> <li>● Remove the need for <b>car parks and parking spaces</b>, freeing up the land for other uses.</li> </ul> </li> <li>○ The growth of Connected and Autonomous Vehicles (e.g. driverless cars) could make it easier to <b>share vehicles</b>, and get around for people who are currently unable to drive.</li> </ul>	<p>Generally high recognition of the air quality and congestion benefits from reductions in private car journeys and why it means the policy is required.</p> <p>However, citizens were not convinced by the removal of car parking spaces, Connected and Autonomous Vehicles and car sharing and felt that the private car is convenient.</p> <p>Citizens emphasised the importance of the narrative also recognising non-private transport, such as HGVs and diesel buses, as this also has</p>

## NARRATIVE

## CITIZENS' RESPONSE

significant congestion and air quality impacts.

### Policy Measures

#### Ensure the Scottish transport system works well for both people and freight

4.7.2 This measure was largely accepted and seen as appropriate for achieving the policy, 'Improve and enable the efficient movement of people and goods on our transport system', especially as freight was seen to be a main cause of poor air quality, congestion and road wear and tear.

4.7.3 Suggestions for how the policy could be successfully delivered through this measure were made by many citizens and included:

- Freight should be moved from the roads to the railway, as suggested by rural and island citizens;
- Making roads wider, as suggested by rural citizens;
- Making rural ferry services reliable so people can make onward connections, moving efficiently through the transport network; and
- Introducing transport hubs, with connections for freight (i.e. Amazon lockers, distribution hubs) and people (i.e. alternative transport modes, car share schemes).

4.7.4 Challenges to achieving the policy through this measure were raised by a few citizens, specifically:

- The funding needs to ensure the 'transport system works well';
- The influence of weather on efficiency of transport; and
- The need for ongoing maintenance of the system.

#### Promote the use of space-efficient transport, such as car sharing. The Scottish Energy Strategy states that greater use of vehicle sharing schemes will help reduce emissions and lessen the effects of climate change

4.7.5 This measure elicited mixed views, with citizens generally seeing it as appropriate for achieving the policy, 'Improve and enable the efficient movement of people and goods on our transport system', but expressing low feasibility with regards to car sharing, especially in rural areas. The reasons for this are discussed above.

4.7.6 However, many citizens made suggestions for increasing the acceptability of space-efficient transport, for instance:

- Using double-decker buses where demand for the service warrants greater capacity;
- Local community, hospital and university services, incentivised through government funding;
- Bike share schemes, although it was recognised that these are likely to be in low demand in rural areas;
- Promoting the benefits of car sharing and the schemes available, including within school-aged road safety education; and

- Businesses incentivising shared car use through workplace parking levies.

*“For the day to day practicalities, I don’t think [car sharing] works because people are going at different times, they have to be places at different times.” (Stornoway, Female)*

*“If Transport Scotland wants to reduce emissions and this, that and the other, surely they should put forward schemes that will work for educational places...it should be part of their remit to devise schemes and maybe finance them, at least partly.” (Newtonmore, Female)*

### **Improving acceptability**

4.7.7 Additional considerations that citizens suggested should be addressed by the policy, in order to improve public acceptability, were as follows:

- Make an explicit reference to reducing journeys made by road freight within the policy reasoning; and
- Making a commitment to provide safe alternatives to the private car, in order to encourage reductions in private car journeys.

*“I think also if they want to reduce journeys made by individuals, they have to have the road safety in place to allow people to walk. A lot of my car journeys are with the children, taking them to places that they could actually walk to if it was safer for them to do it.” (Stornoway, Female)*

## 4.8 Improve access to employment, education and training opportunities for all

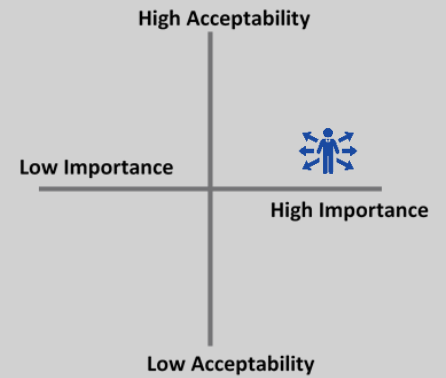
### Overview

Relative importance of policy:

High

Relative acceptability of policy:

Medium



### Why is the policy important?

	ISLAND	RURAL/SMALL TOWN	URBAN
The cost of travel, particularly on public transport, is too high; as a result, some sections of society (especially groups such as young people and jobseekers) cannot afford to access opportunities, with knock-on effects on employment.	✓	✓	✓
Public transport services do not run frequently enough, operate for enough hours a day, or run along enough routes to allow access to opportunities for those who are unable to drive.	✓	✓	

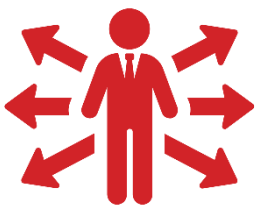
### How could the policy be made more acceptable?

	ISLAND	RURAL/SMALL TOWN	URBAN
Improve the frequency, operating hours, and number of public transport services available to enable those who must travel to reach sites of education and employment to do so more easily.	✓	✓	✓
Increase the number of education facilities, places of employment and internet access in rural areas. This could reduce the need to travel and regenerate rural areas.	✓	✓	
Link with digital strategies and planning for developments. This will ensure education and employment sites are accessible, and could reduce the need for travel.			✓
Focus more on improving access for those with special needs or disabilities, as these groups are particularly disadvantaged due to the lack of suitably adapted public transport provisions.		✓	

## Findings

### Level of importance

- 4.8.1 Across all locations, the majority of citizens agreed that the policy to ‘Improve access to employment, education and training opportunities for all’ was important. Many commented that the policy was well justified, with some describing the policy as ‘essential’ to delivering an effective NTS2.
- 4.8.2 Many citizens interpreted this policy as targeting unemployment across the country, improving connectivity between employment and education hubs with places of residence, and reducing the costs of public transport to make it affordable to all.
- 4.8.3 The justifications for the policy resonated with many citizens, who provided examples of current issues they or others faced in accessing opportunities across Scotland:
- Many citizens made reference to the cost of travel for young people, who can find it too expensive to travel long distances to education, or find the cost of commuting to work prohibitive;
  - Many citizens suggested that employment opportunities are limited for those living in rural and island areas, as they cannot easily travel to the main employment hubs, and many services do not run during evenings or at weekends; and
  - Some citizens referred to young people they know who regularly miss lessons / lectures due to delays or cancellations on the transport network.
- 4.8.4 Interestingly, some citizens who held a concessionary bus pass stated they would be happy to pay a fee rather than receive free travel, if it meant the benefits of discounted travel could be passed on to others (e.g. young people).



### Impact of Surrounding Narrative

NARRATIVE	CITIZENS' RESPONSE
<ul style="list-style-type: none"> <li>○ Many Scots are currently excluded from employment due to <b>existing challenges</b>, including:                             <ul style="list-style-type: none"> <li>● Limited connectivity of transport;</li> <li>● High costs of travel; and</li> <li>● Long journey times.</li> </ul> </li> <li>○ Improving transport so young people can access education, training and a better range of job opportunities will:                             <ul style="list-style-type: none"> <li>● Support a better <b>spread of opportunities</b> throughout the whole of Scotland;</li> <li>● <b>Reduce unemployment and deprivation</b> levels;</li> <li>● <b>Increase business profits</b> and <b>reduce business costs</b>; and</li> </ul> </li> </ul>	<p>Many citizens recognised the importance of the issues mentioned in the surrounding narrative.</p> <p>Some citizens were slightly less convinced by the point on increasing business profits and reducing business costs, questioning whether this was directly relevant to this policy.</p>

## NARRATIVE

## CITIZENS' RESPONSE

- **Improve competition between businesses** at local, national and international levels.

### Policy Measures

#### Ensure access for workers to employment sites

- 4.8.5 The majority of citizens agreed that 'Ensure access for workers to employment sites' was an appropriate, well justified measure. Cost of travel was particularly pertinent to many citizens, as high commuting costs prevent people from working in certain locations, and prevent unemployed people from being able to travel to job interviews.
- 4.8.6 Many citizens provided suggestions for strategies to ensure the overall policy is successfully delivered through this measure. These recommendations included:
- Most citizens suggested that there should be reductions the price of travel in general, with many recommending that better subsidies / discounts for groups such as job-seekers and young people are offered. Some also suggested that workplace parking charges should be scrapped for employees, as they are unfair;
  - Many citizens in rural areas suggested that transport links need to be improved. This includes increasing the frequency, operating hours, number of available modes, and number of routes served by public transport, and increasing the number of roads to enable those who travel by car to get to work faster. However, a few citizens were concerned that the costs of providing such as service would be passed on to employees; and
  - Some citizens suggested that communications need to be improved between transport operators and employers to ensure that adequate services are provided. This will allow more staff to travel using public transport.

*"We don't start our trains until a certain time in the morning, whereas you find in cities where they've got a bigger service they start at 5 o'clock in the morning. Even just that 2 hours earlier makes such a difference to us." (Stranraer, Female)*

*"Transport Scotland need to get in touch with employers in certain areas to find out what the working day is, so if some start at six, is there public transport available at six? (Stornoway, Female)*

#### Ensure access to education and training facilities

- 4.8.7 The majority of citizens agreed that 'Ensure access to education and training facilities' was an appropriate, well justified measure. Again, cost of travel was a key justification focussed on by many citizens. Citizens across all locations commented that the costs of travel were too high, and this prevents young people from studying at their first-choice school or college. This is particularly problematic for students who reside in rural areas, who generally have to travel greater distances to access their sites of education.
- 4.8.8 Many citizens provided similar suggestions as before regarding how this measure could aid the successful delivery of the overall policy (e.g. improved public transport and road

links). Some citizens offered suggestions which had not been mentioned previously, including:

- Cutting down the amount of time young people spend commuting to education. For instance, promoting the role of online teaching, or improving accommodation at education sites so student can stay overnight;
- Stating that railcard discounts needed to be increased, and restrictions of times of railcard use need to be lifted so discounts can be accessed at all times of day; and
- Suggesting that communications need to be improved between transport operators and schools, councils and other sites of education/training. However, a few acknowledged that co-ordinating communications at a local level is complex, as many stakeholders are involved.

*“If you’ve got your student railcard, and you’ve got to be at your lecture for, let’s say, 9 o’clock, you can’t use that railcard discount for peak time... That’s not fair. (Dunfermline, Male)*

*“I get my £30 a week for EMA going to college... For the cost of travel, I wouldn’t be able to go somewhere like Ayr... It would cost too much, so I choose the local college because of the time taken to get to Dumfries, and the cost.” (Stranraer, Male)*

4.8.9 A few citizens suggested that the measure should have a greater emphasis on ensuring access for those with special needs or disabilities.

4.8.10 From the comments provided by citizens, it would appear that to increase public acceptability, there should be a clear link between this policy, and the policies of ‘Joined up plans and investment across transport, energy and digital/electronic systems’ and ‘Joined up planning for transport with other plans for construction/building’.

*“There’s children here who get taxi’s to school and the council are paying for it... Transport Scotland needs to deal with the local councils, having some form of communication.” (Stornoway, Female)*

### **Improve access to healthcare facilities for staff, patients and visitors**

4.8.11 The majority of citizens agreed that ‘Improve access to healthcare facilities for staff, patients and visitors’ was an appropriate, well justified measure.

4.8.12 Most of the reasons why this policy should be introduced resonated with citizens, as many stated it currently takes too long to travel to hospitals from where they live, which is particularly problematic when you are feeling unwell. However, many citizens did not want parking spaces to be reduced, as hospital car parks are already overcrowded. Some citizen in rural areas commented that parking charges for staff should also be scrapped, or subsidised.

4.8.13 Once again, many citizens interpreted this measure as a commitment to build more links, improve public transport services (e.g. shuttlebuses) and cut journey times when travelling to healthcare facilities. Yet, some citizens from rural areas felt that there could be budgetary challenges which could limit the number of services provided.



- 4.8.14 Across each of the locations, some citizens disagreed that this policy should solely focus on improving links to existing healthcare facilities, with suggestions that these facilities should also be bought closer to people’s homes.

*“Some years ago there was a hospital bus from Aberdeen airport to the hospital, and it was really good. It was wonderful and shows it does work.” (Newtonmore, Male)*

- 4.8.15 Some citizens suggested that communication needs to be improved between transport operators and hospitals and drivers of community transport. However, a few acknowledged that co-ordinating such communications at a local level may prove complex, as many stakeholders are involved.

- 4.8.16 Some citizens in rural areas suggested the policy has not considered inclusivity, or improving access for those with special needs or disabilities. Therefore, if the measure was to commit towards enhancing access to healthcare facilities for those with disabilities, then public acceptability of this measure could be improved.

### **Improving acceptability**

- 4.8.17 Many citizens from rural areas felt that improving public transport provisions alone would not be sufficient in achieving this policy overall. Therefore, they wanted there to be a bigger commitment to improving access not just to current sites of education or employment hubs, but improving the provision of amenities in rural areas too. Some citizens gave reasons as to why improving access to these sites in general would be beneficial:

- Some commented that this would reduce strain on the network by reducing the number of people needing to travel in the first place; and
- Some mentioned that this would also help tackle inequalities in health, employment and education between rural and urban areas.

*“I think you’ve got to look at your own area, not just trying to make it better so we can access Glasgow or Dumfries... If you’ve got better facilities here, that might bring more people.” (Stranraer, Male)*

- 4.8.18 Other policy measures considered by some citizens to be missing included:

- Changes to public transport ticketing – such as fixed price monthly passes, free travel for people in education, support for job seekers and a review of the concessionary travel scheme. This was mentioned across all locations as an initiative which would make public transport more affordable for students and workers.



## 4.9 A transport industry that meets current and future employment and skills needs in the sector

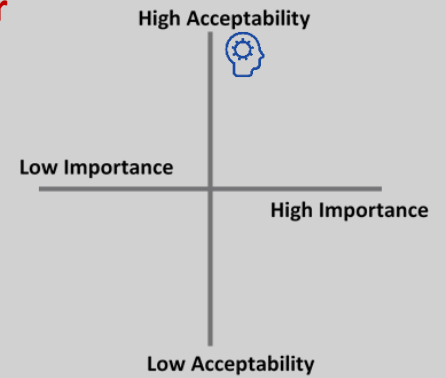
### Overview

Relative importance of policy:

Medium

Relative acceptability of policy:

High



### Why is the policy important?

	ISLAND	RURAL/SMALL TOWN	URBAN
The policy recognises that there is a current shortage of skills in the transport sector, and that this needs to be addressed.	✓	✓	✓

### How could the policy be made more acceptable?

	ISLAND	RURAL/SMALL TOWN	URBAN
Ensure that training and development opportunities are affordable for all people.	✓	✓	✓
Clarify the meaning of 'supporting those workers affected by new technologies'. Currently, it is unclear whether this means re-training staff, or offering financial support to those who become unemployed due to technological advancements.	✓	✓	✓
Clarify that training and development opportunities are available not only to young people, but existing employees and even those who are soon to be retired.		✓	

## Findings

### Level of importance

- 4.9.1 Across all locations, the majority of citizens agreed with that ‘A transport industry that meets current and future employment and skills needs in the sector’ was a necessary policy to deliver an effective NTS2.
- 4.9.2 Many citizens recognised the need to encourage more people into the sector, as well as improve retention of existing workers, otherwise the sector may suffer. For instance, some citizens in rural areas noted that many train cancellations are due to a shortage of train crew.
- 4.9.3 However, some citizens felt that improvements to technology may replace many jobs in the future. For instance, driverless cars may reduce the need for bus and HGV drivers.
- 4.9.4 Some citizens made reference to a number of jobs in the transport sector which they felt young people often consider to be ‘unattractive’ such as driving HGVs, buses and trains. They felt that this is a barrier that may be difficult to be overcome.

*“I don’t feel there is any promotion for bus and train driver jobs. I’ve never been anywhere and seen a poster than says ‘become a train driver, you have all these benefits’. (Newtonmore, Female)*

### Impact of Surrounding Narrative

NARRATIVE	CITIZENS’ RESPONSE
<ul style="list-style-type: none"> <li>○ The supply of some key skills in the transport industry is falling, e.g. HGV and bus drivers.</li> <li>○ Tackling skills shortages and an ageing workforce in transport will <b>increase profits, reduce costs</b> and <b>maintain competitiveness</b> of the sector.</li> </ul>	<p>Citizens across all locations agreed that the issues mentioned in the surrounding narrative were important, and required a policy.</p> <p>Many citizens focussed heavily on improving recruitment into the sector. Although ‘skills shortages are alluded to, recruitment is not explicitly mentioned in the narrative. This could be added to increase public acceptability.</p>

### Policy Measures

#### **By meeting the changing employment and skills demands of the transport industry and providing training and development opportunities to workers**

- 4.9.5 Many citizens recognised this as being an important measure, and agreed that more training and development opportunities need to be provided.
- 4.9.6 Many citizens commented that a lot of people are put off from becoming drivers for a variety of reasons including unattractive working hours and lack of career progression opportunities, high costs of driver training, and stringent licensing and safety requirements.

4.9.7 Many citizens provided suggestions for how the overall policy could be successfully delivered through this measure, which included ideas which they felt would make the policy more publicly acceptable:

- Some citizens suggested that training opportunities offered need to be affordable;
- Some citizens suggested that education over-emphasises the importance of a university education, and that vocational courses should be encouraged too; and
- A few citizens suggested reviewing the safety requirements which can put people off pursuing a career in driving.

*“A HGV test can cost thousands of pounds. People who are unemployed don’t have any money, and they don’t get any help to go for it.” (Dunfermline, Female)*

*“There’s a lot of legislation... There’s cameras inside the cabs, dashcams, those sorts of things... That’s removing a lot of people’s enjoyment for working in the industry.” (Stornoway, Male)*

### **By supporting those workers affected by new technologies**

4.9.8 Whilst many citizens recognised this as an important measure, and agreed that more training and development opportunities need to be provided, some were unclear on what exactly was meant by ‘supporting those workers affected by new technologies’:

- Some interpreted this sentiment as providing support and further training to those whose jobs have been lost to new technology (e.g. driverless vehicles); whereas
- Some interpreted this measure as offering financial support to those who are unemployed.

4.9.9 Therefore, the measure could be improved by clarifying the meaning of ‘supporting those workers affected by new technologies’.

*“It’s a good one because you have machines coming in and replacing people, and where do these people go? I think it’s really important to support these people into finding new skills.” (Stornoway, Female)*

4.9.10 Some citizens made reference to barriers which may limit the potential success of this measure:

- A few citizens suggested that companies would be unwilling to re-train employees, as this could cost them too much money; and
- A few citizens suggested that the growth of driverless vehicles could make a career as a driver seem less attractive.

### **By supporting schemes that promote the recruitment and retention of a skilled workforce across the transport sector**

4.9.11 Many citizens suggested that this was the most important measure in achieving the overall aim of having ‘A transport industry that meets current and future employment and skills needs in the sector’. Most recognised that without adequate staffing, the sector will not be able to provide existing public transport services, let alone improved services.

4.9.12 Many citizens provided suggestions which could help ensure this measure is delivered successfully:

- Many citizens suggested that retention of existing bus drivers could be enhanced by offering more opportunities for career progression, getting them to drive on new routes, making their salaries more competitive, offering more attractive working hours (e.g. less split shifts), and ensuring they are safely protected from members of the public who may want to cause them harm;
- Some citizens suggested that not only should the transport sector be promoted to schoolchildren more, but the education system should place less emphasis on university education, and offer greater encouragement to those who choose to pursue that vocational courses;
- Some citizens recommended that the financial burdens of driver training are reduced, by covering drivers fees or subsidising their training costs; and
- One rural panel felt that firms should look to recruit locally to boost the economies in small towns and villages.

*“My son is a bus driver. He can start at six in the morning, and he’s still messing about at eight a night... They’re sick because it’s far too much and it’s really hard going. I can see why nobody wants to do it now.” (Dunfermline, Male)*

*“My friend was a bus driver at Stagecoach. He lasted about 6 weeks... In that 6 weeks he was verbally abused, there was a guy who tried to punch him, there was somebody that pulled a knife... He was like ‘I cannot do this job because my wife and kids are worried that I’m not going to come home one night.’” (Stranraer, Female)*

4.9.13 Some citizens identified barriers that will need to be overcome in order for this measure to contribute to the successful delivery of the overall policy:

- Some citizens made reference to the negative stereotypes which exist regarding many careers in the transport industry. Therefore, the policy could be improved by acknowledging the existence of stereotypes, and considering how these would be overcome; and
- Some citizens suggested that businesses may not be willing to cover the costs of re-training staff, whilst some staff may not be motivated to re-train. Therefore, this could be a barrier to improving retention of existing staff.

# 5. Promotes Equality

## 5.1 Introduction

5.1.1 This chapter discusses the three policies relating to the Vision 'Promoting Equality':

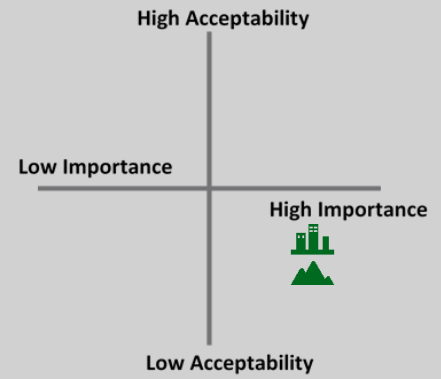
- Provide a high-quality transport system that integrates Scotland and recognises our different geographic needs;
- Improve the quality and availability of information to enable better transport choices; and
- Improve the quality and availability of information to enable better transport choices.






## 5.2 Provide a high-quality transport system that integrates Scotland and recognises our different geographic needs

### Overview




Relative importance of policy:  
Relative acceptability of policy:



### Why is the policy important?

	 ISLAND	 RURAL/SMALL TOWN	 URBAN
Many people recognised that those who live in rural and island locations currently face financial disadvantages compared to the rest of the country, such as increased fuel costs, or expensive ferry crossings.	✓	✓	✓
The transport system needs to be well-connected, to enable all citizens to experience seamless journeys.	✓	✓	✓
Whether travelling by public transport, or by private car, the transport network currently has insufficient capacity.		✓	✓
The lack of appropriate transport links hinders the Scottish tourist industry from reaching its full potential.		✓	✓

### How could the policy be made more acceptable?

	 ISLAND	 RURAL/SMALL TOWN	 URBAN
Committing to improving and enhancing Scotland's transport services, not just protecting existing services and connections.		✓	✓
Ensure passenger travel information is readily available for everyone. Improved travel information will enable people to make seamless journeys, and reduce their travel times.	✓	✓	✓

## Findings

### Level of importance

- 5.2.1 The policy ‘Provide a high-quality transport system that integrates Scotland and recognises our different geographic needs’ was recognised as an important policy which would be crucial in helping to deliver an effective NTS2.
- 5.2.2 Many citizens agreed this policy addresses an important equalities issue for Scotland, and were pleased that the policy acknowledges the disparity in transport provisions across different geographic regions of Scotland.
- 5.2.3 The majority of citizens agreed that the policy was justified. Many citizens suggested that poor transport provisions can result in people (particularly young people who reside in rural or island areas, who are in search of opportunities) to live elsewhere.
- 5.2.4 However, some citizens from rural and island communities were concerned with how this policy would be funded, as they felt that urban residents would be unwilling to subsidise the transport needs of those living on the islands.

*“They do need to promote ‘One Scotland’. Whether you stay in the Outer Hebrides or you stay in Dunfermline, you want to have the same opportunities. This is really good to recognise.” (Dunfermline, Female)*

*“It’s nice to see that it’s got a good recognition of the rural areas, as sometimes you feel that you’re being penalised for living in rural areas.” (Stranraer, Female)*

*“It’s always been expensive to get off the island and surely someone somewhere has looked at that and thought why is that and what can we do.” (Stornoway, Male)*

### Impact of Surrounding Narrative

#### NARRATIVE

- Transport needs across **different areas** in Scotland are **not the same**; this includes businesses and residents.
- By reducing the disadvantages for those living on Scotland’s **Islands and rural areas** (e.g. higher cost of travel, longer journey times, less choice, less range in services), these people can be better connected to where they need to go.
- The draft **Vision for Scotland’s Rural Economy** states that transport needs to be improved in rural areas of Scotland and the Islands.

#### CITIZENS’ RESPONSE

Overall, many citizens recognised these issues as being important, and agreed that the policy was justified.

Citizens placed greater emphasis on reducing disadvantages for rural and island areas, and considered this as being very important.

Few citizens made reference to the draft Vision for Scotland’s Rural economy, so this could be considered as an area which citizens considered to be less important.

## Policy Measures

### Ensure that transport systems are well connected so that people and businesses can make seamless journeys

5.2.5 This vast majority of citizens were supportive of this measure as it resonated strongly with them, given that they perceived the transport system to not be well connected. Specific examples provided by citizens included:



- A lack of joined-up timetabling between operators. Citizens from all locations suggested that bus timetables do not align with the trains; whilst those in island communities and one rural area made reference to the poor synchronisation between ferries and onward travel and the significant impact this has on their journeys;
- Many citizens suggested that bus and train services do not run frequently enough for public transport to be a viable option for people to travel on; and
- Current inadequacies in passenger information provisions, both in terms of reliability and availability, were mentioned by many citizens.

*“You’d think when operators make their timetables they would communicate with each other. How hard is it to email each other?” (Newtonmore, Female)*

5.2.6 Many citizens across all locations provided suggestions for strategies which could ensure successful delivery of the overall policy through this measure. Their suggestions included:

- Increasing the number of public transport services (new bus routes and train services) available across the whole of Scotland;
- Linking-up timetables across different modes so they are aligned. This will enable citizens to complete seamless, multi-modal journeys. Improving connections in this way would also help to boost tourism in the north of Scotland;
- Providing integrated ticketing options (i.e. tickets which can be used on all forms of transport) to make transport between modes more seamless;
- Some citizens stated that operators need to be held to account for poor services where people miss their connections for onward travel. Some citizens from urban areas in particular suggested that more train carriages should be provided on services to reduce overcrowding; and
- Citizens residing in island communities commented that the capacity of ferry services needs to be increased, as currently, ferry services are not able to cope with demand for tickets.

5.2.7 Some citizens suggested that there were a series of barriers, or challenges to be overcome in order for the overall policy to be delivered successfully through this measure. These recommendations included:

- Citizens across all locations questioned whether local authorities would have the budget to provide an increased number of connections; and
- Getting businesses/different transport operators to communicate effectively, and work together to align their timetables may prove difficult.

5.2.8 A few citizens in rural and island communities identified aspects of this measure that could be developed further to enhance public acceptability. Their suggestions included:

- Some felt the policy should allude to the need for enhanced internet connectivity, as this affects businesses’ productivity and the provision of passenger information;



- Some wanted greater clarity of what Transport Scotland mean by ‘well connected’; and
- Some wanted the measure to be clearer that there will also be a focus on improving hubs in rural areas, not just in urban areas.

## Reduce the disadvantages faced by island communities and those in rural areas

5.2.9 This measure was well-supported by most citizens, as they felt as though many disadvantages currently exist with regards to transportation for those living in rural and island areas, namely:

- Cost of travel – including both the increased costs of fuel for those living in the highlands and islands, as well as the higher costs of public transport services (e.g. price of ferry crossings). These issues were particularly pertinent for citizens from island communities;
- Time taken to travel – many citizens commented that it takes too long to travel anywhere, whether this be by public transport or by private car; and
- Citizens in rural and island areas commented on the current lack of choice regarding what modes of transport are available (e.g. not enough buses, trains, taxis), as well as less choice in the times at which citizens can travel.

5.2.10 Many citizens offered suggestions for strategies which could help ensure the overall policy is successfully delivered through this measure. Specific recommendations included:

- Upgrading the road network by improving the quality of existing roads, as well as providing new road links, to improve the speed of journeys made by car. Citizens residing in rural areas wanted a greater number of East-West road connections;
- Offering subsidies to those living in rural or island communities, to help cover their higher costs of travel (both public transport costs and fuel) and delivery charges;
- Increasing the availability of public transport, which includes providing a range of different routes, increasing the frequency as which existing services run, and increasing the operating hours of services. Citizens in rural areas stated that this would enable them to access amenities in other towns more easily; and
- Hold operators to account when they fail to provide the an appropriate level of service (e.g. cancellations at short notice).

5.2.11 However, these sentiments were not shared by all citizens, with some members of rural panels disagreeing that rural areas should be subsidised. They argued that people who move to rural areas are aware of the lack of transport before the decide to move there.

*“People living on the islands, they’ve got to pay more for goods... How many times do you buy something online, and it says ‘if you live on the islands or the highlands, you’ve got to pay extra’.” (Stranraer, Male)*

*“Fuel costs need to be subsidised or reduced for the islands or rural areas... It could be between 30 and 50 pence a litre more in some of these places.” (Dunfermline, Male)*

*“People make informed decisions about whether to move to rural areas. They need to accept lesser transport provision. Is it fair to spend lots of subsidy on rural services that are poorly used? (Newtonmore, Female)*

5.2.12 Some citizens suggested that there were a series of barriers, or challenges to be overcome, in order for this measure aid the successful delivery of the overall policy. These included:

- Convincing businesses to open up new routes and increase services in new areas, as this would involve a large upfront cost in supplying new transport;
- Businesses may also view the provision of public transport in island or rural areas as being unprofitable and unsustainable due to lack of use of these services;
- There are not enough staff in the transport sector to run existing services, let alone increasing the number of services;
- Understanding the unique requirements of different areas, to ensure that the new provisions provided are appropriate for that area; and
- Citizens across all locations questioned whether local authorities would have the budget to provide an increased number of connections.

5.2.13 A few citizens in rural areas identified aspects of this measure that could be developed further to enhance public acceptability:

- Some suggested that the importance of tourism for many areas in Scotland should be acknowledged in this policy measure. Those residing in rural areas do not currently feel the full benefits of the Scottish tourist industry, as these places are less accessible than the major cities, so tourists are less likely to visit, or stay for a prolonged period of time; and
- Some argued that the 'equalities' as aspect of this policy needed to be emphasised more heavily, especially due to the lack of access to hospitals, which can be detrimental to people's health.

### **Protect the services and connections that people rely on**

5.2.14 Across all locations, this measure was well-supported by citizens. However, many citizens' support was caveated by a desire to see the phase 'protect' changed to 'enhancing and increasing' the services and connections people rely on.

5.2.15 Many citizens offered suggestions for strategies which could assist the successful delivery of the overall policy through this measure. Specific recommendations included:

- Across all locations, citizens wanted funding to be protected for ongoing maintenance of buses (particularly community buses), train routes and the provision of cycle lanes; and
- In one rural location, citizens wanted a new bus service to be introduced to help people travel specifically from the rail stations to the new ferry port.

5.2.16 There was strong overlap between the barriers cited by citizens under the measure 'Reduce the disadvantages faced by island communities and those in rural areas' and the challenges to successfully delivering this measure. However, across all locations, a lack of competition for service providers was seen as a barrier. As bus, ferry or aviation operators have monopolies on areas, they are not considered to be held accountable for any shortcomings in the services, and can set prices at a level they deem fit.

5.2.17 Some citizens across rural and urban areas were concerned by how deep a commitment 'protecting services' would be, with many stating that solely protecting existing services and connections would not help to deliver the policy.

*“They put in cycle lanes in and there is a mass investment in the first place to get them up and running, but there’s no funding in place to keep them. When you’re looking at funding for new initiatives, routes, buses, trains cycle paths, you should be looking at a full time investment of how they are going to be run.” (Dunfermline, Male)*

*“What we’ve got, it’s not currently working. They can keep it all they like, but it’s still going to be a problem... They have to actually improve it.” (Stranraer, Female)*

**Improving acceptability**

5.2.18 Additional considerations which citizens suggested should be addressed by the policy, in order to improve public acceptability, were as follows:

- Clarify that any changes to the existing transport network will be made after public consultation. This will help alleviate anxieties over what types of changes may be implemented as a result of the measure; and
- Consider how transport can better meet the needs of tourists, as well as areas in Scotland which don’t feel the full benefits of the country’s tourist industry, and whether revenue from tourism can be re-invested into the infrastructure.

## 5.3 Improve the quality and availability of information to enable better transport choices

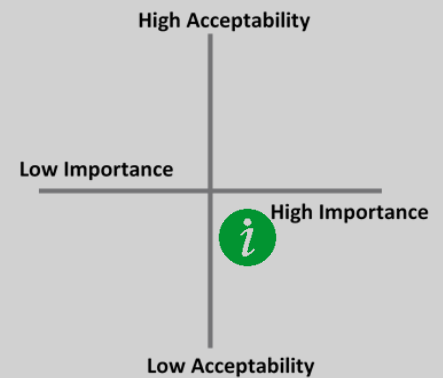
### Overview

Relative importance of policy:




Medium

Relative acceptability of policy:




Medium



### Why is the policy important?

	 ISLAND	 RURAL/SMALL TOWN	 URBAN
The quality and availability of information on the transport system needs to be improved, to enable all citizens to be able to access all relevant transport choices and experience seamless journeys.	✓	✓	✓

### How could the policy be made more acceptable?

	 ISLAND	 RURAL/SMALL TOWN	 URBAN
Recognise that technology should not replace physical information provision.	✓	✓	✓
Ensure that information on transport services and delays is accurate, timely and relevant to the local area.	✓	✓	✓
Recognise that some people cannot change their journeys e.g. if they need to be at work for a certain time, even in poor weather, or because there are no alternative routes/services available to them.	✓	✓	
Provide both the information needed to plan a journey before the journey starts and the information needed during a journey, in case of disruption.	✓	✓	

## Findings

### Level of importance

- 5.3.1 Across all locations, the policy, 'Improve the quality and availability of information to enable better transport choices', elicit mixed views. For most citizens, it was viewed as important as improvements to information provision were perceived to be integral in enabling citizens to experience seamless journeys. This was especially the case for island citizens who often rely on a specific route or service to: make connections on the mainland; and provide freight deliveries. However, for others, it was seen as a nice-to-have policy, rather than essential. This is discussed in more detail below.
- 5.3.2 Across all locations, multiple suggestions were made for improving the quality and availability of information on the transport system under this policy. These suggestions included:
- Signposting citizens to the most relevant information source for their journey. In urban panels, this suggestion was made in reference to finding the correct rail app and in rural locations, this reference was made to the availability of information on community information boards or within tourist information offices. Many citizens showed a preference for a singular channel for transport information and booking;
  - Providing accurate information on the cost of travel. A few rural citizens felt the provision of this information would also encourage them to use the train more;
  - Providing clarity on delays and cancellations as soon as they occur;
  - Updating and making information consistent across apps. However, a few citizens felt concerned over the use of apps and electronic information sources, suggesting that online information should supplement and not replace existing physical provisions; and
  - Providing accurate information at bus stops, for those who do not have access to apps i.e. real-time information, clear bus timetables, audio announcements.
- 5.3.3 Despite improvements to the quality and availability of information being viewed as important, a few citizens felt that this policy was a nice-to-have policy rather than essential policy. Reasons for this were as follows:
- The priority should be on reducing delays and disruption, rather than providing mechanisms for support during delays and disruption i.e. information on the transport system shouldn't need to be used in order to change journeys in the event of delays because there shouldn't be delays in the first instance, as suggested by urban citizens; and
  - The priority should be on providing viable alternatives in the event of delays and disruption to services, as suggested by rural and island citizens who often have no choice but to use a specific route/service because it is the only one in existence.

*“It’s not joined up. You can book your ferry from CalMac [Ferries], then you go to another website for your bus and then another website for your train. You should be able to do it all on one website, one journey planning website.” (Stornoway, Male)*

*“You go down to the airport here and you find the planes delayed when you’re through security and you’re sitting there for hours...why can’t they tell you that before?” (Stornoway, Male)*

*“There’s a lot of people who technology is not their thing. I don’t understand why a bus stop is as ‘Plain Jane’ as they are [sic]; why is it not a smart bus stop, it’s got all of the information there...nice, bold, easy for anybody to see, easy for anybody to understand, you have a smart, interactive thing because some people aren’t gonna use their phone.” (Dunfermline, Male)*

**Impact of Surrounding Narrative**

NARRATIVE	CITIZENS’ RESPONSE
<ul style="list-style-type: none"> <li>○ To be reliable, a transport network must have <b>journey planning information</b>.</li> <li>○ This information will allow businesses to respond to any problems on the transport network, <b>reducing their costs</b>.</li> <li>○ <b>Public transport users</b> would also be able to use this information to change their journeys when there are <b>delays</b>.</li> <li>○ The <b>Climate Change Plan</b> states that <b>communication of problems</b> on the transport network must be effective to help prepare Scotland for climate change.</li> </ul>	<p>Generally high recognition of how information provision can enable seamless journeys and why it means the policy is required.</p> <p>However, a few citizens were less convinced, suggesting that the focus of NTS2 should be on improving transport provision before improving information on transport.</p>

**Policy Measures**

**Support technological advancements that enable people to make informed travel choices**

5.3.4 Across all locations, this measure was accepted and seen as appropriate for achieving the policy, ‘Improve the quality and availability of information to enable better transport choices’, by most citizens.

5.3.5 Suggestions for how the success of the policy could be assessed through this measure were made by many citizens and included:

- Having a centralised information source, whether this be online, through a phone service or printed booklet;
- Real-time-information screens at bus stops, air ports and other transport hubs;
- Radio station announcements;
- Providing up to date and consistent information across apps and signposting to the correct app for a specific service;
- Audio announcements at bus stops and at airports; and
- Text message updates on pre-booked services e.g. flights.

5.3.6 Many citizens held concerns over the provision of information online, asking that it only be provided to supplement existing information provision (i.e. bus stop timetables, radio travel updates, community boards), rather than replace it. Reasons for this were:

- Some groups in society (i.e. the elderly) rely on existing information sources;
- Some groups in society cannot or choose not to access information online;
- Cyber threats can hinder online systems and make them less secure; and
- Accessing information online can depend on a phone signal or Wi-Fi connection, which is not always available, especially in rural locations.

5.3.7 Additional challenges to achieving the policy through this measure included the costs of supporting technological advancements, and road safety impacts if the policy led to greater use of technology whilst driving.

*“Maybe an app that could link up bus services with train services, so you could plan. Usually, you have to plan your train journey, then plan what bus you’re going to get. If it was all in one it would make it much easier for people.” (Stranraer, Female)*

*“You know train stations have a service that tells you if the trains going to be late or if it’s on time? If there was something at bus stops as well because sometimes if buses are cancelled because of bad weather, it’s not gonna turn up at all and people are waiting there.” (Newtonmore, Female)*

### **Provide the infrastructure, information and links to connect all types of transport**

5.3.8 Across all locations, this measure was accepted and seen as appropriate for achieving the policy, ‘Improve the quality and availability of information to enable better transport choices’ as infrastructure needs to be in place to allow people to change their journeys in the event of delays, i.e. using alternative routes and services.



5.3.9 Many citizens felt this could be implemented by:

- Having a centralised information source, whether this be online, through a phone service or printed booklet;
- Improving the connections between services and developing ‘transport hubs’ that provide multiple modal options i.e. providing a rail link near a park and ride facility and having greater parking provisions at train stations to better link rail travel with road transport; and
- Providing information on upcoming congestion on A-roads through electronic signage on gantries.

### **Ensure that real-time information is provided to allow all transport users to react to extreme weather and other events**

5.3.10 Across all locations, this measure was accepted and seen as appropriate for achieving the policy, ‘Improve the quality and availability of information to enable better transport choices’.

5.3.11 There was strong overlap with the measure ‘Support technological advancements that enable people to make informed travel choices’, with many citizen making the same



suggestions for how this measure would be implemented as those referenced above. Additional suggestions included:

- Providing a live feed on roads for users to check conditions before they travel;
- Providing real-time information at bus stops alongside paid for advertising and community information;
- Powering real-time information at bus stops through solar panels and also providing WiFi; and
- Ensuring that real-time information is relevant and localised.

5.3.12 Perceived challenges to achieving this measure, included:

- The financial cost of implementing real-time information at bus stops. One urban location suggested that funding could be provided after trials and through paid-for advertising and then ring-fenced to ensure maintenance and repairs can be undertaken;
- The need for information to be accurate, noted by many citizens;
- The risk of vandalism of real-time information signage at bus stops, as suggested by a few urban citizens; and
- Electronic information provision not being accessible for everyone.

*“That could be something that is tied in with digital advertising. It would be pretty costly to put in at bus stops and you could actually have companies sponsoring the digital advertising which actually helps pay for them.” (Dunfermline, Female)*

*“There’s been times at bus stops, the thing [real time information] tells me it’s coming, but I’ve stood there for 45 minutes before a local comes along and says they don’t use that bus stop anymore.” (Stranraer, Female)*

### Improving acceptability

5.3.13 Additional considerations that citizens suggested should be addressed by the policy, in order to improve public acceptability, were as follows:

- Recognising that technology should not replace physical information provision;
- Recognising that some people cannot change their journeys e.g. if they need to be at work for a certain time or even in poor weather (i.e. NHS workers) or because there are no alternative routes/services available to them;
- Ensuring information is accurate and relevant to the local area; and
- Providing both information needed to plan a journey before the journey starts and information needed during a journey, in case of disruption..



## 5.4 Provide a transport system which is equally accessible for all

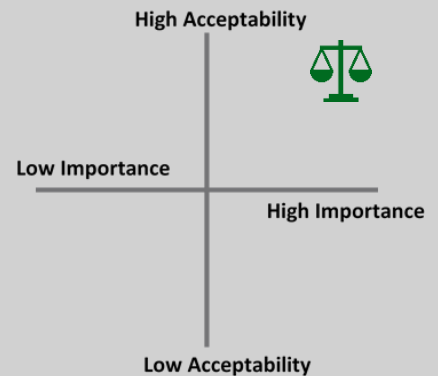
### Overview

Relative importance of policy:




High

Relative acceptability of policy:




High



### Why is the policy important?

	 ISLAND	 RURAL/SMALL TOWN	 URBAN
Improvements to disabled access would be valuable, so that everyone can access transport appropriate to their needs.	✓	✓	✓
It is important that transport services are affordable by all members of the community, as there is evidence that transport costs prevents some people accessing key needs.	✓	✓	✓
Improvements to general provision of transport and a range of new routes would be valuable, so that everyone can access transport locally, whether that be via new road links or public transport services.	✓	✓	

### How could the policy be made more acceptable?

	 ISLAND	 RURAL/SMALL TOWN	 URBAN
Recognise additional groups of people that are commonly disadvantaged by unequal accessibility (e.g. young people).	✓	✓	✓
Amend wording for specific policy measures to ensure that all are inclusive.		✓	✓
Provide a clearer explanation of Scotland's Accessible Travel Framework and the Fair Scotland Duty.		✓	✓

## Findings

### Level of importance

- 5.4.1 The policy, 'Provide a transport system which is equally accessible for all', was viewed as important as it was perceived to promote fairness and enable travel for all, including travel to employment and travel for tourists. One rural panel felt that this policy would be supported by the Equality Act (2010).
- 5.4.2 Across all locations, improvements to disabled access were thought to be valuable, with citizens providing mixed views on how disabled access is already provided in their local area, for instance:
- In both rural locations, access for those with additional travel needs was thought to be inadequate and requiring improvement such as improving wheelchair access on buses and considering provisions available for carers or companions who often travel with those who have disabilities. A few citizens thought that such changes would be expensive and expressed concern over the impact this may have on fares;
  - In one of the island panels, access for those with disabilities was believed to be adequate, with citizens recognising the use of low-floor/entry buses and hoists on planes; and
  - In one of the urban panels, citizens felt that disabled access could be made more inclusive than it is now, with a perception that it can currently be demeaning.
- 5.4.3 Improvements to financial access were also thought to be valuable, due to the current costs of travel being viewed as prohibitive, specifically:
- Across all panels, rail and air travel was viewed as prohibitively expensive for citizens choosing to travel into the Central Belt from areas outside, both as a one off and as a daily commute; and
  - For low income citizens, including students and young people.
- 5.4.4 Many felt that costs should be made affordable and standardised for all under this policy. One rural panel felt this would encourage modal shift from cars to public transport.
- 5.4.5 Improvements to general access were viewed as particularly important in the rural and island locations, specifically to improve access to employment (in the early mornings and late evenings), job interviews and hospitals. However, changes to general access were thought to be expensive and constrained by geography.

*"The magic word there is fairness." (Stornoway, Male)*

*"There also needs to be no extra inconvenience because if you are somebody of limited abilities, you don't want to be the hindrance...whatever improvement is made, it shouldn't be an improvement that singles them out in any shape or form...there's nothing more degrading...make it not just accessible but inclusive." (Dunfermline, Male)*

*"I had to pay £360 to go to a job interview in Edinburgh not that long ago because it was a last minute thing and there's no funding, of any shape or form for that." (Stornoway, Female)*

*"If someone's on low income then they're unlikely to have their own transport... So they rely on public transport and the costs of public transport are expensive." (Stranraer, Female)*

## Impact of Surrounding Narrative

NARRATIVE	CITIZENS' RESPONSE
<ul style="list-style-type: none"> <li>○ Supporting improvements to <b>general</b> (e.g. road links), <b>physical</b> (e.g. disabled access) and <b>financial</b> (e.g. price) access for different groups will help improve equality.</li> <li>○ To fulfil the <b>Fair Scotland Duty</b>, public bodies must think about what they can do to reduce inequality. Groups to be considered include: <ul style="list-style-type: none"> <li>● The <b>elderly</b> - the number of people aged 64 years and older is increasing faster than the birth rate;</li> <li>● Those with <b>disabilities</b>; and</li> <li>● Those on <b>low income</b> – may face barriers to finding job opportunities.</li> </ul> </li> </ul>	<p>Generally high recognition of the surrounding narrative and why it means the policy is required.</p> <p>Citizens placed greatest weight on physical access for those with disabilities and financial access, however general access was particularly important for rural and island citizens too.</p>

### Policy Measures

#### Ensure transport in Scotland is available for all

- 5.4.6 Across all locations, this measure was accepted and seen as appropriate for achieving the policy, 'Provide a transport system which is equally accessible for all'.
- 5.4.7 Citizens believed it would achieve accessible transport for: those with disabilities, those living in rural locations; and also any person, making any journey, on any mode.
- 5.4.8 Suggestions for how this measure could be successfully delivered were made by many citizens and included:
- Changes to financial access, such as:
    - Making changes to subsidies, such as:
      - Removing the 60+ bus pass, to create greater concessionary discounts (or free travel) for students, young people, those on low income, and those with disabilities;
      - Increasing the number of groups eligible for bus passes;
      - Allowing railcard discounts at peak times;
    - Changing the way fares are set i.e. pricing rail, bus and air travel per mile; and reducing the difference in price for advanced and walk-up fares; and
    - Making subsidies and fares consistent across modes and across Scotland.
  - Changes to physical access, such as:
    - Improvements to ensure all transport is accessible, as discussed above. Additional improvements, identified included: having taxis appropriate for multiple disabilities, providing toilets, and making stations accessible;
    - Providing private or community transport and 'ring and ride' services for the elderly and those with unique conditions. One rural panel suggested that the government could provide financial aid to pay for community transport vehicle insurance;

- Using new technologies to improve access for those with disabilities, such as providing information electronically; and
- Improving the awareness of hidden disabilities in customer facing transport staff, ensuring they are able to provide a welcoming service for all.

5.4.9 Perceived challenges to achieving the policy through this measure, included:

- The financial cost of making changes to increase accessibility, especially through making buses wheelchair accessible and building new roads. One island panel suggested that the latter could be mitigated against by implementing road tolls;
- Impacts on the capacity of bus services after improvements to wheelchair space;
- Impacts on the profits of operators after introducing more subsidised fares; and
- Geographical constraints when developing new roads, as suggested by one rural panel.

5.4.10 In one rural and one urban panel, suggestions were made for changing the measure wording, in order to make it more inclusive, for instance:

- ‘Ensure transport in Scotland is accessible, suitable and available for all’, as suggested by one rural panel; and
- ‘Ensure transport in Scotland is available, understandable, transparent and fair for all’, as suggested by one urban panel.

*“There’s possible alterations to the bus passes...most folk I know wouldn’t mind paying a percentage [for a bus pass]...if there was a pass for students [locally]...if it was for people on low income as well. Not just pensioners.” (Newtonmore, Female)*

*“Why can’t trains and buses have a fee per mile which is the same, regardless of where you live..” (Newtonmore, Female)*

*“Double deckers in Edinburgh, they’ve got the ramp [for wheelchair access], the buses go down, they can go different levels...they’ve got a bit for a wheelchair, a bit for pram, they’ve got the bigger ‘elderly’ seats. It’s doable.” (Newtonmore, Female)*

### **Reduce the negative impacts which transport has on the safety, health and wellbeing of some people**

5.4.11 Across all locations, this measure was accepted and seen as appropriate for achieving the policy, ‘Provide a transport system which is equally accessible for all’.

5.4.12 The majority of citizens in urban and rural locations believed the measure referred to negative impacts such as stress and noted many occasions in which they or others may feel stress in relation to transport, such as:

- When services are delayed or cancelled;
- Long journey times to hospitals from rural locations;
- When services are not accessible for people with disabilities, which may make them feel embarrassed;
- When services are overcrowded; and
- When lorries and busy main roads cut through small villages.

5.4.13 On the other hand, citizens in the island panels recognised negative impacts such as poor air quality and as a result felt that this measure was better related to city or urban locations.

- 5.4.14 Suggestions for how this measure could be successfully delivered were made by many citizens and included:
- Reducing stress related to transport by making access for those with disabilities inclusive, rather than degrading, reducing overcrowding to reduce injuries on trains / at stations and less passengers taken ill; and
  - Reducing air quality impacts from transport by using electric vehicles, however, this suggestion was thought to be impractical in island locations due to longer journey times to destinations and therefore the need for vehicles to have a greater range.
- 5.4.15 Suggestions for improving this measure, in order to enhance its acceptability, were made by a few citizens and included:
- Changing the wording to ‘Reduce the negative impacts which transport has on the safety, health and wellbeing of *all* people’;
  - Creating three measures under this policy to address safety, physical health and mental wellbeing separately; and
  - Recognising mental health support needs.
- “On a bus, you would not get on after there’s no seats, but on a train, you can have 20 people standing. It must be frightening for people who have a problem being closed in.”  
(Dunfermline, Female)*

*“I know some people who do not have obvious disabilities who definitely struggle getting on some of the trains because they could not cope with the anxiety.”  
(Dunfermline, Male)*
- Continue to support the development of other Scottish Government policies on accessibility i.e. Scotland’s Accessible Travel Framework**
- 5.4.16 Across all locations, citizens were unsure on what Scotland’s Accessible Travel Framework was and therefore could not comment on how appropriate this measure was for achieving the policy, ‘Provide a transport system which is equally accessible for all’. For example:
- This measure was interpreted as providing better information on wheelchair accessible standards; and
  - There was confusion between Scotland’s Accessible Travel Framework and the Fair Scotland Duty.
- 5.4.17 A few citizens made suggestions for improving this measure, in order to improve acceptability, for instance:
- Integrating the existing Scotland’s Accessible Travel Framework into NTS2, ensuring that the two do not contradict one another; and
  - Providing an explanation of Scotland’s Accessible Travel Framework. In one urban panel, Scotland’s Accessible Travel Framework was explained to citizens, after which they found it to be more appropriate and acceptable than when they were uninformed.

*“Not knowing what that is, makes it difficult to support.” (Newtonmore, Male)*

*“They’ve Fair Scotland Duty and they’ve got Scotland’s Accessible Travel Framework, surely that’s similar?” (Newtonmore, Female)*

*“Why have a separate policy on a separate framework on Accessible Travel. Why’s it not incorporated into this... It’s yet another document you have to go and find out about..” (Dunfermline, Male)*

**Improving acceptability**

- 5.4.18 Citizens, across all locations, felt that the policy, ‘Provide a transport system which is equally accessible for all’, could recognise more groups of people than those listed in the policy reasoning (i.e. the elderly, the disabled, those on low income), including:
  - Young people and children, with a particular focus on improving access via reducing financial disadvantages and increasing safety;
  - Cyclists, with a focus on increasing safety;
  - Equestrians;
  - Job seekers; and
  - Students.
  
- 5.4.19 Additionally, a few citizens felt concerned that the policy did not make explicit reference to reducing the level of fares across Scotland as they felt this was needed in order to incentivise use of public transport.
  
- 5.4.20 It could also be suggested that a clearer explanation of Scotland’s Accessible Travel Framework and the Fair Scotland Duty would be valuable for, and increase acceptability of the policy, for some people.

# 6. Improves Health and Wellbeing

## 6.1 Introduction

This chapter covers the discussion of the policy relating to the vision 'Improving Health and Wellbeing', specifically:

- 'Provide a transport system which promotes and allows for travel choices which help to improve people's health and wellbeing'.

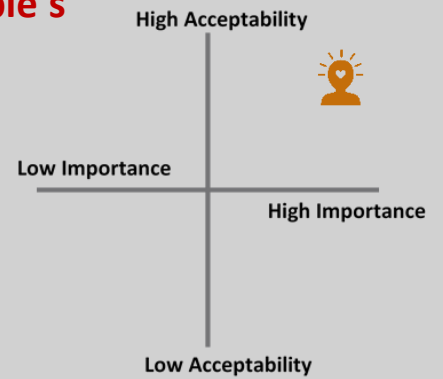


## 6.2 Provide a transport system which promotes and allows for travel choices which help to improve people's health and wellbeing




### Overview

Relative importance of policy:  
Relative acceptability of policy:




High  
High



### Why is the policy important?

	 ISLAND	 RURAL/SMALL TOWN	 URBAN
Active travel is hugely beneficial for the physical and mental wellbeing of Scottish citizens.	✓	✓	✓
Provisions for cyclists and pedestrians must be improved, both in terms of safe infrastructure, and provisions for multi-modal journeys, to encourage people to engage with active travel modes.	✓	✓	✓
Linkages with the Commonwealth Games are seen as questionable.	✓	✓	✓

### How could the policy be made more acceptable?

	 ISLAND	 RURAL/SMALL TOWN	 URBAN
Encourage the health sector, business and schools to promote the benefits of and incentivise active travel.	✓	✓	✓
Provide clarity and give further consideration to who the 'social groups' needing support are.	✓	✓	✓



## Findings

### Level of importance

- 6.2.1 The policy ‘Provide a transport system which promotes and allows for travel choices which help to improve people’s health and wellbeing’ was recognised as an important policy which would be crucial in helping to deliver an effective NTS2.
- 6.2.2 With the exception of one rural panel, who felt nothing more could be done to encourage active travel, the vast majority of citizens suggested that continuing to strive for improvements for those travelling by these modes was essential. Many agreed that getting more Scots feeling healthy and well can only be a good thing for the country, but a few were sceptical about whether this could be achieved in reality.
- 6.2.3 Across all panel locations, the majority felt this policy was justified. However, many were surprised by the mention of the Commonwealth Games, as they did not understand the connection between this event and transport. Some citizens felt the Games were now outdated, and any uplift in active travel would only be applicable to Glasgow.

*“There’s so much evidence that improving your physical health; getting out, taking part in exercise, helps with your mental health – and there’s such an issue in Scotland with mental health. (Stornoway, Female)*

*“I don’t think the Commonwealth Games were as successful with promoting it [active travel] as they think... It’s promoted it in Glasgow, but that’s through the West. We didn’t have it spread towards is, towards rural places and small towns, or even the cities on the East coast. (Dunfermline, Male)*

### Impact of Surrounding Narrative

NARRATIVE	CITIZENS’ RESPONSE
<ul style="list-style-type: none"> <li>○ Increasing the number of physically active people was a key goal for the <b>Commonwealth Games</b>.</li> <li>○ Active travel can have <b>positive benefits</b> on people’s health.</li> <li>○ Walking and cycling is possible for <b>short journeys</b> and therefore is most likely to be useful in <b>cities</b>.                             <ul style="list-style-type: none"> <li>● However, active travel can be linked with public transport so it can become part of longer journeys too.</li> </ul> </li> <li>○ Many <b>social groups</b> don’t get to feel the health and wellbeing benefits that walking and cycling can bring.</li> </ul>	<p>Many citizens agreed with the majority of the surrounding narrative.</p> <p>The section of narrative which was least important to citizens was the mention of the Commonwealth Games. Many did not see how the Games were relevant to NTS2, and did not think the event has as big an impact as many initially thought it would.</p>

## Policy Measures

### Support and enable walking and cycling across mainland Scotland and islands

6.2.4 Across all locations, many citizens agreed in principle that this measure would help build towards achieving the policy ‘Provide a transport system which promotes and allows for travel choices which help to improve people’s health and wellbeing’.

6.2.5 This measure resonated strongly with many citizens, who felt that currently many safety issues exist with walking and cycling provisions across the country. Specific concerns regarding safety, each raised by many citizens, included:

- A lack of safe, dedicated infrastructure, which keeps pedestrians and cyclists appropriately separated from road traffic is provided across the country. Where the is safe infrastructure provided, this is currently fractured, with facilities not linking up well;
- Some cyclists do not adhere to the rules of the road, and likewise, driver behaviour towards cyclists is often inappropriate; and
- There are currently a lack of safe crossing points for pedestrians.

6.2.6 Many citizens offered suggestions for strategies which would help ensure that walking and cycling is adequately supported across the whole of Scotland:

- Many highlighted the need to provide safe, segregated walking and cycling infrastructure, so those using active travel are appropriate separated from vehicular traffic. Shared walking and cycling paths were not considered appropriate by many citizens, as users can often come into conflict with each other;
- Many suggested providing cyclist training, especially at schools, to better educate cyclists on the rules of the road, which in turn will make them safer road users;
- Some citizens of rural areas stated that streetlamps need to remain lit during the evenings, to ensure those walking late at night do not feel vulnerable; and
- Greater promotion from the health sector, schools and employers could help encourage and incentivise more people to travel by walking or cycling. Specific schemes which some citizens stated could be implemented include:
  - Community-led initiatives (e.g. cycle clubs, walk to school clubs) were suggested by citizens across all locations;
  - School visits from police to promote safe travel;
  - School-street closures were suggested by those in rural and urban locations as a way to dis-incentivise car travel;
  - Bike to work schemes could be promoted by employers; and
  - Health and wellbeing benefits of exercise could be communicated better at secondary schools.

*“The best thing that ever happened around here was when a cycle track was established between Newtonmore and Kinguissie... It’s been so well used and there’s no way to calculate how many lives it’s possibly saved.” (Newtonmore, Female)*

*“Education. The driving test is a joke... Cyclists should have to do something as well.” (Stornoway, Male)*

6.2.7 The current lack of safe infrastructure was seen as a key barrier to successfully delivering the overall policy through this measure. Therefore, the provision of new cycling

infrastructure was viewed by many citizens as paramount. Other barriers cited by some citizens were:

- Distance of travel – which was a key concern for those residing in rural areas, as some places are too far to travel by walking or cycling alone;
- Lack of time flexibility – across all locations, many citizens suggested that the speed of car travel enables them to get to places on time, and that often, walking and cycling does not allow them to get to places on time; and
- Budget – a few citizens were concerned whether budgets to build new cycle lanes would extend to the countryside.

6.2.8 Some citizens residing in urban areas felt as though some groups were missing from this policy, such as equestrians (who often do not have safe infrastructure provided) and young people (who require education on how to use roads safely).

6.2.9 Some citizens commented that this policy could be enhanced further if it acknowledged the potential for improved walking and cycling routes to improve tourism in the rural areas. For example, people may travel to the seaside to walk along the coast.

### **Link walking and cycling with public transport services**

6.2.10 Across all locations, many citizens agreed in principle that this measure would help build towards achieving the policy ‘Provide a transport system which promotes and allows for travel choices which help to improve people’s health and wellbeing’.

6.2.11 The main barrier to effectively delivering this the overall policy through this measure, raised by many citizens across all panel locations, was the current lack of infrastructure which allows people to combine walking and cycling with other modes.

6.2.12 Many commented that unless these issues were appropriately addressed, this measure would not be implemented successfully. For instance, a lack of space on trains and buses prevents people from being able to take their bikes on these services.

6.2.13 To improve public acceptability of this measure, many citizens wanted there to be specific plans detailed within the document which clearly demonstrated how these barriers would be overcome. To ensure this measure is delivered, many citizens offered suggestions for how this policy could be implemented:

- Many wanted to see greater capacity for bikes on public transport, whether this be more bike racks being provided on trains or bus services, or greater use of foldable cycles to encourage space-efficient storage;
- Many recommended that more hire bikes are available at transport hubs (e.g. park and ride site) so people can ‘park and cycle’ into urban areas; and
- Some suggested that providing secure bike parking to reduce bike theft, so cyclists are not worried about leaving their bikes unattended.

*“On a cycling holiday, tourists would have to transport their bikes... So the buses would have to have room for the cyclists.” (Stornoway, Female)*

*“I think security is the biggest problem... I know folk who’ve got a bike for £2,000-£3,000, and you can’t afford to leave that in a place where they might just get some cutters and away they go!” (Dunfermline, Female)*

## Support transport's role in improving people's health and wellbeing

6.2.14 Across all locations, many citizens agreed in principle that this measure would help build towards achieving the policy 'Provide a transport system which promotes and allows for travel choices which help to improve people's health and wellbeing'.

6.2.15 This measure was interpreted differently between each panel location:

- Some citizens in urban areas felt this measure related to reducing overcrowding on public transport services, particularly the local train services;
- Some citizens in urban areas thought this measure related to ensuring good mental wellbeing in the elderly through maintaining their social mobility;
- A few citizens from urban areas understood this measure to be encouraging more young people to become physically active; and
- One rural panel interpreted this measure as reducing emissions from transport.

*"My boyfriend has really bad anxiety, and he struggles to get on trains that are crowded. If trains are crowded or are cancelled, he gets quite upset (Dunfermline, Female)*

6.2.16 Many citizens suggested that the health benefits of walking and cycling could be better promoted and incentivised, with the healthcare sector (advertising campaigns) and employers (cycle to work schemes or subsidies for bike purchases) being seen as responsible for implementing this measure.

6.2.17 In terms of barriers or challenges to be overcome, a few citizens suggested that a lack of safe walking and cycling infrastructure could limit the uptake of people using active travel modes.

## Improving acceptability

6.2.18 Many citizens made recommendations for how the overall policy could be made more acceptable to the public. Their suggestions included ensuring the policy focuses more on:

- Safety for cyclists and pedestrians – many citizens felt that a commitment to providing safe walking and cycling infrastructure could have been emphasised more strongly throughout the course of this policy. A few residents of rural areas stated this could include an explicit link to road safety (e.g. 20mph zones in cities)
- How active travel will be encouraged – many citizens felt that currently, there was an absence of specific plans on how walking and cycling would be encouraged or incentivised across Scotland; and
- Air quality – one island panel suggested that improvements to air quality should be linked to this policy.

6.2.19 With regards to the first measure specifically, many citizens indicated they would be more supportive of the measure if it were re-worded to 'support, enable and invest in safe and secure walking and cycling infrastructure across mainland Scotland and the islands'.

6.2.20 The reference to the Commonwealth Games could be reconsidered or explained further, as this was seen as a tenuous link to transport.

# 7. Takes Climate Action

## 7.1 Introduction

7.1.1 This chapter discusses the two policies relating to the vision 'Taking Climate Action':

- Reduce transport emissions to support Scotland's national objectives on air quality and climate change; and
- Plan our transport system to adapt to the effects of climate change.



## 7.2 Reduce transport emissions to support Scotland’s national objectives on air quality and climate change

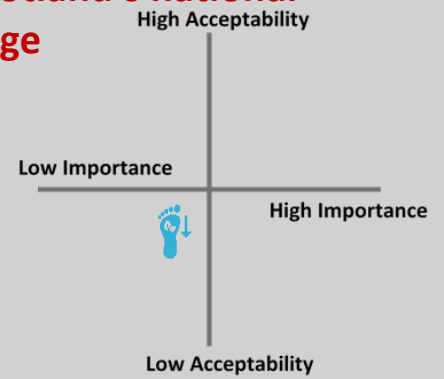
### Overview

Relative importance of policy:




Medium

Relative acceptability of policy:




Medium



### Why is the policy important?

	 ISLAND	 RURAL/SMALL TOWN	 URBAN
There was recognition that Scotland’s current travel patterns are unsustainable, and that more should be done to reduce emissions.	✓	✓	✓
Some had serious concerns with declining air quality, and the impacts this has on citizens’ health.	✓	✓	✓

### How could the policy be made more acceptable?

	 ISLAND	 RURAL/SMALL TOWN	 URBAN
Commit to providing viable public transport options before people are penalised for using their cars.	✓	✓	✓
Recognise that the whole transport network (e.g. aviation, ferries, HGVs) should commit to reducing their emissions – and not focus solely on the users of private cars.	✓	✓	✓
Provide greater emphasis on reducing frequency of car use or ‘changing the way in which cars are used’ (i.e. changing to EVs or hybrid vehicles). This was viewed as a more achievable target, compared to convincing people to refrain from using their cars altogether.			✓

## Findings

### Level of importance

- 7.2.1 The policy ‘Reduce transport emissions to support Scotland’s national objectives on air quality and climate change’ was recognised as an important policy which could help deliver an effective NTS2. Citizens from island communities were particularly supportive of this policy.
- 7.2.2 Many citizens recognised that Scotland’s consumption patterns are unsustainable, and welcomed the idea of taking responsibility for this important global issue by making a commitment to reducing greenhouse gas emissions. The impact of air quality on citizens’ health was a key concern for those present on the island panels.
- 7.2.3 However, many citizens suggested this would most likely be an issue for urban areas, as this is where the greatest levels of pollution are. In addition, some citizens from one rural panel questioned why the narrative around the policy presented Scotland as having to be a ‘leader’, stating that it would be sufficient for Scotland to simply aim for a more sustainable future.
- 7.2.4 The support offered by some citizens for reducing private car usage was heavily caveated due to a number of factors:



- Many citizens questioned whether this policy was truly achievable, given that many of those who reside in rural areas are dependent on their cars for travel;
- Many citizens also pointed out that there are a lack of viable alternative transport options to the car. They commented on the lack of routes served by public transport, high journey times, and the infrequency and unreliability of existing services. Citizens from one rural panel were particularly concerned about the impact this could have on the tourist trade; and
- Some suggested that HGVs, other freight traffic, and the transport network more generally should be considered as modes who should be aiming to reduce their emissions, not just the users of private cars.

*“I think it’s generally good to cut down in greenhouse gas emissions. I think that’s very much a no-brainer. But, there’s always going to be some [cars] in a place like this because there isn’t the alternative transport.” (Newtonmore, Male)*

*“Here it’s saying move away from the private car, but I think the majority of our road users in this area is not the private cars, it’s freight and HGVs. That’s making a big impact on our area as we’re just being used as a through road.” (Stranraer, Female)*

*“I think the private car reduction would make sense in cities, but not up here.” (Stornoway, Male)*

### Impact of Surrounding Narrative

#### NARRATIVE

#### CITIZENS’ RESPONSE

- The Government wants **Scotland to be a leader in sustainable living:**

Overall, there was general agreement that the surrounding narrative was appropriate for the policy.



## NARRATIVE

## CITIZENS' RESPONSE

- This would involve reducing greenhouse gas emissions on both a national and international level.
- Scotland's consumption patterns are currently **unsustainable**.
- Moving away from use of the **private car** will:
  - Improve the environment, particularly **air quality**;
  - Reduce **traffic queues** and therefore improve **journey times**, making it easier for people to **get to work**.

Citizens placed greatest emphasis on the need to reduce greenhouse gas emissions and to live more sustainable lifestyles.

However, the narratives relating to Scotland being a 'leader' in sustainable living and reducing the use of private car were less well-received by many citizens.

### Policy Measures

#### **Reduce the use of the private car, moving towards more sustainable travel options such as public transport, walking and cycling**

- 7.2.5 Across all panels, the majority of citizens felt the measure 'Reduce the use of the private car, moving towards more sustainable travel options such as public transport, walking and cycling' was an admirable aim, which if successful, would deliver an effective NTS2.
- 7.2.6 Upon being presented with this measure, many citizens re-iterated the comments they had made previously – stating that whilst this is an excellent aspiration – it is not necessarily feasible given the current deficiencies in the public transport network and lack of suitable alternative transport options available to citizens.
- 7.2.7 Many citizens provided suggestions for strategies which could assist the successful delivery of the overall policy through this measure:
- Many citizens suggested moving freight carried by HGVs and lorries onto rail, which would help reduce emissions on the road network;
  - Many citizens from island and rural communities stated that reductions in car use should be targeted specifically at cities, for example, by introducing low emission zones or congestion charging. However, those present at the urban panels suggested that there should be a focus on changing how the car is used as a mode of transport (i.e. less single occupancy journeys, new types of car such as electric vehicles);
  - Some citizens wanted employers to be more proactive in providing public transport services for their employees (for instance, shuttle buses);
  - Some citizens suggested that public transport needs to become more environmentally friendly. This could include the introduction of electric buses in urban areas, or electrified rail;
  - Some citizens from island communities recommended using incentives such as reduced road tax to those who use eco-friendly vehicles; and
  - Some citizens from island locations suggested banning petrol cars in cities.



7.2.8 To improve public acceptability, many citizens across all locations suggested this measure could be expanded to include ‘all road users’, not just those who travel by private car. However, some citizens from urban locations suggested that ‘reduce the frequency of private car use’, or ‘change the ways in which the private car is used’ would make for more acceptable reading, instead of trying to persuade people to give up their cars altogether.

7.2.9 In addition, many citizens continued to re-iterated that a commitment to providing suitable public transport options must be included as a supporting measure to this policy.

*“I would feel aggrieved by any policy that forced me out of my car, because the public transport options aren’t very good. So you would have to have the foundations to allow me out of my car, the alternative modes of transport, before I am penalised.” (Dunfermline, Male)*

*“Why target private motorists as opposed to vans and lorries and other things that are contributing to emissions.” (Newtonmore, Female)*

*“Public transport should be branding itself as the environmentally friendly option.” (Newtonmore, Male)*

### **Reduce emissions generated by the transport system to improve air quality and fight against climate change**

7.2.10 Across all panels, most citizens agreed that ‘Reduce emissions generated by the transport system to improve air quality and fight against climate change’ was a justified measure, which would help Scotland set an example to the rest of the world of how to run a sustainable transport network. However, some citizens from rural areas argued that air quality is less of an issue in these parts of Scotland.

7.2.11 Many citizens provided suggestions for how the overall policy could be successfully delivered through this measure, once again suggesting that the use of electric and hybrid vehicles (including buses) is encouraged, improving the public transport provisions, and upgrading rail lines to accommodate freight.

7.2.12 Despite this initial positivity, many citizens re-referenced their previous sentiments of the need to target the whole of the transport system, not just private cars. In addition, some citizens alluded to other barriers which could limit the extent to which the measure is successfully delivered:

- Many citizens felt that the impacts of other countries (e.g. China, India and USA) would negate any progress made in Scotland; and
- Across all locations, many citizens also questioned the viability of electric vehicles in rural areas, due to the lack of charging infrastructure, the prohibitive costs of purchasing vehicles in the first instance, and their perceived unreliability (i.e. their tendency to run out of charge).
- Some citizens commented that hybrid vehicles are more reliable than electric vehicles, and are therefore a more realistic alternative to the petrol or diesel engine. This sentiment was not shared by all citizens.

*“You’ve got buses and trucks which are the major polluters on the roads at the moment... Good old Stagecoach in Edinburgh, they can say they’ve got green buses... Hopefully that will come in everywhere.” (Dunfermline, Male)*

*“There are two ferries lying in the parade at the moment... They are having problems with them... They run on diesel and battery, and they’ve come across some problems with the engines that cost a lot of money.” (Stornoway, Male)*

7.2.13 Other barriers raised specifically by rural panels included the cost of upgrading rail lines to double track if freight is to be carried by rail, as well as the cost of upgrading the engines of ferries; and the low use of public transport in rural areas meaning that public transport services will not be financially viable.

7.2.14 To increase public acceptability further, one urban panel suggested linking this measure with the policy regarding space-efficient transport. For instance, electric bikes could open up cycling to more people, who would not be able to generate pedal power themselves.

**Understand the type of journeys people make so that sustainable transport options can be provided**

7.2.15 Whilst many citizens agreed that ‘Understand the type of journeys people make so that sustainable transport options can be provided’ would be an effective measure in tackling climate change, there were some who commented that rural areas will continue to depend on car use regardless.

7.2.16 Some citizens considered this to be the most important measure in helping to achieve this policy, as without understand the journeys people make, suitable options cannot be provided. Suggestions for strategies which could aid the delivery of the overall policy through this measure, provided by one rural panel included:

- Conducting public consultation, through citizens panels and surveys. This was suggested by one rural panel; and
- Assessing demand by running trial services at different times of day or different times of years, as well as looking at large-scale data (traffic counts, ticket sales).

*“I think that’s a huge thing, because you need to understand where people work and how they travel. Ask people – ask them what they need. (Stornoway, Female)*

7.2.17 Some residents from this rural panel were concerned that there would not be adequate time or budget to conduct consultations or fully develop well-thought plans. A few were also suspicious of operators, who may misreport data to justify their reduction of services.

**Improving acceptability**

7.2.18 To improve public acceptability, many citizens across all locations suggested this policy measure could be expanded to include ‘all road users’, not just those who travel by private car.

7.2.19 Some citizens from urban locations recommended that instead of focussing on reducing the use of the private car, there should be a focus on changing how the car is used. This could include:

- Changing the types of car people use (e.g. hybrid vehicles);
- Changing the way in which the car is used (e.g. less single occupancy journeys); and
- Reducing the number of unnecessary car journeys (e.g. encourage working from home, conference calling).

7.2.20 Some citizens from one rural panel argued that promoting electric vehicles is only acceptable if the energy powering them comes from renewable sources.

*“I don’t think it’s about moving away from the use of the private car, I think it’s about how we use cars. Whether it’s moving to electric cars... Car sharing... Working from home.” (Dunfermline, Male)*

## 7.3 Plan our transport system to adapt to the effects of climate change

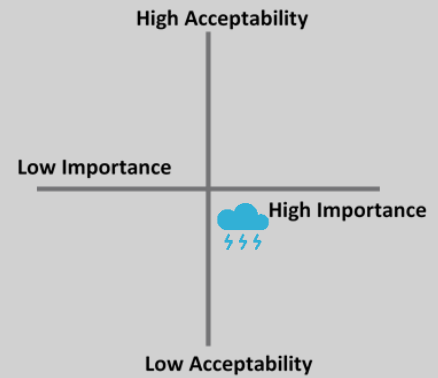
### Overview

Relative importance of policy:

Medium

Relative acceptability of policy:




Medium



### Why is the policy important?

	 ISLAND	 RURAL/SMALL TOWN	 URBAN
The communication of severe weather and problems on the transport system needs to be effective, to enable people to prepare for their journeys.	✓	✓	✓
The transport system needs to be resilient against severe weather and associated disruption, to enable people to make seamless journeys.	✓	✓	

### How could the policy be made more acceptable?

	 ISLAND	 RURAL/SMALL TOWN	 URBAN
Recognise that some people cannot take note of weather warnings (e.g. if they need to be at work for a certain time, even in poor weather)			✓
Create a legal obligation around the use of winter tyres to ensure that people are taking personal responsibility around their own and others' road safety.		✓	
Make an explicit reference to how problems on the transport network are to be communicated effectively, as suggested in the policy reasoning.		✓	

## Findings

### Level of importance

7.3.1 Overall, the policy, ‘Plan our transport system to adapt to the effects of climate change’, was well supported by citizens in most locations, as it was seen to enable:



- Citizens themselves to prepare for journeys, through direct communication on severe weather and problems on the transport system. Most citizens felt it was important that people were educated on how to drive in the snow, including how and when to use winter tyres and snow chains. One urban group suggested that this should be a legal obligation; and
- Greater action by operators of services to enhance the resilience of the transport system in the event of extreme weather, ensuring users can make seamless journeys. One rural panel suggested that this was especially important because users themselves do take action to be prepared for travel in the event of extreme weather, but that the transport system itself does not take action to prepare for such events.

7.3.2 One rural panel suggested that this policy was of low importance because extreme weather events are less severe than previous years.

### Impact of Surrounding Narrative

NARRATIVE	CITIZENS' RESPONSE
<ul style="list-style-type: none"> <li>○ Climate change is leading to <b>more extreme weather</b>.                             <ul style="list-style-type: none"> <li>● Recent extreme weather events (e.g. the Beast from the East) found people and businesses to come into <b>difficulty when planning journeys and deciding whether or not to travel</b>.</li> <li>● There is a need to increase <b>awareness of the weather warning system</b>, and to get people to <b>listen to these warnings</b>.</li> </ul> </li> <li>○ The <b>Climate Change Plan</b> suggests that making the <b>communication</b> of any problems on the transport network more <b>effective</b> is important, to prepare Scotland for a changing climate.</li> </ul>	<p>Generally high recognition of the surrounding narrative and why it means the policy is required.</p> <p>Citizens placed greatest weight on the communication of issues on the transport network and felt that greater awareness and education around travelling in extreme weather conditions would enable people to make ‘smarter’ travel choices.</p> <p>Citizens emphasised the importance of the narrative also recognising transport operator’s responsibility in enhancing the resilience of the transport system in times of extreme weather, suggesting that it is not just the responsibility of individuals to prepare for the changing climate.</p>

### Policy Measures

#### Create a reliable and safe transport system that ‘bounces-back’ quickly after disruption

7.3.3 Across all locations, this measure was accepted and seen as appropriate for achieving the policy, ‘Plan our transport system to adapt to the effects of climate change’. Reasons for

this, each cited by a many citizens were: the current resilience of the transport network is poor, due to slow reaction times and a lack of investment; and safety should be a key consideration for any suggested improvement.

7.3.4 Suggestions for how this measure could be successfully delivered were made by many citizens and included:

- Transport systems having contingency plans in place to prepare for extreme weather, including decisions on: road clearing; removing inessential road traffic; and moving freight to rail. In one island and one rural panel, many citizens felt that these plans should be coordinated between local authorities and operators, ensuring both authorities learn from one another, do not hinder each other's progress and learn from other countries who experience more extreme weather conditions; and
- Improving the communication of disruptions on the network directly to users, in a way that is accessible to all, accurate and timely.

7.3.5 Perceived challenges to achieving the policy through this measure included:

- The financial costs and resources required for creating a 'reliable and safe transport system that 'bounces-back' quickly after disruption', as suggested by citizens across all locations. One urban panel suggested that funding for extreme weather contingency plans should be ring-fenced in local authority budgets;
- Some people cannot take note of weather warnings because they need to be at work, even in poor weather (e.g. NHS workers), as suggested across both urban panels and in one rural panel. One urban panel suggested that it should be the responsibility of employers to get essential people to the workplace and that this could be funded by emergency budgets in Government;
- The effectiveness of communication between those responsible for the transport system i.e. local authorities, operators, as suggested by a few rural citizens;
- The tendency for employers of individuals in non-essential professions to still ask these individuals to travel in extreme weather events, as noted in both one urban and one rural panel. Citizens in the rural panel asked for greater commitment from Transport Scotland to tackle this issue; and
- The reliance on individuals and the transport system to take a proactive approach to preparing for extreme weather, without any obligation to do so, as suggested by a few island and rural citizens. Residents in one island panel suggested that operators should be held responsible for such an approach and citizens in one urban panel suggested that individuals should be legally obliged to use winter tyres and snow chains.

*“Maybe money needs to go to local councils that’s ring fenced because what they’ve been getting has reduced year on year and it’s not possible to maintain a service with less money...so maybe they need contingency funds.” (Dunfermline, Male)*

*“For NHS, we have to make an attempt. We have to make an attempt to get to work. I got stuck in a snow drift and had to get a tractor to pull me out. I had my two-year old son in the back, but I had to make an attempt to get into work, even if it meant actually risking myself in the process.” (Stranraer, Female)*

*“I think everyone would have to work and integrate together.” (Newtonmore, Female)*

*“The police, the Government, even God Almighty is telling you ‘do not drive’ or ‘do not go out because of the risk to life’, yet your gaffer is on the phone asking if you’re coming to work. We’re under peer pressure to go to work.” (Dunfermline, Male)*

*“Local authorities maybe, have to take more planning for these, making sure the roads are clear...I think the Scottish Government as well should be ensuring that companies whether it’s CalMac or ScotRail have plans in place. I think they need to be strict on these organisations.” (Stornoway, Female)*

**Ensure the transport system adapts to climate change impacts**

7.3.6 This measure was mostly accepted and seen as appropriate for achieving the policy, ‘Plan our transport system to adapt to the effects of climate change’. Reasons for this, each cited by a many citizens were the transport system needs to respond to summer and winter storms, extreme wind, and extreme rain and flooding .

7.3.7 Suggestions for how this measure could be successfully delivered were made by many citizens and included:

- Improving driver education on how to drive in extreme weather events;
- Creating clear communication and coordination channels between responsible parties, for instance:
  - The Met Office providing updates to the transport system well in advance of weather events occurring;
  - Local authorities and operators taking a coordinated approach to adapting their local networks to the impacts of climate change; and
  - Taking learnings on coordination from other countries who experience more extreme weather conditions.
- Transport systems having contingency plans in place to prepare for extreme weather, this could include having an individual responsible for clearing rural roads, local authorities and operators taking responsibility for flooding on their networks, and creating alternative routes when disruption occurs.

7.3.8 The perceived challenges to achieving the policy through this measure were similar to those suggested in the measure above, specifically:

- The financial costs and resources required for creating a transport system that ‘adapts to climate change impacts’; and
- The reliance on the transport system to take a proactive approach to preparing for extreme weather, without any obligation to do so, as suggested by a few island and



rural citizens. Residents in one island panel suggested that operators should be held responsible for such an approach by government.

7.3.9 Conversely, many citizens disagreed with this measure, suggesting that it is the responsibility of individuals and the local community to adapt to climate change impacts, rather than the responsibility of the transport system.

*“I think Transport Scotland should go to the other countries who have more extreme weather more regularly and find out what things they have in place and to see if they can be adapted to the UK.” (Stornoway, Female)*

*“I feel they should always be prepared for any situation...especially as they know climate change is happening...the Met Office is going all the time. They should warn people well before. The information should be there.” (Newtonmore, Female)*

*“They need to be adapting... Making sure that there’s routes available that aren’t going to be flooding. Cairnryan will be flooded by the end of the weekend.” (Stranraer, Female)*

*“It comes down to man power, or woman power and money...there used to be a roadman on every stretch of rural road to make sure all ditches and drains were sorted and they were done away with 40 years ago and as a result there is flooding.” (Newtonmore, Female)*

*“Up north in Groats, it was expected that every year you’d get snowed in, and that was just how it was... When it came to the winter time, everybody had the appropriate amount of feed for their animals for if they were to get snowed in for a fortnight... It was a case of people taking a bit of ownership of it themselves.” (Stranraer, Female)*

### Improving acceptability

7.3.10 Additional considerations that citizens suggested should be addressed by the policy, in order to improve public acceptability, were as follows:

- Recognising that some people cannot take note of weather warnings i.e. if they need to be at work for a certain time or even in poor weather;
- Creating a legal obligation around the use of winter tyres; and
- Make an explicit reference to how problems on the transport network are to be communicated effectively i.e. it could be through the radio, electronic road signs, text alerts and the internet.

*“There’s nurses, doctors, all different professions that need to go to their work.” (Dunfermline, Male)*



# 8. Conclusions

## 8.1 Overview

- 8.1.1 This research study engaged with 67 citizens of Scotland, living in four locations, and sought their views on fourteen draft policies that underpin Scotland's draft Second National Transport Strategy (NTS2).
- 8.1.2 The study has found broad agreement that the draft policies and associated measures are important to residents of Scotland. There is recognition that all draft policies are important contributors to NTS2, albeit that some are considered more important than others. The general narrative supporting each draft policy was often reinforced by participant's personal experience of Scotland's transport system and therefore participant 'buy-in' of each draft policy was generally achieved.
- 8.1.3 Participants also found the draft policies broadly acceptable in terms of the measures used to assess successful delivery, although there are a number of areas identified that would make participants (even) more receptive of the policies and associated measures.

## 8.2 Importance of draft policies

- 8.2.1 The supporting narrative behind each policy was generally recognised as evidence in support of the policy, although the report has identified a number of areas in which people were less convinced of the policy's importance; the report outlines how these policies could be amended when suggestions were made by participants.
- 8.2.2 Generally, there was more positive reception to narrative points that made reference to infrastructure (e.g. safety, reliability, resilience) and access (to facilities) than concepts perhaps less associated with transport and therefore harder to grasp (e.g. economy, digital, innovation).
- 8.2.3 Comments on the surrounding narrative and general importance of the policies also highlighted key issues, reaching beyond specific policies, in particular that:
  - The cost of transport should be affordable for all; and
  - The transport network should connect people and places, safely and reliably.

## 8.3 Improving public acceptability

- 8.3.1 The report has identified potential changes within each specific draft policy that will, according to the feedback received, improve public acceptability. Some of these are general comments relating to policies, whereas others do not necessarily fit within a single policy and could be considered more overarching to NTS2. These potential changes broadly require additional commitments to be made, for more detail to be provided on delivery of the policies, and more detail provided to assist in the understanding of some concepts.
- 8.3.2 A number of draft policy discussions generated desire for more **explicit commitments** to be made within the NTS2 and draft policies to:
  - Improve public transport, and safe active travel provision (considered to underpin the acceptability of many draft policies);
  - Assure that the cost of transport will be affordable for all;

- Assure that adequate investment will be made to deliver the policies;
- Ensure that the current transport system is maintained whilst additional improvements takes place;
- Ensure the policy covers all transport users, or makes specific reference to certain 'types' of transport user;
- Improve access to transport for those disadvantaged, either by cost or accessibility; and
- Acknowledge current political uncertainties and mitigate against potential impacts on successful delivery.

8.3.3 There was a strong desire to understand how the draft policies were going to be **delivered**: the plans for delivery, the organisation(s) responsible for delivery, and the timeframe for delivery. Whilst participants suggested that this level of detail would make it easier for them to express their level of acceptability, there is no guarantee the level of acceptability would increase with this further information, and so further testing on acceptability of delivery plans may be required.

8.3.4 Finally, acceptability could be improved in some areas by providing a more **detailed explanation** of some of the policy terminology used, such as 'digital strategies' and 'transport innovations', which would help the public understand what is meant by the policy. In designing the research materials, care was taken to try and remove any technical or non-layperson words used; this finding suggests that this approach will also be necessary when the NTS2 is opened for public consultation.

## 8.4 Considerations for public consultation

8.4.1 The next stage of the NTS2 engagement process is public consultation, and the findings of this research should inform the questions and materials put out to consultation. Considerations to be given to the question design highlighted by this research include:

- The right mix of open and closed questions in order to elicit the level of information required – carefully designed closed questions will provide quantitative data, which will provide a type of data beyond the scope of this research;
- The use of plain English and non-technical language, whilst providing adequate information for an informed response – the findings from this research suggest this is key in understanding and related to acceptability; and
- Placing questions in a logical order for the consultees – for instance, grouping by 'Vision' seemed to be helpful for participants, however participants are likely to want to express the views they deem most important immediately, regardless of the policy they are being asked to comment on.

8.4.2 Other considerations, beyond the question and material design include:

- The provision of online and offline response channels – whilst many have internet access, the findings of this study (and others) demonstrate the need to offer provisions for non-internet users (e.g. a telephone helpline and freepost address);
- The 'unknown' number of responses to public consultations, which can put high pressure on resources – the findings indicate that, given the chance, participants have a lot to say regarding the transport system; and
- Quantitative and qualitative (coding) analysis – discussions in the panels was wide ranging and not always restricted to the policy in focus, which is likely to occur during any open-ended responses to the consultation.

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