

**REPORT TO: Greener Strategic Group on 21 January 2010**

**SUBJECT: Moray Sustainable Travel Update**

**BY: Transportation Manager**

**1. REASON FOR REPORT**

- 1.1 To update the group on the progress of the Sustainable travel town project for Elgin, Urban Freedom and other sustainable travel initiatives within Moray.

**2. RECOMMENDATION**

- 2.1 The group are asked to note the contents of this report.

**3. BACKGROUND**

- 3.1 Urban Freedom is the Sustainable Travel Town Project for Elgin. It is a project funded by the European Regional Development Fund money and match-funded by the Moray Council. The project was launched in October 2009 with the aim of reducing car dependency in Elgin and will last for three years.
- 3.2 Urban Freedom will be delivering the first phase of infrastructure and travel planning improvements this financial year as programmed.
- 3.3 A multi-agency steering group has been set up to provide governance and assist with communicating the project aims within the council and the local community.
- 3.4 Real time public transport information will be available within Elgin during the second quarter of 2010
- 3.5 Consultation and design for the Elgin Active Travel Network will take place during January to March 2010 to establish a priority list of improvements to be carried out during financial year 10/11
- 3.6 A number of partner organisations and businesses have offered support for the project including Sustrans and Cycling Scotland, who will be launching a marketing campaign to encourage more children to cycle to school during the second quarter of 2010
- 3.7 Additional benefits for settlements outwith Elgin, such as access to web based real time bus information and improved cycle carriage on buses will be fully explored as part of the project.
- 3.8 Hitrans will be supporting Moray Council's corporate travel plan objectives with further funding for cycle storage and active travel facilities.

**4. SUMMARY OF IMPLICATIONS**

- 4.1 There are significant implications on workload for existing Council staff in Transportation section. The bid allows for some of the work to be carried out using external consultants.

5. **CONCLUSION**

The Urban Freedom project is progressing as programmed. Opportunities for complimentary measures to add value to the project are being explored via the steering group.

Measures to progress the corporate travel plan are being implemented with funding from Hitrans.

Author of Report: Chris Thompson

Background Papers:

Ref: