

Appendix 1

**Brief for Preparation of Transport
Strategy for Elgin
(2017 – 2030)**

1.0 Introduction

1.1 Purpose of Brief

1.1.1 A study is to be undertaken to identify a Transport Strategy for future implementation in Elgin. The aim of the study is to understand and quantify (as appropriate) transportation issues, and then develop a transport strategy which would include desirable outcomes, and a programme of short-term and long-term interventions.

1.1.2 The Transport Strategy for Elgin will form part of a wider Local Transport Strategy for Moray and inform the process for seeking developer contributions.

1.1.3 The aims of the Transport Strategy are:

- To provide a framework for the better management of movements into and through Elgin in both the short-term (up to 2019) and in the long-term (2020-2030¹).
- To address the problems associated with existing and future levels of congestion in Elgin.
- To address the environmental impacts of existing and future traffic movements in Elgin, in particular with regard to air quality, pedestrian and cycle safety and vehicle delays.
- To support sustainable economic growth of the town and its surrounding area.

1.1.4 The purpose of this brief is to set out the methodology to be adopted for undertaking the study and enable the determination of a programme and fee estimate for the study.

1.2 Background

1.2.1 The key issue and problems for transport in Elgin are considered to be:

- Regional centre generates significant traffic and resulting traffic congestion occurs in the morning and evening peaks, with localised congestion at the weekends
- Severance caused by railway line running east-west through the town
- Future development set out in the Moray Local Development Plan 2015

1.2.2 Although the study area will be centred on Elgin, it will also need to consider the origins and destinations of those trips that pass through Elgin, and those trips that start or finish in Elgin, particularly commuting trips. The study area extents need to cover the areas affected by the problems and issues identified as part of the study above. At this early stage, it is likely that the study area will encompass as a minimum the current extent of the existing Elgin Traffic Model.

2.0 Methodology and Key Issues

2.1 Methodology

- 2.1.1 The methodology for the Study would broadly follow the methodology contained in the current Scottish Transport Appraisal Guidance (STAG).
- 2.1.2 The first task will be to develop the full study brief in response to this initial brief. The full brief is to be discussed and agreed with Moray Council officers before the remainder of the study commences.

2.2 Study Management

- 2.2.1 The relevant officers from the Moray Council (MC), together with key members Jacobs project team will form a joint officer group to provide the necessary decision making forum for the management and direction of the study. The membership will include the following (or their nominated substitutes):

- Transportation Manager - NM
- Senior Engineer Transport Development - DA
- Senior Engineer Traffic - DM
- Senior Engineer Consultancy - FK
- Principal Officer Development Plans – GT
- Sustainable Transport Officer - PD

2.3 Consultation

Stakeholder Reference Group (SRG)

- 2.3.1 The Stakeholder Reference Group (SRG) consists of individuals or parties with an interest in the study itself or the study area. Details of the members of the SRG are enclosed in **Appendix A**.
- 2.3.2 The SRG will be consulted at four times during the course of the Study, as follows:

SRG1 - Informing

This will take the form of a letter to set out the intentions of the study and outline the intended consultation approach. (Moray Council). Initial views of Stakeholders will be sought at this stage.

SRG2 – Confirmation of Issues

This will use a presentation event where issues identified to date will be presented and further comments invited from the audience. This will also provide an opportunity for the Study Objectives to be presented. (Moray Council/Jacobs)

SRG3 – Informing

This will take the form of a letter which will set out progress to date, including results of the qualitative appraisal. (Moray Council)

SRG4 – Public and SRG Consultation

The SRG will be consulted in detail at a consultation event, where material will be available and members of staff from Moray Council and Jacobs will be present to answer any questions.

Consultation with Public

- 2.3.3 Consultation with the public will take place at the start of the study. Public consultation during the initial pre-appraisal phase, where the analysis of problems and opportunities will take place, will include transport user surveys through the issue of a questionnaire. Moray Council will lead on this process with advice from Jacobs on format of questionnaire.
- 2.3.4 It is considered that the view of the public will supplement the good knowledge of the current problems and issues in Elgin obtained through consultation with the SRG and provide an indication of the types of interventions that the public would support e.g. increased provision for walking and cycling, reduction of delays at junctions etc.
- 2.3.5 It is considered that public consultation will broadly consist of a social media campaign, including an online survey, through the Moray Council website and an exhibition in a public place such as the St Giles Centre on a weekday and a Saturday, where a postcard survey will be distributed. Further information may also be made available at stands within Elgin Rail and Bus Stations and at supermarket foyers.

2.4 Pre-Appraisal

Policy Review

- 2.4.1 Relevant local, regional and national policies will be extracted from their associated documents. These will be used to determine the objectives of the Study. The documents to be reviewed will include the following:
- Scotland's National Transport Strategy
 - HiTRANS Regional Transport Strategy (Emerging)
 - North East Scotland Road Casualty Reduction Strategy (Emerging)
 - Moray Local Development Plan 2015
 - Moray Local Transport Strategy 2011
 - Moray 2023 – A plan for the Future

Existing and Future Problems and Issues

2.4.2 Information relating to existing and future problems and issues will be collated by Jacobs and obtained from a variety of sources, such as:

- Site visits
- Liaison with the appropriate MC officers
- Obtaining and reviewing existing traffic, accident and parking data
- Information contained in the relevant regional and local policy documents mentioned above
- Previous studies associated with the WLR
- Previous model runs associated with WLR and so forth.
- Active Travel Strategy (emerging)
- A96 Inverness – Aberdeen Dualling (emerging)

2.4.3 From the information obtained, initial thoughts on the problems and issues will be presented to the key stakeholders for their comments and additional information. A technical note will be produced for discussion by Jacobs. A joint officer group workshop would then be held to discuss and agree the above findings.

Develop Policy Objectives

2.4.4 Policy objectives will be identified through consideration of the Policy Review and Problems and Issues, and a technical note will be provided by Jacobs for discussion by the joint officer group.

Identify Options and Outcomes

2.4.5 A suggested list of practical options will also be produced, which is likely to consist of some or all of the following:

- Small scale improvements to the network, e.g. improvements to key junctions
- Major road improvements
- Traffic Management options e.g. introduction of one-way system
- Improvements to Active Travel networks
- Parking Strategy (separate study)
- Soft measures/education.

2.4.6 All options are to take cognisance and integrate into other initiatives already undertaken separately (Active Travel Strategy, Parking Strategy etc.).

2.4.7 A technical note will be produced for discussion by Jacobs. A joint officer group workshop would then be held to discuss and agree the above options.

2.5 Initial Appraisal

Qualitative Appraisal and 'Sieving' of Options

- 2.5.1 In order to restrict the quantitative analysis to only those options that are likely to have a real impact upon the problems and objectives, a qualitative assessment would be undertaken to 'sieve' all initial options. The remaining options would then be quantitatively assessed.
- 2.5.2 The proposed methodology for this for this element of the work is to set out for each option the extent to which they address problems and meet objectives using a series of tables and scores. Additional elements will also be identified such as feasibility (third party land) and public acceptability.

Identify Strategy

- 2.5.3 An initial strategy will be identified through consideration of different options in relation to local objectives and problems and issues. This strategy will provide a way forward in terms of transportation in Elgin although some key decisions between options may still be required. At this stage a decision will be made on the approaches needed for testing certain options.

Quantitative Appraisal/Testing of Options

- 2.5.4 In completing the initial appraisal stage the assessment and testing requirements will have been identified. The Elgin Traffic Model was updated and validated in 2014. The model will be utilised to develop and test the specific interventions. The general approach to the quantitative assessment will be in accordance with Scot-TAG.
- 2.5.5 Detailed cost estimates will not be produced at this stage. However, cost estimates will be produced that are appropriate at the feasibility study level, and they will be comparative i.e. the cost of one option will be able to be directly compared to the cost of another.
- 2.5.6 Consideration will also be given to what opportunities for funding may be available for various options, this will include infrastructure directly required to support a development and developer contributions for cumulative impact on the transportation network.

Identification and Development of Strategy Packages

- 2.5.7 Once the quantitative assessments have been completed, those options considered worth taking forward will be assembled into a programme of improvements within the Strategy. Consideration will be given as to whether certain options are dependent on other options e.g. reallocation of road space to cyclists may be dependent on the completion of the A96 dualling (Transport Scotland scheme).

Study Outputs and Reporting

2.5.8 The main outputs from the Strategy would be:

- Identification, understanding and quantification of transport problems to be addressed
- Policy objectives
- Identification of desirable outcomes and options
- A programme of short-term actions and long-term interventions (including outline costs and funding) to achieve the outcomes.
- Developer obligations strategy

2.5.9 Written reports and technical notes produced during the study will be kept to a minimum in order to maximise monies available. However these will be adequate to form an 'Audit Trail' of key decisions taken.

Other Issues

2.5.10 A critical aspect of the Study is the deliverability and funding available for either the short-term or long-term measures. It will also be important to keep Elected Members and the public informed throughout the Study process.

2.5.11 The Study will result in a Transport Strategy for Elgin and will retain a strategic level approach. Detailed analysis of specific issues will not be undertaken and investigation into feasibility of any proposed schemes will not be part of the Study e.g. approaches to secure third party land will not be made etc.

Notes

Note 1: Elgin South expected to be completed by 2032, A96 duelling expected 2030, STPR transport priorities for Inverness to Aberdeen corridor to be met by 2032. In comparison Huntingdon-Godmanchester (popn. circa 28,000) Transport Strategy covers period 2014-2026 with updates over time.

Appendix A – Stakeholder Reference Group

Local Ward Members (Elgin and surrounding areas)
Community Councils (Elgin and surrounding areas)
Grampian Fire and Rescue
Scottish Ambulance Service
NHS Grampian
Police Scotland
HIE Moray
Moray Chamber of Commerce
Moray College (UHI)
Moray Voluntary Service Organisation
Moray Volunteer Centre
Moray Access Forum
Elgin Business Improvement District
Elgin Forum

Transport Scotland
HITRANS
HITRANS Active Travel Group
Network Rail
Sustrans
Arriva (rail operator)
Stagecoach/other bus operators
Freight Transport Association
Road Haulage Association
Taxi Association

Moray Council Departments

Education
Housing
Development Plans
Development Management

Appendix B Study Timetable

Week	Tasks	Deliverables	
30/05	Planning meeting Pre-appraisal Policy review Organise public consultation including venues, website, press and survey	Agree brief Workshop/site visits to identify issues on 30/31 May Communications strategy Venues booked, prepare graphics for boards, info for website First Letter to SRG Survey Form and Questions	Jacobs TMC
06/06	Data collation Identify future issues Develop policy objectives	Technical note on policy and objectives	Jacobs
13/06	Undertake survey	Issue survey internally, launch web pages, including external survey	TMC
20/06	Public Consultation Survey (External)	Weekend/evening exhibitions Presentation to SRG	Jacobs / TMC
27/06	Collate survey responses Qualitative appraisal Option sieving	Technical note on existing and future problems/ issues, and options. Workshop on 30 June / 1 July Elected Member Briefing	Jacobs TMC
School Holidays Start			
04/07	Qualitative appraisal Option sieving		
11/07	Identify initial strategy	Agree initial strategy for testing	
18/07	Quantitative appraisal Testing of options		
25/07	Quantitative appraisal Testing of options	Second Letter to SRG	TMC
01/08	Identify and develop strategy packages		
08/08	Identify and develop strategy packages Prepare strategy document	First draft strategy document	Jacobs
15/08	Identify and develop strategy packages Cost options	Meeting in Edinburgh/ Glasgow to review first draft strategy document	Jacobs / TMC

Week	Tasks	Deliverables	
22/08	Cost options Prepare strategy document	Possible second Elected Member Briefing	TMC
29/08	Prepare strategy document	Final draft strategy document	
05/09	TMC comments on final draft report to be incorporated. Final check on costings.	Final strategy document Presentation to SRG on 8 September	
12/09	Prepare draft Committee Report for internal consultation Prepare SRG feedback for inclusion in Committee Report.		
19/09			
26/09	Finalise Committee Report	Report Deadline 29 September	
03/10			
10/10	Present Committee Report and Strategy to Full Council on 12 October		TMC