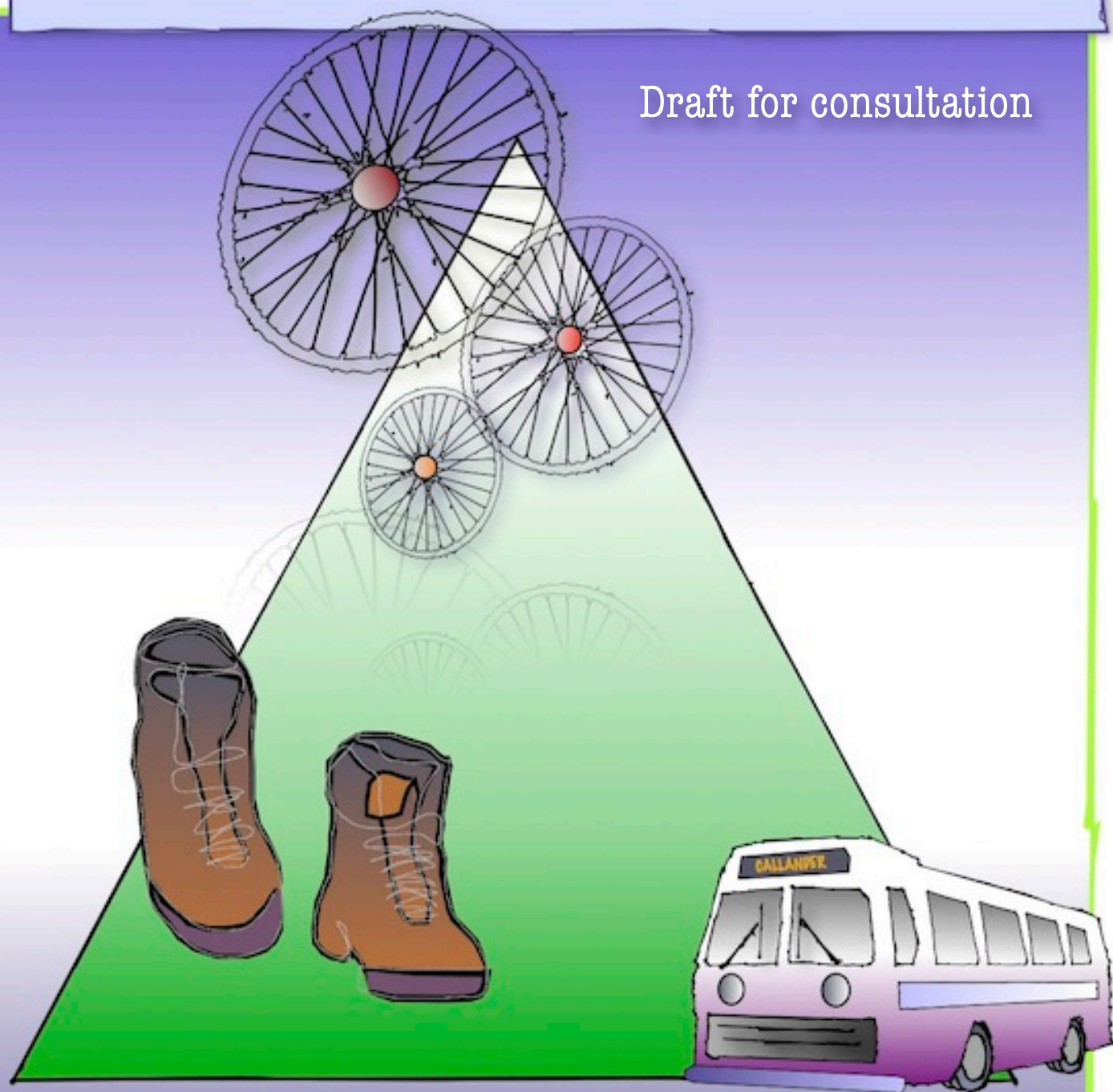


A Community Transport **plan** **for** Callander

Draft for consultation



Working towards sustainable travel for all

By Callander and Climate Change, March 2012

A Community Transport Plan for Callander

Working towards sustainable travel for all

Prepared by:



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With the support of Climate Futures



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Foreword

With transport being such an integral part of Callander's economic prosperity, linked as it is to tourism, commuting and the natural environment, it is not surprising that it is high on the local agenda.

Callander and Climate Change (CandCC), which is delivering sustainable development projects in the community, has developed this plan, which it hopes is a first step towards addressing dwindling bus services, lack of feasible public transport connections and the heavy reliance on car use. It examines the feasibility of a number of shortlisted options, the barriers to uptake, including costs, implementing partners and anticipated carbon impact.

CandCC have worked with Callander Community Council, under the acronym of CART (Callander and Rural Transport), to gather views from a wide number of interest groups and, consulted with the community through a comprehensive transport questionnaire circulated to every household. Based on these consultations improvement options have been developed and recommendations for future action made.

All efforts have therefore been made to ensure the Plan is representative of the needs and aspirations of the community. As far as we know, this is the first time that a community has produced its own transport plan specifically looking at working towards sustainable travel solutions. Although we are delighted to be breaking new ground, this document is produced as a draft for consultation as we recognise that the Plan relies on incomplete information, and is inevitably imperfect. Please bear this in mind when you read the document. We hope however that it will be updated as the agenda evolves, and is a milestone on the journey to a more sustainable and resilient community.

1. Introduction

1.1 Background

Planes, trains, buses, cars – we all use some of them at one time or another. We value the independence and freedom they give us to go where we need to and want to, at a time and speed that's convenient to us. In Callander the car is the means of transport we rely on most. Many people commute to work and most of our shopping involves traveling to Stirling or beyond. Even using the local shops or getting to school or to leisure facilities often involves hopping into the car, particularly in a 'strung out' town like Callander. But this is changing.

At the time of writing petrol is often 10p / litre more expensive than a year ago, and 50p / litre higher than in 2009 – and still rising, along with the price of diesel¹. This is forcing a modal shift, as motorists are priced out of their cars.

Other wider forces are also influencing the agenda. The Scottish Government has a legally binding series of annual carbon targets. Expressed as emission cuts, these are equivalent to a 42% reduction, from 1990, by 2020 and 60% by 2030, including national transport, international aviation and shipping emissions.

Transport is considered a particularly difficult issue to tackle², politically, as restrictions are seen to inhibit personal freedom and be indicative of the nanny state. As a result, future trends are likely to greatly favour 'grass-roots' approaches. Technology developments will reduce per-kilometre emission of personal transport, in particular electrification, with 'plug-in' vehicles charged with low-carbon electricity. Emerging service solutions, such as car sharing, may also become more widespread with 'app' technology. Biofuels are also likely to play a small role, as are alternative power sources such as hydrogen fuel cells.

1.2 Callander's vision

One of Callander's Charette³ aims is that the community will be:

"An integrated and sustainable transport hub for the area and the National Park, safe for everyone"

Sustainable Transport is one of the Ten Principles resulting from the Charrette process, which should "underpin all plans for the future and could be used to help determine if a development proposal or initiative was 'good for Callander' ". Throughout the Charrette Report there is evidence that much of the ethos promoted by Callander and Climate Change has been embraced by the community through the Charrette process.

A key part of the community's sustainable future relies on an efficient and long-term transport system. Rather than have its transport decisions made remotely at a national or district level, the community has pro-actively produced this Community Transport Plan for Callander.

1 <http://www.petroprices.com/the-price-of-fuel.html>

2 "Transport behaviours were more difficult to change [than other emission sources]" Climate Challenge Fund Report, 2012

3 <http://www.lochlomond-trossachs.org/living/callander-charrette/menu-id-896.html>

1.3 Existing Transport Services

Current transport services in and around Callander include buses, Demand Responsive Travel, electric cars and cycle hire. Walking is also an important means of getting around and like cycling is dependent on good infrastructure. These are considered briefly here, and more detail will be added to subsequent drafts of the plan:

Bus: the service between Callander and Fallin, is the 59 route (the C59 runs just to Stirling). This runs from Callander approximately every hour on weekdays from 7am – 11pm, and from Fallin from approximately 10am to 10pm. Weekends see a reduced service. The C60, operated by Kingshouse Travel, runs between Callander - Killin via Lix Toll, Lochearnhead, Kingshouse, Strathyre and Kilmahog. It operates Monday to Saturday with a limited service available on a Sunday.

Demand Responsive Travel: This service, using five local taxi firms, is available to all members of the public. It offers a taxi-type service at a bus-type fare. Journeys can be made within the area of Callander, Port of Menteith, Aberfoyle, Trossachs Pier, Brig o' Turk and places in between (see Map 1). The service is available daily (including Sundays) between 07:00 and 21:30. National Entitlement Cards are accepted, allowing free travel for elderly and disabled cardholders.

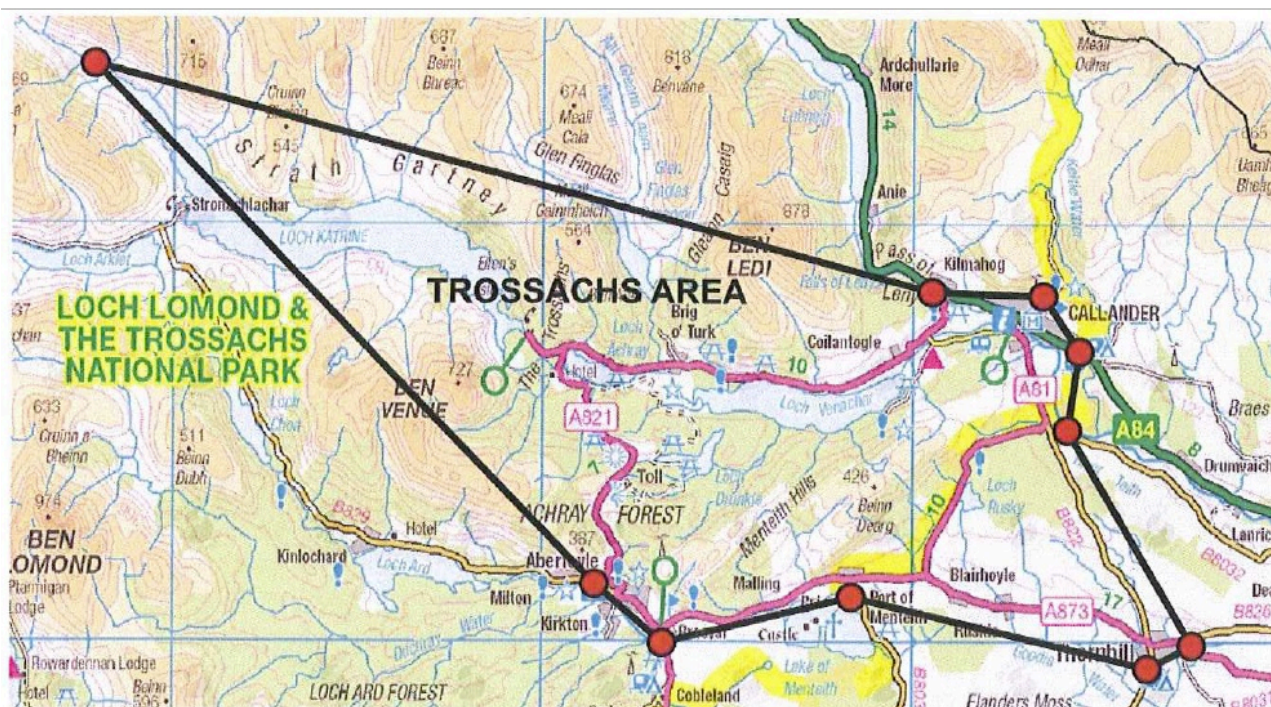
All journeys must be pre-booked by phone or text 0844 567 567 0, e-mail sales@aberfoylecoaches.com, or online at www.aberfoylecoaches.com. While bookings should be made 24 hours in advance, every effort is made to accommodate passengers making bookings on shorter notice.

From 2 April 2012 the C29 bus service, which runs between Aberfoyle and Callander, will be withdrawn and replaced by the Trossachs DRT scheme. From the same date, the Trossachs DRT scheme will be extended to include Thornhill.

The service, co-ordinated by Aberfoyle bus services, carries approximately 5,700 passengers per year. It is subsidised by Stirling Council, partly using funds released by the withdrawal of C29. Should demand and costs rise overwhelmingly, the council would have to decide whether to:

- (a) allocate additional funding
- (b) reduce service availability, in area or time of day
- (c) curtail or withdraw other services
- or (d) replace DRT in whole or in part with fixed timetable bus services.

There is no immediate prospect that this will occur, although the Council is keeping a watching brief. Reversion to full timetable bus operation would be avoided wherever possible, as it is unlikely that bus services in the DRT areas could be provided on a sufficiently frequent basis to be attractive.



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Map 1: Area covered by the Trossachs DRT

Electric cars: are being used in the area and have been purchased by Stirling Council (three in 2012, with another on order); NHS Forth Valley has two on lease (one for the Stirling area, one for the Falkirk area); Central Scotland Police has two low carbon vehicles (one for Stirling, one for Falkirk area command)⁴. However there is no charging point within the town.

Cycling: Cycle hire is available locally from Wheels Cycle Centre and Mounter Bikes. The National Cycle Route (7 NCN 7) runs through the town.

Walking: There are numerous paths and walks in and around the town (see http://www.incallander.co.uk/scotland_walking.htm)

1.4 Pathways to sustainability

Callander's transport carbon footprint has been calculated as: **5,174 tonnes CO₂** in 2010/11. There are limitless ways that the community could develop in the future, some of which will increase this footprint, and others which will reduce it. In 2011, through their document "A Sustainable Future for Callander", the community produced scenarios for three development pathways. One of these meets Scotland's 42% carbon reduction target, one reduces emissions slowly and misses the target, and a third reduces emissions quickly and exceeds the target⁵. This document builds upon these pathways. The scenarios, shown in Chapter 4 collectively reduce emissions. The discussion explains the scenarios in the context of the aspiration of achieving carbon savings in line with Scotland's carbon targets

4 Information provided by Lesley Gallagher, Stirling Council

5 Callander and Climate Change: A Sustainable Future for Callander, 2011

2. The Local Response

The needs of the public have been represented as fully as possible to ensure the success of the sustainable travel plan. Opinions have been gathered through direct research, and also through stakeholder consultation. The responses of each are considered in turn here, as are the emerging themes and issues arising. Ideas from other communities are also considered.

In general, the public response reflected their needs and wishes for:

- Bus Improvements
- Better Demand Response Transport Communication
- Walking and cycling opportunities

Members of the public also identified a number of other solutions such as better broadband for home working.

2.1 Detailed Public Research

A community-wide consultation was carried out in November 2011, via the Ben Ledi View publication, with questionnaires made available at key locations⁶. Over 70 community groups in Callander were contacted directly.

The public was asked to give its views on:

- Awareness and use of existing services
- Travel modes to popular destinations (e.g. work, supermarket, hospital)
- Information needs
- Use of prospective future services

2.1.1 Response

286 questionnaires were returned, representing around 17% of Callander households. Respondents were:

- nearly 2/3 (63%) women
- Predominantly aged 35-84, particularly in the age groups 35-44, 55-64 and 65-74
- generally Callander residents (79%)

2.1.2 Awareness and Use

Figure 1 shows awareness of Callander transport services.

6 Including Callander library, National Park office, medical centres, schools

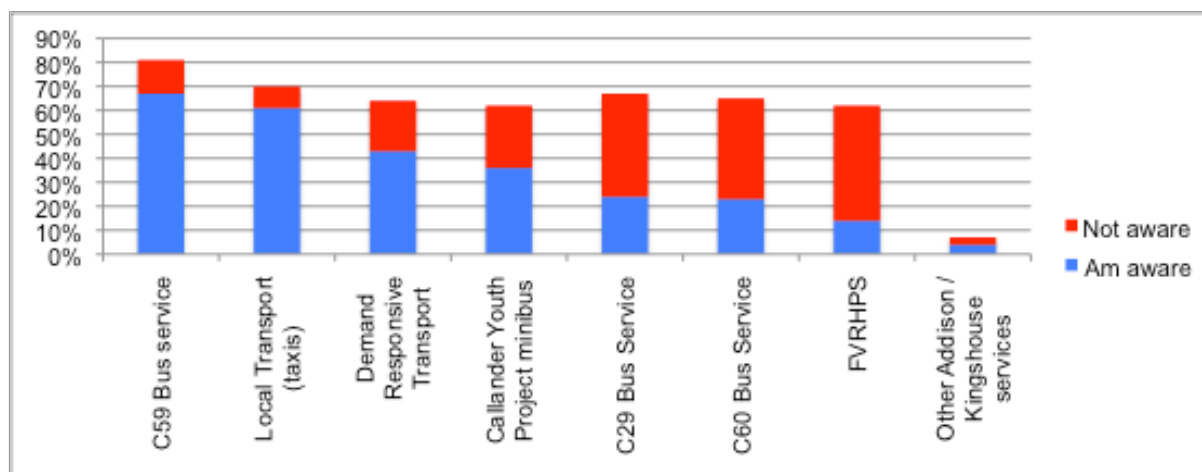


Figure 1: Awareness of Callander transport services

Observations and Discussion Points:

- the C59 service is far better known than C29 and C60 services, most likely reflecting the popularity of this route to Stirling (note: the C29 service was replaced by DRT in January 2012)
- Awareness of Demand Responsive Transport (DRT) is not high (43%), considering its potential importance to the community
- Awareness of the youth project minibus and Forth Valley Rural Health Project (FVRHPS) (at 36% and 14%) are low relative to their potential impact

Figure 2 shows use of Callander transport services:

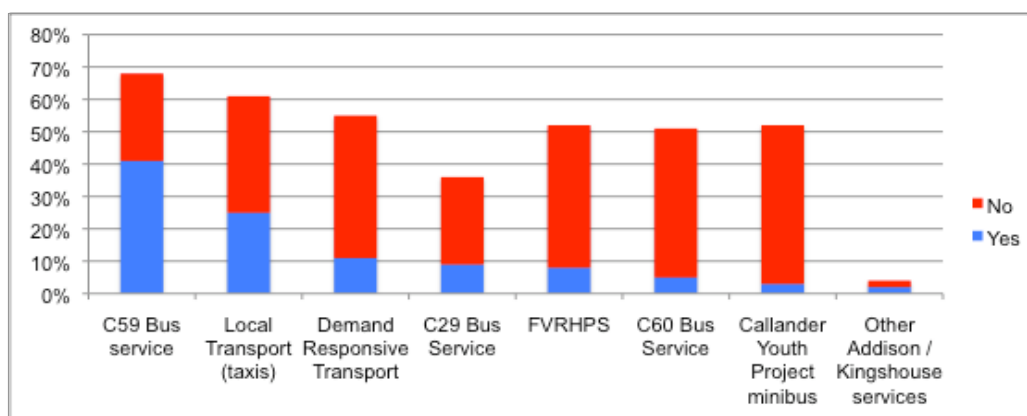


Figure 2: Use of Callander transport services

Observations and Discussion Points:

- the C59 service is used by about 40% of the respondents, and taxis are used by about 25% of respondents
- DRT is used by only 11% of respondents

A further question was asked on the travel modes used to travel to popular destinations, as shown in Figure 3:

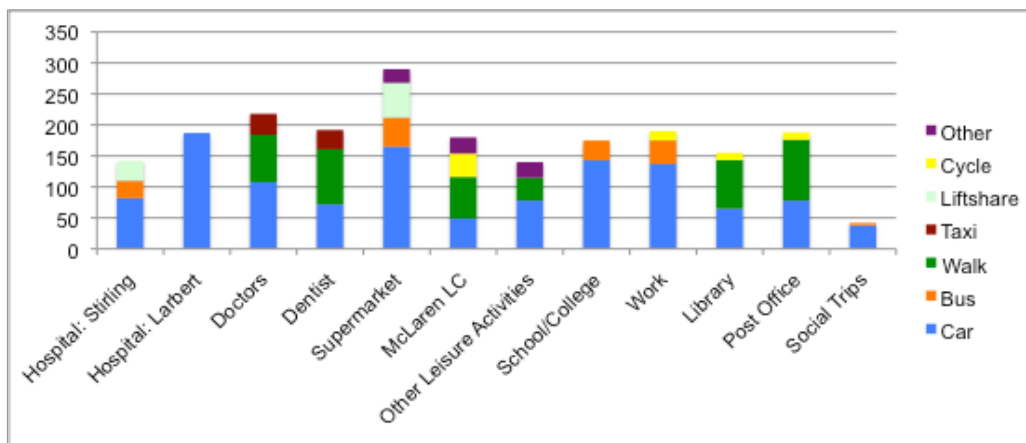


Figure 3: travel modes to popular destinations

Observations and Discussion Points:

- Not surprisingly, the car is the most popular travel mode to most destinations, in particular work (82, 58% of responses), the supermarket (165, 57% of responses), school/college (143, 82% of responses) and the hospitals in Larbert and Stirling (187 and 82, 100% and 58% of responses). This reflects the difficulty of traveling by bus.
- That said, a surprising and encouraging number of people walk to locations in the town, such as the dentist (89, 46%), doctor (76, 35%), post office (98, 52%) and library (78, 52%)
- A small but significant number lift share to the supermarket (56, 19%) and hospital (32, 23%), and cycle to the leisure centre (38, 21%), work (15, 8%), library (12, 8%) and post office (12, 6%)

2.1.3 Information

Sources of travel information are shown in Figure 4

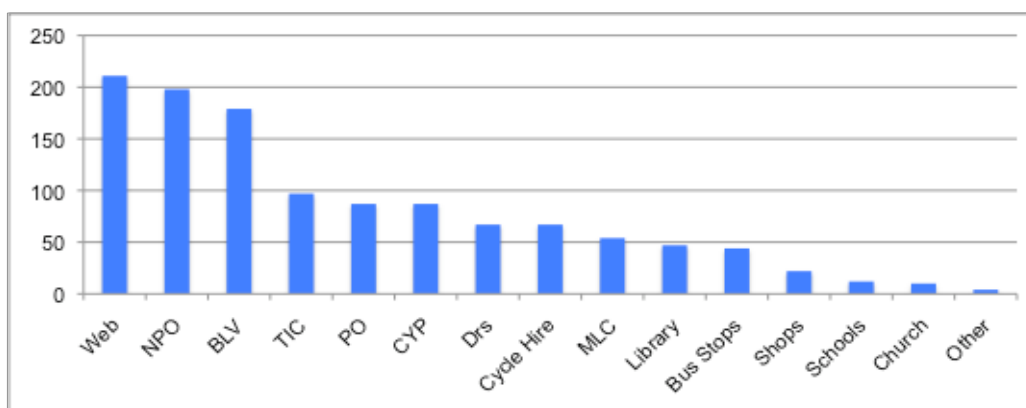


Figure 4: “if you wanted more information about local transport services, where would you expect to find it?”

Observations and Discussion Points:

- The majority of respondents, use the internet (211), National Park Office (198) and Ben Ledi View (179) to source travel information
- Only 44 use bus stops for information sourcing
- A supplementary question revealed that 156 use the journey planner service on the Travel line website (www.travelinescotland.com) for their travel information

2.1.4 Barriers to Cycling

Reported barriers to cycling are shown in Figure 5.

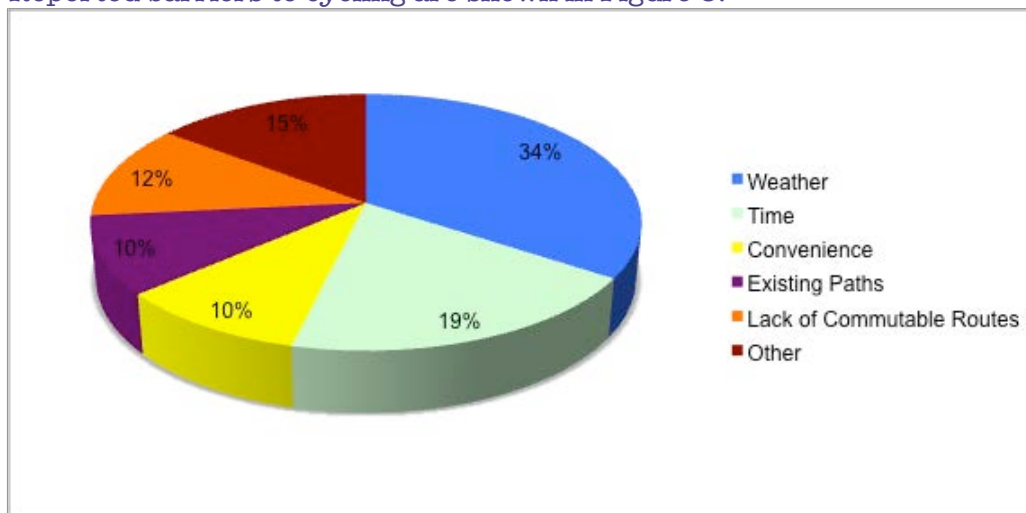


Figure 5: Barriers to uptake of cycling

Observations and Discussion Points:

- weather (34%), time (19%) and lack of cycle paths (15%) are amongst the significant reported barriers to cycling
- infrastructure improvement is a positive action which the community may influence (unlike the weather!)

2.1.5 Future Travel

People were asked which destinations they would access with better transport services, shown in Figure 6, and which services they would use (and whether more information is required), in Figure 7.

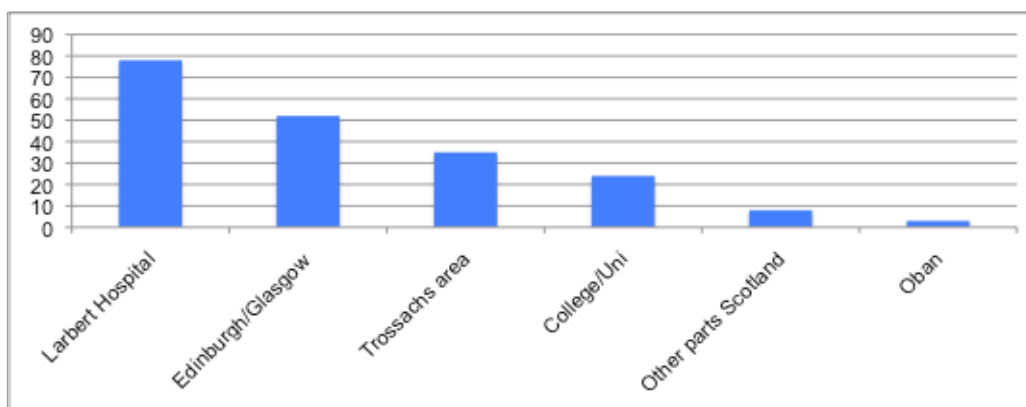


Figure 6: “what journeys would you like to make but are currently unable to, due to a lack of transport”

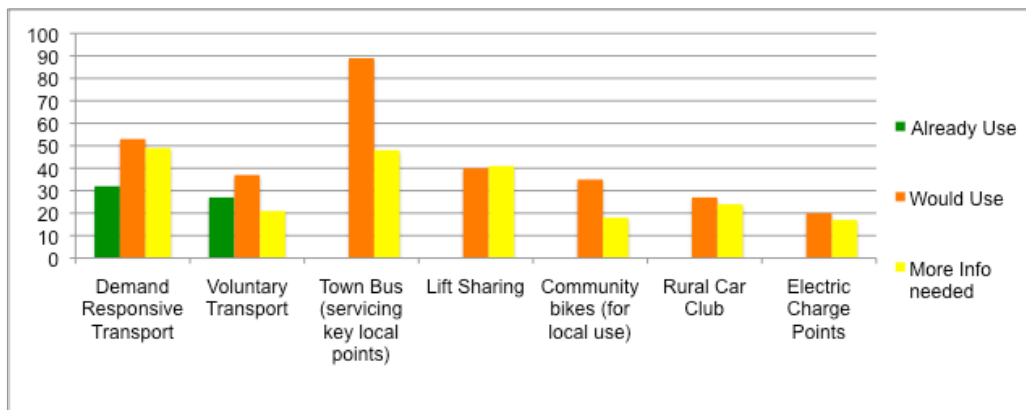


Figure 7: transport services you already use and would use

Observations and Discussion Points:

- Larbert Hospital (78), Edinburgh/Glasgow (52), the Trossachs area (35) and College/University (24) are the destinations which would be most in demand from new transport services
- DRT (32) and Voluntary Transport (27) are already in use, and would be used (53 and 37 respectively)
- A town bus, servicing key local points, would be popular (89).
- Lift sharing (40), community bikes (35), a rural car club (27) and electric charge points (20) would also be used
- Information would be required by respondents for all the travel modes, in particular DRT (49), a town bus (48) and lift sharing (41)

2.1.6 Opinions and comments

91 people took the opportunity to voice their opinions in an open-ended question. Of these, 83 responses were classified as 'complaints / calls for better service', 6 were positive comments and 3 others were neutral (some people chose to both 'compliment' and 'complain' at the same time).

Categories of responses are given in Figure 8, and some anecdotal quotes are given below.

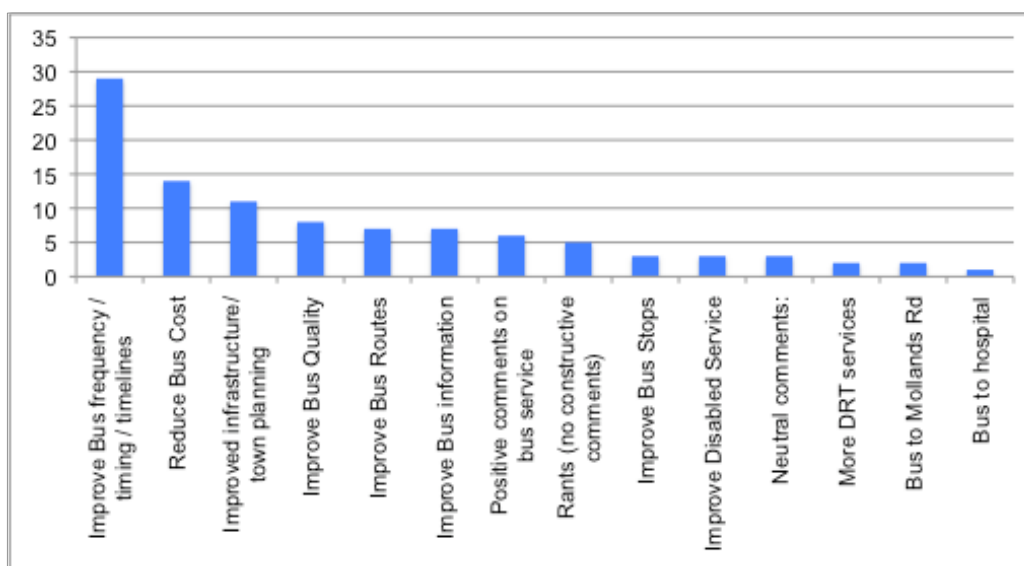


Figure 8: transport services you already use and would use

Observations and Discussion Points:

- Improved bus services were the most discussed issues, including frequency / timing / timeliness (29), cost (14), quality (8), bus stops (3) and information (7)
- Improvements to town infrastructure in favour of walking/cycling (11) were also the subject of a number of comments
- 3 asked for improved services for the disabled. 2 asked for more buses to Mollands Road and the hospital
- DRT is popular amongst the few who use it, but 2 people ask for more information

Selected comments:

“A reliable bus service to Stirling which would connect with services from Stirling to Glasgow/ Edinburgh”

“A community bus running throughout the day, 7 days a week”

“It’s only for disabled people“ [referring to Demand Responsive Transport]

“The bus is far too expensive and takes too long to get to Stirling.”

“Would prefer to see smaller buses or local Stirling/Callander route rather than double deckers as these run mostly empty.”

“It would be really handy to have a page of BLV devoted to transport – timetables, how to access eg the Demand Responsive Transport and FVR Health Partnership Services.”

“DRT only basically goes round Callander, although the service is good, I would like it to go further afield.”

“A footbridge across from Gullipen to Leisure Centre would make walking easier for high schoolers.”

“The A84/Leny Feus flood area needs action as a priority, it is dangerous for cyclists, pedestrians and drivers.”

2.2 Stakeholders

Three events, in particular, were successful in gathering and disseminating stakeholder views:

1. Charette (19-23rd November 2011): 400 residents participated in hands-on workshops on Callander’s urban environment. The website states: “Ideas were translated into plans and drawings. As well as the input to the master plan a review of community facilities was also undertaken.” The master plan framework will influence future Local Development Plans and feed into the development of the new Community Action Plan.

2. CART 1 meeting (29th August 2011): The aim was to identify what transport provision there already is and then to see where the gaps or overlaps are. Three main themes were explored: transport within Callander; transport into and out of Callander; transport for tourists. These are shown in Table 1, which also contains some comments from the CART 2 meeting.

3. CART 2 meeting (30th January 2012): presentation of findings from questionnaire, including the public’s major transport needs. A number of organisations are contributing to this agenda. They have either contributed via the questionnaire, or through more public statements / a more widely known travel agenda.

Organisation	Views and Comments on Existing Services
Bruce Crawford MSP Quote from Alycia Hayes, Assistant	"The price [of bus travel] is a problem in my view, so perhaps operators could be persuaded to run a price incentive for a fixed period or issue books of 10 tickets with [e.g] 2 journeys free to increase footfall. Keen to continue to be involved to help inform what assistance can be given in terms of policy, funding etc."
Callander Community Development Trust	Wants good transport to new hospital at Larbert and action to improve local bus services through and around town, including services to other local centres.
Callander Community Council	Represents the Callander community (all groups from youth to elderly) to try and coordinate all initiatives within the community. Key initiative: Charette.
Callander Kirk	"Has been running a bus service doing around 150 journeys a year. Some church related but half trips were for other organisations. This service is now no longer financially viable and funding has been withdrawn, impacting on user groups. Community transport needs to take in to account the requirements of these groups."
Callander Primary School Parent Council	"School run [by car] is used by large percentage of school population – so need more sustainable transport eg school run bus scheme, promotion within town to car share, community car rental scheme."
Callander Youth Project	Runs a minibus from Callander to college daily as a service (cover up to Tyndrum) to get young people into Stirling/Falkirk to continue education. This service is becoming more expensive due to economic situation so also now working in conjunction with DRT & Stirling Council to provide transport services as appropriate. Minibus could be better used during day outwith college pick up and drop off times e.g. as minibus hire. Post school young people need additional support or face exclusion through lack of transport. Suggest looking at Fife Direct bike hire of small engine bikes. Further discussion needed.
Central Scotland Police	Not a provider or user of transport rurally but have a good overview of what is happening in the area. Provide road safety support, coordination and associated services. Aware of need for: <ul style="list-style-type: none"> •transport late in the evenings for youth groups to get members back home from activities •safe routes to school for cycling and walking.
Demand Responsive Transport	Covers routes such as Callander to Loch Katrine, David Marshall Lodge, taking staff to Tighmhor etc. Also getting to and from the Thursday Club, medical centre, dentist etc. High school children use service for going home following after school activities (eg Orchestra practice). Run service outwith school times ie 7.30 am – 9/10pm. Aberfoyle/Gartmore residents use for e.g. getting children home after school club activities. "DRT is always listening. Was viewed at first as a service only for disabled people only but now better understood that service is for everyone. Has been successful but can't see it changing as extending the service would need more funding, which may not be available."
Forth Valley Rural Health Project	Have looked at combining health and social care, which means less travel time and carbon reduction. Daycare for older people - keen to look at widening opportunities to support further services and also to highlight need for voluntary networks. e.g. Blairgowrie remodelled transport so that it didn't matter where someone was going but just where they stayed.
The Great Trossachs Forest (TGTF)	Would like to see a sustainable transport solution that enables people to bring their muddy bikes, wet dogs, buggies etc to and from the area. Removal of bus & replacement with DRT provides a solution but questionable how 'environmentally friendly' this is as cars often have to do a there and back journey twice instead of once. TGTF provides no transport, but does provide recreation destinations (attractions) and car parks. Want to prevent certain car parks becoming honey pots & lower the carbon footprint. Recently finished its access strategy where sustainable transport to and within TGTF was a key priority: Providing linked networks of paths for various types of recreation; putting in an additional off road path from Callander that will link it to Loch Lomond; provision of 4B's (Boats, boots, bike and bus).
Loch Lomond and Trossachs National Park (LLTNPA)	LLTNPA collates and communicates transport issues e.g. new local plan and draft park plan, involving agencies and communities. Outdoor recreation plan incorporates plans for tourism locally and how people can access areas/facilities. Works with Stirling Council & John Buchanan (Aberfoyle Motors) promoting DRT and wider services within the Park. Other considerations: car parking; links in with footpaths and cycleways to get people moving; working with Sustrans to extend cycling routes into Stirling; a transport timetable for NP; cycle leaflet; info on the water bus at Loch Lomond.

McLaren High School	<p>Over 75% of pupils travel to school by bus, equivalent to 200,000 individual journeys. At 600sq miles school has biggest catchment area in Scotland. Transport therefore big issue with £13k budget. Works closely with CYP and other providers. Relationships with providers very good and therefore provision relatively good. After school clubs rely on contract & service buses. Runs Safe Drive and Stay Alive campaign in school for 4th years. Driving Theory test maybe available in schools in future.</p> <p>In Callander issues : outside main gate on A81 safe pick ups and drop offs, zig zag lines required. Parking at night alongside the road causes traffic obstructions/dangers - drop off and pick up at McLaren Leisure Centre instead; lighting, particularly in the creep area. Control being taken away from school re. decisions about school closures in adverse weather conditions. Interested in: safe routes for school; encouraging walking & cycling; more DRT.</p>
McLaren Leisure Centre	<p>For those who don't have own transport there is the need for an appropriate internal bus service within Callander to enable access to Centre. Key issue for users is getting to Centre and outlying villages.</p>
NHS Forth Valley	<p>Access to healthcare utilises link with Tactran (Tayside and Central Scotland Transport Partnership). Agenda is to make better use of vehicles already there, focus on best practice and how to build on it. Transport to and from new Forth Valley Hospital at Larbert.</p> <ul style="list-style-type: none"> •target 26% reduction in single occupancy car transport due to measures •target for 2020 from 80%-60% already dropped to 70% in 2010. <p>Social inclusion is a key aspect. Working with SC/DRT/Alison Weir etc and how to publicise how to get to new hospital. Mapping is required and to show how people can get to RFVH by public transport.</p>
Stirling Council	<p>The public transport team provides supported services that augment the commercial services that operate in the Callander area. This includes:</p> <ul style="list-style-type: none"> •C59 Callander to Stirling/Fallin early morning, evening and Sunday •C60 Callander to Killin on Mondays to Sundays •5 DRT services, 3 in Callander and surrounding area. Operating every day between the hours of 07:00 and 21:30 •Free timetables available at Stirling Bus Station and libraries, Tourist Information Centres, Local Offices, shops •Information at bus stops, flags and shelters •Journeyplanner and Traveline <p>DRT very popular and steadily increasing in patronage, especially Trossachs - doubled since it started. 2015 plans are to re tender. Can provide enhanced services but would be at expense of other services hence why there is need to engage with community to find out what is required. Will be looking for needs of people in Callander community before 2015 when reviewing services.</p>
Trossachs Community Council	<p>DRT has been well received and heavily used by residents, and for some it is a vital lifeline, particularly in bad weather. There is a concern amongst residents that DRT will become too popular and due to the need for cost savings, the extent or times of operation will have to be scaled back. Some local businesses have not been promoting DRT as much as they could due to the desire to keep it (and not overuse it) for local residents. A later night finish to enable people to leave the establishment safely would benefit and restaurants.</p> <p>Bad weather: regular gritting by Stirling Council was extremely welcome & a commitment to continue would be welcome. Transport proposals need to consider the state of the roads, and add lobbying weight to Stirling Council about the need to improve them. Do not to forget the rural communities.</p>
Wheels Cycle Hire	<p>Providers of cycles mainly for leisure. Use DRT for business in terms of guests using the accommodation and getting around such as to/from Loch Katrine, Aberfoyle etc.</p> <p>Wants: more DRT. Develop use of zero emission vehicles and bike fleets. Explore solar powered buggies, and community charging stations. Fully supportive of need for safe routes to school and better links to Stirling such as off road routes for cyclists and improved roads.</p>

Table 1: Stakeholder comments

Note: views were not gathered from a number of local groups, but will be welcome for future plans, including Callander Enterprise

SCHOOLS

Most people in the Callander community are interested in transport and school children are no exception. They are curious, interested and positive about finding answers. Travel, speed of cars and cycling routes were all issues raised by school children at the Charrette.

One of Callander's transport success stories of the past 12 months has been a reduction in car journeys to school by 23%

Callander Primary School, its Parent Council and Callander and Climate Change worked together to address the barriers to walking/cycling to school and encourage regular walking and liftshare. Initial research showed that concerns over traffic speed and road safety, the weather and time pressures all contributed to using the car for the school run.

A package of initiatives has been run over the past 12 months to address these barriers and a target was set of a 10% reduction in car journeys to school.

Children take action: In May 2011 Primary 6 pupils worked with the local community police for two days using radar guns to detect speeding motorists on the town's main road. Once stopped, motorists completed a questionnaire with the children (designed to raise awareness of road safety). The chastened motorists were then sent on their way with a warning! This generated interest among parents and really captured the imagination of the children. The school plans to repeat the activity in 2012.

Bike-tastic event: Family event on September 3rd, designed to encourage youngsters to enjoy cycling and stay safe. This attracted around 150 people (children and adults), in spite of some torrential rain early in the day.

Fun Biking Club: The Parent Council, with support from Callander and Climate Change, followed this up by organising activities including an after school fun biking club and support for Active Stirling's Cycling Proficiency.

Walk Once a Week (WOW) scheme, introduced in October and maintained throughout the 2011-12 school year (see <http://www.walktoschool.org.uk/our-projects/early-years-and-primary/walk-once-a-week/>). Children receive collectable badges if they walk to school once a week for a month. An interim survey recorded the average number of children walking to school on any given day in November as 63% - very encouraging for a dark, wet and cold month.

Traffic Speed: The Parent Council organised two meetings with Transport Scotland, Bruce Crawford (MSP) and Central Scotland Police to discuss concerns about the speed of traffic through the town. Callander Community Council and the High School also joined the group. Transport Scotland carried out surveys of the traffic speed and a review of the accident data and improvement to signage at the town entrances have been agreed.

The result of this broad package of initiatives has been a 23% decrease in car journeys to school and the beginnings of a shift in the school run habit.

2.3 Emerging themes and priorities

Clear themes regarding transport issues emerged from the public and organisation consultations, events and feedback from meetings. These are given under the following headings:

- 1.**Buses:** frequency of service, connection to on-services, routes, expense and quality. Improved access for disabled/elderly. Additional Trossachs Trundler type initiative and need for shuttle bus service around town
- 2.**Demand Responsive Transport:** more information and services
- 3.**Cycling:** more bikes, improved access for cycling within Callander and better pathways/routes
- 4.**Walking:** need for safe routes and bridge (will help school children and access to Leisure Centre)
- 5.**Greener Car services:** rural car club, lift sharing
- 6.**Road safety:** speed, volume of traffic
- 7.**Information:** on buses, DRT and other services. The web/BLV was suggested as a one stop shop
- 8.**Infrastructure:** plug in points for electric cars, broadband to improve home working
- 9.**Tourist services:** travel improvements and information for tourists e.g. tour bus, 'joined up' cycle hire and information

3. Options appraisal

A number of potential improvements and entirely new services emerge from the themes discussed in Section 2. These are considered in more detail in this chapter, and pulled together into a new travel agenda in the next chapter.

IMPROVEMENT 1: LOCAL BUSES

Evidence from the Transport Questionnaire showed that many members of the community believe that improvements are required to the bus services in to and from Callander. However, this is a significant challenge in the current economic climate.

Existing Services:

The Frequency of service, Connection to on-services, Additional routes, Cost, Disabled Access and Quality are all issues of ongoing concern and need to form the basis of discussions with Stirling Council and the operators.

New Services:

Desired new services include a direct service to the new Forth Valley Royal Hospital at Larbert, as well as connections within the town. The former is a big issue for those without cars, since the main hospital service for the area was relocated from Stirling to Larbert and now involves two bus journeys. The latter may be solved by better promotion of the DRT service, which is available for journeys within the town.

RECOMMENDATION:

1. Callander and Climate Change to facilitate the setting up of a “Bus users group” (‘Travel BUG!’) to lobby and negotiate with Stirling Council, the Health Board and local operators for improvements to the bus service. This group should include representatives of regular bus users, as well as patients / patient relatives and tourist operators / local businesses, the National Park, and a member of Callander and Climate Change.

IMPROVEMENT 2: DEMAND RESPONSIVE TRANSPORT

In general, stakeholders believe Callander is well served by the Demand Responsive Transport service (DRT) but evidence from the questionnaire showed a general lack of awareness in the community.

DRT is a public transport system in and around the town, and within the Trossachs. The service is effectively a taxi service for the price of a bus fare – and free for elderly and disabled cardholders.

Callander Community Council, Stirling Council and the DRT providers are planning to work on a communications strategy to better publicise this service to potential users. This will build upon an article in BLV in Feb ‘12, provided by Stirling Council’s Public Transport Co-ordination Officer.

However, it is noted that the DRT service has limits and should usage increase greatly, it will become financially unsustainable.

RECOMMENDATIONS:

1. Stirling Council and DRT providers to ensure that the communications strategy is put in place and so that the DRT service becomes better used.
2. Callander and Climate Change and the Community Council to seek further information about the financial implications of increased usage and continue to monitor the situation.

IMPROVEMENT 3: CYCLING AND WALKING

It is considered that the infrastructure for cycling and walking needs improvement to stimulate uptake of these travel modes. This was a major proposal to come forward from the Charrette process. The long talked about new bridge at the east end of town for walkers and cyclists (and maybe, eventually motorised traffic) to take people from the Gullipen View area to McLaren High School and Leisure Centre was also highlighted through the Charrette process. The Callander Partnership (Stirling Council, Callander Community Council, CCDT, Callander Enterprise and the National Park) members are pursuing this as part of the follow up to the Charrette.

Traffic Speed has also been identified as an issue that impacts on walking and cycling. Callander Primary School Parent Council have convened two meetings with Transport Scotland/ Bruce Crawford (MSP) and Central Scotland Police and Callander Community Council plus the High School have now joined the group. Transport Scotland carried out surveys of the traffic speed and a review of the accident data. Improvement to signage at the town entrances, has been agreed.

A speed limit reduction to 20mph is not possible on a trunk road (A84) where there is no direct school frontage, it is likely that the group will focus on improvement to the pavements, snow and ice clearance, road safety training for children, young people and parents and improved safety at dropping off/picking up zones.

RECOMMENDATIONS:

1. Callander Partnership and the two access authorities (the National Park and Stirling Council) research routes and funding for additional cycling routes to/from Stirling and surrounding areas for tourists and locals.
2. Callander Partnership sets up a new group specifically to take responsibility for researching the feasibility of and funding for a new bridge and paths at the east end of the town to take walkers / cyclists from the Gullipen View area to McLaren High School and Leisure Centre.
3. Callander Primary School Parent Council, the Community Council and McLaren High School continue to work with Transport Scotland re the extension of safe routes to schools for walking and cycling

IMPROVEMENT 4: GREENER CAR TRAVEL

A number of models for a car club / lift sharing have been considered, including Fintry's car share scheme and liftshare.com (see break out box).

Car clubs are popular in a number of cities, towns and communities, including Edinburgh, Glasgow, Anstruther and Dundee. Each differs in the detail of how it runs but the principle is the same – members pay an annual fee, and charges based on use. This avoids the cost of running their own cars. Some schemes involve member cars too.

Case Study: FEET (Fintry Energy Efficient Transport) and other car clubs BREAK OUT BOX

Fintry's car share scheme (www.moorcar.co.uk) has 25 users (some more active than others). They have three cars: one 'ordinary', one people carrier and a Nissan Leaf electric car (with 80 mile range, plus charging point in the village). It is likely that this service will be part-subsidised by grants. Membership is £60 per person and hire costs £21.60 per day.

Liftshare services link drivers and passengers together online, and are often free to use (with travel costs shared). Liftshare.com (e.g. Stirlingliftshare.com) set up costs are free for year one, thereafter a £600 annual maintenance would be charged to set up a 'Callander page'. The transport questionnaire showed indicative interest but it is not known how that would translate to action on the ground.

It is likely that it would take time to build sufficient support in the community for a viable liftshare scheme. It has been concluded that setting up an online liftshare scheme is uneconomic currently, without grant support. It is considered unlikely that, in a town the size of Callander, it would be possible to recruit sufficient users within a year to make the scheme financially viable.

Other carpooling options are also available, including www.blablacar.com and www.rideshare.com in Anstruther Fife (including a clever combined shuttle service to St Andrews, with daytime use of the club's car).

RECOMMENDATIONS:

1. Callander and Climate Change investigates the feasibility and funding of setting up a car club, possibly to include an electric vehicle.
2. Callander and Climate Change organises a meeting of all those now interested in liftsharing and considers suitable website services to promote it.

IMPROVEMENT 5: INFORMATION

Information availability is a recurring theme amongst consultees. In particular, timetable information about buses, DRT and other services is required. The web/BLV was suggested as a convenient one-stop shop for this information. Change (whether it be how we travel, where our food comes from, or home energy improvement) requires practical advice and promotion. Just as importantly it requires a new habit or a new way of thinking. People are social and very often motivation on a day-to-day basis is just doing what everyone else does, and what is made to appeal through marketing.

As driving is likely to remain the most used form of travel for many people, it would also be useful to provide access to information about fuel efficient driving, car maintenance and so on. The Energy Saving Trust show that with efficient driving people can save 15% on their fuel bill, even if they make no other changes to their travel habits. Information and marketing are important to ensure sustainable transport alternatives remain front of mind and appealing.

RECOMMENDATIONS:

1. Stirling Council and bus operators to provide a monthly update on bus services / promotion of DRT for a Travel page in the BLV.
2. Callander and Climate Change to provide Green Travel courses / plans etc for businesses, schools and individuals. Other promotional activities to be considered, such as updates on www.incallander.co.uk.

IMPROVEMENT 6: NEW TECHNOLOGY

To achieve the government's aim of an electrified transport network, charging points will be required throughout the country, and Callander is no exception. The town is at the limit of the central belt return journey range of many electric cars (Nissan Leaf range, approximately 100 miles; Edinburgh, 110 miles return; and Glasgow, 90 miles return). A significant barrier to electric car use is the fear of flat batteries. Other than Fintry, the nearest reported charging points are in Glasgow. With a charge point, Callander could appeal to electric car users, and also act as a 'stepping stone' for electric car use in the Highlands.

Home working features as a 'behaviour change', which could deliver significant carbon savings. This was also recommended by a member of the Callander community as a desirable technology innovation to drive change. Callander Enterprise has already undertaken considerable research and lobbying work into accessing super fast broadband services for Callander. Atkins has undertaken research, which shows this to be one of the cost effective means of reducing transport emissions.

RECOMMENDATIONS:

1. Callander and Climate Change: Seek to install charging points for electric vehicles within the town – learn from Fintry's experience – link with having an electric vehicle for car club and lobbying National Park and other organisations re their use of electric vehicles and local charging points.
2. Callander Enterprise continues to work to bring improved broadband connections to Callander.

IMPROVEMENT 7: TOURIST TRANSPORT

Tourism represents a large proportion of Callander's income and provision of effective and sustainable transport for this sector is essential to ensure this continues.

There have been a number of calls for the restoration / reintroduction of the Trossachs Trundler bus to serve the tourist market (which previously covered a circular route between Callander and Aberfoyle). The Trossachs Trundler has largely been replaced by DRT, which respondents believe has not been sufficiently promoted to tourists and tourist operators.

Other ideas include more integrated services linking buses to cycling, such as facilities for cycle transportation, and onward bus routes (to the Highlands) from the end points of popular cycle paths.

RECOMMENDATIONS:

1. Bus Users Group to liaise with the National Park and the Great Trossachs Forest to explore the possible reintroduction of a "Trossachs Trundler" type service.
2. Callander and Climate Change / Callander Enterprise review tourist transport needs and liaise, as appropriate, with providers.

4. Improvement Scenarios

4.1 Indicative Activities

Scenarios representing each of the improvement themes have been developed, as a starting point for discussion. Numbers (of passengers etc.) are indicative only, and comments are being sought on their refinement. Based on these scenarios, indications are given of beneficiaries, timing, barriers and carbon saving (Table 2: Improvement Scenarios).

Improvement	Beneficiaries	Timing	Cost and other barriers	Tonnes CO _{2e} ? saving per annum
1. Local Buses <i>Scenario: new bus or expanded services avoids the need for 10,000 journeys per annum</i>	10,000 journey takers (many likely to be repeat users)	Minimum lead time of one year likely	High but largely unknown (it is known for example the former Aberfoyle - Inversnaid Postbus operated at a subsidy of £38.40 per passenger journey)	40.3
2. Demand Responsive Transport <i>Scenario: 5,000 journeys avoided per annum</i>	5,000 journey takers (many likely to be repeat users)	Could grow 'organically' in short term, if fully promoted	High Maximum limit of journeys imposed by cost and budget	4.7
1.Cycling and Walking <i>Scenario: 10,000 local journeys avoided per annum</i>	All residents and visitors	Short term onwards	No to low immediate cost (but infrastructure improvements would help stimulate modal shift)	8.2
1.Greener Car Journeys <i>Scenario: 5% saving in car emissions</i>	Car driving residents and some visitors	Short term onwards	Low immediate cost but dependent on measure. (promotion would help stimulate modal shift)	173.0
1.Information <i>Scenario: 1% reduction in car emissions through modal shift and behaviour change</i>	Car driving residents and some visitors	Short term onwards	Low to medium for coordination and promotion e.g. BLV	34.6
1.New Technology <i>Scenarios: electric charge point used 3 hours per day; 50 people home work 1 dpw</i>	All residents and some visitors	Minimum lead time of one year likely	Medium – high	16.9 (charge point) 29.5 (home work)
1.Tourism services <i>Scenarios: minibus used in summer for 2000 passengers; 1000 extra cycle journeys</i>	Visitors	Short term onwards	High but costs of minibus tours might be met by commercial service. Low for cycling using existing infrastructure Medium - high for new infrastructure.	6.16.1 (minibus) 2.0 (cycling)

4.2 Discussion

The indicative improvement scenarios show what may be possible in the short to medium term if recommendations were followed. Each of these is useful to Callander in its own right, and may be carried out independently of others.

Winds of change

Over the medium to long terms, this shift is likely to be created by a range of external factors, in particular price and policies. As the world experiences 'Peak Oil' and its price impacts are felt more strongly, there will be a shift away from fossil-fuelled personal transport. This may happen smoothly, if the price transition is gradual, or in a series of technological step changes, such as rapid uptake of electric cars on the back of widespread installation of charging points. Furthermore, rapid fuel price hikes and fuel shortages could create 'tipping points' for social change.

Demand-led solutions

Alternatives need to meet the requirements of a number of groups, including commuters, families, less socially mobile and infirm, children and tourists.

Greener cars: the most effective short-term scenario for reducing carbon emissions, shown here, is 'greener car travel'. A 5% reduction would reduce by an estimated 173 tonnes of CO₂, annually. This efficiency could include one or a combination of factors – gentler driving style, more efficient engines, increases in car sharing and, ultimately, a switch to electric motors.

Public transport: more intelligent provision of public transport, such as better buses and DRT, could plug the gap left by the removal of other bus services, and would preferably include other destinations, such as hospitals. The scenarios shown reduce emissions by approximately 40 and 5 tonnes CO₂, respectively.

Communication: to increase uptake, these measures must, alongside other public transport options, be better communicated. A 1% reduction in car transport, stimulated this way, will reduce emissions by about 35 tonnes CO₂.

Human powered transport: a greater provision of walking and cycling infrastructure will help reduce our emissions (over 8 tonnes CO₂ for the scenario shown), reduce congestion, benefit health, and improve the attractiveness of our local environment. It will also encourage children to travel under their own power, which has already proven one of the success stories of our community's transport agenda.

Tourism: tourist services have the potential to contribute to our local economy as well as reduce congestion and emissions. A new tour bus would reduce emissions by 6.1 tonnes CO₂, and a joined up cycling service, 2 tonnes CO₂, in the scenarios shown.

Technology change: this is arguably our best long-term solution, and this is what the government is backing as providing the largest single shift in transport emissions. Imagine plugging your car into the mains, and not queuing for dwindling and ever more expensive liquid fuel. A popular electric car⁷ estimates its running cost as 1.2 - 4p / mile, compared to at least ten times that for many petrol/diesel alternatives.

A single charging point, used three hours daily, is estimated under the scenario shown, to avoid the emission of about 17 tonnes of CO₂ annually. Home working, avoiding the commute altogether, would avoid about 30 tonnes of CO₂ emissions annually under the scenario shown.

7 Nissan Leaf

Meeting government targets

Our ultimate aim is to reduce our emissions in line with the Scottish Government's carbon budgets⁸. This would require the reduction in transport emissions by almost a half (49%) from a 1990 baseline, and would require, by 2025:

- 40% of residents have electric cars
- average carbon emissions/mile have reduced by 45%
- average annual mileage has reduced by 26%
- 25% reduction in emissions from flights (from 2010 baseline)

Whether we can achieve this ambitious target will depend on making a strong start – and we hope this document is the first of many milestones in this direction.

4.3 Final word

Transport is a difficult issue to tackle. It is intrinsically linked to our desire for freedom and fairness – and our need for a service, which is both reasonably priced and convenient.

However, Callander is grasping the nettle and has begun to identify the issues. With hard work, determination and by linking with other agencies progress will be made over the next few years.

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⁸ Callander and Climate Change: "A Sustainable Future for Callander" see <http://www.callanderandclimatechange.org.uk/downloads.html>