

**The Highland Council**  
**Highland Council – 26<sup>th</sup> June 2014**

Agenda Item	17
Report No	HC/12/14

**Carbon CLEVER Programme Plan and Update**

Report by Head of Policy and Reform

**Summary**

This paper provides Members with an update on the Carbon CLEVER Programme Plan and in particular the chapters on Economy and Transport. The paper further provides Members with an update on a number of new and potential Carbon CLEVER projects. It seeks member approval for expenditure from the Carbon CLEVER capital allowance.

**1. Background**

- 1.1 At a meeting of the Highland Council in June 2013, Members agreed to an initiative to achieve a carbon neutral Inverness in a low carbon Highlands by 2025, Carbon CLEVER.
- 1.2 The Council has a commitment in its Programme, Working together for the Highlands, 2012-17, that it will maintain its commitment to Scotland's Climate Change Declaration and work with everyone to achieve a Carbon CLEVER Highlands by 2025 (a carbon neutral Inverness in a low carbon Highlands).
- 1.3 There are a number of projects and actions currently being developed and delivered as part of the Carbon CLEVER initiative. Along with this action, there is also a need to develop a programme plan for the initiative that sets out a strategy for achieving its ambitious targets.

**2. Carbon CLEVER Programme Plan**

- 2.1 At a meeting of the Highland Council in March 2014, Members agreed that Carbon CLEVER should address five key strategic themes: Economy; Energy; Land Use and Resources; Transport; and Engagement Strategy. Members further agreed that a programme plan should be drafted comprising a strategy document based on these key strategic themes.
- 2.2 As the strategy document develops, a three year action plan will also be drafted which will be updated and reviewed regularly. The final programme plan will also outline how the performance of the initiative is measured both quantitatively and qualitatively. The final strategy and action plan will be launched at the second Carbon CLEVER conference in November 2014.
- 2.3 Two chapters have been drafted for Members to consider: Economy and Transport. These have been written with input from Highland Council officers, Scottish and Highland stakeholders, and feedback from the Carbon CLEVER conference 2013 and the series of workshops that were conducted with Council Members and staff in 2013. These chapters are in a draft format and

aim to highlight both the current direction of travel under the strategic themes, and areas where additional action is required. Following member feedback we will consult again with regional stakeholders before the chapters are finalised.

### **3. Economy**

3.1 The transition to a low carbon economy in the Highlands is already underway and the aim of Carbon CLEVER is to help to accelerate this process to ensure that the Highlands have a modern economy fit for the 21<sup>st</sup> century. The chapter is structured around the ambition for a Carbon CLEVER Economy that was agreed at a meeting of the Highland Council on the 13<sup>th</sup> March 2014.

3.2 The Economy chapter is attached at Appendix 1. The chapter highlights Council commitments and Single Outcome Agreement outcomes that relate to transition to a low carbon economy. Other key items in this chapter include:

#### Increased inward investment to the region

- Importance of European, national and regional funding programmes
- City and town centre action plans

#### Enhanced growth and increased good quality employment opportunities

- Mini Stern report
- Smart cities

#### An increasingly skilled workforce/ employment base

- Inverness campus
- Highland Science Academy
- Highland Council capital programme

#### Increased recognition of Inverness as a tourist destination due to enhanced international reputation

- Highland Tourism Action Plan 2014-2020
- Cairngorms National Park
- Event Tourism

#### Demonstrating educational and research expertise in carbon reduction

- UHI Low Carbon Institute

#### Resource efficient businesses with minimal waste

- Digital Highlands and Islands
- Carbon CLEVER Declaration
- Business Waste

#### Increased consumption of locally produced goods

- Highland and Moray Local Food Network
- Allotments and community growing

#### Engagement Strategy

- Carbon CLEVER Conference and workshops
- Carbon CLEVER Declaration

- Citizens' Panel and Communities' Panel
- Alignment with HIE's Operating Plan and its priority of creating the conditions for a competitive and low carbon region

An outline of the Economy chapter was presented at a meeting of the Highland Economic Forum in May 2014 to gain feedback from relevant Highland stakeholders.

#### **4. Transport**

4.1 Progress to reduce carbon emissions from transport across Europe over the past couple of decades has been slow. Over a quarter of the Highlands' carbon emissions originate from transport. Reducing these emissions and decarbonising transport will be a fundamental part of achieving a carbon neutral Inverness in a low carbon Highlands.

4.2 The Transport chapter is attached at Appendix 2. The chapter highlights Council commitments and Single Outcome Agreement outcomes that relate to reducing transport carbon emissions. Other key items in this chapter include:

##### Improved network and infrastructure for sustainable and active transport

- Local Transport Strategy
- Green Transport Strategy
- Development plans and transport infrastructure for growth
- Active travel audits, masterplans and the need for a programme of investment for Inverness and other towns in the region
- East Inverness bus investment fund project
- Millburn Road cycling corridor
- Sustrans community links funding

##### A high transport modal share for active forms of transport – reflecting healthier lifestyles

- Safer Routes to School Programme
- Carbon CLEVER Cycles
- Carbon CLEVER Commuting

##### Infrastructure for alternative and sustainable transport such as electric charging points and alternative fuels

- Publically accessible electric vehicle charging points
- Feasibility of hydrogen infrastructure

##### Low emission vehicles

- Public sector uptake of electric vehicles
- Inverness car club
- Bid to the UK Government "Ultra low city status" competition

##### A reduction in journeys and congestion

- Car sharing web portals
- Highland Council business travel hierarchy
- Carbon CLEVER Commuting

### Community transport such as car clubs to reduce the need for car ownership.

- Highland Council and HITRANS response to Scottish Government's Community Transport enquiry
- Support for community transport solutions
- Inverness car club
- West Wheels car club

### Engagement Strategy

- Carbon CLEVER Conference and workshops
- Citizens' Panel and Communities' Panel
- Behaviour change programmes focused at specific transport issues – cycling, commuting, longer distance journeys.

4.3 It is proposed that this chapter is consulted upon with Highland transport providers and associated organisations, e.g. HITRANS and Sustrans.

4.4 Members will note that these chapters in combination will produce a sizable document. It is intended that a summary report based on these finalised chapters will be produced, with these chapters forming a reference document.

4.5 Members should note that the Carbon CLEVER initiative involves measuring and tracking our progress to Inverness becoming carbon neutral and the Highlands becoming a low carbon region. This is a programme to 2025 and more work is planned to accurately set the base-line of emissions and to track them over time. Quantifying our emissions will become a feature of future updates to the programme plan.

## **5. Carbon CLEVER project updates**

5.1 A number of projects are being developed and delivered to support the Carbon CLEVER initiative. An update on a number of new and emerging projects is given in the following section of this report.

### 5.2 Carbon CLEVER Declaration

The Carbon CLEVER Declaration was launched on the 30<sup>th</sup> April 2014, and currently has 48 signatories. This Declaration is an important way for Highland businesses and organisations to a part of, and commit to, Carbon CLEVER. The Declaration aims to streamline and simplify support, and publicise the excellent work to reduce carbon emissions that is occurring across the region. Organisations and businesses signing the declaration benefit by:

- Gaining public recognition and free promotion in print, social media and at events;
- Saving money and reducing carbon emissions by becoming more efficient;
- Accessing free support such as funding maps, case studies and business cases to give you a range of tools to implement real savings; and
- Being part of a Highland peer support network and access to the Carbon CLEVER branding.

Additional support which will be made available to signatories is currently under development by relevant Council officers and partners.

### 5.3 Carbon CLEVER Commuting

Carbon CLEVER Commuting is a new initiative to promote sustainable travel throughout the Highlands due to be launched in Summer 2014. Funded by Transport Scotland's Smarter Choices, Smarter Places programme it will focus on encouraging walking, cycling and public transport as means of commuting throughout the Highlands.

5.4 The initiative will aim to make changes in commuting travel habits easy to incorporate into daily routines. A website will provide a "one-stop shop" for information on the various ways people can commute more sustainably, including calculators to work out potential cost and calorie benefits of making the change. It will also use case studies to further promote and encourage sustainable commuting. Signatories to the Carbon CLEVER Declaration will be provided with a web portal through which they will be able to access co-branded marketing materials, allowing them to promote the benefits of sustainable commuting to their staff and customers.

### 5.5 Capital programme allocation

The Carbon CLEVER initiative has a capital budget of £1million p.a. from 2014/15. For 2014/15, £300,000 has been committed for active travel and LED street lighting in Inverness.

5.6 Given that the carbon CLEVER initiative will require behaviour change and community engagement, it is proposed that a Carbon CLEVER Community Grants fund is developed for communities to apply for as match funding for their carbon CLEVER projects, notably for EU projects. This fund could use an allocation of up to £200k of the £1m capital budget per annum for Carbon CLEVER projects.

5.7 It is proposed that the scheme criteria (e.g. requirement for match funding, contribution to Carbon CLEVER etc.) is presented at a future meeting of the Resources committee. Consideration would also be given to how this grant scheme fits with and complements other Highland Council grant schemes and other regional and national funding that is available to communities.

### 5.8 University of Highlands and Islands Low carbon institute

The development of a University of Highlands and Islands (UHI) Low Carbon Institute as part of the UHI Inverness Campus Partnership Facility could contribute to and support the Council's Carbon CLEVER initiative.

5.9 The Low Carbon Institute would provide a number of benefits to the Highland Council and the Carbon CLEVER initiative, including:

- Supporting the wider Carbon CLEVER initiative through research and continuing professional development (CPD) in support of Carbon CLEVER policies, and through research into education and healthcare delivery in communities in a low carbon way;
- Development of a robust methodology and subsequent establishment of the carbon emissions baseline of Inverness and the Highlands (Highland Council area) to support the Carbon CLEVER Programme;

- Providing annual up-dates of emissions data to the Council, tracking change in emissions across the main sectors of the Carbon CLEVER Programme;
- Development of an on-going working relationship and knowledge exchange between academia and practitioners in the Council to provide evidence for policy and for research to be grounded in practice and awareness of what works, this will include CPD for staff; and
- Bespoke pieces of research with the Institute to inform the development of innovative Carbon CLEVER policies and projects. This would be part of a separate research contract with fees agreed with the Institute and in addition to the research commissioned from the Centre for Remote and Rural Studies.

5.10 The Low Carbon Institute would be part of larger UHI/HIE facility being developed on the Inverness campus site. UHI are looking to invest approximately £7 million in this new facility, with a mixture of grant and loan finance. This is set out in the table below. Please note that the Discretionary Fund application noted below will be subject to a future report to a relevant committee.

<b>Funder</b>	<b>Amount</b>	<b>Status</b>
HIE	£1,650,000	Agreement TBC
UHI Loan/reserves	£1,654,000	Approved
Inverness College	£300,000	Agreed match
THC Capital Discretionary Fund	£250,000	Applied for
Carbon CLEVER	£250,000	Applied for
ERDF	£2,775,994	Approved
Private Sector Investment	£60,000	Awarded
<b>Total</b>	<b>£6,939,994</b>	

5.11 A capital funding contribution of £250,000 is required to support the building of the UHI Low Carbon Institute, which could be phased as £125,000 in 2014/15 and £125,000 in 2015/16 if that suits the Council. It is proposed that the Carbon CLEVER capital allowance is used to fund this contribution. If approved, a memorandum of understanding would be drawn up between the Highland Council and the UHI Low Carbon Institute to reflect conditions of funding for the Institute, as set out in paragraph 5.9, as the support that the low carbon institute will provide the Carbon CLEVER initiative.

5.12 Dingwall office rationalisation – Active travel

The Dingwall Office Rationalisation project and subsequent redesign of the office building offer opportunities to reassess the travel patterns associated with the site and to install new facilities to assist staff to travel in active and sustainable ways, such as walking and cycling. Encouraging active travel reduces carbon emissions, whilst helping staff save money and stay healthy. A package of measures has been developed by the Carbon CLEVER Team. This includes both “hard” (infrastructure) and “soft” (communication) measures.

5.13 Based on the Energy Saving Trust Travel Plan Report (2009) for the Dingwall

offices it is recommended that shower facilities, lockers, and increased bicycle storage facilities are installed at a cost of £25,000. “Soft” measures should also be implemented at the Dingwall site, including: regular bike doctor sessions; skills workshops; paired riding; route mapping; and a cycling club. Many of these measures could be provided at low or no cost to the Council by local organisations and, alongside the improved infrastructure, would support staff to travel sustainably. It is proposed that the carbon CLEVER capital allowance is used for this contribution of £25,000.

5.14 Highland cycling infrastructure

It is proposed that an ambitious and transformational programme should be established to improve the cycling infrastructure across the Highlands. This could be focused on all the settlements in Highland that have an active travel audit, as these set out recommendations for infrastructure improvements and are currently being reviewed by HITRANS. The settlements would be: Alness and Invergordon; Dingwall; Fort William; Inverness; Tain; Nairn; Aviemore; Thurso; and Wick.

5.15 It is suggested that this would be an aspirational five year programme of activity beginning in 2015/16 with a budget in the region of £15 million. Such a programme would require a portfolio of funding to be developed. This would include minor contributions from the Highland Council carbon CLEVER capital allowance and other regional partners to act as seed funding to attract national and European funding.

5.16 STEP-UP

Strategies Towards Energy Performance and Urban Planning (STEP-UP) is a European project which aims to bring together excellence on energy planning from four European cities, Glasgow, Ghent, Gothenburg and Riga, running from Autumn 2012 to Spring 2015.

5.17 Inverness has been invited to be a companion city of this project. Through this, the Highlands would be supported to develop a Sustainable Energy Action Plan which would provide a carbon emissions baseline for the region. This would be important next step in developing the supporting evidence base for Carbon CLEVER. It is proposed that the Council Leader accepts this invitation on behalf of the Council.

5.18 Climate Change Leadership Programme

Through the Scottish Leaders Forum, the Scottish Government are developing a proposal to develop pioneer regions that demonstrate Climate Change Leadership. This would be a multi-agency approach, and would require buy-in from prominent leaders in the public, private and third sector. The Scottish Government offered the opportunity to be the first pioneer site to the Highlands at a meeting of the Community Planning Partnership Board on the 12<sup>th</sup> June, and the Board responded positively to this invitation.

**6. Implications**

6.1 Resource Implications: Carbon CLEVER is actively seeking to develop projects which are eligible for external funding. As such the Climate Change Team is working closely with the Council’s European Officers. The Carbon

CLEVER initiative has been allocated a capital budget of £1million p.a. from 2014/15. For 2014/15, £300,000 has been allocated as outlined at paragraph 5.5, with £700,000 available to commit.

- 6.2 The proposals in this report seek approval for: £250k to support the development of the UHI Low Carbon Institute; an allowance of up to £200k per annum for Carbon CLEVER Community Grants; and £25k to support active staff travel as part of the Dingwall Office rationalisation project. In addition, approval is sought to develop a five year ambitious and transformational programme of cycling infrastructure improvements across the Highlands that will require a portfolio of funding to be developed up to the value of £15m. This would include seed funding from the Highland Council and other regional partners.
- 6.3 Legal Implications: The Council has a duty to assist Scotland achieve its national carbon emission reduction targets as set out by the Climate Change (Scotland) Act 2009.
- 6.4 Equalities Implications: Projects and actions developed as part of the Carbon CLEVER will be screened on an individual basis for equalities implications.
- 6.5 Climate Change/ Carbon CLEVER Implications: Projects and actions developed as part of the Carbon CLEVER initiative will lead to reductions in carbon emissions, helping the region to mitigate its impact on climate change.
- 6.6 Gaelic Implications: Carbon CLEVER is a Highland-wide initiative. As such promotional material and messages will be translated into Gaelic in accordance with the Council's policy.
- 6.7 Risk Implications: There is a reputational risk to the Council in not achieving such ambitious goals. However, this is far outweighed by the potential success of the initiative. Carbon CLEVER requires project management to be used for development and delivery, this will include risk assessments and performance will be carefully monitored through a transparent process which will reduce the risks associated with the initiative.
- 6.8 Rural Implications: Climate change will provide challenges and opportunities for rural communities in Highland. It is important that the impact of these challenges is minimised, and the potential opportunities maximised.



## **Recommendations**

Members are asked to:

1. Agree any changes to the draft Economy and Transport Chapters and to note that the final drafts will be subject to wider consultation with relevant groups;
2. Note that at the next Council meeting on 4th September, draft chapters on Energy, and Land Use and Resources will be presented;
3. Approve the development of a Carbon CLEVER Community Grant fund with an allowance of up to £200k from the £1m carbon CLEVER capital allowance, with the scheme for the fund to be considered at a future meeting of the Resources committee;
4. Approve a financial contribution of £250,000 from the Carbon CLEVER capital programme allocation towards the establishment of a Low Carbon Institute to be located at the UHI Inverness Campus Partnership Facility;
5. Approve a £25,000 contribution from the Carbon CLEVER capital programme allocation to install measures to encourage active travel as part of the Dingwall Office Rationalisation project;
6. Approve that further work is done to develop a transformational programme of cycling infrastructure improvements across Highland towns and in Inverness to the value of £15m and to draw on a range of funding sources;
7. Approve that Inverness becomes a companion city of the STEP-UP project, and that the Council Leader accepts this opportunity; and
8. Note that the Highland Community Planning Partnership has responded positively to the Scottish Government's invitation to become a pilot area for the development of a proposed new Climate Change Leadership Programme.

Designation: Head of Policy and Reform

Date: 17<sup>th</sup> June 2014

Author: Stephen Carr, Principal Policy Officer – Climate Change

**Strategic Theme 1: Economy**

1.1 The ultimate goal of reducing carbon emissions across the Highlands is to make the transition to a low carbon economy (LCE). A LCE can be defined as:

*An economy that has a minimal output of greenhouse gas emissions into the environment.*

1.2 The transition to a LCE in the Highlands is already underway and the aim of Carbon CLEVER is to accelerate this process to ensure that the Highlands have a modern economy fit for the 21<sup>st</sup> century. Achieving this will require businesses, organisations, and residents of the Highlands to reduce their carbon emissions. A LCE will be based on renewable sources of energy, energy efficient buildings, hybrid, electric, and alternative fuelled vehicles, smart energy grids, low-carbon sources of heating, and carbon sequestration through both natural processes and carbon capture and storage.

1.3 There has been a historic link between the production of greenhouse gas emissions and Gross Domestic Product (GDP). Making the transition to a LCE will ensure that this link is broken and that the economy of the Highlands can continue to grow without having a negative impact on the environment. Climate change will bring both economic challenges and opportunities to the Highland region. These need to be clearly understood to ensure the Highland economy both maximises the opportunities and minimises any potential impacts.

1.4 Views and feedback gathered from the Carbon CLEVER Conference 2013, a series of internal workshops (see paragraph 9.4), and also a review of other European cities approaching similar low carbon targets, have been used to develop the potential key Economic outcomes of achieving a carbon neutral Inverness in a low carbon Highlands. Highland Council agreed these are:

1. Increased inward investment to the region;
2. Enhanced growth and increased good quality employment opportunities;
3. An increasingly skilled workforce/ employment base;
4. Increased recognition of the Highlands as a tourist destination due to enhanced international reputation;
5. Demonstrating educational and research expertise in carbon reduction;
6. Resource efficient businesses with minimal waste; and
7. Increased consumption of locally produced goods.

1.5 This chapter is structured around these key outcomes and the activity that is being undertaken, or is programmed to occur across the Highlands and the further action we need to take with others to achieve them.

## 2. Increased inward investment to the region

2.1 The global low-carbon market was worth more than £3.3 trillion in 2009/10 and it projected to be worth over £4 trillion by 2015<sup>1</sup>. The Climate institute/ GE Low-Carbon Competitiveness Index indicates that the United Kingdom, France, Japan, China, and South Korea are currently best placed to prosper in a low carbon economy and take advantage of the economic opportunities it will offer. In 2011/12, the low carbon economy was worth £122 billion to the UK economy<sup>2</sup> and this translates to investment and jobs. In 2011/12, 940,000 people were employed in “green” jobs in the UK<sup>1</sup>.

2.2 The transition to a LCE will boost the European economy due to innovation and investment in clean technologies and renewable sources of energy. It is estimated that to make the transition, the EU will need to invest an additional 270 billion euros, or 1.5% of its GDP annually, for the next four decades<sup>3</sup>. This extra investment would take Europe back to the investment levels experienced before the economic recession and would invigorate growth within a wide range of manufacturing and environmental sectors.

### 2.3 Where are we now?

The Highland Council Programme 2012-17, “[Working Together for the Highlands](#)” contains 32 commitments on “Working Together for the Economy.” In developing a Highland recovery plan, the Council is committed to Scotland’s Climate Change Declaration and will work with everyone to achieve a Carbon CLEVER Highlands by 2025, a carbon neutral Inverness in a low carbon Highlands. Commitments in this Programme with a link to increased inward investment to the region include:

- The Council will continue to support Highland-wide, large scale employment growth opportunities in the Cromarty Firth (Invergordon, Highland Deephaven and Nigg Energy Park), Scrabster Enterprise Area, Ardersier and Kishorn and in the UHI Campus Development;
- The Council will work with the Highlands and Islands European Partnership and the Scottish and UK Governments to secure maximum benefit for the Highlands from the EU funding programmes for 2014-2020, including further transitional funding and participate actively in key European organisations;
- The Council will seek to support the development of our urban centres, and put local communities at the forefront of these processes. Working with the Scottish Government, we will ensure that Inverness and the wider region realise the benefits of the ‘Seven Cities Strategy’; and

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<sup>1</sup> Department for Business Innovation and Skills (2012) Low carbon environmental goods and services (LCEGS) Report for 2010/11. Available at: <http://ow.ly/wSmMs>

<sup>2</sup> CBI (2012) The colour of growth: Maximising the potential of green business. Available at: <http://ow.ly/wSmpf>

<sup>3</sup> European Commission (2011) A Roadmap for moving to a competitive low carbon economy in 2050. Available at: <http://ow.ly/wSnOC>

- The Council will support community, business and infrastructure developments through a successor to the EU 'LEADER' programme and other EU funds.

## **2.4 European and national funding streams**

There are a number of European funding programmes and projects which are strongly aligned to driving the transition to a LCE. Achieving a carbon neutral Inverness in a low carbon Highlands will require Highland stakeholders to make full use of the European Funds which are available, such as the European Structural and Investment Funds (ESIF), Horizon 2020, and INTERREG Programme.

2.5 The ESIF are administered in seven year programming periods. The current period runs from 2014-2020 and as such the strategic priorities for these funds have been developed in 2013/2014. Priorities of particular note for Carbon CLEVER are:

- Low carbon travel and transport;
- Low carbon infrastructure;
- Resource efficient circular economy; and
- Green Infrastructure.

2.6 The Highlands & Islands is viewed as a transition region in terms of ESIF funding as a reflection of the region's relatively lower GDP compared to the EU average. This status attracts a higher level of funding and will bring 173M euros of support to the region. In addition to European Funding, the Highlands will need to make appropriate use of the national funding landscape to bring additional investment to the region and improve the infrastructure upon which business relies.

## **2.7 LEADER Programme**

Communities in the Highlands are enterprising, dynamic, and forward-looking. They actively seek to overcome the challenges of their remoteness and access to services by taking control of assets and implementing projects that address local needs and realise local opportunities. The Highland LEADER Programme is an EU fund that has helped communities across the Highlands to turn their aspirations into reality. The last Programme ran from 2007-13 and involved 371 projects and an investment across the Highlands of over £30m.

2.8 The new LEADER Programme is currently under development. The Programme will have strategic priorities which will guide the development and funding of various projects. Carbon CLEVER has been included as a draft strategic theme. The themes will be widely consulted on with communities, businesses and key stakeholders. The inclusion of Carbon CLEVER as a theme would ensure that Carbon CLEVER projects are delivered under the Highland LEADER Programme.

## **2.9 What have we planned already?**

### **Inverness City Centre Action Plan**

The Highland Council is working with local stakeholders, communities, and individuals to prepare an action plan for Inverness city centre. The aim of this plan will be to identify ways to increase footfall to the city centre and make improvements to make it a more attractive place for people to live, work, socialise, and invest. This plan will identify short, medium and long term actions and will be incorporated into the Highland Council's Inverness City Centre Development Brief. A key part of this plan will be to make the city easier and more attractive for people to move around through sustainable and active transport, and as such it will be an important part of Inverness' transition to a carbon neutral city.

### **2.10 Town Centre Action Plans for Nairn, Tain, and Fort William**

The Highland Council will work with partners, residents and businesses in Nairn, Tain, and Fort William to develop town centre action plans. This will be conducted through a series of events held in each respective town. The vision for these town centres being set out is for distinctive, active places where people want to spend time and money and conduct business. As such, there may be strong links with active and sustainable transport in these action plans and therefore a strong link to the vision of a low carbon Highlands.

### **2.11 Digital Highlands and Islands**

Discussed in more detail at paragraph 7.3, the roll-out of high-speed broadband across the Highlands will bring investment opportunities to the region due to improved connectivity.

### **2.12 What more do we need to do?**

Investment opportunities need to be continually explored and the Highlands need to increasingly promote itself as an attractive place to invest in and conduct business in for a wide range of low carbon activities.

2.13 Partners across Highland should co-ordinate investment activity around low carbon activity to ensure that benefits are maximised. Where possible, projects should consider the value of applying for European funding to add impact and increase scale. The Highland Council will continue to work closely with Highland partners to maximise the use of European and national funding streams.

2.14 Carbon CLEVER, where possible, should be incorporated into the LEADER Programme, and the City and Town centre action plans.

## **3. Enhanced growth and increased good quality jobs**

3.1 Sustained population growth in the Highlands is expected in the coming decade with the expansion of further and higher education provision across the region mitigating the historic

outward migration of young people. Creating jobs in new, growing sectors of the economy will attract and retain talented and skilled workers, sustaining population growth.

3.2 The Highland Single Outcome Agreement (SOA) identifies the key economic growth sectors for the Highlands as: energy and renewables; life sciences; tourism; food and drink; creative industries; universities; financial and business services and realising the benefits of broadband. All of these can be low carbon and contribute to a low carbon Highland economy. The renewable energy sector is seeing rapid development due to natural resources, excellent facilities, and highly trained workforce. This is discussed in further detail under the Energy Chapter.

### **3.3 Where are we now?**

Commitments in the [Highland Council Programme](#) with a link to enhanced growth and good quality jobs include:

- The Council will support and invest in appropriate opportunities presented by renewable energy, particularly wave and tidal power. We will continue to develop the Highlands as a centre for research & development, fabrication and engineering;
- The Council will work with the Highlands & Islands Enterprise, the Scottish Development International and statutory infrastructure providers to promote and develop the Highland area as one of the most attractive environments to do business in Scotland; and
- The Council will continue to support Highland-wide, large scale employment growth opportunities in the Cromarty Firth (Invergordon, Highland Deephaven and Nigg Energy Park), Scrabster Enterprise Area, Ardersier and Kishorn and in the UHI Campus Development.

### **3.4 What have we planned already?**

#### **Single Outcome Agreement and partnership working**

The purpose of the SOA is to identify areas for improvement to deliver better outcomes for the people of the Highlands and Scotland through specific commitments made by the Council, its community planning partners and the Scottish Government. Within the SOA there is a long term commitment to a carbon neutral Inverness in a low carbon Highlands, Carbon CLEVER. The [SOA 2013/14-2018/19](#) contains two chapters with strong links to the economy: Economic recovery and growth, and Employment. The long term outcomes for these chapters are:

#### Economic recovery and growth:

- Infrastructure – the region has fit for purpose infrastructure to support economic growth and recovery, notably – broadband, mobile, ports, and business and industrial land;

- Business support – the region has strategies and action plans (route maps) for the growth of the key sectors of Energy, Life Sciences, Financial and Business Services, Tourism, Food and Drink, Creative Industries, Social Enterprises, business start ups in general, and inward investment;
- Skills and Employability – the region has sector skills development plans that are evidence based and aligned with key growth sectors. The development of these plans will link into emerging plans for the Employment strand of the SOA; and
- Creating Successful Places – the region is to take advantage of the opportunity by large scale employment growth sites such as Scrabster, Nigg, Inverness Campus, Ardersier, and Kishorn, and will ensure that there are appropriate strategies in place to achieve this. The Highlands will develop as an international study destination.

3.5 Key outcome target of 5,000 new jobs created or sustained with public sector support by 2018.

### 3.6 Employment:

Employment outcomes are to: widen participation in the labour market across all client groups and across all Highland geographies and to ensure that young people can enter the labour market with aspiration, skills, and experience.

3.7 These long term outcomes are supported through short term and intermediate outcomes. For each outcome relevant partners (and where appropriate a lead partner), inputs, and resources; indicators and baseline information; and targets and improvements, are listed.

### **3.8 Mini-Stern report**

Through the Scottish Cities Alliance (SCA), a mini-Stern report has been commissioned and will be compiled for the Highlands. This report will outline the economic challenges and opportunities for the region as a result of climate change. This report should be viewed as a key strategy document and where possible the recommendations implemented to ensure economic benefits to the region. This is due to be published in 2015.

3.9 Leeds City Region completed a mini-Stern report in 2012. This research indicated that the region could reduce its energy bill by £1.2 billion (1.6% of city GDP) and reduce carbon emissions by 36% by investing 1% of the city's GDP in cost-effective low carbon measures. The investments would have a payback period of four years and generate wider benefits including 4,500 new jobs and substantial reductions in fuel poverty across the city.

### **3.10 Smart Cities**

Through the SCA, Inverness along with the other Scottish cities is developing a programme for the adoption of "Smart City" service transformation. Smart city innovations involve producing economic growth opportunities and improving the lives of citizens by making the most of new technologies and by integrating and connecting city systems. Scottish cities are well placed to be at the forefront of developing a common vision for the smart delivery of public services, building on Glasgow's success in securing £24 million from the UK Technology Strategy Board Future Cities Demonstrator Programme.

3.11 The developing SCA programme will help to share the learning from the Glasgow Demonstrator project. During 2014, Inverness will undertake an assessment to understand the smart city opportunities for the city. European funding will be available between 2014 and 2020 for the implementation of smart city measures, and by bidding for and securing some of this funding it will bring innovation, economic growth, and good quality job opportunities to the city.

### **3.12 What more do we need to do?**

The Inverness campus will occupy 215 acres of development land and provide an ideal and nationally significant location for business, research and education. The campus will bring growth and good quality jobs to the region (see paragraph 4.4 for more details). At the site, the potential of a Highland Science Academy (see paragraph 4.6) and Low Carbon Institute (see paragraph 6.7) are both currently under investigation, with the Highland Council potentially being a key partner in both these projects.

3.13 Once completed, the outcomes of the mini-Stern report should be shared with Highland partners, communities and residents. The outcomes of this report should be acted upon by Highland partners to maximise the economic opportunities of climate change, and address the economic challenges.

3.14 Through the SCA, the Highland Council and partners are developing a City Investment Plan for Inverness. This is based on a vision for Inverness of "A can-do place where individuals, communities and businesses are able to realise their full potential and fulfil ambitions that benefit them, their city and the wider region". This plan will outline the growth and investment strategy for the city region and highlight public and privately funded investment opportunities over the next five years. Within the strategy, Carbon CLEVER is embedded an important factor in the future of Inverness. This plan should be utilised to co-ordinate and drive investment in the city region providing growth and employment opportunities.



#### **4. An increasingly skilled workforce/ employment base**

4.1 Scotland has a highly skilled engineering and research and development workforce as a result of the oil and gas industry with expertise in working offshore. This expertise means it is well placed to continue to make the most of its renewable resources, as well as the potential for carbon capture and storage.

Renewable energy will be covered in further detail in the Energy Chapter of this document, but it is important to note the significance of this sector to the Scottish economy. Renewable energy supports over 11,000 jobs across Scotland<sup>4</sup>. At the end of 2013, the total installed capacity of renewable electricity in Scotland was 6,592 MW, with 4,508 MW of this capacity from on-shore wind<sup>4</sup>. Installations of 14,139 MW are currently either in the planning process or under construction. In 2013, over £1.1 billion was invested in Scotland in renewables<sup>4</sup>.

4.2 Capitalising on the opportunities of the transition to a LCE will utilise this expertise in the Highlands, enable residents to develop their skillset, and also attract skilled workers to the area. Employment opportunities will be centred on the STEM subjects - Science, Technology, Engineering, and Mathematics, such as engineering for renewables installation, education for training purposes, and research and design for a wide range of low carbon technologies.

#### **4.3 Where are we now?**

Commitments in the [Highland Council Programme](#) with a link to an increasingly skilled workforce/ employment base include:

- The Council will prioritise and support the creation of quality jobs in the Highlands. We will encourage local enterprise initiatives, invest locally, and support key industries; and
- The Council will continue to support Highland-wide, large scale employment growth opportunities in the Cromarty Firth (Invergordon, Highland Deephaven and Nigg Energy Park), Scrabster Enterprise Area, Ardersier and Kishorn and in the UHI Campus Development.

#### **4.4 Inverness Campus**

The Inverness Campus is currently under development on the 215 acre Beechwood farm site on the eastern side of Inverness. The vision for the site is to develop a campus where a number of key research and education organisations work together in a unique and innovative environment, supported by exemplar facilities. The campus will bring considerable economic benefits to the city, including:

- Generate £38 million for the regional economy;
- Attract and retain young people in the region; and
- Direct employment opportunities.

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<sup>4</sup> Scottish Renewables (2012) Scotland's renewable energy sector in numbers. Available at: <http://ow.ly/wSWNB>

It will also create business and research opportunities as the site becomes viewed as a centre of excellence for research, business, and learning.

4.5 Careful consideration of the natural environment will be taken throughout the development of the site, with the intention to preserve and enhance the setting as much as possible. 32 acres of the site will be dedicated to parklands, recreational space, and public art will build on and enhance the natural environment. The site will be linked to Inverness city centre by a range of sustainable and active transport measures, and opportunities for low carbon heating and energy for the site will be actively explored.

#### **4.6 Highland Science Academy**

Establishing a Highland Science Academy would promote careers in STEM subjects across the region. It would encourage people from a wide range of ages and backgrounds living in the area to consider careers in technology-based industries which are increasingly important to the region and where skills shortages are becoming apparent. In January 2014, Rocket Science consultants were appointed to undertake a report to develop this concept through a combination of desktop and interview research.

4.7 The growing demand for recruits in the science and technology areas of the economy over the next 5-8 years was highlighted. An additional 1,000 recruits in life sciences and between 3,000 - 5,000 additional recruits in the energy sector across the Highlands and Islands are predicted. The report states that the region is uniquely placed to tackle these challenges as it is the only part of the UK with a unified Further Education and Higher Education system through the University of the Highlands and Islands (UHI). The consultant's concluded that "without a substantial initiative along the lines of the Science Academy there is a significant risk that the potential for business investment and growth in the Highlands and Islands, and associated job growth will be at least constrained and at worst severely reduced".

4.8 Investment in a Highland Science Academy is currently being explored by a number of Highland stakeholders including the UHI, Highlands and Islands Enterprise (HIE), and the Highland Council.

#### **4.9 Eco-schools**

The Eco-schools programme is a sustainable development award scheme running across primary and secondary schools. It engages young people in raising awareness of environmental issues linking to all areas of the curriculum and supporting sustainable education. All Highland schools have been awarded an Eco-schools award since its introduction, with 152 Bronze awards, 148 Silver awards, and 100 Green Flags.

#### **4.10 Highland Council Capital Programme**

The Highland Council in March 2013 approved its capital programme for 2013/14-2015/16, budgeting £242 million over this period on key investment projects across the Highlands including schools, roads, and improvements to offices and harbours. Through this, the Highland Council have shown a strong commitment to, and are supporting the construction industry in the region. The capital programme includes significant investment in sustainable buildings, renewable energy and energy efficiency.

#### **4.11 What have we planned already?**

There is a great deal of activity occurring in the Highlands to meet the demands of an increasingly skilled workforce. Action needs to continue to be targeted at all levels of education and professional training, building on the activity outlined in the previous section.

#### **4.12 Energy saving 'Play in a Day' workshop tour**

As part of the Home Energy Efficiency Programme Scotland - Area Based Scheme (HEEPS-abs) in the Fort William area, E.ON Energy will be conducting workshops with primary school children on the importance of energy efficiency and the need to reduce carbon emissions in a fun and interactive manner in 2014.

#### **4.13 What more do we need to do?**

The Highlands have a great deal of educational and training assets with regards to increasing the local employment skills base, including: The Scottish Association for Marine Science; Environmental Research Institute, Lews Castle College, the SEAM Centre, the UHI's Learning and Teaching Academy and Pedagogic Research team, UHI Rural Health team, and the Centre for Remote and Rural studies. These facilities focus on education, research, and innovation. The expertise and training provided by these facilities should be recognised and developed as appropriate. Additional and complimentary facilities should be developed to meet the needs of the transition to a low carbon economy, such as the Highland Science Academy (paragraph 4.6) and Low Carbon Institute (paragraph 6.7).

### **5. Increased recognition of the Highlands as a tourist destination due to enhanced international reputation**

5.1 Tourism has been identified as the engine room of the Scottish economy by VisitScotland, with an [independent report](#) showing that the sector is worth £11bn to the Scottish economy<sup>5</sup>. Tourism employs 200,000 people in Scotland, and the sector is growing faster than industries such as manufacturing, utilities, and retail<sup>5</sup>. Tourism is a sustainable industry that conserves, protects and presents our natural heritage for the mutual benefits

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<sup>5</sup> Deloitte (2010) The economic contribution of the visitor economy: UK and the nations. Available at: <http://ow.ly/wSZcw>

of Scotland and visitors and sustains fragile communities. Tourism is an opportunity to showcase Scotland to the rest of the world and a growing and important part of this is our awareness of the environment and our low carbon credentials.

5.2 The tourism sector is crucial to the Highlands, especially in remote and fragile communities. The sector includes a wide range of accommodation establishments, visitor attractions, restaurants and bars, travel agencies and tour operators, libraries and visitor centres, and other recreational activities. Sustainable Tourism is one of Scotland's key growth sectors and in the Highlands generates almost £740m of direct expenditure and a further £174m of indirect expenditure, supporting 20,000 jobs in the region in 2012.

5.3 Through achieving a carbon neutral Inverness in a low carbon Highlands, the region can continue to become a destination for green tourism, attracting tourists interested in the good practice being conducted in the region.

#### **5.4 Where are we now?**

Commitments in the [Highland Council Programme](#) with a link to increased recognition of the Highlands as a tourist destination due to enhanced international reputation include:

- Working with the Scottish Government, Highlands & Islands Enterprise and private sector partners, the Council will review how the Council's support for tourism is allocated, working with partners to ensure appropriate and effective support is offered to promote our unique Highland identities, traditional sports and culture (including shinty, curling and our Highland Games), and varied communities. Opportunities in destination-tourism, green tourism, and the Gaelic language will continue to be explored; and
- The Council will work with the Cairngorms National Park Authority to support them to develop the valuable role they play in the wider Highland environment and economy.

#### **5.5 Highland Tourism Action Plan 2014-2020**

The Highland Tourism Action Plan (2014-2020) was developed by the Highland Tourism Partnership in 2013. It outlines the priorities and main activities that will be undertaken to grow tourism in the Highlands in order to deliver the national tourism strategy (Tourism Scotland 2020) at a regional level. The plan highlights the important role of sustainable tourism and that capabilities need to be developed to maximise growth in this area.

#### **5.6 Cairngorms National Park**

The Cairngorms National Park (CNP) covers an area of 4,528 km<sup>2</sup> across the Highlands, Aberdeenshire, Moray, Angus, and Perth and Kinross and attracts over 1.5 million visitors annually. The Cairngorms National Park Authority works together with others to ensure that the unique aspects of the park are cared for, sustained and enhanced.

5.7 The Cairngorms National Park Partnership Plan 2012-2017<sup>6</sup> sets out how the park will be managed over the next five years. This includes a commitment to become a low carbon National Park which is a key theme throughout the plan. The plan recognises that the CNP is well placed to contribute to climate change mitigation. Firstly through the significant stores of carbon contained within the peat, soils, and woodland of the park. Secondly by supporting businesses and communities to reduce emissions, generate renewable energy, and plan for a changing climate, and finally by supporting visitors to the park to travel by sustainable modes of transport.

## **5.8 What have we planned already?**

### **Event attendance and publicity**

It is important that the profile of the Carbon CLEVER initiative continues to increase within the region, nationally, and across Europe. The progress of the region to reduce carbon emissions and to make the transition to a LCE will be publicised at a wide range of events including the Black Isle show, the Etape Loch Ness, and at the Carbon CLEVER Conference. Opportunities to publicise the collective action being taken across the region will continue to be explored and utilised as appropriate.

### **5.9 Carbon CLEVER Cycles**

Carbon CLEVER Cycles in an electric bicycle hire scheme planned for Inverness which will enable residents and visitors to the city to hire bicycles to move in and around the city in a sustainable manner. More details on this scheme can be found in the Transport Chapter.

### **5.10 Etape Loch Ness**

Event tourism that showcases the region's low carbon credentials should also be developed. An example of this is the Etape Loch Ness, a cycling sportive was encourages cycling as a fun and attractive form of transport. This attract was held for the first time in May 2014 and attracted 1,200 participants.

### **5.11 What more do we need to do?**

Through Carbon CLEVER, the Highlands can establish itself as a destination for "green" tourism. The ongoing work to reduce carbon emissions across the region will need promotion to both domestic and international audiences.

5.12 Opportunities to make the tourism sector Carbon CLEVER need to be understood and acted upon. Carbon emissions associated with the visitor experience can be reduced from a number of areas including transport, hospitality, and accommodation. Sustainable transport options from the airport, and across the Highlands should be simplified and publicised so

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<sup>6</sup> Cairngorms National Park Authority (2012) Cairngorms National Park Partnership Plan 2012-2017. Available at: <http://ow.ly/xqTwx>

that visitors can reduce reliance on private transport such as hire cars. Hospitality and accommodation businesses typically have high energy and heating demands, and as such offer opportunities to significantly reduce carbon emissions. Businesses taking action to achieve this should be publicised and organisations should be encouraged to be more efficient through the Carbon CLEVER Declaration (paragraph 7.5).

5.13 Event tourism opportunities that showcase the region's low carbon credentials should continue to be developed and supported. Such events, which will attract entrants from across Scotland and Europe, should also be assisted to help keep related carbon emissions low. The Highland region should further boost its national and international recognition for low carbon activity through competing in national and European competitions such as the European Green Capital and the upcoming Ultra Low Carbon City Status.

## **6. Demonstrating education and research expertise**

6.1 The Highlands can demonstrate a great deal of educational and research expertise in the area of low carbon. Promoting and building on this will be vital for attracting low carbon investment opportunities and employment. Building on the region's history of renewable energy, the UHI has developed itself as a centre for expertise on renewable energy and low carbon. The skills and employment opportunities associated with the transition to a LCE are not only limited to engineering and the physical sciences, but also include the need for economists, statisticians, geographers, and political and social scientists.

6.2 Achieving the ambitious targets set out by both the Scottish Government<sup>7</sup>, and the Carbon CLEVER initiative will require innovation, research and design, evidence based policies, and a greater understanding of mass behaviour. There are excellent opportunities for the Highlands to build on its already strong base of research expertise, and become a global centre for low carbon research.

6.3 The employment opportunities presented by a LCE will require supporting education to develop the required skills base. This should be delivered through both Further and Higher education institutes in the region and will present opportunities for Highland residents to access skilled and well paid career paths.

### **6.4 Where are we now?**

Commitments in the [Highland Council Programme](#) with a link to demonstrating education and research expertise include:

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<sup>7</sup> Scottish Government (2009) Climate Change (Scotland) Act 2009. Available at: <http://ow.ly/wUzYC>. Scottish Government targets of (i) a 42 % reduction in carbon emissions by 2020, and (ii) a 80% reduction in carbon emissions by 2050.

- The Council will promote energy efficiency in Highland schools, and build on the success of our 'eco schools'; and
- The Council will support and invest in appropriate opportunities presented by renewable energy, particularly wave and tidal power. We will continue to develop the Highlands as a centre for research & development, fabrication and engineering.

6.5 The UHI and Inverness College have a number of institutes with a focus on low carbon activity such as marine energy, remote learning, and digital healthcare. These include: The Scottish Association for Marine Science; Environmental Research Institute, Lews Castle College, the SEAM Centre, the UHI's Learning and Teaching Academy and Pedagogic Research team, UHI Rural Health team, and the Centre for Remote and Rural studies. These facilities focus on education, research, and innovation.

## **6.6 What have we planned already?**

### **UHI Low Carbon Institute**

Following an announcement that was made at the Carbon CLEVER Conference in 2013, The UHI are investigating siting a research institute dedicated to the transition to a LCE at the Inverness Campus. This institute would directly support the Carbon CLEVER initiative.

6.7 The Low Carbon Institute would work with and build on the research conducted by a number of other UHI academic units. The vision of the institute would be to establish an academic team with strong links to policy makers, implementers, and businesses. It would aim to serve the whole region and Scotland to provide responsive evidence-based research, education, and guidance for policy makers in the area of carbon management.

## **6.8 What more do we need to do?**

As has been noted, the Highland region has a great deal of research and educational expertise in the area of low carbon. This strength should continue to be developed and promoted. The involvement of the UHI in the Carbon CLEVER initiative will assist the development of the evidence base upon which the initiative is founded and help to develop evidence-based policy. Through approaching a Carbon CLEVER future, the value of the region's education and research expertise can be highlighted and promoted nationally and across Europe.

6.9 The Inverness campus will provide an excellent environment for research and education expertise to be brought together in the region to help facilitate research links between organisations, and encourage other businesses into the region (see paragraph 3.12 for more details).

## **7. Resource efficient businesses with minimal waste**

7.1 Resource Efficient Scotland has estimated organisations in Scotland could achieve £2.9billion savings per year by using resources, such as energy, more efficiently. If managed, and addressed proactively, there will be a number of opportunities for local business through the transition to a low carbon economy:

- Local economic growth – through the development of a low carbon economic strategy that identifies local opportunities and supports the development of local jobs, knowledge and infrastructure;
- Local businesses with lower costs and increased competitiveness – by becoming more efficient, e.g. reducing energy, water, and resource use; and
- Increased local and skilled employment – through nurturing and developing the regional training facilities and skills base.

## **7.2 Where are we now?**

Commitments in the [Highland Council Programme](#) with a link to resource efficient businesses with minimal waste include:

- The Council will work with the UK and Scottish Governments, Highlands & Islands Enterprise and telecommunications companies to seek to provide Highland homes and businesses with broadband, 3G, 4G and mobile telephony services fit for the 21<sup>st</sup> century. We will continue to support innovative and community-based schemes to drive delivery;
- The Council will continue to reduce carbon emissions from its operations and work to meet the new target in the Carbon Management Plan (CMP) of a 21% reduction between 2011/12 and 2020. We will realign the CMP to Carbon Clever initiative;
- We will reduce the volume of printed material produced by the Council building on a current initiative for paperless Council meeting options and developing further options for members, customers, and employees to conduct Council business online; and
- The Council will work in partnership with organisations in the Highlands to improve our use of video conferencing, teleconferencing and web-casting technology – efficiently and effectively reaching every part of the Highlands.

## **7.3 Digital Highlands and Islands**

HIE is leading a multi-million pound investment project that will bring next generation broadband (NGB) across much of the Highland region. NGB has important social and economic implications for the region and by 2020, all homes and businesses will have NGB. HIE entered into a contract with BT to deliver the first phase of this work, delivering NGB to 84% of homes and businesses in the Highlands and Islands by the end of 2016.



7.4 Information communication technology (ICT) and by extension, NGB, have an important role to play in the transition to a low carbon economy. Analysis by Accenture and Vodafone in 2009 of five sectors in Germany – namely, logistics, transportation, buildings, smart grids, and dematerialisation, concluded that the use of ICT solutions could reduce carbon emissions in Germany by as much as 25%. NGB will therefore be an important, and enabling, tool for the transition of the Highlands to a LCE. It will enable the digitization of information (dematerialisation), reduce the need to move goods and to travel, and help to make lifestyles and industry more efficient.

### **7.5 Carbon CLEVER Declaration**

The Carbon CLEVER Declaration encourages businesses and organisations across the Highlands to make a public commitment to Carbon CLEVER and become more resource efficient, reduce costs, and become more competitive. The Declaration was launched at an event hosted in Inverness in April 2014 with support from Resource Efficient Scotland, and over 50 businesses and organisations have signed the Declaration.

7.6 The Declaration has the aim to promote the excellent work that is being conducted by businesses and organisations across the Highlands to reduce carbon emissions, whilst also providing simple support, advice, and highlighting funding opportunities, to ensure that businesses across the region are able to take up the support that is available. By signing the Declaration businesses and organisations benefit from:

- Gaining public recognition and free promotion in print and social media;
- Saving money and reduce carbon emissions by becoming more efficient with appropriate and effective support;
- Accessing free and simplified support and signposting such as funding maps, case studies and business cases; and
- Being part of a Highland peer support network and use the Carbon CLEVER branding.

### **7.7 Resource Efficient Scotland Pledge**

The Resource Efficient Scotland Pledge is a national scheme that aims to recognise and support business in Scotland that are committed to sustainable growth. The pledge offers support for organisations to make efficiency savings. The Highland Council have signed up to become a Pledge Ambassador and will take a leading role in championing resource efficiency. As part of this role, the Highland Council will act as a catalyst and advocate resource efficiency to local businesses and organisations.

## **7.8 Business Waste**

All businesses in Scotland are legally responsible for safely disposing of any waste that business produces. From 1<sup>st</sup> January 2014, the Waste (Scotland) Regulations 2012 require businesses to take all responsible steps to recycle as much of that waste as possible. Under these regulations, businesses must:

- Present metal, plastic, glass, paper, and card separately for collection;
- If a food business produces over 50 kg of food waste per week, it must be presented separately;
- The requirement to present food waste for separate collection will extend to all food businesses which produce over 5 kg of food waste per week from 1 January 2016;
- Where food collections are available, it will be illegal to dispose of food into the public sewer, for example, by using a macerator.

7.9 If a business is located in a rural area, it will be exempt from all the food waste regulations as such this part of the regulations is applicable to Inverness only.

7.10 The Highland Council offers local businesses both a recycling a waste collection service. The recycling collection service collects paper, card, plastic bottles, food tins and drink cans. Glass can be recycled at one of the region's recycling points or recycling centres or alternatively with a private contractor. A business' refuse bin may not be uplifted if it is found to contain recyclable materials.

7.11 These regulations will help to ensure that businesses give more consideration to the waste that they produce, and employ efforts to reduce this and to become resource efficient.

## **7.12 What have we planned already?**

The Highland Council plays a wide role in the community that it serves. As part of this, the Council is committed to improve public access to its services, including out-of-office hour's access, and by offering members of the public a range of access points including by telephone, online, and in person. An increasing number of interactions with the Council are conducted online, and in May 2014, the Council website was re-launched to ensure that this was fit for purpose. This will enable more interactions to occur online and reduce the need for travel to service points.

## **7.13 Highland Council Sustainable Procurement**

Under the Procurement Reform (Scotland) Bill, sustainable procurement will become a legislative requirement. This will require a re-evaluation of the Council's procurement processes. The Council currently has a Sustainable Procurement Action Plan and a project checklist requiring consideration of environmental sustainability for procurement exercises.

Building on this, the Highland Council are currently developing robust environmental sustainability criteria to build into their procurement processes.

#### **7.14 Carbon CLEVER Committees**

The Highland Council is committed towards reducing its paper use at formal committee meetings and is undertaking a programme of measures to achieve Carbon CLEVER committees. This will involve the roll-out of electronic devices to replace the need for printed materials at committee meetings.

#### **7.15 What more do we need to do?**

Resource efficiency is an area where the Highland Council will look to take a strong lead. The Council has a successful history of managing and reducing its carbon emissions using innovative technologies and promoting behaviour change amongst its staff. Between 2007/08 and 2012/13, the Council saved 23,000 tonnes CO<sub>2</sub> compared to business as usual.

7.16 In 2013, prior to the development of the Carbon CLEVER initiative, the Council published its third Carbon Management Plan (2013-2020) in which it sets out ambitious plans to reduce carbon emissions ahead of the Scottish Government targets. The targets, projects and actions detailed in the Carbon Management Plan should now be revisited however, to ensure they are both in-line with Carbon CLEVER, and set an example of the pace at which carbon emissions can be reduced.

### **8. Increased consumption of locally produced goods**

8.1 Consuming locally produced goods can have a wide range of benefits to the individual. It can be more nutritious, support local businesses, and have lower associated food miles and carbon emissions. Opportunities should be developed for residents to both grow their own food either in their gardens, allotments, or under community growing schemes, or to conveniently purchase local produce. Alongside this, awareness of the benefits of buying local produce needs to be raised to ensure that a change in behaviours occurs.

#### **8.2 Where are we now?**

Commitments in the [Highland Council Programme](#) with a link to increased consumption of locally produced goods include:

- The Council will ensure the provision of allotments and the maintenance of green spaces and public parks across the Highlands and encourage various schemes such as community growing; and
- The Council will promote and support local food production and continue our support for Fairtrade.

#### **8.3 Highland and Moray Local Food Network**

The Highland Council and Highlands and Islands Enterprise have supported the development of local food networks and initiatives throughout the Highland region over the last decade. Recent research commissioned by the Highland Council and the Think Local Community Food Fund has investigated the potential to develop an industry-led food and drink network. Through two online stakeholder consultations and a series of eight local meetings, it was concluded that there is sufficient demand across the Highlands for a food network to be established.

#### **8.4 Allotments and community growing**

Allotments are an excellent way for communities to produce their own food. The [Highland Council Allotment Policy](#) takes an asset-based approach to increasing allotment provision – working with and supporting community groups to establish and run allotment sites. This policy commits the Council to supporting the formation of Allotment Associations where demand is sufficient and enabling them to identify land and establish self-managed sites. Allotment provision in the Highlands has increased over recent years. In May 2014, there were 20 allotment sites in the region (392 plots), compared to 11 sites (153 plots) in 2009.

8.5 Community growing schemes in the Highlands are identified as:

“Community groups which use gardening to promote one or more of the following benefits for the community:

- Reducing health inequalities;
- Promoting health, wellbeing and recovery from illness;
- Sustainability;
- Community development; and
- Economic wellbeing.”

8.6 Community growing is well established in the Highlands. The Federation of City Farms and Community Gardens list 27 Highland projects in their membership, and the Highland Council is aware of a further six projects.

#### **8.7 What have we planned already?**

The Highland Council is preparing for new legislation on allotments as a result of the Community Empowerment (Scotland) Bill. As part of the consultation on the Bill, the Highland Council has requested that the definition of an allotment is widened to include a definition for a community growing site which would enable the extension of the provisions and the community benefits of allotments legislation.

8.8 The Highland Council will also focus on providing assistance to establish community growing schemes initially in areas of concentrated multiple deprivation. The Council will provide financial assistance to support the start-up costs and enable practical support from

third sector groups, along with technical support from the Highland Council's Policy Team. These schemes will be developed with a community development approach, linking with the Community Health Coordinators and Community Healthy Weight Dieticians employed by NHS Highland and funded through the Council's prevention approach to ensure they form an integral part of the health inequalities work in these areas.

### **8.9 What more do we need to do?**

A Highland and Moray local food network will be developed by Highland Council, Moray Council, Business Gateway, HIE, Highland Opportunity Ltd, and Think Local. This will be established through a virtual network using social media. This approach, combined with 'meet the buyer' and other promotional events will offer an effective and sustainable way forward to support the development of this network.

## **9. Engagement Strategy**

9.1 To achieve the goals of Carbon CLEVER it will be necessary to engage with, and work in partnership with a wide range of stakeholders across the public, private and third sector, as well as communities and residents. Engaging with stakeholders will facilitate the exchange of ideas and good practice. The following relates specifically to engagement around the theme of the economy.

### **9.2 Where are we now?**

#### **Carbon CLEVER Conference**

At the Carbon CLEVER Conference in November 2013, delegates told us that the most exciting things about a Carbon CLEVER Economy in Highlands are:

- Educated businesses using the full capability of broadband provision;
- Inverness and the Highlands becoming a destination for green, environmentally-friendly tourism; and
- A sustainable and coordinated economy.

9.3 Delegates further outlined the need to promote and celebrate the excellent work that has already been conducted by businesses and organisations in the Highlands to reduce carbon emissions. The comments and feedback gathered from delegates at the conference has been utilised to inform and direct the early action taken under the Carbon CLEVER initiative.

### **9.4 Carbon CLEVER Workshops**

In developing the Carbon CLEVER initiative, workshops have been conducted internally with Highland Council Services, senior management, Green Ambassadors, and Elected Members, and with Highland Youth Voice in 2013. These workshops were used to determine the main drivers, opportunities, barriers, and threats to the transition to a LCE in order to achieve a

carbon neutral Inverness in a low carbon Highlands. This feedback is an extremely valuable resource which has been used to inform and direct the early action taken as part of Carbon CLEVER – ensuring that drivers are understood and fully exploited, opportunities are investigated, barriers overcome, and threats acted upon and reduced.

### **9.5 Carbon CLEVER Declaration**

The Carbon CLEVER Declaration is one of the major ways in which Carbon CLEVER will look to work with business and organisations in the region. The Declaration has over 50 signatories to date, and will be continuously developed by a working group appointed through the Highland Environment Forum to meet the needs of the business community. Regular feedback from businesses will be fed back to the working group for consideration to ensure a two-way flow of dialogue.

9.6 Through the Declaration, tailored support from support organisations and agencies such as Business Gateway, Highland Opportunity Ltd, Resource Efficient Scotland, and Energy Saving Trust, can be delivered to businesses, supporting them to become resource efficient and more competitive. The Declaration will allow and enable good practice to be shared, and highlight and direct organisations to information and sources of funding.

### **9.7 Regular Engagement with partners**

Whilst Carbon CLEVER is being developed by the Highland Council, it is important that it reflects the views and direction of Highland partners. Appropriate opportunities will regularly be taken to receive feedback and guidance from partners, stakeholders, and businesses. The potential outcomes of a Carbon CLEVER Economy, were consulted on and agreed with community planning partners prior to being presented at a meeting of the Highland Council. Draft content of this chapter has been consulted on with the Highland Economic Forum. Commercial and social enterprise businesses have been with involved in the development of Carbon CLEVER, and appropriate opportunities to support the initiative are being developed.

### **9.8 What we have planned already?**

Engagement with the business community will continue on a regular basis through a number of avenues, including the Highland Environment Forum, Highland Economic Forum, and the Community Planning Partnership. This will be supported through a number of ad hoc events.

### **9.9 Citizens' Panel and Communities' Panel**

The Citizens' Panel consists of 2,700 Highland residents which have been carefully selected to be representative of the adult population of the region. A survey of the Citizens' Panel on Carbon CLEVER will be conducted in 2014/15 to gather views on the initiative. This survey will cover a range of topics related to the strategic themes and outcomes of Carbon CLEVER.

It will aim to ascertain the effectiveness and public awareness of the initiative, and to identify additional support, guidance, and action that is required.

9.10 In 2014, a Communities' Panel will be created and this will also be consulted with in a similar manner to the Citizens' Panel as outlined above. This new panel will be drawn from groups representing communities across the Highlands, including community councils and other established community groups.

#### **9.11 Carbon CLEVER Conference 2014**

A conference will be held in November 2014. At this conference, the Carbon CLEVER Programme will be published, progress made by Carbon CLEVER in the first year of the initiative will be detailed and future projects and actions outlined. The conference will also be utilised with to engage with Highland stakeholders on the Economy, Energy, Transport, and Land Use and Resources, and to challenge each other to accelerate our collective progress to a LCE.

#### **9.12 What more do we need to do?**

Careful identification of Economy stakeholders is required, and appropriate communication channels established. As an initial step towards this, the Carbon CLEVER team will look to work with key partners, notably HIE, membership organisations and collective groups of businesses and organisations, such as: Federation of Small Businesses, Visit Scotland, Cairngorms National Park, business improvement districts; and chambers of commerce. Individual businesses and organisations will continue to be encouraged to join the Carbon CLEVER Declaration, and through this supported to become resource efficient and reduce their carbon emissions.

9.13 In addition to partnership agreement to achieve outcomes through the SOA, it is encouraging that HIE's Operating Plan 2014-17 has one of four objectives focused on 'Creating the conditions for a competitive and low-carbon region'. This includes HIE's commitments to: provide superfast broadband; support business and communities to make the most of digital opportunities; support HIE's account managed clients to adopt low carbon business models; invest in new business infrastructure; and promote opportunities for young people including in science related developments. Another of the four objectives is 'Developing growth sectors, particularly distinctive regional opportunities' and this includes support for the energy sector including renewables. HIE commits to deliver a range of Regionally Significant Investments (RSIs) to deliver such long term benefits to the region.

As the Carbon CLEVER initiative is adopted by more partners it will become a partnership programme plan. This alignment of plans and collaboration will make the initiative successful.

### Strategic Theme 2: Transport

1.1 Transport accounts for over a quarter of the carbon emissions from Highland<sup>1</sup> with the majority of this the result of fossil fuelled private transport, such as cars and vans. To reduce these carbon emissions we need to travel less and travel more efficiently.

1.2 The Scottish Government has set a target of almost complete decarbonisation of road transport by 2050 with significant progress by 2030 and significant decarbonisation of rail by 2050<sup>2</sup>. This will require the wide scale adoption of alternative fuelled vehicles, such as electric, hybrid, and hydrogen fuelled vehicles. It will also require:

- Extra planning and demand management measures by 2020 to reduce the need to travel and to promote active travel;
- Improved technologies, including a shift towards hybrid and electric vehicles;
- Electric charging infrastructure to support the use of electric and hybrid vehicles; and
- Action in the traded sector to offset any growth in emissions from aviation.

1.3 Reducing carbon emissions from transport will require a wide range of technical and non-technical solutions. The Highlands has a high dependence on the car and innovative approaches will be required to reduce this and encourage a move to sustainable and active modes of transport.

1.4 Feedback gathered from the Carbon CLEVER Conference 2013, a series of internal workshops (see paragraph 8.6), and a review of other European cities approaching similar low carbon targets, have been used for the Council to determine the potential key transport outcomes of achieving a carbon neutral Inverness in a low carbon Highlands. These are:

1. Improved network and infrastructure for sustainable and active transport;
2. A high transport modal share for active forms of transport – reflecting healthier lifestyles;
3. Low emission vehicles;
4. Infrastructure for alternative and sustainable transport such as electric charging points and alternative fuels;
5. A reduction in journeys and congestion; and
6. Community transport such as car clubs to reduce the need for car ownership.

1.5 This chapter is structured around the key outcomes and the activity that is being undertaken, or is programmed to occur across the Highlands to achieve them.

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<sup>1</sup> Department of Energy and Climate Change (2013) Emissions within the scope of influence of Local Authorities for 2005-2011. Available at: <http://ow.ly/xC49H>

<sup>2</sup> Scottish Government (2009) Climate change delivery plan: Meeting Scotland's statutory climate change targets. Available at: <http://ow.ly/wVwaG>



## **2. Improved network and infrastructure for sustainable and active transport**

2.1 The Highland region is faced with both rural and urban transport challenges and opportunities to meet. The Highlands is a distinctive region of the UK, with a unique culture, weather patterns, rugged topography, and a long and exposed coastline. As a result the region contains a unique transport network.

2.2 The transport requirements of the rural and urban populations in Highland are very different. Many national transport policies are applicable to Scotland's urban centres where congestion and air pollution are becoming increasingly problematic. Many rural communities in the Highlands do not have these issues, but instead have a lack of connectivity and transport choices. In reducing transport carbon emissions it will be important to recognise the different needs, opportunities, challenges, and barriers facing each community.

2.3 Providing the facilities for people to travel in a sustainable and active manner is fundamental in enabling a change in behaviour from the current dependence on fossil fuelled private transport. This will require transformational infrastructure projects to be designed and implemented and many of these projects will have relatively long time scales for delivery.

### **2.4 Where we are now?**

In promoting new and innovative projects, the Council will maintain a commitment to Scotland's Climate Change Declaration and work with everyone to achieve a Carbon CLEVER Highlands by 2025. The Highland Council Programme 2012-2017, "Working Together for the Highlands" contains a number of commitments which will support an improved network and infrastructure for sustainable and active transport including:

- The Council will provide more safe cycle tracks and 'walk to school' pathways where appropriate, and will encourage healthier and greener methods of travel;
- The Council will work with the Scottish Government, Transport Scotland and Network Rail to secure improvements, reduced journey times and fairer pricing on the Highland rail network, to protect and modernise the sleeper service and to develop new commuter rail opportunities around our urban centres;
- Working with partner agencies, the Council will draft a Green Transport Strategy; and
- The Council will work with the Scottish Government, Transport Scotland and Network Rail to secure improvements, reduced journey times and fairer pricing on the Highland rail network, to protect and modernise the sleeper service and to develop new commuter rail opportunities around our urban centres.

## 2.5 Single Outcome Agreement (SOA)

The purpose of the SOA<sup>3</sup> is to identify areas for improvement to deliver better outcomes for the people of the Highlands and Scotland through specific commitments made by the Council, its community planning partners and the Scottish Government. Within the Environment chapter of the report, there is a long term commitment to a carbon neutral Inverness in a low carbon Highlands, Carbon CLEVER. The SOA recognises the importance of transport for making the region economically competitive and for enabling healthy and active lifestyles. Commitments within the SOA that relate to an improved network and infrastructure for sustainable and active transport are:

- Ensure the region has appropriate connectivity through road, sea, rail and air links; and
- Robust transport network that prioritises active travel opportunities.

## 2.6 Local Transport Strategy

Through the Local Transport Strategy (LTS) 2010/11-2013/14<sup>4</sup>, the Highland Council seeks to enable and facilitate sustainable development and economic growth, support, include, and empower communities through transparent decision-making, and establish an integrated transport network which supports safe and sustainable environments in which people can live, work and travel. The LTS supports the Council's programme "Working together for the Highlands", and contributes towards achieving the SOA outcomes.

2.7 The LTS sets out a series of objectives to improve transport in the region. These are based on national objectives set out by the Scottish Government, and regional objectives developed by HITRANS. The Highland objectives are:

- **Economy:** Provide a transport network to enable sustainable economic growth, noting the very different conditions between urban and rural locations and addressing the remoteness factor facing Highland trips to the rest of the UK;
- **Social Inclusion:** Facilitate travel to enable economic/social involvement and improve access/travel choices to essential services for those without access to a private car
- **Environment:** Manage/reduce the impacts of transport on the natural and built environment;
- **Health:** Increase levels of cycling and walking to promote health improvement and modal shift;
- **Road Safety:** Continue to improve road safety, addressing locations where road accidents are above average levels;
- **Personal Safety:** Address issues of perceived safety and personal security particularly where they are a barrier to walking, cycling and public transport;

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<sup>3</sup> The Single Outcome Agreement is available at: <http://ow.ly/xYvXa>

<sup>4</sup> Available at: <http://ow.ly/xXD4Q>

- **Policy Integration:** Identify policy overlap across Council services, and with other public bodies (e.g. NHS), maximise benefits and minimise contradiction;
- **Investment integration:** Identify benefits and opportunities of combined transport procurement for all Council services;
- **Traffic reduction:** Where appropriate consider targets for reducing traffic, although noting the variation in conditions and requirements between rural and urban areas

2.8 The LTS sets out 15 core policy statements. These cover a wide range of Highland transport related matters, including road maintenance, the pedestrian and cycling network, bus, rail, air, and ferry travel, parking, road safety and freight.

2.9 LTS Core Policy 4 outlines a series of actions to develop the Pedestrian and Cycling Network in Highland. Core Policy 14 sets out Development guidance which includes policy that the Highland Council will ensure developers provide good walking and cycling infrastructure within their development and integration to existing transport infrastructure.

## **2.10 Green Transport Strategy**

The Highland Council's first Green Transport Strategy (GTS) will be published in 2014. This strategy will outline the Highland Council's aims and policies for growth in sustainable transport and directly contribute to a carbon neutral Inverness in a low carbon Highlands. The strategy has been developed in collaboration with key stakeholders in the region and with public consultation. It will consider all aspects of sustainable travel, including walking, cycling, rail, bus, seaborne, aviation, car sharing and park and ride.

2.11 The strategy will include a chapter on the overlying objectives that the Highland Council and partners are trying to achieve, alongside which will sit a list of policies to help achieve these objectives. The objectives of the GTS which relate to improved network and infrastructure for sustainable and active transport are:

- To achieve a 10% mode share in cycling for overall trips by 2020, in line with the targets set out by Cycling Scotland, and a 25% mode share in walking for overall trips;
- To achieve a 20% mode share in public transport for overall trips in Inverness by 2020, with a 10% mode share in our larger towns; and
- To ensure that any new development provides good walking, cycling, and public transport infrastructure which is capable of supporting the proposals and offering a sustainable alternative to private car trips.

2.12 The GTS and the LTS are fundamental to decarbonising transport in the Highlands. These strategies set out the approach that will be taken in Highland to develop the transport infrastructure and promote active and sustainable forms of transport and therefore will play a major role in achieving the targets set out by Carbon CLEVER.

### **2.13 Development Plans**

The Highland Council acknowledges that addressing the inter-relationship between transport and land use planning through development plans can contribute significantly to reducing the need to travel, and make active and sustainable forms of transport more convenient and attractive. Development Plan policies also promote development proposals that are well served by the most sustainable modes of transport available. The Highland-wide Local Development Plan and regional development plans are available on the Council's webpages<sup>5</sup>.

### **2.14 Transport Infrastructure for Growth (TIG)**

The TIG project is being undertaken in support of the Inner Moray Firth Local Development Plan. The project is being led by the Highland Council and HITRANS, and key stakeholders have been consulted with across the private and public sectors to identify the transport priorities for the Inner Moray Firth area and, importantly, the transport infrastructure and initiatives required to support new and existing communities. The outcome of this work, along with the Active Travel Audits and Masterplans, is being incorporated into the Inner Moray Firth Local Development Plan.

### **2.15 Active Travel Audits and Masterplans**

The Highland Council in partnership with HITRANS have developed a series of Active Travel Audits / Masterplans<sup>6</sup> for: Alness and Invergordon; Dingwall; Aviemore Fort William; Inverness; Tain; Nairn; Thurso; and Wick. The audits and masterplans identify a core active travel network and a prioritised action plan in each location which serves as a framework for future investment and new development.

### **2.16 What have we planned already?**

#### **East Inverness Bus Investment Fund Project**

This project being delivered in partnership by HITRANS, The Highland Council, and Stagecoach North Highland, was one of the first 13 projects to receive funding under the Transport Scotland Bus Improvement Fund. The £2.7 million project in Inverness over the next 3 years (2014-16) will result in:

- 15 new efficient vehicles operating on the busiest routes;
- Improved bus timetable and service information at stops and in real time at the busiest locations;
- New bus shelters; and
- A series of bus priority measures which will form the basis of a Quality Partnership between the partners.

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<sup>5</sup> Available at: <http://ow.ly/xYzLE>

<sup>6</sup> Available at: <http://ow.ly/xYA7k>

2.17 The improvements will benefit the public transport links between the city centre and the Inverness campus, Raigmore hospital, and the Inverness retail park.

### **2.18 Millburn Road Cycling Corridor**

A cycling corridor along Millburn Road, Inverness will be constructed in Summer 2014. This project which has financial contributions from The Highland Council, European Regional Development Fund, Sustrans, HITRANS, and from Carbon CLEVER will create a high quality continuous cycle route linking Inverness Campus and the A9 overbridge through Raigmore estate to Millburn Road where it will continue into the city centre.

### **2.19 Sustrans Community Links Funding**

The Community Links Programme is a grant scheme administered by Sustrans Scotland. It provides match-funding for the creation of cycling network infrastructure for everyday journeys. Successful bids for funding in 2014/15 were announced in April 2014. Six projects were funded with the Highland Council as a partner and a further two with HITRANS as a partner. This has resulted in just under £1.2million of match funding being brought into the region for cycling infrastructure improvements, including along Huntly Street, Inverness; Avoch-Munlochy safe cycling route; and the National Cycle Network 78 Section Corran Ferry to Ballachulish Bridge.

### **2.20 Active Travel Audits**

HITRANS are currently reviewing the Active Travel Audits that have been produced in Highland. This review will factor in changes in census data, population, levels of cycling, national and regional strategies, development plans, and highlight any measures that have been implemented. The review will identify the new priorities for each area. For Highland this will cover the active travel audits that have been completed for Inverness, Fort William, Dingwall, Alness and Invergordon, Thurso, Wick, and Aviemore.

### **2.21 What more do we need to do?**

Inverness has been recognised by the Scottish Cities Alliance as Scotland's Cycling City. It is important to build upon the relatively high modal share of cyclists in Inverness by continuing to improve cycling infrastructure and remove barriers in the city.

2.22 Improving infrastructure for active travel will range from small scale capital projects such as improved signage and removing barriers such as dropping kerbs, to larger scale capital investments retrofitting road systems. Appropriate national and European funds should be considered for improvements to increase both the scale and impact.

2.23 A transformational programme should be established to improve cycling infrastructure across the Highlands. This should focus on the Highland settlements that have an active

travel audit, as these set out recommendations for infrastructure improvements and are currently being reviewed by HITRANS. It is suggested that this would be a five year programme of activity beginning in 2015/16 with a budget in the region of £15 million. A portfolio of investment would be required, utilising national and European funding opportunities, and funding from the Highland Council and other regional partners as seed funding.

2.24 Across the region, attention should focus on removing barriers and blockages to continuous routes to and from destinations, for example by using dropped kerbs, reconfigured road space, junctions, and signage. Fundamental to this will be understanding the needs of all road and path users to avoid any conflicts and improve safety.

2.25 The GTS outlines a series of policies to increase the modal share of journeys completed by walking and cycling including improvements to cycling infrastructure. Highland Council and partners should focus on and implement these policies to encourage more journeys by active transport.

### **3. A high transport modal share for active forms of transport – reflecting healthier lifestyles**

3.1 An important area of focus for reducing carbon emissions from transport should be on journeys that we take regularly such as commuting, and making these journeys by active and sustainable modes of transport. A higher proportion of Inverness residents commute by walking and cycling than the Scottish average, Table 1.

3.2 As a region, more people commute by cycling than the national figure, with the proportion commuting on foot slightly less than the Scottish average. The relatively high proportion of people travelling to work by bicycle and on foot in the Highlands is an excellent base on which to encourage commuting by active travel.

3.3 The 2013 National Assessment of Local Authority Cycling Policy<sup>7</sup> indicated that the Highlands achieved a 6.9% mode share in residents who cycle to work regularly, and overall the percentage of all journeys completed by bicycle was 2%, the joint highest figure across all Scottish local authorities.

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<sup>7</sup> Cycling Scotland (2013) 2013 National assessment of local authority cycling policy. Available at: <http://ow.ly/xEv0f>

Table 1: Responses to 2011 Census question “How do you usually travel to your main place of work or study (including school)?”

Mode of transport	Inverness	Highland (%)	Scotland
Work or study mainly at or from home	10.4	14.9	11.3
Underground, subway, metro, light rail or tram	0.0	0.0	0.3
Train	0.9	1.2	3.5
Bus, minibus or coach	6.7	9.5	13.4
Motorcycle, scooter or moped	0.2	0.2	0.7
Driving a car or van	40.0	42.6	40.9
Passenger in a car or van	10.2	9.6	9.0
Taxi or minicab	0.5	0.4	0.2
Bicycle	4.7	2.4	1.3
On foot	25.4	17.7	18.5
Other	0.9	1.4	0.9

3.4 The Cycling Action Plan for Scotland (CAPS)<sup>8</sup> sets out how cycling can contribute to creating a more successful country, with opportunities for all in Scotland to flourish, particularly through improving health, reducing congestion and carbon emissions and providing a transport alternative to cars. Cycling is fun, healthy, and costs very little. It can help young people become more confident and independent. Designing communities for active transport such as walking and cycling helps create more attractive places to live. In 2010, CAPS set a target for 10% of all journeys in Scotland to be made by bicycle by 2020. In 2012, 1.2% of all journeys in Scotland were made by bicycle. The challenge set by CAPS will be stretching, but major investment in cycling infrastructure across Scotland is starting to occur to enable the modal shift that will be required.

### 3.5 Where we are now?

Commitments in the Highland Council Programme with a link to a high transport modal share for active forms of transport include:

- The Council will work with the Scottish Government and other partners to improve cycle safety across the Highlands, and expand cycle routes;
- Working with partner agencies, the Council will draft a Green Transport Strategy; and
- We will adopt the principles of ‘shared space’ in order to find innovative solutions for reconciling traffic movement with quality public spaces in our cities, towns and villages.

<sup>8</sup> The Scottish Government (2010) Cycling action plan for Scotland. Available at: <http://ow.ly/xFeNw>

### **3.6 Single Outcome Agreement (SOA)**

As detailed at paragraph 2.5, the SOA recognises the importance of transport for making the region economically competitive and for enabling healthy and active lifestyles. Commitments within the SOA 2013/14-2018/19 that relate to a high transport modal share for active forms of transport – reflecting healthier lifestyles are:

- Increase level of physical activity to 50% adults and 80% children (as per Let's Make Scotland More Active); and
- 10% journeys made by bike (as per Cycling Action Plan for Scotland which sets 10% by 2020).

### **3.7 Local Transport Strategy 2010/11 – 2013/14**

The Highland Council's Local Transport Strategy includes a number of core policies to encourage and enable active travel. These include core policy 4 (Pedestrian and Cycle Network), core policy 12 (Travel Planning) and core policy 14 (Development Guidelines). Many of the actions contained within these core policies have been completed and the strategy is due for revision.

### **3.8 Green Transport Strategy**

The GTS includes a chapter on promoting and improving active travel in the Highlands. The objectives of the GTS which relate to a high transport modal share for active forms of transport – reflecting healthier lifestyles are:

- To achieve a 10% mode share in cycling for overall trips by 2020, in line with the targets set out by Cycling Scotland, and a 25% mode share in walking for overall trips;
- To ensure that any new development provides good walking, cycling, and public transport infrastructure which is capable of supporting the proposals and offering a sustainable alternative to private car trips.

3.9 The GTS sets out policies which should be implemented by the Highland Council and its partners to achieve these objectives.

### **3.10 Safer Routes to School Programme**

Through this programme, schools create a School Travel Plan with the aim to improve safety and remove barriers to walking and cycling to and from school. It aims to encourage people to think about their travel choices and enable a modal shift towards active travel. A School Travel Plan is a short document about the journey to/from school and is produced by the school. Schools can apply for funding of up to £30,000 per year to achieve their ambitions and help school children to travel safely and actively to school.



3.11 A modal shift towards active travel can have multiple benefits for children such as enabling a healthier lifestyle, improving and practicing road safety, raise awareness of walking and cycling as attractive and efficient travel option, and reduce carbon emissions.

### **3.12 Etape Loch Ness**

Etape Loch Ness is a 67 mile closed road cycling challenge around Loch Ness. The event was first held in May 2014 and attracted over 1,200 entrants. The event aims to encourage people of all ages and abilities to cycle. Furthermore, the event is not about winning, but more importantly, taking part. This promotes a spirit of inclusion and cycling for fun. Some of the key benefits of the Etape Loch Ness for promoting cycling in Highland include:

- The venue is iconic and has international appeal, associated press and media attention will promote the region as a destination for cycling tourism;
- The event targets female cyclists with a 60:40 male/female split;
- Wide demographic targeted (35% 31-40 years old; 30% 41-50 years old); and
- Expands the appeal of cycling to Highland residents.

### **3.13 European Cycling Challenge**

The European Cycling Challenge is an initiative facilitated by the city of Bologna and aims to promote cycling in cities on an international level while helping cities connect with their citizens at local level. The initiative involves cities challenging each other to travel the most kilometres by bicycle. Participants are able to trace their movement with a smart phone app, and league tables are available at a local and international level for participants to keep track of progress. This creates a competition factor that encourages more journeys to be made by bicycle.

3.14 To encourage more journeys in Inverness to be made by bicycle, Inverness competed in the 2014 European Cycling Challenge. The challenge was open to everyone living in Inverness, or travelling in or out the city and participation was free. Participants in Inverness pedalled 3,921 km during the challenge and finished 29<sup>th</sup> in the competition cycling a greater distance than other larger cities. The competition concentrated on non-leisure journeys such as commuting and accessing services. The challenge used online tools and the month long scope to quantify benefits for participants - highlighting how small changes such as commuting by bicycle can enhance quality of life, lower carbon emissions, and save participants money.

### **3.15 Bike Week**

Bike Week is an annual UK initiative to promote cycling, its related benefits, and to demonstrate how cycling can be incorporated into everyday life. As the UK's largest cycling event, it encourages over half a million people to participate in events, rethink their everyday journeys and switch to cycling as their main mode of transport. The Highland

Council has participated in Bike Week for a number of years. In 2014, the Highland Council will be running a series of events to encourage cycling including a bike workshop aimed at Council employees and electric bicycle "test rides" at many of Inverness' major employers.

### **3.16 What have we planned already?**

#### **Carbon CLEVER Cycles**

The Highland Council is working with SSE and Co-wheels to operate a pilot electric bicycle hire scheme in Inverness. 12 Giant Prime E+ electric bicycles will be installed in Inverness in summer 2014. This scheme will help to raise awareness and promote the use of electric and push bicycles. Electric bicycles are relatively expensive, and this scheme will allow Highland residents to try a bicycle at little expense.

3.17 The bicycles will provide a low cost and low carbon form of transport to visitors and Highland residents to move around and out with the city. The bicycles will be located at Falcon Square, which is in the city centre and is close to bus and rail links, and at the Highland Council Headquarters on Glenurquhart Road, which is close to the Caledonian Canal. The bikes are pedal assisted, have a conservative battery range of 30 miles, and can be charged at a 13 amp plug. The top speed will be limited to 15 mph and hire limited to customers over the age of 14.

3.18 This is an exciting and innovative collaborative project. Opportunities to develop the scheme further are already under investigation with the vision to install subsequent lockers at key sites around Inverness.

#### **3.19 Active Travel Maps**

Highland Council and HITRANS have jointly commissioned new active travel maps for the larger towns across Highland including Inverness, Dingwall, Thurso, Fort William, Tain, Alness and Invergordon. These will be published in 2014 and will be a valuable resource for cyclists and can be used as a marketing tool for existing and future cycling routes.

#### **3.20 Carbon CLEVER Commuting**

Carbon CLEVER Commuting is a new initiative to promote sustainable travel throughout the Highlands as part of Transport Scotland's Smarter Choices, Smarter Places programme. The initiative will focus on encouraging active and sustainable transport for commuting.

3.21 Carbon CLEVER Commuting aims to make changes in commuting travel habits easy to incorporate into daily routines with information available on a website which will be launched in 2014. The website will provide a "one-stop shop" for information on the various ways people can commute more sustainably, including calculators to work out potential cost and calorie benefits of making the change. It will also utilise case studies to further

promote and encourage sustainable commuting. Local businesses and signatories to the Carbon CLEVER Declaration will be provided with a web portal through which they will be able to access co-branded marketing materials, allowing them to promote the benefits of sustainable commuting to their staff and customers.

### **3.22 What more do we need to do?**

Increasing the share of journeys that occur by active travel will be influenced by the infrastructure that is available. Improving the infrastructure, as outlined in Section 2 of this chapter, will enable more people to travel actively.

3.23 The Highland Council and partners should coordinate activity to deliver the policies outlined in the GTS which have been designed to achieve a 10% mode share in cycling for all trips by 2020, and a 25% mode share in walking. This should be complimented with a wide range of activity to help change behaviour. Such a programme of activity is outlined in paragraph 8.10.

3.24 Highland partners should look to engage with the Sustrans Strategic Cycling Plans Manager who was appointed in 2013. This post is a Scotland wide resource to develop strategic plans for cycling.

## **4. Low emission vehicles**

4.1 In 2011 transport accounted for 21.5% of Scotland's greenhouse gas emissions<sup>9</sup>. Whilst all other sectors in Scotland have seen a reduction in emissions over the past 20 years, those from transport have increased. Since 2007, emissions from transport have decreased<sup>9</sup>. A major contributing factor to this is the global economic recession, and therefore emissions are expected to increase as the economy improves if left unchecked.

4.2 Approximately 84 % of transport emissions in Scotland are from road transport, with the majority of this from car use<sup>6</sup>. Whilst much of the action to reduce transport emissions is focused on reducing the need to travel and encouraging an increased modal shift to active and sustainable transport, car transport will remain a key component of how people travel in Scotland. It is therefore important that action to reduce the carbon emissions associated with car use is undertaken.

4.3 This can be achieved through promoting the uptake, and market breakthrough of ultra-low emission vehicles (vehicles that produce less than 75 mg CO<sub>2</sub> per kilometre from the tailpipe). Currently, all cars that achieve this standard use electric power to directly turn the

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<sup>9</sup> National Atmospheric Emissions Inventory (2013) Greenhouse gas inventories for England, Scotland, Wales and Northern Ireland: 1990 – 2011. Available at: <http://ow.ly/xPd8i>

wheels to some degree, from a 100 % electric vehicle (EV), to a plug in hybrid, and an extended range electric vehicle.

4.4 In Norway, a rapid transition to EVs is occurring. In March 2014, over 20 % of new vehicles registered were electric. In the same month, Norway became the first country in the world where 1% of all the country's registered vehicles are plug-in electric. Norway has imposed aggressive incentives to encourage the uptake of EVs and has imposed high taxes on conventional vehicles. Buying an EV is completely tax free; many road tolls are waived; free parking is provided in urban centres; and free fast charging is provided at numerous locations. This rapid growth in EV ownership has led to a national food chain store to announce plans to install EV charging points at all its stores in order to attract EV customers to its stores.

4.5 The USA has the largest fleet of plug-in EVs in the world (over 215,000 registered vehicles as of May 2014) and the market share of EV as total new car sales is growing at a considerable pace – 0.14% (2011), 0.37% (2012), 0.62% (2013). The US was the world's leader in plug-in EV sales in 2012, with a 46% share of global sales, followed by Japan and Europe, accounting for 23% each.

4.6 Since 2006, over 10,000 plug-in EVs have been registered in the UK. This market is seeing rapid growth, with 2,254 EVs registered in 2012, 3,584 registered in 2013, and during the first quarter of 2014, a further 1,754 vehicles were registered<sup>10</sup>. The UK government has actively supported the uptake of plug-in vehicles through the plug-in car grant (providing a grant of up to £5,000 towards the purchase of each vehicle) and a range of other initiatives under the [Office for Low Emission Vehicles](#).

#### **4.7 Where we are now?**

Commitments in the [Highland Council Programme](#) with a link to low emission vehicles are:

- Working with partner agencies, the Council will draft a Green Transport Strategy;

4.8 The GTS recognises that whilst single occupancy car travel is unsustainable, in certain situations it is unavoidable. The market breakthrough of electric and hybrid vehicles will help to reduce the impact of car travel over time. The GTS also notes the importance of new technologies for reducing the carbon emissions associated with mass transport systems, including buses, ferries, and aviation.

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<sup>10</sup> Data on the registration of electric vehicles is available from the Society of Motor Manufacturers and Traders (SSMT) at: <http://www.smmmt.co.uk/category/news-registration-evs-afvs/>

#### **4.9 Public sector uptake of electric vehicles**

In 2012, the Highland Council, Highlands and Islands Fire Service, Cairngorms National Park Authority and Northern Constabulary formed the Highland Community Partnership to lease and buy EVs. Through this, public sector organisations are showing leadership in the uptake of EVs. In 2011/12, the Highland Council purchased two electric vans, and the Northern Constabulary purchased three EVs, and in 2012/13, the partnership leased four Vauxhall Ampera cars and purchased a Ford Transit Connect van, with associated charging infrastructure.

#### **4.10 East Inverness Bus Investment Fund Project**

As part of this investment project (paragraph 2.16) Stagecoach Highlands introduced 15 hybrid buses into Inverness in 2014. These buses are fuelled by a sophisticated battery system, supported by a traditional diesel system and have low carbon emissions.

#### **4.11 What have we planned already?**

##### **Inverness car club**

Through the development of a car club for Inverness (see paragraph 7.9) not only can households reduce their reliance on the car, but can also gain access to ultra-low emissions vehicles. This will help to raise the profile and market breakthrough of these vehicles. The feasibility of a car club for Inverness is currently under investigation.

#### **4.12 What more do we need to do?**

Achieving largely decarbonised road transport in Scotland and the Highlands is a major challenge. A concerted effort is required to support and achieve a mature market for ultra-low emission vehicles. Through Carbon CLEVER, the support from the UK and Scottish governments for the uptake of ultra-low emission vehicles should be publicised to Highland residents and businesses. The Highland Council, with partners, should also consider making a bid to the UK Government "Ultra Low City Status" fund on the basis of the region's ambition to be low carbon and for Inverness to be carbon neutral by 2025. This fund will be competitive and local areas can win a share of £35 million by outlining ambitious plans to promote and encourage the uptake of ultra-low emission vehicles.

4.13 The Highland Council and public sector partners who have been involved in the Highland Community Partnership to lease and purchase EVs should review the usage of these vehicles to date and undertake an assessment to develop and expand their fleets of ultra-low emission vehicles.

4.14 Upon investigating the feasibility of an Inverness car club, the vehicles utilised as part of the scheme should be a key consideration. Any proposed fleet of vehicles should include ultra-low emission vehicles to raise public awareness of these vehicles.

4.15 The market breakthrough of EVs as has occurred in Norway requires further investigation to understand the key drivers that have enabled this to occur, and to identify actions that are appropriate for the Highlands. This should be conducted through a desk based study.

## **5. Infrastructure for alternative and sustainable transport such as electric charging points and alternative fuels**

5.1 Commitments in the Highland Council Programme with a link to infrastructure for alternative and sustainable transport such as electric charging points and alternate fuels are:

- Working with partner agencies, the Council will draft a Green Transport Strategy.

5.2 The GTS highlights that there are currently a limited number of charging points available in rural Highland locations, and combined with the limited distance that can be covered by some EVs, results in them being impractical for the short to medium term. It should be noted, however, that electric and hydrogen fuelled vehicles may prove an economically attractive option in remote communities where the cost of conventional fuels is high due to the cost of transportation. In urban areas where populations are higher, the GTS highlights that EVs will become more common as electric charging points are rolled out.

5.3 The development of a mature market in electric and alternatively fuelled vehicles, such as hydrogen will require the development of associated infrastructure. For EVs this will require charging infrastructure to ensure that vehicle batteries can be charged away from their base. For hydrogen transport, this will require both facilities to generate hydrogen fuel, and also fuelling stations.

### **5.4 Where we are now?**

#### **Electric vehicle charging points**

Whilst EVs will most often be charged at the owner's residence, publically accessible EV charging points are an important part of, and a pre-requisite to a mature EV market. These charging points enable vehicle users to make longer journeys by enabling battery charging as part of a journey. An important factor in developing the charging point infrastructure is both the location of points, and also the speed of charging post installed<sup>11</sup>.

5.5 In 2013/14, the Highland Council installed four publically accessible fast EV charging points as part of the Transport Scotland "Electric Vehicle" initiative. The fast chargers are owned by the Highland Council and administered by Charge my Car under the national contract awarded by Transport Scotland. They are located at:

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<sup>11</sup> Three main types of charging points are currently used in the UK: Slow (6-8 hours for a full charge); Fast (3-4 hours); and Rapid (80% charge in approximately 30 minutes).

- Inverness – Cathedral car park, Bishops Road
- Fort William – Public car park, An Aird
- Kingussie - Public car park, Duke Street
- Helmsdale - Public car park, Dunrobin Street

## **5.6 What have we planned already?**

### **Expanding the electric vehicle charging point network**

Highland Council is planning to expand the publically accessible EV charging point network in 2014/15. Rapid chargers will be installed at the four sites which currently have fast chargers as well as in: Uig; Portree; Broadford; Mallaig; Grantown; Roy Bridge; Inverness (Raigmore hospital); Glengarry; and Sheil Bridge.

## **5.7 What more do we need to do?**

EVs and those powered by alternative fuels is a developing market that will require support to achieve maturity. A key area of focus is the infrastructure for EV but also the feasibility of hydrogen fuelled transport should be explored.

5.8 Developing the EV charging networks gives consumers confidence to purchase EVs and as such this should be progressed as a priority and publicised by the Highland Council and its partners. European and national funding opportunities should be explored to rapidly expand the charging network in the Highlands.

5.9 Aberdeen is developing itself as a centre for expertise in hydrogen fuels. In 2014, Aberdeen will complete a hydrogen fuelling station and roll out 10 hydrogen fuel cell buses - the world's largest fleet. Opportunities to work alongside Aberdeen should be explored through the Scottish Cities Alliance, and the feasibility of hydrogen fuelled transport in the Highlands should be explored. Hydrogen is an increasingly important medium to store renewable energy and this is explored in greater detail in the Energy chapter.

5.10 Alternatives to conventional fuels in rural communities may prove additionally attractive due to the increased costs of petroleum based fuels in these communities. The local production of electricity or hydrogen to fuel transport should be investigated in remote and rural communities to reduce fuel costs.

## **6. A reduction in journeys and congestion**

6.1 People in Scotland travel less than just over a decade ago, Table 1. However, over 50% of the distance travelled by Scottish residents is as the driver of a car, van or lorry. Whilst the fuel and carbon efficiency of these vehicles has improved significantly over the past decade, this is still the least sustainable way to travel.

6.2 Reducing transport carbon emissions should be conducted as a hierarchy of measures. The priority should be to reduce the need to travel where possible. If a journey is essential then this should be conducted in an active or sustainable manner, and if this is not possible, then the journey should be conducted as efficiently as possible.

Table 1: Average distance travelled per person per year by Scottish residents<sup>12</sup>.

<b>Mode of Transport</b>	<b>1998/99</b>	<b>2009/10</b>	<b>2011/12</b>
	(Miles)		
Walk	226	153	155
Bicycle	37	34	35
Driver of car, van or lorry	3,652	3,488	3,585
Passenger in car, van or lorry	2,139	1,819	1,730
Other private transport (e.g. motorcycle)	250	225	130
Local bus	480	491	405
Surface rail	509	389	483
Taxi/ minicab	75	57	59
Other public transport (e.g. ferry, non-local bus)	345	354	580
<b>All modes</b>	<b>7,713</b>	<b>7,011</b>	<b>7,161</b>

### 6.3 Where we are now?

Commitments in the Highland Council Programme with a link to a reduction in journeys and congestion include:

- Working with the NHS and other partners, the Council will support people, particularly older people, people with disabilities and Council tenants, to get the most out of technology for personal use, including tele-health, tele-care and online access to services;
- Working with partner agencies, the Council will draft a Green Transport Strategy;
- We will adopt the principles of 'shared space' in order to find innovative solutions for reconciling traffic movement with quality public spaces in our cities, towns and villages;
- We will work with HITRANS and rail operators to seek expansion of concessionary commuter fares to routes south and east of Inverness;
- The Council will work in partnership with organisations in the Highland to improve our use of teleconferencing and web-casting technology – efficiently and effectively reaching every part of the Highlands.

### 6.4 Green Transport Strategy

The GTS contains a number of commitments which will reduce road congestion by encouraging journeys to be completed by alternative forms of transport, including:

<sup>12</sup> National Statistics (2014) Statistical Bulletin – National Travel Survey 2011/12: Scotland results. Available at: <http://ow.ly/xQ1JS>



- To achieve a 10% mode share in cycling for overall trips by 2020, in line with the targets set out by Cycling Scotland, and a 25% mode share in walking for overall trips;
- To achieve a 20% mode share in public transport for overall trips in Inverness by 2020, with a 10% mode share in our larger towns;
- To enable Community Transport schemes to be a viable option in rural locations;
- To achieve a modal shift from road freight to rail and water freight respectively;
- To ensure that any new development provides good walking, cycling, and public transport infrastructure which is capable of supporting the proposals and offering a sustainable alternative to private car trips.
- To ensure that the potential benefits of new technologies are maximised and that best value for money is achieved in technology investments.

### **6.5 Car Sharing**

Lift sharing reduces costs, air pollution, carbon emissions, and congestion and is sociable. There are two main car-sharing websites operating in the Highlands. HITRANS operate a scheme entitled "If You Care Share"<sup>13</sup>. The aim of this scheme is to reduce congestion and air pollution, and it also highlights a wide range of benefits to individuals and employers.

6.6 Backed with funding from the Highland Council, Transition Black Isle developed [highland.liftshare.com](http://highland.liftshare.com) in December 2012 which makes it easy for people in the Highlands to find other people interested in car sharing. It can be used for frequent journeys such as commuting, or for occasional or one-off trips. Since being launched membership of the site has grown rapidly, with 616 members registered as of January 2014.

6.7 The Highland Council incentivises its staff to car-share by offering a 5 pence per mile rate that drivers can claim back for each passenger they have on a business related journey.

### **6.8 Highland Council Business Travel Hierarchy**

The Highland Council has in place a travel hierarchy to encourage staff to travel less, and when travel is required to utilise active or sustainable modes of transport. This informs staff of how they are expected to travel when it is required for business purposes. The hierarchy is based around following key questions which staff should answer in turn to determine how to attend the commitment:

1. Is the journey necessary?
2. Can I walk or cycle?
3. Can I travel by public transport?
4. Do I need to use a car?

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<sup>13</sup> <http://ifyoucareshare.com>

6.9 The Council are committed to providing staff with alternatives to travelling such as teleconferencing and video conferencing facilities and are currently developing and rolling-out a unified communications programme. This will integrate real time communication services such as instant messaging, presence information, telephony, video conferencing and data sharing. These services will be delivered through laptops and computers and enable staff to communicate more effectively from their desks.

#### **6.10 What have we planned already?**

The Highland Council plays a wide role in the community that it serves. As part of this, it is committed to improve public access to its services, including out-of-office hour's access, and by offering members of the public a range of access points including by web-casting, telephone, online, and in person. An increasing number of interactions with the Council are conducted online, and in May 2014, the Council website was re-launched to ensure that this was fit for purpose. This will enable more interactions to occur online and reduce the need for travel. The health service is a sector where innovative practices are currently being investigated in order to reduce the need to travel, such as through tele-health, tele-care, and online access to services. The roll-out of next generation broadband across the Highlands<sup>14</sup> will enable more people to access services on-line, and further reduce the need for people to travel.

#### **6.11 City and Town Centre Action Plans**

As outlined in the Economy Chapter, The Highland Council is working with local stakeholders to prepare action plans for Inverness city centre, and Nairn, Tain, and Fort William town centres. A key part of these plans will be to make the city and town centres easier and more attractive for people to move around through sustainable and active transport, and as such will reduce congestion.

#### **6.12 What more do we need to do?**

The GTS outlines activity that is required to reduce congestion across the Highlands such as through an increased uptake of sustainable and active travel, moving road freight to rail and water freight, and gives consideration to continuing growth in the region. The policies outlined in the GTS to achieve its objectives should be implemented by the Highland Council and partners to help to reduce congestion. The GTS also highlights the future potential importance of park and ride facilities in the Highlands to alleviate congestion. The current demand for a park and ride is low, however a large amount of developments are planned for the Inner Moray Firth area, and as such a park and ride may become an important consideration for alleviating congestion in and around Inverness in the future. The Inner Moray Firth Local development plan makes provisions for this, and future assessments would be undertaken to determine appropriate locations and sizes of any such facility.

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<sup>14</sup> See Economy Chapter 6.1 for more details.

6.13 Technology is an important part of reducing the need to travel to access services, to work, and to meetings. The Highland Council and partners should continue to develop technological solutions to service provision to reduce the need to travel.

## **7. Community transport such as car clubs to reduce the need for car ownership**

7.1 The Highlands contains many remote and rural communities. The population in much of these rural areas are dependent on private transport to access services and to make essential journeys, and the deployment of public transport is limited. Public transport solutions in these areas require a different approach. Innovative approaches to reducing the need to travel and alternative forms of community transport are evident and further reviews of how best to involve communities and community-based solutions are required.

### **7.2 Where we are now?**

Commitments in the Highland Council Programme with a link to community transport such as car clubs to reduce the need for car ownership include:

- The Council will engage with the private and third sector to carry out a review of community transport across the Highlands; and
- Working with partner agencies, the Council will draft a Green Transport Strategy.

### **7.3 Local Transport Strategy**

A core policy statement of the LTS is on community transport. Through this strategy, the Highland Council commits to:

- The Council continue to support cost effective community transport projects both financially and also with advice and training;
- The Council will develop Service Level Agreements with funded community transport operators and will seek to ensure stability of funding; and
- The Council will design transport contracts to allow community transport operators to tender where appropriate.

### **7.4 Green Transport Strategy**

The GTS recognises the vital role played by community transport to many people in remote and rural communities. Creating successful community transport schemes where passenger numbers can be maximised, where possible, will reduce costs and environmental impacts. The GTS contains a commitment to enable community transport schemes to be a viable option in rural locations.

### **7.5 Scottish Government's Community Transport Inquiry**

In 2013, the Scottish Government's Infrastructure and Capital Investment Committee launched an inquiry to investigate whether community transport services are able to better

meet the needs of the people they serve<sup>15</sup>. Both the Highland Council and HITRANS responded to this inquiry.

7.6 Highland Council and HITRANS both responded that an essential feature of community transport is that it grows from roots in local communities. It is necessarily varied and reflects the needs and the interests of the community. It cannot be successfully imposed from the centre. Therefore a strategic approach must be an enabling one, addressing issues such as stability of funding and legal/ regulatory issues, rather than creating a template or expected model of service provision. The reliance of community transport schemes on grant funding means that it is difficult for these organisations to develop any long term strategic approach.

7.7 A co-ordinated approach is required to ensure that public sector bodies are taking steps to implement a co-ordinated approach within their remit, that they are supportive of community transport, and that they are aware of what can and what cannot be reasonably expected of community transport providers.

### **7.8 West Wheels car club**

West Wheels<sup>16</sup> is a car club operating in the Mallaig area. The club has three vehicles which members can hire for anywhere from an hour to a few days and members are charged an all-inclusive rate which includes fuel, insurance, and break down cover. West Wheels is run for the benefits of its members. This car club reduces the needs for families in the area to own a car, whilst giving them the flexibility of access to one when it is required.

### **7.9 What have we planned already?**

#### **Inverness car club**

A car club can reduce the perceived demands on households to own cars. Reducing car ownership, understandably, is the most successful way to reduce mileage. Car club vehicles are typically small with a modern engine specification and have very low associated carbon emissions. Such schemes are operated in many Scottish cities.

7.10 The Highlands have a high dependence on the car due to the geography of the region and the need to travel relatively long distances with somewhat limited public transport. This leads to homes being dependant on owning one or multiple vehicles. Salaries are lower in the region than the rest of Scotland and many people live in fuel poverty with car ownership being a major expense. Vehicles are typically older than the Scottish average and are therefore more polluting. A car club could help to alleviate these issues, by providing low emission vehicles, reducing the need for homes to own multiple vehicles, and enabling

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<sup>15</sup> For more information on this consultation, please visit:

<http://www.scottish.parliament.uk/parliamentarybusiness/CurrentCommittees/60804.aspx>

<sup>16</sup> For more information, please visit: <http://westwheels.co.uk/>

households to become car free completely. The feasibility of an Inverness car club will be investigated by the Highland Council.

### **7.11 Integrated Transport Provision Project**

The Integrated Transport Provision (ITP) project went live in Lochaber in June 2014. It aims to address transport-related problems in the provision of health and social care services as experienced by individuals, communities and health and social care professionals. The project partners are NHS Highland, Scottish Ambulance Service, HITRANS, and the Highland Council. The project addresses transport deficiencies which negatively affect social inclusion opportunities within communities and will explore and exploit efficiencies which may be identified in the provision of Lochaber home-to-school transport.

### **7.12 What more do we need to do?**

Car clubs have a wide range of benefits. They can reduce the need for households to own vehicles and can also help to facilitate community transport by reducing the costs associated with operating such schemes. Opportunities for car clubs should be explored in both rural and urban environments. These schemes should be supported by public bodies, which can provide a base load of travel for car clubs during office hours and help to ensure operating models are economically viable.

7.13 As noted, the Highland Council have committed to engage with the private and third sector to carry out a review of community transport across the Highlands. This review is ongoing and greater emphasis will be placed on working with communities for local transport solutions to be found.

7.14 Integrating transport provision between Highland partners can better utilise transport assets in the region resulting in multiple benefits to both the operators and also the end-users. The Highland Council should continue to seek opportunities to work with partners to integrate transport provision, building on the work of the ITP project, to provide better services, reduce costs, and carbon emissions.

## **8. Engagement Strategy**

8.1 To achieve the goals of Carbon CLEVER it will be necessary to engage with, and work in partnership with a wide range of stakeholders across the public, private and third sector, as well as communities and residents. Engaging with stakeholders will facilitate the exchange of ideas and good practice. The following relates specifically to engagement around the theme of transport.

## **8.2 Where we are now?**

### **Carbon CLEVER Conference**

At the Carbon CLEVER Conference in November 2013, delegates told us that the most exciting things about Carbon CLEVER Transport in the Highlands are:

- People will be fitter and healthier through active travel;
- There will be better public transport and cycling infrastructure; and
- All road users will be considerate and aware of each other.

Delegates also highlighted that routes would be safer and there would be a greater sense of community spirit.

### **8.3 Carbon CLEVER Workshops**

In developing the Carbon CLEVER initiative, workshops have been conducted internally with Highland Council Services, senior management, Green Ambassadors, and Elected Members, and with Highland Youth Voice in 2013. These workshops were used to determine the main drivers, opportunities, barriers, and threats to decarbonising transport in the Highlands in order to achieve a carbon neutral Inverness in a low carbon Highlands. This feedback is an extremely valuable resource which has been used to inform and direct the early action taken as part of Carbon CLEVER – ensuring that drivers are understood and fully exploited, opportunities are investigated, barriers overcome, and threats acted upon and reduced.

### **8.4 Regular Engagement with partners**

Whilst Carbon CLEVER is being developed by the Highland Council, it is important that it reflects the views and direction of Highland partners. Appropriate opportunities will regularly be taken to receive feedback and guidance from partners, stakeholders, businesses, communities and residents. Commercial and social enterprise businesses have been involved in the development of Carbon CLEVER, and appropriate opportunities to support the initiative are being developed.

### **8.5 What have we planned already?**

Engagement will continue to occur with partners and stakeholders will continue to occur through a number of avenues. This will be supported through a number of ad hoc events. Carbon CLEVER will work in close partnership with transport providers and associated organisations such as HITRANS and Sustrans. As detailed in the Economy chapter, a survey of both the Citizens' Panel and Communities' Panel will be conducted in 2014/15 as a qualitative measure of the performance of the initiative (Economy, paragraph 9.9). These surveys will cover a range of topics related to the strategic themes and outcomes of Carbon CLEVER. They will aim to ascertain the effectiveness and public awareness of the initiative, and to identify additional support, guidance, and action that is required.

## **8.6 Carbon CLEVER Conference 2014**

A conference will be held in November 2014. At this conference, the Carbon CLEVER Programme will be published, progress made by Carbon CLEVER in the first year of the initiative will be detailed and future projects and actions outlined. The conference will also be utilised with to engage with Highland stakeholders on the Economy, Energy, Transport, and Land Use and Resources, and to challenge each other to accelerate our collective progress to decarbonising transport.

## **8.7 What more do we need to do?**

The transition to a low carbon transport sector will require both technical and non-technical solutions. As has been noted, carbon emissions from transport across Europe have increased over the past couple of decades despite the improved technical specifications of vehicles. A wide range of non-technical solutions will be required such as policies and cultural behaviour change to encourage people to move to sustainable and active forms of transport. To achieve these changes in behaviour the Scottish Government ISM Tool<sup>17</sup> will be utilised.

8.8 ISM is a practical tool that has been developed from a conceptual model and refined through research and live projects. It is based on theory and evidence which show that people's behaviour is influenced by three different contexts: the Individual (I), Social (S), and Material (M). In order to achieve long term and substantive changes in behaviour, interventions need to take into account I, S, and M.

8.9 Traditional behavioural interventions have tended to focus on either the Individual or the Material contexts by promoting benefits of a type of behaviour, or by installing infrastructure to enable particular types of behaviour. This approach is often insufficient to lead to the target changes in behaviour. The ISM approach has a greater chance of success as it encourages an integrated package of interventions.

## **8.10 Cycling**

An initial focus of the Carbon CLEVER initiative has been on promoting and enabling cycling for a number of reasons. It is highly visible in terms of promoting a shift in behaviour, it will require a series of investments, and reduces car usage therefore reducing congestion, air pollution, carbon emissions, and promotes healthier lifestyles. The focus of this early action has been on Inverness due to a number of relevant opportunities which collaboratively can have a greater input on facilitating a change in behaviours. To encourage a change in behaviours, measures have been targeted at the Individual, Social, and Material, including:

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<sup>17</sup> The Scottish Government (2013) Influencing behaviours: Moving beyond the individual – a user guide to the ISM tool. Available at: <http://www.scotland.gov.uk/Publications/2013/06/8511>

8.11 Individual - Highlighting the benefits of cycling to an individual, awareness raising of societal contribution, promotion of cycling as a fun and attractive activity. Doctor bike events are ongoing to skill individuals in how to repair their bicycles, and Velocity are delivering confidence training to cyclists.

Social - Supporting and helping to build networks of cyclists, such as through the European Cycling Challenge, Etape Loch Ness and Promotion of Inverness as Scotland's Cycling City. Helping businesses to encourage cycling through the Carbon CLEVER commuting project.

Material - Development of cycling infrastructure and facilities, Carbon CLEVER Cycles scheme, Cycle2work scheme, and Doctor Bike sessions repair bicycles.

8.12 A fully developed programme of measures aimed at the Individual, Social and Material is under development to facilitate a change in behaviour and encourage more people to cycle across the Highlands.

### **8.13 Commuting**

Carbon CLEVER Commuting (paragraph 3.20) will form the basis of promoting behaviour change in the way that Highland residents commute. The resources which form the basis of this will be published in Summer 2014, and it will be the foundation of encouraging people to commute in more active and sustainable ways. A website will target the Individual, aiming to promote the positive aspects of commuting using other modes of transport than the car, such as saving money, improved health, and a reduced impact on the environment.

8.14 Through a web portal, additional information and resources will be available for Highland businesses and organisations to use to promote active and sustainable transport to staff. It is hoped that this will be built upon with Social and Material actions which will encourage behaviour change to more sustainable and active forms of commuting.

### **8.15 Longer Distance Journeys**

Longer distance journeys, which are conducted by an individual infrequently, also need to be targeted. These journeys are often conducted by car when alternative forms of transport such as bus or train could be utilised. To enable changes in behaviour the ISM model should be adopted. This could include measures such as:

8.16 Individual: Promote the behaviours to the individual highlighting the potential financial savings, journey experience, and wider benefits to society.

Social: Ensure opinion leaders are seen travelling by sustainable transport and that businesses and organisations encourage sustainable travel.

Material: These may include an increased amount sustainable transport, but equally a greater awareness, and information on the available travel options. An example of promoting material assets is the JourneyGenie web based application developed by



HITRANS, which aims to simplify travelling across Highland using sustainable modes of transport to enable rural tourism.