



# Mobility Strategy

A Perth and Kinross where everyone can live life well,  
free from poverty and inequalities



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# Mobility Strategy



## 1. Purpose of the Strategy

To support the Perth and Kinross Corporate Plan, Transport Scotland's National Transport Strategy (NTS2) and other national and local Climate Change, Development Planning and Health strategies, the need for a Mobility Strategy was identified to help Perth and Kinross Council to develop a transport system that supports all residents to **live life well**.



## 2. Understand the problems

We undertook a wide consultation process with the public and relevant stakeholders, including the Big Place Conversation, and produced a 'Let's Talk Transport' report to detail the key transport problems and opportunities in Perth and Kinross.



## 3. Objectives

We proposed 11 **Transport Planning Objectives (TPOs)** that helped us to develop targeted actions to address the main transport problems that you have identified through the consultation process as evidence.



## 4. Action Plan

We proposed a list of Actions (guided by the Transport Planning Objectives) to address the transport problems that you've told us about. The actions are contained in an Action Plan and includes actions like improving active travel infrastructure and improving bus services.



## 5. Delivery

Once the Mobility Strategy is approved by Committee, we will get to work on implementation and delivery of the actions. The delivery will be monitored and evaluated against the indicators detailed in the Action Plan and against continued consultation.

## Acronyms

<b>ASI</b>	Avoid, Shift, Improve
<b>AQMA</b>	Air Quality Management Area
<b>BPC</b>	Big Place Conversation
<b>EM</b>	Elected Members
<b>LDP2</b>	Local Development Plan 2
<b>NCN</b>	National Cycle Network
<b>NHS</b>	National Health Service
<b>NTS2</b>	National Transport Strategy 2
<b>PKC</b>	Perth and Kinross Council
<b>RTS</b>	TACTRAN Regional Transport Strategy
<b>SEPA</b>	Scottish Environment Protection Agency
<b>SHS</b>	Scottish Household Survey
<b>STAG</b>	Scottish Transport Appraisal Guidance
<b>STPR2</b>	Strategic Transport Projects Review 2
<b>TPO</b>	Transport Planning Objective

## Glossary of Terms

**Transport Planning Objective:** A specific objective developed to address key transport problems in Perth and Kinross. There are 11 Transport Planning Objectives. Each TPO will be characterised by specific baselines, measurable targets, and identified data gaps.

**Action Plan:** A list of actions developed to guide Perth and Kinross Council in achieving the Transport Planning Objectives. There are 167 Actions which can be found in the full Action Plan standalone document.

**Let's Talk Transport:** A report that detailed the problems and opportunities associated with the Transport Network in Perth and Kinross, often known as a Main Issues Report. It was developed by combining input from professional and civic stakeholders.

**Avoid, Shift, Improve:** A three-step approach, streamlining the assessment and decision-making related to journey-making in a simple and efficient manner. The approach offers a way to think about travel behaviour and enables users to prioritise sustainable travel options where reasonably possible.

**Monitoring and Evaluation:** This entails Process Evaluation and Outcome Evaluation, this includes monitoring the delivery of actions and the progress of each TPO.

# 1. Purpose of the Mobility Strategy

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# 1. Purpose of the Mobility Strategy

Perth and Kinross Council's [Corporate Plan 2022-27](#) (December 2022) includes a list of local, regional and national strategies and plans which set out the context for how we deliver the priorities contained in the Corporate Plan, as detailed in Figure 1. A Mobility Strategy has been identified as a key strategy in helping deliver two Corporate Plan priorities: tackling climate change; and delivering a stronger and greener economy.

Furthermore, the Mobility Strategy is one of three place-based strategies which shape how places develop over the long-term across Perth and Kinross. These place-based strategies also include the [Local Housing Strategy](#) and the emerging Local Development Plan 3. All three strategies aim to deliver Perth and Kinross Council's Corporate Plan vision, by achieving places where everyone can live life well, free from poverty and inequality.

In addition, Perth and Kinross Council's [Climate Change Strategy and Action Plan](#) (December 2021) identified [six overarching principles](#) that will shape the Council's long term approach to Climate Change. The first key principle focuses on achieving a net zero Perth and Kinross, aligned with Scottish Government targets. This identified the need to develop a Mobility Strategy to deliver the best return on investment in the Council's journey to net zero.

The [National Transport Strategy 2](#) (February 2020) sets out an ambitious vision for Scotland's transport system for the next 20 years. The vision is underpinned by four priorities: Reduces Inequalities, Takes Climate Action, Helps Deliver Inclusive Economic Growth and Improves our Health and Wellbeing. It is agreed that Perth and Kinross Council's Mobility Strategy will adopt these key priorities.

Perth and Kinross Council has developed a Mobility Strategy, focusing on the movement of people and goods. The Mobility Strategy is intended to set the direction for the Council's approach. It will also help coordinate the delivery of transport projects, whilst also providing support for external funding applications.



Figure 1: Corporate Plan Priorities

## Vision

Sustainable, inclusive, thriving places where everyone can live life well, free from poverty and inequality.



Figure 2: Vision and Strategic Landscape



## What is the Mobility Strategy?

The Mobility Strategy, known as a local transport strategy, sets out Perth and Kinross Council's vision for managing and developing the transport network over a period of 15 years. The Mobility Strategy considers all modes of transport for the movement of people and goods across Perth and Kinross's rural and urban areas, to help achieve national targets and local objectives. The Mobility Strategy responds to the climate change agenda and other drivers of change at this time. The strategy also considers the impact on the transport networks and people's travel patterns and behaviours of emerging technologies, digital services, housing, inclusion, poverty, health, climate adaptation, economic growth, air quality and place making.

The Mobility Strategy follows Scottish Transport Appraisal Guidance ([STAG](#)) and [Local Transport Strategy: Draft Guidance](#).

The development of a Mobility Strategy was developed using a structured 3-step approach that integrated key concepts from Transport Scotland's guidance and Tactran's comprehensive Regional Transport Strategy methodology. This approach ensures clarity, effectiveness, and stakeholder engagement throughout the process, ensuring that the Mobility Strategy is transparent and responsive to the diverse needs and interests of stakeholders.

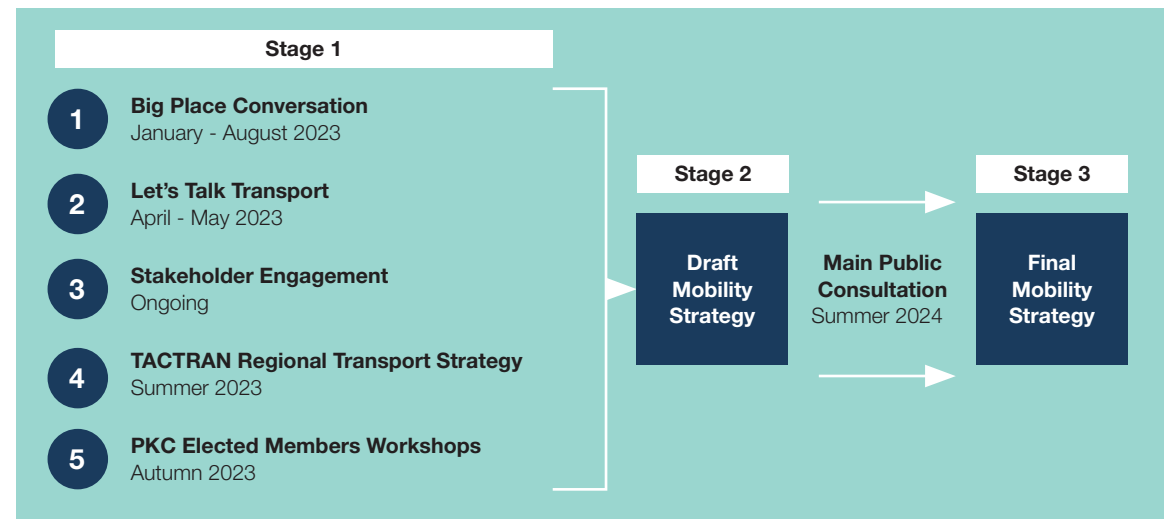


Figure 3: Mobility Strategy 3-Step Approach

### Who did we speak to when developing the Mobility Strategy?

In alignment with the 3-stage approach, as outlined in Figure 3, extensive engagement initiatives have been conducted with various internal and external stakeholders including business representatives, local communities, and organisational partners. This was achieved through internal engagement activities, the Big Place Conversation (BPC), and online public consultation. A summary of the extent of this work and the number of participants is shown adjacent.

#### Summary of engagement for the Mobility Strategy

**Big Place Conversation:** Engaged 1,259 participants through 121 events, comprising focused groups and area-based workshops, using place standard principles.

**Mobility Strategy Main Issues Report:** Gathered 70 consultation responses.

**Elected Member Workshop:** A dedicated Elected Members workshop on the Mobility Strategy and its key principles / objectives.

**Recurring Professional and Civic Stakeholder Engagement:** Collaborated with over 18 partners throughout key project stages (e.g. SEPA, NHS, Nature Scot, and Sustrans).

**Tactran's Regional Transport Strategy Public Opinion Research:** Involved 1,069 participants, with 300 from Perth and Kinross.

**Draft Mobility Strategy Consultation:** Gathered 72 consultation responses with 29% of participants under 18.



## How does the Mobility Strategy align with National, Regional, and Local Strategies and Policies?

The Mobility Strategy has been designed to align with and complement various national, regional, and local strategies and policies. Due to the complexity with mobility and transport intersecting with numerous sectors and elements of society, a full comprehensive list can be found in the [Let's Talk Transport report](#). Scotland's National Transport Strategy 2 plays a pivotal role in driving transformation across the entire transport network, offering a strategic framework that guides the actions of both local and national authorities. This strategic framework has been considered throughout the development of the Mobility Strategy.

Table 1: Strategies and Policies

Strategies and Policies	Category
<b>National</b>	
<a href="#">National Transport Strategy 2</a>	Transport
<a href="#">Strategic Transport Projects Review 2</a>	Transport
<a href="#">National Planning Framework 4</a>	Spatial Planning
<a href="#">Scotland Climate Change Plan 2018-2032</a>	Climate Change
<a href="#">A Scotland where everybody thrives - Public Health</a>	Public Health
<a href="#">Cleaner Air for Scotland 2</a>	Public Health (Air Quality)
<a href="#">Fairer Scotland Action Plan</a>	Poverty and Inequality
<b>Regional</b>	
<a href="#">Regional Transport Strategy</a>	Transport
<a href="#">The Tay Cities Deal</a>	Spatial Planning
<b>Local</b>	
<a href="#">Perth Transport Futures</a>	Transport
<a href="#">Perth Local Development Plan 2</a>	Spatial Planning
<a href="#">PKC - Local Housing Strategy</a>	Housing
<a href="#">PKC Air Quality Action Plan</a>	Air Quality
<a href="#">PKC - Climate Change Strategy and Action Plan</a>	Climate Change
<a href="#">PKC Corporate Plan</a>	Corporate



# 2. Understand the Problems

## Let's Talk Transport

Let's Talk Transport carefully examines available data to identify problems and opportunities in Perth and Kinross's transport network, combining input from professional and civic stakeholders. This report was committee approved in March 2023 and informed the first stage of public consultation. Combining feedback from the consultation with evidence from the report gives us a full picture of the existing transport network. This understanding forms the basis for the Council's case for change, justifying the need for improvements. This is an early stage of following Scottish Transport Appraisal Guidance, which promotes a problem-led and evidence-based approach.

## Key Findings

The key problems faced in Perth and Kinross encompass various aspects including the nature of the region, the climate emergency, travel demands and modes of travel, freight transportation, and socio-economic factors. Here is a summary of the key points:

- 1. Nature of the Region:** Perth and Kinross, situated in Scotland, covers a large geographical area and is predominantly rural. Perth city, the largest settlement, faces a slight decline in population, with projections suggesting an ageing population over the next decade<sup>1</sup>.

**Fact:** The Perth and Kinross region is predominantly rural, encompassing 68% of its residents in rural areas and 32% in urban areas. The population has also experienced a notable increase in the proportion of individuals aged over 65 years, currently at 25%, while 15% of the population is 14 years old or younger.

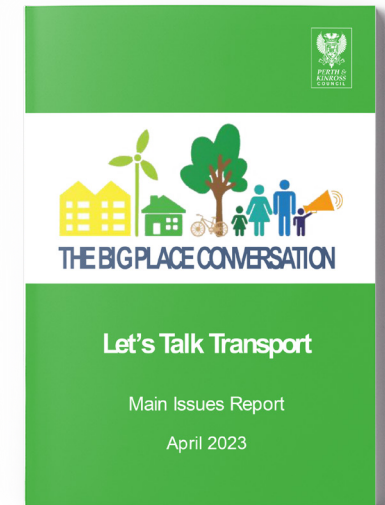


Figure 4: Let's Talk Transport Cover

1 - [Urban Rural Classification](#)

### 2. The Climate Emergency:

Scotland has set ambitious net zero targets by 2045 to combat climate change, requiring significant reductions in greenhouse gas emissions. Transport, particularly cars, contributes heavily to carbon emissions in Perth and Kinross, posing challenges for meeting climate goals and enhancing climate resilience, especially concerning flooding risks<sup>2</sup>.

**Fact:** Perth and Kinross's total transport emissions amounts to 2.8 tonnes of CO<sub>2e</sub> per person each year, ranking third highest among Scotland's local authorities.

### 3. Travel Demands and Mode of

**Travel:** Private cars dominate road traffic in Perth and Kinross, leading to high car dependency, especially for long journeys. Despite efforts to promote alternative modes of transportation such as cycling, bus and rail, there's still underutilisation of these options compared to national averages.

**Fact:** The 2020-2021 Scottish Household Survey (SHS) found that half of all journeys (51%) were made by driving a car or van. Walking was the next most popular mode of transport (37%) and 2% were made by bicycle. Only 3% of journeys were by bus and 0.1% by rail. Perth and Kinross's population has a car kilometre average of 12,547km per person per year, almost double Scotland's national average.

**4. Public Transport:** When examining annual trends in Perth and Kinross, it was observed that bus usage experienced a decline while rail usage showed an increase. However, the advent of COVID-19 severely affected public transport, causing a sharp decrease in usage. It was only after the relaxation of restrictions that passenger numbers began to recover<sup>3</sup>.

**Fact:** Between 2015 and 2020, both local bus and coach services across Scotland experienced a decline in passenger usage, with 12% fall in journey number and 3% in vehicle kilometres.

2 - [Local Authority Emissions in Scotland](#)

3 - [Scottish Household Survey](#)

### 5. Freight Transportation:

The road network primarily facilitates the movement of goods across Perth and Kinross, with rail freight predominantly focusing on passenger travel. However, the new rail freight facility in Blackford now also plays a crucial role in transporting goods<sup>4,5</sup>.

**Fact:** 67% of freight in Scotland was carried by road in 2019. In the same year, the movement of goods across Perth and Kinross accounted for 29% of vehicle kilometres.

**6. Active Travel:** The Perth and Kinross region has several active travel routes within the National Cycle Network (NCN), but there are challenges such as substandard infrastructure and barriers hindering their effectiveness. There is potential for increased active travel participation if proper infrastructure is provided<sup>6</sup>.

**Fact:** Considering that on average only 2% of all journeys in Perth and Kinross are cycled, Sustrans Walking and Cycling Index Perth 2023 shows that the total annual economic benefit from all trips cycled in Perth is £7.8 million and NHS saving estimated at £430,000 per year due to prevented health conditions.

### 7. Socio-Economic Summary:

Socio-economic factors significantly influence mobility patterns and access to services in Perth and Kinross. Data from the census and the Scottish Household Survey provides information on employment (including retired rates), age demographics, car ownership levels, and health limitations<sup>7</sup>.

**Fact:** Between 2015 and 2020, both local bus and coach services across Scotland experienced a decline in passenger usage, with 12% fall in journey number and 3% in vehicle kilometres

4 - [Scottish Transport Statistics 2022](#)

5 - [Road traffic statistics - GOV.UK \(www.gov.uk\)](#)

6 - [Sustrans Walking and Cycling Index \(Perth\)](#)

7 - [Scotland Census 2011](#)

# 3. Objectives

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## Transport Planning Objectives Process

After identifying strategic problems and opportunities, Perth and Kinross Council developed objectives that address these local problems.

The following Mobility Strategy Transport Planning Objectives (TPO) have been developed in alignment with Transport Scotland's National Transport Strategy 2 and Tactran's Regional Transport Strategy (RTS). Each objective has undergone a detailed development process, commencing with the four NTS2 priorities and corresponding RTS Objectives. This alignment is then integrated with Perth and Kinross Council's Corporate Plan Priorities and the locally identified problems from the Let's Talk Transport report. Finally, specific objectives were developed to address these key problems, creating specific, targeted, and unique objectives for Perth and Kinross Council. This evidence-led process, visualised adjacent in Figure 5, has resulted in the generation of 11 Transport Planning Objectives.



Figure 5: TPO Process

## Transport Planning Objectives

**Table 2:** Perth and Kinross Transport Planning Objectives

NTS2 Priorities	TPO	PKC - Transport Planning Objectives
Reduce Inequalities	1	To improve the affordability of transport options across Perth and Kinross for all.
	2	To improve the ability of rural communities and communities with protected characteristics to access jobs, education and services.
Take Climate Action	3	To reduce CO <sub>2</sub> emissions produced by transport across Perth and Kinross, by reducing car kilometres, decarbonising motorised transport and increasing the share of everyday journeys of people and goods by sustainable and active travel modes.
	4	To improve climate resilience across Perth and Kinross's transport network by reducing the impacts caused by extreme weather events.
Helps deliver Inclusive economic growth	5	To support economic growth by improving the reliability and efficiency of Perth and Kinross's transport network.
	6	To support local development that encourages and facilitates local living and sustainable access, across Perth and Kinross, by achieving an increased active travel and public transport mode split to and from new developments.
	7	To improve the capacity and reliability of alternative sustainable freight and logistic modes across Perth and Kinross.
	8	To improve labour market access through sustainable transport, active travel, and digital opportunities, to and from Perth and Kinross.
Improve our health and wellbeing	9	To improve road safety and perceived safety for all transport users across Perth and Kinross.
	10	To improve physical; and mental health within Perth and Kinross through walking, wheeling and cycling.
	11	To improve air quality across Perth and Kinross's road network by achieving revocation of both Air Quality Management Areas and reducing preventable pollutants.

## Alignment with Corporate Plan and Other Strategies

### Equality TPO

The Equality priority outlined in the National Transport Strategy 2 encompasses several key areas of focus within the Perth and Kinross Council Corporate Plan, including addressing poverty, supporting vulnerable individuals, and aiding children and young people.

TPO 1 and 2 have thus been developed to ensure that all residents of Perth and Kinross, regardless of age, gender, income, location, and ability, are able to affordably travel to the places that they want to be. TPO2 is broader in scope as it encompasses various factors under the umbrella of accessibility, availability, and reliability.

1	To improve the affordability of transport options across Perth and Kinross for all.
2	To improve the ability of rural communities and communities with protected characteristics to access jobs, education and services.



### Climate Change TPO

The Climate Change priority outlined in National Transport Strategy 2 is essential for achieving Scotland's National Net Zero target, aiming to decrease climate emissions while enhancing our resilience. Tackling climate change is also a key organisational priority within the Perth and Kinross Council Corporate Plan.

TPO3 focuses on mitigation efforts, aiming to reduce transportation-induced emissions. TPO4 is dedicated to enhancing climate resilience, ensuring that our infrastructure is designed and implemented with due consideration to the growing frequency of extreme weather events.

3	To reduce CO <sub>2</sub> emissions produced by transport across Perth and Kinross, by reducing car kilometres, decarbonising motorised transport and increasing the share of everyday journeys of people and goods by sustainable and active travel modes.
4	To improve climate resilience across Perth and Kinross's transport network by reducing the impacts caused by extreme weather events.

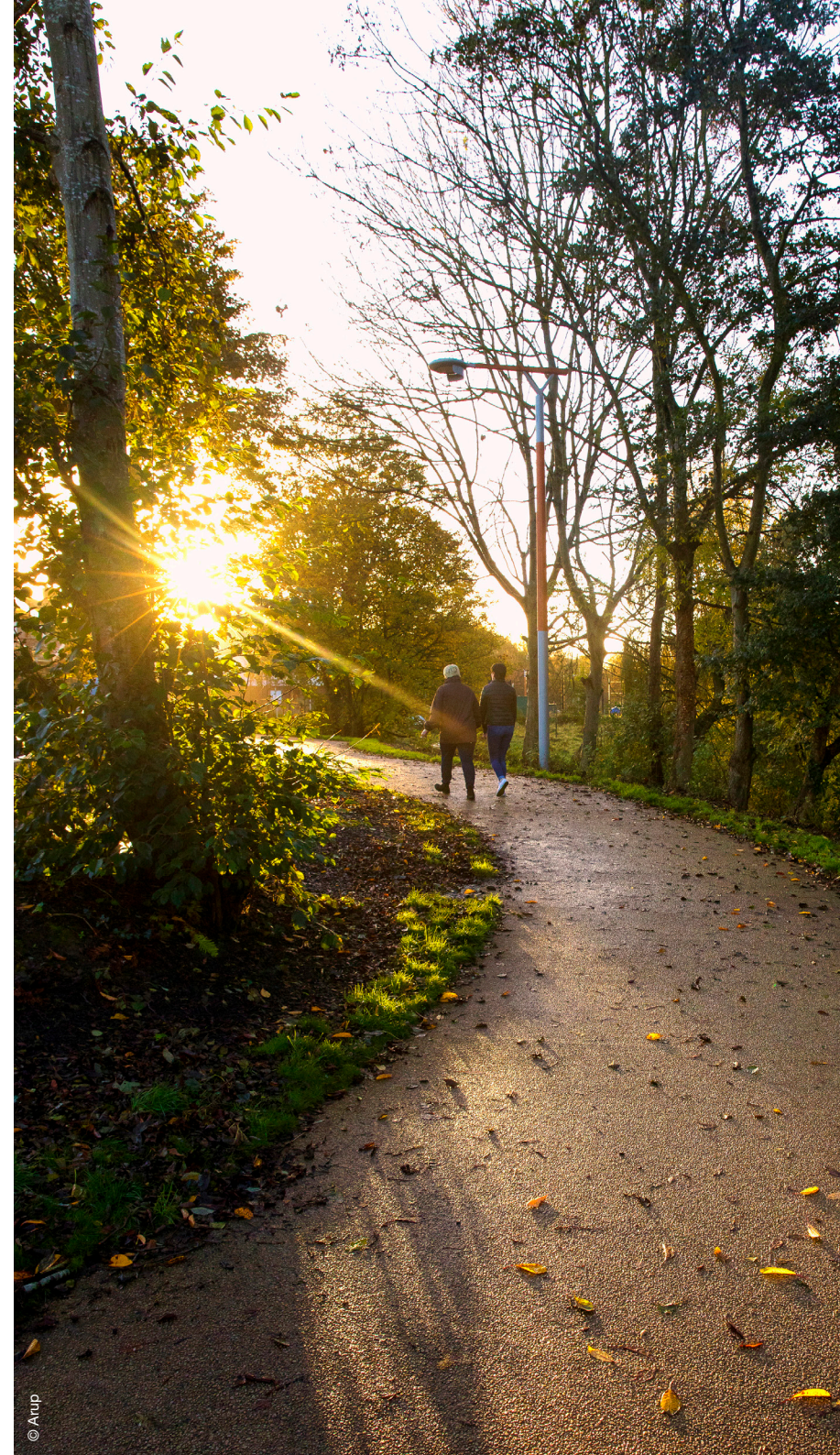
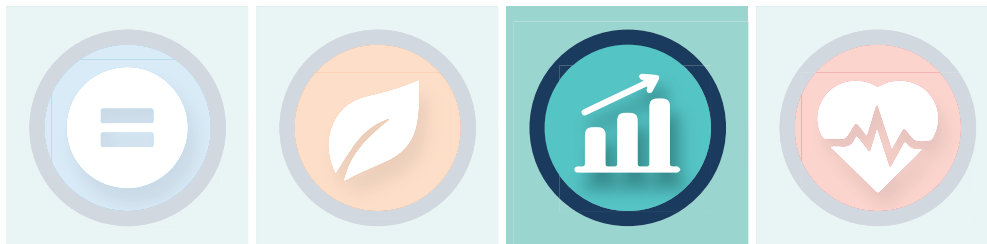


## Economy TPO

The Economy priority within National Transport Strategy 2 is crucial for bolstering Scotland's economic resilience and achieving sustainable growth. It aims to enhance productivity, stimulate innovation, and create job opportunities. Similarly, within the Perth and Kinross Council Corporate Plan, addressing economic challenges is a central organisational priority, such as supporting commuters, tourism, events, retail, and the delivery of goods.

The Mobility Strategy Economy TPOs are thus aimed to make Perth and Kinross an area in which investment and business can sustainably access a wide range of markets, in order to thrive, as well as providing sustainable access to a diverse workforce.

5	To support economic growth by improving the reliability and efficiency of Perth and Kinross's transport network.
6	To support local development that encourages and facilitates local living and sustainable access, across Perth and Kinross, by achieving an increased active travel and public transport mode split to and from new developments.
7	To improve the capacity and reliability of alternative sustainable freight and logistic modes across Perth and Kinross.
8	To improve labour market access through sustainable transport, active travel, and digital opportunities, to and from Perth and Kinross.

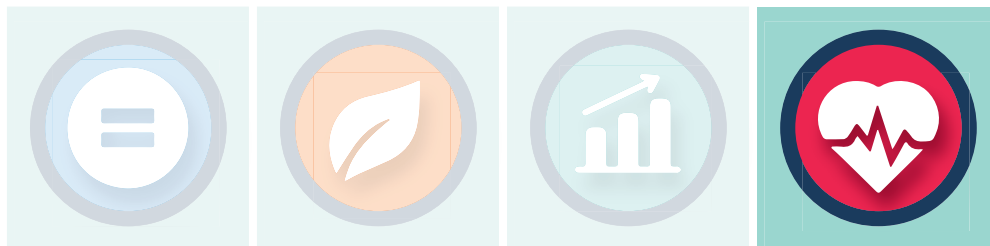


### Health TPO

The Public Health priority within National Transport Strategy 2 is vital for improving the overall well-being and longevity of Scotland's population. Similarly, within the Perth and Kinross Council Corporate Plan, enhancing public health is a core organisational priority.

Enhancing the uptake of active travel and public transport while reducing emissions and road incidents associated with motorised travel can have positive public health and wellbeing outcomes. TPOs 9, 10 and 11 embody a number of problems related to road safety and physical and mental health.

<b>9</b>	To improve road safety and perceived safety for all transport users across Perth and Kinross.
<b>10</b>	To improve physical; and mental health within Perth and Kinross through walking, wheeling and cycling.
<b>11</b>	To improve air quality across Perth and Kinross's road network by achieving revocation of both Air Quality Management Areas and reducing preventable pollutants.



## Transport Planning Objectives alignment with Corporate Plan Priorities

TPO alignment with Perth and Kinross Corporate Plan Priorities.

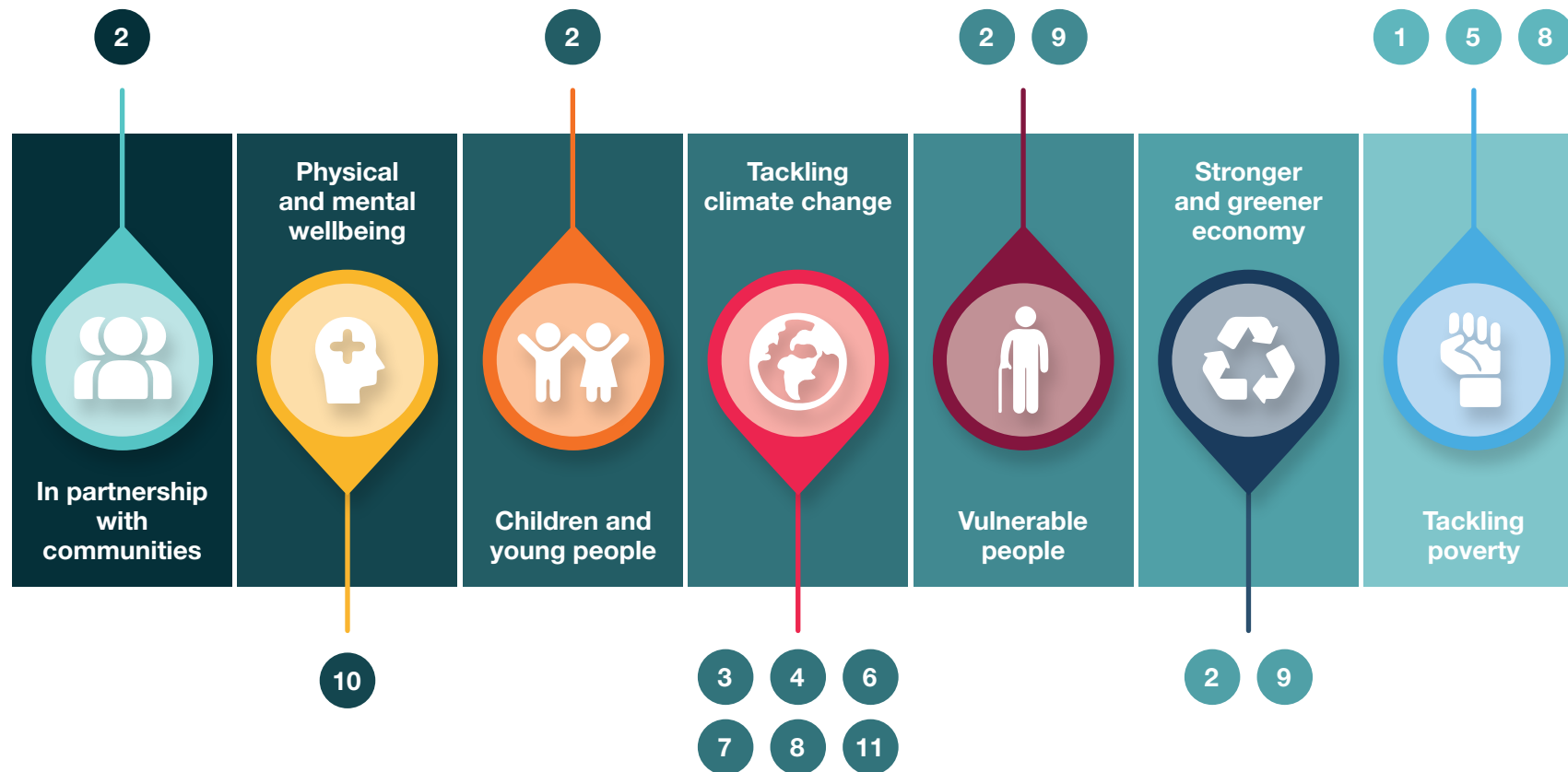


Figure 6: TPOs and PKC Corporate Priorities

# 4. Action Plan

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## How do we achieve our Transport Planning Objectives?

In order to achieve the Mobility Strategy's Transport Planning Objectives, a collective effort is required from Perth and Kinross Council, partners, stakeholders and all users of the transport network. Therefore, Perth and Kinross Council has adopted the 'Avoid, Shift, Improve' Framework to communicate the types and scale of actions required to provide an improved transport experience for users of the transport network. The Avoid Shift Improve Framework acknowledges that trip-making behaviour is informed by different variables, including trip purpose, the availability of options, and the ability and constraints of users of the network.

The Mobility Strategy's 11 Transport Planning Objectives have been designed to support Perth and Kinross Council to create an enabling environment for users of the transport network to make optimal transport decisions that enhance their wellbeing and reduce their carbon footprint. Ensuring the continued support and facilitation of suitable options for everyone is crucial.

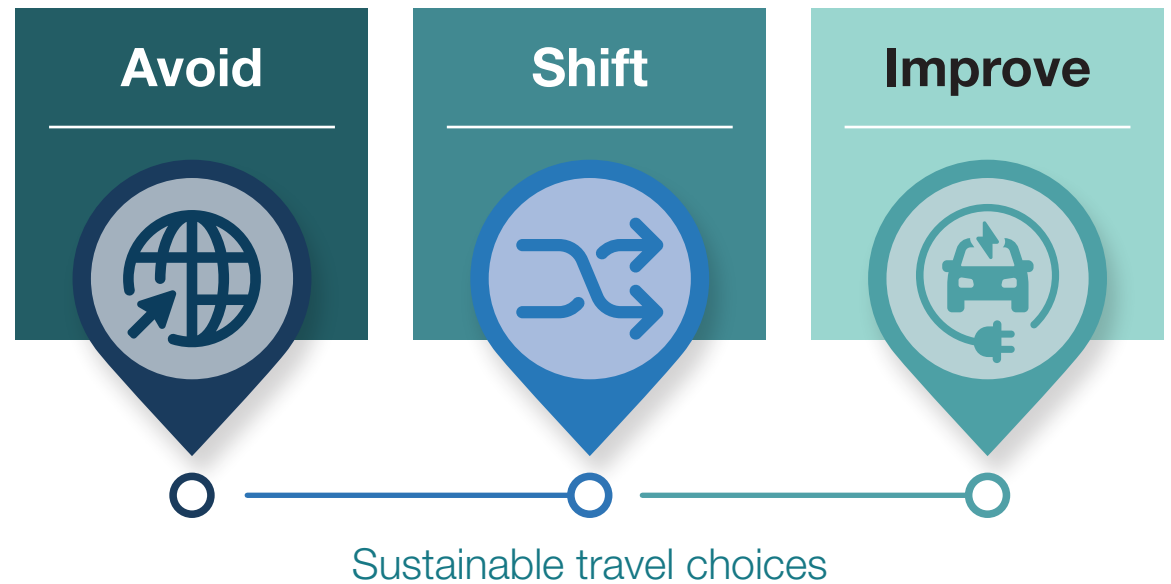


Figure 7: ASI Design



The ASI Framework employs a three-step approach, streamlining the assessment of journeys in a simple and efficient manner while prioritising sustainable options regardless of the origin and the destination:

### **ASI: Sustainable Travel Choices**

ASI embodies a commitment to fostering responsible travel practices that not only benefit the environment but also support our local economy and health. We understand the importance of travel in our modern world but recognise the need to minimise its negative impacts. With our three-step approach, we aim to guide individuals and organisations towards more sustainable choices:

**Avoid:** Before planning your trip, think about whether you can access what you need digitally instead. This approach encourages thoughtful travel planning, ensuring that your journeys are meaningful and beneficial. By using online resources, can you reduce unnecessary and unsustainable travel, saving money, while still meeting your needs?

**Shift:** If making a certain trip cannot be avoided, can you reduce your carbon footprint and promote personal well-being by walking, cycling, wheeling, or taking public transport for some or all legs of your trip? Shifting towards more eco-friendly modes of transportation not only reduces emissions but also encourages healthier lifestyles and fosters community engagement.

**Improve:** If driving a car is your only option, can you make it more environmentally friendly by embracing low-carbon technologies for some or all legs of your trip? Or can you share the trip with family members or friends? It's important to promote the adoption of sustainable technologies such as electric or hybrid vehicles, car sharing, or optimising routes to minimise fuel consumption, saving money, and reducing emissions.

The comprehensive approach to sustainable travel is designed to empower individuals and organisations to make informed choices that prioritise environmental conservation and support the vitality of our local communities.

## Action Plan Methodology

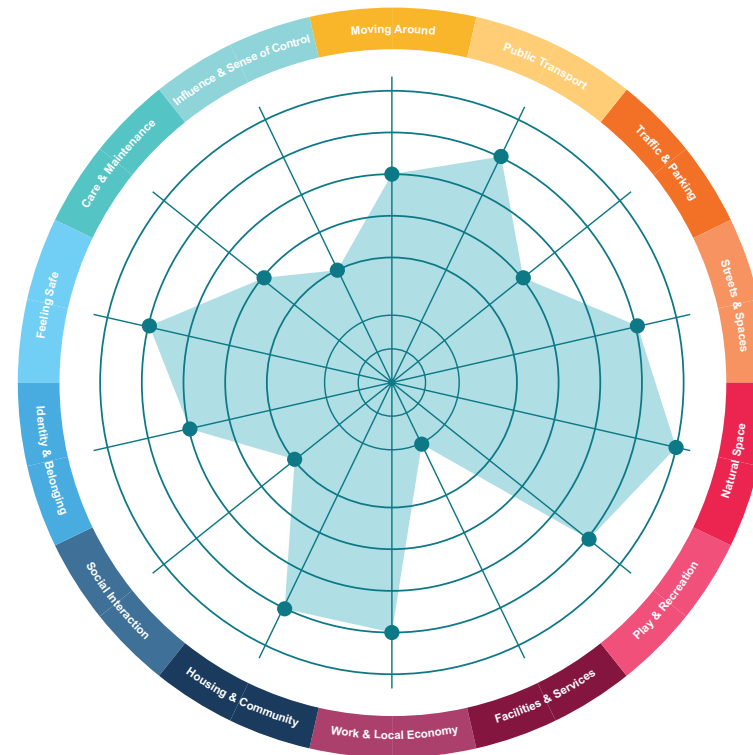
The Action Plan enables Perth and Kinross Council to plan, programme, and deliver actions aimed to achieving the Mobility Strategy's Transport Planning Objectives. Aligned with the ASI Framework, this plan aims to enhance, facilitate, and promote sustainable transport and active travel choices. This Action Plan takes into account the mobility-focused services provided directly by PKC and those delivered in partnership.

All actions within the plan are designed to make positive contributions to the Mobility Strategy's Transport Planning Objectives, capitalising on previously identified opportunities across the region. A rigorous appraisal of actions has been conducted, utilising Transport Planning Objectives and various criteria including implementation, public perception, environmental impacts, and more.

Given the scope and magnitude, the Action Plan will be developed and implemented over a 15-year timescale. Some actions will require robust business case development and will be dependent on external funding, while others can be delivered in the short term.

It is crucial to emphasise that the Action Plan should not be viewed in isolation, but rather as an integral component of the wider environment we live in.

This approach aims to promote collaboration in achieving the objectives, considering all place-based strategies and initiatives within a community, a concept supported by the [Place Standard Tool](#), see figure 8 below.



**Figure 8:** Place Standard Tool. The tool is a way of assessing places [Our Place](#)



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## National Transport Strategy 2 Investment Hierarchy

An additional consideration in the Action Plan is Scotland's Sustainable Investment Hierarchy, aimed to inform future investment decisions and to guide investment prioritisation in a way that promotes the sustainable utilisation of public funds. The National Transport Strategy 2 Investment Hierarchy underscores the significance of preserving and operating existing assets, ensuring that current transport networks are fully optimised, with new infrastructure improvements always a last resort.

### Strategic Transport Projects Review 2

Finally, the Mobility Strategy Action Plan will support and consider recommendations from Transport Scotland's Strategy Transport Projects Review 2 (STPR2). The STPR plays a crucial role in realising the vision, priorities, and outcomes outlined in the second National Transport Strategy. It serves as a guide for transport investment in Scotland over the next two decades (2022-2042), presenting evidence-based recommendations upon which Scottish Ministers can base future investment decisions.

The STPR made 45 recommendations for the Tay City region, 2 specific to the Perth and Kinross area and 4 cross boundary. These recommendations will be considered and integrated into the Mobility Strategy Action Plan.

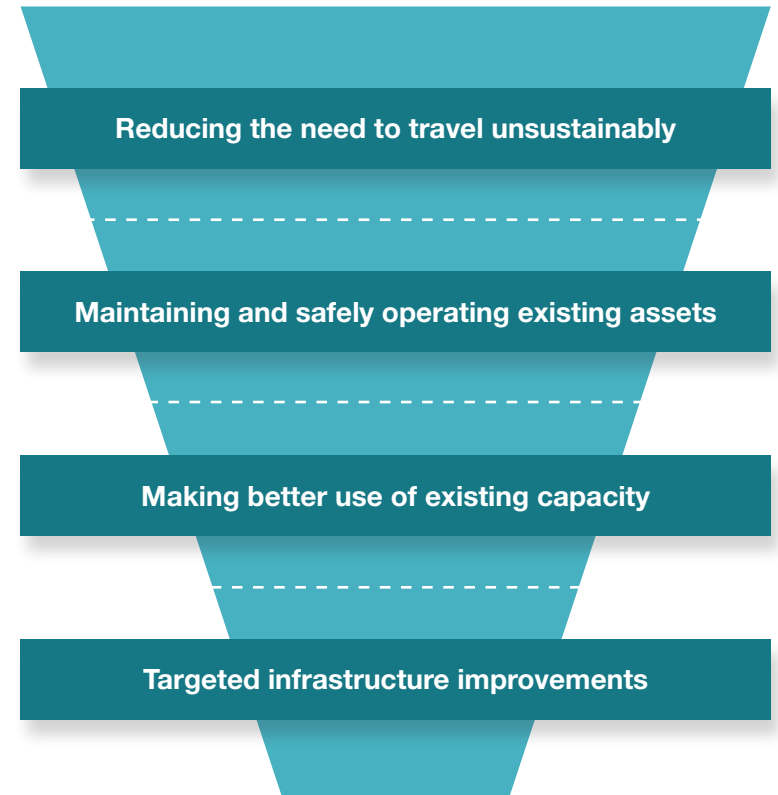


Figure 9: NTS2 Investment Hierarchy

### Action Plan Summary

The full Action Plan can be found separately as a standalone document. Each of the 167 actions in the Action Plan have been grouped into one of 8 themes (Figure 10) that best reflects what the action relates to. Figure 11 visualises the key corridors and mobility hubs aligned with development planning in Perth.

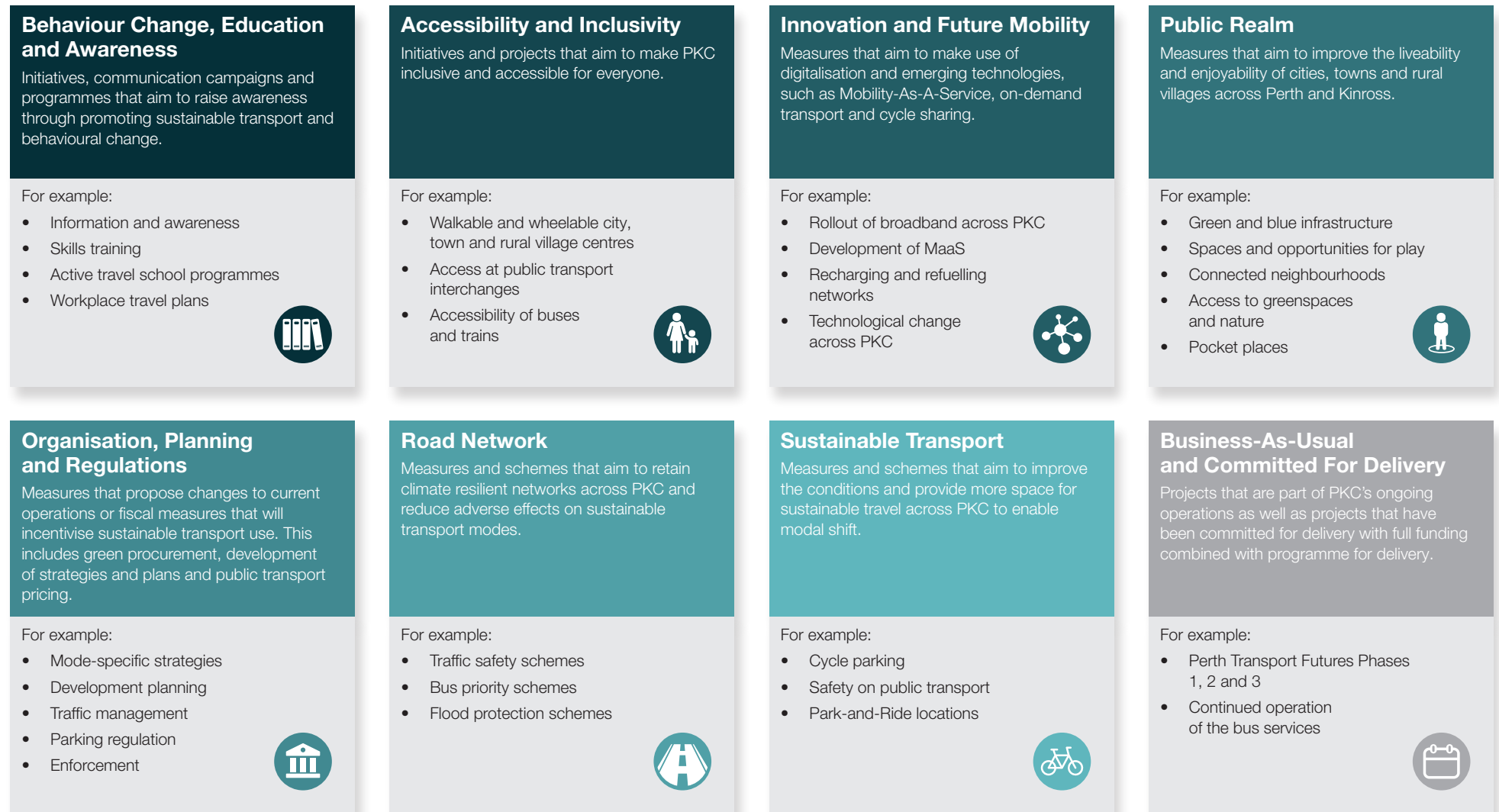


Figure 10: Action Plan Summary

# Mobility Strategy

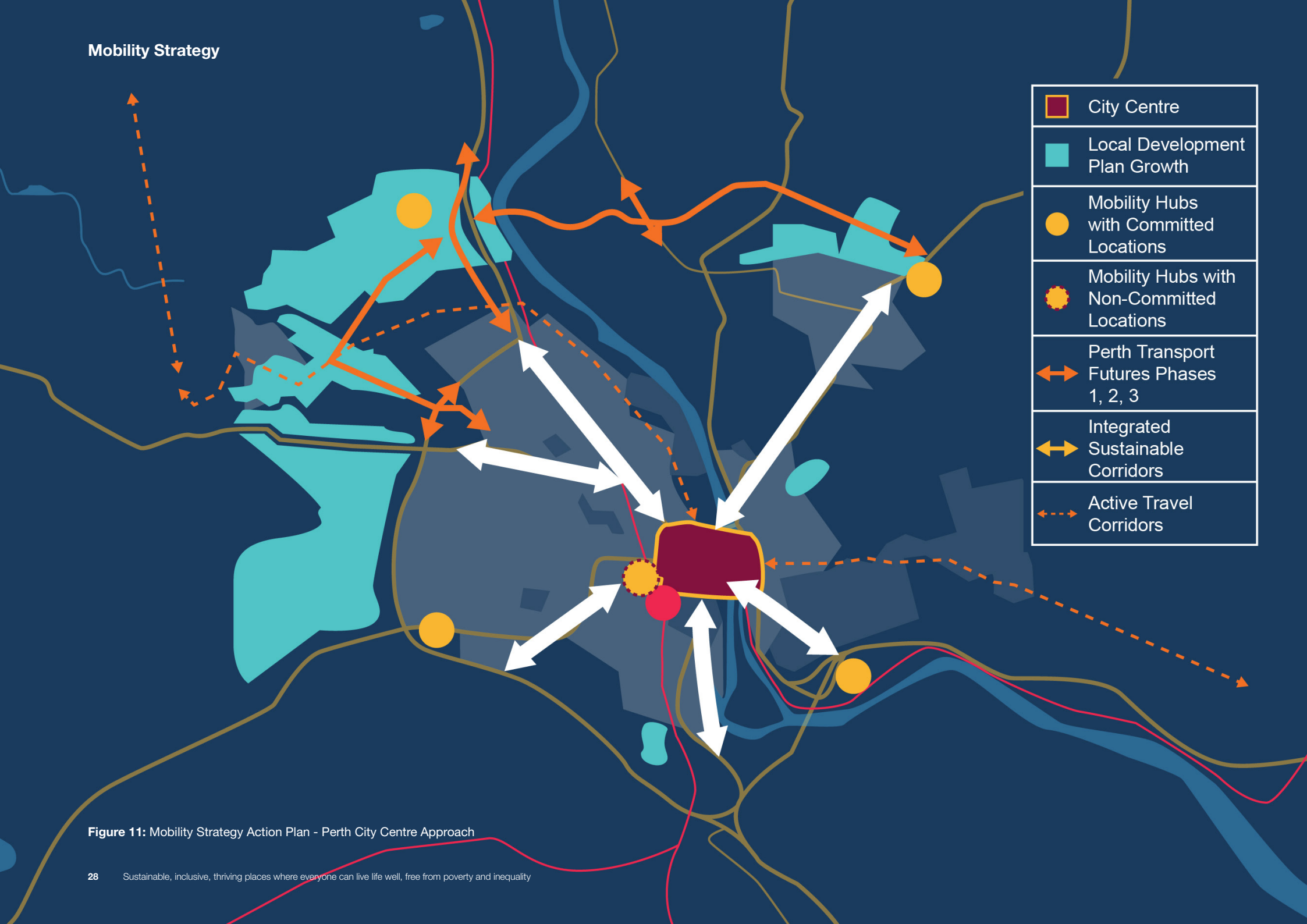


Figure 11: Mobility Strategy Action Plan - Perth City Centre Approach

# 5. Delivery

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### Implementation

To implement this Action Plan, a designated action lead will be responsible for overseeing the review and reporting process of their action(s). The Mobility Working Group will provide guidance and oversight, ensuring that all relevant aspects are addressed during the reporting process. Regular communication and collaboration between stakeholders will be crucial to effectively execute the Action Plan and drive progress towards our objectives.

### Funding Opportunities

Securing funding for the implementation of the Action Plan and associated initiatives will be pursued through various avenues, including government grants, public-private partnerships, and community initiatives. Identifying and leveraging available funding opportunities will be integral to sustaining our efforts and achieving long-term success.

### Project Management

Effective project management techniques, such as adopting realistic timelines, managing resources and milestones, will be employed to ensure the smooth execution of the Action Plan. Regular meetings, progress updates, and performance assessments will be conducted to monitor project progress and address any challenges or obstacles that may arise.

### Governance

A governance structure will be established to oversee the implementation and evaluation of the Action Plan, with roles and responsibilities clearly defined for all stakeholders involved. The Mobility Working Group will serve as the primary governing body, providing strategic direction and guidance, while the Council and relevant committees will be responsible for executing large scale changes.

### Risk Management

A proactive approach to risk management will be adopted to identify, assess, and mitigate potential risks that may impact the implementation and effectiveness of the Action Plan. Regular risk assessments will be conducted, and contingency plans will be developed to address any unforeseen challenges or disruptions. Additionally, ongoing monitoring and review processes will enable us to adapt and respond swiftly to changing circumstances, minimizing the impact of risks on our objectives and outcomes.



## Monitoring and Evaluation

To ensure the effective implementation and assessment of our Action Plan, we have devised a robust monitoring and evaluation framework in alignment with the Scotland Transport Appraisal Guidance (STAG). This framework encompasses two crucial forms of evaluation: process evaluation and outcome evaluation.

### Process Evaluation

Regular and comprehensive reviews of the Action Plan will be conducted by a designated action lead on an interim basis. These reviews will encompass the development, design, delivery, risk assessment, financial implications, and other pertinent aspects of the plan, as stipulated by the Mobility Working Group, our governing body overseeing mobility initiatives. This structured approach guarantees transparency, accountability, and the ability to adapt to evolving circumstances.

### Outcome Evaluation

Drawing from the principles outlined in STAG, Perth and Kinross Council has formulated SMART (Specific, Measurable, Achievable, Relevant, Target) Transport Planning Objectives (TPOs) to guide our efforts. Each TPO is characterised by specific baselines, measurable targets, and identified data gaps. The monitoring of TPOs will involve the utilisation of designated datasets. Bi-annual reviews of each TPO will be conducted by the Council, with a concise summary report presented to the relevant committee. This systematic and data-driven approach ensures informed decision-making, facilitates progress tracking, and enhances the effectiveness of our transportation planning endeavours.

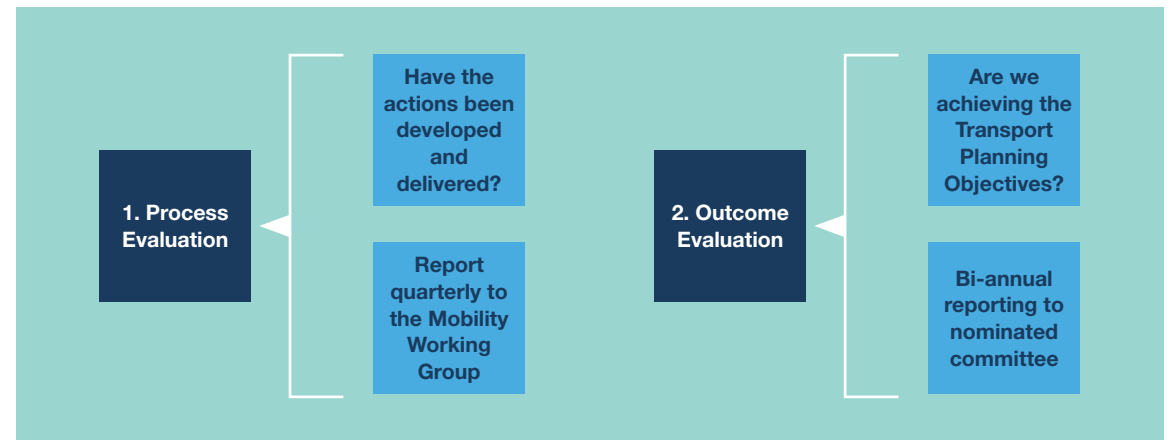


Figure 12: Monitoring and Evaluation Plan



## Mobility Strategy

### Future Uncertainty

Addressing future uncertainty is an integral part of the monitoring process following the adoption of the Mobility Strategy. These uncertainties, outlined in the Let's Talk Transport report and Tactran's Regional Transport Strategy, encompass factors such as an aging population, the prevalence of home working, advancements in technology, shifts in transport policy, and alterations in local development plans. Monitoring these uncertainties is crucial as they can influence mobility patterns and impact the effectiveness of the Action Plan.

The following Appendices include:

**Appendix 1:** Let's Talk Transport Main Issues Report

**Appendix 2:** Strategic Environmental Assessment

**Appendix 3:** Integrated Impact Assessment

**Appendix 4:** Action Plan Methodology

**Appendix 5:** Consultation Note

#### Contact

For further information, please visit the PKC Transportation and Development Team website **Perth and Kinross Council** or contact: **[TransportPlanning@pkc.gov.uk](mailto:TransportPlanning@pkc.gov.uk)**

An easy read version is available on request, using the contact details.



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