

Keynote Speech for Diane McLafferty

Acting Director, Transport Directorate, Scottish Government

Venue: City Chambers, City of Edinburgh Council, High Street, Edinburgh

INTRODUCTION

It gives me great pleasure to be here today. I am Diane McLafferty, Acting Director for Transport at the Scottish Government and am delighted to be opening this conference.

Before I start, I would like to thank everyone involved in organising this conference. In particular Transform Scotland Trust, Richard Armitage Transport Consultancy Limited, City of Edinburgh Council and SEStrans. I would also like to welcome all the speakers who are here to share with us their experience and good practice in planning and implementing car clubs.

I would like to highlight the important role of car clubs in contributing to this Government's priorities. I'd also like to emphasise how this conference ties in with our work in promoting more sustainable and active travel.

Car clubs have an important role to play in achieving a number of **our national outcomes**. They can deliver on creating strong, resilient and supportive communities as well as helping reduce the local and global environmental impact of our consumption and production.

Climate Change

Last week, scientists in Copenhagen discussed the impacts of climate change. A number of papers and conclusions from the meeting indicated that previously stated impacts may be significantly understated. Potential sea levels could rise by 1m by the end of the century. This increase is above previous estimates of around 50cm. The latest forecasts would impact low lying coastal areas which are home to around 10% of the world's population. It would also have a significant impact on the people of Scotland as well as our economy and our environment.

The Scottish Climate Change Bill, the most ambitious Climate Change legislation in the world, illustrates this Government's commitment to tackling climate change. Ministers are taking forward a legislative framework which will commit this and successive Scottish Governments to sustained action. This Bill will provide business, the public and society with the certainty required to make the right choices now. In addition, the Bill is designed to send a strong signal to the international community of the seriousness of our intent and provide a strong example to other countries of what can be done.

Ministers fully accept the conclusions of the Stern Report, that the cost of inaction on climate change far outweighs the cost of action. Sir Nicholas Stern, restated his position that "there is no excuse for inaction" at last week's Copenhagen conference. And that was the key message taken away from the event by the Danish PM and others. Other messages from the conference are that the tools and approaches already exist, but they must be widely implemented to achieve the transformation to a decarbonised economy. The benefits of this move can include sustainable energy

job growth, reductions in the health and economic costs of climate change as well as positive impacts on our natural environment. Engaging and delivering the societal transformations is crucial to meeting the challenge of climate change.

Many projects in energy, transport business and housing are already underway in Scotland. Indeed portfolio budgets totalling around £1bn per year contribute to the climate change agenda. We have also seen significant private investment in renewable energy projects, like investment in the huge Clyde windfarm, which was consented by Ministers in July 2008.

We know that emissions from transport are increasing. We know that road transport remains by far the biggest source of transport emissions. We also know that around 40% of Scottish Households don't have access to a car. Last year we saw the impacts of high oil prices, which may well return in the not too distant future.

We are also aware that transport patterns and habits are driven by other factors including the increased specialisation of employment, ease of travel, variations in the costs of housing, the concentrations of employment as well as the rise in the proportion of households with two or more workers

My life would be so much easier if the solutions were as easily identifiable. For those of you who heard the Minister speak last night, there are **no quick fixes** or a **silver bullet** for transport. Its about delivering our National Transport Strategy which focuses on:-

- Improving journey times and connections;
- Reducing emissions; and
- Improving quality, accessibility and affordability.

It is therefore about delivering a package of measures, which provide and promote the alternatives as well as delivering the technological changes in the type and source of fuels used by the transport network as whole.

We are creating policy, funding and legal frameworks that will support long term investment in our natural assets and their sustainable use. The Scottish Climate Change Bill will put in place demanding emissions targets between now and 2050.

John Swinney, earlier this year announced the ten energy priorities. In relation to transport these are:

“we will develop and deliver more sustainable transport to improve efficiency and reduce transport emissions in the longer term”. And.

“we will promote the development, uptake and use of electric and other low carbon vehicles, in addition to using improvements in vehicle engineering which are already available.”

So what are we doing? It is quite a long list. Covering all modes. Today I would like to focus on **Smarter Choices, Smarter Places** as well as **low carbon vehilces**.

Smarter Choices, Smarter Places

Together with COSLA the Scottish Government announced its support for seven Scottish Local Authorities and Transport Partnerships to undertake Smarter Choices, Smarter Places sustainable and active travel projects. A feature of these towns and

communities is the use of innovative as well as established ways of encouraging local residents to use their cars less.

Currently, the national monitoring and evaluation contractor is working hard. They are aiming to complete over 14,000 travel diary questionnaires and over 3,000 telephone surveys with residents in the project areas and control locations. The results will establish a baseline of current travel choices and intentions. It will also enable us to see the impact of Smarter Choices in a Scottish context.

Once this work has been done, the promotion and persuasion phase of Smarter Choices will be launched in each of the seven locations, starting with a weekend of activities to launch Dundee Travel Active on 2nd and 3rd May.

Car Clubs or other car sharing promotional measures are being undertaken in three of the project towns (Glasgow, Dumfries & Galloway and Larbert / Stenhousemuir). A couple are also looking at bike hire schemes. I am pleased to see that the linkages between car sharing and bike sharing is one that is discussed in today's programme.

The Smarter Choices, Smarter Places programme has high ambitions. It will, seek to, show health improvements, carbon savings, and other community benefits that are deliverable. This alongside increased sustainable and active travel practices including walking, cycling, public transport use and car sharing.

Like today's event Smarter Choices Smarter Places is also about delivering a step change. It is about sharing best practice and hopefully creating a space for practitioners as well as decision makers to learn from the experience of other Scottish communities and delivering similar programmes for their own cities, towns and communities.

Low Carbon Transport

The Scottish Government, Scottish Enterprise and the Transport Research Institute (TRI) are holding a conference on 29 June. The aim of this conference is to encourage both supply and demand for new vehicle technologies, and alternative fuels. We envisage the Scottish public sector taking a key leadership role in encouraging market demand.

The conference will also launch the Scottish Government's consultation on how low carbon transport might best contribute to emission reductions from the transport sector. This coincides with our investigations into ways of making the Bus Service Operators Grant (BSOG) more environmentally focused by encouraging investment in cleaner and more efficient vehicles. We will consult with all key stakeholders in due course as proposals are developed.

Car Clubs have a role to play in the development and acceptance of new technologies. They provide an environment for the technology to be tested both in terms of its ability to deliver but also in terms of public acceptability and increasing visibility. This is clearly demonstrated in a number towns and cities across the world that are investing in the infrastructure as well as the cars. In San Francisco they recently announced the addition of 3 electric cars to its car club fleet. Closer to home, Clydebank Housing Association has its eCar scheme. This scheme has a fleet of 3 electric cars which are powered by the onsite Combined Heat and Power

station. This scheme attempt to address the concerns raised by the residents about the availability of parking, infrequent car use and the high costs associated with car ownership.

Transport for London recently announced £1m funding over the next two years to bring around a third of London residents within just a five minute walk of a car club vehicle.

Closing Remarks

As I have already mentioned, today's conference is about providing you with the space and time to explore Car clubs with counterparts in similar organisations as well as experts from Edinburgh and Europe. It is about sharing best practice and making linkages to other policies and outcomes.

I hope you enjoy today's conference. I also anticipate that over the coming years we can see more Scottish cities, towns and communities join the likes of Philadelphia, Boston, Chicago, Toronto, Washington DC, Zurich, Bremen, Dresden, Swansea and Edinburgh with a car club.

Thank you.