



Smarter Choices, Smarter Places 2022/23

Summary of Local Authority Awards

Aberdeen City Council - £211,000

Continuing well established initiatives promoting active and sustainable transport including advertising campaigns, events supporting the Tour of Britain cycling race in September 2022, I Bike officers in communities as well as schools. Active travel maps, Living Streets Travel Tracker in schools, Aberdeen City Car Club promotion, marketing and support.

Aberdeenshire Council - £220,000

An innovative range of initiatives including advertising and social media campaigns, digital and face-to-face events and Bothy projects in Portlethen, Inverurie, Peterhead, Fraserburgh, Stonehaven, and Ellon. Treasure trails and maps and a Love2Ride programme, workplace engagement including shared E Bikes at workplaces. I Biker and Living Streets Walk once a week (WOW) in schools. Monitoring and evaluation to dictate future investment in active and sustainable transport.

Angus Council - £107,000

Working with communities and schools to deliver a range of activities including Bike Recycling Support and Regional Community Engagement including the Get On the Go Social Media Campaign, Angus Active Travel Outreach Activities including Dr. Bikes, E bike loans and travel clinics and the Arbroath community planning consultation project. The School work program includes primary to secondary transition travel planning, active travel workshops and a pupil led safe parking at schools campaign to encourage active and sustainable travel. Project management including M&E reports.

Argyll & Bute Council - £90,733

Working with Cycling UK to operate the Ardrishaig & Dunoon Cycle Bothies to provide behaviour change programmes for walking and cycling to local residents and visitors. Creation and upgrade of smartphone apps for Tobermory & Mull, Bowmore & Islay and promotion of existing apps, the apps will include local interest trails as well as active travel route map(s). Develop a Walking and Cycling Map for Helensburgh. Continuation and expansion of the Bikes back to the Community bike recycling scheme. Working with local community organisation, ACT, encouraging individuals to change their travel habits.

Clackmannanshire Council - £55,000

Everyday active travel will be promoted in schools and nurseries through Bikeability, WOW and Little Feet and primary to secondary transition workshops including providing additional support materials for pupils from deprived areas or lower income families. Continued support and development of the Wee Walk Wee Cycle website.

Comhairle nan Eilean Siar - £50,000

In partnership with Hitrans CNES will develop Active Travel Masterplans for the main settlements on each island building on the previously funded CNES Active Travel Strategy. Continue the development and promotion of the demand responsive public and community transport Smartphone App. Extend the car share platform portal license.

Dumfries and Galloway Council – £137,000

In partnership with Swestrans D&G will deliver I bike, WOW and Bikeability in schools, an Ebike social prescribing programme, produce resources, promotional items and maps following the refreshed active travel strategy and fund local communities to develop their own initiatives to facilitate active and sustainable travel.

Dundee City Council – £136,000

Dundee will build on work completed in previous years with the expansion of Bikeability and adult cycling to more schools and communities, promoting usage of the Embark Dundee e-bike public hire scheme in Dundee. Supporting the Dundee Active travel hub to offer Dr Bike, outreach activities and led rides/walks as well as Multi-modal travel advice. Several promotion and marketing events, Employing an Active Travel Officer to promote School Streets (Closing streets to traffic around schools) in Dundee.

East Ayrshire Council - £177,406

Continued support of paid staff and volunteers at the Active Travel Hub in Kilmarnock to deliver travel behaviour change through digital behaviour mediums and media types including a website, videos, podcasts, webinars and social media posts aimed at everyone in East Ayrshire as well as communities who may experience social and economic exclusion or inequalities. Running a series of walking and cycling festivals. Supporting workplaces with specific walking and cycling led activities including travel surveys, bike sharing, e bikes and walking challenges.

East Dunbartonshire Council – £98,000

A range of initiatives targeting schools, communities and public transport users. Funding an external sustainable transport officer who is embedded within the transport team, provide information to pupils and parents to encourage them to think about their journeys, produce a second active travel strategy with consultancy support, install 8 new RTPI units, continue the East Dunbartonshire travel survey, support local communities to lead their own active travel initiatives.

East Lothian Council - £94,000

Several initiatives to promote active and sustainable travel choices throughout East Lothian, supporting schools, workplaces and communities with behaviour change. This will include a continuation of existing programmes such as I Bike, Walk to School Week, Journey Hub development and promotion of the Go ebikes public hire scheme. Piloting new initiatives focused on walking, primary school active travel, workplace travel planning and the demonstration of electric cargo bikes. The full programme will be supported by a range of departments across East Lothian Council, led by the Behaviour Change Officer.

East Renfrewshire Council - £85,000

Funding will continue to support ERC employees choosing to Liftshare and use My PTP to reduce single occupancy car journeys. Development of Personal Travel Plans for P7 pupils to facilitate safe, independent active travel to secondary school (S1) either face to face or using digital resources. The Walk, Ride, Park and Stride initiative encourages pupils to gain the health benefits of physical activity and active travel as well as reducing congestion and safety concerns at school gates. Develop and issue a travel to work survey to ERC staff based at the four main office location

City of Edinburgh Council - £455,000

Continuing to improve the travel choices in Edinburgh the council will promote the 20 minute neighbourhood policy development and implementation; consult around the extension of 20mph speed limits; work with community organisations in areas of multiple deprivation; preparing for a future community cycling network; promotional events and activities will take place including social prescribing and a game / rewards programme. WOW and Bikeability promotion in schools. Work on the council staff travel plan, improve the implementation of the under 22 free bus travel scheme. Develop and deliver the active travel action plan as well as delivering Inclusive design training for Place-Making and Mobility colleagues. Run two car-free events and a walking and cycling festival.

Falkirk Council- £145,000

Funding allocated to promote the "Take the Right Route" brand through billboards, bus shelters and advertising hoardings and monitor the brand effectiveness through research. Engaging with communities in partnership with established groups and transport providers to deliver events to raise awareness of active and sustainable travel options.

Fife Council- £337,000

Working with communities to provide Kick Start Bus Services, encouraging public transport patronage, promoting use of public transport, expansion of the RTI network in partnership with local bus companies and providers. Marketing and Support; active travel initiatives, school travel plans, WOW, Bikeability and supporting communities. Promote and Encourage Sustainable Transport; interactive mapping and TravelFife website. Transition St Andrews; works with St Andrews community and University, promoting, Safe; Secure Cycling, Low Carbon Commuting and Smarter Travel.

Glasgow City Council- £553,000

Building on well-developed initiatives to promote active and sustainable travel Glasgow will Promote active travel infrastructure, develop their bike hire scheme, implement secure on street cycle parking projects, deliver active travel events, remove barriers to cycling and active travel in general, support local community focused groups that promote active and sustainable travel. Continue to support the inclusive Glasgow Community Cycling Network: Bikes for Good, Cycling UK, On Bikes, Glasgow Eco Trust, Free Wheel North and newly co-opted, Drumchapel Cycle Hub and Play together on Pedals.

Highland Council- £214,000

Highland Council will focus on schools and communities by working with up to eight high schools and their feeder primary schools to increase active travel through incentivised competitions as well as working with an I Bike officer and a WOW and Travel Tracker initiative. In addition they will promote an in town without your car day for Inverness.

Inverclyde- £93,000

Completing a range of activities, including a sustainable travel survey, support with travel planning, cycling training and promotional road show events and materials. The project will also engage with local communities to break down barriers to public transport and raise awareness of the benefits of public transport. This will also involve communication with local bus and train operators.

Midlothian Council - £80,000

Promoting an active travel culture among staff at Midlothian Council through delivering activities including E Bike hire, a Step Count Challenge training and events. An Active Travel Marketing Officer will coordinate all active travel initiatives and engagement in Midlothian, including promotion and marketing of active travel options. An Active Travel Marketing Officer (Schools) will provide engagement, active travel education including supporting Bikeability and promotional events for primary and secondary schools as well as implementing the School Streets project at a primary school.

Moray Council- £121,600

Use Travel Tracker/WoW in schools, working directly with whole school communities and local partners such as Police Scotland, to roll out further active and sustainable travel road shows and events, i.e. Bike Doctor Sessions and other school activities such as online events/ assemblies/ and talks to participate in which promote Active Travel. Renew the Liftshare licence in partnership with HiTrans, continue the delivery and development of the Bothy in Moray. Promote the Dial M - Demand Responsive Bus Service in Forres. Deliver advertising and promotion of safe, affordable and sustainable public transport use.

North Ayrshire Council - £124,000

Developing a range of promotional materials as well as route improvement initiatives including signage and waymarking; Active travel information packs Active travel maps / leaflets; digital media initiatives, reaching 5 workplaces with walking/cycling initiatives - engagement programmes - walking challenges/events - sustainable travel promotion - travel maps - pool bikes. Community focused initiatives delivered digitally including active travel initiatives - sustainable travel promotion sessions - promotional events - walking challenges/events - cycling challenges/event - personalised travel planning - bike library - step count challenges.

North Lanarkshire Council - £279,512

Get Walking Lanarkshire continues and is this year joined by three initiatives to engage and consult with communities to encourage behaviour change at a local level; cycling promotion, counters and mapping initiatives and finally the recruitment of an officer to map and gather data on existing and desired routes within communities and work with stakeholders to improve targeting of future active travel initiatives including Beat the Street.

Orkney Islands Council - £70,000

To coincide with the introduction with the Under 22 Free Bus Scheme, Orkney Islands Council would like to introduce a number of evening services for social and leisure purposes on a trial basis during 2022/23. Trial/expansion of flexible on-demand door-to-door type service to include all residents (not just elderly and disabled). Re-brand to encourage use of service with young people and include an App based booking system.

Perth and Kinross Council - £177,000

Employ a Communities Active Travel Co-ordinator and a Community Cycling Outreach Officer to oversee a range of walking and cycling activities including Bikeability and a buddy walking program , RTP1 and community transport, PK on the Go and Get on the Go social media and marketing campaigns.

Renfrewshire Council - £104,214

Provide Living Streets resources to Primary schools and continue to raise awareness amongst young people of the benefits of active travel. Delivering Beat the Street in Paisley as well as Scootability a scooter training programme that gives pupils skills and knowledge to ride safely. Public transport is supported by a program of Real Time Passenger Information maintenance.

Scottish Borders Council - £104,000

Continuing to support active travel in schools and communities as well as testing a new DRT service. Offering cycle riding and maintenance training in schools as well as for adults in partnership with Just Cycle, upskill health walk leaders, Introduce a new DRT service in the Berwickshire area to serve the rural communities.

Shetland Islands - £50,000

Creation of a brand to promote active and sustainable transport across the islands initially A website attached to social media will act as a 'one-stop shop' for sustainable transport information

from multiple sources it will incorporate active travel and bus travel information further functionality will be added in the future. Running the Love to Ride cycling participation program.

South Ayrshire Council- £163,134

The Active Travel Hub in Ayr will create further digital active travel content including local electronic route guides and information and training videos and face-to-face activities including a number of behaviour change activities and events to address known barriers to active travel. They will develop activities to address social inclusion working in partnership with local community groups, primary and secondary schools. Promoting active travel events including walking festivals and a women's cycling festival and webinars. Develop workplace based initiatives including surveys, E bike loans and pool bikes.

South Lanarkshire - £289,000

A wide range of initiatives including an optioneering assessment of a number of Active Travel infrastructure improvement projects. A community mapping and nature connectedness programme, continued participation in Get Walking Lanarkshire, Beat the Street and Love to Ride, teaching resources and media marketing to promote active travel, supporting active travel in and around two rural communities as well as across Cambuslang and Rutherglen by mapping all walking and cycling routes and promoting existing forms of sustainable transport. Employ a part time project worker to work in conjunction with the community of Lanark to enable travel behaviour change

Stirling Council - £100,000

Continue the free park and ride (P&R) service and follow the learning from last years' optimisation study to encourage more commuters and long-term visitors to use P&R rather than using short-stay parking in the city centre. Complete preparatory work to develop a replacement public bikeshare scheme due to the current scheme coming to an end.

West Dunbartonshire Council - £41,044

Fund an Active Travel Coordinator to engage and support primary schools with active travel programmes - walking, cycling and scootering - to reduce car usage on school journey which will lead to updating and support for School Travel Plans. Work with Love to Ride to encourage active travel and promote smart parking outside schools.

West Lothian Council - £163,000

The Love to Ride West Lothian programme will link into existing initiatives, events and local services to boost their reach, engagement and effectiveness. COP 26 legacy ideas will be generated by participating schools, each school would be given a budget and decide what type of project would benefit & increase active travel within their school & local community. Develop a signing strategy, a park smart campaign outside schools, employ an I bike officer and encourage school staff to receive cycle training.