



Smarter Choices, Smarter Places

— Programme Review — 2017/18

A report for Paths for All



FOR A HAPPIER,
HEALTHIER SCOTLAND

— Index

— 1: Introduction	1
— 2: Strategic Context	4
— 3: SCSP Programme Activity	9
— 4: Working Towards Behaviour Change	19
— 5: Case Studies	25
— 6: Conclusions	48
— Appendix A: List of Initiatives	50
— Appendix B: List of consulted local authorities	55



— 1. Introduction

This section of the report introduces the study, **Paths for All** and the **Smarter Choices, Smarter Places** programme and describes our research methodology.



**paths
for all**
FOR A HAPPIER,
HEALTHIER SCOTLAND

Paths for All

Paths for All was established in 1996 as a partnership of 30 national organisations aimed at promoting everyday walking, whether for leisure, commuting, shopping or going to school.

Paths for All has set out its vision in 'Everyday walking for a happier, healthier Scotland', the **Paths for All** Strategy for 2017-20. The strategy identifies four main themes:

Walking for Health – encouraging and supporting people to walk every day.

Active Environments – improving physical environments to make them fit for walking and other physical activities.

Active Travel – facilitating and encouraging people to walk or cycle for everyday short journeys, including the delivery of the Smarter Choices, Smarter Places Programme.

Policy and Communications – influencing policy and practice to make people more aware of the benefits of everyday walking.





Smarter Choices, Smarter Places

Smarter Choices, Smarter Places

Smarter Choices, Smarter Places (SCSP) is a Scotland-wide grant Programme designed to encourage people to reduce car use in favour of more sustainable modes of travel such as walking, cycling and public transport. It was established by the Scottish Government and CoSLA in 2008, introduced into seven pilot areas between 2009 and 2012.

SCSP is the Scottish Government’s key strategic Programme to support travel behaviour change. Transport Scotland has grant-aided **Paths for All** on a year-to-year basis to run the Programme since 2015/16.

Paths for All awards funding to local authorities on a population basis, with the requirement that recipients must match fund the **SCSP** award by at least **50%**, of which at least half (**25%** of the project cost) is in cash.

The intended outcomes of the **SCSP Programme** are:

Changes in knowledge, attitudes and beliefs towards sustainable travel choices;

Increased walking and cycling modal share for short local journeys, proportionate to a one-year programme;

An increase in other sustainable travel choices for longer journeys such as public transport and car sharing;

Reduced car use for short local journeys;

Reduced driver only journeys; and

Building an evidence base – monitoring and evaluation to identify effective interventions.

The Programme awarded **£5.4m** funding in 2017/18 for **120** Active Travel initiatives across all **32** local authorities and one Regional Transport Partnership, which was expected to generate a further **£5.6m** in match-funding.

Paths for All have consistently adopted a ‘light-touch’ Programme management approach reflecting the flexible, non-directive nature of the Programme. Individual authorities are expected to deliver activities that are suitable to their communities. This approach also applies to the collection of monitoring data.

£5.4m

Funding in 2017/18



Our Research Method

The aim of the 2017/18 **SCSP Programme** review is to evidence and report on the progress of the Programme towards achieving its overall intended outcomes.

Social Value Lab carried out the research between May and July 2018. It was based on a mixed research design that involved a number of main stages:

Desk research to review **33** Monitoring and Evaluation Plans submitted as part of the Grant Application process at the start of 2017/18 to review intended outputs and outcomes.

Desk research to examine **33** Completion Reports and Monitoring and Evaluation Plans submitted at the end of 2017/18 to review actual outputs and outcomes.

Desk research to review additional and supplementary evidence and data about initiatives received from local authorities to strengthen information provided in Completion Reports.

Telephone interviews with **23** grant recipients including **22** local authority SCSP Leads and one Regional Transport Partnership representative, to clarify information in monitoring and evaluation data.

Telephone interviews with **23** grant recipients including **22** local authority SCSP Leads and one Regional Transport Partnership representative, to gather overall views about the SCSP Programme.

Six case studies about successful initiatives, identified through monitoring and evaluation data, additional information about initiatives, and discussions with SCSP Leads.



33

Monitoring
and Evaluation
Plans

33

Completion
Reports

23

Grant
Recipients

6

Case Studies

— 2. Strategic Context

This section of the report sets out the national policy and strategic environment in which the programme operates.

The Scottish Government and others have supported active and sustainable travel with a range of policies and strategies. The **SCSP Programme** directly contributes to achieving the aims, objectives and outcomes set out in these policy documents.

National Performance Framework

The Scottish Government has set out its National Performance Framework, a coherent vision of the purpose of government, including Strategic Priorities and National Outcomes¹. All Scottish Government funded activity is expected to contribute towards achieving these National Outcomes. The **SCSP Programme** contributes to the following National Outcomes:

'We live longer, healthier lives'

The Scottish Government has developed a number of indicators to measure whether it is achieving this outcome.

'Increase physical activity' – this indicator measures the number of adults meeting the recommended physical activity levels. The walking and cycling behaviour change supported by the **SCSP Programme** helps to achieve this target.

'Increase the proportion of healthy weight children' – this indicator measures the number of children and young people who have a healthy Body Mass Index. The **SCSP** initiatives aimed at schools supporting pupils to walk and cycle more are contributing to this target.

'Increase the proportion of journeys to work made by public or active transport' – by supporting active and sustainable transport initiatives, the **SCSP Programme** contributes to this target.

'We reduce the local and global environmental impact of our consumption and production'

For this National Outcome the government has identified the following indicators:

'Increase the proportion of journeys to work made by public or active transport.' – again, **SCSP** helps achieving this target by supporting active and sustainable travel.

'Reduce Scotland's carbon footprint' – the **SCSP Programme** contributes to this indicator by supporting initiatives aimed at reducing car use, promoting car sharing and public transport use.

1. www.gov.scot/About/Performance/scotPerforms

The Active Scotland Outcomes Framework

Aligned to the National Performance Framework, the Scottish Government has introduced the Active Scotland Outcomes Framework².

This framework has identified six main outcomes, of which the following are the most relevant for the **SCSP Programme**:

'We encourage and enable the inactive to be more active' - this outcome focuses on the following indicators that are supported by the **SCSP Programme**: Adults and children being active (more than 30 minutes moderate to vigorous physical activity in a week) and the number of adults walking for recreational purposes.

'We encourage and enable the active to stay active throughout life' - this outcome targets active recreation including walking for over 65's. **SCSP** funded initiatives, such as led walking and cycling, contributed to this outcome.

'We develop physical confidence and competence from the earliest age' - this outcome targets children's active play and active travel to school and is supported by a significant volume of **SCSP** funded activities that target early years and school children. .

'We improve our active infrastructure' – this outcome focuses on increasing adult active travel.

Long Term Vision of Active Travel in Scotland 2030

In 2014 Transport Scotland published a long-term vision for active travel³. The vision aims for a Scotland where people walk or cycle for short journeys, which will have an effect on people's health and wellbeing, addressing inequalities and inclusion and people's prosperity.

The vision recognises that behaviour change is required to make walking and cycling the modal choice for short local journeys. The **SCSP Programme** with its focus on behaviour change will help to achieve this vision.

Let's make Scotland More Active

In 2003 the Scottish Government published its long-term strategy with the aim that **50%** of adults and **80%** of children meet the minimum recommended levels of physical activity by 2022⁴.

The strategy identifies four strategic objectives:

To develop and maintain long-lasting, high-quality environments to support inactive people to become active.

To provide accurate and evidence-based advice to staff who are involved in government policy and service delivery, and who work in the voluntary and private sectors.

To raise awareness and develop knowledge and understanding of the benefits of physical activity and provide access to information.

To carry out research, monitoring and evaluation.

Paths for All and the **SCSP Programme** contribute to all of these strategic objectives.

2. www.gov.scot/About/Performance/scotPerforms/partnerstories/Outcomes-Framework

3. A Long Term Vision of Active Travel in Scotland 2030, Transport Scotland, 2014, ISBN: 978-1-909948-32-7

4. Let's make Scotland More Active, A strategy for physical activity Scottish Executive, Feb 2003

National Walking Strategy

In 2014 the Scottish Government made public '**Let's Get Scotland Walking**', its national strategy for walking⁵. This strategy has three main aims, including: 'Create a culture of walking where everyone walks more often as part of their everyday travel and for recreation and well-being.'

The strategy acknowledges that creating a walking infrastructure alone is not enough, and a cultural change needs to happen alongside. The Strategy specifically mentions **SCSP** as a key measure to change people's attitude towards walking.

The **SCSP Programme** contributes to overcoming the practical, knowledge and socio-cultural barriers identified in this strategy.

The National Walking Strategy Delivery Forum has developed a ten-year Action Plan⁶ to support the implementation of the walking strategy. This plan identifies three strategic aims and a range of objectives, including: 'creating a culture of walking where everyone walks more'.

Under this objective, **SCSP** is referenced as a key delivery mechanism to develop and mainstream initiatives that support mode shift from driving to walking journeys.



Cycling Action Plan for Scotland

In 2010, the Scottish Government issued its national cycling action plan⁷. The aim of this plan is that by 2020 at least **10%** of all journeys are made by bike.

The action plan identifies cycling skills development and behaviour change focused on children and young people and employers. The action plan refers to **SCSP** as an important strategic input to help to achieve this.

Preventing Overweight and Obesity in Scotland

In 2010, the Scottish Government published its strategy to tackle overweight and obesity⁸. Increasing physical activity levels, alongside a healthy diet, was seen as essential to achieving a healthy body weight for everyone.

Behaviour change was regarded as critical to achieve the objectives of the strategy and the **SCSP** pilot was referenced as one of the Programmes that supports making walking and cycling part of everyday life.

National Transport Strategy

This document, published by Transport Scotland in 2006 and reviewed in 2016⁹, sets out the long-term vision for transport in Scotland.

The transition to a low carbon economy is one of the main aims of the strategy. It references the **SCSP Programme** as it supports the shared provision of cars and bikes and the promotion of other forms of sustainable transport, which leads to lower CO₂ emission.

5. Let's Get Scotland Walking, The National Walking Strategy, Scottish Government, 2014, ISBN: 978-1-78412-537-0

6. Let's Get Scotland Walking, The National Walking Strategy Action Plan Overview, 2016 – 2026, **Paths for All**, 2016

7. Cycling Action Plan for Scotland, More people cycling more often, Scottish Government, 2011, ISBN: 978-0-7559-9435-9

8. Preventing Overweight and Obesity in Scotland: A Route Map Towards Healthy Weight, Scottish Government, Feb 2010, ISBN 978 0 7559 8183 0

9. National Transport Strategy, Transport Scotland, Jan 2016, ISBN: 978-1-909948-58-7

A More Active Scotland: Building a Legacy from the Commonwealth Games

Building on the success of the Commonwealth Games in Glasgow, the Scottish Government introduced in 2014 a plan¹⁰ to ensure that the legacy of the Games would include lasting change for Glasgow and Scotland.

One of the three key outcomes identified in the plan focuses on active travel with the following objectives, to which the **SCSP Programme** contributes:

More children and students use active travel to get to their places of learning.

More people use active travel for work.

More people use active travel for leisure.

Low Carbon Scotland: Behaviours Framework

This framework¹¹, published in 2013, sets out how the Scottish Government will change people's behaviour to achieve a low carbon economy. The framework includes travel as an area that requires significant lifestyle changes.

The framework introduces the ISM approach (Individual – Social – Material) to achieve behaviour change. It identifies Ten Key Behaviour Areas, of which the fifth is relevant to **SCSP**:

Becoming less reliant on the car (walking, cycling, using public transport and/or car-sharing instead of driving).

One of the key actions of the framework is 'Active Travel and Alternative Travel Options' and the Scottish government reinforces its support for electric vehicles, travel planning and fuel-efficient driving, including support to **Paths for All**.

Cleaner Air For Scotland

This document¹², published in 2015, presents the Scottish Government's strategy to improve air quality. One of the six main objectives is a reduction of transport emissions by 'promoting a modal shift away from the car, through active travel'.

SCSP is highlighted as one of the **Programmes** that the Scottish Government is using to achieve this objective.

Climate Change Plan

Legally grounded in the Climate Change (Scotland) Act 2009, the Scottish Government has published its strategy to meet the emission reduction targets in the period 2018-2032.

The Scottish Government published a draft plan in January 2017 that is relevant to the **SCSP Programme**. After parliamentary scrutiny, the final plan was presented in February 2018.

The draft plan acknowledges that in order to achieve the set targets, a behaviour change is required, including a change in how people travel

SCSP is mentioned in the plan as contributing to Policy Outcome 8: 'Becoming less reliant on the car (walking, cycling, using public transport and/or car-sharing instead of driving)'.

10. More Active Scotland: Building a Legacy from the Commonwealth Games, Scottish Government, 2014, ISBN: 978-1-78412-298-0

11. Low Carbon Scotland: Behaviours Framework, Scottish Government, 2013, ISBN 978-1-782564-22-5

12. Cleaner Air For Scotland, The Road To A Healthier Future, Scottish Government, Nov 2015 ISBN: 978-1-78544-617-7

National Planning Framework

In 2014, the Scottish Government introduced its third National Planning Framework, setting out a long-term strategy for development and investment across Scotland¹³.

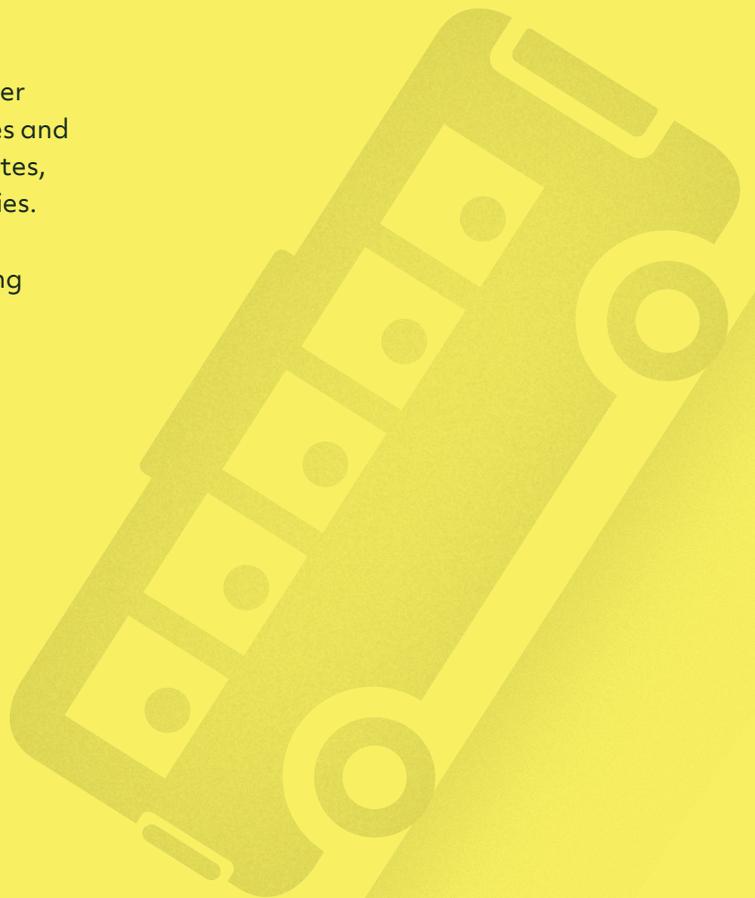
This framework identifies how planning can contribute to the transition towards a low carbon Scotland, including decarbonising travel. Active travel is mentioned as a key means to achieve this and the framework supports creating the physical environment that enables active travel.

Town Centre Action Plan

This strategic document¹⁴ provides the Scottish Government response to a national review of town centres¹⁵.

Among the actions mentioned in the document, under 'Accessible Public Services' are improving bus services and developing and maintaining walking and cycling routes, public realm improvements and cycle parking facilities.

SCSP funded initiatives that focus on enabling cycling and walking and promote public transport link directly to this plan.



13. Ambition – Opportunity – Place, Scotland's Third National Planning Framework, Scottish Government, 2014, ISBN: 978-1-78412-544-8

14. National Review of Town Centres, Town Centre Action Plan – the Scottish Government response, Scottish Government, 2013, ISBN: 978-1-78256-949-7

15. National Review of Town Centres External Advisory Group Report: Community and Enterprise In Scotland's Town Centres, Scottish Government, 2013, ISBN: 978-1-78256-616-8

— 3. SCSP Programme Activity

This section of the report provides an analysis of the initiatives that have been funded by SCSP in 2017/18, including target audiences, modal types and initiative typology. It quantifies the output generated by the SCSP Programme and explores monitoring and evaluation methods used to measure the impact of funded initiatives.

Funded initiatives

The 2017/18 **SCSP Programme** funded initiatives in all **32** local authority areas and one Regional Transport Partnership (TACTRAN)¹⁶.

The total cost for **SCSP** funded initiatives in 2017/18 was **£9,555,488**, of which **£4,717,239** came from **SCSP**, which was match funded by local authorities by **£4,838,249**. Of the match funding, **83%** was cash and the remaining **17%** was in-kind.

Some local authorities applied for funding for just one initiative, while others applied for multiple funded initiatives, up to a maximum of **8** (Edinburgh City Council). The average number of initiatives per local authority was **3.6**.

In total, local authorities delivered **120** separate initiatives. However, they submitted **144** separate completion Monitoring and Evaluation Plans. Some local authorities submitted more than one completion report for different parts of an initiative, while others reported more than one initiative within a single completion report.

Most initiatives comprised of more than one activity. In total we identified **356** separate activities.

1 SCSP Programme

33 Local Authorities¹⁶

120 Initiatives

356 Activities

16. For practical reasons, we have treated TACTRAN in our narrative as a Local Authority. For example, if we say: 'the local authorities were...' it should be read as 'the local authorities and the Regional Transport partnership were...'

There was little consistency in how initiatives were reported on by local authorities. Some local authorities defined each activity as a separate initiative, while others collated a range of activities under one larger initiative.

Some local authorities defined the cost for the project lead as a separate activity, while most added the relevant part of salary cost to the separate initiatives.

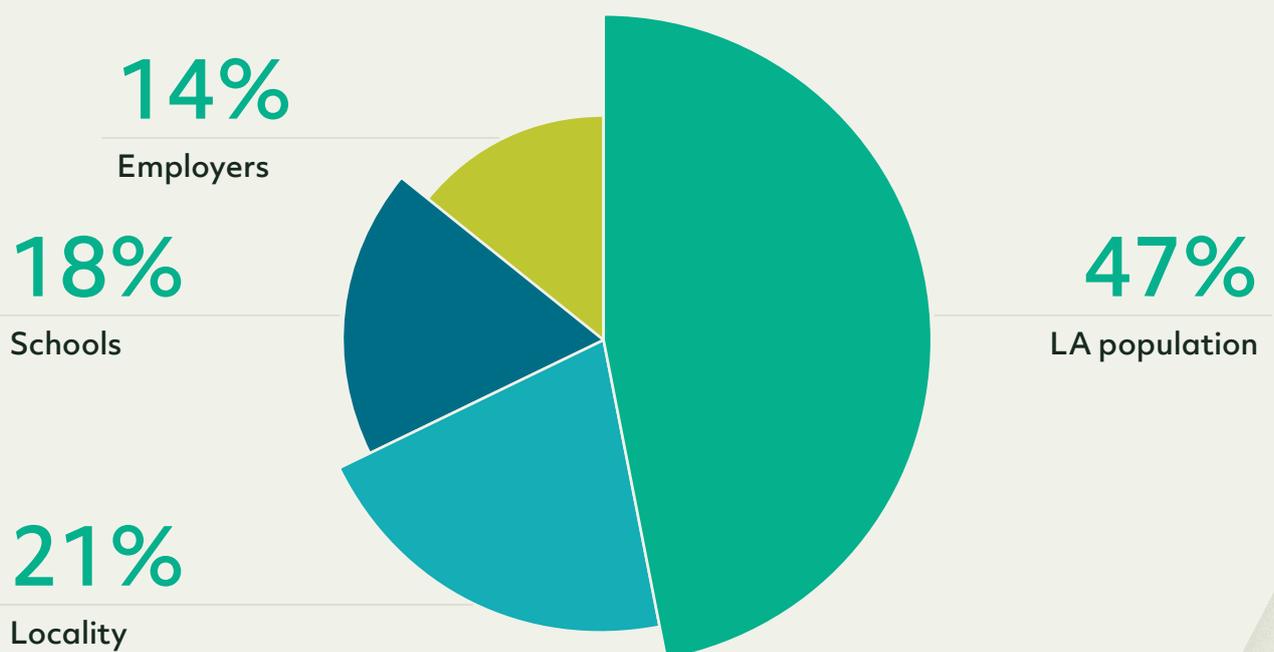
Funding was allocated and reported at a project level, reporting at initiative level is not compulsory. This is what made analysis at initiative level difficult.

Target audiences

Local authorities have targeted different audiences with their **SCSP** funded initiatives, as shown in Figure 3.1.

Almost half of the funded initiatives (**47%**) were targeted at all residents of the local authority, despite guidance and good practice recommending that this is not an effective way to achieve behaviour change. The remaining initiatives were targeted at a specific geographical area (**21%**), at one or more schools in the area (**18%**) and at specific employers in the area (**14%**).

— FIGURE 3.1



Modal targets

Initiatives were targeted at a range of travel modes. Figure 3.2 provides an overview of the different transport modes targeted.

Most initiatives (**43%**) were aimed at active travel, mainly cycling and walking, followed by sustainable transport (**20%**) and cycling only (**19%**).

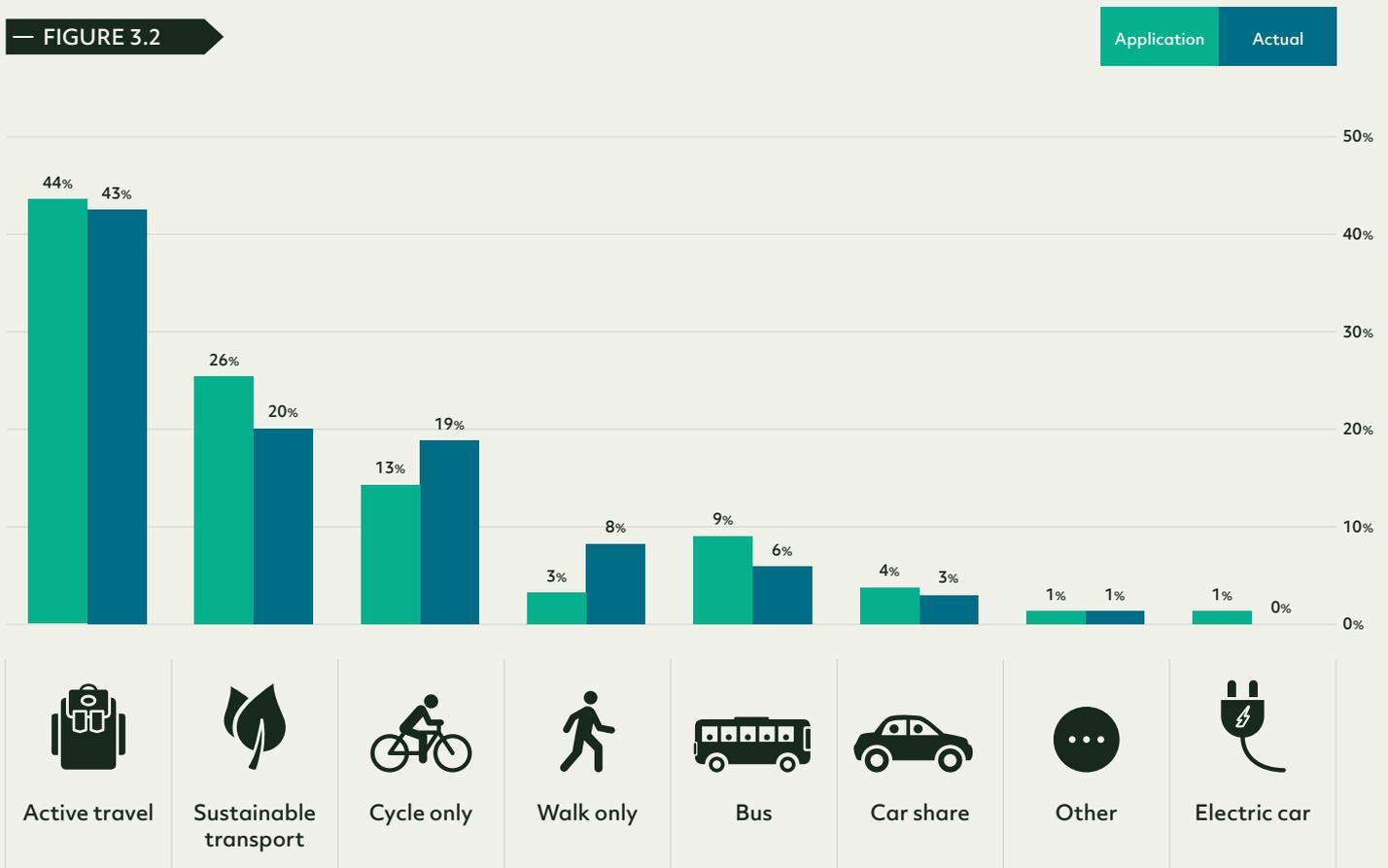
When comparing the intended modal targets set out in application forms with what was actually delivered, there were fewer initiatives focused at sustainable transport (**-6%**), bus (**-3%**), active travel (**-1%**), car share (-1%) and electric cars (**-1%**) and more on cycling only (**+6%**), walking only (**+5%**).

More than two-thirds of initiatives (**70%**) focused

on active travel, including walking and cycling. Just under a third of initiatives (**29%**) focused on sustainable transport, including public and community transport and reduced car use.

Active travel includes walking and cycling, while sustainable transport includes car share, electric cars and public transport. If local authorities were more specific and focused about defining their initiatives, a more detailed analysis could be conducted on what modal change is targeted and achieved by **SCSP**.

— FIGURE 3.2



Initiative Typology

SCSP initiatives are classified into 12 types of projects (typologies). Figure 3.3 shows the types of initiatives actually funded by the 2017/18 SCSP Programme, compared with what was intended at application stage.

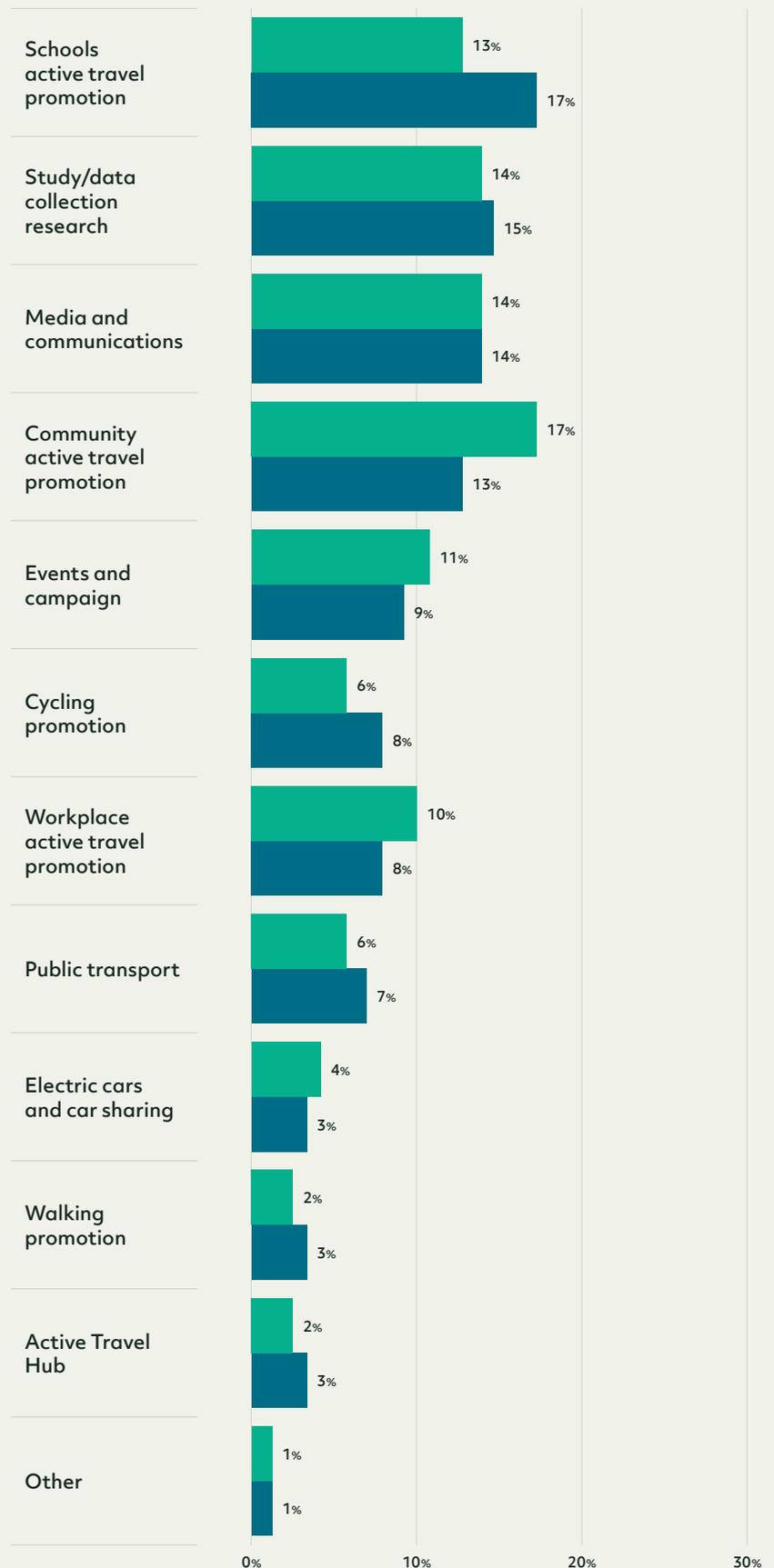
The largest groups of initiatives delivered were those focused on school active travel promotion (17%), research (15%), media and communications (14%) and community active travel promotion (13%).

Many initiatives could be classified under more than one typology. In these cases, we have used the most relevant one.



— FIGURE 3.3

Application Actual



Successful Types of Initiative

Some types of initiatives appear to be more effective than others, in bringing about behaviour change.

On the whole, those local authorities that adopted established programmes and tools and tried and tested approaches, appeared to be successful. In particular, school and workplace active travel initiatives seemed to produce some of the most positive results in terms of behaviour change.

— School Active Travel

Some local authorities used established programmes and tools to increase walking, such as Living Street's Walk Once a Week (WOW) programme that used the online Travel Tracker tool, Bikeability (Cycling Scotland), and I-Bike (Sustrans). These initiatives led to more young people walking on a more regular basis and provided evidence of behaviour change over a longer time period.

For example, the Active Schools initiative in Dundee reported an increase of **9%** in active travel in schools that participated in WOW for the first time. Perth and Kinross' Schools Engagement Programme showed an average increase of **13%** in active travel of pupils that registered in Travel Tracker.

Other initiatives delivered training sessions in schools. For example, Aberdeen City's Getabout for Education initiative trained pupils in road safety, mountain biking and general cycling training. Young people gained skills and knowledge and were encouraged to cycle more, but it was unclear how many young people actually did cycle more or how many used a bike to commute to school.

Other local authorities provided information about active travel, such as leaflets or active travel packs. There is no information about how schools used these leaflets and packs, for example, whether they were distributed to pupils or used in classes. The effect that these brochures and packs had on the travel behaviour of pupils was also unclear.

— Workplace Active Travel

Some local authorities also used established and bespoke programmes and tools to increase walking, cycling and the use of public transport to and from work.

Edinburgh's Workplace Travel Planning initiative – Summer 2017 Active Travel Challenge – resulted in **17%** of participants being more likely to walk and **14%** more likely to cycle for commuting to work, and **43%** more likely to walk and **31%** more likely to cycle for leisure.

Edinburgh's Workplace Travel Planning initiative also delivered the Commuter Challenge, which resulted in **34%** of participants reporting to be more likely to travel by foot, bike or public transport.

The Midlothian Workplace Active Travel initiative improved facilities (Dr Bike, bike shelters, lockers, travel planning) which led to **80%** of those participating in the initiative cycling to work more often and **10%** traveling to work by bike as primary mode of transport.

East Ayrshire's Workplace and Educational/Health Premises Travel planning initiative delivered active travel presentations and business engagement packs. The results of these activities and the impact on travel behaviour is not known.

Stirling Council's Active Travel Employer Engagement Programme involved a number of elements that resulted in increased awareness of active travel and changes in travel behaviour. It was reported that during 2017/18 the Step Count Challenge adopted in seven workplaces resulted in a **24%** increase in people walking to work where they had not done so before, and a **52%** increase in people walking to work more often. Additionally, **85** bikes were restored through Dr Bike sessions and **466** employees attended a range of active travel events including pop up hubs, cycle surgeries, Bike Breakfast and Engine Shed.

— Community Active Travel

Some local authorities used bespoke initiatives to increase walking and cycling among communities.

Clackmannanshire Council's Love to Ride¹⁷ initiative consisted of the development and promotion of an online platform to support cycling that also measures cycling activity. The platform is specifically designed to facilitate behaviour change. Data from the platform shows that **60%** of those who tried cycling are now cycling regularly.

Dumfries and Galloway's Beat the Street initiative: a six-week active travel game, delivered by Intelligent Health, proved to be a fun way to increase active travel involving **25%** of the town's population. Results include **9%** increase in cycling after **6** months.

Edinburgh City Council commissioned research on active travel routes and infrastructure to inform future investment. This has not directly led to behaviour change, but may do in the future.

— Public Transport

Public transport initiatives were fewer in number than school and workplace initiatives, therefore direct comparison of their effectiveness is difficult to measure. However, of those public transport initiatives that were delivered, some did produce good results.

The Scottish Borders Community Transport Hub initiative has increased its membership, achieved efficiencies in community transport provision, reduced journey duplication and completed more than **25,000** passenger journeys last year.

Dundee City Council delivered the ABC Promotional Campaign initiative, a marketing campaign on social media and through posters and on-bus advertising for the new reduced price All Bus Company ticket. Ticket sales have been steady since the initiative was introduced, but it is unclear what proportion of the success of the initiative can be attributed to the promotional campaign and how much is driven by fulfilling an existing need.

Fife Council's Nightrider initiative promoted a reduced rate evening bus ticket through a social media campaign, which has reached over **107,000** people.

— Car use

Again, initiatives that were aimed at reducing car use or increasing car sharing, were fewer in number in relation to school and workplace initiatives. For this reason it was hard to determine their overall effectiveness. However, a few stood out as being successful.

Aberdeen City's Getabout for Sustainability initiative provided electrical vans to businesses for trial. This has led to some businesses changing their diesel vans for electric vehicles.

A number of local authorities promoted Liftshare, predominantly to local authority employees. This has led to increased membership and the software generates tangible data such as the number of shared journeys, number of miles saved and number of tonnes CO2 reduced.

— Events

There were many examples of initiatives that aimed to increase awareness and understanding of active and sustainable travel. While many of these reached large numbers of people, it was acknowledged by Project leads that their impact on behaviour change was challenging to measure.

Some initiatives organised bespoke active travel events (e.g. walking and cycling events). For example, Midlothian's Walking and Cycling Festival initiative included **28** walking and cycling events that resulted in almost **3,100** miles walked and cycled.

Falkirk's Love the Lido initiative involved an event where active travel 'goody bags' were distributed. There is no evidence how recipients used the goody bags or whether this led to any changes in travel behaviour.

17. Love to Ride was developed and implemented jointly between Clackmannanshire, Falkirk and West Lothian Councils.

— **Promotion**

Considering the lack of evidence of the impact of promotional initiatives, it is not possible to determine how effective they were.

The direct effect of distributing promotional material on behaviour change is difficult to ascertain. For example, Aberdeen City Getabout in the City initiative distributed reflective monsters and developed a mascot.

Other examples of activities that reach great numbers of people, but where the effect on

behaviour change is unclear are leaflet distribution and social media campaigns. They may make people aware of active travel or sustainable transport options but it is challenging to measure their direct impact.

An example of promotional activities that have resulted in a positive impact is the Smarter Travel Shetland initiative. This is a newly developed website promoting walking, cycling and public transport in Shetland. This targeted initiative in a confined area is likely to lead to an increase in local walking, cycling and use of public transport.

Programme Output

From the completion Monitoring and Evaluation Plans we have extracted the activities that have been delivered through the programme and the number of people reached by these activities¹⁸.

Table 3.1 shows the number of promotional activities funded by **SCSP** and people reached.

— **TABLE 3.1: ACTIVITY - PROMOTION**

Activity	Number
Promotional materials distributed	1,329,000
Packs distributed	2,226
Maps developed	13
Maps distributed	50,595
PTP's produced	2,097

SCSP funding has enabled the production and distribution of leaflets and other promotional items (wristbands, stickers, etc.). Further promotional activities included the production and distribution of active travel packs, active travel maps and Personal Travel Plans for primary school pupils and adults.

Table 3.2 displays the number of people that took part in active travel activities.

— **TABLE 3.2: ACTIVE - TRAVEL**

Activity	Number
Number of events	230
People attended events	45,043
People participated in training	9,196
People participated in challenges	4,365
People participated in sessions	28,690
People participated in led cycle rides	17,742
People participated in led walks	470
People regular cycling	23,126
People regular walking	21,879
Dr Bike participants	1,898

Activities ranged from events, training sessions (e.g. cycling, road safety), walking and cycling challenges, led cycle rides and walks and the numbers of people who started walking and cycling on a more regular basis.

18. Some caution needs to be taken in interpreting these data. Some data are based on Local Authority estimates, and not all Local Authorities reported numbers for all activities.

Table 3.3 shows the number of people making more sustainable transport choices.

— TABLE 3.3: ACTIVE - SUSTAINABLE TRANSPORT

Activity	Number
Public transport users	20,524
Community Transport users	375
New car share members	451
Car share journeys (incl. CT)	26,637
New e-bike/e-car users	45

This included new users of public and community transport, people registering for car-share schemes (e.g. Liftshare) and people using electric bikes and cars.

Table 3.4 shows the media reach that has been generated through the **SCSP Programme**.

— TABLE 3.4: ACTIVITY - MEDIA

Activity	Number
Social media reach	288,000
Traditional media reach	1,067,000

Local authorities have used social media (e.g. Facebook, Twitter) and more traditional media (e.g. TV, radio and cinema adverts) to promote active and sustainable travel. The digital platforms included websites such as Love to Ride and Liftshare packages.

Table 3.5 shows the remainder of activities delivered by the **SCSP Programme**, including research reports (e.g. Active Travel Strategies, Feasibility Studies).

— TABLE 3.5: ACTIVE - ACTIVITY - OTHER

Activity	Number
Research reports produced	34
Equipment fixed	547
Equipment portable	1,036
Digital platforms developed	5
Other	15

Equipment purchased included fixed fixtures (bus and cycle shelters, travel counters, cycle stands etc.), and portable goods (bike helmets, locks, etc.). Almost **1,900** bikes were recycled back into communities through Dr Bike sessions during 2017/18.

For some activities, the numbers of people reached were not reported; therefore the numbers reported in tables 3.1 to 3.5 are likely to be significantly higher.



Monitoring and Evaluation Methods

While reporting on outcomes should be proportionate to the size of initiatives, there is some discrepancy in reporting the **SCSP** outcomes achieved by local authorities during 2017/18. Some local authorities made little distinction between their intended and actual outputs and outcomes. Information provided in the application forms and the completion Monitoring and Evaluation Plans was in some cases similar, making it difficult to ascertain progress.

Telephone conversations with Project Leads brought clarity in some cases, but in many cases, questions about completion information were too long and complex to be addressed by telephone. For example, Project Leads did not always have the relevant information at hand, data were held by other colleagues, or they were not long enough in post to comment in-depth on particular **SCSP** initiatives.

Some local authorities that used external providers to deliver specific initiatives included evaluation reports prepared by these external providers as appendices to their completion reports, which gave more detailed information on outputs and outcomes achieved.

Some initiatives included the introduction and extension of existing online tools, such as Liftshare or Travel Tracker. These tools provided detailed output and outcome data. Some local authorities provided this detailed data, while others did not.

Many **SCSP** Leads interviewed said that they were unfamiliar with the guidance¹⁹ developed by **Paths for All** about developing **SCSP** initiatives, data gathering, benchmarking, sourcing match funding, addressing common challenges, examples of best practice and evidencing behaviour change. This could be communicated and promoted more effectively by **Paths for All**.

However, there were some good practice examples of local authorities using more effective monitoring and evaluation approaches to evidence the impact of their **SCSP** funded initiatives.

— Dumfries and Galloway Council, Beat the Street

Evidence about the initiative was gathered using pre- and post-initiative participant surveys. The pre-initiative survey gathered participant information including gender, age, and existing fitness levels and pre-existing health conditions. End-of-initiative surveys measured progress because of engagement in the intervention. Post-initiative surveys collected evidence of longer-term outcomes achieved by those who took part. This is a good example of more longitudinal data collection from a consistent sample of participants to demonstrate outcomes achieved and sustained changes in behaviour.

— Inverclyde Council, Community Tracks

The impact of **SCSP** funding on Community Tracks Inverclyde was evidenced in a range of ways, including through participant surveys. Pre-initiative surveys were carried out to find out more about how often people cycled and what the main barriers to cycling were. Evidence of sustained active travel behaviour was collected through a small sample of service user surveys immediately after their engagement with Community Tracks and beyond, at monthly intervals by email and telephone.

— Stirling Council, Active Travel Employer Engagement Programme

Employer engagement case studies developed about employees from Forth Valley College, Zero Waste Scotland and Volunteer Scotland, who took part in workplace walking and cycling initiatives including the Step Count Challenge and Healthy Working Lives. These demonstrate the wider impact of active travel initiative in the workplace. Employees were supported to achieve positive outcomes including improved health and fitness, improved environments, discovering existing active travel routes, stronger team working, gaining accredited awards, learning new skills such as bike safety and maintenance, discovering new

hobbies, saving money on public transport and gym memberships. These stories developed around the statistics of people who take part in initiatives such as these.

— Fife Council, NightRider

Fife Council is working with three local bus operators to establish an evening saver bus ticket. Bus companies that use smart enabled ticket machines provide monitoring and evaluation data electronically. Data is supplied in electronic format to analyse the impact of the initiative. Surveys were carried out in rural areas to gauge impact and to raise awareness. A wide range of electronic data was captured, evidencing the impact of the initiative. For example, in the first month of the initiative, the number of evening bus passengers travelling with one bus operator increased by **23%** in comparison to the previous year. In the second month of the initiative, the service saw a **22%** increase on the year before. The advantages of collected electronic data, is that when it is done well, the immediate impact of initiatives can be determined.

— Scottish Borders, Community Transport Services (BCTS) Hub

Integral elements of the development of a Community Transport Hub in 2015 was to integrate community transport provision and improve the collection of monitoring and evaluation data. **SCSP** funded the purchase of Flexiroute – a web based passenger scheduling system that improves the efficiency of transport services, the effectiveness of transport fleets and the volume of passengers that can be accommodated.

Flexiroute in a single system administered simultaneously from a variety of locations operating independently of local services. The system made gathering monitoring and evaluation information much simpler. It tracks a wealth of data including the number of individual and shared journeys, the number of miles saved through shared journeys, customer usage and driver profiles, and demand for the service. Along with regular user and driver surveys, this information allows the Council to continually improve the service and meet needs.

— Falkirk, Take the Right Route (TtRR)

Falkirk Council designed and implemented a marketing campaign called Take the Right Route aimed at the whole population (**159,000** people) of Falkirk. The campaign included a range of initiatives, including Love the Lido (a community event in Larbert), Walk to Westfield (previously the Senior Walking Group), market research and a mass marketing and media campaign (including billboards, bus and cycle shelter advertising, print and digital media).

The success of TtRR was measured in a number of ways. The reach of events and marketing activities was assessed through the volume of goody bags and travel information distributed, on street interviews carried out by the Council, and attitudinal surveys conducted by a market research consultant.

— 4. Working towards Behaviour Change

This section of the report identifies behaviour change brought about by SCSP funded initiatives and other outcomes achieved by SCSP in 2017/18.

SCSP Outcomes

Paths for All, in agreement with Transport Scotland, developed six high level outcomes for the **SCSP Programme**.

Increased walking and cycling modal share for short local journeys.

Increase in other sustainable travel choices for longer journeys (i.e. public transport and car share).

Changes in knowledge, attitudes and beliefs towards sustainable travel choices.

Reduced car use for short local journeys.

Reduced driver only journeys.

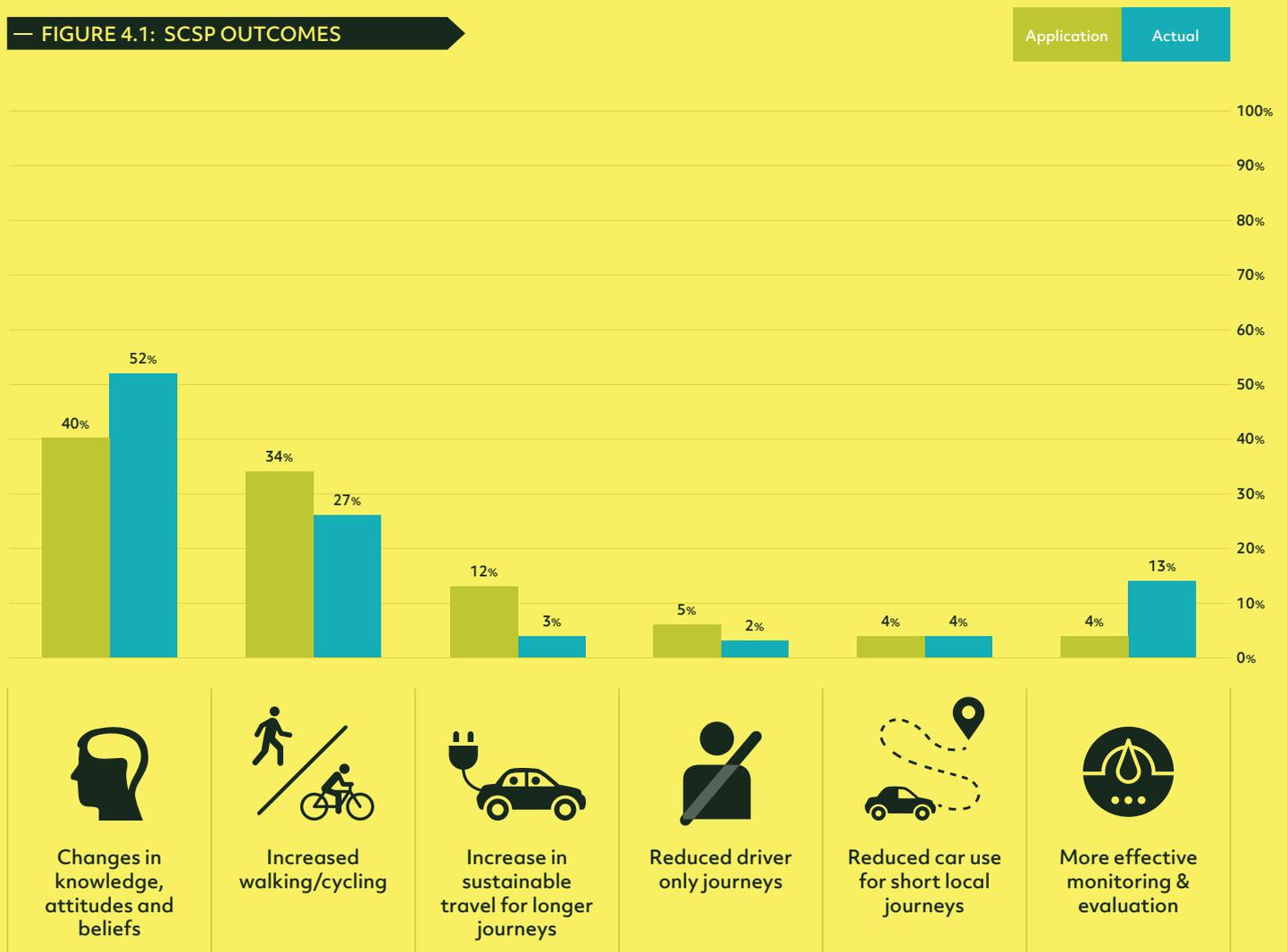
More effective monitoring and evaluation to identify effective interventions (incl. baseline data).

The initiatives funded through the 2017/18 **SCSP Programme** were aimed at achieving a range of the above **SCSP** outcomes, as shown in Figure 4.1. This compares the **SCSP** outcomes actually achieved through the 2017/18 programme with the intended **SCSP** outcomes initially set out in grant application forms.

More than half of the initiatives were aimed at changing people’s knowledge, attitudes and beliefs (52%), followed by increased walking and cycling for short journeys (27%), more effective monitoring and evaluation (13%), reduced car use for shorter journeys (4%) and modal shift for longer journeys (3%) and reduced driver only journeys (2%).

Overall, more initiatives were targeted at changing knowledge, attitudes and beliefs than initially intended at application stage (+12%). This was also true for initiatives that focused on more effective monitoring and evaluation (+9%).

— FIGURE 4.1: SCSP OUTCOMES



Outcomes achieved

The **SCSP** outcomes are high-level and focused on longer-term behaviour change. They are suitable to categorise the overall funded initiatives, but less suitable for categorising and measuring the many activities that make up these initiatives.

For the purposes of this research, we broke down the **SCSP** outcomes into shorter-term and more measurable outcomes. Table 4.1 provides an overview of these short-term outcomes and how many people may have achieved them, based on completion Monitoring and Evaluation Plans.

— TABLE 4.1: SHORT-TERM OUTCOMES

Outcome	Number
Adults with increased awareness	2,763,00
Young people with increased awareness	50,975
Adults with increased skills	2,153
Young people with increased skills	6,598
Restored bikes	1,768
Increased walking among adults	7,379
Increased walking among young people	18,617
Increased cycling among adults	37,316
Increased cycling among young people	3,969
Increased number of people using public transport	1,698
Increased journeys made through public transport	17,951
Increased number of people using community transport	375
Increased journeys made through community transport	26,282
People with reduced car use	726
Reduced car miles	110
Tonnes reduced Co2 emissions	95
Improved infrastructure	663
Better data (number of studies/reports)	35

Not all completion Monitoring and Evaluation Plans reported detailed or usable data, so the information reported in Table 4.1 is the minimum achieved. It is assumed that the number of short-term outcomes achieved by the **SCSP Programme** during 2017/18 is significantly higher.

Stages of Change Theory

The Stages of Change Theory identifies different stages that people go through when adopting different behaviours. As outlined in the **Paths for All** 'A guide to delivering effective SCSP projects'²⁰ document, developed as a manual for practitioners, there are six different stages of change:

Pre-contemplation: people are unaware, not currently considering or intending to adopt a certain behaviour e.g. a person is happy with their current travel choices and unaware that other options exist.

Contemplation: people have become aware and are beginning to understand and consider adopting the given behaviour, and may be prepared to seek more information e.g. a person has heard that there is a bus service, but does not know the details of its route or timetable.

Preparation: people are actively considering and beginning to make commitment to adopting a behaviour e.g. a person investigates a bus timetable and finds the service could be convenient for their journeys.

Action: people are actually changing their behaviour, e.g. are using the bus regularly.

Maintenance: people sustain and consolidate the given behaviour. There is potential for 'relapse' where they fall back to previous behaviour e.g., bus use continues, but may cease if external factors change (such as changing job).

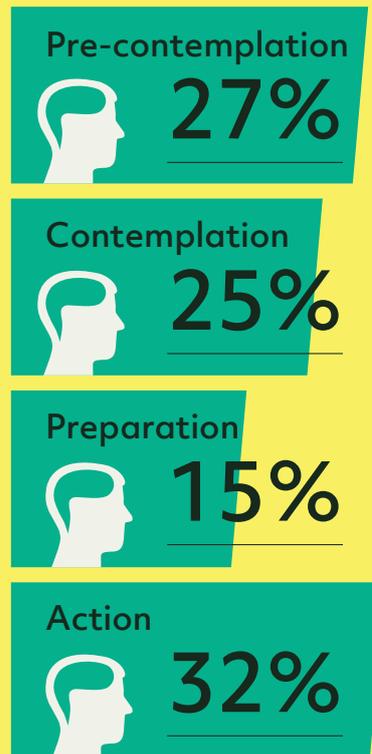
Relapse: people revert back to their original behaviour.

The practitioner manual highlights the importance of establishing what stage specific audiences are at, because people are likely to need different advice, encouragement and interventions at different stages of change.

SCSP Stages of Change

We have assessed what stage of change each SCSP activity²¹ targets.

— FIGURE 4.2: SCSP STAGES OF CHANGE



There is a fairly even spread of SCSP activities across the Stages of Change. By the nature of SCSP funding, maintenance and relapse stages are more difficult to measure and therefore not as relevant.

Encouragingly, almost a third of activities (32%) focus on action. They work with adults and young people to actively change their travel behaviour. Just over a quarter of SCSP activities (27%) concentrate on pre-contemplation, trying to increase people's awareness of the benefits of active travel. A quarter of activities (25%) focus on contemplation, giving people who are thinking about changing their travel behaviour the tools to do so, and the remainder (16%) are aimed at the preparation stage, equipping people with the skills, knowledge and confidence they need to make the changes they want.

20. <https://www.pathsforall.org.uk/pfa/get-involved/behaviour-change-manual.html>

21. Each initiative can consist of more than one activity. We have identified a total of 356 activities across the 120 initiatives.

However, if we consider the number of people reached at each Stage of Change, as depicted in Figure 4.3, a different picture emerges.

— FIGURE 4.3: NUMBER OF PEOPLE REACHED PER STAGE OF CHANGE

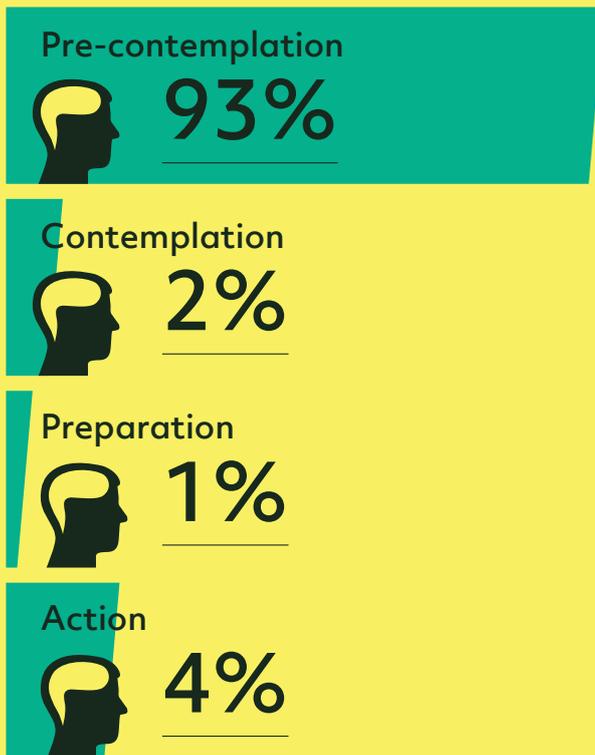


Figure 4.3 shows that the vast majority of people reached by **SCSP** initiatives (93%) are at pre-contemplation stage. This is because of the large volume of people reached through awareness raising marketing and promotional campaigns.

Views of **SCSP** Project Leads

We interviewed 22 local authority **SCSP** Leads and one representative from a Regional Transport Partnership by telephone, to gather their views on the **SCSP Programme**²².

SCSP Leads generally felt that most initiatives delivered in local authorities did achieve behaviour change to an extent.

— Pre-contemplation

Most local authorities used some **SCSP** funding to develop awareness raising campaigns including print and online marketing and promotional materials. These were designed to target people unaware of active and sustainable travel opportunities, and those who did not intend to adopt a new mode of travel.

These campaigns were largely local authority-wide, aimed at the general population and promoted cycling, walking, public transport, car sharing, existing active travel infrastructure and safety.

Many **SCSP** Leads interviewed were confident that marketing and promotional campaigns were effective to an extent, however they acknowledged that there is much work to be done to encourage the majority of the population to engage in sustainable travel, and to measure the impact of awareness raising initiatives effectively.

“It has got people thinking about active travel and a change in attitude.”

“It is more about attitudes than behaviour change.”

“We live in a car-based culture.”

SCSP Leads

— Contemplation and preparation: increased awareness and consideration of sustainable travel

Some **SCSP** Leads said that the use of co-ordinated long-term campaigns to promote active, safe and sustainable travel over several years has anecdotally led to a culture shift and increased people’s awareness of and attitudes towards active travel. For example, increased website and social media visitor numbers indicate that people are interested in sustainable travel.

22. See Appendix B for list of local authorities and Regional Transport Partnership consulted.

“A steady drip feed of information over a sustained period of time has promoted a steady message. It is about getting people to realise that they have a choice.”

SCSP Lead

In one local authority, extensive community consultation through open discussions has led to increased awareness and knowledge of sustainable travel, reflecting the good practice promoted in the **SCSP** project guidance.

“Community consultation has been extremely effective.”

SCSP Lead

Most **SCSP** Leads interviewed were confident that awareness and knowledge of sustainable travel has increased in their areas, because of **SCSP** initiatives. Anecdotally, they said that people were talking about walking and cycling more, due to exposure to active travel initiatives.

— **Action: adopting new sustainable travel behaviour**

Some **SCSP** Leads said that they had quantitative evidence to suggest that modal shifts towards active travel have occurred because of **SCSP** funded activity.

For example, in some local authorities, the numbers of people cycling and walking has increased. This is measured through strategically located walking and cycling counters, local authority travel data, Hands Up surveys and apps and devices – including the WOW²³ Travel Tracker used in schools, and activity trackers used for the Step Count Challenge in workplaces.

“We know that walking has increased in schools.”

“We could see and quantify the results, and people are still using their pedometers.”

SCSP Leads

The membership of schemes such as Nextbike UK, Liftshare and City Car Club have increased to their highest levels to date, according to some **SCSP** Leads.

Partnerships with public transport providers in some areas have also resulted in data that evidences increased use of public transport. In one area, the council reported joint working with a local bus company to record an increase in the number of people travelling actively to bus stops, indicating reduced single use car journeys.

— **Sustained behaviour change**

In terms of achieving the ‘maintenance’ stage of Change Theory, many **SCSP** Leads acknowledged that achieving or demonstrating sustained behaviour change was difficult. Single-year funding often means that **SCSP** initiatives are short-term interventions, the long term impact of which may never be understood.

“Sustained three-year funding would allow us to look at how behaviour change can be maintained.”

Value for Money

The monitoring, evaluation and financial data provided by most local authorities does not provide enough detail to assess value for money in detail.

— 5. Case Studies

This section provides six cases studies highlighting the impact of the SCSP initiatives.



1. Beat the Street, Dumfries & Galloway Council

About the Initiative

Beat the Street is a community-focused initiative delivered exclusively by Intelligent Health²⁴ in Dumfries and Galloway, designed to increase people's physical activity levels and encourage active travel by promoting the town's existing but underused walking and cycling infrastructure. Beat the Street is a fun, free game delivered to the whole community in Dumfries between August and October 2017 to get people active. The initiative was **50%** match funded by SWestrans (the South West of Scotland Regional Transport Partnership)²⁵. Intelligent Health delivered Beat the Street in partnership with Dumfries and Galloway Council and DG Health and Wellbeing.

"In Dumfries, our main objective was to connect people to their local walking and cycle routes and increase the number of people walking and cycling for short journeys."

Intelligent Health

Anyone living, working or going to school in Dumfries could take part in Beat the Street. The six-week game encouraged people of all ages to see how far they could walk, cycle or run around their area. Players received a radio frequency ID (RFID) card that recorded the distance they travelled between different sensors called 'Beat Boxes'. A leader board provided live feedback and individuals were able to check online how many miles they had travelled. Goals were set for the community to achieve a target number of miles, with prizes for individuals and teams.

Beat the Street is in its third year in Dumfries and Galloway, having been delivered before in Annan and Dalbeattie. The positive impact of the previous games inspired its delivery in Dumfries. The SCSP Lead for the council said that there was a synergy between the game and the council's active travel objectives, for example reduced local car use, increased walking and cycling²⁶.

"It aimed to increase awareness of the local cycling and walking infrastructure and build a healthy attitude towards active travel."

SCSP Lead, Dumfries and Galloway Council

24. For more information about Intelligent Health, visit: <http://www.intelligenthealth.co.uk/>

25. For more information about SWestrans, visit: <http://www.swestrans.org.uk/>

26. Beat the Street supports Scotland's Cycling Action Plan vision that "By 2020, 10% of all journeys taken in Scotland will be by bike."

Impact of the Initiative

Beat the Street in Dumfries aimed to achieve the following SCSP Programme outcomes: changes in knowledge, attitudes and beliefs towards sustainable travel choices, increased walking and cycling modal share for short local journeys and reduced car use for short local journeys. It also aimed to increase physical activity and encourage inactive people to become active²⁷.

Evidence about the impact of the initiative was largely gathered through participant surveys. The participant registration process involved a pre-programme questionnaire, to gather information about those taking part such as gender, age, fitness levels, and pre-existing health conditions. End- and post-programme questionnaires were used to collect evidence of outcomes achieved for those who took part. Survey results demonstrated that Beat the Street resulted in positive outcomes for individuals and the wider community.

— Increased active and sustainable travel

Intelligent Health reported that the Marmot Review²⁸ identified active travel including walking and cycling as a key means of not only improving health but also tackling climate change, by reducing the overall number of drivers on the road. Beat the Street is a mass participation intervention that promotes walking, cycling and active travel. **27%** of the Dumfries population took part over the 6 week game travelling a distance of **174,295** miles.

“It targeted people who would not have made the lifestyle change.”

SCSP Lead, Dumfries & Galloway Council

According to the latest health survey for Scotland, only **64%** of adults in Scotland are meeting the guidelines for physical activity. Headline monitoring and evaluation information from the Dumfries and Galloway 2017/18 SCSP Completion Report and the Beat the Street Dumfries 2017 6-Month Report, demonstrates that the activity levels through active travel by participants increased during Beat the Street:

There was a **6%** decrease in people travelling by car every day.

There was a **4%** increase in the proportion of people using public transport six months after Beat the Street.

The initiative resulted in a **9%** increase in the proportion of people cycling.

There was a **29%** increase in cycling in participants aged over 50.

349 people responded to the post game survey which was sent out to participants six months after registration. They were asked about their activity levels, travel behaviours and attitudes, which was compared to the data collected from participants at the start of the game. Other highlights from the survey include²⁹:

The proportion of people in Dumfries reporting being inactive³⁰ decreased from **7%** before the game period, to **6%** six months after the game.

70% of participants achieved CMO³¹ guidelines of **150** minutes of moderate intensity activity per week.

The number of people cycling on five or more days of the week increased from **6%** before the game to **18%** six months later.

46% of people continued to cycle after the game.

27. Beat the Street Dumfries 6-month report by Intelligent Health.

28. <http://www.instituteofhealthequity.org/resources-reports/fair-society-healthy-lives-the-marmot-review/fair-society-healthy-lives-full-report-pdf.pdf>.

29. Evidence gathered from the Beat the Street Dumfries 2017 6-Month Report by Intelligent Health.

30. 0-30 minutes of activity per week as defined by CMO guidelines.

31. Chief Medical Officers Guidelines.

“Before Beat the Street I did limited walking. Now I try to do at least 10,000 steps a day.”

“I have been encouraged to walk further and more often.”

Beat the Street Survey Respondents

— Increased awareness of active travel routes

78% of those who responded to the post-game survey³² said they discovered existing cycling and walking routes that they did not know about before the game. 32% of participants still used new walking and cycling routes daily six months after taking part in the game. The project was successful in promoting existing local active travel infrastructure.

“We are cycling more with children on routes we found.”

Beat the Street Survey Respondent

“With increased awareness of the infrastructure, they’ll consider it.”

SCSP Lead, Dumfries and Galloway Council

A Facebook page and Twitter feed were developed with maps of Beat Boxes to encourage people to go to areas with walkways and cycle paths. Beat Boxes were set up in areas to signpost active travel routes to different services. For example, one was placed near a new hospital site before it had opened.

“It is an interactive way of raising awareness.”

SCSP Lead, Dumfries and Galloway Council

In the months after the game, Intelligent Health continued to promote the use of local routes through information communicated through social media and newsletters.

— Increased community cohesion

27% of the population of Dumfries (**9,072** people) actively played the game. The project engaged all **14** primary and three secondary schools in the town. One of the impacts of the game was generating a greater sense of community cohesion. The post-game survey asked participants to rate a series of statements about where they live³³:

There was a **13%** increase in the proportion of people strongly agreeing with the statement ‘I feel like I belong to this neighbourhood’.

There was an **8%** increase in the proportion of people strongly agreeing with the statement ‘Overall, I think this is a good place to bring up children’.

There was **6%** increase in the proportion of people strongly agreeing with the statement ‘Living in this neighbourhood gives me a sense of community’.

“It was a great way to bring the community together and encourage exercise in a fun way!”

Beat the Street Survey Respondent

32. Evidence gathered from the Beat the Street Dumfries 2017 6-Month Report by Intelligent Health.
 33. Evidence gathered through the Beat the Street Dumfries 6-Month Report by Intelligent Health.

Players reported strengthened relationships among community, family and friends because of Beat the Street. Some participants reported spending more time with their families while becoming more active and healthy at the same time.

“We really enjoyed spending time outdoors all together. It gave us a taster of what it was like to be outside getting fit and having fun.”

“I now enjoy the companionship of friends and from time to time re-do the walks set by Beat the Street.”

Beat the Street Survey Respondents

The SCSP Lead for the council said that partnership working was one of the main strengths of the initiative. To deliver Beat the Street, the council worked closely with schools, employers and third sector organisations.

“Dumfries and Galloway Council worked very closely with schools, the NHS and the Forestry Commission to encourage people to go in and explore the forest.”

SCSP Lead, Dumfries and Galloway Council

Lessons learned

The SCSP Lead said that the main barriers to getting people active in the area are a lack of awareness of cycling and walking infrastructure, and the perception that active travel is difficult or unsafe to get involved in.

Due to the game being a unique product supplied exclusively by intelligent Health the SCSP Lead explained that it was not possible to procure it by competitive tender, therefore time needs to be allowed to develop an appropriate procurement strategy.

The SCSP Lead suggested that starting the planning process earlier might have encouraged greater buy-in from partners. A longer lead-in time to the game could have achieved more effective joint working during game delivery, and greater outcomes for participants.

“We could have achieved even more if we had a greater lead in time to the live game phase.”

SCSP Lead, Dumfries and Galloway Council

It was also highlighted that if the initiative had not been match funded by SWestrans, the council would not have had the resource to deliver it alone.

“There is a need for a joined-up approach to delivery.”

SCSP Lead, Dumfries and Galloway Council



Sustaining behaviour change

Beat the Street Dumfries entered the sustain phase immediately after the game in October 2017. Since then the Intelligent Health Engagement Coordinator has been working with local partners and community groups to create pathways for participants to maintain their physical activity levels.

“The period after the game is still critical to make sure participants have the opportunity to sustain their activity levels and are motivated to do so.”

Beat the Street Dumfries 6-Month Report

Intelligent Health state³⁴ that behaviour change for most participants who go from being inactive to active during Beat the Street happens during the six-week game phase. It is during this period that a change in people’s attitudes and perceptions towards physical activity is observed.

“Participation in the game is often enough for people to discover new walking/cycling routes and local greenspaces.”

Beat the Street Dumfries 6-Month Report

After the game, Intelligent Health continues to use its communication channels to signpost players into local structured clubs and activities, to continue to raise awareness of the importance of the benefits of physical activity. In addition, the Engagement Coordinator has delivered several events and competitions to help keep people interested and motivated.

“Signposting into existing provision is key, as we want to enhance and develop what is already there to ensure sustainability.”

Beat the Street Dumfries 6-Month Report

34. Beat the Street Dumfries 6-Month Report by Intelligent Health.



2. 123 Routes by NADFLY, New Elgin, Moray Council

About the Initiative

123 Routes by NADFLY created new 'routes of discovery' along imaginative trails using participatory artwork. The project was delivered in New Elgin in 2017/18. It was funded by Moray Council through SCSP funding, and match funded by Transport Scotland and support from Moray Council's Sustainable Travel Officer.

123 Routes was delivered by NADFLY, an artist studio that specialises in transforming community engagement through wayfinding and interactive art. The initiative took a creative approach to promoting active travel in New Elgin by encouraging residents to deviate from their usual paths and explore undiscovered routes in their area. The initiative engaged primary schools, families and the wider community of New Elgin through the introduction of unique glyph signs. These were placed on new active travel routes highlighting existing infrastructure within the neighbourhood.

"It's about introducing routes of discovery into an area."

NADFLY

During each month of the intervention, new active travel routes were marked with a newly designed glyph sign. Month 1 revealed the first route. In month 2, two new routes were introduced with new signs. By month 3, three more glyph signs were added, marking a total of six active travel routes.

In each month of the initiative, **5,000** route maps were produced as guides for people walking each route. Throughout the intervention a total of **15,000** route maps were produced, which were distributed to schools, colleges, libraries and other community venues.

Impact of the Initiative

Baseline data – including the percentage of students actively travelling to school – was based on the 2016 Hands Up Scotland Survey (HUSS). Comparative data was gathered through the 2017 HUSS, from four primary schools including New Elgin and Greenwards, and on Travel Tracker information collected by Living Streets. The number of participants at project events was recorded to measure the reach of the initiative, and direct feedback from local people was documented.

— Creating awareness of active travel routes

The glyphs marking active travel routes were not revealed to anyone except the project team before being installed. This created a sense of excitement and anticipation among pupils and the wider community. They did not know what to expect or what parts of the area they would explore next.

"This was important to encourage behaviour change."

NADFLY

NADFLY said that the strength of the initiative rested in its ability to attract people organically as little to no contextual information was needed to interact with the glyphs.

"The glyphs are taking you on a route but not directing you. It promotes exploration."

NADFLY

It was obvious that the glyphs were aesthetically linked but each one was unique which aroused people's curiosity and encouraged them to use the active travel routes to find more signs. The SCSP lead for Moray Council said that this was a different approach to active travel. It encouraged people to interact with art while walking, combined with creating a sense of local interest and pride.

"It's the use of art as a structure to get people walking the routes. It encourages change through a fun activity, cloaking the desire to get people to travel actively and not beating them over the head with it."

SCSP Lead, Moray Council

— Changing travel behaviour

A comparison between the 2016 and 2017 HUSS data collected demonstrated a significant increase in active travel during the initiative. 2016 results showed **69%** of pupils from New Elgin and 80% of pupils from Greenwards Primary Schools actively travelled to school. Data gathered in 2017 revealed an increase in active travel by pupils to New Elgin Primary School of **22%** (to **91%**), and an increase in active travel by pupils to Greenwards Primary School of **4%** (to **84%**).

"We recorded a huge increase in active travel with 123 ROUTES"

NADFLY

The SCSP lead for Moray Council said that the initiative was successful in encouraging the community to become more active, during and after the initiative. A key aim for the council is to reduce car use for short local journeys and the increase in active travel to schools because of the initiative indicates that progress towards achieving this outcome has been made. NADFLY said that large parts of the community responded positively to the opportunity to become more active.

"It encouraged changes in travel behaviour through art and fun activities."

SCSP Lead, Moray Council

"It was about getting some people to take that first step."

NADFLY

NADFLY said that young people were inspired by the initiative to develop their own active travel initiatives. For example, a primary 5 and 6 class used the 123 routes for a sponsored walk to raise money for Red Nose Day.

"People responded in their own way which shows real engagement."

NADFLY

— Improving community engagement

123 Routes was launched in February 2017, at an event to which pupils who formed an Ambassador Class for the initiative, press and guests were invited. The launch was attended by **70** people.

NADFLY engaged directly with New Elgin and Greenwards Primary Schools, through assemblies and monthly workshops involving map-making, graphic design and encouraged pupils to think about the routes they take to school. It was the role of young people in the Ambassador Class to know all of the details about the initiative so that they could tell others about it.

"It certainly inspired the kids, they had a fantastic time."

SCSP Lead, Moray Council

Although the intervention mainly directly engaged with schools, the accessible nature of the glyphs attracted a range of people living in New Elgin. They became more engaged throughout the duration of the initiative, evidenced by direct feedback and the huge demand for route maps.

133 local people attended a Night Walk organised by the project team in March 2017. The event invited the community to explore the routes together, and was attended by families with small children, teenagers and older people. They used torches to find the glyph signs, which are made from highly reflective vinyl. A social media competition was run for the best photo taken during the event. The Night Walk finished at the community hall in New Elgin, where people socialised and shared their experiences of the walk with each other over hot chocolate.

“It’s an unheard of amount of people for that kind of event”

NADFLY

Lessons Learned

Because the initiative largely focused on raising awareness of the active travel routes around New Elgin through an organic and interactive process, lessons learned include the success of using a sincere approach to design to engage a wide range of people, both inactive and active, within the community.

“To create real change, you have to start with something genuinely inspiring and have a hundred conversations with people.”

NADFLY

With responsibility for all aspects of delivery, NADFLY had the freedom to tailor the initiative to suit New Elgin while meeting the council’s objectives. NADFLY took time to get to know the area and choose paths that would highlight interesting and less well-known aspects of the neighbourhood.

The glyphs were installed by the NADFLY studio team which allowed them to interact directly with residents and schools, hear their feedback and build a relationship with the local community. This worked to heighten anticipation in advance of new glyphs being introduced.

“The schools knew we were coming and putting up the second glyph, they now knew who we were.”

NADFLY



NADFLY emphasised that a designer-led approach was crucial to the initiative's success. Practically, the glyphs were made from polyaluminium panels and reflective vinyl to withstand any weather and show no wear for the duration of the intervention. Additionally, pupils and the wider community got the opportunity to interact and work with professional artists, mostly for the first time, which was a new and exciting activity in which to be involved.

"It's important to deliver a high-quality design. If something is cheaply made, people will see that, and they won't respect it."

NADFLY

The SCSP lead for Moray Council said that partnership working was successful. NADFLY and the council have worked together previously, understand each other and share common goals. The council trusted NADFLY and gave them the flexibility to deliver the initiative within broad parameters.

"The kids engaged with NADFLY because they were given a part to play."

SCSP Lead, Moray Council

123 Routes has received wide recognition across Scotland as an innovative way to encourage active travel through inspiring creativity. Both NADFLY and the council believe that more local authorities should be open to working jointly with partners who bring different skillsets and expertise to SCSP initiatives and be willing to try out different approaches.

"Elgin has never seen anything like it before and the hugely popular response to it has crossed all sorts of boundaries. Generating those conversations has been marvellous."

Sustainable Transport Officer, Moray Council





3. Scottish Borders Community Transport Hub, Scottish Borders Council

About the Initiative

The Scottish Borders Community Transport Services (BCTS) Hub was developed in 2015 in response to a gap identified in community transport provision. It is a Third Sector non-profit organisation, initiated by the Scottish Borders Strategic Transport Board (STB) and run by the Borders Community Transport Network (BCTN). The Community Transport Hub is funded through SCSP, and was match funded by Scottish Borders Council and the NHS (Borders) Integrated Care Fund.

The Community Transport Hub delivers a one-stop approach to affordable transport for residents in the Scottish Borders who require accessible transport, for example older people and people with disabilities. The Hub has brought community transport operators under one roof, and users can ring a central helpline for travel planning and advice. Hub staff can identify and arrange the easiest and most cost-effective way to make a journey.

“For older and more vulnerable people in the Borders, the Community Hub has become an invaluable service we could not do without.”

Chair, Scottish Borders Strategic Transport Board

Delivery partners for the initiative include the Berwickshire Association for Voluntary Service (BAVS) and its Berwickshire Wheels transport service, the Bridge (Wheels service), the British Red Cross, NHS Borders, and the Royal Voluntary Service (RVS). The partners work together to improve the community transport user experience by providing a straightforward and efficient way to organise journeys for medical appointments, social activities and visits to friends and relatives.

The initiative aims to increase ease of access to community transport by streamlining community transport providers into one Hub, and introducing Flexiroute, an online booking system. The community transport system – whereby individuals were simply given a list of local transport provider contact numbers – was uncoordinated and sometimes confusing for service users. The need was established for a central Hub that simplified access to a range of providers, to offer users a single transport network, with a single contact number.

“The booking system has improved efficiency from a planning point of view.”

Community Transport Hub Development Officer

SCSP funding contributed to the purchase and implementation of Flexiroute and funded a Development Officer post. It aims to promote shared journeys by coordinating with local hospitals and medical surgeries to organise appointments that allow multiple patients to share lifts. The Hub currently has a fleet of **17** vehicles, and **55** volunteer drivers provide the transport services.

Impact of the Initiative

— Creating awareness of more sustainable travel choices

To create awareness of the Hub and travel options available, printed promotional materials have been developed. While information about the Hub is available online, Hub partners recognise that many older people might not use the internet. Hub services are therefore also promoted to potential users in the Scottish Borders through leaflets and posters, which are distributed to health centres, community centres and hospitals throughout the Borders. Referrals to the Hub are made by some statutory partners including the Scottish Ambulance Service and NHS services.

During 2017/18, the Hub received **375** new customer registrations. The Hub Development Officer said that this is because everything that users need is in one place. The clear signposting materials that have been produced are simple and easy-to-use.

“It’s been a significant change for statutory services, they can refer people to the one number. It has made life a lot easier for them.”

Community Transport Hub Development Officer

— Increased shared journeys

The main purpose of the Hub is to promote shared journeys and reduce duplicated trips through a coordinated transport network. This aligns with SCSP Programme outcomes relating to reduced driver only journeys, car sharing and promoting more sustainable travel choices. Hub staff directly liaise with local health care services to arrange patient appointments at times that allow them to share journeys.

The Community Transport Hub facilitated **25,710** passenger journeys during 2017/18, a **3%** increase on the previous year in which **24,854** journeys were delivered. During 2017/18 there were **211** shared journeys, compared to **83** shared journeys in 2016/17 (**155%** increase).

“People who use the service tell me having one number to reach all the providers is so much easier.”

Chair, Scottish Borders Strategic Transport Board

“We use the service to go to Kelso Hospital every 8 weeks for podiatry appointments. It gives us peace of mind to know we are taken from door to door and always on time. There are 2 of us we use it every 8 weeks.”

Hub User

The Hub is staffed from 9am to 4pm Monday to Friday including bank holidays, providing longer opening hours than most individual community transport operators can provide. The web-based booking system allows transport providers to schedule journeys or decline booking requests entered by staff. Hub staff can book shared journeys on behalf of users who do not access the internet.

“For the providers, they know we are maximising the use of all our transport and that means we are more efficient.”

Chair, Scottish Borders Strategic Transport Board

— Monitoring and evaluation

The Hub Development Officer said that the web-based booking system has made collecting information for monitoring and evaluation purposes a much simpler process. This contributes to the SCSP Programme outcome: The building of an evidence base for interventions. The booking system tracks the number of passenger journeys, the number of shared journeys, the number of passengers that have been declined and the number of miles that have been reduced through shared journeys. Having access to this data helps Hub staff to measure demand for the service, and decide if they need to increase capacity.

Hub staff also conduct frequent user and driver surveys to enable them to understand better different Hub user needs and areas for improvement.

“The monitoring and evaluation information available now has made business planning easier. I have good information to support the decisions I’m making.”

Community Transport Development Officer

— Supporting vulnerable people through sustainable travel

The Development Officer highlighted the increased mobility and reduced isolation of older and vulnerable people living in rural areas as positive impacts of the Hub. Because journeys can be organised for social events and visiting family and friends, passengers have been able to use the service to reduce social isolation.

“I used the service to go to a lunch club in Gala and also for my feet appointments in Selkirk. It gets me out and about with a friendly and reliable service.”

Hub User

Both Hub users and the Council reported that the service made users feel more independent by giving them an alternative to relying on friends or family for transport. Feedback from users demonstrate the difference this has made for them, providing them with regular and efficient transport, and increasing their mobility. Passengers reported that the service has given them peace of mind, as they are less likely to miss appointments, which leads to greater efficiency for health services.

“I don’t have a car and need transport when I have to get to the hospital for appointments. I rely on your service, which puts my mind at ease and don’t worry how I will get there and back.”

“I use the service for my mum so that she has independence and a reliable service for her appointments and outings as I work full time and unable to take time off to provide this service myself.”

Hub Users

Feedback from users and the Hub Development Officer highlighted that volunteer drivers are asked to identify individuals who need more support. The Hub also works with local emergency services such as the local Fire & Rescue Service to offer free home safety checks to users and advice about slip and fall prevention.

“The service and staff goes above and beyond the call of duty.”

Hub User

Lessons Learned

Because the initiative focuses on delivering an affordable and coordinated community transport system, lessons have been learned about increasing operational efficiency by collecting better monitoring and evaluation data, and by coordinating more effectively with community transport providers.

“Make sure you identify the need before you step into it and plan accordingly.”

Community Transport Hub Development Officer

The Hub Development Officer emphasised the need for staff with experience in coordinating transport services. Before he joined the Hub, the Development Officer felt that the team’s previous lack of experience and specialist knowledge initially limited the reach and efficiency of the service. The Hub team now operates smoothly, and the Council has developed closer relationships with community transport providers as a result.

The Hub Development Officer said that development of the Community Transport Hub would not have been possible without SCSP funding. He added that demand for Hub services has increased and sourcing additional funding to meet demand is challenging at times. Local donations and user service charges – which are kept to a minimum – help to keep the service running.

“It’s fair to say that we are constantly looking for funding.”

Community Transport Hub Development Officer

The SCSP lead for Scottish Borders Council highlighted that not all community transport partners provide their list of users to the Hub. This means they are not fully integrating within the Hub, so there is still the opportunity for further efficiencies and reduced journey duplications. The SCSP lead for Scottish Borders Council suggested creating a Memorandum of Understanding, or similar.

“Get a full buy in and commitment from all involved from the offset.”

SCSP Lead for Scottish Borders Council

For other local authorities considering developing a similar initiative, the SCSP lead recommended conducting monitoring and evaluation activities throughout the initiative.

“Keep on top of the M&E processes rather than leaving it to the last minute. Keep any evaluation processes in mind throughout.”

SCSP Lead for Scottish Borders Council



4. Your Kirkwall, Orkney Islands Council

About the Initiative

Your Kirkwall is a community-focused active travel initiative delivered by Orkney Islands Council's Development & Marine Planning Team, in partnership with PAS (formerly Planning Aid for Scotland).

Orkney Islands Council and PAS developed Your Kirkwall to deliver the initiative through a series of events and workshops complemented by social media targeting stakeholders from all generations. It was designed to capture the views of the public about the future development of Kirkwall to inform a new Urban Design Framework for the Town. The initiative was **50%** match funded by Orkney Islands Council.

Through this process, Your Kirkwall provided the public with a once in a generation opportunity to shape the future of the town. It gave residents, workers and students the opportunity to say what they wanted to see over the next **20** years, in terms of developing active travel infrastructure in Kirkwall.

"We wanted the community to have a say in formulating the Urban Design Framework."

SCSP Lead, Orkney Islands Council

Deliverers and council officers used data collected through travel diaries resulting from the Kick Start Kirkwall initiative, which ran from 2009-2012, as a baseline for Your Kirkwall.

Qualitative and quantitative information was gathered from the public through a series of events and workshops held in November 2017 and January 2018. The council conducted surveys at the events, and will do so again one year on, to measure the longer-term impact of Your Kirkwall. Deliverers

used the Place Standard tool – a way of assessing the essential qualities of sustainable places – to capture conversations.

Deliverers aimed to target as many people within the community as possible. A minimum engagement target of **1,000** people (**10%** of residents) was set.

However, because Kirkwall functions as the island's Capital, the initiative was expanded to include people residing on the Orkney Mainland and Islands which Kirkwall serves. The SCSP lead explained that people living remotely in Orkney also have a social and economic interest in Kirkwall.

"Kirkwall has a role and function for them as well."

SCSP Lead, Orkney Islands Council

Impact of the Initiative

— Informing planning policy

Your Kirkwall was designed to help the council to achieve the objectives of Scottish Planning Policy (SPP), to inform the development of an Urban Design Framework with improved active travel as a core principle. The SCSP Lead wanted residents to have a sense of ownership of the framework, therefore Your Kirkwall focused on finding out what local people want. The initiative supported the council to make a plan for the town with strong buy in from the local community.

“Your Kirkwall was a community engagement exercise that facilitated community discussion about the future development of Kirkwall, with a focus on active travel.”

SCSP Lead, Orkney Islands Council

Public surveys indicated that the community had a pre-existing interest in active travel. When asked ‘what could be better about Kirkwall?’ **34%** of respondents said better parking, more bike storage and improved parking control. Other strong messages emerging from the survey included the need for better traffic management and street improvements.

The survey also gave the community a platform to suggest how Kirkwall’s active travel infrastructure could be improved, including questions such as ‘what would make it more attractive to walk and cycle regularly in Kirkwall?’. **36%** of respondents said that new and improved walking and cycling routes in Kirkwall would encourage them to become more active. **16%** of respondents said they would like to see better street management, and **12%** were in favour of environmental improvements, including planting trees and growing flowers.

“Your Kirkwall was a community engagement exercise that facilitated community discussion about the future development of Kirkwall, with a focus on active travel.”

SCSP Lead, Orkney Islands Council

— New active travel initiatives

The findings from Your Kirkwall informed the council’s decision to introduce other complementary new active travel initiatives. These included the Kirkwall Wayfinding & Signage Strategy, the Papdale East Park foot and cycle network feasibility study, the Site K10 development brief, an infrastructure cost appraisal for the Kirkwall Urban Design Framework and continuing the active travel survey. This will ensure a long-term legacy of investment in active travel as a consequence of SCSP funding.

“The main point of the initiative was to provide an opportunity to listen to the community and find out what the barriers to active travel were.”

SCSP Lead, Orkney Islands Council

— Stages of behaviour change

The SCSP Lead said that Your Kirkwall contributed largely to the pre contemplation, contemplation and preparation stages of behaviour Change Theory. It touched upon the action stage through “raising questions in people’s minds about how the town could better support active travel”.

“As projects that develop infrastructure start offering people active travel alternatives, they will consider adopting them as a means of transport.”

SCSP Lead, Orkney Islands Council

— Community-led active travel design

The SCSP lead said that the initiative was successful in engaging the community, collecting feedback to inform the Urban Design Framework, and generating ideas for future initiatives to develop active travel infrastructure.

“It helped us in making a plan for the town – with a strong buy in from the community.”

SCSP Lead, Orkney Islands Council

He highlighted that through social media over 72,000 people were reached. 218 participants took part in workshops and events during 2017/18. A Youth Summit was delivered as part of the initiative in January 2018, which was attended by 55 young people and involved generating ideas for an improved town park. Over 25 schools, colleges and community groups, such as the local youth café and Voluntary Action Orkney Connect, were involved in contributing to the Your Kirkwall debate.

“We made a special effort to put young people at the centre of the Your Kirkwall discussions. They have the largest stake in long term planning of the town.”

SCSP Lead, Orkney Islands Council

The SCSP lead said that listening exercises with the community were invaluable, helping town planners to better understand the barriers to active travel for the community, and enabling them to develop initiatives to overcome these.

“The biggest difference is that it’s put the council and the community on the same page.”

SCSP Lead, Orkney Islands Council

321 people responded to a community survey. Respondents represented a wide range of demographics. There was a relatively even gender split with 56% of respondents identifying as female and 44% as male. Most respondents were aged between 25 and 65, and responses were also received from under 18s and over 65s. 53% of respondents lived in Kirkwall, while 47% resided elsewhere on the mainland and islands.

Lessons Learned

With community engagement and feedback being the main goal of Your Kirkwall, lessons were learned mainly around the need to provide the public with a simple and accessible platform to have their voices heard, through targeted events, easy to understand materials about the initiative and consistent visibility of activities.

“It’s important to have a community engagement specialist on your team.”

SCSP Lead, Orkney Islands Council

The SCSP lead said that the council and partners are taking early steps to communicate with hard-to-reach groups, which is crucial to gathering feedback from people who seldom engage with the local authority. In particular working with young people was extremely valuable and insightful.

“Working with young people was massively helpful. It allowed us to reach and get feedback from members of the community we wouldn’t have necessarily heard from otherwise.”

SCSP Lead, Orkney Islands Council

The SCSP Lead said that it was essential that buy in and understanding was achieved from Council staff at all levels and Elected Members. He emphasised the importance of developing a common perception of Your Kirkwall, reinforced through clear messages and simple information to avoid alienating the public.

“Though feedback from the Urban Development Framework was overwhelmingly positive, at 100 pages, it was quite long.”

SCSP Lead, Orkney Islands Council

The Council commissioned a graphic designer to create a Your Kirkwall logo which was used throughout the project communications and will continue to be used for related initiatives in the future.

“It created a shared vision for the town.”

SCSP Lead, Orkney Islands Council

Because feedback from the community has directly informed the development of new active travel initiatives, the SCSP lead explained that strong branding is important to enable people to connect the developments to Your Kirkwall, and to create lasting interest.

“That’s how it will stay in people’s minds – seeing that it is all related. They’ll see that we are working together to implement their views.”

SCSP Lead, Orkney Islands Council



5. Walk to Westfield, Falkirk Council

About the Initiative

Walk to Westfield is a walking group that was developed in 2016 for fans who attend Falkirk Football Club home games. On match days, participants meet at the Falkirk Active Travel Hub where they have refreshments before walking just over a mile to Westfield, which houses Falkirk Football Stadium.

The walking initiative is funded by Falkirk Council and the Smarter Choices, Smarter Choices (SCSP) Active Travel fund. Membership was capped at **20** participants due to capacity at the Falkirk Active Travel Hub. The walk aims to reduce car use and traffic congestion on match days, create awareness of existing local walking routes and promote the health benefits of walking to fans.

“The Walk to Westfield walking project is a great partnership with Falkirk Council’s Take the Right Route team. Falkirk Football Club recognises the benefits of our fans walking to Falkirk Football Club as it can help reduce congestion, save money and benefit your health. It’s also a great way of encouraging the Falkirk community to support their local football club.”

Commercial Director, Falkirk Football Club

Walk to Westfield started out as the ‘Senior Walks’ project, which was aimed at fans aged 55 and over. After receiving many queries from people under **55** who wanted to attend the walks with older relatives or friends, Falkirk Council’s Take the Right Route team decided to broaden the walking initiative to include all age groups. The SCSP lead said that this made Walk to Westfield more inclusive, engaging supporters of all ages to become more active and encouraging families to get involved.

The project is delivered by Falkirk Council in partnership with Falkirk Football Club, as part of

the Falkirk Council’s Take the Right Route initiative. Take the Right Route is a campaign to promote walking, cycling, car sharing and the use of public transport for all journeys, but particularly for every day short journeys. Forth Environment Link also works with Falkirk Council by facilitating the Falkirk Active Travel Hub.

Falkirk Football Club is responsible for promoting the walk. The club advertises it to **3,000** season ticket holders through newsletters and Falkirk Football Club’s Facebook and Twitter feeds.

The impact of ‘Walk to Westfield’ is evidenced by a combination of qualitative and quantitative data about the project gathered through surveys, social media and interviews with participants. Visitors to Falkirk Football Club are asked to complete an awareness survey. Falkirk Council works with Falkirk Football Club to count the number participants who attend the walk, the number of tweets relating to the walk and the number of Facebook users reached by promotional posts.

Impact of the Initiative

During 2017/18, Walk to Westfield attracted **34** participants.

— Developing awareness of active travel routes

The initiative is fulfilling its aim of developing awareness of existing active travel routes within walking distance to Falkirk Stadium, of which some participants said they were previously unaware.

“I did not realise the stadium was so close to the town centre”.

Walk to Westfield Participant

— Encouraging behaviour change

The SCSP lead said that the initiative largely relates to the 'preparation', 'action' and 'maintenance' stages of the Stages of Behaviour Change Theory. Different participants are at different stages of behaviour change. People taking part in Walk to Westfield receive practical support to adopt and sustain active travel behaviour, and reduce local car use.

"It's a mix of sustained and ad hoc attendance. We have regulars attending for two years now. I think the social aspect helps sustain the behaviour change."

SCSP Lead, Falkirk Council

— Developing friendships through active travel

Although the initial function of Walk to Westfield was to reduce local car use and traffic congestion on match days, feedback from participants suggests that the social aspect of the initiative plays a significant part in attending the walk. An interview with one participant revealed that they had made new friends through the project.

'Walk to Westfield has been great for me. It's a great way to socialise before the game and I have met some new friends.'

Walk to Westfield Participant

Lessons Learned

Initially, the Walk to Westfield walks started in different locations, which might have made it difficult for the same people to attend regularly. This has been changed to the same location at each walk. Now with one starting location at the Falkirk Active Travel Hub, regular attendees know where to meet.

Walk to Westfield is open to all age groups and abilities. This has made the advertising and membership of Walk to Westfield a simpler process.

"Meet at a well-known location – the same one each time."

SCSP Lead, Falkirk Council

Previously participants were asked to register by sending an email to the Transport Planning Unit at Falkirk Council. Future Walk to Westfield event will be administrated through Eventbrite which has simplified the process for both participants and organisers.

The SCSP lead emphasised the importance of working closely with the Football Club to promote the Walk to Westfield project through their well-established Social Media platforms.

"Get the football club on board. It's important for fans to see them supporting, backing and legitimising the project. They are already engaging with fans through their well-established marketing and social media platforms."

SCSP Lead, Falkirk Council

One of the successful factors of the Walk to Westfield project has been the opportunity for fans to socialise. The SCSP lead said that it was important to promote the project as an enjoyable and social activity, to encourage new and existing participants.



6. Community Tracks, Inverclyde Council

About the Initiative

Community Tracks Inverclyde is an active travel hub run by Inverclyde Community Development Trust. It was established in 2017 to promote and support walking and cycling in Inverclyde by offering services that give residents the tools and confidence to consider adopting active travel, for example walking or cycling, for everyday journeys. The aims of initiative are to:

reduce waste;

reduce CO2 emissions;

develop local skills and capacity;

promote social inclusion; and

enhance user employability prospects.

Surveys conducted by Inverclyde Community Development Trust in schools and with community groups in Port Glasgow and Greenock in 2016 revealed that while the majority respondents did not cycle, over half would consider taking part in organised cycling activities and over two thirds would like access to cycling education and safety resources. A focus group facilitated in 2016 demonstrated that a significant proportion of participants were interested in cycle training and would like to cycle more often, but they had perceived concerns around safety and lack of accessible cycle routes. This research showed that there was demand for an active travel hub that would make it easier for people to start cycling, through the provision of relevant information and training to increase their confidence and knowledge of cycling.

“The target audience is broad – people who are not particularly active right now, such as community groups, school pupils and socially isolated people.”

SCSP Lead, Inverclyde Council

SCSP funding received through Inverclyde Council was matched by Climate Change funding. Evidence gathered through the community surveys supported Community Tracks to apply successfully for a Climate Change award in 2016. SCSP and Climate Challenge funding is jointly used to secure premises and staff.

The SCSP Programme mainly funded strategic elements of the initiative. SCSP funding enabled the appointment of a consultant to develop an Active Travel Strategy for Inverclyde. The strategy sets out a vision to ‘make active travel a realistic, convenient and attractive choice for everyone to make everyday journeys in Inverclyde’. To achieve its objectives³⁵, the strategy identifies a series of actions, which are grouped into four categories: leadership and governance; facilitating interchange and cycle parking; marketing, promotion, tourism and training; and infrastructure/network development. SCSP also funded an Active Travel Officer with a focus on marketing and promotion, through the development of a website and active travel maps.

Practically, Climate Challenge funding has enabled Community Tracks to offer bike maintenance classes including industry recognised qualifications, fix-your-own bike workshops, bike recycling, cycle training, riding confidence sessions, targeted cycling outreach work, cycle tours and led cycle rides within the local area. Community Tracks organises a range of events in partnership with community centres, schools, Clyde and Ayrshire Country Park, Cycling UK and Cycling Scotland.

35. The Active Travel Strategy for Inverclyde identifies four objectives: 1) increase the number of walking and cycling trips for commuting/leisure purposes; 2) promote the benefits and opportunities for active travel; 3) deliver a better quality walking and cycling environment, and; 4) lead and promote partnership working.

Impact of the Initiative

Baseline information on which to evaluate the impact of Community Tracks was gathered at the beginning of the initiative, through surveys conducted in local public areas and schools. These were designed to find out how often people cycled and what the main barriers to cycling are.

To evaluate the impact of Community Tracks in 2017/18, a mix of quantitative and qualitative data was gathered such as recording the number of people interacting with Community Tracks and conducting user and school surveys. To evidence the sustained active travel behaviour of service user surveys were carried out immediately after their engagement with Community Tracks, and beyond that at monthly intervals by email and telephone.

Progress on delivery of the Active Travel Strategy will be assessed through the Monitoring Framework set out in the document. This combines relevant indicators from the Inverclyde Local Outcomes Improvement Plan (2018) with four new targets for 2023. In addition, the Council will investigate undertaking new walking and cycling surveys along selected routes key routes and locations. This data will inform the development of future targets, which will be set in partnership with the Active Travel Steering group.

— Increased awareness and knowledge of active travel

SCSP funding mainly contributed to the Active Travel Officer post, the Community Tracks website, the development of online and printed activity travel maps and the preparation of the Active Travel Strategy.

The development of the Active Travel Strategy included extensive consultation with local, regional and national stakeholders, through a combination of workshops, meetings, phone calls and an Active Travel Steering Group. Participants included Inverclyde Council Officers (Roads, Tourism, and Planning), Inverclyde Community Development Trust, NHS Greater Glasgow and Clyde,

SUSTRANS, Cycling UK, Belles on Bikes, Cycling Scotland, Glasgow and Clyde Valley Green Network Partnership and Clyde Activity Bikes.

The consultative approach not only informed the content of the strategy, but also raised awareness of the wide range of organisations and groups involved in active travel and their respective roles and responsibilities. The Steering group will continue to meet regularly and provide a platform for knowledge sharing.

“We consulted widely during the preparation of the strategy to reflect stakeholder views and enable them to buy into and work in partnership to deliver it.”

SCSP Lead, Inverclyde Council

Exploring the barriers to active travel for people living in Inverclyde revealed that many could not afford to buy a bike. There was also a lack of awareness of and confidence to use cycle paths in the area. In response, SCSP funding supported the council's Active Travel Officer to develop active travel resources for Community Tracks, including a website and print and online active travel maps that highlight walking, quiet and on road routes, and traffic free roads.

“Our project is ambitious and promises to be a great challenge for all involved. We look forward to engaging with and supporting as many community groups and individuals as possible.”

Community Tracks Project Coordinator

3,000 active travel maps of Inverclyde were designed, printed and distributed to schools, community centres and at events. The Community Tracks Project Coordinator and SCSP Lead said that the production of the active travel map that is promoted by a range of community groups has improved information sharing and raised awareness of new active travel routes developed by the council.

“While there are two National Cycle Paths through Inverclyde, there remain gaps in the network. The Active Travel Strategy seeks to address these by identifying opportunities for route improvements and enhanced connectivity.”

SCSP Lead, Inverclyde Council

The Community Tracks Project Coordinator said that the website and active travel map have become valuable resources to help the organisation engage people, get them involved in its projects and activities such as bike workshops, cycle training and confidence sessions and led bike rides. It provides active travel information that is useful and relevant for them.

“The active travel map worked as a springboard to talk to people. It’s a useful tool for us to physically demonstrate which active travel routes they can take.”

Community Tracks Project Coordinator

— Increased and sustained active travel behaviour

The Community Tracks Project Coordinator said that in 2017/18 the key focus has been to equip more people with the confidence to cycle, meeting SCSP outcome 2: ‘Increased walking and cycling modal share for short local journeys’. SCSP funding supported this through establishing an evidence base for the demand for improved walking and cycling networks, and through employing an Active Travel Officer to put this into practice through the development of a Community Tracks website and active travel maps.

“The goal is to get a bike, maintain a bike and try active travel.”

Community Tracks Active Travel Officer

A key objective of Community tracks is to recycle bikes from landfill into the community. An indicator of increased cycling modal share during 2017/18 was that Community Tracks recycled 70 bikes back into the community.

“The Carbon Challenge Fund outcomes meshed well with SCSP outcomes.”

Community Tracks Active Travel Officer

A total of **580** people engaged with Community Tracks during 2017/18 through led bike rides, workshops, classes and other hub services this year. Community Tracks engaged with eight schools and delivered **77** training days in the same time period.

“We hope that the local community will enjoy learning how to travel more sustainably by foot or bike, not only helping to tackle climate change, but also understanding the health benefits and maybe saving some money too.”

Community Tracks Active Travel Officer

Community Tracks has gathered evidence, through surveys and telephone discussions, of long-term behaviour change from **16** people who engaged with the hub during 2017/18, and who have adopted active travel for everyday journeys. The success of the initiative has been in creating a physical and online space dedicated to active travel in Inverclyde, where residents can access tools and support that will help them consider active travel.

“It’s about raising awareness and getting people to think about active travel. We have certainly achieved that.”

Community Tracks Project Coordinator

The Active Travel Strategy seeks to increase and sustain active travel behaviour through, for example, actions on facility interchange and cycle parking; marketing, promotion and training; and infrastructure enhancements and development.

Lessons Learned

The Community Tracks Project Coordinator said that the main challenge of the initiative has been quantifying sustained behaviour change because it requires service users to maintain long-term contact with Community Tracks. It has been difficult to evidence behaviour change for the majority of users. Waste reduction is more easily quantified as Community Tracks is able to record how many bikes were recycled back into the community.

“It’s important to have a clear plan and clear objectives but accept that it’s a process of subtle nudging and persuading.”

Community Tracks Project Coordinator

The Community Tracks Project Coordinator suggested that adopting a simpler and more ad hoc approach to gathering evidence about people’s behaviour change and how they use active travel, such as surveying on-the-spot at events, might be a more effective way to demonstrate behaviour change.

“At events like a Dr Bike session, we could be on the spot getting as much data as we can from people on the go.”

Community Tracks Project Coordinator

The Community Tracks Project Coordinator and SCSP Lead emphasised the importance of collaborating with stakeholders and active travel groups to promote active travel. Building relationships with local groups with similar goals has helped the council to signpost residents to resources, while fostering joint working between organisations. This has given the council useful insight into developing the local active travel infrastructure further.

“Engagement with people this year has been built on connections with other groups which has given us a broader base to penetrate into the community.”

Community Tracks Project Coordinator

“The joint approach was central to the delivery of the SCSP funded initiatives in Inverclyde.”

SCSP Lead, Inverclyde Council

— 6. Conclusions

This section of the report draws conclusions from the research and makes recommendations for its future development.

From the review, the following conclusions and recommendations can be made:

Programme Delivery

1. There is a wide range of activity reaching a large audience across Scotland delivered through the SCSP Programme.
2. Currently local authorities apply for funding and report on progress on a project or initiative level. There is no common definition of what an initiative constitutes across local authorities, which makes measuring and evidencing impact challenging. This is to be expected with such a non-prescriptive programme.

— Recommendation 1

Local authorities should be encouraged to develop and deliver comprehensive and concise initiatives that are focused and targeted, rather than bundling together disconnected tasks within initiatives. It is expected that a review of application and end-of-project monitoring forms will result in their redevelopment in the context of a refreshed monitoring and evaluation framework, which will improve this.

3. Monitoring and evaluation activities are currently inconsistent across the programme, partly due to the light-touch approach and the flexible nature of the programme.

Where specific tools are used (e.g. Liftshare, and Travel Tracker) good data are available. Some local authorities using these tools report all data, while others do not.

Some initiatives provide little or no evidence of outcomes achieved.

4. There was a high satisfaction rate with the support and information that Paths for All provided to support local authorities delivering SCSP initiatives.

Impact of SCSP

5. The SCSP Programme contributes to the Scottish Government's key strategic priorities around active travel and sustainable transport, supporting improved health through physical activity and the transformation to a low-carbon economy.
6. Typologies used by local authorities that successfully achieved SCSP outcomes during 2017/18, identified through this research, included school active travel initiatives (e.g. WOW, Bikeability, I-Bike); workplace active travel initiatives (e.g. Step Count Challenge, Dr Bike and bespoke initiatives for employers); and community active travel initiatives (e.g. Love to Ride, Beat the Street). Although fewer in numbers, there are also some good examples of public transport initiatives (e.g. commuter and reduced fare interventions).

These initiatives often involved web and app-based initiatives, which made gathering monitoring and evaluation data easier in order to more effectively and accurately demonstrate impact.

7. More than half of SCSP initiatives focus on changing knowledge, attitudes and beliefs towards active and sustainable travel.
8. Initiatives focusing on public transport and the use of cars are fewer in number than other initiative types in the overall programme.

Recommendation 2

The SCSP outcomes are high-level and long-term, while funding is short-term. This report has developed a number of possible short-term outcomes, which might be more suited for measuring the impact of the programme.

9. This study has made an assessment of the Stages of Change Theory addressed by the programme. More than half of the programme is focused on the pre-contemplation and contemplation stages. When considering the number of people reached, 95% of people are targeted at pre-contemplation and contemplation stages of behaviour change, which can be expected at this stage of the programme.

— Recommendation 3

To increase the impact of SCSP funding, there should be increased focus on preparation and action stages of behaviour change. It could be a consideration to limit the funding available for typical pre-contemplation stage activities (e.g. promotional materials, research).

10. Value for money cannot be properly assessed at this stage, due to financial reporting at project level.

— Recommendation 4

The application forms and completion Monitoring and Evaluation forms should be reviewed to increase the effectiveness of the monitoring and evaluation process in the future.

— Appendix A: List of Initiatives

Local Authority	Initiative title
Aberdeen	Getabout in the City
	Getabout for Education
	Getabout by Active Travel
	Getabout by Sustainable and Environmentally Friendly Vehicle
Aberdeenshire	Advertising and marketing
	Communities events
	Mapping and signage
	Workplace promotions
	Schools
Angus Council	Education, Promotion and Future Development
	Cycling
	Walking
	Vehicular Transport Modes
Argyll and Bute Council	Promoting sustainable and active travel options around Campbeltown
	Increasing the cycling population
	Sustainable Transport Development
	Expansion of signage projects in Cambelltown and Rothesay
	A&B Council staff page on the HITRAVEL liftshare site
Clackmannanshire Council	WoW
	Cycling Festival
	ATAC (part 1)
	ATAC (part 2)
	Love to Ride

Local Authority	Initiative title
Dumfries and Galloway Council	Beat the Street
	Go Smart Maps
	Pedometer Challenge
	Active Travel Audits
	Street Review
Dundee City Council	Active Schools
	Active Travel Officer
	Community Engagement
	Public transport ticketing incentives
	ABC promotional campaign
East Ayrshire Council	Development of The Hub
	Workplace and Educational/Health Premises Travel planning
	Active travel awareness and media campaign
	Cycle Training-led rides and walks
East Dunbartonshire Council	Healthy Habits
	EDC Travel Planning
East Lothian Council	East Lothian on the Move Year 3
	Smart Green Travel Plan Year 2
	Public Transport
East Renfrewshire Council	Liftshare EastRen
	Primary to Secondary School Transition Travel Initiative
	Park and Stride

Local Authority	Initiative title
Edinburgh City Council	Travel planning
	Route Marketing
	Research and Development
	20mph and Active Travel Street Management
	European Cycling Challenge - part of Travel Planning
	Welcome Pack for new housing sites - part of Travel Planning
	Outdoor Education cycling project - part of Route Marketing
	Community engagement officer- part of 20mph and active travel street management
Falkirk Council	Marketing and promotion
	Route Promotion
	School travel plans
	Business engagement
Fife Council	Kick Start Services
	Transition St Andrews
	Walk Once a Week (WOW)
	Information and route signing
	Real Time Information (RTI)
	Events, marketing and promotion
	Nightrider - Bus Ticket
Glasgow City Council	Glasgow Community Cycling Network
	Glasgow Active Travel Initiatives
	Glasgow Walking and cycling safety
Highland Council	Velocity Outreach Programme
	Marketing
	Pedestrian and Cycle counts and Speed Surveys

Local Authority	Initiative title
Inverclyde Council	Community Tracks -Active Travel development , promotion and engagement
	Feasibility Study - Active Network Action Plans
	Bike Bothy
Midlothian Council	Workplace active travel
	Promotion of active travel
	Walking and cycling festival
	Sustainable school travel
Moray Council	Travel Tracker
	NADFLY 123 Routes
	Promotional events and Publicity materials
	External Monitoring and Evaluation
North Ayrshire Council	General Travel Smart Delivery
	Travel Smart Schools
	Travel Smart Workplaces
	Travel Smart Women
	Travel Smart Public Transport
North Lanarkshire Council	Cumbernauld /Kilsyth Active Travel
	WOW Travel Tracker
	Motherwell Integrated Travel Town
Orkney Islands Council	Kirkwall Charrette & Active Travel Planning project
	UDF drafting
Perth and Kinross Council	Promotion of the On The Go brands
	Schools engagement programme
	Cycling promotion
	Marketing the sustainable transport network
	Promoting and monitoring use of active travel routes
	Bus stop information project

Local Authority	Initiative title
Renfrewshire Council	Real Time Passenger Information System A761Glasgow Road (RTPI)
Scottish Borders Council	Community transport
	Cycling promotion
Shetland Islands Council	“Smarter Travel Shetland”
South Ayrshire Council	Hub development
	Skills training and development
	Hub Business Strategy
South Lanarkshire Council	Healthy n Happy CamGlen Bike Town
	School Education/ Publicity campaign
	CAVLP Community Links
	SLLC connecting leisure and culture
Stirling Council	Travel Planning Activities in Education
	Stirling Cycling and Walking Festival
	Active Travel Employer Engagement Programme
	Stirling Liftshare Promotion
	Community Active Travel Action Plans
	Automation of DRT bookings to improve connectivity in the rural area
TACTRAN	Liftshare Scoping and My PTP
West Dunbartonshire Council	Office Rationalisation Programme
West Lothian Council	Workplace support
	Schools support
	Mapping and signage
Western Isles Council (CnES)	Development and promotion of Active Travel in Western Isles

— Appendix B: List of consulted local authorities

Angus Council

Argyll and Bute Council

Dumfries and Galloway Council

Dundee City Council

East Ayrshire Council

East Lothian Council

East Renfrewshire Council

Edinburgh City Council

Fife Council

Glasgow City Council

Highland Council

Inverclyde Council

Midlothian Council

Moray Council

North Lanarkshire Council

Orkney Islands Council

Scottish Borders Council

Shetland Islands Council

South Lanarkshire Council

Stirling Council

TACTRAN

West Lothian Council

Western Isles Council
(Comhairle nan Eilean Siar)





Find out more:

Social Value Lab

Studio 226, South Block, 60
Osborne Street, Glasgow, G1 5QH.
Tel: 0141 530 1479
info@socialvaluelab.org.uk
www.socialvaluelab.org.uk