

Smarter Choices, Smarter Places 2017/18 Summary

Smarter Choices, Smarter Places (SCSP) is a Scotland-wide grant programme to encourage people to reduce car use in favour of walking, cycling and public transport. Paths for All awards grants to local authorities on a population basis, with a requirement that they match fund the grant. Authorities deliver activities that are suitable to their communities and are aligned with local strategic priorities.

At a national level the Programme supports delivery of the Long Term Vision of Active Travel in Scotland 2030; the National Walking Strategy and the Cycling Action Plan for Scotland. In 2017/18 the strategic significance of SCSP grew with the 2017 Programme for Government pledging to double its investment in active travel and the inclusion of the Programme in the Climate Change Action Plan in February 2018.

An independent review was carried out of the 2017/18 Smarter Choices Smarter Places Programme. This found that:

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.

120 initiatives were delivered across all 32 local authority areas and one Regional Transport Partnership. The total expenditure was £9,555,488, of which £4,717,239 came from SCSP.

Local authorities contributed £4,838,249, of which 17% was in-kind.

The Programme resulted in over **44,000 adults** and **22,000 young people** increasing their **walking and cycling**. In excess of 150,000 people took part in active travel events and activities and 50,000 more people took advantage of sustainable travel options including using buses, community transport, car share and e-bikes.

The largest groups of initiatives delivered were those focused on:

- school active travel promotion (17%)
- research (15%)
- media and communications (14%)
- community active travel promotion (13%)

Initiatives focusing on public transport and the use of cars are fewer in number than other initiative types in the overall programme.

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%).

There is an even spread of SCSP activities across Behaviour Change Stages. Encouragingly, almost a third of activities (32%) focus on action. Just over a quarter of 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.