

Smarter Choices, Smarter Places Project Summary 2018-19

Aberdeen City Council - £210,618

- In town without my car day and Street reclaim project
- Getabout brand marketing and travel awareness campaign
- Travel Planning activities with both universities, Travel Tracker, Road safety and I-Bike support
- A Cycle Challenge, Bike roadshows, walking routes, Dr Bike and Cycle Map production and bus publicity
- Car club promotion, support of car club in regeneration area and electric vehicle promotion.

Aberdeenshire Council - £239,520

- Working with schools to roll out active and sustainable travel road shows and activities built around the Curriculum for Excellence.
- Engaging with businesses, launching an innovative 'Embedding Active and Sustainable Travel into the Workplace' guidance document and supporting events.
- Providing mapping resources and interactive trails to encourage greater bike trips across towns.
- Running a TV, radio and cinema advertising campaign.

Angus Council - £156,886

- Public transport information delivered to households and key points in community networks along with social media engagement through the Get on the Go channels (jointly with Dundee City and Perth & Kinross Councils).
- WOW in 15 primary schools supported by in-class workshops and related schools' engagement.
- Cycling promotion through weekly Dr Bike sessions and led rides at large employers and key trip attractors.
- Angus Cycle Hub will offer their successful bike recycling, cycle training services and a new bike library service.

- A Step Count challenge for all Angus Council (including school) staff and promote a Liftshare system for Angus Council.
- The development of a car share scheme and other sustainable transport measures at the Arbroath campus of Dundee & Angus College.

Argyll and Bute Council - £79,447

- A travel survey and residential travel diaries in Oban and Helensburgh
- Brand creation for active travel in Argyll and Bute
- Developing a travel plan for the Council helping employees to travel more sustainably personally and while on business.
- The installation of four cycle and pedestrian across the region will provide improved monitoring information.

Clackmannanshire Council - £75,000

- WoW in partnership with schools.
- A cycling festival in partnership with a shopping centre.
- Increase the number of people taking up walking through Walk with Braveheart - a community health project.
- Active Travel campaign and employer engagement programmes.

Dumfries and Galloway Council - £136,849

- An I Bike officer will be provided together with WoW.
- Workplace pedometer challenges and partnership work with NHS
- Active travel town audits will provide intelligence for future investments.

Dundee City Council – £135,514

- A safer route to school campaign (Go Safe Dundee), WOW and a school cycling engagement will all be supported in schools across Dundee
- During the school holidays, active lifestyles will be supported by reducing the cost of public transport for families and the cost of swimming for cyclists
- Fund two members of staff who will drive the active travel agenda

East Ayrshire Council - £111,604

- Active Travel Hub at Kilmarnock Rail Station activities including hosting bike maintenance classes/walk leader training/youth working experience or drop ins.
- Partnership work with NHS Ayrshire and Arran and Ayrshire College to support uptake of active and sustainable modes.

East Dunbartonshire Council - £97,798

- Healthy Habits branded activities will include targeted led bike rides for less active groups and an active travel festival day will be held to coincide with the Glasgow 2018 cycling TT.
- Establishing baseline data for active and sustainable transport use
- A rollout of Real Time Passenger Information (RTPI) provision and investigative work looking into future active travel infrastructure improvements.

East Lothian Council - £45,000

- The East Lothian on the Move project will focus on encouraging sustainable and active travel projects identified from community engagement/area partnership action plans.
- The Safer Active Travel project will engage with schools and parents/school community, promoting safer active travel.
- The Rural Public Transport Project integrates Humbie and Haddington into the wider services in East Lothian on the Move project.
- Use of smartcards will encourage public transport access to Roodlands Hospital and leisure facilities.

East Renfrewshire Council – £84,979

- All Primary 7 pupils will participate in producing their own personalised travel plan for starting high school with follow-up interviews to determine impact on their travel choices.
- Walk, Ride, Park & Stride's will deliver incremental active travel improvements for pupils using all modes of travel and Liftshare to reduce single occupancy car journeys by the Council's 4,500 employees.

City of Edinburgh Council - £554,081

- Engaging with organisations to promote active and sustainable travel to work, through a city-wide travel planning initiative.
- Promoting active and sustainable travel in schools, through WOW and a series of events. A series of
- Walking and cycling initiatives in communities - a city centre event on Clean Air Day and the Let's Ride event, active travel festivals in each of the four city localities.
- Encouraging people to adhere to the new 20mph speed limit.
- An expanded community engagement programme, the use of art to promote place-making Market research on the Low Emission Zones, Local Transport Strategy and the Central Edinburgh Transformation.

Falkirk Council - £164,280

- Take the Right Route brand promoted through mass marketing and media outlets and community events, using market research to assess impacts.
- Route promotion in conjunction with Falkirk Football Club with the annual Kelpies to Kick Off event and an Active Supporters Club,
- Community engagement promoting local walking routes and the opening of a new shared use bridge.
- Health walks supported in partnership with Braveheart.
- New School Travel Plan pack promoted to schools alongside various walk to school initiatives.
- Engagement with local businesses, car sharing promotion with Forth Valley College, an event and travel plan promotion at Forth Valley Royal Hospital and a cycle challenge online tool.

Fife Council - £336,550

- Transition St Andrews University working with the local communities, students and staff of St Andrews University to encourage sustainable travel.
- Kick Start bus services in rural areas to encourage more public transport use during early morning and evening.
- Investigating new ways to provide integrated ticketing to encourage wider use of public transport.
- Real Time Information signing in rural locations & key interchange stops, supported by the website active mapping, Cycle Fife website and apps, community events and advertising.
- Walk Once a Week schools initiative to encourage sustainable travel to/from school.

Glasgow City Council - £554,400 + 137,000

- NHS staff and facility users promotion of active and sustainable transport initiatives.
- Support for the Glasgow Community Cycling Network.
- Glasgow Active Travel Initiatives including developing TBCC brand; developing Bike Hire and car club schemes; high visibility cycle focused attractions during European Games
- Expansion of 20 mph zones
- Feasibility study of a schools Bike Library and Park and Stride initiatives to help remove the hazard of cars dropping off proximate to school. Cycle parking feasibility study.

The Highland Council - £314,000

- Velocity Outreach Programme supports women suffering from mental illness to increase the use of cycling as a main mode of transport for short journeys within Inverness.
- Secondary school aged children in areas of deprivation within Inverness through the Bike Academy project.
- I-bike Officer to work with 3 Secondary Schools and their feeder Primary Schools to increase the number of young people travelling by bicycle to and from school.
- Pedestrian and cycle counts and speed surveys will also take place on routes identified in the Active Travel Audits for the main settlements.

Inverclyde Council - £87,690 +

- Community Tracks project will encourage transport modal shift through personalised travel plans; promoting cycle training, outreach work and cycle tours, and developing a social media campaign.
- The Bike Bothy in Gourock will engage with community groups to increase opportunities for all to become involved in walking and cycling, specifically for families, socially isolated and all ability cycling.

Midlothian Council - £79,904

- Active travel mapping and marketing will focus on the Mayfield/Easthouses area.
- Use of the Borders railway will be encouraged by promoting an off-road cycle link from Newbattle to Eskbank station.
- A series of walking and cycling festivals will be held
- I-Bike project will serve a local High-School cluster, with support for other primary schools in Midlothian
- A greening of the Local Transport Strategy

Moray Council - £87,328

- A WOW project will promote active travel as a means of getting to and from school.
- A new electric bus trial will be introduced.
- A range of active travel promotions through events backed up with maps, leaflets, website and a media campaign.
- A joint programme of monitoring and evaluation will be carried out with neighbouring local authorities to assess the impact of the programme.

North Ayrshire Council - £136,969

- General brand development promotional activities to raise awareness of and encourage participation in the active and sustainable travel.

- Activities to promote modal shift within workplaces and with women across Irvine, Garnock Valley and North Coast.

North Lanarkshire Council - £65,750

- Interactive mapping project to inform the Active Travel and Access Strategy.
- Support for the Get Walking Lanarkshire project in partnership with NHS Lanarkshire.
- A Travel Tracker programme and a comprehensive cycle training programme for schools.

Orkney Islands Council - £50,000

- Your Kirkwall initiative continuation
- Sustainable Transport Development Officer will be appointed
- A Signage & Wayfinding Strategy and design proposals for key areas of the access network will be progressed and core path interpretation improvement
- A School Travel Plan will be prepared with Kirkwall's largest local Primary School to address traffic congestion issues raised
- A Big Team Challenge will also be held across the Council, NHS and other public sector agencies to raise awareness about active travel opportunities in Kirkwall.
- Promotion of the ambitious Cycle Hub and EV bike hire scheme in Stromness and the full range of public transport services in the isles.

Perth and Kinross Council - £207,087

- Promotion of active and sustainable travel to young people through schools, making use of WOW, i-Bike and the On the Go in-class workshops.
- A focus campaign to promote cycling
- Information on public transport services and on active travel networks will be improved, and CCTV installed at specific locations where personal security is a concern.
- New cycle storage and route signage will be provided, and trials of social media activity to influence travel choices will take place.
- A data collection programme will improve the evidence about active travel use, providing the basis of improved delivery of future projects.

Renfrewshire Council - £128,250

- A RTPI system to provide seamless journeys by public transport from Paisley via Renfrew and the Queen Elizabeth University Hospital to Glasgow.
- A WOW Programme in 15 mainstream primary schools.

Scottish Borders Council - £67,500

- Utility cycling will be encouraged in targeted communities with specific programmes for older residents, woman and children.

South Ayrshire - £117,772

- Ayr Active Travel Hub will offer led bike rides and walks, route planning and events.
- A Bike Share Feasibility Study assessing demand, investment, viability and risk will be completed.
- Support for the Year of the Young Person by working with SAC's Youth Strategy Implementation Group to develop/deliver skills and training opportunities aimed at 'future commuters'.
- A range of opportunities aimed at existing commuters that encourage and support the development of active travel as a daily norm for local workplaces and places of education including e-bike and car club development.

South Lanarkshire - £270,050

- Healthy n Happy CamGlen project will get Cambuslang and Rutherglen communities walking and cycling more, including hosting active travel festivals.
- Work with schools will include sustainable travel workshops and sustainable active travel publicity campaign to encourage pupils, their families and the wider public to travel sustainably
- Digital mapping and website development
- The Leisure and Culture project will target residents of Blantyre, Hamilton, Larkhall, Carluke and Lesmahagow to travel sustainably to leisure activities.
- Getting Round the Rurals will promote community sustainable active travel plans, public transport information and feasibility studies into community services hubs and Rural Car Club.

Stirling Council - £83,000

- Partnership working with Forth Environment Link and the NHS.
- NHS Link Officer will provide travel planning support during the opening of the new Stirling Care Village, and facilitate social prescribing services with on-site active travel advice.
- The Cycle for Free project will roll-out nextbike provision to hard-to-reach communities and high schools across Stirling
- School travel planning, Stirling Walking and Cycling Festival, and a cycle train to mitigate the impacts of the Kerse Road Bridge closure.

West Dunbartonshire Council - £55,000

- The Office Rationalisation Programme (ORP) has involved the relocation of over 1000 staff to a variety of sites, including a brand new purpose built Office in the middle of Dumbarton Town Centre
- Active Travel Communications Intern is now in post; the travel programme focuses on enabling staff to trial new commuting methods free of charge, and incentivising good commuting decisions with rewards like lunch and shopping vouchers.

West Lothian £80,192

- Promoting walking and cycling through the 'Put your West Foot Forward' campaign.
- Encouraging cycling amongst young people through an I-Bike Officer and a partnership with Falkirk and Clackmannanshire Council to deliver the 'Love to Ride' cycle challenge.