



# Smarter Choices, Smarter Places

Supporting Sustainable Travel

## Case Studies 2015-17



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## Introduction

Smarter Choices, Smarter Places (SCSP) is a grant programme that supports delivery of targeted behaviour change interventions designed to increase active and sustainable travel in Scotland. The programme is administered by Paths for All and funded by Transport Scotland.

The current programme commenced in 2015/16 and has continued since then. It builds on the work and outcomes of SCSP Pilot projects delivered between 2008-12, as well as earlier Smarter Choices projects in Scotland.

The broad goals of the current SCSP programme include:

- **Promoting changes in knowledge, attitudes and beliefs towards sustainable travel choices;**
- **Increasing the walking and cycling modal share for short local journeys;**
- **Increasing other sustainable travel choices for longer journeys, i.e. public transport and car share;**
- **Reducing car use for short local journeys; and**
- **Reducing driver only journeys.**

SCSP provided Scottish local authorities with access to a share of £5 million in both 2015/16 and then again in 2016/17, to support delivery of eligible interventions. The impact of projects has been extended by match-funding from grant recipients.

The case studies found in this publication bring a range of different SCSP interventions to life, capturing how they were delivered, what resulted and importantly, what factors influenced the associated outputs and outcomes. They are designed to facilitate knowledge sharing and the sharing of good practice.

A total of ten case studies were prepared for the 2015/16 projects and progress updates were appended to nine of these during 2017. Nineteen case studies were subsequently produced about a range of interventions delivered during 2016/17.

# Smarter Choices, Smarter Places 2015-17 projects

## Aberdeen Promotes Smarter Travel Choices



### Summary

Local authority: Aberdeen

In partnership with:



European Mobility Week<sup>1</sup> has been promoting sustainable urban mobility to citizens in European towns and cities since 2002. The campaign runs every year from 16th to 22nd September.

European Mobility Week gives people the chance to experience car-free streets and encourages them to consider concrete solutions to tackle challenges like traffic congestion, road safety, air pollution, climate change, the decline of public spaces and the many health issues caused by sedentary lifestyles.

The week culminates in *In Town Without My Car Day* when participating towns and cities close one or more local roads for the day, restricting the movement of cars and reserving the area instead for pedestrians, cyclists and public transport users.

Aberdeen City Council, working with partners in the Getabout group<sup>2</sup>, has participated in European Mobility Week since 2010. Building on previous campaigns, Aberdeen's 2015 programme consisted of a series of sustainable transport themed events running throughout the week (in schools, public spaces and at a public event). The week culminated with *In Town Without My Car Day* when the Council formally closed a selection of roads to motor traffic for the day and filled them with events and activities for members of the public to participate in instead.

<sup>1</sup> [www.mobilityweek.eu](http://www.mobilityweek.eu)

<sup>2</sup> [www.get-about.com](http://www.get-about.com)

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



## Aberdeen Promotes Smarter Travel Choices

Since 2010 Aberdeen's European Mobility Week campaigns have aimed to encourage school children, families, residents and commuters to try more healthy and environmentally friendly forms of transport, to raise awareness of alternative transport options and to highlight air quality problems in the city centre resulting from motor traffic.

The campaigns are scheduled around the dates set for European Mobility Week and school holidays are avoided so pupils can be involved. Consideration is also given to the timing of other events in Aberdeen so there are no significant clashes. In addition, In Town Without My Car Day is typically held on a weekend day to avoid inconveniencing people unnecessarily and causing disruptions to week-day bus services. It also ensures that the largest number of people, especially families, are able to enjoy the traffic free space.

The 2015 campaign opened with a family cycle ride, the Wee Jaunt Aberdeen, which started and finished in Duthie Park and formed part of Cycling Scotland's national Pedal for Scotland programme. Subsequent activities included a series of Getabout bicycle roadshows and the Middleton Park School sponsored cycle.

The programme culminated in Aberdeen's In Town Without My Car Day event, which featured road closures and a range of activities, including:

City Moves on-street dance school; a bouncy castle and inflatable assault course;

Aberdeen Play Forum; street entertainment via Graham Benson and Aberdeen University Circus Skills Society; and face painting and glitter tattoos. One of the main attractions was a giant, open-air waterslide on the street. Given that this had never been done in Aberdeen before it generated a lot of press interest, which further helped to promote the whole event and was instrumental in engaging businesses and members of the public.

From the outset, Aberdeen's European Mobility Week campaigns have been delivered and supported by members of the Getabout partnership, and particularly, NESTRANS and Aberdeen City Council.

Aberdeen City Council were the main project managers for the city events: planning, booking and ensuring they had a presence at all of them. They organised the road closures, coordinated engagement with schools, businesses and the public, provided relevant promotional materials, including Getabout branded merchandise, and evaluated the campaign. NESTRANS promoted the campaign and provided support in the form of staff, financial input and merchandise.

Whilst Aberdeen City Council and its Getabout partners now have considerable experience of delivering their European Mobility Week campaigns, advanced planning is still a key to success. The 2015 campaign was larger than in previous years, which made the planning

## Aberdeen Promotes Smarter Travel Choices

process more involved. However, many activities simply require long lead times to ensure they are well planned and that there is enough time available to prepare properly. For instance, booking third-party activities, such as the Adventure Aberdeen roadshow, must be done well in advance and at least 8 weeks' notice are required to arrange street closures.

“ Although we originally set out to promote the benefits of sustainable transport, we've learned that things like the waterslide, climbing wall and face painting are necessary to attract citizens and to help reaffirm the message that without the traffic, there is so much more room to bring people together and host events like this. This is the third year we've used this area and the continuity has really helped the businesses to engage with the event as they now know what to expect and see the benefits of people-friendly spaces first hand. Our desire is to upscale the event every year and we feel it now needs more specialist expertise to grow it even further. We are keen to engage with events and promotions teams to investigate this. ”

Alan Simpson, Planner, Aberdeen City Council

## In numbers



Aberdeen's European Mobility Week was successfully advertised on social media with **32,000** people reached, **463** engaged and **404** committing to action via **Facebook** alone

Appox.  
**500**

**school pupils** attended a **cycling roadshow** via two school events

Almost  
**180**

Middleton Park School **pupils** undertook a **sponsored cycle ride** in their local area

**350**

people visited an **NHS stand** during the 2015 In Town Without My Car Day to learn more about **healthy lifestyles**

All  
**750**

tickets for a **free waterslide** event held as part of Aberdeen's In Town Without My Car Day were **sold out within two hours**

**1,150**

**visitors** to the Getabout tent were offered information about **active and sustainable** modes of transport



Aberdeen's entire European Mobility Week 2015 campaign programme cost approx. **£18,500** to deliver, with **around half** this funding coming from the **SCSP programme**

## Aberdeen Promotes Smarter Travel Choices

# One year on: Aberdeen Inspires Car-Free Celebration

“Wow really big event compared to previous years. Took us by surprise the level of footfall so next year it'll be 2 extra staff!”

Books and Beans. Belmont Street

“Really good. Would love to see more events like this.”

Member of the public

Another successful programme of car-free activities with the highlight of In Town Without My Car Day was delivered by Aberdeen City Council and its partners in 2016.

The event, which was part of European Mobility Week, provided an opportunity to promote sustainable transport and highlight how urban space that is currently given over to traffic can be temporarily closed and used for other purposes.

As with the 2015 event, several streets were closed to provide space for a range of activities, including many of those offered in previous years and a selection of new initiatives. For instance, the waterslide once again proved to be hugely popular, and the Getabout tent was a key attraction.

The involvement of Aberdeen's Business Improvement District – Aberdeen Inspired – in the 2016 event created an opportunity to incorporate a street piano into the programme, thereby encouraging people to linger and think

about how public spaces around the city could be used differently. It also led to a trial of a new west-end street closure, which created the space for local businesses to pilot a market. This proved to be so successful that traders have run the market again.

Detailed planning and preparation underpinned the success of the 2016 programme. The increased scale of the event led to the Council's in-house Events team taking on its management, thereby helping to contain costs and allowing the Transport Strategy team to focus on promoting and raising awareness about sustainable transport through the event.

Delivery of the 2016 programme cost less than half of the original budget of £30,000. If this level of funding can be sustained or increased, the delivery team expects to be able to offer an even more impactful programme in future years.

## Key achievements



an estimated **8,000 people** attended the 2016 event

**303k**

people reached on social media with around half the activity being driven by Facebook

**81%**

of participants rated the **city centre event** very highly



The West End Market was also popular, with **91%** of surveyed attendees **saying it was excellent** or very good

**94%**

want to see **more traffic free spaces**

“ In Town Without My Car Day is a fantastic initiative and the fun stalls will help to show people there are alternatives to using a car sometimes, something Sunday will help to showcase. ”

Aberdeen City Council Spokeswoman



“ Super day at ITWMCD well organised and laid out and plenty staff to help! Kids really enjoyed all the different activities and even better that it was free! Can't wait for next year. ”

Anonymous

# Aberdeenshire E-Bikes Entice New Users



## Summary

Local authority: Aberdeenshire Council 

In May 2016 Aberdeenshire Council launched an innovative, electric bike (e-bike) pilot scheme that provided staff with an opportunity to try out one of four e-bikes for work-related and commuter trips.

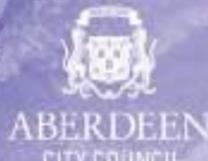
Historically, cycling to work has not been an attractive or viable option for many members of staff because they tend to live too far away from work. The provision of e-bikes helped to tackle this barrier as they offer users the ability to travel longer distances, more quickly and with less effort than conventional bikes.

Planning and preparing for the launch of the pilot took a significant investment of time. Amongst other things, it was essential to address legal, as well as health and safety risks, and consider how to promote the scheme to staff.

Once it was up and running, the pilot scheme proved to be popular, with some participants enticed by the novelty of the bikes and others signing up through associated promotional activities, such as try-out rides.

Such was the success of the pilot scheme that the Council now plans to buy four of its own e-bikes. In addition, the Council is working with the Inverurie business community to trial use of an e-cargo delivery bike for local deliveries.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



Aberdeenshire is a distinctively rural region with a dispersed population. There are high levels of car ownership and use in the area, and this contributes towards traffic congestion, transport-related carbon emissions, poor air quality, low levels of physical activity as well as an increase in levels of risk to other road users, including pedestrians and cyclists.

As a 'rule-of-thumb', commuters living further than 5km from their workplace are typically less likely to consider travelling by bike. On the other hand, cycling shorter distances tends to be more achievable for a wider range of fitness and motivation levels and cyclists are less likely to need a shower once they arrive at work.

Being a rural authority with many satellite offices, a significant proportion of Aberdeenshire Council's staff travel further than 5km to get to work. As a result, commuting to work by car is common, whilst commuting by bike is not generally popular.

The Council has been implementing measures to help reduce the impacts of car-dominated commuting for many years. In support of this, in early 2016, the Council successfully applied for Smarter Choices, Smarter Places grant funding to enable a new initiative to be piloted.

The pilot offered Council staff an opportunity to try using electric bikes (e-bikes) for both commuter and inter-site travel.

Evidence suggested many staff were unfamiliar with e-bikes and therefore, did not understand their capabilities or suitability for certain journeys. By making e-bikes available to staff on a loan basis, the pilot enable them to gain first-hand experience of the technology.

Launched in May 2016, the e-bike pilot scheme provided a means to address some of the common barriers to cycling faced by Council commuters, because they offer the opportunity to travel longer distances, more quickly, with less effort than conventional bikes.

Four e-bikes were used during the pilot. These were hired from the Huntly Development Trust. Not only was this a relatively cost-effective and time-efficient option, it also provided valuable support to the trust.

Crucially, a significant amount of time was invested in advance of the launch, to respond to legal risks, develop a robust health and safety plan, confirm insurance cover and prepare an effective loan agreement. In addition, consideration was given to how to promote the scheme to staff, how the bikes should be secured, charged and stored, and how to deal with theft or accidents. It was also necessary to procure bike maintenance services to ensure full safety checks were carried out between loans.

The Council provided participants with a £30 cycle shop voucher as part of the loan agreement, to help them buy personal cycling equipment, such as helmets.

The bikes were also equipped with high quality panniers to facilitate commuting trips.

The novelty of the e-bike technology proved to be a drawcard as it encouraged those who would not normally consider riding a bicycle to participate in the pilot scheme. Interest was also generated by offering lunch time try out rides, publishing articles about the pilot on the Councils intranet and in the staff magazine, and by encouraging staff to use an e-bike during the 'Love to Ride' cycle challenge in September.

Evidence of the success of the pilot loan scheme has encouraged the Council to procure four of its own e-bikes. Alongside this, several Council teams are actively exploring the feasibility of using e-bikes for certain work-related journeys, such as inter-site trips and on-site inspections.

Following positive engagement with the business community in Inverurie, the Council has also procured an e-cargo delivery bike. Several local businesses have signed up to trial the bike for local deliveries, with a view to procuring their own if the pilot proves worthwhile.

Without doubt, the e-bike pilot scheme has been a huge success. It has clearly influenced the travel behaviour of participants and more generally, appears to now be influencing the mobility choices of both Aberdeenshire Council and local businesses.

“ I think the loan bike is a fantastic idea, it opens your eyes to a whole new way of not only commuting but using it as a genuine alternative to car transport, my bike was fitted with pannier bags which made it very practical for going into town, getting some shopping and made me really enjoy going out for a cycle. On some social trips, I clocked up 20 miles which is something I would never even felt was possible... I have enjoyed it so much I have applied for my own one through the cycle to work scheme. ”

E-Bike user

## In numbers



The pilot launched in May 2016



The project targeted c.1,500 staff at the Aberdeenshire Council HQ in Aberdeen

4

e-bikes were loaned to 49 staff, thereby transferring some 200 road miles to bike and saving 525 kg/CO2e over the course of the year

5

e-bike users have gone on to buy a bike specifically for commuting purposes



All participants have gone on to cycle regularly to work



The project budget was £7,500

## Aberdeenshire E-Bikes Entice New Users

“ This has got me back into cycling. I used to cycle a lot but was finding I had to get off and push up hills last summer which is a hassle and put me off going out. I live in a village where all roads out are uphill. With the e-bike I have not had to get off and walk at all. I can cover a lot of ground in a short time. ”

E-Bike user

# Angus a Hub for Cycling Activity

Smarter Choices,  
Smarter Places  
Supporting Sustainable Travel

## Summary

Local authority: Angus Council

In partnership with:



Angus Council actively promotes the benefits of walking, cycling and public transport through its ongoing 'Angus on the Go' initiative, which focuses on awareness raising, education, improving connectivity and encouraging participation.

In 2016/17, the Council was awarded Smarter Choices, Smarter Places funding that enabled it to deliver a variety of new and continuing 'Angus on the Go' interventions, including an award-winning work programme delivered by Angus Cycle Hub.

Established in 2014, Angus Cycle Hub plays a central role in promoting and supporting cycling in Angus. The Hub offers a variety of training and outreach, including Essential Cycle Skills training, Bike Maintenance workshops, social rides, cycling advice and route planning. It also provides a bike recycling service that gives residents the opportunity to hire or buy cost-effective, refurbished bikes.

Although successful delivery of these activities has not been without challenge, the Hub has proven it can learn from experience, thereby improving the services it offers and the results that are generated. Angus Cycle Hub hopes this approach will help it secure a more financially sustainable future that will enable it to continue influencing the travel behaviour of Angus residents over time.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



In 2011, Tactran, NHS Tayside and NHS Forth Valley adopted a *Health & Transport Framework* for the Tayside and Central Scotland region. In response to this, a Health & Transport Steering Group was established as part of the Angus Community Planning Partnership and in May 2013, an action plan was agreed.

The *Health & Transport Framework* recognises that active and sustainable travel contribute towards an array of health, social, environmental and economic policy objectives. This led to the development of 'Angus on the Go', a behaviour change campaign that encourages active and sustainable travel by raising awareness, providing education, improving connectivity and encouraging participation.

'Angus on the Go' aims to change local people's attitudes and behaviours by encouraging and enabling them to walk, cycle and use public transport more often. The campaign acknowledges that improvements to infrastructure will be needed before some people can consider changing their travel behaviour, whilst others will respond positively to the provision of support and encouragement.

In 2016/17, Angus Council successfully applied for Smarter Choices, Smarter Places (SCSP) funding to support ongoing delivery of the 'Angus on the Go' initiative.

This included the provision of ongoing support to Angus Cycle Hub, which formed in January 2014 with the broad aim of nurturing and promoting cycling activity in the Angus area.

SCSP funding of £14,500 was secured to help Angus Cycle Hub provide services through its Community Cycle Hub and Bike Recycling Centre in Arbroath. The Hub backed this funding up with an additional £5,000 of in-kind support.

The Hub offers a physical space to run cycling workshops, training and events, including Essential Cycling Skills Training, Bike Maintenance Workshops and training to help participants secure leadership and coaching qualifications. Through its bike recycling activities, the Hub also offers affordable opportunities for members of the community to maintain, purchase and hire bikes.

The Hub targets a variety of audiences through its work, including deprived communities in which the up-front purchase price of a new bike can be a significant barrier to uptake. The Bike Recycling initiative helps to address this barrier by providing low-cost opportunities for people to access bikes. Other work focuses on the wider Angus community, although the Hub runs an annual Cycling Festival, which promotes cycling in Angus to visitors, as well as locals.

Through delivering these and other cycling initiatives, Angus Cycle Hub has come to recognise that uptake of cycling in the area

is hampered by a range of entrenched barriers, including a general lack of appropriate physical infrastructure and a culture that does not yet tend to value cycling.

The activities and interventions offered by the Hub go some way towards tackling these barriers, but ongoing partnership work is essential if they are to be overcome.

On this basis, Angus Cycle Hub works closely with several partners, including Cycling Scotland, Scottish Cycling, NHS Tayside, Angus Council, Angus Social Care and Health Partnership, Sustrans, Cycling UK and the Angus Environmental Trust.

The Hub now also recognises how challenging it can be to promote cycling in circumstances where low incomes mean cycling is not seen as an affordable mode choice. Whilst there has been some encouraging engagement with low-income residents, recycled bikes provided by Angus Cycle Hub have often been sold on by participants. On this basis, Angus Cycling Hub is now considering rolling out a bike loan scheme that will provide cost-effective access to recycled bikes without the risk that they will be sold on, rather than ridden.

Moving forward, Angus Cycle Hub will continue delivering a variety of funded initiatives and plans to use a social enterprise structure to help fund these and other projects over the longer term. In this way, Angus Cycle Hub aims to remain at the centre of cycling activity in Angus.

“ Angus Council have been pleased to be able to support Angus Cycle Hub in growing the availability and opportunities related to cycling within the Angus area. This partnership has allowed cross sector work to maximise opportunities that will encourage more people to consider cycling and have access to bikes. This work also supports the need to promote more active and sustainable communities. ”

Kirsty Macari, Senior Planning Officer, Angus Council

## In numbers



**3,244km** of supported cycling provided by Angus Cycle Hub to individuals who otherwise might not have engaged with cycling



From 2015 to 2016, the **number of participants** grew from 1,785 to **4,558**, with the Hub running and supporting 107 events in 2016

**333**

**bikes were recycled** back into the Angus community in 2016, thereby helping to instigate 21,000km of cycling and save 17,580 CO2e

**12**

**volunteers were trained** as community bike mechanics to Velotech silver standard, and 4,002 volunteer hours were committed

**12**

**Cycling Leaders were trained** to provide led cycle rides in the community



The Hub was awarded a Silver **Cycle Friendly Communities Award** by Cycling Scotland

# Active Travel Counts in Argyll & Bute



## Summary

Local authority: Argyll and Bute Council



In partnership with:

Argyll and Bute Council recognises the value active travel routes can offer members of the community. However, until recently, a lack of robust data about how active travel infrastructure is used has made it difficult to understand how much value these routes really generate and how best to manage them.

For many years, the Council has had automated counters in place in key locations on the core path network. However, these had become outdated and unreliable over time.

In 2016, the Council was awarded Smarter Choices, Smarter Places (SCSP) funding to procure a modern, reliable system of counters that would simplify the data collection process and enable efficient, accurate and timely monitoring of active travel patterns at selected points on the path network.

An external provider was appointed to install the counters. The associated web-based monitoring dashboard enables real-time monitoring of count data as well as monitoring of trends over time.

From the outset, data generated by the new system provided useful insights. For example, the new system enabled Islay Community Access Group to source accurate information on user numbers and types on a new path.

It is hoped that, by improving the quality of information available, Argyll and Bute Council and its partners can improve how they manage, maintain and promote the path network.

“ This scheme is providing a great service to the community, it’s encouraging more and more people to get into cycling and is preventing unused bikes going to landfill so it really is a win-win for everyone. ”

Dr Marshall Halliday, Director, Angus Environmental Trust

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



## Active Travel Counts in Argyll & Bute

Argyll and Bute Council has been developing, maintaining and improving walking and cycling infrastructure across Argyll and Bute for many years. A total of 1,200 miles of core paths have been designated across the region, encompassing a variety of routes.

Argyll and Bute covers the second largest local authority area in Scotland, which means monitoring and managing the area's path network is logistically challenging. One historic strategy used by the Council to help with efficient path monitoring has involved use of automatic counters.

In theory, setting up automated counters on Argyll and Bute's path network should streamline the task of monitoring pedestrian and cyclist activity over time. However, fourteen of the counters that were in use prior to 2016/17 were old, unreliable and used 3 different software systems. In addition, some of the counters did not have the capacity to gather pedestrian data and they all required data to be downloaded on-site. Consequently, large volumes of data were regularly lost or simply not recorded.

Robust monitoring of path use should provide Argyll and Bute Council with important information that can facilitate and improve the management, promotion and maintenance of the network. In recognition of this fact, in early 2016, the Council successfully applied for £40,000 of Smarter Choices, Smarter Places (SCSP) funding to procure a new, unified system of counters.

The aim of this project was to simplify the monitoring process and enable efficient, accurate and timely monitoring of pedestrians and cyclists using the path network at key locations.

On award of the SCSP funds, the Council invited tenders to install fourteen new automated counters at various sites throughout the Local Authority area. In July 2016, the contract was awarded to TDC Systems Ltd (TDC), who had previously supplied five counters to the Council. By September of that year, TDC had completed installation of the additional counters and the new system became operational in late October 2016.

The new system continuously gathers pedestrian and cycle data from the counters and uploads it once a day to a server via GPRS. The uploaded data is hosted by TDC and made available via a bespoke web reporting system. This allows real time information to be viewed for the five existing and fourteen new automated counters across Argyll and Bute.

The new system allows the status of the counters and their battery power to be remotely monitored through the hosting web system, a process that used to involve a series of time-consuming site visits. It also provides a more effective way of detecting system malfunctions, which have, in the past, resulted in considerable loss of data. Another feature allows remote access for system update and diagnostic purposes.

## Active Travel Counts in Argyll & Bute

The new counter system enables the Council to gather and view usage data for key routes in real-time, thereby supporting ongoing work to develop and promote walking and cycling across the region. The quality and quantity of data that is now recorded is far superior to the information that was previously available.

Data generated by the new system has already been put to work. For example, it has been used to record the level of pedestrian and cyclist use of recently upgraded path infrastructure, thereby enabling Argyll and Bute Council and Sustrans to monitor the impact of this intervention. Similarly, the new counter system has enabled the Islay Community Access Group to source accurate information on user numbers and types on a new path on Islay.

The Council's new system is complemented by a Scottish Canals project, which saw a similar counter system installed across the Scottish canal network, including the Crinan Canal. In combination, these systems can generate data about how many of the core paths and routes found in Argyll and Bute are used.

The success of the Council's 2016/17 counter upgrade project led to it submitting a new SCSP application in 2017/18, to enable it to install four additional counters at key sites. It is hoped that, by improving the quality of information available about how the path network is used, Argyll and Bute Council can improve how it manages, maintains and promotes these infrastructure assets over time.

“ We are very pleased with the new counter system that has been installed. Our staff no longer have to travel to the counter to gather data which dramatically improves staff time efficiency. The new system also provides the Council with more accurate data on levels of path usage which will help to inform future projects. ”

Fergus Murray,  
Head of Economic  
Development and  
Strategic Transportation,  
Argyll and Bute Council

## In numbers

3

**different systems were in place previously**, with the older counters being unreliable and requiring manual, on-site data collection

14

**new counters were installed** in various locations, at a cost of approximately £40K



Pedestrian and cycle **information can now be monitored in real-time** on 19 paths



The quality and quantity of **data now recorded is far superior** to previous data



Selected **stakeholders** now have **access to the data**, including Sustrans and the Islay Community Access Group



The data will **inform the design, delivery and evaluation of future interventions** at these sites

Active Travel Counts  
in Argyll & Bute

# Clackmannanshire's Wee Cycle Festival

Smarter Choices,  
Smarter Places  
Supporting Sustainable Travel

## Summary

Local authority: Clackmannanshire Council

In partnership with:



In 2016, Clackmannanshire hosted a *Wee Cycle Festival* to encourage residents and visitors to get on their bikes.

This highly successful event was pioneered in 2015 by Sterling Mills Outlet Shopping Village (Sterling Mills) in Tillicoultry. Although Clackmannanshire Council provided some support to the inaugural event, in 2016 the event was planned and delivered via a robust partnership between both organisations.

Effective planning and preparation underpinned the success of the event. For instance, promotional activities, including radio, newspaper and bus shelter advertising, were crucial.

Running over a weekend in early August 2016, the festival featured a range of indoor and outdoor activities, including a Street Velodrome, a Bike Doctor service, personalised travel planning sessions and a selection of non-cycling activities, such as face painting and balloon sculptures.

In combination, the activities attracted hundreds of participants and overall, footfall at the Shopping Village was significantly higher than usual. Such was the success of the 2016 event that Sterling Mills and Clackmannanshire Council plan to run it again in 2017. In addition, traders in Alloa have now delivered their own cycling festival, thereby helping to encourage Clackmannanshire residents to get on their bikes more often.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



In common with many other Scottish communities, Clackmannanshire residents are faced with a range of issues related to high levels of car use, including road risks, traffic congestion, air pollution, carbon emissions and community severance. In recent years, the level of car ownership has risen and most journeys are still being made by car. Whilst some residents have limited travel choices, there is evidence to suggest at least some car trips are made because of a lack of awareness or understanding of existing, practical alternatives, such as cycling.

Clackmannanshire Council has been working for many years and with a variety of partners to tackle these and related challenges. One such partnership has involved working with the managers and tenants of Sterling Mills in Tillicoultry.

Sterling Mills is home to 24 retail businesses, ranging from cafes and clothing outlets to sports shops and a supermarket. It is located immediately to the north of the River Devon, just a third of a mile to the south of Tillicoultry's High Street and adjacent to the Devon Way, which – as part of the National Cycle Network - provides important off-road links to Alloa, Dollar and many points in between for walkers and cyclists.

In 2015, Sterling Mills established its "Wee Cycling Festival" to help attract both new and return visits to the site.

Whilst Clackmannanshire Council provided some support, this event was largely planned and funded by Stirling Mills.

The inaugural event was a success, which encouraged the project partners - Sterling Mills and Clackmannanshire Council - to start planning a follow-up event in 2016. On this basis, the Council applied for and was granted £12,500 through the Smarter Choices, Smarter Places programme, to help focus and expand the reach and impact of the *Wee Cycling Festival*. Additional contributions from the two project partners brought the total funding available to run the 2016 event up to £22,500.

Preparation for the Festival commenced in April 2016, with the event itself running over the weekend of the 6-7 August 2016. The long lead-time before the event was crucial as it allowed detailed planning to be carried out, key service providers to be briefed and booked and a range of advertising and promotional activities to be delivered. These preparations underpinned the success of the Festival.

The timing of the *Wee Cycling Festival* was an important consideration. For instance, it was scheduled to avoid the first two weeks of summer, when many people tend to take holidays. It was also important to run the event at a time when key suppliers were available and when weather conditions were more likely to be settled.

During the planning phase the aims of the event were sharpened to focus on raising awareness about existing cycling infrastructure in

Clackmannanshire, actively encouraging people to cycle more often and improving cycling skills. The target populations for the event included families, young people, individuals and community groups.

Pre-event promotion involved radio, newspaper and bus shelter advertising, social media activity, posters, as well as a range of outreach activities, such as engaging young people via in-school promotion and the Active Schools Summer Programme.

The Festival incorporated a wide range of indoor and outdoor activities, which helped create resilience in the face of unpredictable weather conditions. Activities included a Street Velodrome, a Bike Doctor service, Bikeability and Balanceability sessions for children, led rides, a pump track and personalised travel planning sessions. Other non-cycling activities, such as face painting and balloon sculptures, were also held, thereby helping to ensure the event was attractive to family groups.

The 2016 Festival was even more successful than the inaugural event. As the numbers below demonstrate, footfall was high and participation rates in the activities on offer were excellent. Feedback from participants was also very positive.

Based on this success, Sterling Mills Outlet Shopping Village and Clackmannanshire Council are already planning to run the *Wee Cycling Festival* again in 2017. In fact, the success of the event has prompted traders in Alloa to run their own cycling festival, thereby helping to promote cycling even more widely around Clackmannanshire.

“ The cycle festival is a great idea. I'm a regular cyclist but it's good to see so many people getting involved. I brought my kids along today and they've tried all the cycling activities. It's also reminded me that cycling isn't only a weekend activity. The kids have enjoyed meeting Strider and telling me all about what they're doing at school to promote walking and cycling. The Travel Hub was excellent. I picked up lots of information on local cycling routes and was able to speak to someone about how I can change the way I travel to work. ”

Andrew, Menstrie

## In numbers



Despite poor weather conditions on the Sunday, **around 11,000 people visited the Sterling Mills site** during the event, a significant increase on usual footfall



A range of **indoor activities were popular on the Sunday** of the event, due to inclement weather

Around **200**

**people arrived by bike**, including individuals and families over the course of the weekend



Approximately **800 people** participated in **Get Cycling activities**



**Balanceability** - a learn to cycle programme for children aged 2½ to 6 years old – attracted **approximately 100 participants**



Personal travel planning advice was given to **100 people** visiting the **pop-up active travel hub**

NOT JUST

PRETTY

## Clackmannanshire's Wee Cycle Festival

“ I really enjoyed the festival on Sunday – kids enjoyed the velodrome, the try a bike activities and stalls and my partner spent lots of money in Sterling Mills so event objectives achieved! Also had a good ride round Gartmorn Dam which I last did 25 years ago. ”

Keith, Glasgow

“ I hadn't been on a bike for years and thought I might be too old but I've had a great time. I came along to Sterling Mills to get some shopping at Marks & Spencer's and ended up having a go on a recumbent trike which was more fun than I could ever have expected. ”

Alison, Dollar, Clackmannanshire

“ I came on my bike with my friends. I've been on the Velodrome and climbing wall, tried all the different practice bikes and made a smoothie. It's been really good fun. ”

James, aged 11, Alva, Clackmannanshire

# Outer Hebrides partnerships reap rewards



## Summary

Local authority: Comhairle nan Eilean Siar

(the Western Isles Council)



Travel patterns in the Outer Hebrides are undoubtedly influenced by the area's weather. The remote and rural nature of the area and the sparsity of population also make it more challenging to provide the necessary infrastructure and services to meet the needs of pedestrians, cyclists and public transport users.

Despite this, Comhairle nan Eilean Siar (the Western Isles Council) understand the benefits that active and sustainable travel choices can generate and remain committed to delivering measures to encourage more people to walk, cycle and use public transport.

In 2016/17, the Comhairle was awarded funding through the *Smarter Choices, Smarter Places* programme to deliver its *Smarter Travel Choices* project. This initiative aimed to make walking and cycling more attractive and safe for short local journeys, thereby helping to reverse the trend towards sedentary lifestyles, tackle health inequalities, cut carbon emissions and improve air quality.

Market research, which identified why local people do not walk and cycle more often, informed the project's design. Several stakeholders provided strong support for the project, thereby creating synergies and efficiencies. Project activities included delivery of cycling, road safety and walk leader training.

Despite the challenges, delivery of this project has shown the Comhairle it can successfully encourage more residents of the Outer Hebrides to walk and cycle.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



## Outer Hebrides partnerships reap rewards

Travel patterns in the Outer Hebrides are shaped by the climate and geography of the islands. For instance, unpredictable and changeable weather patterns tend to encourage residents to use their cars rather than risk battling the elements on foot or bike. In addition, commuters may find it difficult to find suitable public transport services as many bus services are scheduled around school start and finish times and in some cases, ferry timetables.

Anecdotal evidence from the main employers – Comhairle nan Eilean Siar (the Western Isles Council) and NHS Western Isles – suggests many employees use their cars for very short journeys, particularly during the working day. It is also clear that a significant proportion of school children are being taken to school by car, despite at least some of them living near enough to the schools that they could safely walk or cycle. Given this, it is likely that many people are unaware of the route options available to them and they may lack the confidence to walk or cycle in or near traffic.

The Comhairle recognise many benefits can come from increasing the proportion of local journeys made by active and sustainable modes, including positive health, environmental and social outcomes. For this reason, it has – over many years – developed policies and implemented a raft of measures designed to encourage more people to walk, cycle and use public transport.

In 2016/17, funding from the Smarter Choices, Smarter Places programme enabled the Comhairle to deliver a new project to encourage changes to travel behaviour. The broad aim of the Outer Hebrides *Smarter Travel Choices* project was to make walking and cycling more attractive and safe for short local journeys, thereby helping to reverse the trend towards sedentary lifestyles, tackle health inequalities, cut carbon emissions and improve air quality.

The project aimed to reach residents across the Outer Hebrides, with a specific focus on school pupils, employees and residents living and working in the more densely populated communities of Stornoway and its immediate surrounds. However, over time, it became clear that people living in more remote areas were also interested in walking and cycling as a leisure pursuit as well as for commuting.

To better understand the interests and needs of the target population, the Comhairle issued an active travel survey. The results provided the Comhairle with a better understanding of some of the common barriers to active and sustainable travel in the Outer Hebrides and helped it develop a suite of interventions designed to address these barriers.

Delivery of the project was led by the Comhairle. However, a significant amount of time was invested in identifying and forming strong partnerships with other established groups and organisations that had an interest in or were already promoting active and sustainable travel to residents of the Outer Hebrides. For example, partnerships were formed with local

## Outer Hebrides partnerships reap rewards

Active Schools coordinators, secondary and primary schools, the NHS Health Promotion team, HITRANS, Police Scotland, Cycling Scotland and local bike shops. This approach helped to avoid duplication of effort, create synergies and ensure the project was delivered as efficiently as possible.

Several different interventions were delivered during this project. For instance, the project partners: distributed information and promotional material about local walking and cycling routes; offered cycling and road safety training in schools, workplaces and community groups; and offered walk leader training.

Most measures were implemented during the warmer, drier, less windy months, when residents are more likely to be receptive to undertaking journeys on foot or by bike. School-based activities also needed to be delivered during term-time and when schools could find space in their already busy curriculum-based timetables.

The Outer Hebrides *Smarter Travel Choices* project has delivered many positive outcomes. One highlight has been identifying and working in partnership with other organisations that have a common interest in increasing rates of walking and cycling. This has created efficiencies by enabling sharing of resources, information and ideas. Another highlight has been the use of travel surveys, which have generated insights into existing travel patterns and informed the development of a robust and effective programme of behaviour change interventions.

The Comhairle believes that – with persistence, strong partnerships and research insights – it can successfully encourage more residents of the Outer Hebrides to undertake short trips on foot and by bike.

“ The opportunity provided by this programme has been immensely beneficial for Comhairle nan Eilean Siar as well as local residents in the Western Isles. Increasing active travel is a common goal for many organisations and this project has provided a great opportunity to build relationships and work with external and internal partners to achieve our common objectives. As a result, a strong, proactive network has been created that will help ensure the future sustainability of active travel initiatives in the islands. ”

Director of Technical Services,  
Comhairle nan Eilean Siar

## In numbers



Delivery of this project cost an **estimated £75k**

**10**

**workplaces and 16 schools** were engaged in the project

**21**

**Essential Cycling Skills** sessions offered

**4**

**HGV Cycle Awareness** training sessions were run for over 60 HGV drivers

**2**

**Road Safety** events were held



**Bikeability** reached an estimated **249 pupils** from May 2016 to June 2017

“ The Paths for All funding has been hugely positive in terms of supporting and promoting active travel in our local communities. Active travel is a key target area for the Active Schools section in Comhairle, and this funding has allowed us to further promote and deliver a more sustainable network of training, promotion and volunteers. The additional equipment has also proved invaluable when delivering the important Bikeability training locally to primary pupils, as our geographical location makes transporting bikes and equipment very difficult. Working in partnership has supported existing work, encouraged further, more cohesive planning, along with providing a welcome boost to road safety, namely the partnership event between a number of partners on a cycle / road safety awareness programme in relation to HGV lorries. As a direct result, we are seeing a positive impact in regards to active travel in our communities. ”

Active Schools Co-ordinator, Comhairle nan Eilean Siar

# Annan and Dalbeattie challenged to 'Beat the Street' to be more active



## Summary

Local authority: Dumfries & Galloway

In partnership with:



In autumn 2015 Annan and Dalbeattie, two communities in Dumfries and Galloway, were invited to participate in a six-week game designed to encourage the whole community to walk and cycle more often.

Called *Beat the Street*, this engaging, fun and highly successful initiative helped motivate residents to be more active by setting a goal for the community to achieve a target number of miles. Individuals and teams were eligible to win prizes with more active participants increasing their chances of winning. An on-line leader board provided daily feedback.

Players were issued with either a Radio Frequency ID card or key fob which they used to show they had walked or cycled between different sensors, called 'Beat Boxes'. Sensors were strategically placed on lamp posts around each community, allowing players to scan their cards to record their journeys, whether to work, school or the shops.

The *Beat the Street* challenge ran in both Annan and Dalbeattie between 1 September and 12 October 2015. A total of 3,385 residents (39% of the population) from Annan and 1,625 (36% of the population) from Dalbeattie took part in the six week challenge and follow-up surveys of participants suggests the event was highly successful.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



## Annan & Dalbeattie challenged to 'Beat the Street' & be more active

Beat the Street is an initiative of Intelligent Health<sup>1</sup>, an organisation dedicated to making physical activity a way of life through expertly delivered, measurable campaigns with long-term, community-wide benefits. Intelligent Health has successfully delivered Beat the Street in many locations across the world although – prior to this project – never in Scotland.

NHS Dumfries and Galloway was first to recognise the health and wellbeing benefits Beat the Street could offer communities in the area. Following this, partner Dumfries and Galloway Council was quick to see how the initiative could support its Local Transport and Active Travel strategies as well as its Smarter Choices, Smarter Places programme.

Beat the Street was attractive to these stakeholders for a number of reasons, including its history of successfully delivering positive health, environmental, transport and community outcomes and the fact that its delivery by Intelligent Health allowed them to provide dedicated additional staff resources. For these and other reasons, Dumfries and Galloway Council and NHS Dumfries and Galloway decided to invest in the initiative.

Although Intelligent Health was commissioned to deliver most of the associated work, the Council provided help with initial community engagement and ongoing communications, including signposting to the GoSmart brand [www.gosmartdumfries.co.uk](http://www.gosmartdumfries.co.uk)

The communities of Annan and Dalbeattie were specifically selected from a number of similar towns because existing strong Council / NHS engagement with local partners meant that a significant part of the initial network development was already in place. As the scale and demography of these towns are typical of many in the region and the rest of Scotland its success demonstrates the repeatability of the project.

In the run up to the game the Council and NHS engaged with a broad spectrum of the local communities including schools and NHS service providers to prime them to engage with the game. Intelligent Health then worked closely with the Council and NHS to engage the community as a whole to anticipate the game. This included Intelligent Health attending community groups, school assemblies and engaging individuals at events both existing and those created as part of the project.

In addition, a number of related initiatives had already been delivered in Annan and Dalbeattie and this reinforced their suitability as target communities. For instance, the Council had already distributed active and sustainable travel maps in both towns, a Sustrans I Bike Officer was in place and working in the area and Cycling Scotland's 'Give me Space' initiative had been delivered, thereby bringing infrastructure and behaviour change together.

## Annan & Dalbeattie challenged to 'Beat the Street' & be more active

Alongside this, the public, private and third sector were also willing to provide active support to Beat the Street. Other local partners included Healthy Dalbeattie, the Annandale & Eskdale Safe & Healthy Action Partnership, the Forestry Commission.

Beat the Street was delivered during school term-time to ensure pupils, staff and parents could get involved. Delivery was also scheduled during late summer / early autumn when daylight saving was still in place and when the chance of wintery weather effecting participation rates was lower.

In the lead-up to and during delivery of the initiative Intelligent Health ran a social marketing campaign which complimented a strong media presence from the Council's Communications Unit that focussed primarily on engaging school communities. Other residents were also encouraged to get involved through a range of other activities and events.

Monitoring and evaluation is built in to the Beat the Street initiative. When people register online they are asked to provide baseline information about their health, physical activity and travel habits. At the end of the intervention period participants are invited to complete a short online survey. Comparing and contrasting the baseline information with the results of the follow-up survey allows any changes to travel behaviour to be identified.

The legacy beyond a more physically active community is a more engaged and cohesive community and a number of groups have already formed or expanded to take forward local initiatives.

<sup>1</sup>  [www.intelligenthealth.co.uk](http://www.intelligenthealth.co.uk)

“ The community atmosphere around Annan has been great since the launch of Beat the Street. Every night I would see local people out, pounding the pavements and making their way round. But most importantly, everyone was having fun, stopping and chatting. It is the strong sense of community spirit that I have seen embraced since the challenge started.

Everyone is talking about it; it's nice to see the whole town engaged in something positive and enjoying taking part. ”

Cllr Ronnie Ogilvie, Chairman, Annandale & Eskdale Area Committee

## In numbers

50%

of surveyed participants in both places said the challenge helped them **take the car less**



90% of participants said they felt more **involved in their community**



Many **local businesses** reported significant **increase** in footfall and turn over as a result of the game

20%

of participants said that Beat the Street helped them get **back on a bike**

90%

of surveyed participants reported they would try to **maintain the changes they had made**



The initial investment in Beat the Street in Annan and Dalbeattie was **£82,620**. Beat the Street was a cost effective intervention with a **Return On Investment** on this initial sum of **£1 = £14.24** after 2 years

Annan and Dalbeattie challenged to 'Beat the Street' to be more active

“ Helped us discover Dalbeattie. . . Loved doing it with our grandchildren. Kept us very fit and active as we did the lot every day, enjoyed meeting and joking with other families and people as we passed each other. A brilliant idea! ”

Participant from Dalbeattie

“ Stopped watching as much TV (or sleeping in front of it), did not diet but I've lost 4lb in weight and didn't cost me a penny! Enjoyed the social side meeting people of all ages and walking in areas I haven't since I was a child. . . With my sports pedometer and a wee spreadsheet to log my miles I will continue to Beat the Streets of Annan! ”

Participant from Annan

“ It got my wife and I out walking as we are 73 years old it keeps you moving and motivated. Plus the people you meet and speak to all helps to keep it interesting. Also we have a different view of Dalbeattie now. ”

Participant from Dalbeattie

## One year on: The game continues in Dumfries and Galloway

The 2015/16 *Beat the Street* games in Annan and Dalbeattie were a resounding success, with very high levels of participation in each location. As a result, Dumfries and Galloway Council decided to introduce a new community – Stranraer – to the game in 2016/17.

Results of the Stranraer game did not disappoint. Nearly 40% of the town's population participated, with 35 workplace teams, 22 schools and many individuals signing up to play.

The game generated an array of positive outcomes, including an increase in the proportion of participants meeting the Department of Health's physical activity target for adults, which rose from 62% to 82%. For every £1 spent on *Beat the Street* in Stranraer, it is estimated that - after 2 years - savings of £18.14 will be generated for productivity (£8.46), healthcare (£7.74) and transport (£1.94).

Meanwhile, support was provided to Annan and Dalbeattie to help these communities maintain the active travel momentum created by their participation in *Beat the Street* in 2015/16.

For instance, in Dalbeattie, the established community groups of Healthy Dalbeattie and the Dalbeattie Initiative successfully restored, improved and promoted a new active travel route for the town. In Annan, the SHAP has supported several successful health and physical activity initiatives.

Delivery of legacy activities in Annan and Dalbeattie showed it can be time-consuming, but ultimately rewarding to initiate 'grass-roots' activities in community settings. In recognition of this, the approach taken to building a legacy to the Stranraer game has been designed to facilitate community engagement over a sustained period.

In 2017/18, the Council hopes to apply learning from previous games when *Beat the Street* is implemented in the regional capital, Dumfries. Legacy support will also be provided in Annan, Dalbeattie and Stranraer, to help ensure the fantastic gains made through their participation in this initiative are maintained.

## Key achievements



The Council was awarded the **SOLACE Best Team Award** at the 2016 COSLA Excellence Awards in response to the 2015/16 *Beat the Street* initiative

**3,905**

**players took part** in the 2016/17 event in Stranraer, walking and cycling a combined **100,679 miles**



**Delivering the game in Stranraer cost £53,000**, with a further £3,000 being spent on legacy work in Dalbeattie



Follow-up work in Dalbeattie has included **restoration, improvement and promotion** of the "Dalbeattie Heritage Trail"

“ General levels of physical activity noted in the community. ”

“ We walk now more as a family. ”

“ Have joined the local running club in a bid to step up my activity. Felt empowered to do this following Beat the Street. ”

Anonymous Dalbeattie participants

“ I now walk approximately 14 to 16 miles per week. ”

“ It gave me an incentive – it was Beat the Street that gave me a target to aim at. ”

Anonymous Annan participants

# Delivering Clean Car Club in Dundee



## Summary

Local authority: Dundee City Council

In partnership with:



Dundee's car club is playing an important and growing role in shaping travel choices made by the city's residents, students and employees.

Launched in 2012 and operated by Co-wheels car club, the scheme provides members with access to a fleet of 15 low-emission, pay-as-you-drive vehicles that can be booked for as little as half an hour upward. Vehicles are available 24 hours a day, 7 days a week, and are parked in dedicated parking spaces which are conveniently located in or near key residential and commercial areas.

In early 2015 Dundee City Council was awarded funding through Paths for All's *Smarter Choices, Smarter Places* programme to support delivery of a range of initiatives, including promotion of the car club to residents, students, workplaces and businesses within walking distance of car club vehicles.

Co-wheels was tasked with designing and delivering the promotional campaign. Through this they delivered two launch events and waived joining fee for new members. Co-Wheels also generated conventional and social media activity, a suite of leaflets, flyers and posters, advertising as well as direct marketing to businesses.

A core aim of this initiative was to increase car club membership by 250 by March 2016. During 2015/16 there were steady increases in membership and by February 2016, the car club was well on the way to achieving this target. Vehicle bookings and utilisation have also increased during the year, with the two campaign launch events appearing to contribute towards spikes in member activity.

Over the course of 2015/16 Dundee City Council had also hoped to fit Council pool cars with car club technology that would allow them to be incorporated into the Co-wheels fleet for use outwith core business hours. However, this outcome is still very much a work in progress.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



## Delivering Clean Car Club in Dundee

Over the last decade, car clubs have achieved significant growth and research shows the positive impact they have on reducing car ownership levels and car usage, reducing business mileage and improving air quality. Car club members are also more likely to walk, cycle and use public transport than the average car user in Scotland.

They are also likely to reduce the number of miles they travel by car and to purchase fewer cars for personal use than the rest of the Scottish population.

In recognition of these benefits, Co-wheels launched a car club in Dundee during early 2012 with 3 vehicles. Initial funding support for this trial was provided by charity Carplus, which manages Transport Scotland's Developing Car Clubs in Scotland programme. Funding covered procurement of vehicles, provision of off-street parking, operational costs and a part-time development worker. Within 12 months of its inception the car club grew to a membership of 75.

Co-wheels, a public access car club that is run as a social enterprise, operates the scheme and provides convenient access to vehicles for Dundee City Council staff as well as other users.

Dundee's car club provides its members with access to a fleet of modern, efficient vehicles, thereby offsetting the need for members to own or operate one or more private vehicles and helping households to manage the amount they spend on mobility and travel more effectively.

Cars are located in dedicated parking bays, booked online, and unlocked with a smartcard. Once their journey is complete, members simply return the car to its bay. Co-wheels will then automatically issue a bill covering all monthly activity.

By late 2015 the car club was providing its 340 members with access to a fleet of 13 vehicles, including one suitable for wheelchair use. Dundee City Council has a clear ambition to continue working in partnership with Co-wheels to build on these figures over time and recognises active promotion of the scheme is key to ongoing success.

This scheme enables NEC holders to pair their card with the Co-wheels' booking system and use them to access car club cars. In addition, membership fees for new members holding a NEC were waived and these members were offered £20 free driving credit.

## Delivering Clean Car Club in Dundee

Around half of Dundee's car club vehicles are electric or hybrid cars and vans, with low-emission vehicles comprising the remainder. This mix of low and ultra-low emission vehicles is important to Dundee City Council as it helps to familiarise members with electric and hybrid technologies and tackle the city's air quality challenges.

Dundee has also been supporting the uptake of low and ultra-low emission vehicles in other ways. For instance, the council has over 60 electric vehicles in its own fleet and a high proportion of Dundee's taxi fleet is also electric. In support of these vehicles, Dundee has secured funding to create an extensive charging network, including a high proportion of rapid chargers.

In this way, Dundee has been creating the infrastructure and services needed to underpin more widespread adoption of ultra-low emission cars and vans and fostering a culture in the city that embraces the role these vehicles can play in meeting the ongoing and future mobility needs of residents, students and employees in a cost-effective and convenient way.

<sup>1</sup> More information about Carplus and the Developing Car Clubs in Scotland programme can be found at: [www.carplus.org.uk](http://www.carplus.org.uk)

“I'm confident that Dundee's car club has generated a wide range of benefits, especially given the high proportion of electric and hybrid vehicles in the fleet.

Along the way we've learnt many things and realised that providing the infrastructure to support car clubs and electric vehicles does not necessarily lead to rapid changes to travel behaviour.

It is important to promote the car club and there is a need for this to be sustained in the long term so that the car club can play its part in delivering our ambition of creating a full range of sustainable travel options and an electric vehicle revolution in Dundee.”

John Berry, Sustainable Transport Team Leader, Dundee City Council

## In numbers



car club **launched in January 2012** with **3** vehicles and within a year, membership grew to **75**



**membership** grew by a further **108** during **2013-2014**

**2**

**promotional campaigns** launched in 2015 and costing **£20,000** - contributed towards a clear spike in **membership growth**



the car club grew to include **13 low** and **ultra-low emission** vehicles and **340 members** by the end of 2015

**404**

**members** had access to **15 vehicles** by the end of **February 2016**

“Co-wheels hopes to build upon the expanding membership in Dundee and looks forward to engaging with the Council to help develop access to its own low emission vehicles by other organisations and individual car club members in the city.”

Tony Archer, Co-wheels Regional Manager for Scotland

## One year on: Clever Campaign Drives Car Club Membership

Launched in 2012, Co-Wheels car club operations in Dundee has grown slowly but steadily.

In the past, Co-wheels has driven membership growth via a combination of traditional direct marketing and digital techniques. These methods were used again during 2016/17, although their effectiveness was improved by the introduction of a bespoke marketing planning tool, that enables delivery of a more targeted approach.

The 2016/17 campaign aimed to recruit new members and users from local businesses, including staff, but particularly students from both Abertay University and the University of Dundee. These and other organisations – and particularly those located close to car club vehicles - were approached using a combination of direct mail and targeted digital advertising.

The campaign also aimed to entice Dundee residents to join and use the car club. The marketing planning tool enabled Co-wheels

to pinpoint specific residential areas that are likely to be interested in accessing car club services. Once identified, a range of advertising techniques, including door-to-door, direct mail and digital methods, were used to reach and communicate with the selected residents.

The 2016/17 campaign was delivered between April and August, to capitalise on the typical tendency for car club vehicles to be used more often during the summer months. It was also designed to target students during term-time, and especially, the start of each term, when they arrived back on campus.

In the future, Co-wheels expects to focus more of its marketing and advertising budget on digital methods, such as advertising on Facebook and Google, because campaign results demonstrate that more traditional approaches - like conventional advertising and direct mail - have not achieved the same level of success.

## Key achievements



This campaign helped **Dundee's car club to grow by 33%**, to 570 members

**15**

**vehicles** make up the fleet, including **9 electric cars and vans**, with the remainder being a mix of low emission petrol and hybrid petrol / electric cars



The campaign used a specialist **marketing planning tool** to identify and target the audiences most likely to join a car club



A total of **£5,500 of the original £10,000 budget was spent** delivering this campaign

“ Last year we built on our previous experience with the campaign to build and strengthen the audience for car sharing in Dundee to make it more sustainable. And this year we will be refining our work more, using tools that helps us target more accurately where to locate cars and how to target the best potential audiences for car sharing. ”

Tony Archer, Location Manager, Co-wheels



# East Ayrshire Travel Hub Gets People Active



## Summary

Local authority: East Ayrshire Council

In partnership with:



In early 2015 East Ayrshire Council received funding via the *Smarter Choices, Smarter Places* programme, which helped to establish an Active Travel Hub in Kilmarnock. Modelled on a successful project in Stirling, the Kilmarnock Hub now employs an Active Travel Project Officer who – with support from a team of volunteers – has been extremely busy setting the Hub up and delivering a wide range of campaigns to promote active travel to local residents and visitors.

For instance, during 2015/16 the Hub team managed the development of a website and set up social media accounts. They also ran a variety of initiatives, including:

- Engagement with various groups promoting the health benefits of walking and cycling;
- Personalised and workplace travel planning;
- Guided walks, as well as guided rides utilising a fleet of E bikes, including ladies only activities;
- Attendance at various events including Play Day at Kay Park (annual event);
- Balanceability training;
- Main sponsor of Irvine Valley Walking Festival (annual event); and
- Corporate cycle hire for East Ayrshire Council.

Although there were a number of unforeseen challenges along the way, the first year of operation for Kilmarnock's Active Travel Hub delivered some great results that encouraged East Ayrshire Council to secure ongoing funding through the 2016/17 *Smarter Choices, Smarter Places* programme. These funds will enable the Hub to enhance the work undertaken during 2015/16 and stakeholders are confident its success will continue to grow.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



## East Ayrshire Travel Hub Gets People Active

East Ayrshire Council has for many years been proactive in promoting sustainable transport including walking, cycling and public transport. For example, the Council has secured funding for various extensions to the cycle network from partners Strathclyde Partnership for Transport (SPT) and Sustrans.

Having become aware of the Stirling Cycle Hub<sup>1</sup> project in 2015, officers from East Ayrshire Council realised the concept of Active Travel Hubs could be used to help increase demand for Ayrshire's active travel infrastructure. Over time, a relationship formed with the Stirling Cycle Hub that helped council officers shape their own ideas. Stirling subsequently granted permission for East Ayrshire Council to modify the Hub's logo and use its website as a template.

During early 2015/16 East Ayrshire Council successfully applied for funding through the Paths for All Smarter Choices, Smarter Places programme to establish an Active Travel Hub located in Kilmarnock town centre.

East Ayrshire Council initially thought The Hub could be located within an empty shop unit in Kilmarnock. However, this proved to be more difficult and time-consuming than originally anticipated and the Council was fortunate to establish a relationship with the Kilmarnock Station Railway Heritage Trust which led to the location of the Hub within Kilmarnock Railway Station.

The concept of The Hub sits well within the Community Village which has been established in the Station.

An Active Travel Officer was appointed in June 2015 to progress the Kilmarnock Hub project, including delivery of a programme of initiatives and interventions to support the ongoing sustainability of the Hub. The Active Travel Officer was sourced through and is supported by Sustrans and a team of volunteers recruited by the Active Travel Officer also help.

Kilmarnock Railway Station now provides a physical base from which the Active Travel Officer and volunteers develop, deliver and monitor a programme of behaviour change interventions to support increased uptake of active and sustainable travel modes.

Successfully planning and delivering these activities necessitates working in close partnership with various council departments such as Leisure, Vibrant Communities, Education, and Roads & Transportation, as well as partners such as SPT, Sustrans and Cycling Scotland. It also involves proactive engagement with local community and volunteer groups.

Hub activities target both visitors to and residents of Kilmarnock. With a resident population of 45,000 and Kilmarnock serving as the central transport hub within East Ayrshire, the target population is substantial.

## East Ayrshire Travel Hub Gets People Active

The Active Travel Hub Kilmarnock project runs in parallel with a similar project being undertaken by South Ayrshire Council. Both projects are being delivered under an Ayrshire Roads Alliance banner and as such, a significant number of the elements within the two projects require continued cross authority working. This not only helps to create operational efficiencies; it also provides an opportunity for the two Active Travel Officers to support and learn from each other.

In early 2016 East Ayrshire Council secured further funding through the 2016-2017 Smarter Choices, Smarter Places programme. These funds will be used to retain the Active Travel Officer post and further enhance and develop the Active Travel Hub, Kilmarnock Project.

In the latter part of 2016 Transport Scotland expects to launch a Challenge Fund to facilitate the delivery of active and low carbon travel hubs across Scotland. Without doubt, applicants to the Challenge Fund will benefit from the experience and knowledge generated through the successful delivery of the Active Travel Hub, Kilmarnock project.

<sup>1</sup> [www.stirlingcyclehub.org](http://www.stirlingcyclehub.org)

“East Ayrshire is a land of rolling hills and is the perfect landscape for cyclists to test their abilities as they explore the delights and challenges our countryside has to offer. 2016 is an incredible year for cycling and we will be welcoming some of the top cyclists in the world to East Ayrshire. The Tour of Britain, the Marmotte Grandfondo Ecosse, the Flying Scotsman Sportive and the Braveheart Cycling race will all be competing on our roads.

The Active Travel Hub, from its perfect location within Kilmarnock Railway Station, will harness the excitement and interest these events will create promoting Active Travel throughout East Ayrshire. 2016 is our year of cycling and Active Travel will have a very important role to play.”

Provost Todd, East Ayrshire Council

## In numbers

1,524

views were generated by the Hub website over its first three months, with 25% being return visitors



In their first 9 months the Hub Twitter account attracted 166 followers and its Facebook page generated 235 likes

83

personalised travel planning sessions were completed by the Active Travel Officer during the first 10 months

80

children took part in a balance bike try out during the 2015 Kay Park Play Day

70

people took part in guided rides and a further 20 tried an e-bike between June 2015 – April 2016



A first year budget of £226,000 was set aside to deliver the East Ayrshire Active Travel Hub



Costs included employing an Active Travel Officer, establishing a social media presence, buying a fleet of electric bikes etc.

“ We are absolutely delighted to be working in partnership with Ayrshire Roads Alliance and Sustrans in promoting Active Travel. The Active Travel Hub is the latest addition to the The Kilmarnock Station Community Village which already boasts a coffee shop, book and gift shop, meeting room facilities and railway records archive room. We look forward to supporting the fantastic work already done in promoting Active Travel within Kilmarnock and East Ayrshire. ”

Alan Vass, Trustee, Kilmarnock Station Railway Heritage Trust

## One year on: East Ayrshire Hub shifts gear

During 2016/17, Kilmarnock's Active Travel Hub continued to encourage modal shift across all ages, from use of private and fleet cars to active and sustainable transport. The Hub premises are now fully kitted out and opened to the public during core hours Monday to Friday.

The Ayrshire Roads Alliance continues to lead the project, with support from volunteers, Sustrans, Paths for All, Kilmarnock Station Railway Heritage Trust, East Ayrshire Council, Ayrshire and Arran NHS and Ayrshire College.

Over the past year, the target population was refined. Instead of trying to reach the broad audience of visitors to and residents of Kilmarnock, the Hub aimed to influence the travel behaviour of short-distance car commuters, students and staff from Ayrshire College in Kilmarnock, NHS staff, as well as shoppers who drive short distances.

The Hub used several approaches to achieve its goals, including promotion of active and sustainable travel through: workplace travel planning; awareness and media campaigns;

events; led rides and walks; Essential Skills Training; Dr Bike sessions; active travel maps and leaflets; and a corporate cycle hire scheme. For example, Hub staff are helping the new Ayrshire College campus to deliver its travel plan and there continues to be strong interest from Nursery Schools wishing to borrow the Hub's Balanceability kits.

In September 2016, the incumbent Active Travel Officer resigned, which delayed project delivery. By January 2017 the post was re-filled and Sustrans had funded a second post, thereby doubling staff numbers.

The new Hub officers got quickly up to speed and diaries filled up fast with walking and cycling activities. Hub footfall continues to increase and interactive travel mapping has been made available to assist with travel planning.

The majority of the £112,125 funding allocated to the project is expected to be spent by June 2017. Meanwhile, ongoing funding for 2017/18 has been secured.

## Key achievements



Short-listed for the Ayrshire Chamber of Commerce **Health at Work Award 2016**



Social media activity included **505 Facebook 'likes'** and **307 Twitter 'followers'**



Over **30 East Ayrshire Council employees** are registered to use the **pool bikes** based in The Johnnie Walker Bond



“**Sustrans Scotland is pleased to support the aspirations of the Ayrshire Roads Alliance and East Ayrshire Council to get people making more local journeys on foot or by bike.**

**Our staff and volunteers based in the Hub have already been encouraging residents, students and employees to consider the alternatives to getting in and around Kilmarnock by car.**

**We are looking forward to delivering our planned activities and initiatives and hope the Hub can become a valuable resource for the people of East Ayrshire.”**

John Lauder, National Director for Sustrans Scotland



# East Lothian communities explore active travel options

## Summary

Local authority: East Lothian Council

In partnership with: East Lothian Area Partnerships



During 2015/16 East Lothian Council managed delivery of a high quality community engagement process designed to increase local people's awareness of sustainable travel in their area. It was also designed to help local people exchange knowledge and develop Local Action Plans for improving sustainable and active travel provision.

Local Area Partnerships, which have been established in East Lothian since 2014, were highly supportive of this initiative as sustainable and active travel has been highlighted as a key priority by several Partnership groups.

The Council commissioned consultants to carry out the engagement with local people and Area Partnerships provided strong support for this process. This included delivery of a series of Mini-Conferences followed by Joint Fact Finding Task groups designed to improve people's awareness of active travel options in the area, establish local priorities for active travel and identify community led 'seed' projects focused on behaviour change. Up to £10,000 in funding was offered to seed projects, which were required to be delivered within the 2015/16 financial year.

Branded "East Lothian on the Move", this project has delivered a set of locally relevant, effective, achievable, community endorsed Action Plans designed to help raise community awareness, encourage behavioural change and increase access to and use of active and sustainable travel options. The results will be integrated into ward level Area Plans as well as the East Lothian wide Local Transport Strategy, Active Travel Improvement Plan and other strategic policies.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



To Humble

Orange tip butterfly



## East Lothian communities explore active travel options

As a largely rural county, a significant proportion of East Lothian's population lives in the west, towards Edinburgh.

The county has good quality infrastructure and services that support active and sustainable travel choices. Despite this, around half of the working population commute across the county boundary for work, with the majority making these journeys by car. For adults, rates of active and sustainable travel also tend to be low for other trip purposes, although the proportion of pupils travelling actively to school is encouraging. These facts suggest there may be potential to successfully encourage more people to use sustainable travel options more often.

In recognition of this potential, East Lothian Council, in collaboration with East Lothian's 6 Area Partnerships, successfully applied for Smarter Choices, Smarter Places funding in early 2015/16 to commission consultants to deliver a series of community engagement and action planning processes ('mini-conferences') focused on increasing active and sustainable travel choices at a local level within the county.

The Area Partnerships operate across East Lothian and deliver community planning at a local level. Made up of community representatives, Area Partnerships seek to identify local priorities and determine how to deliver better local outcomes.

The need to improve sustainable transport options has been identified as a key local priority and the Area Partnerships were keen to respond.

On this basis, East Lothian Council engaged specialist consultants to facilitate a mini-conference in each ward area, hosted by the local Area Partnerships. These events focused on increasing understanding of local active travel opportunities, exploring options for increasing use of active and sustainable modes and facilitating local knowledge exchange and ownership in relation to the topic.

Following this local Area Partnership sub groups were formed, involving local residents, representatives from key stakeholder groups and relevant Council officers. These groups worked to identify and prioritise actions, through an intensive process of fieldwork, research and deliberation, kick-started by the evidence gathered at the mini conference. They then facilitated the development of a set of local Action Plans that detailed both short term 'seed projects' and longer term aspirations.

Task Groups were allocated £10,000 each to deliver 'seed projects' during 2015/16 to influence travel behaviour. Funded projects include installation of cycle stands, cycle shelters, new seating and speed reactive signage. Longer term actions will be incorporated into Area Partnership Area Plans and integrated into other East Lothian Council policies.

## East Lothian communities explore active travel options

A number of key lessons emerged during the project. For instance, in future years, more time should be built into the delivery schedule to help ensure public attendance at events is maximised and Area Partnerships have sufficient time to process the inputs generated by the consultation process.

The legacy of this project includes greater mutual understanding, respect and trust between participating organisations. This will facilitate future collaboration in support of sustainable and active travel in the county. Indeed, 3 of the 6 Area Partnerships have already formed active travel sub-groups to take forward the long-list of actions identified through the consultation process.

East Lothian Council has secured ongoing funding to enable its "East Lothian on the Move"<sup>1</sup> project to continue generating community endorsed active and sustainable travel solutions. This highly successful model is one that other local authorities could easily adapt and use.



“ Through this project we have worked with our local communities and given them a ‘vehicle’ for implementing some of their aspirations which previously due to financial pressures or requiring a range of Council teams to come together has proved impossible to achieve. Involving a range of community stakeholders has seen the creation of an innovative approach to tackling a range of barriers to encouraging our communities to actively travel. Due to this, East Lothian Council have submitted an application to APSE citing this project as an excellent example (Fa’side Area Partnership’s example) of public sector excellence. ”

Simon Davie, Area Manager, Fa’side Area Partnership

## In numbers

6

Mini-Conferences and 6 Active Travel Action Plans were delivered between June - October 2015

263

residents and 26 interest groups were engaged through the process

Up to  
£10K

was allocated to each of 6 local Task Groups to deliver ‘seed projects’ targeting behavioural change in response to locally identified priorities

A total of  
£60K

was spent delivering ‘seed projects’



The total budget for the entire project was £104,000

“ It has been recognised for some time in East Lothian that transport and travel options have been the focus for many community groups and commentators. This is largely due to the rurality of many of our communities, so the opportunity to embrace the East Lothian on the Move initiative was very welcome by many of our constituent groups. The timing of the initiative was also perfect following the establishment of 6 Area partnerships in 2014/15. The Partnerships comprise representation from a range of community groups and organisations who have been examining key priorities within their area. One of the early priorities identified by Partnerships was to focus upon active travel, particularly given the excellent network of infrastructure that exists across East Lothian to support active and sustainable travel options. Arising from the On the Move initiative a range of collaborative discussions and events took place which began to shape up possible project initiatives but primarily focused upon the need to promote greater awareness of sustainable travel already existing within areas and the opportunities of improving active travel. The ability to secure external funding to support early project delivery has assisted greatly in promoting the value and impact of the initiative and presents an excellent foundation to build upon further development by Area Partnerships and supported by the Council. ”

Tom Shearer MBE, Head of Communities & Partnerships, East Lothian Council

## One year on: East Lothian On the Move

During 2016/17, East Lothian Council continued to work closely with its six Area Partnerships to refine and implement a range of active and sustainable travel projects. These were identified in the Area Partnership Action Plans developed in 2015/16. Each Area Partnership was offered up to £10,000 of seed funding to enable high priority measures to be actioned.

A wide range of measures were implemented, including: audits of all core paths in two Area Partnership areas, which provided detailed recommendations for improvements; installation of 40 cycle-parking spaces at 10 new locations; installing 4 benches at strategic points on active travel routes; path improvements to encourage walking and cycling; as well as design and publication of path promotional leaflets.

Two features of the approach taken stand out. These are the extensive knowledge-sharing between the Area Partnerships, as well as the ongoing communication and engagement with members of the public and key council officers

who were enabled to deliver these projects, often in very short timescales. These processes have helped to raise local awareness and build the capacity of Area Partnerships, allowing them to plan and deliver successful projects.

Area Partnerships have increasingly sought to deliver seed-funded projects that have strategic importance in the local context and that add value to other local initiatives where possible. For instance, delivery of some projects has complemented other local initiatives, such as a town-centre regeneration scheme in Haddington, which included a focus on promoting active and sustainable travel.

East Lothian on the Move continues to generate valuable local engagement and input and deliver important local projects. Amongst other things, the project will support the development of East Lothian Council's Local Transport Strategy and the associated Active Travel Improvement Plan, thereby helping to shape East Lothian's future in a meaningful way.

## Key achievements

15

seed-funded active travel projects were delivered over the course of the year



Area Partnership Sub-Group meetings attracted over 100 regular attendees, who provided input and support for delivery of actions identified through the process



Area partnership members have indicated their understanding of how to successfully engage their local communities has improved



The total budget for the 16/17 project was £60,000

“ Our ‘On the Move’ Group is committed to increasing access to local places and services. We want to make it easier for people to get around our area using sustainable and active travel choices, at the same time increasing the safety and availability of active transport routes, including routes to schools. The Group, working with East Lothian Council has already achieved some significant improvements and have commissioned a design consultation Charrette, supported by Scottish Government, to explore others. ”

Lesley Kay, Co-Chairperson, North Berwick Coastal Area Partnership

“ Finding sustainable transport solutions is ever more important in reducing emissions, increasing physical activity and active travel with the associated wider health and wellbeing benefits. There has been a broad range of good work carried out in this area with officers and communities working closely together, with more work still to be done. ”

Eamon John, Sport, Countryside and Leisure Manager, East Lothian Council

# A 20mph Future Makes Edinburgh a Better Place to be



## Summary

Local authority: The City of Edinburgh Council

In partnership with:



The City of Edinburgh Council is fulfilling a long-held ambition to introduce a 20mph speed limit on many of the city’s streets.

Although around half of the city’s residential streets have already been ‘calmed’ using ‘hard’ physical measures such as road humps, the new scheme will rely on applying road signs and markings across the city centre, residential areas and shopping streets. This new approach will be significantly cheaper to implement and maintain and it reflects public consensus that 20 is plenty where people live, work, shop and learn. There is clear evidence that the new approach will be effective.

Planning and preparation for Edinburgh’s city-wide 20mph scheme dates back many years. The initiative will be delivered in 4 zones spread over 18 months. Delivery of zone 1 started in June 2016.

A detailed communication and engagement strategy will support scheme implementation. A number of core partners are involved in delivering the strategy. The 2015/16 Smarter Choices, Smarter Places (SCSP) programme provided financial support for delivery of preliminary communications and engagement activities and these activities will intensify during the implementation phase.

It is planned the 20mph scheme will deliver a range of positive outcomes for residents and visitors to Edinburgh, including reductions in traffic speeds, air pollution and road accidents as well as increases in the levels of walking and cycling. A significant amount of monitoring activity will be carried out to assess the impacts of the scheme.

This project received funding through the Smarter Choices, Smarter Places programme, which is administered by Paths for All and funded by Transport Scotland.



## A 20mph Future Makes Edinburgh a Better Place to be

The City of Edinburgh Council's Local Transport Strategy supports the introduction of 20mph limits in the city centre, main shopping streets and residential areas while retaining a strategic road network at 30mph. Rollout in the city centre commenced in June and the new speed limit becomes effective on 31 July 2016.

In September 2010 the Council's Transport, Infrastructure & Environment Committee recommended that public consultation proceed in advance of a proposed large-scale pilot of a 20mph speed limit in residential streets in South Edinburgh. Published in early 2011, the results encouraged the Council to promote a Traffic Regulation Order to enable the pilot scheme to proceed.

Up until 2011 UK legislation required all 20mph schemes to include physical traffic calming such as road humps. Whilst this approach has been proven to work, installation and ongoing maintenance of the associated physical works is costly, making city-wide implementation a significant financial burden.

In 2011 UK traffic calming legislation was relaxed, meaning 20mph zones could be created that did not rely on the use of 'hard' physical measures but rather, incorporated other 'signs only' means of calming like surface markings and repeater signs.

This meant city-wide implementation of a 20mph limit could potentially be delivered to 50 times as many residents for the same cost as schemes relying on 'bumps and humps'.

In early 2012 Edinburgh launched a large-scale 20mph pilot in South Edinburgh that took advantage of the changes to traffic calming legislation and tested out an approach that did not rely on extensive physical measures to reduce traffic speed.

The 2013 evaluation of the pilot scheme showed the level of residential support for the initiative increased. Residents also reported feeling safer, a result that was backed up by evidence that the pilot resulted in lower vehicle speeds that typically lead to a reduction in road incidents. As a result, more people felt they could walk and cycle on the roads. These outcomes helped shape the Council's Local Transport Strategy 2014-19, and particularly, its approach to setting speed limits in Edinburgh.

Criteria for selecting potential 20mph streets were agreed in outline by the Council's Transport & Environment Committee and then fine-tuned by a group of stakeholders including bus companies and Police Scotland. In June 2014 a draft network of streets was finalised and the public were consulted on the draft. Feedback was incorporated into a revised network plan that was approved at committee in January 2015.

## A 20mph Future Makes Edinburgh a Better Place to be

The implementation schedule for this network will see a city-wide roll out in 4 zones over 18 months. Phase 1 involves implementation in both the city centre and rural west of the city. Rollout in the city centre commenced in June 2016 and is scheduled to be launched towards the end of July 2016.

Each phase of implementation will be accompanied by a targeted awareness-raising campaign designed to familiarise different road users with the new scheme and promote road safety, active travel, better places and compliance with the new legal speed limits.

A partnership approach will help ensure different target audiences are reached and that key messages are appropriately tailored. Core partners include NHS Lothian, Police Scotland, Lothian Buses, Living Streets, Spokes, Neighbourhood Partnerships and Transport Scotland.

Communication channels will include posters, leaflets, events, bus wraps, bus-stop ads, billboards, radio, social media, case-studies, advertising, media promotion as well as community engagement and launches.

Results of the research conducted by the City of Edinburgh Council and its partners have shown that the city can expect implementation of the 20mph network to generate many benefits, including reductions in traffic speeds, air pollution and road accidents as well as increases in the levels of walking and cycling.

“Introducing 20mph in residential streets, shopping areas and the city centre will undoubtedly improve safety and that a relatively low number of people objected during the formal consultation demonstrates the public's acceptance of and, indeed, support for 20mph limits. We are now ready to take a bold step towards becoming a 20mph city, a change that is set to improve safety and enhance the environment in streets all over Edinburgh. Understandably, lowering speed limits will involve a culture change for the whole city, but we're encouraged by the high level of support received throughout the consultation process.”

Councillor Lesley Hinds, Transport Convener, City of Edinburgh Council

## In numbers



**20mph zones** with 'hard' traffic calming were introduced onto c. **50% of Edinburgh's residential** streets by 2011



**Legislative changes in 2011** enabled councils to cut delivery costs for 20mph zones by up to 80% by using 'signs only' rather than 'hard' measures



In a 2012 the Edinburgh People's survey of 5,000 residents revealed, **75% of respondents supported 20mph** speed limits in residential streets



In 2015/16 Transport Scotland brought out **new 'best practice' guidance** on 20mph limits which endorse Edinburgh's plans



In 2015/16 the SCSP initiative supported a **£60,000 campaign** to promote the 20mph scheme



A phased, city-wide rollout of the 20mph scheme will be **delivered over 18 months**

“Edinburgh joins the many cities around the UK and Europe who are realising that their places will be better places if we all take just a little more time when driving. The city has been progressive in its Southside pilot which clearly established the benefits and this was endorsed by the changes made in 2015 by Transport Scotland to allow all Scottish cities and towns to follow Edinburgh’s example. I am delighted that Edinburgh will be one of the many of UK’s iconic cities that say 20 is plenty.”

Rod King MBE, Founder and Campaign Director for 20’s Plenty for Us

“Edinburgh’s 20mph limit policy sets a positive example for cities across Scotland and the UK. Lower speeds on shopping and residential streets means a safer and more pleasant city for everyone with high levels of walking and cycling. Living Streets look forward to working with the Council to promote the scheme and its benefits as it is rolled out.”

Stuart Hay, Head of Living Streets, Scotland

## One year on: Edinburgh sets the pace

As the first Scottish city to introduce a network of 20mph speed limits covering the city centre, shopping areas and residential streets, Edinburgh is leading the way.

The project aims to create streets that are more attractive, social and people friendly, encourage active modes of travel and reduce the number and severity of accidents.

Launched on 31 July 2016, around half the scheme has since been rolled out. One of the key groups this project seeks to reach is car drivers. The Council recognises that –to reach a ‘tipping point’ in compliance with the new speed limit – new social norms around driving speeds must be established.

The new 20mph limits will rely on a shift in driver behaviour (similar to wearing seatbelts) which takes time to embed and become second nature.

This is a core goal of the 20mph Education and Awareness Programme, which uses social marketing techniques to raise awareness and increase understanding about the scheme, promote behaviour change and foster

acceptance of the new speed limits.

Each phase of the implementation has been accompanied by local awareness-raising campaigns designed to help familiarise different road users with the scheme. The campaigns have provided an opportunity to promote road safety, active travel, better places and compliance with the new speed limits. Communication has typically been via radio, media promotion, outdoor advertising, bus advertising, digital adverts, leaflets, posters, selfie boards, information packs and community events.

A partnership approach has helped ensure different target audiences are reached and that key messages are appropriately tailored. This has been crucial to the project’s success.

With the remainder of the project scheduled for completion on 31 January 2018, there is still a great deal to be done. Work continues to be informed by a rolling programme of monitoring and evaluation. This helps the delivery team learn from experience and build on its successes.

## Key achievements



**Phases 1 and 2 have already launched** meaning roughly half of the scheme has been delivered



In 2016/17, the Council spent **£75,000 of Smarter Choices, Smarter Places funding** to support delivery of its Education and Awareness Programme



Initial feedback suggests **there is a high level of general awareness** about the 20mph initiative, although ongoing communication is needed

“ We encourage all local authorities in Scotland to introduce 20mph zones or limits in residential areas and areas of towns and cities with a high volume of pedestrians and cyclists where appropriate, as can be seen in Edinburgh and in line with the Scottish Government’s 2015 Good Practice Guide on 20mph Speed Restrictions. ”

Minister for Transport and the Islands, Humza Yousaf

“ Casualty reduction on our roads remains a priority in Edinburgh and we continue to work alongside our relevant partners to promote safe and responsible driving practises, including adhering to speed limits. ”

Chief Inspector Mark Rennie of Police Scotland

“ We do recognise that 20mph speed limits are part of a long-term plan, and that changing drivers’ attitudes and behaviours will take time. But by working closely with the Police, fellow agencies like NHS Lothian, Sustrans and Living Streets and engaging with communities across the city, we aim to make 20mph the norm, creating a safer, more attractive city for everyone. ”

Councillor Lesley Hinds, Transport Convener, City of Edinburgh Council

# Falkirk Football Club ‘Takes the Right Route’



## Summary

Local authority: Falkirk Council

In partnership with:



In 2016/17, Falkirk Council delivered a programme of Smarter Choices, Smarter Places interventions in partnership with Falkirk Football Club, which serves as a community hub for a wide variety of activities and audiences. This partnership enabled Falkirk Council to promote the benefits of active and sustainable travel to site users through what is a credible and popular local organisation.

Branded ‘Take the Right Route’, this initiative included pitch-side and external advertising, which successfully increased brand recognition and communicated messages about active and sustainable travel.

It also included a series of events that encouraged people to make more sustainable travel choices. For example, the ‘Kelpies to Kick Off’ event involved a led walk, with participation incentivised in a variety of ways, such as provision of free match-day tickets and snack vouchers. This highly successful event provided participants with an opportunity to get more active, socialise with others, get to know the local path network and support their local football team.

Evaluation of the 2016/17 Take the Right Route campaign shows it has been highly successful, thereby helping to provide Falkirk Council with an even stronger rationale for ongoing support of initiatives that positively influence local travel choices.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



## Falkirk Football Club 'Takes the Right Route'

Falkirk Council has been delivering Smarter Choices, Smarter Places (SCSP) interventions since 2008, when it was one of the original pilot towns delivering the 2008-2011 programme. Branded 'Take the Right Route', this behaviour change campaign has continued to reach and successfully influence the travel behaviour of residents, employees and visitors to the area.

In 2015, Falkirk Council's Take the Right Route team started working in partnership with Falkirk Football Club to deliver interventions designed to highlight the benefits of active and sustainable travel to site users. Through their partnership, Falkirk Council and Falkirk Football Club meet regularly to identify opportunities to encourage site-users to use more active and sustainable forms of transport.

Situated in central Falkirk, Falkirk Football Club attracts up to 8,750 supporters on match days. At other times, the site serves as a community facility, with a significant number of visitors accessing the Westfield Café, youth football activities, nursery facilities, senior citizen groups, amateur football activities and hospitality events.

In 2016/17 Falkirk Council was granted SCSP funding that enabled it to build its partnership with the football club by delivering a fresh programme of Take the Right Route interventions.

The aim of this programme was to encourage employees and visitors to the Falkirk Football Club site to reduce single-occupancy car trips by walking, cycling, using public transport and car sharing more often.

The programme was launched during an event involving Falkirk Football Club players, press articles and social media feeds. Subsequent activities included walks around the stadium with Falkirk's Blind Club, a Match Day Mascot competition and a seniors' walking group. Several of these activities were delivered by a partner organisation, Forth Environment Link, including a series of led cycle rides to football matches.

A major walking event was also held in October 2016. Called 'Kelpies to Kick Off', this initiative involved 254 participants walking around the Helix Park, taking in the iconic Kelpies, and finishing at Falkirk Football Club, where participants were rewarded with a goody bag, stunt shows, free match day tickets and a snack voucher. Although the event took 3 months to plan, it was a huge success, so the investment of time proved worthwhile. It is now hoped 'Kelpies to Kick Off' will be held annually.

In addition, the SCSP funding enabled the partnership to deliver one year of pitch-side advertising, depicting the well-established 'Take the Right Route' brand and promoting the benefits of active and sustainable travel. Key messages included 'Take the Right Route', 'Save Money', 'Get Fit' and 'Reduce Stress'. Advertising was booked from 1st April to 31st March and was seen by thousands of visitors to Falkirk Stadium.

## Falkirk Football Club 'Takes the Right Route'

Falkirk Council's 'Take the Right Route' advertising is situated at the South Stand goal area, making it visible to a much wider audience via television coverage and match day photographs of home games. Match coverage is provided by a variety of television channels, including SKY, BBC Scotland, BT Sport and BBC Alba. Falkirk Football Club also advertise Take the Right Route messages to fans through social media and match day PA announcements.

Falkirk Council and Falkirk Football Club use a variety of methods to monitor and evaluate the Take the Right Route programme. For instance, market research is carried out in the central Falkirk area, including Westfield, where Falkirk Football Club is situated. Amongst other things, the 2016 research results showed a significant increase in advertising recall of the 'Take the Right Route' brand.

Event-specific monitoring involves on-line surveys and collation of attendance figures. For instance, the 'Kelpies to Kick Off' walks were a huge success, with 254 people taking part. Post-event surveys indicated that 99% of respondents would take part in the event again and 98% thought it was 'excellent' or 'good'.

In 2016/17, the pitch-side advertising campaign cost a total of £14,500 and the programme of events cost around £9,000 to deliver. The demonstrable success of these activities suggests this has been money well spent.

**“ Falkirk Football Club's partnership with Falkirk Council's Take the Right Route team has been an overwhelming success for both parties. As a club, we have a strong community ethos and working with Lynn and Adam, encouraging more active and sustainable travel, has allowed us to demonstrate this to the people of Falkirk and beyond. We have worked jointly on numerous initiatives which have captured the imagination of the public and we are proud to be partners. ”**

Kieran Kozsary, Director of Commercial Operations, Falkirk Football Club

## In numbers

**8,750**

supporters saw pitch-side advertising at Falkirk Football Club's stadium on match day



When television and other media coverage is considered, pitch-side promotion reached a **cumulative audience of around 125,000**



From January 2016 to January 2017, a social media campaign saw **Facebook likes more than double** and the number of **Twitter followers more than treble**



**Website hits rose** by around 10% to 3,347,060 over the same period



The **“Kelpies to Kick Off” walk** attracted **254 participants**, with 99% of those surveyed indicating they would take part again



The “Kelpies to Kick Off” walk was so successful, it **will now be an annual event**

## Falkirk Football Club 'Takes the Right Route'

“Great idea and really well organised. Great way to make good use of the fabulous Helix on our doorstep and so nice to see families enjoying it together....just a pity about the score that day!”

Participant - "Kelpies to Kick Off" walk



# Sustainable transport, St Andrews style



## Summary

Local authority: Fife Council

In partnership with:



In 2015/16, Fife Council was awarded Smarter Choices, Smarter Places (SCSP) funding that enabled its partners, Transition University St Andrews, to deliver a package of measures designed to encourage university students and staff, as well as local residents to use active and sustainable transport more often.

Additional SCSP funding was awarded to the Council in 2016/17, thereby enabling Transition University St Andrews to consolidate and build on the previous year's work. Delivered by one employee and a consultant, the work programme included bike maintenance sessions, training for cycle trainers and a marketing campaign.

The University of St Andrews offered strong support to the project by recruiting and managing the project's employee. In addition, a grant from the Climate Challenge Fund enabled Transition University St Andrews to offer a complimentary bike refurbishment and loan scheme and a Cycling Scotland funded Campus Cycling Officer helped develop a Cycle Strategy for the University of St Andrews.

SCSP funding has provided the capacity and resources needed to successfully promote active and sustainable travel in St Andrews. Without doubt, the projects that have been delivered through this initiative have helped build local knowledge, skills and capacity and encouraged more people to enjoy and benefit from cycling more often.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



The Scottish Household Survey Local Area Analysis for Fife (2015) shows that around 70% of respondents indicated their main mode of transport was a car or van. Just under 20% said their main mode was walking, around 9% said public transport and around 1% indicated their main mode was cycling. Nearly 60% of all trips were 5km or less, suggesting there is likely to be good potential to increase the proportion of trips undertaken by active and sustainable modes.

In recognition of this potential, over the past 20 years, Fife Council has developed, maintained and continuously improved a network of nearly 400 miles of dedicated cycleway, together with extensive 20mph residential zones, as well as almost 2,000 miles of footways and footpaths across Fife.

Infrastructure and policies such as these have enabled people to walk and cycle more often and with greater safety in Fife and have underpinned a range of initiatives designed to influence travel behaviour. For instance, the Council has successfully promoted active travel as a way to tackle traffic congestion and pollution, as well as to generate economic benefits from cycle tourism and recreation.

In 2015/16, Smarter Choices, Smarter Places (SCSP) funding provided an opportunity for Fife Council and its partners Transition University St Andrews to promote active and sustainable travel,

and particularly cycling, to students, staff and residents of St Andrews. Activities included led rides, bike maintenance training, a series of interventions designed to influence travel behaviour as well as support for the St Andrews car club.

In 2016/17, Fife Council secured new SCSP funding, thereby enabling Transition University St Andrews to consolidate and build on the work it led during the previous year. For example, bike maintenance sessions were continued and 'train-the-trainer' sessions for volunteers were offered again, to help build local capacity to provide cycle training. In addition, a new marketing and publicity campaign was delivered to raise awareness about local sustainable travel options, and particularly, cycling.

The SCSP-funded work programme was delivered by one employee and a consultant. The University of St Andrews offered strong support by employing the member of staff, as well as providing them with necessary desk (and other) space and line-management support.

Volunteer training was initiated in October 2016 and delivery of Bikeability training in a local school followed shortly afterwards. Planning of a promotional campaign commenced in early 2017, with the formal launch of the Go St Andrews campaign taking place in March 2017. The campaign featured bespoke branding, a website and a range of marketing materials. In addition, Tripshare St Andrews, an on-line platform that facilitates peer-to-peer journey sharing, was launched in March 2017.

Transition University St Andrews used multiple channels to promote cycling and sustainable transport to its target audience, including several Facebook pages that featured daily posts relating to sustainable travel and the monthly Cycling in St Andrews newsletter. It also engaged people via a local Bike User Group, the Space for Cycling community group and a monthly Bike to Work Breakfast.

The SCSP-funded work delivered by Transition University St Andrews complimented several other local projects. For example, a grant from the Climate Challenge Fund enabled Transition University St Andrews to offer a low-cost bike refurbishment and loan scheme. In addition, Cycling Scotland funded a Campus Cycling Officer, who led the delivery of a range of promotional work and helped develop a Cycle Strategy for the University of St Andrews.

SCSP funding has been central to the development of sustainable travel initiatives in St Andrews as it has provided the capacity and resources needed to undertake key engagement projects that would not otherwise be funded. Transition University St Andrews has made efficient use of these funds and gained excellent engagement with the local community.

Whilst some elements of the programme started slowly, it has ultimately been successful. Not only has it contributed towards the University being recognised as a Cycle Friendly Campus with distinction, it has also helped to build knowledge, skills and capacity in the local community that will enable more people to enjoy and benefit from cycling more often.

“ Fife Council are keen to encourage sustainable travel projects, particularly if they are led by community groups. The initiatives undertaken by Transition St Andrews benefit both the residents and University students, providing training and maintenance of bicycles, as well as an active travel map for St Andrews and are fully supported by Fife Council. ”

Jane Findlay, Lead Professional, Asset Management and Sustainable Transport, Fife Council

## In numbers



The project budget was **£26,777**

**27**

people were trained through five 1-day Bike Mechanic sessions

**81**

81 bike maintenance workshops were undertaken at 7 venues across St Andrews



Maintenance was carried out on a total of **604 bikes**



A further **40 bikes were refurbished**, bringing the fleet up to 99 bikes



Rental income of **£2,970 was generated** through the bike loan scheme

“ The University of St Andrews recognises the importance of embedding sustainable travel within our activities and developments. We welcome the opportunity provided by Fife Council to work with them on the SCSP programme to promote and facilitate active and shared travel within the University and wider community of St Andrews. ”

David Stutchfield, Sustainability Manager, University of St Andrews

# Glasgow communities get cycling



## Summary

Local authority: Glasgow City Council  
In partnership with:



In 2016/17, Glasgow City Council was awarded Smarter Choices, Smarter Places funding to deliver a unique, collaborative behaviour change intervention designed to promote cycling, social inclusion and diversity. The project targeted individuals with health problems, disabled and able-bodied persons, young children and families, black and minority ethnic communities and the long-term unemployed.

The project was delivered by the 'Glasgow Community Cycling Network' (GCCN), a partnership comprising five local charities. Glasgow City Council initiated and supported the formation of the GCCN with members of the partnership ultimately responsible for developing and implementing the associated work programme.

Each GCCN partner offered specialist experience of promoting cycling to different aspects of the Glasgow population, including the target populations for this intervention. They also offered an extensive network of relevant contacts and a variety of ways to engage them.

The collaborative approach used by the partners helped to improve how different activities were delivered, including group rides and cycle maintenance training. Working in this way created synergies and efficiencies and helped the partners learn from each other.

At the time of writing, the final project evaluation was incomplete. However, initial indications suggest the GCCN fulfilled its goals and the Council now intends to support the project again during 2017/18.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



## Glasgow communities get cycling

In 2016/17, Glasgow City Council was awarded Smarter Choices, Smarter Places funding. This helped facilitate the creation of the first charity partner group focusing on the delivery of a varied campaign that tackled some of these challenges by encouraging key audiences to cycle more often for utility, health and commuting.

The funded project provided the ability to expand and augment the delivery of many of the individual groups' core activities and focus on target populations of individuals with health problems, disabled and able-bodied persons, young children and families, black and minority ethnic (BME) communities and people in long-term unemployment.

The project was delivered by the 'Glasgow Community Cycling Network' (GCCN), a consortium comprised of five local charities. The broad purpose of the GCCN was to design, deliver and evaluate the impacts of projects to promote and encourage cycling, social inclusion and diversity. Glasgow City Council initiated the formation of the Network and supported the work of the GCCN.

Each GCCN partner offered specialist experience of promoting cycling to different populations in Glasgow, including BME communities, the unemployed, families, individuals with health problems and those with accessibility requirements. They also offered a network of contacts and a variety of tried and tested ways to engage them, including one to one, and via local press and social media activity.

The partners involved in the GCCN were:

- Glasgow Bike Station is a social enterprise that recycles abandoned and donated bikes, offers led rides and cycle training and provides Dr Bike services.
- SoulRiders Scotland is a cycle-focused charity that engages with the BME community, including asylum seekers and disadvantaged people from those communities.
- South West Community Cycles is a cycle charity that offers South side residents the opportunity to access led rides, Dr Bike services, cycle hire as well as cycle skills and bike repair training.
- Play on Pedals is an offshoot of Cycling UK that offers drop in balance bike sessions for preschool children, thereby encouraging early cycling skills development.
- FreeWheel North has a fleet of cycles to give disabled children and adults an experience of and confidence in cycling.

Following its inception, the GCCN developed a work-plan that aimed to: encourage more people to cycle more often in all demographic groups; remove barriers to cycling as a mode of travel; improve physical and mental health of participants; and raise awareness of the benefits and access to opportunities in cycling. Subsequent meetings enabled partner organisations to track progress against the plan, respond to new challenges and opportunities and share new insights and experience.

Working together through the GCCN enabled the participating charities to share expertise and experience. This involved collaborative delivery of a variety of activities, resources and events, including information materials, group rides, cycle training and cycle maintenance training. Working in this way created synergies and efficiencies and helped the partners to learn from each other.

SCSP funding was largely used to cover the staffing costs incurred by the participating charities, including time associated with project management and 'hands-on' delivery. Funding was also used for a variety of other purposes, including publicity, equipment hire, purchase of consumables, catering for hospitality events, as well as printing and design.

Evaluation of the GCCN's work has been documented in a report produced by Peter Brett Associates. This includes reference to case studies, survey results, as well as simple counts, such as the number of people participating in different activities. In addition, the Council expects to use its annual cordon count to monitor any wider changes to levels of cycling across the city.

Preliminary feedback suggests Glasgow Community Cycling Network has succeeded in bringing together diverse communities, promoting greater social cohesion and encouraging an increased demand for cycling within the target populations for this intervention. If this is the case, the GCCN may well have the capacity to help reshape Glasgow communities to the benefit of all.

“ One year on and I have over 1,000 miles of cycling under my belt. One evening changed my life massively. That kind lady has become a good friend along with so many others I've got to know along the way. Was so tired after those first 6 miles, but now I'm in training for 100 miles. No one is too old or too unfit to take up something new! ”

Lynsey Fojut, Participant, Free Wheel North Cycling's Women Only Bike Ride

## In numbers

over  
**8,205**

people engaged by **Free Wheel North** over hrough 251 events, 231 of which were led rides

over  
**16,4K**

People engaged by **Bike Station** only events, including 110 group ride participants and 88 trained through 1:1 tuition

**2,032**  
children and  
**1,816 adult family**

members engaged by **Play on Pedals** via 115 drop-in events and provided cycle instructor training for 67 adults

over  
**3,174**

people engaged by **SoulRiders Scotland** during more than 60 events. In addition, 12,000 people attended the Glasgow Sky Ride event in September 2016

**791**

people engaged by **South West Community Cycles** through 188 cycling events

# Highland Cycling Project has Velocity



“ In August 2015, I started to attend Free Wheel North at Glasgow Green with the school I work in. I hadn’t been on a bike for over 20 years. The staff there were amazing helping me overcome my fear by building my confidence and believing in me. I started on the 3-wheel trike and ended up on 2 wheels. I then bought a bike and started cycling when I was away in my motorhome.

I don’t feel I would have had the confidence to do this without the help of Free Wheel North. I really enjoy cycling now and use my bike often if doing short journeys. It’s saving me money for petrol and also helping the environment by taking 4 cars off the road. ”

Lisa Barnwell, Participant, Free Wheel North training

## Summary

Local authority: The Highland Council

In partnership with:



Velocity is a values-driven, Inverness-based social enterprise that aims to inspire more folk to cycle and lead a healthy, happy lifestyle.

Velocity’s *Cycle To Health* project aims to increase women’s mental and physical well-being through supportive, regular group bicycle rides, leading to increased use of bikes for pleasure and transport and a more positive outlook on life. It targets women who are experiencing low self-esteem, feelings of isolation or anxiety, a lack of confidence or low levels of motivation.

Participants either refer themselves to the project, are referred by family and friends, or are identified through referrals from doctors, mental health practitioners or community mental health teams.

The project is open to participants with a wide range of abilities; from women who have never learned to ride to competent mountain bikers and tourers. It teaches people to feel confident on their bike - from being able to control their speed, direction and balance in a car free space to negotiating busy roundabouts. Velocity’s aim is for participants to feel they are able to safely join a group ride either on or off the road and understand the physical, mental, social and environmental benefits of cycling.

Through cycling, participants experience the physical and emotional benefits of exercise and the benefits of being part of a supportive social group. Results of the Cycle to Health project have been really positive and demonstrate this can be a virtuous cycle that leads to increased cycling, greater feelings of self-worth and more confidence both on and off the bike.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



## Highland Cycling Project has Velocity

From humble beginnings in 2012 Velocity now offers a café, bicycle workshop and a variety of outreach activities, including delivery of a Bike Academy programme to pupils who are struggling with mainstream education and a women's Cycle to Health group.

In broad terms, the women's Cycle to Health initiative offers participants supportive, regular group bike rides and welcomes riders of all abilities. It aims to use cycling and cycle-related skills development to promote women's mental and physical well-being.

The target population is women who are experiencing anxiety or low self-esteem, low self-belief, have issues around motivation or who are feeling socially isolated. People do not need an "official" diagnosis. Velocity works with people who feel able to take part in group activities and are comfortable that the initiative does not provide a 1:1 service.

The Cycle to Health initiative was piloted in an early format in partnership with Fairfield Medical Practice in Inverness, who were interested in working with Velocity to explore the benefits of Social Prescribing. Velocity then built good links with other services who could refer women onto the project and would be supportive of the work Velocity does.

Women can now be referred through doctors, mental health practitioners and community mental health teams. They can also self-refer and be referred by friends and family. There is a fairly even split between self-referrals and practitioner referrals.

The project is advertised in supermarkets, community centres, resource centres and in Inverness's "What's On" magazine.

Recruiting staff experienced in group facilitation who have prior experience in working effectively and positively with people who are experiencing poor mental health was an important factor in setting the tone for the project. Velocity felt strongly that people can learn how to safely lead a group ride over the course of a day or two but that the skills to lead a group effectively and positively need years of practice to develop. An enthusiasm and appreciation for cycling was needed but not a CV of cycling related accomplishments.

For participants, the Cycle to Health scheme starts with a 1:1 meeting with members of the Velocity team, who introduce the project, answer questions, respond to any concerns and discuss whether the project is right for individuals.

The next step involves four weekly rides in small supportive groups with women of similar abilities, exploring safe routes in and around Inverness. Each group consists of four female participants and two female staff members. Whilst there is a focus on group process during these rides, individual needs are also valued. Group sessions are held on a Monday or Tuesday morning, depending on the biking ability of those involved.

Following the initial rides, the initiative offers the opportunity for participating women to stay part of the group with regular Wednesday evening and Saturday morning rides. There is also a women's only workshop session on the first Wednesday evening of every month.

## Highland Cycling Project has Velocity

Project results have been extremely positive. For example, they show that, as a result of involvement in the project, women generally feel more positive both on and off their bike. The project also resulted in a clear increase over time in how often participants ride, their levels of confidence and the number of routes they would be prepared to ride.

Before engagement 34% of women "never" rode their bike, and 34% "hardly rode at all". This combined "never" or "hardly" score had dropped from 68% pre-engagement to 15% after engagement. At the point of joining the project nobody at all said they rode their bikes either "a lot" or "a huge amount". This rose to 50% of people after engagement saying they now ride their bikes a lot or a huge amount.

The 27% of participants who were "terrified" to ride on the road dropped to just 3% and the 15% of women who said they are "very confident" or "fairly confident" on the road has risen to 51%.

Seven women have been bought a bike since being involved in the project and seven women have learned to ride having never had the opportunity before.

Based on this success, Velocity hopes to secure additional funding to enable the project to continue and possibly even expand to include a men's Cycle to Health project.

“The project has been a huge success in terms of how the participants feel about cycling. Before involvement the majority of women rode their bikes very infrequently or never at all. They had no positive associations with cycling- in fact the idea of riding on the road was a terrifying prospect for many of them. We changed the way that people felt about their bikes by making the sessions an enjoyable social experience and by slowly building up skills and cycling confidence. The project successfully turns around people's perception of cycling. Through the Cycle to Health project cycling becomes something to be proud of and something that is fun, sociable, and enjoyable. They become part of the community of Velocity cyclists and want to stay there.”

Ferga Perry, Workshop Coordinator, Velocity Cafe and Bicycle Workshop

## In numbers



**Funding was granted in late March 2015.** Jobs were advertised in April, interviews conducted in May and staff appointed in June



There were **5 weeks of initial set up** before the project started with 1:1 inductions and ride assessments

**79**

**women contacted the project,** and of these, 68 (87%) went on to be actively involved

**105**

**ride sessions were delivered** between August and April, including 11 small group sessions

**3**

**staff are employed** by the project; one works 3 days / week and 2 work 1 ½ days a week each

**15**

**people have been engaged 1:1** over several sessions and have chosen not to take part in the ongoing groups. Seven of these have been women learning to ride from scratch



The Cycle to Health project cost **£39,914 to deliver** during 2015/16

“ Finding the project saved my life, I don't recognise the person I was when I started, now nothing can stop me. It's given me lifelong tools, self-worth, health benefits and given me the gift of a good and happy future through learning a growth mind-set that will stay with me long after the project. Not to mention making lots of real, true and very supportive friends! I just wish this project was available to a much wider area as there are far too many of us who desperately need this project! Thank you from the bottom of my heart. ”

DM, Participant, Cycle to Health Project

“ I've had depression and really struggle to get out of bed. With this project I've been going to bed on Sunday really looking forward to Monday mornings and getting out of bed to come here. I didn't think I'd ever feel like that again. ”

CP, Participant, Cycle to Health Project

## One year on: Highland Cycle Project Gains Momentum

Velocity's highly successful Cycle to Health scheme expanded in 2016/17, with a new men's initiative complementing the ongoing women's programme and the launch of a new 'Learn to Ride' initiative.

The target audience is women and men who are socially isolated, low in confidence and motivation and have mild mental health conditions. The scheme offers participants group-based and personalised support to help them gain the confidence and skills needed to cycle more often. Importantly, evidence suggests participation also helps those involved to feel more positive about themselves.

The scheme has been adapted to respond to some clear attitudinal differences between the genders. For instance, participating men typically report they already feel confident cycling in traffic and tend to rank themselves as feeling more positive about their emotional state and mental wellbeing than participating women.

Similarly, it appears that men are typically less willing than women to take time off work because of mental ill health. As a result, men are less likely to attend Cycle to Health activities that are scheduled during the working day.

These and other factors have shaped how the scheme is delivered and have impacted on the rate of participation in the men's scheme. Velocity is currently exploring if there are more effective ways to engage male participants in the programme. For instance, the men's programme may re-focus on offering physical, as well as mental health outcomes.

Monitoring and evaluation confirm the ongoing success of the Cycle to Health project, but perhaps the most telling fact is that this initiative has started to attract interest from other organisations wishing to duplicate its success elsewhere.

## Key achievements



July 2016 to March 2017, the **Women's Cycle to Health project worked with 61 women**, 13 of whom were involved in the previous year's programme



The **Men's Cycle to Health initiative started in September 2016** and by March 2017, 38 men had been engaged

**43**

**one-to-one meetings** in were delivered via the women's scheme and 25 through the men's scheme

**3**

**organisations have visited the Velocity project**, to learn how they can start similar projects in new cities

“ I have really affirming feelings of self-worth when on my bike. It’s been such a positive experience for me. My highlight was being able to get out on the main road and cycle in busy traffic. I now feel accomplished in road skills having not cycled for years. ”

BE

“ I’m disappointed that the 4 weeks are over so fast! But I want to get out and ride my bike now. I feel that I’ve achieved my goal - I feel more confident and I’ve managed to go further on my bike than I thought was possible! ”

DA

# Changing Mode in Midlothian



## Summary

Local authority: Midlothian Council



In 2016/17, Midlothian Council used Smarter Choices, Smarter Places funding to deliver its Modal Change Advertising Campaign to residents. The campaign cost a total of £22,000 to deliver.

Informed by a range of market research, the intervention targeted local car drivers, and particularly, those accessing local railway stations. The campaign also targeted drivers using some or all the routes taken by the 29, 37 and 40 bus services, which cover a large part of Midlothian.

The campaign encouraged rail passengers to access local rail stations using active modes of transport, rather than driving. It involved placing large posters in selected stations, to promote the benefits of walking and cycling and using bus-back adverts to promote similar messages to car drivers travelling along certain bus routes.

The advertising was accompanied by a series of events, which were designed to encourage greater uptake of active modes. For instance, the Gorebridge Community Development Trust ran an event in Gorebridge that encouraged more locals to cycle.

Such was the success of the 2016/17 campaign that the Council plans to use bus advertising in 2017/18 to promote Midlothian’s Walking and Cycling Festival and it also intends using station advertising again to promote active travel.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



## Changing Mode in Midlothian

Midlothian Council is acutely aware of the wide-ranging benefits active and sustainable travel can deliver to residents, including improved air quality, fewer carbon emissions, health improvements as well as less traffic congestion.

In early 2016, the Council secured Smarter Choices, Smarter Places grant funding to deliver a multifaceted campaign that used advertising, including bus-back and station media, to encourage car users to switch to active and sustainable forms of travel.

The target population included car drivers in Midlothian, and particularly, those accessing local railway stations. The campaign also targeted people driving along the 29, 37 and 40 bus routes, which cover a large part of Midlothian. Pragmatically, the latter target was identified because space was available for bus-back advertising on these routes.

The Borders Railway was reopened in 2015, after 40 years of closure. Since then, many new houses have been and continue to be built along the route. It is generally thought that when people move home is a great time to influence their travel behaviour, as they are more likely to be considering the options available to them at that time, thereby making the timing of this intervention ideal.

The design of campaign messages was informed by the 'Borders Railway Travel Pattern Survey Report',

which contains information about why people make travel decisions and what might influence them. The resulting Modal Change Advertising campaign was delivered in three stages.

Commencing in August 2016, the first stage involved placing bespoke posters at Eskbank Station, to encourage people to get to the station on foot or by bike. The campaign ran throughout September and October and was accompanied by an awareness raising event at the end of October, which promoted cycling.

The Gorebridge Community Development Trust helped to deliver stage one of the project. During October, it funded and delivered a promotional event in Gorebridge, as part of the Trust's Climate Challenge funded project, 'Greening Gorebridge'. The event focused on lowering transport emissions and encouraging more cycling.

The second stage of the intervention commenced in March 2017, with active travel advertising on 30 bus services across Midlothian. The adverts included a link to the Council's dedicated active travel web-page.

In addition, three different events, entitled 'March on your bike Midlothian', were run in Dalkeith, Bonnyrigg and Penicuik, to support the bus-back advertising campaign. These events offered free Dr. Bike services, a pump track, bicycle storytelling, free local active travel maps and other 'freebies', such as pedometers and bike lights.

The design of the third stage was informed by station surveys, which gathered data about

## Changing Mode in Midlothian

the travel patterns of people using Eskbank, Newtongrange and Gorebridge rail stations. The surveys were carried out by Gorebridge Community Development Trust in association with the Council.

Due to a lack of available advertising space, the third stage did not start until April 2017. Running for a 4-week period, it involved delivering an advertising campaign at Eskbank, Newtongrange and Gorebridge stations. Tailored campaign messages were delivered via banners, including messages to encourage rail users to get to the station on foot or by bike.

Midlothian Council's modal change advertising intervention was delivered during some of the warmer months of summer, autumn and spring, as people are more likely to be willing to use active modes at these times. However, the delivery schedule was also influenced by the availability of advertising spaces on buses and in stations.

The intervention cost £22,000 to deliver, with spending divided reasonably evenly between advertising, staff costs and events. Whilst the Council managed delivery of this project 'in-house', the Gorebridge Community Development Trust provided strong support and the services of an advertising agency were procured.

A variety of monitoring was carried out, to help assess the impact of the campaign. This included before and after counts at station car parks and counts of website 'hits'. In addition, qualitative data was gathered through travel surveys, which were carried out at the stations and at events.

Pleasingly, results suggest the 2016/17 modal change advertising campaign successfully encouraged more people to walk or cycle to the rail station, rather than drive. Based on this success, Midlothian Council intends using bus advertising in 2017/18 to promote Midlothian's Walking and Cycling Festival and to continue using station advertising to promote sustainable travel.

**“ I think encouraging people to use the car less is a great idea as the roads are always congested in the morning and the car park is always full. You can easily find space to park your bike when cycling to the station, so you have one less thing to worry about on your daily commute. ”**

Cycle commuter at Newtongrange Station

## In numbers



A **station advertising campaign ran** for a 4-week period in 2016, with new campaigns run in 2017 at different stations



The campaign led to a **decrease in cars parked** at Eskbank Station, from 181 to 177 per day



Eskbank Station saw a **4% increase in cycling** and an **11% increase in walking** in 2016/17

**250**

**people attended events** that promoted cycling alongside bus and station advertising

**20-45%**

**increase in website visits and downloads** of active travel maps resulted from these campaigns



**Bus-back advertising** took place over a 4-week period on 30 buses on different routes in Midlothian

“Getting your bike fixed for free is definitely an incentive which encourages people to start using it more.”

Cyclist using Dr. Bike services

“The station and bus back advertising promoting walking and cycling have proved their effectiveness in recent survey results, showing a significant increase in walking and cycling and reduction of driving in particular to and from our railway stations.”

Lindsay Haddow, Policy Planning Manager, Midlothian Council

# Moray pupils track their travel



## Summary

Local authority: Moray Council



In partnership with:

Moray Council has been working with charity Living Streets since 2015, to deliver a walk to school challenge called Walk Once a Week (WOW) in local primary schools. WOW encourages pupils to walk to school at least once a week, by offering information and rewards to participants. Daily journeys are recorded in an on-line data-base called Travel Tracker.

By the end of the 2015/16 financial year, 18 primary schools were actively participating in WOW, representing 40% of all primary schools in Moray. Encouraged by this success, in 2016/17 the Council applied for new Smarter Choices, Smarter Places funding to enable the WOW project to be continued.

One of the Council's core aims for the 2016/17 project was to increase the number of participating schools, and despite some early challenges, this was achieved. By the end of March 2017, a total of 23 schools were actively involved.

Based on this success the Council plans to keep delivering WOW to primary schools during 2017/18. It also hopes to develop and pilot a similar scheme for high school pupils.

It is testament to the impact of the project that schools experiencing traffic problems must implement a travel behaviour change intervention like WOW, before the Council will consider making changes to local transport infrastructure.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



## Moray pupils track their travel

Living Streets is a UK charity that advocates everyday walking. One of the charity's portfolio of projects is Walk Once a Week (WOW), a year-round walk to school challenge, which rewards pupils who walk to school at least once a week with a monthly badge, thereby encouraging them to develop healthy habits. Daily journeys are logged by pupils using an on-line Travel Tracker data-base, or on paper wallcharts.

In early 2015, funding from the Smarter Choices, Smarter Places (SCSP) programme enabled the Council to offer WOW to local primary schools. The concept for the programme was developed during the early part of 2015, with schools being invited to enrol in advance of the summer holidays, so that the programme could commence at the start of the new school year.

Delivery initially focussed on supporting the schools that had signed up. Over time, more schools decided to get involved too. By the end of the 2015/16 financial year, 18 primary schools were actively involved in the walking challenge.

In 2016/17, Moray Council was once again successful in securing SCSP funding, which enabled it to consolidate and expand its WOW programme. The core objective during this period was to increase the number of participating schools and children travelling to school actively.

A Living Streets Associate was appointed to deliver the programme, which reduced the time input required by Moray Council officers and is a model that will be continued.

The 18 schools that were participating in the programme at the end of 2015/16 remained engaged in the programme until the start of the summer holidays, in July 2016. During the holidays, Living Streets introduced a new version of the on-line Travel Tracker system, which required all schools to re-register their details. Some schools were slow to do so, leading to an initial reduction in the number that continued to record journeys when the new school year started. However, over time, most of the schools that were previously registered in the programme re-registered and became actively involved again.

During 2016/17, Moray Council and Living Streets also worked hard to sign new schools up to WOW. By the end of March 2017, a total of 23 schools were actively participating. Interestingly, the Council successfully promoted WOW to some schools when it received complaints about school traffic. In fact, it has become Council policy not to respond to these complaints by making infrastructure changes until a school has participated in a behaviour change programme, such as WOW.

A variety of promotional events and activities were also offered in many schools over this period.

## Moray pupils track their travel

For example, several of the participating schools took part in regional and national competitions and two were involved in the Nadfly art programme, which promoted active travel.

The Nadfly programme used art as a medium to promote active travel to pupils. Participation in this SCSP funded scheme led one school to become an enthusiastic participant in the WOW programme, despite its previous reluctance to do so. Without doubt, the combined impact of these two programmes was greater than the sum of the parts.

It proved to be crucial to have a flexible approach to delivering the WOW programme. This helped ensure it was responsive to other school commitments. For instance, the delivery schedule was planned to avoid overloading schools at busy times of the year, such as the run up to Christmas.

Monitoring and evaluation of the WOW project has been particularly easy due the daily collection of data through the supplied Travel Tracker software. The results have been made available to participating schools, the Council's Sustainable Travel Officer, as well as the Living Streets Associate.

Without doubt, WOW has been a very successful programme in Moray, and the Council will continue to deliver it to primary schools during 2017/18. It also hopes to develop and implement a similar scheme for high school pupils.

“The children enjoy using the TT – they prompt me in the morning if it has not already been loaded onto the smartboard. They can easily remember the symbol they have been allocated. It is bright and interesting. The children have been encouraged to talk about the impact that making active trips to school has had on their mood and their readiness to learn. The children say that they feel ‘better’ and more ready to learn when they have had an active trip to school.”

Lynne Jamieson – New Elgin Primary School – P4 Class

## In numbers



The **£34,000** project successfully engaged **32 schools**, representing 6,060 pupils

**51%**

of Moray primary schools recorded results daily

**85%**

of pupils at schools using Travel Tracker use active modes to get to school



During Living Streets' 2016 Walk of Fame, Moray had between **4 and 7 schools in the top 10** every day and took number 1 spot 9 times



Moray's Travel Tracker programme featured at a **national active travel conference** in 2016



Moray plans to develop a **pilot project for high school pupils** during 2017/18

Moray pupils track their travel

“ Now that the better weather is coming in we are seeing more children walking to school. ”

Jennifer MacLeod – Findochty Primary School

“ More children are actively walking to school, or choosing to park and stride. ”

Carolyn Mowatt – Portknockie Primary School

# North Ayrshire Workplaces Travel Smart



## Summary

Local authority: North Ayrshire Council

In partnership with:



In 2015/16, North Ayrshire Council was awarded Smarter Choices, Smarter Places funding to deliver a Travel Smart Workplaces project. The aim of this initiative was to encourage more commuters to walk and cycle to work.

Workplaces in three geographic areas were targeted, due to their proximity to recently completed improvements to active travel infrastructure. This work extended and improved the quality of local routes, thereby creating new opportunities for employees to walk and cycle to work.

A Workplace Engagement Officer was appointed in 2016/17, to engage with local businesses and their employees. A team of trained volunteers helped the Engagement Officer deliver the project and a selection of contractors supported the delivery of certain elements of the project.

Six workplaces agreed to participate in the project. A variety of activities were successfully delivered in them, including bike maintenance training, cycle training, walking challenges, workplace and personal travel planning, bike breakfasts, as well as active travel information stalls.

The project resulted in five businesses obtaining a Cycle Friendly Employer award, thereby benefiting both staff and clients. It also secured a North Ayrshire Achieves Award in the category of “Enhancing Our Environment”. Based on this success, the project will be continued during 2017/18.

“ Children and staff find using the system very easy - children have taken ownership and are implementing in three classes. ”

Emma J Milne, Depute Head Teacher, Cluny Primary School

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



For many years, North Ayrshire Council has been working to address a range of transport challenges that historically, have made it more difficult for some employees to walk, cycle or use public transport to get to work. For instance, in some areas, highly trafficked roads, a lack of suitable walking and cycling routes and poor quality public transport links have led to a high proportion of commuter journeys being undertaken by car. This has contributed towards a myriad of problems, including transport delays, pollution, carbon emissions and recruitment and retention problems in some workplaces.

In 2015/16, the Council was awarded Smarter Choices, Smarter Places (SCSP) funding that enabled it to deliver a Travel Smart Workplaces project. The aim of the project was to encourage more commuters to walk and cycle to work and help local employers become more supportive of active travel choices. In 2016/17, new SCSP funding was awarded, which enabled this project to continue and develop further.

In 2016/17, the target audience was employees from workplaces in three geographic areas. The first area was in Irvine and included businesses in the i3 Enterprise Area and Irvine Town Centre, as well as the Ayrshire Central Hospital. The second area focussed on Fairlie, and particularly, businesses in the Hunterston Peninsula employment area. The third area incorporated businesses situated within the Garnock Valley.

These areas were selected because historically, employees working in these locations were likely to find it challenging to use active modes of transport to access work. However, recent investment in active travel infrastructure in these areas had extended and improved the quality of local routes, thereby making it easier and more efficient for employees to walk and cycle to work.

These infrastructure changes provided a fresh opportunity to engage with employees in the target areas and tell them about their new and improved travel options. It also offered an opportunity to encourage them to use active and sustainable modes to get to work.

A Workplace Engagement Officer was appointed in partnership with Sustrans, to engage with local businesses and ensure their employees had an opportunity to get involved in the project. Appointment of the Workplace Engagement Officer helped the project reach a larger number of businesses and support a wider range of behaviour change activities in 2016/17 than it had during the previous year.

Engagement with local employers was facilitated by the Council's Business Development team, which plays a central role in helping local businesses develop and grow. Once workplaces were engaged, their employees were offered the opportunity to get involved in a variety of initiatives, including bike maintenance training, cycle training, walking challenges, workplace and personal travel planning, bike breakfasts, as well as active travel information stalls.

A network of volunteers provided crucial support to the Workplace Engagement Officer. Volunteers were offered training - including outdoor first aid, bike maintenance and rider leader courses - to help them be more effective in their roles. Alongside this, a variety of contractors were engaged to support the delivery of certain elements of the project, such as workplace events.

Although it was originally envisaged that a lift-share scheme would be promoted to target organisations during 2016/17, this was delayed until 2017/18 to account for procurement challenges and to enable more meaningful engagement with a wider group of local businesses.

Monitoring and evaluation of the Travel Smart Workplaces project involved carrying out pre- and post-intervention surveys. For instance, employee surveys were used to measure changes to travel behaviour and business surveys were used to assess whether employers felt the interventions had been successful.

At the time of writing the final evaluation report for the project had not been completed. However, interim results suggest it has fulfilled its aim. For instance, during the course of 2016/17, the Workplace Engagement Officer was able to help five businesses to obtain Cycle Friendly Employer status, thereby benefiting both staff and clients. In addition, the project secured a North Ayrshire Achieves Award in the category of "Enhancing Our Environment".

Based on this success, the Workplace Engagement Officer will continue delivering the project during 2017/18, thereby providing continuity and consistency and helping to generate ongoing buy-in to and support for the project.

“ Since Jess took on the role of Workplace Engagement Officer, embedded in North Ayrshire, there has been a significant increase in employers engaged with the Cycle Friendly Employer (CFE) Award. Prior to Jess’s involvement, there had been no CFE awarded organisations in North Ayrshire. Testament to her work, that number now sits at five, with an additional seven registered and working towards achieving the award. ”

Caroline Hammond,  
Development Officer,  
Cycling Scotland

## In numbers



In 2016/17, the project cost **£126,695** to deliver



A total of **7 workplaces** participated in the project

**5**

**companies** received the **Cycle Friendly Employer Awards**

**25**

**bike toolkits** were provided to employers / businesses

**10**

**Bike maintenance sessions** were delivered

**9**

**Active Travel Breakfasts** were held

**9**

**Travel Smart Information Stalls** were organised

“ The project has improved the overall accessibility of the town and Enterprise Area and made it more attractive and marketable. ”

Marion Francis, Irvine Bay Regeneration Company

# Walking wows North Lanarkshire pupils



## Summary

Local authority: North Lanarkshire Council

In partnership with: Living Streets



In 2014/2015, North Lanarkshire Council piloted Living Streets' Walk Once a Week (WOW) initiative in a selection of local schools. It has been offering WOW to schools in the area ever since.

WOW encourages primary school pupils to travel to school using active modes. Participating schools are typically provided with access to Living Streets' online Travel Tracker system, which enables them to maintain a daily record of how pupils travel. When pupils have used active modes at least once a week, every week for a month, they are rewarded with a collectable badge.

In school sessions 2015/16 and 2016/17, the Council secured Scottish Government Smarter Choices, Smarter Places funding, which enabled it to continue delivering WOW. However, in 2016/17 unexpected and significant changes to the Travel Tracker system slowed the delivery phase significantly, meaning the Council did not succeed in its goal of implementing WOW in all primary schools in North Lanarkshire.

Despite this, participation rates in a significant proportion of schools were strong and there is evidence that pupil travel patterns changed, with higher levels of walking, cycling, scooting, parking and striding recorded in many schools. This gave the Council confidence to apply for new Smarter Choices, Smarter Places funding and to consider delivery of the WOW initiative throughout 2017-2018.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



In 2014/15, North Lanarkshire Council started working with Living Streets to deliver a project that encouraged primary school pupils to travel to school on foot, by bike and other sustainable modes. Titled Walk Once a Week (WOW), this initiative provides an opportunity for pupils to record their daily journeys using a Travel Tracker, Living Streets' online travel mode recording application. When pupils have used active modes at least once a week over a month to get to school, they are rewarded with a collectable badge.

The project was initially piloted with a small group of primary schools within Cumbernauld and Kilsyth. Participating schools were introduced to WOW in the summer term of 2014-15, which provided an opportunity for Council officers to familiarise themselves with the new initiative in preparation for its wider roll-out during 2015/16.

In 2015/16, North Lanarkshire Council's Safe and Sustainable Travel Team successfully managed and delivered the project to a wider group of schools, using Living Streets' Travel Tracker to monitor activity. The team received around 12 weeks' support from an embedded Living Streets' Associate, who visited classrooms, demonstrated the Travel Tracker system and educated pupils about the benefits of active and sustainable travel.

In early 2016, the Council successfully applied for new Smarter Choices, Smarter Places funding, which enabled it to continue delivering the WOW

programme to primary schools in North Lanarkshire. The core objective of the initiative was to increase the number of children travelling to school actively.

Primary schools were approached early in the school year, with most hearing about the WOW initiative during induction days given for Junior Road Safety Officers. Amongst other things, all schools were offered help in setting-up and learning how to use the Travel Tracker system.

Participation was also encouraged in other ways. For instance, efforts were made to engage fully with school communities, including Senior Management, Travel Teams, Junior Road Safety Officers, Pupil Councils, as well as Eco/Health committees. In addition, Living Streets and North Lanarkshire Council both ran 'Walk of Fame' competitions, which rewarded high levels of participation in the WOW initiative. Strider, the Walk to School mascot, was also available to attend assemblies and visit classrooms.

WOW is designed to be quick and easy to set up and should only take a few minutes each morning to run. At the start of the term, pupils are allocated a Travel Tracker icon for the year. Every day, pupils are asked to log the way they came to school on the Travel Tracker system, using their allocated icon. In this way, travel patterns can be tracked throughout the year. When pupils have walked at least once a week, every week for a month, they are rewarded with a badge. The Travel Tracker system allows teachers and pupils to monitor pupil travel habits over time. Promotional and teaching resources are available on the Living Streets website in support of the Travel Tracker programme.

These change according to the subject of the badges.

Unfortunately, in 2016/17, delivery of WOW in North Lanarkshire was hampered by major changes to the design and functionality of the Travel Tracker system. In order to use the system, schools that had previously participated in the WOW programme needed to sign up using a different method and learn how to use the new interface, which was also beset by a range of system 'bugs'. This was and continues to be, a significant barrier for many schools and meant a great deal of officer time and effort was spent helping schools to sign up and use the updated system, rather than in the delivery of the WOW project.

These delays meant that the original project aim, to deliver WOW in all North Lanarkshire primary schools, was not met. Despite this, participation rates in a significant proportion of schools were strong and there is some evidence that pupil travel patterns changed, with higher levels of active travel, especially walking, recorded in many instances.

In retrospect, it is likely that many of the challenges arising from the changes to the Travel Tracker system may have been avoided or reduced if they had been piloted and evaluated before full-scale roll-out. Instead, the Council and many North Lanarkshire schools have experienced frustrating delays and problems with the new system and as a result, some schools chose not to participate at all.

The Council has not been deterred by this experience and it recently secured Smarter Choices, Smarter Places funding that will see consideration of the WOW initiative continuing throughout 2017-2018.

**“ The fantastic results that Gartcosh has seen are a testament to the efficacy of WOW and of the hard work of Gartcosh, North Lanarkshire Council and Living Streets staff. Gartcosh Primary has had engagement at around 90% for most of the time it has used WOW and the proportion of active journeys have increased from around 65% to 75%. This is equivalent to approximately 20 pupils switching to active modes. ”**

Living Streets Associate, March 2016

(Source: Living Streets)

## In numbers



The WOW project cost **£39k** per year to deliver

**19**

**schools achieved 80% participation,** 12 schools 70-79% and 9 schools 50-69% during the Council's Walk of Fame competition in **November 2015**

**10**

**schools achieved 80% participation,** 8 schools reached 70-79% and 14 schools hit 50-69% during the Council's Walk of Fame competition in **May 2016**

**5**

**schools achieved 80% participation,** 6 schools 70-79% and 17 schools 50-69% during the Council's Walk of Fame competition in **May 2017**

**14**

**schools were in the top 10** during a series of Scotland-wide Walk of Fame competitions, held between May 2016 and April 2017



There was a **14% increase in the number of sustainable journeys** logged in North Lanarkshire schools from Spring 2016 to Spring 2017

Walking wows North Lanarkshire pupils

“WOW has been a huge success in our school, with most children walking or using ‘greener’ ways to travel to school.”

Berryhill Primary School, 2016

“We visit every class daily to remind children to complete the Travel Tracker. We encourage children to walk to school or to Park and Stride. All the children love collecting the badges.”

Victoria Primary School, 2017

“The children enjoy walking to school in all weather, out in the great outdoors.”

Sikeside Primary School, 2017

“The WOW scheme is a good way of motivating children to travel, but the changes this year have caused many problems.”

Ladywell Primary School, 2017

# Orkney Islands Heritage Trails designed for active travel



## Summary

Local authority: Orkney Islands Council

In partnership with:



Orkney Islands Council recognises the importance of active and sustainable travel to island communities. Whilst the geography of the archipelago tends to make travel on and between the islands challenging, there still scope to encourage more people to travel on foot, by bike or on public transport.

During 2014/15, a series of community engagement workshops was held across the inhabited North Isles, to help identify high-priority community needs. Amongst other things, workshop participants expressed a desire to improve local walking and cycling infrastructure.

In 2016/17, the Council was awarded Smarter Choices, Smarter Places funding that enabled it to commission a feasibility study to explore ways to improve the existing network of trails in the North Isles, with a view to encouraging and enabling more people to use them.

The study considered the cost, design and infrastructure requirements of establishing a trail network and identified a suite of key routes that would benefit from maintenance and improvement. At least one trail on each of the populated islands was earmarked for improvement.

The results of this study will inform an ambitious application to the Heritage Lottery Fund for a grant to implement the report's recommendations. Successful delivery of this work will create a legacy of active travel infrastructure for locals and visitors alike.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



The Orkney Islands archipelago lies off the north coast of Scotland and is comprised of a mixture of both populated and uninhabited islands, which are conventionally broken into northern and southern groupings.

The geography of the islands makes travel on and between them challenging for locals and visitors and can present barriers to uptake of active and sustainable modes. Despite this, there is still potential to increase rates of walking and cycling, and in doing so, facilitate greater patronage on existing public transport services.

For instance, whilst the North Isles already have an extensive and varied network of trails, their current condition discourages use. This is compounded by a lack of integration between the trails and public transport, as well as a lack of promotion. Improving the trail infrastructure would make the choice to cycle, walk and use public transport easier as part of the daily life of locals and for visitors choosing car free travel to the islands.

During 2014/15, a series of consultation workshops was held across the North Isles, to garner the aspirations of local communities for projects that could be delivered via the North Isles Landscape Partnership Scheme (NILPS). A key theme that emerged from these events was the need to improve the walking and cycling infrastructure on the islands,

and particularly, to improve access to heritage assets and wider attractions.

In early 2016/17, Orkney Islands Council was awarded Smarter Choices, Smarter Places funding. Coupled with support from Scottish Natural Heritage and the Heritage Lottery Fund, this enabled the Council – via the NILPS - to commission a study to identify which heritage trail and active travel routes should be prioritised for improvement on each of the ten populated North Isles of Orkney.

The study considered the pre-construction feasibility of establishing a Heritage Trail network in the North Isles of Orkney, including cost, design and infrastructure requirements. Although it proved to be time-consuming, the study team successfully engaged with local stakeholders, to gather local knowledge and expertise, as well as help build ownership and understanding of the final recommendations.

The study singled out a suite of key trails and active travel routes for maintenance and improvement, with at least one trail on each of the populated North Isles to be improved. On some of the larger isles, it is proposed that improvements be made to several trails.

The identified trails incorporate some of the key cultural, natural, and built heritage in each location. For this reason, the study recommended trail maintenance and improvements activities should be accompanied

by enhancements to the interpretation and signage at key locations along each trail.

The findings of this study will inform the delivery of an ambitious Heritage Trail development project. To this end, the NILPS has already received a Round 1 pass with a provisional grant allocation from the Heritage Lottery Fund. Whilst this puts the Partnership another step closer to securing funding to deliver the project, the grant funding is still contingent on submitting a successful Round 2 application, which will include reference to the outputs and outcomes of the feasibility study. Success at this stage will enable the recommended scheme to be delivered between 2018-22.

Once completed, the enhanced trails and active travel routes will provide improved access by bike and on foot to many of the major facilities and features on each island. The trails will target visitors and locals of all ages and capabilities and will provide more effective integration with public transport. For example, visitors may choose to walk or cycle on different routes in multiple locations, using the recently approved Orkney Ferries Islands Explorer ticket to travel between different isles.

Delivering the recommended improvements to the path network should help to make it more practical and appealing for residents and visitors to travel around the North Isles on foot, by bike and using public transport. For this reason, the feasibility study should be viewed as a strategic investment in the future.

“ The Heritage and Active Travel Trails will enable more people to discover the delights of the Northern Isles, by providing visitors with mapped and waymarked path routes through spectacular island landscapes to experience a wealth of cultural heritage sites. It has been a pleasure to meet the island communities, explore this unique group of islands and develop the trails. ”

Jane Dixon,  
Ironside Farrar Ltd

## In numbers

£35k

was the **cost of delivery of the feasibility study**



Developing the recommended trail network is **estimated to cost £270k**



The study identifies **7 active travel routes** totalling **45km in length** for improvement



It is recommended routes are equipped with **signs interpretation boards and maps**

50

**local volunteers will be trained** to carry out routine trail maintenance and repairs, if funds are secured



The **trail development** process will see **25 new cycle racks installed** at key sites

Orkney Islands Heritage Trails  
designed for active travel

“ The Heritage Trail and Active Travel Study has enabled the identification of key trail and active travel routes throughout the populated North Isles which we can incorporate into the North Isles Landscape Partnership Scheme. These routes will be enhanced with a variety of repairs, improvements, as well as new signage and interpretation. We are very grateful to the North Isles communities for actively participating in the study and with our consultants. ”

Alister Brown, North Isles Landscape Partnership Scheme

# Schools on the Go: School Transition Workshops

Smarter Choices,  
Smarter Places  
Supporting Sustainable Travel

## Summary

Local authority: Perth & Kinross

In partnership with:



In 2015 Perth and Kinross Council commissioned JMP Consultants to deliver a two-stage programme of classroom transition workshops designed to encourage and help Primary 7 (P7) pupils and their families choose practical sustainable travel options for the journeys to their new secondary schools.

Part funded through the Paths for All 2015/16 *Smarter Choices, Smarter Places* programme, the *Schools on the Go* initiative was offered to selected primary and secondary schools in the Perth and Kinross area between May and December 2015.

*Schools on the Go* engaged P7 pupils via structured classroom workshops which encouraged discussion about the opportunities for travelling independently to school and provided training and practice in using paper-based and online journey planning resources to understand relevant active and sustainable modes for different journeys.

The new cohort of first year secondary (S1) pupils were then engaged through in-class sessions to discuss different travel choices and their impacts. This enabled the delivery team to re-engage with some pupils who had been involved in the P7 workshops as well as many who had not participated.

Stagecoach provided support for this initiative by supplying timetables, leaflets and fares information for use during workshop sessions.

Although it was difficult to engage some schools at a time when calendars were already full, where workshops were delivered they were well very well received by both staff and pupils. Secondary schools particularly appreciated the support the project offered the school curriculum.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



It is generally thought that people are more likely to consider changing their travel behaviour during transitions in their lives such as changing jobs or moving house.

The Schools on the Go initiative is built around this principle and targets the time when P7 pupils are at the point of moving from primary to secondary school. At this time pupils and their families are likely to be actively considering how children will get to their new secondary school.

The transition from primary to secondary school is also a time when many families start to consider letting their children travel more independently of their parents. Travel to the new school may offer a new opportunity for children to experience travelling on their own.

The Schools on the Go initiative targeted feeder primary schools where P7 pupils would be unlikely to need to travel to secondary school by school bus and where a significant proportion of school travel could potentially be undertaken on foot, by bike or using scheduled bus services.

On this basis, 32% of all primary schools in the Perth and Kinross Council area were invited to participate in the workshop programme. Of these, half agreed to get involved with many of the remainder citing a shortage of timetable slots as the reason for not participating.

The primary school workshop programme included:

- ▶ An introductory discussion to review why pupils were being encouraged to consider active and sustainable travel options;
- ▶ For schools in Perth, a route planning exercise using city and bus network maps;
- ▶ A journey planning session using proprietary online software;
- ▶ A session on how to read bus timetables using online and paper bus timetables, and
- ▶ A session in which pupils were advised of the likely cost of their journey to their new school and the ticket options available to them.

Workshops typically lasted between 70 and 80 minutes and were delivered by either one consultant and a member of staff or two consultants.

Following the commencement of the autumn term in August 2015, the second stage of workshop delivery, with S1 pupils, began. As with the P7 workshops the objective of this programme was to raise awareness of active and sustainable travel issues and encourage a change in travel behaviour toward travel choices other than the private car.

Six secondary schools that served the catchments of participating primary schools were invited to get involved in the Schools on the Go initiative. Five of these agreed to take part but one was not able to find space in their timetable.

Secondary school workshops typically lasted between 45 and 50 minutes and were delivered by either one consultant and a member of staff or two consultants.

The workshop programme included:

- ▶ A short introductory discussion with pupils to explain why they were being encouraged to consider active and sustainable travel options;
- ▶ A more intensive dialogue around how active and sustainable travel impacts our lives and shapes the places we live; and
- ▶ A task in which pupils write a letter to another person asking that person to make a journey to the school using only active and sustainable travel options.

Workshop content was considered to be suitable for use during the Personal and Social Education topic within the senior school curriculum, a fact that encouraged secondary schools to get involved.

Both the primary and secondary school transition workshops were very well received by pupils and teaching staff and are believed to have been highly effective.

“Perth and Kinross Council is really pleased by how well received the Schools on the Go initiative has been.

Along the way we've learned that we need to give schools more notice so they can schedule workshops in as part of pupils' wider transition activities. Engagement should really start within the Education Department and then move to the schools.

We hope to build on the success of the 2015 programme in future years with the ultimate aim being that Schools on the Go becomes a key part of the transition programme for all P7 pupils.”

Tony Maric, Transport Planning Officer, Perth and Kinross Council

## In numbers



**Main reason** primary schools gave for **not getting involved** was an inability to accommodate additional activities into already crowded timetables

**16**

**1-hour workshop sessions** were delivered to around **400 pupils** at 12 primary schools during May and June 2015

**33**

**Workshop sessions** were delivered in 5 of the 6 secondary schools that were approached, reaching approximately **700 pupils**



**24** primary schools were invited to participate. **10 agreed to participate**



Delivery of the Schools on the Go project cost **£26,000**, with 50% of funding coming through the **SCSP programme** and the remainder from **Perth and Kinross Council**

# One year on: Secondary pupils plan their journeys

Whilst the aim of the 2015/16 *Schools on the Go* workshops was to help P7 pupils and their families choose sustainable travel options for the journeys to their new secondary schools, the 2016/17 initiative had a broader remit.

The 2016/17 programme retained the same core focus on “transition” for primary school pupils. However, in response to the results of a travel survey, a new approach was developed for secondary schools.

Sustrans’ “Hands Up” survey results (2014) showed that the proportion of pupils who travelled to school using active and sustainable modes was already high. Consequently, a new approach was devised that considered a wider range of trips than just the journey to school. In this way, it was hoped secondary school pupils could become more informed and effective advocates of travel behaviour change in their households.

In September 2016, the newly developed secondary school programme was trialled in two classes at both Pitlochry High School and Perth Grammar School. Feedback from these workshops helped to improve the way they were subsequently delivered to other classes in these schools, and subsequently, in Crieff High School.

The 50-minute workshops were designed to complement the Personal and Social Education curriculum. They gave pupils an opportunity to try planning more sustainable journeys, using several on-line travel-planning tools. Typically, this required use of laptop or desktop computers, although smart-phones were used in one session.

By March 2017, delivery of this programme was still ongoing, with 3 of the target secondary schools and 6 primary schools yet to participate. Although charity YoungScot took on the task of surveying participants in the workshops, results are still pending. However, anecdotal feedback about the workshops has been extremely positive.

## Key achievements

**320**

**pupils from 3 secondary schools** attended the workshops



Whilst most workshops used school computers to access on-line journey planners, in one, **pupils used their smart-phones** instead, which proved to be very successful



**Key project partners** included Perth and Kinross Council, transport consultants SYSTRA, Stagecoach East Scotland, Young Scot and Tactran



Of the £26,000 available for this ongoing project, **£16,000 had been spent** by late March 2017



# Travel planning gets personal in Renfrewshire

“ I have had positive feedback from staff regarding the travel workshops and Morag is looking forward to seeing you again later today with her class. ”

Bonita Marchbank, Support for Pupils, Crieff High School

“ Excellent life-skills, one of the most useful PSE classes we’ve had. ”

Gillian Shenton, PT Guidance, Perth Grammar School

## Summary

Local authority:  
Renfrewshire Council



In 2016/17, Renfrewshire Council was awarded Smarter Choices, Smarter Places (SCSP) funding to deliver a programme of Personalised Travel Planning (PTP) to residents of Glenburn and Linwood and users of the On-X Sports Centre. This involved offering members of the target population a range of tailored travel information, advice and incentives to encourage them to cut their car use and try cycling, walking, buses or trains for a week. Of particular note, the project offered an opportunity to promote the recently extended Paisley South Side Strategic Walking/ Cycling Route.

Residential engagement involved either a face-to-face conversation on the door-step, or if no-one was home, posting relevant information. Engagement events for the wider community were held at the On-X Sports Centre and in a hall in Glenburn.

‘Before’ and ‘after’ surveys were used to detect changes in travel behaviour resulting from the PTP intervention, with the final results indicating that the events held at the On-X Sports Centre were particularly effective.

Renfrewshire Council will use its SCSP 2017/18 funding allocation to deliver further PTP interventions. It is considering targeting local employees, rather than residents, as engaging with employees may be more cost-effective and productive.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



## Travel planning gets personal in Renfrewshire

The Renfrewshire Local Transport Strategy included an ambition to implement and promote the Paisley South Side Strategic Walking/ Cycling Route. Completed in June 2014, the route connects both Renfrewshire and East Renfrewshire to the national cycle network and provides off-road linkages between schools, homes, shops and work on the south side of Paisley.

In 2016/17, Renfrewshire Council secured Smarter Choices, Smarter Places (SCSP) funding to implement a project to promote the Paisley South Side walking and cycling route to the residents of Glenburn and Linwood and users of the On-X Sports Centre. The core aim of the project was to facilitate changes in travel behaviour in the target populations, including promotion of public transport and active travel. Importantly, the project provided an opportunity to promote recent improvements to the Paisley South Side route. The total funding was in the vicinity of £160,000.

The core project intervention was Personalised Travel Planning (PTP). In broad terms, this involved approaching 3,800 residential households in Glenburn, 3,800 households in Linwood and users of the On-X Sports Centre in Linwood, asking how they currently travel and encouraging them to consider using active and sustainable modes of transport when appropriate.

More specifically, interviewees were offered a range of tailored travel information, advice and incentives to encourage them to try cycling, walking, buses or trains for a week.

The project team used a range of media to promote their work. For instance, project activities were promoted via bespoke Facebook pages and Twitter accounts, posters and advertisements in the local press. This helped to ensure the target audiences were aware of and informed about the project, thereby making them more likely to engage positively when contacted by the project team.

Users of the On-X Sports Centre were engaged via an information stand, set up in a prominent location inside the facility. An additional information event was also held in a community hall in Glenburn. People visiting the stands were offered the opportunity to discuss and explore their travel choices and encouraged to consider using active and sustainable modes. Both events were held in January 2017 and a follow-up event was delivered at the On-X Sports Centre in mid-April 2017.

Initial household contact involved conducting a brief 'before' survey, to gather information on existing travel patterns and determine the level of interest from each household in receiving personalised travel information. This phase of the project was delivered during November 2016.

PTP interviews with householders were then undertaken by a team of Travel Advisors in January 2017.

## Travel planning gets personal in Renfrewshire

All households that had expressed an interest in the project were approached, with the Travel Advisors either speaking directly to someone in the household or, if no one was home, posting an information card through the door. In this way, the team achieved a high contact rate.

On engagement, householders were offered a range of bespoke travel information and the opportunity to take up a free incentive. These included a week of either free bus travel, train travel or parking at a park and ride site.

Follow-up surveys were carried out in May 2017. Comparing the before and after surveys provided insights into what impact the PTP had on the target populations, with the results included in a final monitoring and evaluation report produced in July 2017.

Evaluation results suggests the community events at the On-X Sports Centre were particularly positive. This may have been because users of the sports centre were already predisposed to using active forms of transport. The Council is now reviewing the engagement approach, targeting local employers to find the most productive engagement approach in the 2017/18 programme of work.

“ The success of the community engagement events was fairly limited in regard to attendance and participation. We hope to learn from this going forward and try to drum up more interest within the proposed demographic in any future projects. I feel this would contribute to better participation and therefore a more successful overall project.”

Alastair Scott, Technician, Department of Community Resources, Renfrewshire Council

## In numbers



**4,704**  
households  
were invited to  
complete the  
before survey

**471**

people within  
the study agreed  
to participate in  
the programme; 199  
from Glenburn and  
272 from Linwood



Nearly 90%  
of all  
participants  
were signed up  
via doorstep  
engagement



A total of 471  
incentives were  
distributed to  
participants, to  
help motivate changes  
to travel behaviour

**249**

weekly bus  
tickets and 109  
weekly rail  
tickets were given  
to participants to  
incentivise bus travel

**1/3**

of respondents to the  
after survey stated that  
their travel habits  
had changed  
since participating in  
the initiative



# Borders Hub integrates community transport



## Summary

Local authority: Scottish Borders Council

In partnership with:



Residents of the Scottish Borders who are unable to use public transport or do not have access to a car can access community transport services. However, historically, accessing community transport services involved booking journeys with one of many service providers as a single booking point was not available. This lack of coordination created inefficiencies, such as journey duplication, and made it more difficult to arrange shared journeys.

In response, the Scottish Borders Strategic Transport Board identified a need to create a one stop approach to community transport, and by September 2015, the Borders Community Transport Hub had been established with funding support from the Smarter Choices, Smarter Places programme.

The Hub is staffed by two part-time operators employed by the British Red Cross. Staff coordinate and make bookings on behalf of the operators. The Scottish Borders Council has given strong support for the project, and six community transport operators (British Red Cross, RVS and four local Wheels organisations) provide the associated transport services.

Hub services have proven to be both popular and successful. They have helped to reduce the number of duplicate journeys, facilitate journey sharing, improve service quality and reduce the number of people who fail to attend appointments. Importantly, they have also helped users to participate more fully in their communities.



This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



## Borders Hub integrates community transport

The Scottish Borders Strategic Transport Board (STB) was established by the Scottish Borders Community Planning Partnership in 2014, to provide a regular forum for considering transport issues, exploring potential partnership solutions and oversee improvement activities. Membership includes the Scottish Borders Council, NHS Borders, Borders College, Scottish Ambulance Service, housing associations and voluntary sector organisations.

Historically, elderly and disabled residents in the Borders requiring transport were provided with contact numbers for a number of local community transport providers. This led to inefficiencies, such as journey duplication and may have deterred potential users from booking journeys. In response, the STB identified a need to develop a new, partnership-based, demand-responsive approach to community transport provision to help reduce the number of vehicles used, increase the number of shared journeys and increase the number of service users. This coordinated approach aimed to improve overall efficiency while maintaining the distinctiveness and personal connections of the participating provider organisations.

In 2015/16 the Scottish Borders Council was awarded Smarter Choices, Smarter Places (SCSP) funding to establish a 'one-stop' approach to community transport provision. A second tranche of SCSP funding was secured for 2016/17. The British Red Cross led the delivery of this initiative,

and by September 2015, it had set up and staffed the Borders Community Transport Services (BCTS) Hub.

Two national community transport operators and four local Wheels projects agreed to support the Hub project by providing community transport services to people making bookings via the Hub.

The Hub operates from 9am - 4pm Monday to Friday, including Bank Holidays, thereby offering a single contact point, and one with longer opening hours than most individual operators can provide.

Hub users call a single, free phone number to book community transport and trip-share journeys. Hub staff use a web-based booking system, which enables participating community transport providers to either schedule or decline booking requests that are entered by staff. They also use a web service to book trip-share journeys for users who are unable to do so because they do not have internet access.

Hub services are promoted to potential users via leaflets and posters targeting clients of health centres, community centres and hospitals throughout the Borders. Statutory service providers such as the Scottish Ambulance Service and some local NHS services also refer people to the Hub. Despite this, awareness and use of Hub services has taken time to develop and ongoing work is required to maintain and build support.

Whilst Hub staff have identified many opportunities for passengers to share journeys, the booking software they use does not enable these journeys to be counted. The Hub team have increasingly

## Borders Hub integrates community transport

identified opportunities for passengers to share journeys and in so doing they have also noted how we should to adapt and improve the booking software. As a result the Hub is in the process of upgrading the package and these improvements will make it easier to monitor the expanding numbers of shared journeys undertaken.

The Hub operators have also built successful working relationships with some hospital departments and health centres that have led to a more coordinated approach between patient appointments and transport provision. This has reduced the number of elderly and disabled people who fail to attend their appointments.

Many of the participating community transport providers are starting to see the benefit of their involvement in the BCTS scheme. For instance, in 2016, one provider recognised that the extended Hub operating hours enabled them to provide a better customer service. As a result, from October 2016, all existing clients were required to book their transport requirements via the Hub. This saves staff time and provides clients with a better contact experience.

Demand for Hub services has grown to a point where it sometimes outstrips supply. On this basis, funding has been sourced to enable one of the partner operators to provide another vehicle and driver, to help meet the additional demand.

For the future, the Red Cross will produce an options paper that considers the development of Hub services. Amongst other things, it is expected the paper will review future staffing requirements, the scope and limitations of future service provision as well as future funding options. Whilst the long-term future of the Hub is not yet secure, the services it provides are clearly valuable to users, operators and health facilities.

“ For older and more vulnerable people in the Borders, the Community Hub has become an invaluable service we could not do without. People who use the service tell me having one number to phone to reach all the providers is so much easier. For the providers, they know we are maximising the use of all our transport and that means we are more efficient.”

Helen Forsyth Chair,  
Scottish Borders Strategic  
Transport Board

## In numbers

2

**national community transport operators and 4 local Wheels projects** worked in partnership with the Council and the Red Cross to deliver the BCTS initiative



The BCTS Hub is **staffed by two part-time operators** employed by the Red Cross



**Monthly bookings via the Hub** grew from 4 in October 2015 to 186 in April 2017



Cumulatively, **over 1,500 bookings** were facilitated by the Hub over the period to April 2017



Against stiff competition, BCTS was awarded the **Transport Times Scottish Accessibility Project of the Year 2016**



The Hub project received **£56,580 of SCSP funding** in 2016/17

Borders Hub integrates community transport

# Travel HUB gets Ayr active



“ I needed to get to BGH for 11am. Even leaving home with the earliest bus services would not get me there till 11.20. Finding out about you was good. Hope I can book with you again as the trip took an hour and I had time to spare before my appointment. ”

Service User

“ Having a transport service that operates via a single telephone number is a real step forward. It makes the process of arranging and accessing transport much simpler for the service user. The Hub is a good example of collaboration between several different agencies. ”

Timothy Stephenson, Passenger Transport Manager, Scottish Borders Council

## Summary

Local authority: South Ayrshire Council



In partnership with:



In 2015/16, Smarter Choices, Smarter Places (SCSP) funding enabled an Active Travel HUB to be established in South Ayrshire. The HUB set out to influence travel behaviour and particularly, to encourage more people to walk and cycle.

The HUB was designed to be both a service, delivering a variety of behaviour change interventions to target groups, as well as a physical location, from which to manage and deliver these services. A small team of staff and volunteers deliver HUB services.

In 2016/17, new SCSP funding was secured which enabled the HUB project to continue. Much of this work involved securing and developing a physical space for the HUB, and in February 2017, the HUB was launched at Ayr Railway Station. Alongside this, the HUB team delivered targeted behaviour change interventions, such as media campaigns, travel planning and led rides.

Securing a physical location for the HUB and delivering the associated services has not been without its challenges. The HUB delivery team learnt a great deal during the first two years, including the incredible value offered by volunteers and strong partnerships.

Further SCSP funding was awarded in early 2017/18, which will enable the Active Travel HUB, Ayr, to continue its mission to influence local travel behaviour.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



## Travel HUB gets Ayr active

In 2015/16, Smarter Choices, Smarter Places (SCSP) funding enabled South Ayrshire Council and its partners to plan the implementation of its 'Active Travel HUB', develop the associated branding and form key partnerships to facilitate the HUB's success. The HUB was set up to promote and support changes to travel behaviour, and particularly, an increase in the proportion of journeys undertaken on foot and by bike in South Ayrshire.

Market research conducted during 2015/16 identified several clear opportunities for greater uptake of active modes in South Ayrshire. For example, many local car journeys are short, and could potentially be made by foot or cycle. In addition, many people do not consider that they have the skills, resources or fitness required to walk or cycle and are put off because they are not aware of the different routes that are available.

In 2016/17, new funding for the project was secured through the SCSP programme. This enabled the project partners to continue to develop and refine the HUB concept and deliver HUB services. However, much of the work carried out during the year revolved around securing and developing a physical space to host the HUB.

Situated at Ayr Railway Station, the Active Travel HUB was formally launched in February 2017.

Operating as a staffed facility, the HUB benefits from the experience of staff from the associated Kilmarnock Active Travel Hub, as well as the support of a group of trained volunteers. Sustrans has also provided invaluable support for the initiative, including advice, staff training and in January 2017, provision of a second member of staff.

During 2016/17, the HUB team focussed on promoting active and sustainable travel and encouraging a reduction in use of private and fleet cars. The target audience for this work included commuters, students and young adults, although other people were also reached.

Whilst the main priority in 2016/17 was to get the HUB facility operational, many other activities were also delivered. For example, the HUB team delivered: active travel awareness and media campaigns; workplace and health premises travel planning; led rides and walks; cycle training and support; active travel maps and leaflets; as well as a series of events. Several other initiatives underwent development during the year, including a cycle hire scheme with partners Bike & Go, which will be operational from June 2017.

Despite having successfully delivered a range of behaviour change interventions during the year, several initiatives were either delayed or not implemented. For this reason, it was not possible for all of the original £206,000 budget for 2016/17 to be spent by year end.

## Travel HUB gets Ayr active

For instance, although it was expected that a cycle loan scheme would be delivered during 2016/17, this has proven more difficult than expected, with issues like insurance and risk management slowing down the process. Despite these delays, work has continued and it is expected the cycle loan scheme will launch in the middle of 2017.

Delivery of the HUB project has involved overcoming many challenges. Through this process, the HUB team has come to appreciate both the backing of key partners and the importance of rigorous project planning for a project of this type. This approach has enabled the Active Travel HUB to make significant progress during 2016/17, despite the challenges.

Based on this success, SCSP funding was once again awarded for 2017/18, to support further development of the Active Travel HUB concept and delivery of the associated programme of behaviour change interventions. Over the course of the year, the HUB's core objectives are expected to evolve, to become more closely aligned with both the Local Transport and Active Travel Strategies for East and South Ayrshire, which are being prepared by the Ayrshire Roads Alliance. This illustrates how much Ayr's Active Travel HUB is being recognised for the key role it plays in delivering crucial health, transport and environmental outcomes in South Ayrshire.

“ I would like to commend South Ayrshire Council for opening the active travel HUB at Ayr Rail Station. As a government, we want to encourage walking and cycling for short journeys and the HUB will help local people and visitors by providing information on local routes and also with cycling skills. ”

Humza Yousaf, Minister for Transport and The Islands

## In numbers

105

people visited the HUB in the first 4 months of 2017



The HUB had 368 Facebook followers at the end of April 2017



By early May 2017, there were 352 Twitter followers

613

people were engaged at events in the first 5 months of 2017



There were 850 web sessions on the HUB website between January and April 2017



From January – April 2017, 31 bikes received Dr Bike checks

# Make Your Way in South Lanarkshire



“ We are helping to lead the way in Scotland when it comes to promoting active travel. The station is a great location for commuters, students and visitors to find out more about this initiative as we encourage people to incorporate active travel into their daily lives. ”

Former Councillor John McDowall, South Ayrshire Council



## Summary

Local authority: South Lanarkshire Council

In partnership with:



In 2016/17, the Clyde and Avon Valley Landscape Partnership (CAVLP), along with its partners and suppliers, delivered an ambitious programme of Smarter Choices, Smarter Places interventions in South Lanarkshire.

Developed in response to high levels of car dependency in South Lanarkshire, the 'Make Your Way' project encouraged residents of Carluke, Larkhall, Lanark, Stonehouse and Glassford to explore their local areas on foot and by bike.

A series of events helped to engage local communities in the planning process. This was essential as this helped to build community awareness, understanding and ownership of the project and to ensure the planning process benefited from local knowledge.

A variety of measures were implemented, to encourage residents to explore the local architectural and social history, as well as the surrounding landscapes and geology, on foot and by bike. These included school and heritage events, artist residencies, maps, an active travel campaign, as well as installation of way-finding.

Although project evaluation is still ongoing, a rigorous process of monitoring was put in place from the outset. Interim results indicate the project was very successful, and these have helped CAVLP secure new funding to deliver an even stronger Make Your Way project during 2017/18.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



Levels of car ownership and use are high in South Lanarkshire. Seven out of every ten households have at least one car available for private use and two in every three adult residents hold a full drivers' licence. More than half of all adult residents use a car at least three times a week, meaning cars continue to be the main mode of choice.

This dominance of car-based mobility contributes towards a wide range of problems, including declining levels of physical inactivity, poor air-quality, traffic congestion, a lack of easy access to essential goods and services and community severance.

South Lanarkshire Council and an array of local partners have – for many years - been delivering policy interventions to tackle these problems.

For example, in 2015/16, the Council and the Clyde and Avon Valley Landscape Partnership (CAVLP) delivered a walking campaign in Lanark, Carluke and Larkhall, to help normalise and encourage cycling and walking in deprived areas of South Lanarkshire. The CAVLP is a programme that aims to conserve, enhance and celebrate the unique landscape and cultural heritage of the Clyde and Avon Valleys.

In 2016/17, South Lanarkshire Council secured Smarter Choices, Smarter Places funding that enabled CAVLP to build on the success of its 2015/16 work.

It did so by delivering a project called 'Make Your Way', which encouraged residents to walk and cycle more often, thereby helping them to connect to the rich local heritage and greenspaces as well as the wider countryside network on their doorsteps.

The core aim of the project was to boost the number of people using the functional walking and cycling routes within and around Carluke and Larkhall, as well as the conservation communities of Stonehouse, Lanark and Glassford. It documented, shared and celebrated the architectural and social history of these settlements and the surrounding landscapes and geology, using this as a means of encouraging people to explore their local areas on foot and by bike.

A project steering group had oversight of the delivery of the CAVLP-led project, with the CAVLP providing staff for project management and communication. Two consultants were also engaged, with one helping deliver arts and heritage elements of the intervention and the other supporting the delivery of active travel measures. In addition, volunteers from a separate CAVLP programme helped maintain and improve some of the routes promoted through the Make Your Way project.

Community and stakeholder engagement took place between August and December 2016, and was integral to the success of the project. A series of imaginative local community events engaged local people with the project and enabled them to provide early input into route

selection and heritage features for the maps. Not only did this process help inform key audiences about the project, it also encouraged community ownership, understanding and participation.

The main implementation phase of the project was initially scheduled to take place from January to April 2017. However, delivery ran on until June 2017, partly to account for improving weather conditions, increasing levels of light and delivering some Big Bike Revival events that help to incentivise active travel.

The delivery phase included promotion of physical and digital trails, school and heritage events, artist residencies, map production, an active travel campaign, school and community workshops and events, as well as installation of way-finding. Delivery of these activities continued to encourage local ownership of and participation in the initiative.

At the time of writing, project evaluation and final reporting had not been finalised, however, project monitoring processes have been rigorous throughout. For instance, each community and school event was evaluated in terms of numbers engaged and event feedback against the aims of the project. In addition, the media campaign was evaluated in terms of the number of press releases issued and published and the reach of social media activity.

Having been granted new Smarter Choices, Smarter Places funding for 2017/18, delivery of the Make Your Way project will continue, thereby building on the legacy and success of the previous year. Importantly, CAVLP has identified several key learning points that will enable it to run an even more efficient and effective programme during 2017/18.

“ The artist residencies have been very effective at developing great relationships with local people. The community workshops and meetings with local groups have led to great collaboration on making the trails in collaboration with the public. Our flexibility of approach has also been key to engaging successfully with schools. ”

Sarah Flood,  
icecream architecture

## In numbers

6

artist residencies in 5 communities helped engage 130 local people



Project delivery cost £220K

12

primary schools engaged, including 18 classes and 498 pupils

5

new active travel maps and digital trails were created



An active-travel roadshow engaged 418 children and 80 adults



New active travel roadshows and school visits are planned

“ The Make Your Way project has engaged people with the idea of getting out more and using their local walking and cycling routes. Through this engagement, potential practical improvements which would make this easier and more appealing have been identified, and volunteering opportunities have been created which have made a real difference to some communities. The project activities have actively encouraged both adults and children to get outside, and connected people directly with their environment by providing creative and fun things to do, which they can continue to do themselves. The project has also allowed the Landscape Partnership to reach new audiences, helping to connect people with their local heritage in active and engaging ways. ”

Donna Marshall, Programme Manager,  
Clyde and Avon Valley Landscape Partnership

# Stirling Schools Cycle Safely



## Summary

Local authority: Stirling Council

In partnership with:



Local charity Recycle-a-Bike has been delivering its Cycle Safe School project to primary school pupils in Stirling since 2015/16. Designed to encourage more children to cycle to school, the Cycle Safe School initiative builds on the core skills and knowledge delivered through the introductory Bikeability training scheme, which is available to all primary school pupils in Stirling.

The Cycle Safe School initiative is backed by Stirling Council, which successfully secured Smarter Choices, Smarter Places (SCSP) funding to support its delivery in 2015/16 and 2016/17.

In 2016/17, a total of 10 schools took part in the initiative. Schools were offered the opportunity to take up bike maintenance sessions and led cycle rides, although a flexible approach was taken to account for the differing needs of both schools and individual classes.

Participation rates in these activities were excellent, although it has proven challenging to design an efficient, cost-effective approach to monitoring and evaluation to help Recycle-a-Bike understand if and how much its interventions have influenced travel behaviour.

With an annual budget of just £2,900, the Cycle Safe School initiative has been an extremely cost-effective project that has generated good buy-in from schools and strong engagement with pupils. It is hoped that the project can continue to be delivered into the future.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



Sustrans' figures show that, between 2008 and 2014, the proportion of pupils in Stirling travelling to school in a car hovered around 20% and the proportion who cycled was around 5%. Whilst a higher proportion of pupils typically walked to school over this period, there is likely to still be potential to switch more car journeys to active and sustainable modes, thereby helping the Council deliver a wide range of important health, transport and environmental outcomes.

A common barrier to cycling is a lack of related skills, such as the ability to select less hazardous routes, as well as ride assertively and confidently. In recognition of this, Stirling Council has been implementing a variety of measures, including infrastructure improvements, training and travel planning to encourage residents, including children, to cycle more often.

In 2015/16, Stirling Council received Smarter Choices, Smarter Places (SCSP) funding to deliver a portfolio of interventions designed to influence travel behaviour. One of these was the Cycle Safe Schools initiative, which built on the core skills and knowledge offered to all local primary school pupils through the Bikeability training scheme.

Delivered by charity Recyke-a-Bike, the Cycle Safe Schools initiative engaged with pupils from selected schools to help them gain confidence, improve their riding skills, learn how to plan a journey and understand basic bike maintenance.

In 2016/17, the Council received new funding from SCSP that allowed it to fund the Cycle Safe Schools initiative once again. Stirling Council also provided support to the project in other ways. For example, it encouraged the schools to get involved, and provided cycle maps, information and maintenance equipment for use during Cycle Safe Schools sessions.

The second year differed from the first in that the new programme did not include a journey planning element. Whilst this activity is thought to have value, many primary schools are already supporting journey planning through delivery of their travel plans.

On commencement of the 2016/17 programme, Recyke-a-Bike invited all primary schools in Stirling to participate in the Cycle Safe Schools initiative. A total of 15 schools expressed interest, but some were not able to find time in their already busy calendars to get involved. Recyke-a-Bike ultimately engaged with 10 schools during course of the year.

The core objective of the Cycle Safe Schools initiative was to encourage participating pupils to cycle to school. This typically involved engaging them in a fun and interactive programme of activities, including bike maintenance sessions and led cycle rides.

A flexible approach was taken so that local conditions and needs could be taken into consideration. For instance, unlike others, pupils from Aberfoyle Primary School did not have a led ride to their nearest high school because it is too far away.

Instead, they were taken on a ride around local forest trails, which helped them to identify opportunities for recreational cycling.

Although participation in the led rides tended to require a significant time commitment from the schools, Recyke-a-Bike still managed to deliver them to 127 pupils. A further 161 pupils participated in the cycle maintenance sessions, suggesting the Cycle Safe Schools initiative was great value for money.

With a budget of just £2,900, this was an extremely low-cost project. Most of the project budget was allocated to staff time, with smaller amounts dedicated to purchasing stock for maintenance sessions and travel to and from the schools in Recyke-a-Bike's mobile workshop van.

In the future, Recyke-a-Bike hopes to identify new, more effective ways of evaluating the behavioural outcomes delivered by the Cycle Safe Schools initiative. For instance, consideration is being given to how changes to participant travel behaviour can be monitored over time.

Funding has once again been secured to deliver the Cycle Safe Schools programme during

2017/18. Recyke-a-Bike will use this as an opportunity to apply several lessons from the 2016/17 programme, including the need to engage with primary schools early and ensure the cycling activities on offer are scheduled well in advance of delivery. In addition, Recyke-a-Bike is now better able to identify and manage the costs associated with delivering the programme, which will make it more sustainable over the longer-term.

“The children really enjoy the maintenance training sessions and so do I. They seem to particularly enjoy using the track pump to fill the inner tubes to bursting point. I'm always impressed by the level of skill and knowledge the children have, they're genuinely interested in learning how to keep their bikes working and usable. It's very practical and hands on, and there's a lot of fun and chat involved. I'm glad we're doing them again this year.”

Neil Howden, Outreach Mechanic, Recyke-a-bike

## In numbers



At **£2,900**, this was an extremely cost-effective project to deliver

**10**

**schools** took part in the initiative

**30**

**pupils from Aberfoyle Primary School** participated in bike maintenance sessions

**43**

**pupils at Doune Primary School** attended bike maintenance sessions

**50**

**Strathblane Primary School pupils** took part in one of several led rides

**23**

**pupils from Thornhill Primary School** participated in a cycle maintenance session

# Cutting Car Use at Queens Quay



“ The Schools, Learning and Education Department recognise the value of this initiative delivered by Recyke-a-Bike, in an aim to improve cycle skills, knowledge and confidence. This compliments the Bikeability programme, as well as the wider Stirling Council Active Travel Plan and aim of encouraging active and sustainable travel to/from school. The initiative has been very well received by pupils, teachers and parents alike and we are delighted to be working in partnership with Recyke-a-bike again this year to deliver such a positive and successful initiative in our schools. ”

Sarah Bird, School Travel Planning Co-Ordinator, Stirling Council

## Summary

Local authority: West Dunbartonshire Council

In partnership with:



In early 2015, West Dunbartonshire Council was awarded funds from the Scottish Government's 2015/16 *Smarter Choices, Smarter Places* programme to deliver a social marketing campaign to staff based at, or moving to, the Queens Quay area in Clydebank.

At the time of the intervention, 265 staff had recently relocated to Aurora House in the Queens Quay area and 44 leisure centre staff were scheduled to relocate from Clydebank's 'Playdrome' facility to Queens Quay from spring 2017.

Known as the Queens Quay Project, the campaign aimed to influence how these staff travelled to and for work and it was felt the recent or pending relocations would be an opportune time to encourage them to review their travel choices.

The campaign included distribution of printed and digital travel literature via information displays, events, emails and intranet publications. Other activities included fuel-efficient driver training, Dr Bike sessions, a cycle to work day and personalised travel planning.

The campaign successfully reached most staff based at Aurora House and the Playdrome. Evidence suggests the campaign was very well received and that participation rates were high.

It is hoped lessons learned from the Queens Quay campaign will inform the development of any future campaigns designed to influence the travel behaviour of staff, and particularly, those involved in office relocations or other significant change processes.

This project received funding through the *Smarter Choices, Smarter Places* programme, which is administered by Paths for All and funded by Transport Scotland.



## Cutting Car Use at Queens Quay

In early 2015, West Dunbartonshire Council staff based at Rosebery Place in Clydebank began making the relocation to Aurora House in the Queens Quay development in Clydebank. The relocation in Clydebank is the first of a larger office improvement and consolidation programme planned by the Council that includes the 2017 relocation of 44 leisure centre staff from the Playdrome to a new leisure centre in the Queens Quay development.

The 2015/16 Smarter Choices, Smarter Places programme presented West Dunbartonshire Council with an opportunity to fund a pilot campaign designed to influence the travel behaviour of staff involved in the Aurora House and Playdrome relocations at a time when they were expected to be re-evaluating their travel options.

The aim of the campaign was to reduce single-occupancy car travel and increase use of active and sustainable modes for both commuter and work-related travel. It was also hoped the lessons learned from the initiative would inform the delivery of similar interventions in the future.

Following award of Smarter Choices, Smarter Places funding, West Dunbartonshire Council appointed JMP Consultants Ltd to help design and deliver the pilot social marketing campaign.

For clarity, JMP was appointed after staff had moved to Aurora House.

The campaign benefited from support from a variety of partners, including First Greater Glasgow, SPT and West Dunbartonshire Council's Healthy Working Lives team. Input to campaign delivery was provided by a number of Council staff, including the Sustainability Officer, as well as members of the Estates, Facilities Management and Corporate Communications teams.

The campaign was delivered between August and October 2015 and engaged staff based at both the Aurora House and Playdrome sites.

JMP's experience and that of others delivering similar interventions elsewhere suggested staff would be most receptive to messages focussing on potential cost savings that staff who drive to work could make by switching to other modes. As a result, this message featured in a range of published information and during face to face discussions between campaign staff and participants.

Around 300 staff across both sites were exposed to the campaign, with good levels of face to face engagement taking place with a significant proportion of them; many welcoming the opportunity to discuss their travel choices and receive information on alternatives.

A number of key lessons emerged during the pilot campaign. Importantly, it is likely that the impact of the campaign would have

## Cutting Car Use at Queens Quay

been greater if it had been delivered immediately before staff relocated to Queens Quay when they were most likely to be considering how to get to the new site.

West Dunbartonshire Council recognises that influencing people's travel behaviour is an on-going process. For this reason, the Council plans to continue engaging with staff about their travel choices as part of longer-term, corporate travel planning activities that will include support for the relocation of staff to a range of sites over the coming years.

West College Scotland (around 6,000 students) is already based in Queens Quay. Other proposed developments on the site include a care home, health centre and large residential development. It is the Council's intention to share the findings of this pilot campaign and work with the College and future site occupants to encourage more sustainable travel patterns.

“ Whilst West Dunbartonshire Council staff had only fairly recently moved into Queens Quay, they had already settled there by the time the campaign was commissioned, meaning that travel habits to the new site had already become established. Had engagement around travel choices taken place before the move to Aurora House (alongside other communications), then there would have been greater opportunity to influence behaviour before choices had become embedded. For any forthcoming office moves, we recommend that much of the information, promotion and engagement activities with staff take place in advance of the move, with follow-up/ reminder activities and events taking place once they are in their new office premises.” ”

Caley McDowall, Principal Transport Planner, JMP Consultants Ltd

## In numbers

Approx.  
**300**

staff members were targeted by the campaign

Over  
**150**

staff participated across the activities and events delivered on-site

Around  
**100**

employees visited an information stall, with most people taking printed resources

**64**

personalised travel challenges were issued to encourage staff to change their travel behaviour

**18**

people took part in a 30 minute led cycle ride, which was delivered by a local cycle shop

**16**

people participated in fuel efficient driver training sessions run by the Energy Saving Trust

**12**

bikes were serviced or adjusted during 2 Dr Bike sessions

**£32K**

was the budget for the entire office relation project, with just under half of this used to deliver the social marketing campaign

## Cutting Car Use at Queens Quay

“It’s easy to access alternative modes of transport – you just need the will to do it!”

Participant, Summer 2015 Sustainable Travel Campaign



# One year on: Commuters Encouraged to Reflect on Relocation

During 2016/17, West Dunbartonshire Council’s Office Rationalisation Programme continued, with over 1,000 staff preparing to relocate offices.

The Council used its 2015/16 Smarter Choices, Smarter Places funding to pilot a programme of social marketing initiatives to raise awareness about the sustainable travel choices available to staff, at a time when many were likely to be thinking about how to commute to a new workplace.

The pilot provided a framework for wider roll-out during 16/17. Capitalising on better provision for cyclists planned at the new sites, the 16/17 programme focussed heavily on promoting cycling for leisure. The new sites will also typically be better served by public transport, so commuters were encouraged to consider public transport services. For instance, 30% of staff moving to one site took up an offer of a free, one-month public transport zone card.

Similarly, Liftshare services were promoted, although staff did not seem interested in car sharing, so the Council decided against the development of a guaranteed ride home scheme or priority parking spaces.

Over time, the Council aims to rationalise its office estate by 50%, thereby helping to save money and foster operational efficiencies. However, it remains acutely aware of the wider impacts this process could have on staff and is committed to (amongst other things) helping staff get to and from their new office locations as sustainably as possible. This is particularly important as on-site parking at the new sites is typically constrained, thereby creating challenges for car commuters.

On this basis, the Council expects to continue delivering and refining its social marketing programme into the future. This will, for instance, include designing a staff rewards scheme, and preparing new Travel Plans for key sites.

## Key achievements



**Pool-bike use increased substantially** to around 30 uses during 2016/17, from 0 in the previous year



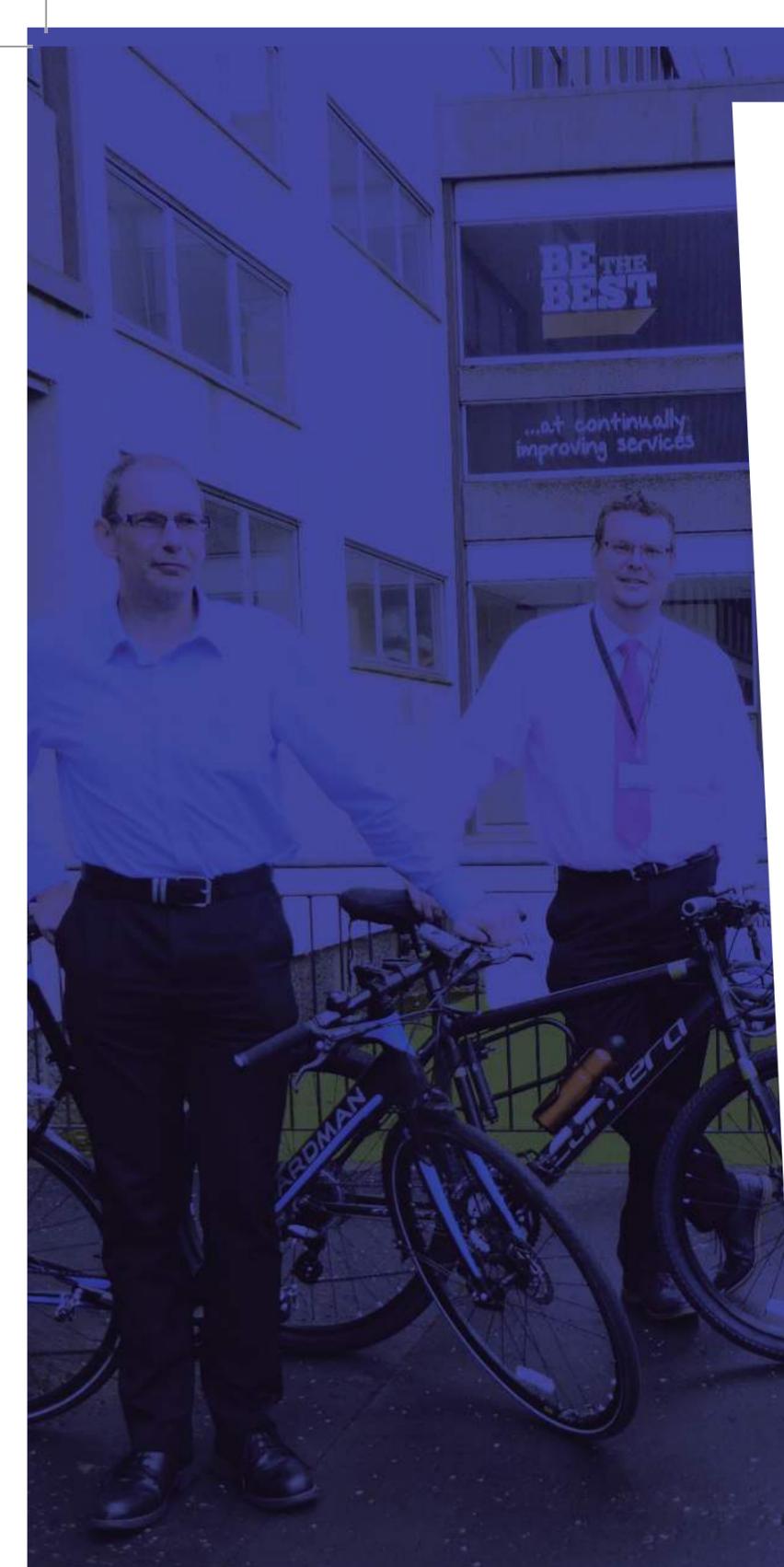
Membership of the Council’s Liftshare scheme **more than doubled, to a total of 190**



**More than 40 bikes** were serviced during 8 Dr Bike sessions



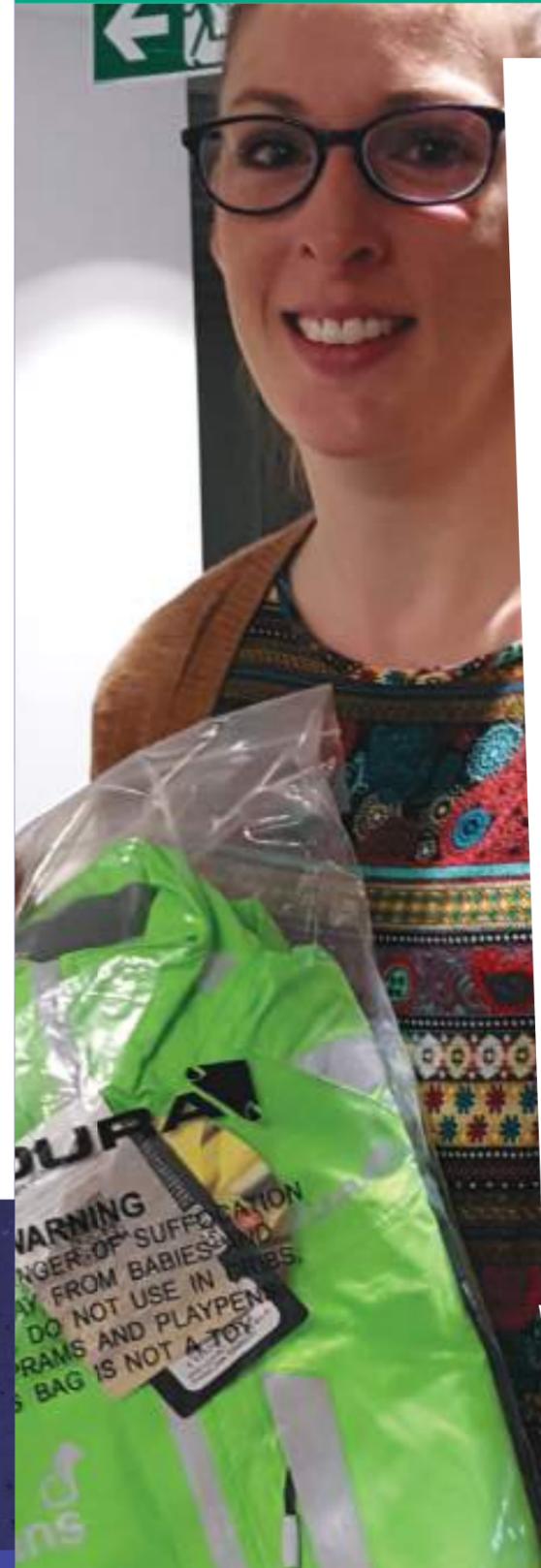
The development of a programme **logo, name and templates** for promotion of all activities going forward



“ Last year I went along to weekly guided cycling trips from Garshake, making use of the pool bicycles, and enjoyed it so much that I surprised myself and cycled in from home in Helensburgh on National Cycle to Work Day. This year, I have enrolled on a Workplace Social Ride Cycle Leader Training course, funded by Cycling Scotland. This will allow me and other trained colleagues to give something back and lead planned weekly social rides. ”

Stuart Miller, Client Business Partner, Capital Investment Team, West Dunbartonshire Council

# West Lothian Loves to Ride



## Summary

Local authority: West Lothian Council



In 2016/17, West Lothian Council used part of its Smarter Choices, Smarter Places funding to participate in The National Cycle Challenge, run by Love to Ride. Designed to encourage employees across Britain to get on their bikes, this fun, free competition ran throughout September 2016.

Individuals, teams and workplaces were invited to register for the Challenge and log journeys via a dedicated online platform for West Lothian. Points were awarded when people logged a ride of 10 minutes or more, thereby allowing individual, team and organisational performance to be recognised, rewarded and incentivised. For example, prizes helped incentivise participation and the motivational design of the website helped recognise and reward activity.

Workplaces across West Lothian were invited to participate in the Challenge and the Council showed leadership by signing up as one of the 16 registered organisations. The event enticed a wide range of employees to get on their bikes, including new cyclists, as well as a mix of genders and age groups.

Through its support for the National Cycle Challenge, West Lothian Council has demonstrated how an event-based intervention can successfully engage people in active travel. Its participation in the event has also helped illustrate the power of leading by example.

This project received funding through the Smarter Choices, Smarter Places programme, which is administered by Paths for All and funded by Transport Scotland.



Like many areas in Scotland's central belt, travel patterns in West Lothian are dominated by journeys by car or van. West Lothian Council is aware that increasing the proportion of journeys undertaken by active and sustainable modes could generate significant social, environmental and economic benefits. For this reason, the Council continues to invest in a wide range of measures designed to make walking, cycling and public transport more attractive to travellers and reduce single-occupancy car travel.

In 2016/17, West Lothian Council was awarded funding via the Smarter Choices Smarter Places (SCSP) programme, which enabled it to continue and build on a number of work streams initiated in 2015/16. The broad purpose of this work was to influence the travel behaviour of local residents, pupils and employees by promoting active and sustainable transport.

One of the initiatives supported by the Council's 2016/17 SCSP funding allocation was The National Cycle Challenge, run by Love to Ride. Designed to encourage employees across Britain to experience the joys and benefits of riding a bike, this fun, free competition ran throughout September 2016.

The National Cycle Challenge is hosted on an on-line platform that enables individuals, teams and workplaces to register and log journeys and compete with one another. Points are awarded when people log a ride of 10 minutes or more,

thereby allowing individual, team and organisational performance to be recognised, rewarded and incentivised.

The Challenge website features a leader-board, activity lists, key statistics, an announcement section, a photo gallery as well as a social media feed. The website is supported by a bespoke smart-phone app, which automatically detects when users ride their bike and saves the details to their Love to Ride profile.

The Council promoted the National Cycle Challenge to workplaces across West Lothian and showed leadership by signing up as one of the 16 registered organisations. The competition had a great response within the Council, with strong engagement amongst officers at a number of sites. Much of this success was underpinned by managers coming on board and encouraging their staff to get involved. However, the competitive element of the Challenge and the associated points and prizes also helped to motivate participation.

Of the 16 registered organisations in West Lothian, 12 actively participated in the Challenge. A total of 183 employees participated, with 25% of these being new riders, 29% being occasional riders and 46% being regular riders. Over 70% of registrants were aged 35-54 years old, with 39% being female.

Cumulatively, West Lothian participants rode 23,214 miles during 2,206 recorded trips, meaning the average trip distance was over 10 miles. By cycling these journeys, participants saved an estimated 3,003 kg / CO<sub>2</sub> and burnt around 2,53 million kJ of energy.

In advance of their participation, registrants reported that the main benefits they wanted to gain by riding a bike were improved fitness (91%), to enjoy the outdoors (72%) and improved health (40%). The 3 main barriers to taking part in the Challenge were poor weather (28%), not knowing safe routes (28%) and not feeling confident (10%). These details provided important insights into how to engage employees and encourage participation.

The Council's support for the National Cycle Challenge provided it with an opportunity to promote a wider portfolio of active and sustainable travel measures to workplaces across West Lothian. For instance, The Council was able to share its walking and cycling maps, promote local cycle training, inform employees about updates to key routes and signage, offer personalised travel planning and promote West Lothian Tripshare.

West Lothian Council's support for the National Cycle Challenge provides a great example of how an event-based intervention can successfully engage people in active travel. The motivational design of the website and the competitive elements associated with the Challenge undoubtedly helped to encourage participation. However, the level of support shown by managers had a positive impact on rates of participation by Council officers, thereby helping the Council to perform well in the Challenge and lead by example.

“ Encouraging Active Travel is important to reduce travel by car especially for shorter commuter journeys. The Love to Ride Cycle Challenge in West Lothian last year did this with a high level of engagement particularly within the council. West Lothian Council is looking forward to being involved in the broader regional project for Central Scotland in partnership with Clackmannanshire and Falkirk Councils which will encourage new and existing riders to become more active.”

Jim Stewart, Development Management & Transportation Planning Manager, West Lothian Council

## In numbers

16

West Lothian organisations and 183 participants registered for the Challenge



The Council finished 1st in its category in West Lothian and 11th overall in the UK

93

Council officers registered a cycling trip, including 33 new riders

1,162

trips were recorded by officers, representing 10,446 miles

637

trips were made by Council commuters, who cycled 4,871 miles



Officer participation in the Challenge saved an estimated 1,797 kg / CO<sub>2</sub>

## West Lothian Loves to Ride

“ We had a great first Cycle Challenge in West Lothian last year, with high levels of engagement at lots of organisations, particularly the Council. We’re currently developing a broader Central Scotland project in partnership with West Lothian, Clackmannanshire and Falkirk to get more people cycling across the whole region. Cycling helps people become happier, healthier and wealthier at the same time as reducing congestion, pollution and demands on our Health Service - we’re looking forward to helping more people enjoy the benefits of biking! ”

Jack Windle, Senior Projects Manager,  
Love to Ride



The Smarter Choices, Smarter Places programme is administered by Paths for All and funded by Transport Scotland.



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