

  

**SMARTER CHOICES, SMARTER PLACES 2020/2021 SUMMARY OF AWARDS**

**Aberdeen City Council - £211,000**

Walking trails, cycling maps, active travel challenges and events will be delivered under the ‘Getabout’ brand. An I-bike officer and travel tracker will support pupils to travel actively to schools. Sustainable longer journeys will be encouraged through car clubs, hydrogen vehicles and public transport promotion.

**Aberdeenshire Council - £240,000**

Promotional events, advertising and pilot schemes including Active Travel Hubs for Academies, a family smarter travel trial, promotional campaigns based on clean air and an emphasis on walking from school will form the main elements of the project. The aim is to increase the percentage of those who walk to/from school, improve school gate air quality, increase the number of cycle friendly employers and academies and create six modal champions to create a lasting legacy and voice for behaviour change.

**Angus Council - £116,000**

The Get on the Go social media campaign will raise awareness of sustainable travel. Angus Cycling Hub will deliver a bike recycling programme. All residents will be targeted with the Better Points reward scheme and community planning empowerment projects will embed active travel in community planning. Support will be given to a community focused active travel event based in Arbroath’s West Links.

**Argyll and Bute Council – £80,000**

Active travel maps and treasure trails for key settlements will be developed. Improved signage for active travel within Dunoon will be provided. There will be an expansion of the automated pedestrian and cycle counter network. and a walking challenge will be delivered to council staff.

**Clackmannanshire Council - £81,500**

School pupils will be encouraged to travel sustainably by a P7 to S1 transition initiative and promotion of Bikeability. The Wee Walk Wee Cycle website will promote active travel to residents and visitors. Braveheart will promote walking for those with health conditions, women and girls.

**Comhairle nan Eilean Siar - £50,000**

Community transport support, real time passenger information, tracking of buses on an app and on existing RTI units at Stornoway bus station, bus information at 100 locations, new real time displays, cycling and walking promotion of the Hebridean Way and Liftshare portal promotion will be delivered in partnership with HiTrans.

**Dumfries and Galloway Council – £167,000**

The I-Bike and WOW programme will work jointly with schools, an automated tool to monitor sustainable transport will be developed, social prescribing of E bikes, community-led initiatives and a pedometer challenge will be run with NHS and local employers.

**Dundee City Council – £226,000**

The ‘20p for kids’ bus ticket initiative during school holidays will be consolidated. A school cycling /active travel engagement team including Bikeability and adult cycling opportunities will be supported. The Ride-On public E-bike hire scheme will be promoted with subsidised use and advertising campaign. The Active Travel Hub will be promoted and launched. DundeeTravelActive marketing will provide support for mass participation events, and additional initiatives include Pedal to the Pool, cycling breakfasts, Dr Bike, social media and radio campaigns. A ‘back to bus’ campaign will encourage post-lockdown use of buses.

**East Ayrshire Council - £112,000**

Active travel initiatives from the Active Travel Hub at Kilmarnock Railway Station will be promoted. The initiatives will be delivered by Active Travel Officers and locally recruited volunteers. The Hub will work with local workplaces, places of education, NHS Ayrshire and Arran and community partners to deliver behaviour change activities, develop local events and run media campaigns.

**East Dunbartonshire Council – £98,000**

A Travel Hub Officer will be employed to deliver initiatives and to empower local communities to do the same. Real Time Passenger Information screens will be installed at a selection of bus stops to provide better information for passengers. Walking and cycling maps will be reprinted. An app will be developed for EDC staff to encourage everyday walking and cycling and a range of initiatives will take place with schools. An Active Travel Strategy will be developed to guide future work in this field.

**East Lothian Council - £94,000**

A bespoke travel plan template will be developed and an I-bike officer will be employed to target the school run and encourage school communities to be more active. The barriers to sustainable travel across six secondary schools will be identified and a walking and cycling map covering the county will be produced for new residents. The ‘East Lothian On the Move’ brand will be promoted and two interpretation panels replaced with active travel information. An active travel challenge called Get to Know Your County will be introduced.

**East Renfrewshire Council - £215,000**

Liftshare East Renfrewshire will seek to engage council employees with the aim of reducing single occupancy car journeys. The Primary to Secondary School Transition Travel Initiative, works with the schools and pupils, to coordinate journey planning sessions and build this aspect of a pupil’s personal development into the Curriculum for Excellence. Walk, Ride or Park and Stride will be promoted at schools. Beat the Street Eastwood will promote the active travel network in Giffnock, Thornliebank, Clarkston and Busby.

**City of Edinburgh Council - £555,000**

Workplace-focused initiatives include travel planning activity with large organisations based in Edinburgh, and travel planning for the Council itself. School-focused initiatives include road safety education and active travel promotional events in both primary and secondary schools. Community-focused initiatives will promote alternatives to car use, and promote local active groups, clubs and events run by partner organisations. Research initiatives will gather knowledge on how to most effectively reach target audiences and influence the travel choices of individuals. A programme of monitoring and community engagement will promote the implementation of temporary road re-allocation measures post lockdown.

**Falkirk Council- £145,000**

Seasonal campaigns using billboards, bus shelters and bus advertising space will encourage active and sustainable transport throughout the year, supported by digital advertising.

A WOW campaign will take place in the Grangemouth Schools Cluster. The Larbert and Stenhousemuir heritage trails initiative and Denny’s path network will be promoted. A 'Beat the Street' initiative in partnership with Scottish Canals. The 'Town Centre First' project will be delivered in partnership with Falkirk Town Centre Management and Falkirk Football Club.

Two workplaces will deliver a set of interventions that will help support people in choosing option beyond single occupancy car trips.

**Fife Council- £360,500**

Promoting public transport, providing Kick Start Bus Services and expanding the Real Time Information network. Delivering WOW, Bikeability and school travel planning across Fife.

Active travel signage in Dunfermline and developing the TravelFife website. Supporting Transition St Andrews to promote safe, secure cycling, low carbon commuting and “Smarter Travel” in the town.

**Glasgow City Council- £683,000**

NHS Travel Officer will promote active and sustainable transport behaviour change initiatives within the NHS Estate. Glasgow Community Cycling Network will provide fully inclusive cycling initiatives across the City via its member groups. Glasgow Active Travel Initiatives will promote a multi-modal approach to everyday journeys. Glasgow Walking and Cycling Safety will deliver school activities that promote active travel. Nextbike users will receive the first 30 minutes hire free of charge.

**Highland Council- £384,000**

Training, education and information initiatives that increase confidence and allows the public to realise the benefits of active and sustainable travel will be implemented. A network of counters will be installed across Inverness to monitor change in travel behaviours post lockdown.

**Inverclyde- £73,000**

A full time Sustainable Travel Officer will focus on promoting and supporting sustainable travel within selected council workplaces, primary/secondary schools and health centres. Activities will include a sustainable travel survey, travel planning, cycling training and promotional road show events and materials.

**Midlothian Council - £97,200**

Engagement with schools will include Bikeability and promotional events for primary and secondary schools. The School Streets project will be implemented at two primary schools in Mayfield. Promotion work will commence on the incoming Sheriffhall roundabout improvements. An Active Travel Officer will coordinate all active travel initiatives for communities as well as a workplace engagement within the Council workforce.

**Moray Council- £87,000**

WoW will be delivered with whole school communities and local partners. Dr. Bike sessions, Park Smart Initiatives, and two School Streets pilot projects will be rolled out.

A marketing campaign for the Council's demand responsive transport bus service and council operated timetabled bus services will target rural areas.

**North Ayrshire Council - £146,000**

Activities will include led walks and cycles, cycle training, bike loans, workplace travel planning and delivering activities in schools. Promotional materials such as active travel maps and information packs to help raise awareness will be distributed.

**North Lanarkshire Council - £125,100**

Production of an Active Travel Strategy and support for Get Walking Lanarkshire to deliver walk promotion activities.

**Orkney Islands Council - £50,000**

The Local Transport Strategy will be developed to give more focus on active travel and low carbon modes of travel. A strategic review of transport, providing a focus for the next 10 years will be carried out. Existing services will be promoted via the Travel Times Guide and the popular Kirkwall Active Travel Map will be reprinted. Further marketing of the e-bikes available will be made.

**Perth and Kinross Council - £234,000**

St Johnstone Football Club will be involved in a programme to encourage more pupils to travel actively to Tulloch Primary School. The PK on the Go campaign will promote LiftShare, events and cycle training. Mi Rewards will encourage local people to spend in local businesses. Work with bus companies will provide discounted child bus fares. A schools programme will include the delivery of Bikeability training. Residents around Kinross will have access to a trial of a new bus route to the town centre.

**Renfrewshire Council - £125,350**

WOW in schools supported by events and sustainable travel promotions targeted at pupils, teachers and families.Consultation with employers in Inchinnan business park will allow a tailored package of sustainable/active travel activities. A marketing campaign to promote bus use, including promoting the newly installed RTPI units. Undertake a feasibility study to adopt a rewards scheme for Johnstone town centre.

**Scottish Borders Council - £104,000**

An initiative in Stow will dovetail with the railway station and new community hub to offer bike servicing for commuters and locals. Group rides will be run for those new to cycling.

Bike training in primary schools, bike maintenance in secondary schools, bike confidence-building courses for women and a Job Centre Cycle Initiative will increase rates of cycling.

Free bus travel will be provided for some modern apprentices.

**Shetland Islands Council - £50,000**

Development of a Public Transport Fares Business Case to appraise a range of options and recommend a future fare structure across all public transport modes within the Islands.

**South Ayrshire Council- £103,000**

Ayr Active Travel Hub will deliver behaviour change measures and activities with a focus on working with people and groups who experience inequalities. The initiatives will be delivered by Active Travel Officers and locally recruited volunteers and the Hub will work with local workplaces, places of education, NHS Ayrshire and Arran and other community partners.

**South Lanarkshire - £289,000**

Walking/cycle routes in and around three rural villages will be identified and promoted. Walk Leader training will be delivered to support school walks and engage community organisations. Work with schools will include sustainable travel workshops and cycle training will take place in schools in Clydesdale. The Get Walking Lanarkshire partnership programme will promote everyday walking through numerous events and activities. Beat the Street will be run in two towns. The partnership with Healthy and Happy will deliver community active travel initiatives, community cycling interventions, community bike and E-bike hire schemes and community walking activities.

**Stirling Council - £180,000**

A range of initiatives will encourage higher usage of bus services, facilitating better connections between active travel and public transport. Subsidised use of the Park and Choose offer will reinvigorate post-lockdown travel to the city centre.

**West Dunbartonshire Council - £26,250**

School travel plans will be developed in primary schools and active travel initiatives will be encouraged through classroom-based activities and questionnaires. Joint work with the Sustainability Officer will deliver climate change and health and wellbeing campaigns.

**West Lothian Council - £115,000**

The Love to Ride West Lothian programme will target new and existing cyclists. An I-bike officer will work with primary and secondary schools. Active travel signage will be erected in Livingston between the two rail stations.