Text

Description automatically generatedLogo

Description automatically generatedA close up of a logo

Description generated with very high confidence

**SMARTER CHOICES, SMARTER PLACES 2023/24**

**LOCAL AUTHORITY FUND**

**SUMMARY OF AWARDS**

**Aberdeen City Council - £203,800**

Awareness raising events to promote sustainable transport and alternative use of public space when traffic is removed. A series of initiatives to promote sustainable transport in the City including radio adverts, bus backs, car parking ticket backs, television advertising, bus shelter advertising, promotional items and a marketing event. The Love to Ride project will run from April 2023 to March 2024 in Aberdeen City and Aberdeenshire. Aberdeen City walking trails and cycling maps, events and competitions to encourage residents within Aberdeen City communities to travel actively, The Aberdeen City I Bike Communities Officer, The Aberdeen City I Bike Schools Officer, Work with P4 to P7 pupils in Aberdeen City who cannot currently cycle.

**Aberdeenshire Council - £219,920**

A comprehensive approach to travel behaviour change building on the Integrated Travel Town concept pioneered by Aberdeenshire. As well as an extensive advertising campaign using a range of media to reach people, SCSP will fund the Active Travel Art Trail, bothy project and Love to Ride to engage directly with communities. Workplaces are targeted with resources and pool bikes and those in education are reached through I Bike and Walk Once a Week (WOW) delivered in partnership with Sustrans and Living Streets. The programme is closely monitored and evaluated through automated counters, data gathering and processing.

**Angus Council - £104,000**

Projects will help to raise awareness of and use of active and sustainable modes by residents; promote sustainable and active travel to school children, help reduce the impact of school travel and inform young people about travel alternatives and promote sustainable travel choices to some of the main trip attractors in Angus. They will include the Get on the Go Social Media Campaign, bike recycling, community planning, school active travel workshops and a school Park Smarter Campaign.

**Argyll & Bute Council - £77,300**

Building on the long-term investment in travel behaviour change initiatives that work well in Argyll and Bute, this year’s funding will be used to create a new smartphone app featuring Lochgilphead. The well-established cycle bothy in Dunoon will continue to be supported in partnership with Cycling UK and funding will be provided for the continuation and expansion of the Bikes back to the Community bike recycling scheme.

**Clackmannanshire Council - £56,000**

Funding will be used to promote and develop the Wee Walk Wee Cycle website which gives information on all active travel, sport and leisure activities in Clackmannanshire. Work will continue in schools to change travel behaviour through delivering school and nursery travel plans and primary to secondary school travel transition workshops as well as partnering with Living Streets to deliver WOW and Little Feet. Additional support materials will be provided for pupils from deprived areas or lower income families cycling to school and support will be given to all pupils cycling by providing 6 Dr Bike sessions in local primary schools who have recently had new cycle parking installed.

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

In partnership with Hitrans, CNES will fund a post providing support for active travel and public transport promotional activity across the Western Isles. The remit will include public transport information and promotion. The post will also have responsibility and a budget to implement actions identified in the latest active travel strategy including promotional materials and behaviour change activities.

**Dumfries and Galloway Council – £133,000**

Funding will be used to support NHS Dumfries and Galloway to enable them to continue to promote use of new and existing active travel infrastructure and public transport to their staff and patients. The delivery of the Sustrans I Bike programme, a community Ebike programme will also be supported alongside a community Ebike social prescribing programme in Dalbeattie.

**Dundee City Council – £132,400**

SCSP funding will be used to support the Dundee Cycling Hub community engagement programme, an ambitious project to roll out School Streets across most primary schools. This will be managed by employing a part-time dedicated School Streets officer. Funding will also support the activity of the now established school cycling /active travel engagement team based at the Ancrum Outdoor Centre alongside promotional and marketing events and activities to raise awareness of and encourage people to engage with and continue to use sustainable transport options with specific emphasis on walking, cycling and public transport.

**East Ayrshire Council - £109,300**

The Active Travel Hub in Kilmarnock will deliver behaviour change activities targeting people living and working in East Ayrshire; including weekly led rides / walks, events and outreach activities to increase levels of walking and cycling for everyday journeys and develop more positive attitudes towards active travel. Using and creating digital local route guides and information and training videos to increase knowledge of sustainable transport choices in East Ayrshire. Workplace engagement will seek to offer Active Travel options including a pool bike scheme and E Bike loans to local businesses, schools, colleges and NHS hospitals. Community events including the Ayrshire Women's Cycle festival and the Ayrshire Walking festival.

**East Dunbartonshire Council – £97,600**

Recruitment of an Active Travel Officer to establish and run a new Active Travel Hub. A travel survey will be developed to understand the travel choices of the whole community and an app to combine technology and data to motivate and measure behaviour change for health & wellbeing, transport & mobility, and climate change will be developed. RTPI units at 4 bus stops will be installed and bespoke active travel planning guides for all primary schools in East Dunbartonshire will be delivered. An I Bike officer to deliver active travel support in schools will be employed.

**East Lothian Council - £105,700**

Work with Love to Ride to deliver county-wide behaviour change engagement with businesses and employees across East Lothian, strategically distribute free access passes for the Go-ebike public hire scheme and promote walking through leading Health Walks. Promote the GoJauntly App and integrate it into the newly branded Journey Hub development. Promote behaviour change within ELC by funding participation of East Lothian employees to take part in the Step Count Challenge and distribute route-maps for lunchtime walks in offices across the Council's estate. Support WOW the walk to school challenge and I Bike work in 6 East Lothian schools. An innovative project in partnership with Edinburgh Napier University on trialling central line removal on appropriate sections of road in East Lothian and the evaluation of how successful this intervention is at reducing driver speed and improving routes for pedestrian and cyclists.

**East Renfrewshire Council - £86,600**

Working with schools and pupils to coordinate journey planning when pupils move from primary to secondary school, supporting Casual Road Safety Training Officers to deliver safety training and encourage pupils and parents to travel actively. Encourage communities to take up cycling through participation in the Love to Ride challenge. Sustainable travel planning with East Renfrewshire council staff based at the main offices.

**City of Edinburgh Council - £471,800**

Operating a long term e bike loan scheme for post graduate students at Edinburgh University and supporting Bike4Ever encouraging secondary school leavers to build cycling skills. A range of interventions that will increase citizen choices in SIMD areas through social prescribing, walking and cycling groups within outreach programmes and working with the travel hub staff at the Royal Infirmary of Edinburgh and University of Edinburgh. Continuing the award-winning Pedal and Thrive scheme in Wester Hailes which is aimed primarily at women and their families from a range of ethnic groups. Running a series of events and initiatives designed to celebrate people travelling actively and infrastructure based route promotion. Supporting WOW the walk to school challenge, Junior Road Safety Officers and magic shows for younger children.

**Falkirk Council- £144,000**

Falkirk Council's Take the Right Route (TtRR) project is to encourage people to consider other modes of transport beyond single occupancy car trips such as walking, cycling, public transport and car sharing. The 2023/24 TtRR programme will deliver a combination of targeted and area wide initiatives. TtRR programme will deliver the following: Marketing and Promotion, Community Engagement, Workplace Travel Planning and Monitoring and Evaluation.

**Fife Council- £335,800**

SCSP will be used to work with communities to provide Kick Start Bus Services, encouraging public transport patronage, promoting use of public transport, expansion of the RTPI network in partnership with local bus companies and providers and a new app for the GoFlexi DRT service. Transition St Andrews will work with St Andrews community and University, promoting Safe and Secure Cycling, Low Carbon Commuting and Smarter Travel. The Marketing and Support Initiative will see the development of a new Active Travel Strategy, school travel plans, WOW, Bikeability, interactive mapping and TravelFife website and will support communities across Fife to promote and encourage sustainable transport.

**Glasgow City Council- £569,200**

The Glasgow Community Cycling Network which is made up of Play Together on Pedals, Glasgow Eco Trust, On Bikes -St Paul's Youth Forum, Women on Wheels and Drumchapel Cycle Hub will work with specific groups to encourage cycling. The Glasgow Active Travel Initiative supports several smaller and innovative travel behaviour change projects. These initiatives will be delivered by Next bike, Police Scotland and Bike for Good and include a diverse range of activities from promoting bike hire schemes to e-cargo bike library development. Funding will also be used to promote public transport and a campaign to tackle frequently raised issues around the poor behaviour of people using different travel modes.

**Highland Council- £213,300**

Promotion of the in town without your car day for Inverness. Development of a suite of marketing measures with a view to increasing levels of active travel and bus use across the Highland Council area. WOW the walk to school challenge in 30 primary schools and an I Bike officer working in 4 secondary schools and 11 feeder primary schools.

**Inverclyde- £68,700**

Funding will be used to promote and support sustainable travel within Inverclyde through travel planning, leaflet design and distribution, community events and ticketing incentives. An active travel brand and other promotional materials will be developed to support the ongoing development of new cycling infrastructure in Inverclyde, e.g. through community engagement. Public transport will be promoted through ticketing incentives and there will be engagement through schools to promote the WOW walk to school challenge and leave the car at home or at the least park further from the school and walk part of the journey.

**Midlothian Council - £90,300**

SCSP will fund community events and activities including led walks and cycle training sessions. It will be used to create an active travel culture among staff at Midlothian Council through delivering regular walking activities and promoting and encouraging active forms of commuting to and from work through our bike borrowing scheme. An Active Travel Marketing Officer will coordinate all active travel initiatives and engagement in Midlothian, including promotion and marketing of active travel options. A Schools Active Travel Marketing Officer will provide engagement and active travel education including supporting Bikeability and promotional events for primary and secondary schools as well as implementing the School Streets project at a primary school.

**Moray Council- £90,800**

The ‘Moray Bothy Project’ will be expanded to a physical location at Morays Cooper Park and the Council's Demand Responsive Transport bus service will be developed to run a Saturday service operating in the Forres area to encourage use of sustainable transport in rural Moray. Moray Council’s workplace pool bike scheme will be promoted and active and sustainable travel in schools will be encouraged through activities and events and promoting the WOW walk to school challenge as well as providing Dr. Bike services for Bikeability in 9 primary schools and one secondary school.

**North Ayrshire Council - £147,300**

SCSP funding will be used to promote the Travel Smart brand through the production and distribution of promotional materials, maps and active travel information packs. Signage and waymarking will be used to improve active travel routes. Workplace engagement will take place with at least 5 workplaces to promote active travel through walking challenges/events, travel maps and offering pool bikes. Engagement will be undertaken with North Ayrshire communities and residents to promote active and sustainable travel through promotional events, walking challenges/events, cycling challenges/events, cycle training courses, personalised travel planning, bike library and step count challenges. An app based reward system will also be developed that will incentivise and encourage behaviour change.

**North Lanarkshire Council - £250,515**

Funding will be used to continue to manage the successful Get Walking Lanarkshire partnership project with South Lanarkshire Council, NHS & Paths For All that provides free Health Walks across Lanarkshire. Consultancy work based on the Core Path Plan review will identify new core paths to provide non-motorised links from points of interest within communities. The current North Lanarkshire Local Transport Strategy will be reviewed to understand the priorities for our residents sustainable transport options and future accessibility improvements to locations at Eurocentral, Maxim Office Park and Newhouse on the A8/M8 corridor. Training will be provided for community activists so that they can run free cycling activity in their local area. A Bellshill Gateway Information & Events Board with a QR code linking to the Strathclyde Country Park Routefinder digital map will be installed, Ebikes, Ebike hire and training will be promoted and new core paths will be identified using GIS mapping.

**Orkney Islands Council - £50,000**

The use of the 3 x evening bus services that have been established on mainland Orkney will be promoted and encouraged in order to reduce car use. Improvements to Community Transport operation, supported by external consultant will increase usage of door to door transport to the wider community, not currently served by public transport. Trial of a service will be established in South Ronaldsay.

**Perth and Kinross Council - £137,800**

Part funding for a temporary post for an officer to work in selected communities in PKC to develop and deliver programmes to encourage sustainable travel is a new project for 2023/24. Bikeability support will continue in 50 schools, RTPI screens will be installed at bus stops in Aberuthven, Pitlochry and Grandtully and free bus travel will be provided on 4 Saturdays on the run up to Christmas from the Park and Ride facilities. There will be continued progression of the PK on the Go active/sustainable travel marketing campaign of events, training and continuation of the social media channels for Get on the Go across the Tayside region.

**Renfrewshire Council - £161,296**

Continue with Beat the Street in Renfrewshire with the 2023 project being delivered across Renfrew, Bishopton and Erskine. Engage and support 20 primary schools to take part in the Living Street’s WOW walk to school challenge as well as teach scooter skills to pupils to use recently installed infrastructure. There will be on-going maintenance to 65 previously funded RTPI screens. Work will be undertaken with 65 schools to develop School Streets programmes and the authority will engage with young people to support active and sustainable transport choice through consultations with P7 and S1. Funding will also be used to work with young people to apply for their National Entitlement Card (NEC) or Young Scot National Entitlement Card (Young Scot NEC) so they can access free bus travel as part of the Young Scot free Bus Pass Programme.

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

Work will be undertaken with all Primary 6 pupils in Scottish Borders to encourage them to cycle more, through providing safety and skills training. Walk Leaders will be trained to deliver more Walking Groups and the 2023 Walking Festival will be promoted as Carbon Friendly with public transport being provided for all events. Current social media and digital channels will be used alongside traditional newspaper and printed media, posters/leaflets to promote use of the public bus network. There will be provision of night bus and late evening services with promotion through marketing and digital comms channels, aimed at shift and NHS workers as well as pub, restaurant and gig sector. New routes and key bus stop locations will be identified in order to provide safe evening travel for U22's and over 60’s using concessionary cards.

**Shetland Islands - £50,000**

The Love to Ride initiative will be continued in 2023/24 and will include a Love to Ride website enabling advocacy and inclusiveness whilst providing participants with up to date information to address barriers and improve their confidence. An audit of existing communications resources will be undertaken to identify gaps and develop a business case for a brand linked to a website and social media that can be used in relation to all sustainable transport across the Islands.

**South Ayrshire Council- £100,800**

The Active Travel Hub in Ayr will deliver behaviour change activities targeting people living and working in South Ayrshire; including weekly led rides / walks, events and outreach activities to increase levels of walking and cycling for everyday journeys and develop more positive attitudes towards active travel. The Hub will continue to develop a variety of digital engagement resources to increase people’s knowledge of active travel choices and continue to organise two festivals, the Ayrshire Women’s cycling festival and the Ayrshire Walking festive and attend events across South Ayrshire to promote active travel and develop more positive attitudes towards sustainable transport choices.

**South Lanarkshire - £309,100**

South Lanarkshire Council in partnership with local organisations has developed a range of Active Travel activities including health and guided walks, cycling challenges, E-bike and cargo bike hire, upcycling bikes and ongoing promotion and behaviour change campaigns focusing on getting people confident and choosing active travel for their daily journeys in a safer and more accessible way across South Lanarkshire. Beat the Street will take place within Lanark, Carluke, Stonehouse, Larkhall, Lesmahagow and Strathaven. Walking will be promoted through Health walks, ranger-led walks, links with community organisations, family nature play sessions and GoJauntly mapping. Community active travel mapping initiatives in rural areas will use the GoJauntly app. People from SIMD communities will be encouraged to use the new and improved cycling infrastructure in East Kilbride and cycling activities will be delivered which develop positive attitudes toward active travel and build cycling confidence and ability in these communities.

**Stirling Council - £83,800**

SCSP funding will be used to continue the Park and Ride 'free fares' project, building on the success of previous years. Supporting Park and Ride is a key aspect of Stirling Council’s 'net zero' climate goals, promoting public transport for everyday public journeys. Sustainable transport choices from spectators attending the 2023 UCI Cycling World Championships time trials in August 2023 will be encouraged through marketing and promotion.

**West Dunbartonshire Council - £78,700**

An Active Travel Officer will work with schools to promote walking, wheeling, cycling and scootering programmes including Independent traveller (P5-7) WOW walk to school challenge , walk to school week and Bikeability. The use of scooters will be promoted throughout the year. Work will continue to reduce congestion outside schools and discourage parking outside schools as well as enabling schools to update and support their travel plans. The Love to Ride programme will continue and a website will be developed for schools and local communities to encourage cycling and promote routes and events including building on the impact of the 2023 UCI Cycling World Championships.

**West Lothian Council - £166,300**

The successful Love to Ride West Lothian programme will continue to encourage and support residents to take up and continue cycling with 4 targeted campaigns throughout the year. The existing web platform will be further developed and enhanced to enable local partners to promote their cycling initiatives to an online community of existing and new riders who join Love to Ride. Walk to School Week will be promoted in 88 schools along with walking bus and Cycling Friendly School award promotion. An I bike officer will work in the West Calder High and St Margaret’s Academy school clusters and support schools within the Bathgate Academy cluster. Additional signs will be installed as part of the signage strategy to encourage more walking and cycling. Cycle promotion kits will be developed to support Bikeability in 15 schools along with marketing materials to encourage safer school drop offs.