



FOR A HAPPIER,  
HEALTHIER SCOTLAND



## **SMARTER CHOICES, SMARTER PLACES 2019/20 SUMMARY OF AWARDS**

### **Aberdeen City Council - £211,000**

Getabout is the sustainable and active travel partnership and brand in the north east of Scotland. The Aberdeen City Council SCSP programme will be divided into four project clusters; Getabout in the City, Getabout by Active Travel, Getabout for Education and Getabout by Sustainable and Environmentally friendly vehicle.

### **Aberdeenshire Council - £240,000**

Work with schools will roll out further active and sustainable travel road shows, business engagement will adopt this same roadshow model and an inaugural Walking Festival will be launched which is hoped will be the seed for a larger regional event over time.

Work with communities will include the next phased introduction of treasure trail maps plus interactive support designed to encourage more walk trips in the towns. An initiative in conjunction with 'Men's Sheds' will provide adult cycle refresher training and work with Cycling UK to develop a Belles on Bikes scheme will encourage more women into cycling.

The activities will be underpinned with a high-quality marketing campaign moving now from awareness raising to calls to action in line with good behaviour change practices.

### **Angus Council - £159,000**

Raising awareness and use of active and sustainable modes by residents, promoting sustainable and active travel to reduce the impact of the school run, informing young people about travel alternatives and promoting sustainable travel choices to some of the main trip attractors in Angus will form the SCSP programme.

The specific projects include community engagement to identify and fund local travel behaviour change initiatives, Angus Cycle Hub will roll out a new Rural Towns Active Travel Project and funding will continue to promote the Angus Get on the Go brand.

### **Argyll and Bute Council - £79,995**

A walking/pedometer challenge will be delivered to over 5,000 Council Staff.

Treasure trails or an i-spy book focussed on key settlements/areas will be developed to encourage residents and visitors to explore the area by walking or cycling.

The popular active travel maps will be reprinted and improved signage for active travel within Dunoon will be provided.

Quantitative data and information will be collected through the Council's network of automated counters to inform future investments.

### **Clackmannanshire Council - £75,000**

An active travel awareness initiative will be undertaken focused initially on Tullibody, Clackmannan and Alva. Promotion of active travel with pupils and the general public will accelerate the move to active travel for everyday journeys. Most of this initiative will be delivered by the communities and schools themselves (with guidance from the local authority) thereby ensuring its long-term sustainability.

### **Dumfries and Galloway Council - £137,000**

WOW, the national walk to school challenge will continue in the area, with a complementary augmented reality app delivered in conjunction with I-Bike officers.

Work place pedometer challenges, social prescribing of e-bikes, community empowerment interventions offering funding in SIMD areas and the development of a monitoring and evaluation tool will all take place.

### **Dundee City Council – £136,000**

An e-Bike public hire scheme will be delivered, working alongside key partners including NHS Tayside, Universities and Tourism Industry.

Active Travel staff based within Dundee City Council and Leisure and Culture Dundee will create a positive environment for active travel in the city.

The '20p for kids' offer during school holidays will be continued. This offers discounted bus travel for families and has shown marked increases in bus usage in the two previous financial years.

A number of the city centre car parks in Dundee will be designated for multi-occupancy vehicles and incentives for people to car share for work journeys will be offered.

### **East Ayrshire Council - £112,000**

The Active Travel Hub at Kilmarnock Rail station 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**

Active Travel Family Fun Days will be run in two new locations.

An authority wide data gathering exercise will be undertaken to inform the Active Travel Strategy and a sustainable transport survey will be undertaken.

The active travel incentive project will be refreshed for 2019/20 and two new members of active travel staff will be recruited.

Wayfinding signs will be procured and installed to further promote the great traffic free routes found on the East Dunbartonshire Cycle Map.

### **East Lothian Council - £89,000**

'Beat the Street' will take place in the three Local Area Partnership areas covering Musselburgh, Prestonpans and Tranent. The project aims to increase activity levels and improve health and works with key partners with shared outcomes to create an engaging game with thousands of residents.

An officer will be employed to support and deliver behaviour change initiatives; instigate active travel promotions; provide support for cycle training delivery; work with the Local Area Partnerships and support ongoing sustainable travel town centre projects in East Lothian.

### **East Renfrewshire Council – £85,000**

Liftshare EastRen will promote liftshare and travel planning to reduce single car occupancy by East Renfrewshire Council's 4,500 staff.

Primary to Secondary School Transition Travel will work with schools and pupils to encourage sustainable travel behaviour at this critical time.

Walk, Ride or Park and Stride EastRen will reduce congestion and safety concerns at school gates.

### **City of Edinburgh Council - £507,000**

Workplace-focused initiatives include delivering travel planning activity with large organisations based in Edinburgh, and travel planning for the Council itself.

School-focused initiatives include delivering road safety education and active travel promotional events, in both primary and secondary schools.

Community-focused initiatives will reach a range of targeted communities, aiming to reduce single car use by promoting a range of alternatives, 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.

### **Falkirk Council - £259,250**

Take the Right Route will target schools and communities to encourage people to walk, cycle, use public transport or car share. Business engagement activities will involve the health, tourism, leisure and education sectors.

### **Fife Council - £337,000**

Expansion of the Real Time Information network in partnership with local bus companies and providers and work with communities to provide Kick Start Bus Services.

Living Streets Scotland's WOW programme will be delivered.

Marketing for active travel initiatives will include school travel plans, interactive mapping, TravelFife website and dementia-friendly route signage in Dunfermline.

Transition St Andrews will work with the St Andrews community and University, promoting safe and secure cycling, low carbon commuting and smarter travel.

### **Glasgow City Council - £553,000**

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 Glasgow 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.

### **The Highland Council - £214,000**

Will support women with mental health difficulties to increase the use of cycling as a main mode of transport for short journeys within Inverness.

Work within schools will include I-Bike, GoByCycle and the Bike Academy.

Promotional material, signage, maps and adverts will be produced and a community engagement web portal will be created to promote active and sustainable travel.

### **Inverclyde Council – £103,000**

Work to encourage cycling will include cycle training in secondary schools; bike banks in primary schools; cycle repair/maintenance workshops within local communities; led cycle rides; e-bike demos; events and promotional materials/social media.

A community-based stakeholder group will be established to advise on the delivery of the Active Travel Strategy.

Cycling provision at public transport facilities will be audited and quarterly surveys of cycling rates along key routes in Port Glasgow and Greenock undertaken.

The Bothy in Gourrock Train Station will provide advice and support on active travel modes. It will promote existing activities and deliver health walks, led cycle rides, 'Play Together' and 'All Ability' sessions, walk/ride leader training and cycling galas. It will support local employers to encourage staff to travel actively.

### **Midlothian Council - £80,000**

Midlothian's first public bike hire scheme will be implemented in collaboration with Sustran as part of the GO e-Bike regional scheme.

An active travel officer will coordinate all active travel initiatives in Midlothian.

The School Streets initiative will be implemented at a local primary school.

The Midlothian Outdoor Festival will be held in August 2019.

### **Moray Council - £87,000**

Travel Tracker will target primary-age children.

Love to Ride will get more employees in the workplace cycling through workplace challenges.

### **North Ayrshire Council - £ 204,000**

Work will include the production and distribution of promotional materials; active travel information packs and media initiatives. Further work will include signage and waymarking of active travel routes.

School activities will promote modal shift across three geographic communities.

Workplace engagement will include walking, cycling and public transport promotion, the production of travel maps for workplaces and an incentivised travel scheme will be developed for Modern Apprentices.

Community active travel initiatives will centre around the new Active Travel Hub. Work will include promotional events, walking and cycling challenges, led rides and walks, personalised travel planning, a bike library, learn to ride sessions, cycle training, e-bike training and demos.

Support will be given to women and girls to cycle for everyday journeys including using e-bikes.

### **North Lanarkshire Council - £114,250**

Studies and surveys will be undertaken to inform the proposed Active Travel and Access Strategy.

Cycle training will be continued throughout the Council area along with an inclusive cycling event.

The travel tracker system will be available to all schools in the area.

The Get Walking Lanarkshire partnership programme of activities and education will promote the health and wellbeing and the benefits of walking.

### **Orkney Islands Council - £50,000**

An Active Travel Development Officer post will be created.

### **Perth and Kinross Council - £247,000**

Perth and Kinross on the Go active and sustainable travel marketing campaign will complement Get on the Go social media activity. There will be continued incentivisation of active and sustainable travel choices in Perth City Centre by adding financial value to Mi Perth reward cards if the user travels by public transport and active modes.

A Bikeability officer, an I-Bike Officer and a programme of activity with Perth College will encourage sustainable travel by pupils, students and staff across the education sector.

The newly-created Green Routes for utility cycling and walking will be promoted.

Real time bus information to passengers in Perth & Kinross will be enhanced.

### **Renfrewshire Council - £159,500**

Real Time Passenger Information will be installed along the Paisley to Johnstone corridor. It will be complemented with promotional materials and before and after surveys.

All Primary Schools will be provided with resources to run two focused "Walk to School Weeks". WOW will be rolled out to all 49 Primary Schools with support from Living Streets.

### **Scottish Borders Council - £57,500**

Community engagement and involvement of third sector organisations will promote the re-use of bikes and provide cycle training to boost skills and confidence. Women-only cycling courses will concentrate on encouraging local journeys.

Specific initiatives include working with Job Centre Plus referred candidates who will be provided with a bicycle, support and bicycle maintenance training and presentations and events at the Borders Colleges.

Collaboration will continue with Border Buses with their first cycle friendly bus service to encourage more people to take the bus and bicycle rather than taking the car.

Events include A Big Bike Bash BBB and Junior Dr. Bike in schools.

### **South Ayrshire - £103,000**

The Active Travel Hub in Ayr will deliver activities to increase people's knowledge of active travel choices, develop more positive attitudes towards active travel and increase levels of walking and cycling for everyday journeys. It will have an emphasis on social inclusion. The Hub will do this by providing tailored active travel information, delivering walking and cycling activities, delivering training and supporting people bicycle/ equipment loans.

### **South Lanarkshire - £293,000**

The project will provide walking/cycling activities through workshops, community activities, school engagement and promotional materials to encourage people to use local and national routes for functional and leisure journeys. Activities will include guided cycle/walking groups, air quality school workshops, Beat the Street campaigns, feasibility study on travel options, map creation, social media and marketing material to promote active travel.

### **Stirling Council - £85,000**

People of all abilities will be encouraged to walk and cycle for everyday journeys, focusing on Stirling City Centre South. Working in partnership with Forth Environment Link and Recycle-a-bike, a series of events for commuters, school pupils (Bike Share), NHS staff and patients (NHS Link Worker) and Employees (Employer Engagement programme) will be undertaken.

### **West Dunbartonshire Council - £30,000**

A signage project will promote the 1,140metre riverside walkway that connects Clydebank, Dumbarton and Alexandria areas.

### **West Lothian Council - £70,092**

Specific activities will include the Love to Ride challenge to encourage cycling for work and leisure activities as a joint initiative with Falkirk and Clackmannanshire Councils.

An I-Bike Officer will be employed to work with a number of local schools.