Smarter Choices, Smarter Places Open Fund Guide for members of the Scottish Health Walk Network

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A special thanks to Scottish Health Walk Network Members Walk with Braveheart, Think Nature Health Walks and P4W Walks for their contribution and ideas shared within this guide.

Paths for All's Smarter Choices Smarter Places (SCSP) Open Fund

Grants are available from £5,000 to £100,000 to encourage people to walk, wheel or cycle for:

- short local journeys,
- use public and shared transport for longer journeys
- homeworking to replace daily commutes.

Funding is available for **50% of total project costs**, and 25% of the total project cost can be in-kind contributions. Please note the SCSP Open Fund cannot be used to match-fund other Transport Scotland funded sustainable transport initiatives.

All funded projects must deliver and report against at least **one of the six programme outcomes** below, aligned to the stages of behaviour change:

Pre-contemplation
There is an increased evidence base to support sustainable transport interventions.

Contemplation
People's knowledge about sustainable transport choices increase.

Preparation
People develop more positive attitudes towards sustainable transport choices.

Action
More people choose to walk or cycle for short local journeys

Action
More people choose sustainable transport options for longer journeys

Action
People choose to drive less for everyday journeys

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SCSP's Programme Outcomes:

What types of activities can be funded?

Pre-contemplation

A person is happy with their current travel choices and is unaware that other options exist.

Activities: Link up with universities to host student projects/research or hold focus groups to understand better the barriers to active and sustainable travel for your Health Walk audience.

Contemplation

A person has heard that there is a bus service to get to your Health Walk but does not know details of its route or timetable.

Activities: Re-work your Health Walk times or meeting points, provide individual journey planning support, distribute travel maps, deliver training/workshops for walk leaders/walkers, provide incentives for travelling by public transport.

Preparation

A walker investigates bus timetables and finds the service that could be convenient for their journey to get to your Health Walk.

Activities: Start a new Health Walk from a bus stop, risk assess routes to include everyday services, set up a buggy walk and incorporate the school/nursery drop off/pick up as part of your route, run a walking challenge or Step Count Challenge.

Action

A person tries using the bus or travelling by train to get to your Health Walk and is starting to walk more for short everyday journeys e.g. to the shops, pharmacy, library etc.

Activities: E-bike loans, ticket subsidy, car share initiatives.

Activities: Developing a 'work-at-home' policy and practice.

Walking more for short journeys supports both health and transport outcomes, it recognises the natural progression of someone who is inactive, being supported to first walk and then gaining confidence and knowledge to walk more as part of their everyday short journeys. We know from New Walker Form 6 month follow up surveys that 65% of walkers walk more for more short journeys and 36% of walkers use public transport more.

As you will be aware Health Walks have a positive impact on the health of individuals and the local community. This SCSP fund through Paths for All can help you bring a wider range of benefits to individuals and the local community by encouraging them to travel in an active and sustainable way.

Activities need to be completed within one year of funding, but we will consider longer-term projects. We are looking for new, innovative projects. The colours indicate the SCSP outcome the activities are contributing to on page two.

Outcome 2: More people choose sustainable transport options for longer journeys

Outcome 3: Positive attitudes developed towards sustainable transport choices

Outcome 4: People's knowledge about sustainable transport choices increases

Outcome 5: There is an increased evidence base to support sustainable transport interventions

Activities could include, but are not limited to:

Delivering Health Walks in combination with two or more activities below:

- **Start a new Health Walk**(s) from a local public or shared transport link
- **Re-work your Health Walk times or meeting points** to make walks more accessible to participants using public/community transport links.
- **Buggy Walks** you could consider setting up a buggy walk and incorporate the school/nursery drop off/pick up as part of your route
- Assist and support Walk Leaders to establish, and **risk assess routes to include everyday services** eg shops, pharmacy, school, GP, or post-office to encourage daily journeys.
- **Design, promote and share resources** highlighting the benefits of active and sustainable travel as a way get to your Health Walks, for everyday journeys and for longer trips via social media, newsletters, email correspondence and encourage walkers to share with their networks.
- Produce, advertise, and disseminate **travel plans** for each Health Walk, providing walk information, bus and cycle routes and public/shared transport options to get to the starting points of all walks.

- Providing **individual journey planning support** for participants who would like information on active travel routes for their local area and how/where to access public transport information.
- Design costs to **update, promote and share public/shared transport information on your projects marketing materials** including community transport options.
- Design, produce and print **leaflets** highlighting cycling/walking routes
- **Deliver workshops for walk leaders/walkers** to promote the benefits of active and sustainable travel eg introducing them to travel planning website.
- Videographer costs to produce a **case study** to promote the benefits of walking, wheeling and cycling for everyday journeys.
- Deliver a **Social Media Campaign** promoting active and sustainable travel.
- **Provide incentives for travelling by public transport.**
- **Encourage car-sharing**
- **Provide a ticket subsidy** for using public transport
- **Link up with universities** to host student projects/research or **hold focus groups** to understand better the barriers to active and sustainable travel for your Health Walk audience. By focussing on this earlier stage of the behaviour change model it would allow you to develop with knowledge underpinning chosen activity for later stages

Eligible costs might include staff costs, promotional materials/resources, design costs, volunteer expenses, training costs, costs associated with delivering a walking challenge eg Step Count Challenge.

We cannot fund: Capital works inc. paths, shelters, cycleways, bike lockers and storage. Upkeep or maintenance of infrastructure or existing projects.

QUICK TIPS

One SHWN member found from their survey results that participants were unaware of public transport routes and walking distances and didn't know where to find out this information.

They provided **individual travel planning support** as part of their SCSP funded project

QUICK TIPS

Think Nature Health Walks recommends finding out about **local community transport schemes**

"Some of my groups in rural locations rely heavily on using community minibuses and I found it a very useful exercise to find out about services that were available in different areas."

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Pre-application tips:

Showing the need for your activity by exploring and gathering data will support your application. We recommend including baseline statistics taken from your New Walker Form 6 month follow up surveys, noting the number of walkers walking more for short journeys and the number of walkers using public transport more. If you are unsure where to find this information on the Walkers Database, please contact your Development Officer.

We recommend also completing a simple survey with your participants exploring knowledge and barriers around active and sustainable travel (*See appendix 1)* **Please include these survey results in your Open Fund application.**

- Remember to share a paper version of your survey for people without internet access.
- To encourage people to complete the survey you could offer a small prize.
- Review the survey results, this information should shape the focus of your project, to address the barriers identified and encourage participants to change their behaviour.
- You may decide to hold a focus group to get more detailed feedback.

• Are participants aware of distances to get to/from everyday services? Think Nature Health Walks had a great idea to encourage Health Walk groups to include shops, pharmacy, school, GP, post-office and other regular everyday services within their risk assessed routes to encourage daily journeys by walking, wheeling and/or cycling.

• Do Walk Leaders need training or support to raise the benefits of active and sustainable travel and/or risk assessing routes which will encourage everyday journeys, giving people confidence to move around their own community and link with public/community transport provision?

• If driving is the only option, due to living in a remote rural location, P4W Walks suggested encouraging participants to combine journeys, reducing the number of car trips when visiting towns and parking further away when you get there.

QUICK TIPS

SHWN member Braveheart designed, produced and provided a **walker diary** for walkers to keep track of active travel habits. (See appendix 2.)

You could use a walking diary as part of a walking challenge offering **prizes and motivation** along the way

You could deliver a **Step Count Challenge**.

• Do you have an active travel hub nearby? Could you link in to offer a walk from their Active Travel Hub and/or promote/signpost participants to their activities eg led rides, e-bike trials?

• Would participants benefit from personalised public transport information eg how to get to and from the Health Walk and for everyday journeys? (Travel planning websites are listed here).

• Remember to provide hard copy resources for people without internet access

Appendix 1 Survey Questions

1. **How do you travel to/from your Health Walk?**

Walk   Car share   Tram   Drive   Other (please specify)

Cycle   Wheel   Bus   Train   E-Bike

2. **Why do you travel this way?**

3. **Do you know how to get to your Health Walk by walking, wheeling, cycling or using the bus, tram or train?**

4. **Do you walk, wheel or cycle for short everyday journeys instead of taking the car? (eg to the shops or to visit friends).**

    Yes I do   No I don't

    If yes, what do you feel are the benefits of travelling this way?

    If no, why not?

5. **Do you use the bus or train instead of taking the car for longer trips?**

    Yes I do   No I don't

    If yes, what do you feel are the benefits of travelling this way?

    If no, why not?

6. **Do you own a car?**

7. **What could we do to help you to travel in a more active and sustainable way rather than taking the car?**

8. **What would improve walking facilities and opportunities in your area?**

Appendix 2 Walking Diary created by SHWN member Walk with Braveheart:

Walking Diary Descriptor

For our 'Smart Move' project we're kindly asking our walkers to keep a simple diary of their active travel movement from May-October 2019. We will then collect these diaries at the start of November.

Work through each month, giving the appropriate letter (please see key below) relating to the type of travel taken on that particular day (if any). Please note, you can write more than one letter in each box.

Key:

W = Walk

B= Bus

CS = Car Share

C= Cycle

Example:

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	W	B		W		CS	
2	W			B &W			
3		CS		W			
4	W		W			CS	
5							

Name: _____

Post Code: _____

May

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1							
2							
3							
4							
5							

June

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1							
2							
3							
4							
5							

July

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1							
2							
3							
4							
5							

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