



SMARTER CHOICES, SMARTER PLACES 2021/22

SUMMARY OF AWARDS

Aberdeen City Council - £211,000

Dr Bike, walking trail and cycling maps along with I Bike, travel tracker and cycle training will be delivered under the “Getabout” brand. Travel planning will be undertaken at the University of Aberdeen and Robert Gordon University. Sustainable longer journeys will be encouraged by promoting public transport, car clubs and hydrogen vehicles.

Aberdeenshire Council - £220,000

Work will be focussed on communities in the Integrated Travel Towns and will include treasure trails and mapping, engagement through the Aberdeenshire Bike Bothy, Modal Champions and events. Business engagement will involve the development of a Sustainable Employers Support Pack and workplace walks and e-bikes. School engagement will include WOW, I-Bike and active travel promotion and events.

Angus Council - £122,000

The Get on the Go social media campaign will raise awareness of sustainable travel. Angus Cycling Hub will deliver a bike recycling programme and regional community engagement programme. All residents will be targeted with the Better Points reward scheme and a Park Smarter project will target school travel alongside an “Active Travel and On-bus Workshop” for P7 pupils as part of their transition to High School. Support will be given to a community focused active travel event based in Arbroath.

Argyll and Bute Council – £80,000

Support for the bothy projects in Ardrishaig and Dunoon to provide behaviour change programmes for walking and cycling to local residents and visitors. Expansion to the automated pedestrian and cycle counters and the creation of smartphone apps for main towns in Argyll and Bute. The apps will include local interest trails as well as active travel route map(s). Promotion of sustainable and active travel as a travel choice across Argyll and Bute.

Clackmannanshire Council - £65,000

Everyday active travel will be promoted in school through WOW and Little Feet in addition to developing travel and associated action plans. Active travel will be supported through Bikeability training and P7 transition workshops. Braveheart will target specific groups, encouraging them to walk for everyday journeys.

Comhairle nan Eilean Siar - £50,000

In partnership with Hitrans a series of promotional and monitoring improvements that are identified as priorities in the Western Isles Active Travel Strategy will be delivered. A smartphone booking app will be developed to enable passengers to book demand responsive public and community transport and allow their wider promotion. A series of ticketing offers and initiatives aimed at increasing bus use and encouraging modal shift will be introduced along with a bespoke car share platform across the Western Isles.

Dumfries and Galloway Council – £137,000

The e-Bike social prescribing programme will continue with Dalbeattie Community Initiative with the potential to support other groups in the region that have engaged with them including further support to NHS carers. I-Bike and WOW will run jointly in schools and the programme will facilitate and coordinate the delivery of Bikeability across schools. An Active Travel Strategy Refresh / Reduction in Business Travel will be produced. Local communities will be engaged to take forward initiatives that facilitate active and sustainable travel with particular emphasis on restoring confidence in bus travel.

Dundee City Council – £156,000

Support for the activity of the school cycling /active travel engagement team based at the Ancrum Outdoor Centre. The team will continue to reach out to even more local schools and provide a higher level of activity - including Bikeability and adult cycling opportunities. The Ride-on e-bike scheme will be promoted through a range of offers in particular for workplace travel. The “Back to Bus” comprehensive marketing campaign will encourage the public to return to public transport use. The new Dundee Active Travel Hub will organise a range of activities including Dr Bike, led walks and rides and outreach within communities.

East Ayrshire Council - £172,000

The Active Travel Hub in Kilmarnock will develop a variety of digital engagement resources and deliver behaviour change. Specific initiatives will include family cycling sessions, pop up hubs with led walks, Dr Bike, cycle training and demonstrations and a campaign to encourage more young females to cycle. The Ayrshire Women’s Cycling Festival will be run virtually (and face to face where possible) in conjunction with the hubs in Kilmarnock and Irvine. Workplace engagement will include walking interventions, E Bike loans and an Active Travel at Work Survey.

The initiatives will be delivered by Active Travel Officers and locally recruited Volunteers. The Hub will continue to work with local workplaces, places of education, NHS Ayrshire and Arran and other community partners.

East Dunbartonshire Council – £98,000

The East Dunbartonshire Active Travel Hub will deliver projects and the Healthy Habits initiatives whilst empowering local communities to do the same. Work with Policy team to promote and encourage the community to take part in various consultation events for the next Active Travel Strategy. The roll out of RTPI at selected bus stops to provide better information for passengers will continue. A new Sustainable Transport Officer will be employed to work with local community groups and establish Kirkintilloch and Milngavie Active Travel Towns.

East Lothian Council - £94,000

Schools engagement work through the I-bike and WoW programmes as well as the employment of a behavioural change officer. Further development of the East Lothian on the Move campaign, a refresh of the Council’s travel plan and maximising opportunities for a large park and choose site in the west of the county.

East Renfrewshire Council - £85,000

Funding will continue to support ERC employees choosing to Liftshare to reduce single occupancy car journeys. Travel Surveys will enable a review of employee travel choices and calculate emissions. Insight from the analysis will aid in the development of more targeted Personal Travel Plans for employees and highlight the benefits to them in terms of health, wellbeing and cost savings. School engagement will include P7 transition which will coordinate journey planning sessions and build this aspect of a pupil's personal development into the Curriculum for Excellence. The Walk, Ride, Park and Stride initiative encourages pupils to gain the health benefits of physical activity and active travel as well as reducing congestion and safety concerns at school gates.

City of Edinburgh Council - £455,000

A toolkit will provide forward-planning assistance relating to travel plans, policies, increase knowledge of staff travel behaviour and to workplaces who identify as 1) key worker locations; or 2) have adopted levels of homeworking which did not exist pre-pandemic. Schools engagement will involve WOW, active travel promotion and primary and secondary school events. Promotional events and activities will take place including subsidised bike share specific route promotion and a game / rewards programme. The monitoring of travel behaviour as part of the City Mobility Plan will continue with the aim of producing a behaviour change action plan for the Active Travel Action Plan.

Falkirk Council- £145,000

A range of work will be carried out under the "Take the Right Route" project. This will include engaging with communities to raise awareness of active and sustainable travel options through events, an audit of walking and cycling signage and a marketing campaign. School engagement will include the promotion of the bi-annual Walk to School campaign.

Fife Council- £362,000

New active travel signage; working with communities to provide Kick Start Bus Services, encouraging public transport patronage, expansion of the RTI network in partnership with local bus companies and providers; School travel planning, WOW, Bikeability; interactive mapping and TravelFife website; and support to Transition St Andrews, to promote active and sustainable travel.

Glasgow City Council- £553,000

Glasgow Active Travel Initiatives will promote use of active travel infrastructure, the development of the public bike hire scheme, implement secure on-street cycle parking projects, deliver active travel events and support local community focused groups that have the core purpose of the promoting active and sustainable travel. The Glasgow Community Cycling Network will provide fully inclusive cycling initiatives across the City via its member groups. Engagement with Greater Glasgow NHS will aid the delivery of walking and cycling projects.

Highland Council- £214,000

Free or reduced fares on bus travel in Fort William to encourage reduction in short single occupancy car journeys. School engagement will be with up to eight high schools and their feeder primary schools to increase active travel through incentivised competitions, working in collaboration with schools, parents and volunteers. IBike and WOW will continue to run at a number of schools across Highland.

Inverclyde- £73,000

A sustainable travel officer will be employed to promote and support sustainable travel within the Council, Health Centres, schools and local businesses through the development of an active travel brand. Barriers to public transport use in Greenock and Port Glasgow will be identified through public engagement, with future interventions highlighted.

Midlothian Council - £80,000

An Active Travel Marketing Officer will coordinate all active travel initiatives and engagement, including promotion and marketing of active travel options. An Active Travel Marketing Officer (Schools) will provide engagement, active travel education including supporting Bikeability and promotional events for primary and secondary schools. The School Streets project will be implemented at a primary school location. Phase 1 of a new Active Travel Strategy for Midlothian will commence to correspond to the climate emergency and to the rapid population growth in the area.

Moray Council- £87,000

Travel tracker and school engagement including Dr Bike, School Travel Plan at one secondary school and Active Travel Zone development at five schools. Contribution towards the Hitravel Liftshare Support to include strategic, targeted promotion. Support for the Bothy in Moray to promote accessible and inclusive cycling and walking opportunities. Promotion of the Demand Responsive Saturday Bus Service in Forres to encourage young people to book journeys rather than relying on car travel.

North Ayrshire Council - £124,000

Activities will include workplace walking challenges, travel maps and pool bikes for workplaces, community walking and cycling challenges and events, personalised travel planning and a bike library. Route improvements will include signage and waymarking. Active travel information packs, maps and leaflets will be produced and distributed.

North Lanarkshire Council - £309,000

Support will continue for Get Walking Lanarkshire with a programme of walking activities. The Neighbourhood Connections initiative will combine Beat the Street with a mapping and consultation exercise to gather relevant data and information regarding active travel in and around local communities.

Orkney Islands Council - £50,000

The Transport Guide will be published during the summer and winter months to promote and encourage the use of ferry and bus services. The Kirkwall Travel map will be reprinted and the marketing of e-Bikes will continue. There will be an update to the existing Local Transport Strategy, which will provide more focus on active travel and low carbon travel.

Perth and Kinross Council - £166,000

Community engagement will include I-Bike, Bikeability, the Tulloch / St Johnstone School Scooter initiative and a walking project which will help more vulnerable individuals start to become physically active. These activities will be run by a Community Active Travel Co-ordinator. Perth on the Go marketing and Mi-rewards will continue. Further investment will be made in public transport through real time information screens and the Glenfarg bus for key workers.

Renfrewshire Council - £159,918

Twenty primary schools will take part in WOW and will run a walk to school week. A Better Points scheme will be implemented that encourages active and sustainable travel by rewarding the public with points for local shops and services. Beat the Street will be run in identified towns throughout Renfrewshire, a scootability programme will encourage safe scooting to school and cycle counters will be installed to monitor use.

Scottish Borders Council - £104,000

The Big Bike Bash will continue to carry out on-road cycle training and maintenance skills. The Easyriders cycle training will be promoted through online marketing and Just Cycle Training will be supported to recycle bikes and run virtual workshops. Essential workers and “Kickstart” participants will receive discounted bus tickets to encourage longer term bus use.

South Ayrshire Council- £158,150

The Active Travel Hub in Ayr will develop a variety of digital engagement resources and deliver behaviour change activities. Specific initiatives will include family cycling sessions, pop up hubs with led walks, Dr Bike, cycle training and demonstrations and a campaign to encourage more young females to cycle. The Ayrshire Women’s Cycling Festival will be run virtually (and face to face where possible) in conjunction with the hubs in Kilmarnock and Irvine. Workplace engagement will include walking interventions, E Bike loans and an Active Travel at Work Survey.

The initiatives will be delivered by Active Travel Officers and locally recruited Volunteers. The Hub will continue to work with local workplaces, places of education, NHS Ayrshire and Arran and other community partners.

South Lanarkshire - £289,000

Love to Ride programme and Beat the Street will take place in selected settlements. Active travel workshops and a resource pack will be developed as part of the school’s engagement. Active Travel Campaigns will run in Cambuslang and Rutherglen under the banner of “Walk and Cycle your World”. Sustainable Travel Action Plans will be taken forward with five communities by the Rural Development Trust. Healthy Valleys will run a bike recycling project and their walking programme.

Stirling Council - £115,000

Stirling’s Bike Share scheme will be promoted. A Community Engagement Officer will link with schools, local community organisations and the public to raise awareness of active travel. Public transport will be supported through free Park and Ride fares and Sunday bus service provision. A Park and Ride Optimisation Study will examine the current Park and Ride model in Stirling.

West Dunbartonshire Council - £41,795

An Active and Sustainable Travel Strategy and Action Plan for West Dunbartonshire will be developed and school’s engagement will include a Park Smart campaign, WOW and junior road safety officers.

West Lothian Council - £163,000

Love to Ride West Lothian will link into existing initiatives and will attract new organisations and individuals to participate. Comprehensive route signing will take place in Livingston to increase awareness of the possibility of walking and cycling for shorter journeys. The Parksmart

campaign will produce banners to erect outside schools to encourage active travel. School engagement work will include I-Bike, walking challenges, walking buses and information boards and displays.