



Community Engagement Activities



This topic sheet summarises matters related to community engagement activities, as reported by Local Authorities' SCSP Completion Reports for 2015/16 and 2016/17.

Target groups for SCSP projects

- Local residents
- Families
- Vulnerable people
- Women
- Men
- Hospital staff and visitors
- Primary schools
- Parents with primary school children

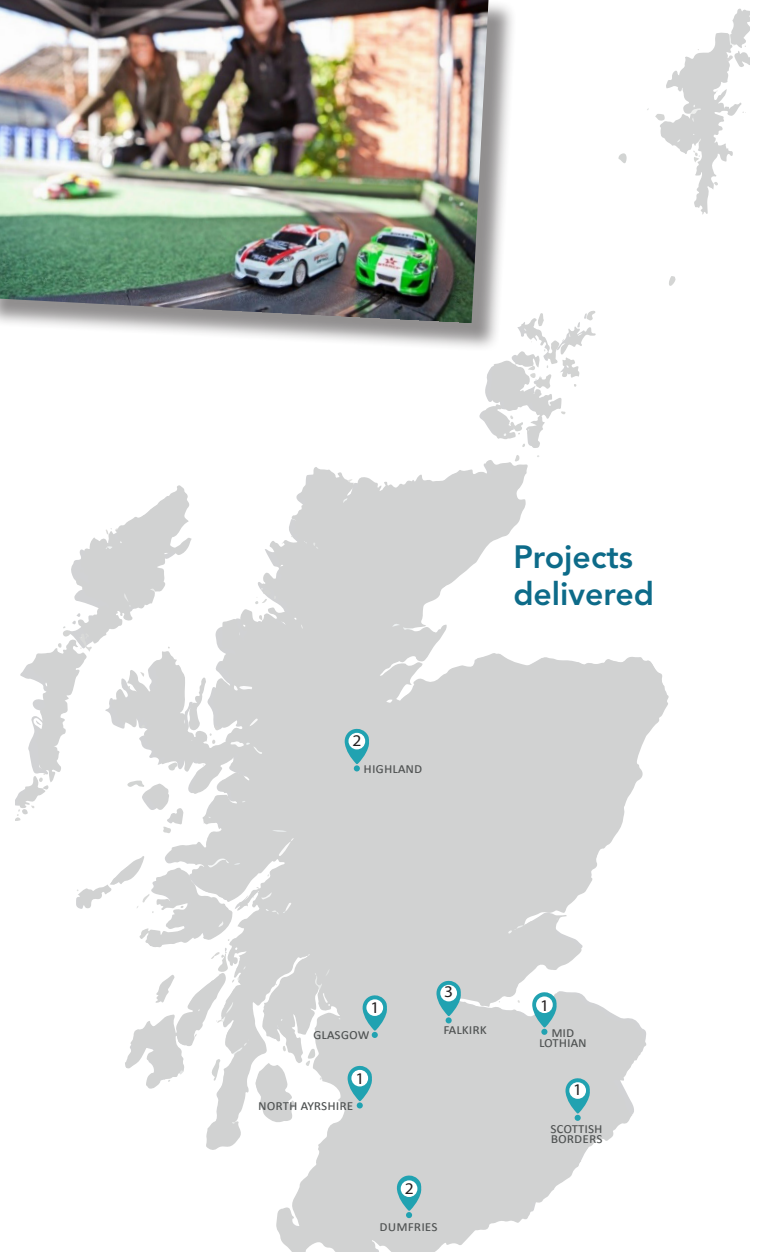


Example initiatives delivered using SCSP funding

- Community activities to highlight the benefits of the active travel
- Cycle training for volunteers to undertake led bike rides
- Promotion of cycling to vulnerable groups of people (e.g. Velocity's Cycle to Health Programmes)
- Awareness raising of local walking / cycling networks
- Promoting local parks as family friendly safe places to cycle
- Social rides
- Community walks
- Closing streets during school pick-up/drop-off times

Example outputs and indicators

- Event attendance / engagement
- Number of rides and miles recorded during events / initiatives
- Number of training sessions delivered
- Number of people reached on social media
- Number of people using promoted walking routes.
- Hands Up Survey





Reported outcomes

- "Greater community ownership of active travel routes"
- As part of the initiative's post-event survey the target group was asked to score on a scale from 1 = min to 5 = max, how confident they feel on the road after the training they have received, the overall score reported was 4.19.
- More people have access to information regarding sustainable travel options
- Increase in the number of people walking / cycling – one project reported that there were "600-700 people walking and cycling

more. 260 more children cycling, scooting and walking to school, supported by another 130 family members changing their travel habits too."

- Forth Valley Royal Hospital – Cycling Festival – 252 people visited the active travel stand and were given advice and goody bags, outcome achieved awareness of routes and the benefits of cycling and other active modes of travel to hospital. The targeted population was 4000 staff, 164,000 patients and 170,000 visitors

Lessons learned

Project scoping / specification

- Ensure that the people delivering the initiative have the right range of expertise and knowledge - "Appointing staff with experience of working with groups of people with poor mental health was far more important than the staff having a background in Cycle Training"
- Contract/ commission/grant-aid a local voluntary organisation to deliver activities

Implementation

- Can depend on the event scale, generally: Smaller events: Where appropriate organise the event in-house to reduce costs and ensure more efficient direction.

Effectiveness

- "Piggyback" on established community events – joining an established community event allows the transport message to be taken to a larger audience than would be possible for a transport-only event
- Depending on the intervention consider using pre- and post-event surveys to assess the success of the initiative

Other lessons

- Keep a record of existing and potential contacts – "take names and contacts for organisations engaging with you as they may not necessarily be in touch right away"



Workplace Active Travel Promotion



**Smarter Choices,
Smarter Places**

 Supporting Sustainable Travel

This topic sheet summarises matters related to promotion of active travel at workplaces, as reported by Local Authorities' SCSP Completion Reports for 2015/16 and 2016/17.

Target groups for SCSP projects

- Employers
- Employees
- Families of staff
- Visitors to businesses

Example initiatives delivered using SCSP funding

- Workplace challenges (e.g. Love to Ride, pedometer challenge, Scottish Workplace Journey Challenge)
- Awareness raising events and activities to highlight the benefits of active travel (e.g. led walks, led cycle to work rides, bike breakfasts)
- Workplace Travel Planning
- Personal Travel Planning (PTP)
- Workplace cycle festival
- Establishment of a Corporate Cycle Hub and workplace bike hire schemes
- Developing active travel maps / leaflets / informative materials
- Cycle training
- Cycling maintenance sessions (i.e. Dr Bike)
- Drivers' cycle awareness training

Example outputs and indicators

- Willingness of employers to participate
- Number of sessions delivered and resources distributed
- Number of participants
- Changes in mode choice
- Changes in awareness and perceptions of different modes



Reported outcomes

- Encouraging new cyclists – during one initiative 71 new riders (people who hadn't cycled at all in the past 12 months) registered. Total cycle distance logged during initiative nearly 50,000 miles
- Increase in numbers of cycling journeys
- Increased awareness of Council's active travel campaigns, measured through before / after surveys of participants and Google Analytics of visits of Council's sustainable travel web pages
- Increase brand recognition of active travel campaigns
- Increase in walking journeys and decrease in car journeys
- Raised awareness of walking and cycling routes
- Increase in number of trained cycle leaders
- Love to Ride Campaign – 411 people engaged from 38 organisations in a regional campaign.



- Pedometer Challenge – 4,057 people registered for the challenge.
- Employers Walking Challenge – 4 businesses and 83 employees participated. 81% increased walking.



Lessons learned

Procurement/management

- Consider when the initiative events will take place - "Due to a delay in the time taken to procure and secure the workplace challenge it clashed with a national challenge which diluted the effect of the challenge"
- Use locally based staff to potentially increase the engagement with workplaces
- Events may be difficult to organise with in-house resources, mainly due to time limitations. Where appropriate consider procuring events specialist

Effectiveness

- When conducting surveys consider what channels will be used to circulate the questionnaire for getting a reliable response rate – "The survey was available on the Council website for 5 months with very few responses. This obviously didn't work. A more direct approach through personal survey or adding survey details to wider contacts would have been better"
- Appointing a workplace champion is an effective way to engage staff in active travel activities "[this person] is not necessarily someone known as a walker or cyclist"
- Staff are more likely to engage with physical activities that are delivered in a fun way, enjoyment is perceived as a key driver to continued participation
- For advertising initiatives / events internally contact HR or the Communication team - "Making contact with someone in HR or Communications is key for getting the activities advertised internally" however, also be aware that this may be a time-consuming process in larger organisations and may affect the number of people that were aware of the activities on offer
- "One to-one interventions, whilst expensive, tend to be extremely effective in communicating a message as the staff member can tailor their approach to the situation"
- "Staff seem interested in electric bikes or cycling to work but not lunchtime rides. Dr Bike is very popular as is maintenance skills course"

- "Various local employers were contacted but uptake of offer of services has been very limited"

Implementation

- When engaging with workplaces consider using competition style engagement with staff
- Have appealing messages that relate to your target group – in order to effectively communicate a message, this has to be tailored to the target audience
- A staff rewards scheme "will be a time consuming scheme to make work. Must keep rewards fresh and constantly be communicating with staff about their travel behaviours"

Other lessons

- Look for alternatives to cycle challenges, which may be less costly
- Plan for the weather – have alternative activities in case of bad weather – "Fewer staff were reached at the workplace than anticipated due to promotional activities taking place in November on a day with bad weather. There was also a breakdown in communication so the 4 day programme was reduced to 3 days: lessons learned — confirm arrangements prior to promotional days; try out different promotional methods during bad weather"
- When scheduling workplace events consider staff summer holidays – "Be prepared for cancellations and coordinating with staff holiday times especially in summer months"

Monitoring and evaluation

- Incentives can be offered for increasing survey response rates — "the pre-programme surveys had a good completion rate but the post surveys required incentives to encourage more employees to complete them"
- Surveying individual members of staff that received a bus travel pass can be a time-consuming process. Consider surveying all the participants at once at the end of the intervention



Walking Promotion

This topic sheet summarises matters related to the promotion of walking, as reported by Local Authorities' SCSP Completion Reports for 2015/16 and 2016/17.



Target groups for SCSP projects

- Local communities
- Schools (pupils, staff, parents)
- Workplaces (staff and their families)

Example initiatives delivered using SCSP funding

- Wayfinding, signed and mapped walking routes
- Walking challenges and events
- Schools WoW and Travel Tracker (school engagement not shown on map)
- Daily Mile trackers to encourage school pupils to walk a mile a day
- Pedometer challenges
- Buggy walks
- Social media campaigns to raise awareness of local walking routes
- Pocket size maps
- Stickers, posters and leaflets distributed to school pupils
- Rewards offered to people that walk more
- Personal travel plans (PTP)

Example outputs and indicators

- Number of walking events organised
- Number of pedometers challenges
- Map resources printed / distributed
- Number of PTPs delivered



Reported outcomes

- More staff walking to their workplace
- A general increase in walking trips and decrease in car trips among all three target groups – local communities, schools and workplaces
- “Greater community ownership of active travel routes”
- Increased number of schools participating in WoW
- Increased awareness of council’s walking campaigns
- One initiative reported 671kg CO₂ saved from commuting to work and increased awareness of sustainable travel choices and routes among the staff of the businesses that were engaged
- Kelpies to Kick Off 2h and 5h walks – 254 people took part – free goody bags, football tickets and snack vouchers for all participants who completed the walks.




**Smarter Choices,
Smarter Places**
Supporting Sustainable Travel

Lessons learned

Project scoping/specification

- Staff support – having a dedicated staff to support and promote WoW at schools is a key for the successful implementation of similar initiatives. It was also reported that Junior Road Safety Officers (JRSO) are key resource in “making the project more sustainable on a day to day basis”

Procurement/management

- Manage your resources effectively – ensure that roles and responsibilities are clarified and understood by the people that will deliver the initiative
- Training time - allocate enough time for training the people that will support and deliver the initiative
- When delivering walking challenges plan ahead for potential delays. One LA reported that: “due to a delay in the time taken to procure and secure the challenge it clashed with a national challenge which diluted the effect of the challenge. It would have been beneficial to have used more staff that were locally based to potentially increase the engagement with the workplaces”



Effectiveness

- Employer engagement is seen as key when implementing walking challenge at workplaces. Some initiatives reported that even though various local employers were contacted the uptake of offer of services has been very limited
- Deliver physical activities in a fun way – it was noted that people are more willing to engage with physical activity if it is done in a fun way. During one of the pedometer challenges it was observed that “Staff will engage with physical activity if it is done in a fun way, this will convert to active travel if the opportunities are included in the discussion. Enjoyment is a key driver to continued participation”

Monitoring and evaluation

- WoW figures could be a robust data source when setting a baseline for schools walking promotion activities, defining the starting point against which progress and change can be referenced against





Schools Sustainable Travel Promotion

**Smarter Choices,
Smarter Places**

 Supporting Sustainable Travel

This topic sheet summarises matters related to the promotion of sustainable travel in schools, as reported by Local Authorities' SCSP Completion Reports for 2015/16 and 2016/17.

Target groups for SCSP projects

- Pupils
- School staff
- Pupils' parents and other family members

Example initiatives delivered using SCSP funding

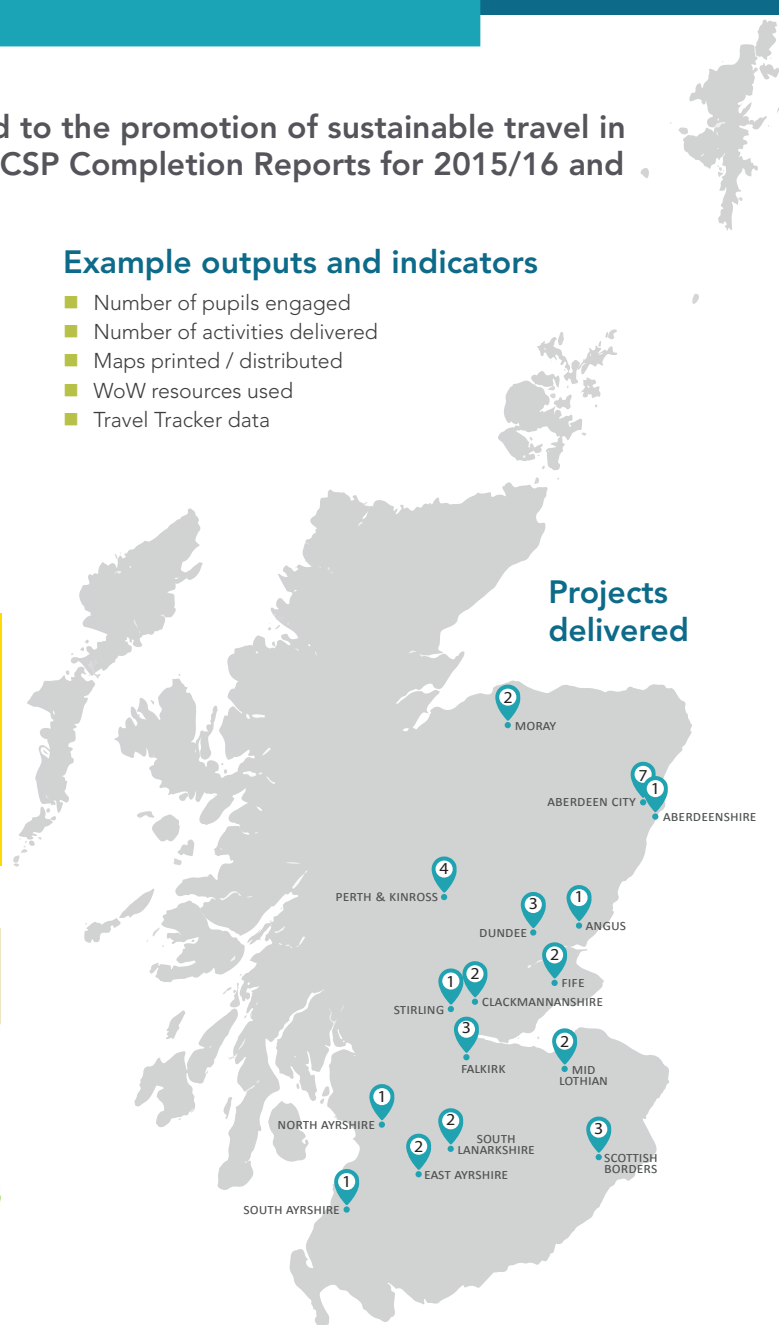
- Travel Tracker & WoW
- In-class workshops about sustainable travel
- Schools transition workshops
- Go Mountain Bike
- Roadshows
- I Bike
- Cycling campaigns and events
- Led Walks and Rides
- Bikeability (cycle training)
- School challenge – daily mile
- Balance-bike training
- Road safety promotion
- Homework and other activities to engage family members



Example outputs and indicators

- Number of pupils engaged
- Number of activities delivered
- Maps printed / distributed
- WoW resources used
- Travel Tracker data

Projects delivered



Reported outcomes

- Pupils gain confidence in cycling
- More pupils walk to school in a safer manner
- Parents feel more confident letting their children walk and cycle to / from school
- Pupils gain cycling skills and are more likely to cycle in their spare time
- An increase in Walk mode-share and a decrease in Car mode-share was shown. One initiative reported an increase of 29% in active-travel journeys during May 2017 (78,715 active-travel trips for 30 schools, recorded by Travel Tracker) compared to the same period in 2016
- More pupils learn about the benefits of cycling and have the chance to try out bikes
- "350 pupils participated in sustainable travel workshops. 59% reported they had tried new travel choices as a result"
- Get About At School – Middleton Park – 220 pupils engaged through cycle ride and bike roadshow.



Lessons learned

Project scoping/specification

- Consider rewarding only the pupils that travel to/from school in a sustainable manner - "Need to vary what is being offered. Only provide actual numbers of incentives as per hands up surveys so that only 'active' participants are rewarded. Maybe considered a bit mean, but only rewarding sustainable travel otherwise no incentive."

Procurement/management

- Allocate enough training time – "The number of schools [engaged] dropped at the start of a new school session due to the new programme format so instead of consolidating the programme with the schools we had to assist the schools with the new software. Many schools and teachers disengaged at this point"
- Engage with schools early to allow workshops and activities to be scheduled within the school year
- Carefully consider additional costs – "We have found that we didn't cost the application very well. We have spent money on gloves for the children, which we didn't cost in and also lots of puncture repair kits and patches. We thought we would have enough in our stock but have used far more than we had as there were many more children involved due to us being in the schools all day"

Implementation

- Ensure project roles and responsibilities are clear, especially following personnel changes
- Make cycling exciting - the chance to try lots of different bikes is attractive to both adults and children
- Plan for the weather - plan various activities for different weather conditions
- Carefully design the content of promotional materials – "[Our] first batch of leaflets for walking and cycling only had images and material on one side. During [the] project [we] revised leaflets so that one side is walking and the other cycling."
- Work in partnership with Living Streets when delivering WoW Travel Tracker. Such a partnership allows access to resources whose specific focus is promoting the initiative among primary schools

Effectiveness

- Gain Head Teacher support to significantly improve initiative delivery
- Work with an active PTA association to obtain support for initiatives and enhance the value of the project
- Balance-bike try out events were very well received by nursery-age children and parents
- Engage with children more effectively by turning activities into games and giving children an active role. Use colourful visuals in supporting materials to capture attention
- Promote school events and activities using a family friendly approach. One of the reported campaigns was aiming to promote the park as safe place for children and their families to cycle. Part of the promotional activities included organising a number of family events to encourage cycling and use of park
- At the start of the academic year, send performance reports to schools covering last year's active travel initiatives to encourage take-up and enhance engagement

Monitoring and evaluation

- WOW figures and Hands-up Surveys are the main means of monitoring school travel

Other lessons

- Organisation and implementation of initiatives within schools can be difficult due to data protection issues, this should be accounted for when developing initiatives' scope
- Consider scheduling school training events during Spring, particularly out-of-doors workshops. Offer schools specific dates for events to keep control of the implementation – "The lesson we learnt this year was that the schools wanted to defer the training until April and May of this year. We also found that it is best to offer specific dates rather than asking when they would want it. This passive approach meant that we could not always fit within the schools' timelines. By setting definite dates for the project we will be more in control and less reactive. This will really help with the planning of the sessions"



Public Transport Promotion



Smarter Choices, Smarter Places

 Supporting Sustainable Travel

This topic sheet summarises matters related to the promotion of public transport, as reported by Local Authorities' SCSP Completion Reports for 2015/16 and 2016/17.

Target groups for SCSP projects

- Workplaces
- Families with (young) children
- Local communities



Example initiatives delivered using SCSP funding

- Promotion of various ticket schemes (multi-operator tickets, tickets for children, etc)
- Awareness raising of existing bus routes
- Promotion of public transport to school
- Free public transport tickets for workplace employees
- Promotion of new bus services
- Development of existing services
- Real time information for bus users

Example outputs and indicators

- Bus maps / timetables / leaflets / travel guides distributed
- Number of zone cards distributed / used by target group
- Take up of ticket offers for pupils
- Number of Personal Travel Plans (PTPs) and Travel Challenges issued / completed
- Usage of apps and websites
- Passenger counts
- Passenger numbers reported by bus operators
- Pre- and post-intervention surveys
- Perth on the Go campaign reported that 7,760 travel guides were circulated to households and 18% of the enclosed bus vouchers (1,400) were redeemed





**Smarter Choices,
Smarter Places**
Supporting Sustainable Travel

Reported outcomes

- People have up to date, easily accessible information for bus routes
- Steady increase in number of people switching from single-operator to multi-operator weekly tickets
- Increased awareness of various public travel options
- Increased awareness of and use of public transport services over the project period, as monitored and measured through website / apps usage and users' feedback
- Two additional early morning bus services launched in response to community requests

Lessons learned

Procurement/ management

- Surveying participants can be a time consuming process – "Surveying every member of staff that received a bus pass can become time consuming to plan and run"
- Keep regular updates of project progress – "Having a record of regular updates can be useful if there is a sudden change in the project management team"
- Have regular meetings with the other parties involved in delivery – "A change in personnel within the lead partner organisation resulted in a period of disjointed service delivery and uncertainty. A closer working relationship between partners should be engendered with a memorandum of understanding created"

Implementation

- When launching new bus services remember that all new services need to be tendered; this can lead to delays
- "Real time information systems have taken a long period of time to install, in part caused by conflict with IT protocols, e.g. allowing Wi-Fi / internet access to get the system to work within Council premises without external users' access"



Effectiveness

- Electronic, downloadable maps may be a more effective option than printed ones as people can more easily access them
- When providing Real Time Information for buses, work closely with all bus operators as opposed to a single operator to maximise value
- "Getting people to try the bus at a time when they are assessing other initiatives is a great way of getting them to seriously consider change"
- During one of the initiatives a new bus service was provided to staff at a business park: "Although there was a demand from employers for an extended bus service to the business park to cover shift workers and part time staff the uptake has been very poor"





Media and Communications



**Smarter Choices,
Smarter Places**

 Supporting Sustainable Travel

This topic sheet summarises matters related to media and communications, as reported by Local Authorities' SCSP Completion Reports for 2015/16 and 2016/17.

Target groups for SCSP projects

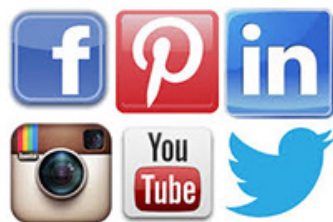
- Young people via social media campaigns
- Local residents and visitors
- Workplace employees
- Football supporters

Example initiatives delivered using SCSP funding

- Online and Social Media to:
 - Promote the initiative's aims
 - Develop the brand
 - Publicise upcoming events
- Social media alerts – to send users a notification when initiative information / event is published
- Social media advert targeting – to reach specific audiences
- Design of new websites
- Downloadable PDF maps
- Social media channels used: Facebook, Twitter, Meetup

Mass Media

- Radio campaigns
- Radio competition
- TV adverts
- Stadium advertising
- Billboard advertising
- Bus shelter adverts



Informative materials used by SCSP projects

- Digital and paper maps
- Bus timetables
- Walking and cycling leaflets
- Travel guides
- Digital mapped trails
- Promotional letters
- Newsletters



Example outputs and indicators

- Number of people seeing advertisements or articles
- Number of radio listeners
- Website hits
- Number of people engaging with social media content
- Falkirk Football Club Media Campaign – pitchside advertising visible to 8,750 supporters per game x 27 home games per season = 236,250 supporters. Televised games reach 125,000 viewers. 3,347,060 website hits, 14,826 Facebook likes and 16,716 twitter followers. Cost £14,500
- GetAbout car clubs promotion – 337,000 people saw the STV advert at least once. 154,000 impressions of advert on STV website and 420 click-throughs. Cost £30,052

Reported outcomes

- Stadium visitors exposed to the initiative's key messages
- Social media followers for initiative increased
- Active and sustainable travel planning tools made more easily available
- Target groups have a better access to downloadable maps
- Increased awareness of local walking and cycling routes



Lessons learned

Procurement/management

- Looking for partners – “Working together to pull resources across a shared brand helps improve value and reach and is more efficient”
- Research how similar initiatives have been delivered across other local authorities, consider what were the best practice is
- Word of mouth marketing – “All events we have been invited to this year are through word of mouth and being seen at other events. This has been a large saving to the marketing budget”
- Do not underestimate staff costs

Implementation

- Agree timescales and expected deliverables in advance when working with contractors / third parties - “Progress with mapping company is slower than anticipated so paper and online mapping not yet available.” “Lead time for graphic designer higher than expected”
- “Use of social media has proved very effective but it can be time consuming to maintain and requires particular skill sets especially in relation to the website”
- Depending on the scale of the event, consider organising promotional events in-house to reduce cost and ensure more direction to target the right audience
- Distribute promotional materials at relevant events
- Before developing leaflets and travel guides have the mapping and the branding ready to go – “All mapping and branding was provided by the Council in advance of the leaflet’s production. It would have been difficult to create a well-designed leaflet without these elements”
- Vary your “offer” depending on the target group - “Some businesses are not allowed to take or display external info (i.e. active travel leaflets), depending on company policy”
- Developing information in conjunction with key community groups “...did take longer to collate the route information. However, by taking this approach we noticed an increased level

of interest in the project and had better support to distribute the materials”

Effectiveness

- Development of websites that present active travel information is an appealing way to engage with target audience
- Consider what would be the best time to post in order to maximise your Facebook reach
- Radio campaigns can be effective tool to communicate with various target audiences
- Radio adverts are most effective if transmitted during peak drive times
- A radio campaign that progressed over a period of time would be of more benefit — a drip feed approach rather than a one off
- When implementing social media campaign consider using visual content, as people on social media tend to engage more with images
- Large print runs can be much more cost effective than small ones

Monitoring and evaluation

- Whilst running a radio advert has the potential to reach the greatest audience, measuring its success is very difficult; the same can be said of local press / newspaper reports and publications
- Use Facebook Analytics to monitor users’ activities
- Use Google Analytics to trace and measure website traffic and to get insights on what visitors like about the campaign’s page



Electric Vehicles, Car Clubs and Car Sharing



This topic sheet summarises matters related to the promotion of electric vehicles, car clubs and car sharing, as reported by Local Authorities' SCSP Completion Reports for 2015/16 and 2016/17.

Target groups for SCSP projects

- Workplaces (employers and staff)
- Local communities
- Hospital visitors

Example initiatives delivered using SCSP funding

- Electric van business trial
- Promotion of existing car club schemes
- Development of new car club pilot
- Promoting free parking for EVs in Council-operated car parks
- Car share promotion (e.g. Liftshare, JourneyShare)
- Promoting EV infrastructure
- Installing EV charging points

Example outputs and indicators

- Physical counts (number of booked cars, number of car shares, etc.)
- Number of EV owners applying for parking permits
- Car club bookings and miles driven
- Car club membership data
- Number of staff signed up for car share scheme





Reported outcomes

- More staff registered for Liftshare
- More people aware of EVs and EV charging infrastructure
- Hospital car club pilot. Two vehicles. Target group – 4,000 staff and residents. Results – 12 NHS staff registered, 4 residents registered. Total miles – 5,000
- A Liftshare promotion campaign reported “Changes in awareness mainly. Although membership of the scheme increased, usage of it has not”
- Workplace journey share event – 93 staff signed up; before event there were 66 members so membership was increased by 140%. 14 MyPTPs were also delivered.

Lessons learned

Project scoping/specification

- EV procurement can take longer than planned – “Delivery of electric vans can take longer.”
- “Tenders for car clubs take longer than expected”

Implementation

- “Staff were not generally interested in LiftShare. If they were interested they already lift shared. Although membership increased by 140%, use of the scheme has not increased”

Effectiveness

- “Community roadshows were positive for increasing awareness and overcoming misconceptions about EVs”, though at cost of £63 per person engaged

Other lessons

- There has been a growing interest in EV charging - “EV charge points are a great means of getting people interested. People are curious and come for a look. Therefore, the more info you put beside them, the more you can inform people about them”





Cycling Promotion

This topic sheet summarises matters related to the promotion of cycling, as reported by Local Authorities' SCSP Completion Reports for 2015/16 and 2016/17.

Target groups for SCSP projects

- Primary school and nursery pupils
- Young people
- Professional people
- Families
- Women
- Vulnerable people

Example initiatives delivered using SCSP funding

- Workplace cycle schemes
- Workplace electric bike (E-bike) scheme
- Workplace challenge
- Bike maintenance courses
- Cycle training for specific groups
- Essential Cycling Skills course
- Lunchtime bike rides, led rides, etc.
- Schools Bikeability sessions
- First Aid training, Mental First Aid and Assist Training
- Cycling Festivals
- Installing a corporate electric cycle hub
- Local bike shop discounts

Example outputs and indicators

- Number of sessions delivered
- Number of participants
- Number of bikes hired
- Number of people increasing the amount of cycling they do
- Number of people who sustain the increase



Reported outcomes

- Increased awareness of cycling routes
- Pupils gained confidence in cycling
- Increased levels of staff cycling to / from workplace
- People from the different target groups learnt how to maintain their bikes
- Increased number of Cycle Friendly Employers
- Women felt more confident cycling on the road
- Increased awareness of E-bike
- Increase uptake of E-bike usage - 200 miles were transferred from Car to E-bike as part of one workplace scheme



Lessons learned

Project scoping/specification

- Target specific groups rather than trying to reach everyone

Procurement/management

- Allocate enough time for adoption of potential new policies and procedures
- Plan for potential procurement delays
- Social enterprises can be reliable contractors when using a multi-contractor approach

Effectiveness

- Workplace champions are key figures to help successfully engage staff
- Bikeability sessions are perceived to be quite effective among pupils in primary schools
- Buddy schemes did not engage people as expected, it was suggested that the weather may be a factor, specifically for activities scheduled for the beginning of the year
- "Dr Bike is very popular as a bicycle maintenance skills course"
- Recruit / appoint the right staff depending on the target group profile. A key success factor for the delivery of one of the cycle programmes was to hire staff that had experience working with vulnerable people rather than looking specifically for people with a cycle training background
- Offering free e-bike trials is an effective way to attract people's attention and to raise awareness of electric bikes
- An additional e-bike was purchased for use at the corporate cycle hub due to rising demand

Monitoring and evaluation

- For schools' Bikeability activities, consider how the opinions of pupils participating in the initiative can be evaluated
- Offer plenty of support to volunteers directly involved in project delivery (specifically in managing the financial aspects of an initiative would assure the successful delivery of the project)



Implementation

- Efficient Bikeability sessions require pupils to have well-maintained equipment. It would be beneficial if schools are supplied with basic cycling equipment (helmets, pumps, hi-viz vests, etc.)

Other lessons

- Among the target groups of employees a growing interest in E-bikes was reported



Community Events & Campaigns



Smarter Choices, Smarter Places

 Supporting Sustainable Travel

This topic sheet summarises matters related to community events and campaigns, as reported by Local Authorities' SCSP Completion Reports for 2015/16 and 2016/17.

Target groups for SCSP projects

- Local residents and visitors
- Families with children
- Local businesses

Example initiatives delivered using SCSP funding

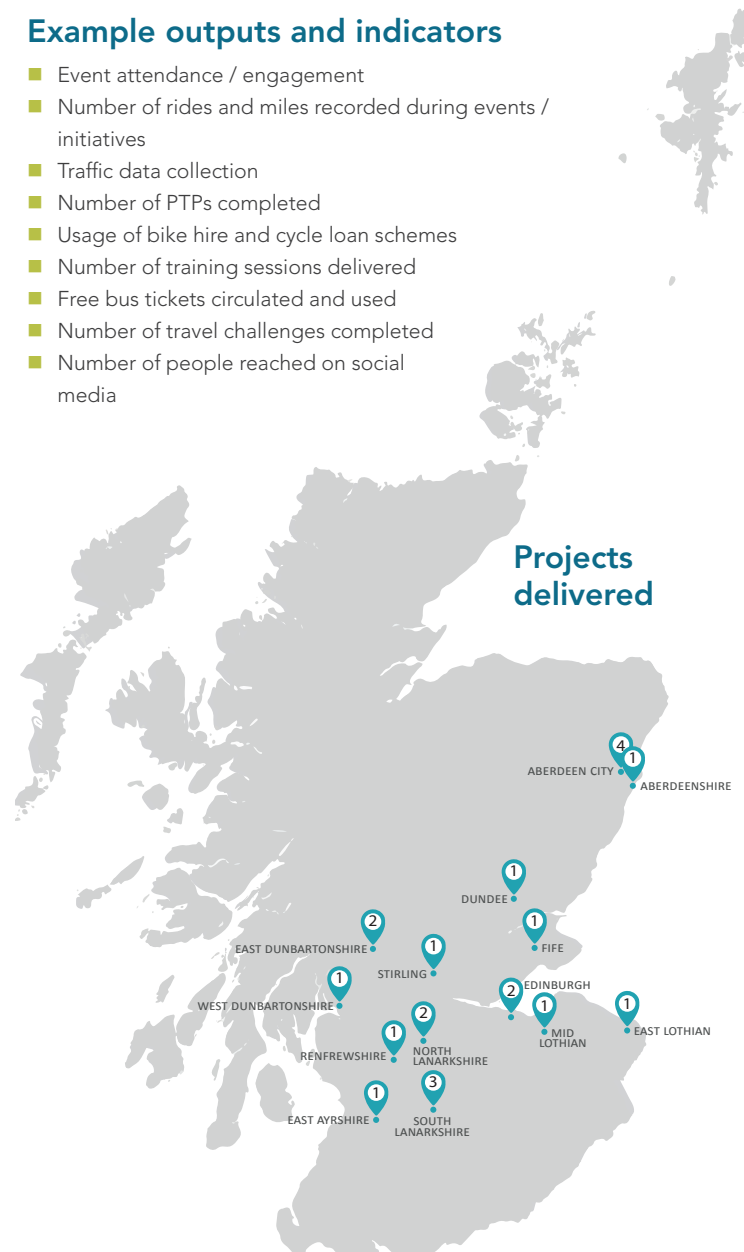
- Community activities to highlight the benefits of the active travel
- Various family activities including fun bikes, free bike maintenance check-ups and tips
- Awareness raising of local walking / cycling networks
- Cycle maintenance sessions
- Workshops to generate map content
- Development of signed and mapped walking routes
- Awareness raising of proposed 20mph zone implementation
- Marketing materials (e.g. leaflets, maps, informative brochures) printed then distributed at local events
- Installation of cycling and walking route signs
- Active travel challenge programmes (e.g. Love to Ride)
- Personalised travel planning (PTP)
- Led rides
- Community art installations, encouraging active travel

Examples of community events delivered using SCSP funding

- One-off community events to highlight the benefits of sustainable travel (e.g. In Town Without My Car Day)
- Temporary creation of a traffic-free spaces for city residents
- Cycling festivals (e.g. Stirling), Forth Valley Royal Hospital, Healthy Habits Canal Festival

Example outputs and indicators

- Event attendance / engagement
- Number of rides and miles recorded during events / initiatives
- Traffic data collection
- Number of PTPs completed
- Usage of bike hire and cycle loan schemes
- Number of training sessions delivered
- Free bus tickets circulated and used
- Number of travel challenges completed
- Number of people reached on social media





Reported outcomes

- Raised awareness about Electric Vehicle (EV) charging – event attendees received information about “use of” and “parking facilities at” charge points. During an EV roadshow 131 people registered for a test drive and on the day 179 EV test drives were undertaken
- Increased awareness of the active travel campaigns on social media platforms
- More people have access to information regarding sustainable travel options
- In Town Without My Car Day event – 303,000 people made aware through various community events; 8,000 people attended event – 3.5% of target audience
- West End Street Reclaim Project – 70,000 people were reached on Facebook; 1,664 engaged – 0.72% of target audience; 517 people attended event
- Stirling Cycling Festival – 800 people attended the festival, which included Dr Bike checks, led rides and road safety training. 5 led rides were organised; 35 people joined them
- 1,100 people from 58 organisations registered on Aberdeenshire’s Love to Ride platform; 33,453 rides logged, 484,980 miles cycled
- As part of one initiative over 25 community events/meetings were organised

Lessons learned

Project scoping / specification

- Adjust timescales to work around the financial year – “identify projects / initiatives as early as possible after April, to allow programming and delivery within the financial year”

Procurement / management

- Plan for possible delays – “Due to new procurement legislation and new internal policies, procedures and timescales, a number of our planned major events had to be cancelled.”

Implementation

- Can depend on the event scale, generally: Smaller events: Where appropriate organise the event in-house to reduce costs and ensure more efficient direction
- Employ an external event specialist if you do not have enough in-house resources
- Clearly communicate initiative aims – “There were issues with the consultation phase of the project. Some groups didn’t quite understand what the project was looking to achieve and this did lead to some confusion. Some stakeholders attempted to hijack the process and use it to criticise general consultation practice.”

Effectiveness

- Communication tools – radio adverts are a cost-effective tool for reaching different target groups
- Consider how will you encourage the participation of different target groups – “encouraging participation in the project was more time consuming than initially anticipated”

Monitoring and evaluation

- Use best practice from other Local Authorities – “look at how cycling infrastructure projects are going in other Local Authorities and adapt to current climate”
- Use Google Analytics to measure website traffic
- Depending on the intervention consider using pre- and post-event surveys to assess the success of the initiative

Other lessons

- EV charging points and general promotion – offering EV test drives is an effective way to get people interested