



**Smarter Choices,
Smarter Places**

Supporting Sustainable Travel

A year of change

Annual Report 2020/21

paths
for all

Contents

| | |
|------------------------------------|----|
| Executive Summary | 03 |
| Introduction | 07 |
| Impact of Covid | 11 |
| Reporting Methodology | 14 |
| Overview | 17 |
| Lessons Learned | 31 |
| Conclusion | 34 |



Executive Summary



Executive Summary

It has been a year of change. Covid-19 had a huge impact on travel behaviour, as governments advised the public only to travel if essential. Yet, our Smarter Choices Smarter Places projects were creative and flexible. They rose to the challenge of supporting communities and keyworkers to make essential journeys sustainably, actively and safely.

Smarter Choices Smarter Places (SCSP) is Paths for All's grant programme funded by Transport Scotland. It encourages people to change their behaviour to reduce the number of single-passenger car journeys undertaken across Scotland. The ethos of SCSP is that effective behaviour change is achieved by empowering local projects to deliver local priorities, engaging local people to be the 'trusted voices' of change. SCSP is an outcomes-based programme, with five key outcomes. All funded projects must deliver and report against at least one of the Programme outcomes.

It is inevitable that the Covid-19 lockdowns had a significant impact on the activities that were initially planned for 2020/21. The Scottish and UK Governments' messages to travel only if essential, school closures, employees working from home, staff on furlough and reduced public transport services resulted in a huge change in the public's travel behaviour, almost overnight.

Despite the significant challenges, most projects were able to adapt and the SCSP fund was flexible to allow for alternative projects to be implemented. Active travel festivals went online, public bike hire saw a large increase, "hero bikes" allowed key workers to travel safely to work, maps and guides were developed and many published with online versions, Dr Bike became youtube videos and community consultation became online questionnaires. Whilst the quantitative data shows a decrease from 2019/20 baselines, this is inevitable given the circumstances. However, the qualitative information and the flexibility of the grant recipients show that SCSP has still had a widespread impact in 2020/21.

The Programme remains a truly national programme with activities funded the length and breadth of the country, from urban communities

through to semi-urban, rural and remote rural areas. The Programme continues to deliver on its mission of supporting activities that promote sustainable travel across a wide range of travel modes. The Programme has also been successful in supporting many third sector agencies that would not otherwise be involved in sustainable travel.

The Programme has continued to work with excluded communities with support for third sector organisations such as Hope Amplified, the Refugee Survival Trust and the Centre for Entrepreneurship Education Scotland.

After several years of growth the Programme's momentum has inevitably slowed due to the pandemic. However, the programme has progressed in other ways through support to grant recipients who have shown a high degree of tenacity in extreme circumstances and responded with flexibility to adapt and change for the benefit of their local communities. The Programme's history has shown that supporting local agencies to deliver activities that respond to local need will deliver wide ranging success in the future.

Outcomes 2021/21

SCSP clearly delivered across its five defined outcomes based on internationally recognised behaviour change theory. Smarter Choices Smarter Places projects measured success against 5 key outcomes:

1. More people choose to walk or cycle for short local journeys



434,318
people travelling actively more often

There was a significant increase in people walking and cycling. Even while schools and many workplaces closed, innovations such as free bike hire schemes increased active journeys.

2. More people choose sustainable travel for longer journeys



30,718 people
choosing sustainable transport for longer journeys

In a year where the public were asked only to travel if essential, SCSP was successful in influencing people, and in particular key workers to travel safely on public transport, by car clubs and e-bikes.

3. People develop more positive attitudes toward sustainable travel choices



485,809
people were engaged through SCSP events and activities

SCSP projects adapted to deliver online events to engage directly with people in local communities to positively influence attitudes.

4. People's knowledge about sustainable transport choices increases



4.38m people
reached through media campaigns

During lockdown the 'essential travel only' restrictions impacted campaign implementation, however SCSP was successful in getting tailored, targeted messages out to specific communities across Scotland.

5. There is an increased evidence base to support sustainable travel interventions



251 research projects, feasibility studies and other evidence gathering projects

This evidence will help ensure more effective investment in sustainable travel in the future.

Case Study

Refugee Survival Trust

The Refugee Survival Trust provide refugees and people seeking asylum with practical support when it is most needed. The SCSP fund has helped them to support sustainable travel and walking within their community to help refugees to access essential service and improve wellbeing.

The Refugee Survival Trust shared the value of this project: “We continue to make very good use of the bus passes and tokens. One guest whose mental health was particularly fragile with suicidal thoughts (said that) the ability to travel by bus and then walk back to GWR had helped him immensely. The freedom to explore his new city combined with the walk was therapeutic and had helped with his low mood. We have also developed a walking group, using the tokens to get into town. The group had then taken photographs of Glasgow landmarks including useful places as part of the asylum process. These photographs have then been shared with guests along with the details of the bus route.”

Find out more > Watch our **video** about the Refugee Survival Trust



The freedom to explore his new city combined with the walk was therapeutic and had helped with his low mood.

Introduction



Introduction

Smarter Choices Smarter Places (SCSP) is Paths for All's Scotland-wide grant programme designed to encourage people to reduce car use in favour of more sustainable modes of travel such as walking, cycling and using public transport. Since 2015/16 Paths for All has awarded funding to local authorities and in 2018/19 the SCSP Open Fund for third sector and other public sector agencies was introduced.

This report is informed by the reports provided by the funded projects on the impact of activities delivered from 01 April 2020 to 31 March 2021. For many Open Fund projects their results reflect the funding that was offered in 2019/20.



All projects, whether Open fund or Local Authority must demonstrate how they are delivering against the Programme Outcomes:

More people choose to walk or cycle for short journeys

More people choose sustainable travel for longer journeys

People develop more positive attitudes toward sustainable travel choices

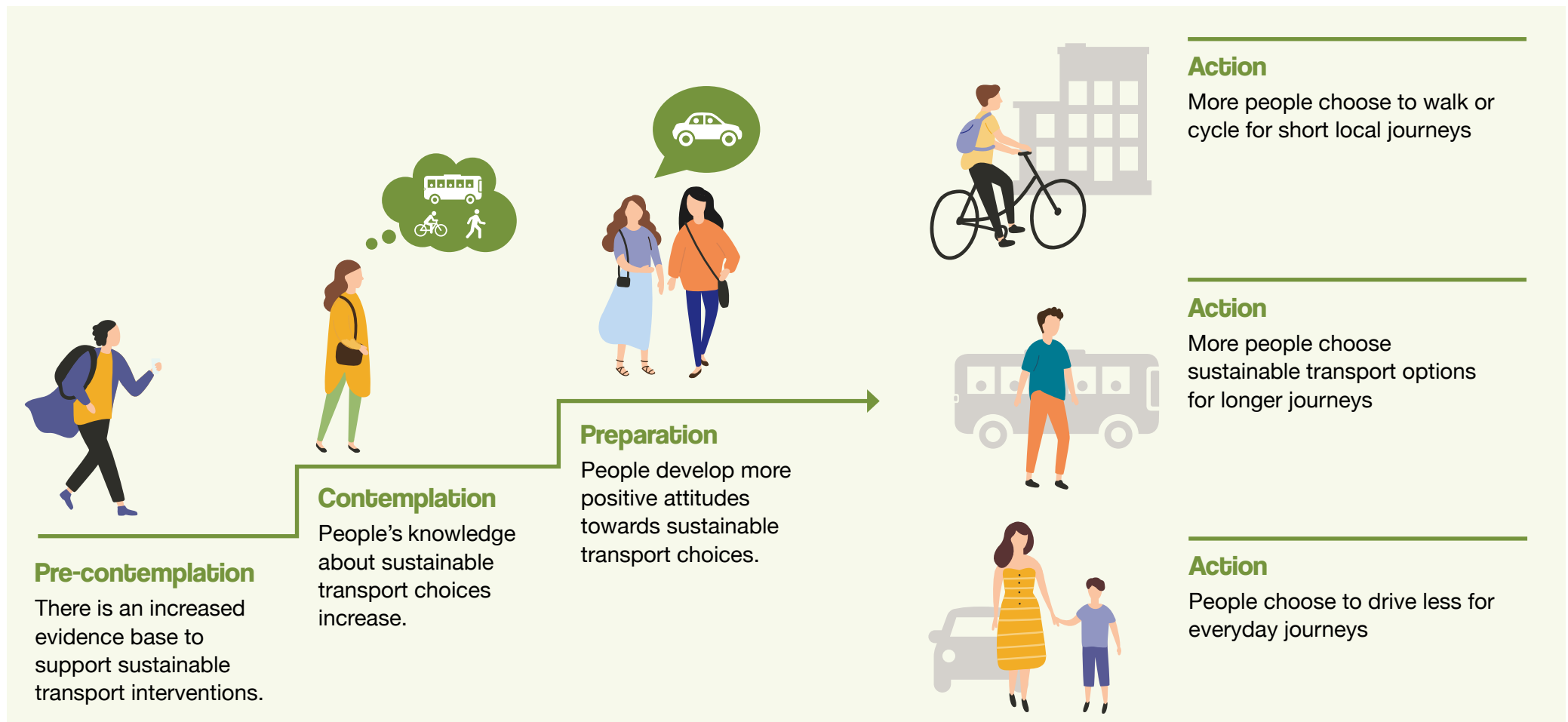
People's knowledge about sustainable transport choices increases

There is an increased evidence base to support sustainable travel interventions

Introduction

During 2020/21 a new outcome was introduced for the Open Fund, '**More people choose to drive less for everyday journeys**', however no projects produced results for this outcome before 31 March 2021. The outcome framework is based on the Transtheoretical Model for behaviour change, and is represented diagrammatically as follows.

These outcomes are accompanied by an indicator bank, and a framework that aligns activities to the outcomes, based on the previous years of project delivery. This has allowed a baseline to be developed so that Programme progress can be measured over time.



Case Study

Change Cycle Glasgow

The Change Cycle is a project designed to support young people to build aspiration, motivation and self-confidence while developing key employability skills. Cycling is used as an initial tool for engagement, however over the course of the programme participants are encouraged to think about the bike as an essential part of their journey into the world of work.

Jamie began the Change Cycle Course which is supported with SCSP funding through Glasgow City Council's Community Cycling Network. There was a clear progression of his social skills by the end of the course.

As of January 2020 Jamie has secured his own permanent tenancy through a local housing association. Jamie has also secured employment as an administration officer with a local cleaning company in Springburn, Glasgow. He cycles to and from his work everyday.



The one thing I'll take away from this course is that I have to trust myself and believe in myself, I've learnt to be more resilient and to remember that I can do anything if I put my mind to it.

Impact of Covid



Impact of Covid

Lockdown has made this a particularly challenging year for the Programme. Throughout the year, the Scottish Government messaging was that only essential travel was allowed.

Any advertising, activities and campaigns to encourage people to travel sustainably needed to be delivered in this context. Mass participation events, festivals, car-free days and celebrations were cancelled and as schools closed, almost all work with them was put on hold. Plans to promote public transport were necessarily delayed. Face-to-face behaviour change work such as led walks and rides became extremely limited.

Faced with these circumstances, it would have been understandable if projects had just stopped. But they did not. Many projects adapted and changed to respond to the restrictions on daily life and the Programme continued to make an impact across the country.

Paths for All's response to lockdown was to give projects the opportunity to amend their activities if they continued to deliver against SCSP outcomes. Open Fund projects were also given the option to stop early or lengthen their delivery period. Only three projects chose to stop, whilst approximately a third paused their activities and re-started when lockdown eased and staff returned from furlough. Many projects were able to adapt their activities. Face-to-face training, events and information sharing went online for the first time, more research was carried out, and some projects re-focussed on proving sustainable transport solutions to get key workers to their workplaces or deliver food parcels to those in need. Some of these amended activities are identified in the body of the report.

Projects worthy of mention include:

Edinburgh Council funded the Bike Station to deliver the Bikes for Heroes project for key workers

SoulRiders utilised their eCargo bike to provide a food collection and delivery service to vulnerable people in south Glasgow

Interloch Transport used their community transport service to deliver essential items during lockdown

Edinburgh and Lothians Greenspace Trust promoted paths in Little France Park and saw a 350% increase in walking compared to the year before

Case Study

Greener Kirkcaldy

Smarter Choices, Smarter Places Fund supported Greener Kirkcaldy's 'Get Active, Drive Less' project.

Greener Kirkcaldy run a range of activities and events to help people increase their skills and confidence to change the way they travel, including cycle training and led rides, bike repairs and maintenance workshops, bike borrowing, and Kirkcaldy Walking and Cycling Festivals.

A 'Social Bike Ride' participant said:

"I really enjoyed the car free week. Please get in touch in future regarding any developments on these topics in Kirkcaldy or surrounding areas!"



“It was over 30 years since I'd cycled, I never thought I would do it. But, thanks to the rides, I'm now happy to cycle locally and regularly go to Morrisons on the bike now. Thank you so much.

Reporting Methodology



Reporting Methodology

At the end of their project every funded organisation must submit a completion report that details the actions taken against their principal SCSP outcome, along with their progress in delivering these actions. All of the Completion Reports are tallied to identify progress of SCSP as a whole.

Project monitoring is expected to be appropriate to the size and scale of the investment. A core principle of SCSP is that investments should be made in delivering actions rather than a disproportionate amount in monitoring and evaluation. The introduction of an automated system in 2019/20 has improved consistency across the multitude of project reports. However, the identified outputs will never be exact, but they do give a good indication of the direction of travel for the Programme.

Local Authorities present their overall projects as a series of smaller initiatives. This allows a more ready comparison with Open Fund projects.

In total Local Authorities reported on 115 initiatives delivered in the year.

Projects are encouraged to adopt existing measures where they are appropriate, rather than introducing new, additional ones. A consequence of this is that some results relating to the activities delivered are not reported until after the deadline for submission of completion reports. These results do not materially affect the findings in this annual report, but their contribution to SCSP outputs will be included when next year's review is considered against the findings of this report.

The Open Fund results are based on the information from projects that complete during the financial year. So, they may be from grants funded in 2019/20 or 2020/21. Approximately one third of the projects that were expected to finish by 31 March 2021 were paused due to lockdown, consequently their results will not be included until next year's report. The results in this report are from the 62 projects that reported on their 2020/21 activities.



Case Study

Forth Environment Link – Bike Medic

SCSP funded Forth Environment Link to offer NHS keyworkers free use of electric bikes during the Covid-19 crisis. In addition, their Bike Medic initiative supported and encouraged key workers to keep on cycling by offering a free call-out service which operated in a similar way to car breakdown recovery.

The service was warmly received:

“The e-bike has helped to make a big change for me. I would not have invested in my own e-bike if I’d not had the chance to try one out. It’s a big investment and I still think they are too expensive. I’m a single parent and it’s a huge amount of money for me, but I’ll be putting away the money I save on petrol to make the payments.”

“I didn’t think it was feasible to cycle to work. When I tried it on my own pedal bike, it took me an hour. When I got into the office they were all laughing at me and they thought I needed CPR. I thought an hour was too long so it wasn’t feasible. But when I got the e-bike that made all the difference – I could do it straight from my door.”

“I saved a fortune on petrol last year. Before I had the e-bike I took the car every day.”



I sit at a computer all day and it was such a good feeling to know that I would start and finish the day on my bike. I arrive in the morning with a smile on my face and look forward to 5 o’clock to get back on my bike. With the e-bike I feel totally energised.

Overview



Overview

Smarter Choices Smarter Places consists of two distinct streams. The Local Authority Fund allocates a share of £5 million to all Scotland's 32 local authorities, based on their population. The Open Fund offers grants totalling £2 million to Scotland's third sector agencies, community interest companies, schools, further education establishments and other public sector bodies.

There is no competitive bidding for the Local Authority Fund, and some do not utilise all the funding available. This unallocated funding is then redistributed to the Local Authorities that want to deliver additional initiatives.

The Open Fund offered 83 grants worth £2,506,414 by 31 March 2021, at an average of £30,200 per award. This level of funding was possible due to increased financial support from Transport Scotland later in the year.



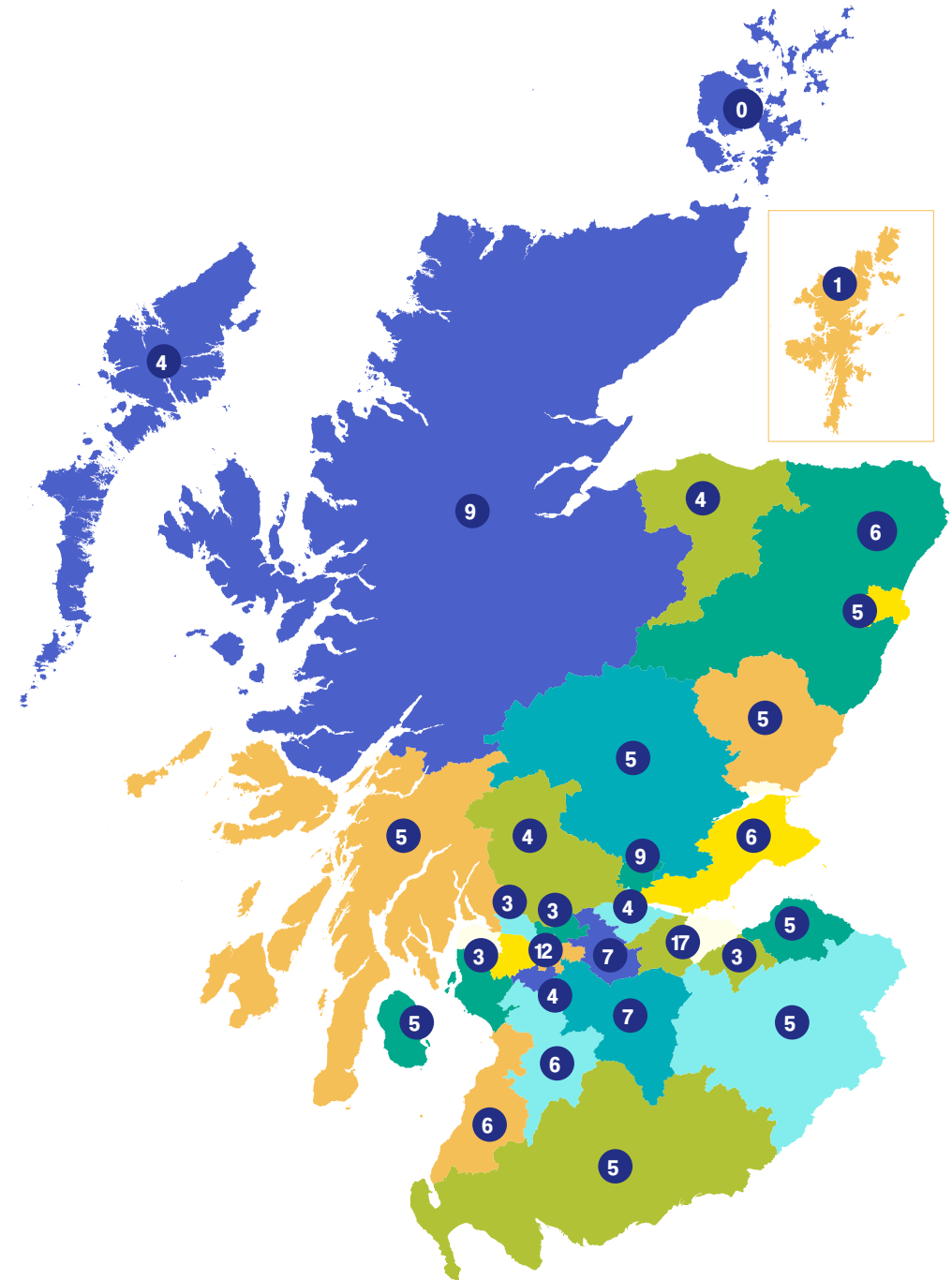
Overview

Geographical spread

SCSP continues to have an impact across Scotland as the following table shows.

Orkney Isles was the only council area where no SCSP activity was reported during the year. The council had been awarded funding to update the Local Transport Strategy, but procurement issues prevented them from carrying out their planned work. In addition to all the local projects, the Open Fund supported ten projects that were national, regional or covered more than one local authority area.

| No. of funded projects/initiatives by local authority area | | | | | |
|--|---|-------------------|----|---------------------|----|
| Aberdeen | 5 | East Renfrewshire | 4 | Orkney | 0 |
| Aberdeenshire | 6 | Edinburgh | 17 | Perth & Kinross | 5 |
| Angus | 5 | Falkirk | 9 | Renfrewshire | 5 |
| Argyll & Bute | 5 | Fife | 6 | Scottish Borders | 5 |
| Clackmannanshire | 5 | Glasgow | 12 | Shetland | 1 |
| Comhairle Nan Eilean Siar | 4 | Highland | 9 | South Ayrshire | 6 |
| Dumfries & Galloway | 5 | Inverclyde | 3 | South Lanarkshire | 7 |
| Dundee | 5 | Midlothian | 3 | Stirling | 4 |
| East Ayrshire | 6 | Moray | 4 | West Dunbartonshire | 3 |
| East Dunbartonshire | 3 | North Ayrshire | 5 | West Lothian | 4 |
| East Lothian | 5 | North Lanarkshire | 7 | National/Regional | 10 |



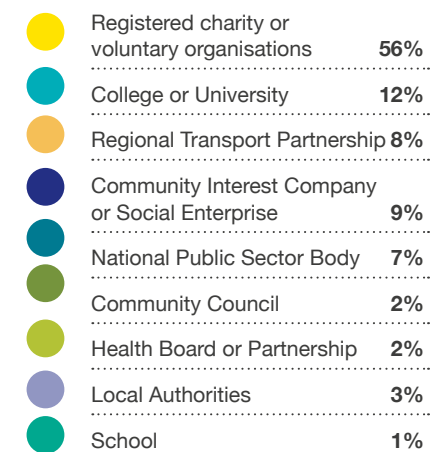
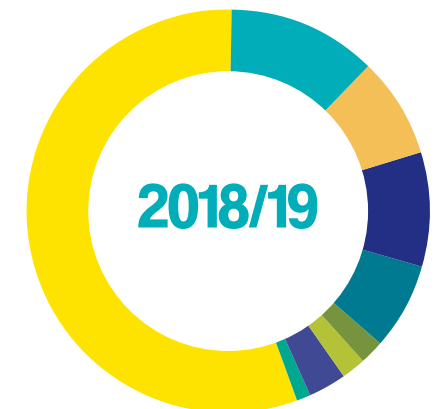
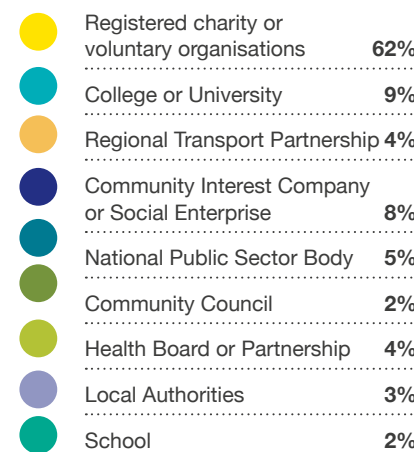
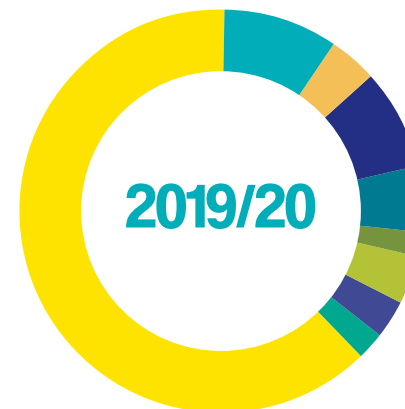
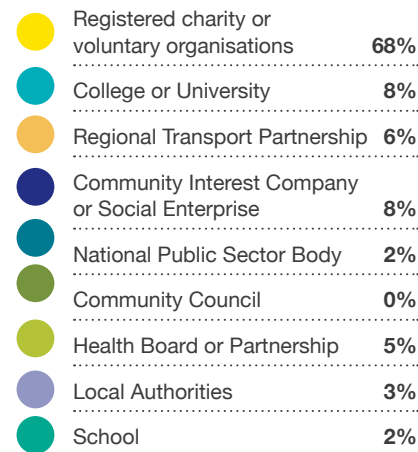
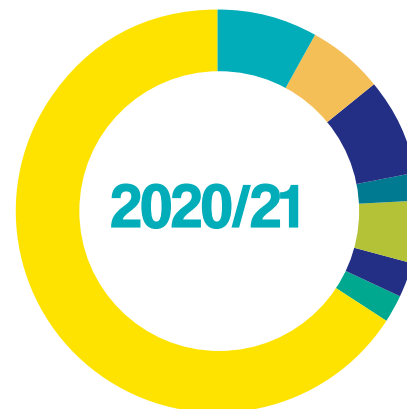
Overview

Organisations delivering SCSP projects

Smarter Choices Smarter Places funding has been principally available to local authorities, but the introduction of the Open Fund in 2018/19 made resources available to the wider public sector and the various strands of the third sector. Grants have been made available to a range of organisational types as shown on the right.

There has been an excellent uptake of the Fund by voluntary sector organisations, reflecting the Programme's desire to support local projects, delivering local initiatives that reflect local priorities. It is still a challenge to engage with large public sector organisations and it is believed that the factors curtailing engagement include the size of grant available, the culture of organisations that are not used to applying for funding and the priority given to sustainable transport within these organisations. With the increasing focus on climate emergency it is hoped that this will change in the future.

Type of organisation funded by Open Fund



Overview

Transport Modes

Organisations are asked to identify the transport mode that their project attempts to promote, using the categories identified in the table. The GrantsforAll online grant management system allows projects the opportunity to breakdown their initiatives into a series of activities. There is a spread of interventions across the wide range of sustainable transport modes available.

It is recognised that there can be significant differences in the level of investment between initiatives, so this measure is not an exact indication of how much is invested in each travel mode. However, it does help to identify trends and differences between the funding streams. This is the first year data has been available at this micro-level so it is not compared to previous years' data. The data is presented to reflect the transport hierarchy.

SCSP continues to deliver change across the range of different travel modes. Projects specifically targeting 'no travel' were introduced

part-way through the year by the Open Fund, so there has been only a small take-up of this 'mode'. There is a considerable level of activity targeted at cycling. All the active travel activities combined – walking, cycling, e-cycling and active travel generally – make up 66% of the Programme activity. Lockdown clearly had an impact on

projects targeting public transport as government guidance was that public transport should only be used for essential travel. The projects that were promoting public transport were focussed on getting key workers to their workplace; research and planning projects, or Real Time Passenger Information and information projects.

| Travel mode targeted as a per cent of activities delivered | | | |
|--|-----------------|-----------|------------------|
| Transport mode targeted | Local Authority | Open Fund | 2020/21 combined |
| No travel | 0% | 2% | 2% |
| Walking only | 11% | 9% | 11% |
| Cycling | 21% | 32% | 29% |
| E-bikes only | 2% | 0% | 3% |
| Active Travel generally | 30% | 32% | 23% |
| Public Transport | 18% | 11% | 14% |
| Sustainable Travel generally | 18% | 20% | 18% |

Overview

SCSP Outcomes Framework

Smarter Choices Smarter Places is an outcomes based programme. It was recognised early in the period of lockdown that many more organisations were adopting home-working as a response to the lockdown, and that there was a potential to encourage agencies to adopt this as everyday working practice when lockdown eased.

This could have a significant impact on the number of commuter-car-miles driven. To support agencies in this transition a new outcome 'More people choose to drive less for everyday journeys' was introduced for the Open Fund. Projects adopting this outcome had to clearly report on the number of miles that were no longer driven by their staff or volunteers. It is too early to see results from projects that are funded to deliver against this new outcome.

All projects must identify which of the SCSP outcomes their projects or initiative will deliver. If a project is aimed at moving people through the behaviour change spectrum the projects should identify the highest level of the spectrum as their priority. Over time it is expected that there will be a shift in emphasis from the contemplation to the action stages of the spectrum. Projects and initiatives are mapped against the outcomes to identify trends.

| Percentage of project or initiatives delivered against each SCSP outcome | | | | | | |
|--|----------------------|---------|-----------|---------|----------|---------|
| Outcome | Local Authority Fund | | Open Fund | | Combined | |
| | 2019/20 | 2020/21 | 2019/20 | 2020/21 | 2019/20 | 2020/21 |
| There is an increased evidence base to support sustainable travel interventions. | 6% | 9% | 11% | 19% | 8% | 9% |
| People's knowledge about sustainable transport choices increases | 23% | 18% | 19% | 20% | 21% | 14% |
| People develop more positive attitudes toward sustainable travel choices | 26% | 31% | 24% | 36% | 25% | 27% |
| More people choose to walk or cycle for short journeys | 35% | 33% | 35% | 46% | 35% | 39% |
| More people choose sustainable travel for longer journeys | 9% | 9% | 12% | 12% | 10% | 9% |

Overview

SCSP Outcomes Framework

It is recognised that the process of mapping activities and outputs to outcomes is still being refined. However, the information does suggest that there is a good spread of activities across the range of outcomes. The following chapters of the Annual Report identify progress made against each of the outcomes, giving more information on the activities undertaken and citing examples of good practice.

Many projects were amended in light of the Covid-19 pandemic, therefore the ultimate outcome that the revised initiatives were delivering against may differ from the original one specified in the application. Some grant recipients amended the outcome to fit the new initiative but others did not and this has resulted in some inaccuracy in the reporting.

The metrics we use were not designed for monitoring progress during a pandemic. It should be acknowledged that it will always be very difficult to measure the impact made by the Programme activities such as food deliveries to those who were isolated or shielding, the provision of free bikes for key workers or online events and bike maintenance for the wider population.



Case Study

Falkirk Junior Bike Club


Falkirk Junior Bike Club received funding through our Open Fund to incentivise and encourage their members to walk, cycle or scoot to school.

By engaging both children and their parents/guardians Falkirk Junior Bike Club were able to encourage a large percentage of their membership to ditch the car for their commute to school.

A parent taking part said:

“Whilst not a long walk it mounts up substantially over the course of a week and contributes to keeping us all healthy. It’s also nice when the kids get to walk with and chat with some of their friends.”

“Matthew has enjoyed being active going to school and definitely enjoys it more than taking the car. I wonder if these active starts to the day have contributed to him achieving his VIP award from his teacher.”



We love walking our kids to school. It’s probably faster than loading everyone into & out of the car and struggling for parking. We can also have a good chat whilst walking and mentally prepare for school.

1. More people choose to walk or cycle for short journeys

434,318



people chose to walk or cycle for short local journeys*

There was a significant increase in people walking and cycling. Even while schools and many workplaces closed, innovations such as free bike hire schemes increased active journeys.

Outcomes

This outcome is supported by organisations that deliver walking or cycling initiatives, school initiatives, community-based active travel challenges and cycle-hire schemes. Progress toward this outcome is measured by the number of people reporting that they have increased the number of journeys they undertake by walking, cycling or wheeling as a result of SCSP funded interventions. In addition, Travel Tracker is used by many schools which records the increased number of journeys undertaken.

Examples include:

Hope Amplified delivered cycle training and walking groups for 119 young people aged 14-26 from African communities. Seventy-three are now choosing to walk or cycle for short everyday journeys and 42 are also utilising public transport more often.

Volunteering Hebrides increased levels of walking and cycling through delivery of walking and cycling support as well as a Western Isles wide Step Count Challenge. Of the 806 people who took part, 596 walked instead of taking the car for short journeys.

Edinburgh & Lothians Greenspace Trust encouraged Little France Park residents to utilise the active travel routes in the area through self-led events, commuter challenges and active

travel maps and information. Counters in the area showed an increase of 3,330 people walking and cycling.

A particularly successful project this year was the introduction of subsidies for public bike hire schemes. This was to encourage key workers to cycle to work, and to provide alternatives to public transport. Edinburgh, Glasgow and Stirling Councils all adopted different approaches to attract users, reflecting the SCSP mantra that success comes from funding local solutions to meet local needs. Overall, bike share trips increased by 38% and 74% said they were cycling more often as a result of the bike share promotions.

The reduction in these figures has not been as significant as the other outcomes, mainly due to the almost 70,000 users of the free bike hire schemes in Edinburgh, Glasgow and Stirling. School closures resulted in almost no activities in this sector and walking / pedometer challenges and rides were almost all cancelled.

*Some authorities counted journeys for their WOW projects rather than individuals, so this figure may be slightly inflated. This will be corrected going forwards as data collection becomes more standardised.

| | 2020/21 | 2019/20 | 2018/19 | 2017/18 |
|-----------------|--|---------|---------|---------|
| | Number of people walking or cycling for short local journeys | | | |
| Local Authority | 430,319 | 138,357 | 74,000 | 65,000 |
| Open Fund | 3,999 | 16,000 | n/a | n/a |
| Combined | 434,318 | 154,357 | 74,000 | 65,000 |

2. More people choose sustainable travel for longer journeys

Outcomes

This outcome is supported by organisations encouraging the use of public transport, car clubs, e-bikes and lift share. Progress toward this outcome is measure by the number of people choosing sustainable travel and the increased number of journeys undertaken by sustainable travel during the year. This outcome has been the hardest to deliver this year as all public transport promotion ceased and liftshare was actively discouraged due to the pandemic.

Examples include:

Larkhall & District Volunteer Group adapted their shopping bus service to deliver essential items during the pandemic. Following the easing of restrictions, a wider service was offered to enable persons to access services, maintain their independence and reduce social isolation.

Huntly and District Development Trust saw their e-bike users increase by 208 and as a response to the pandemic introduced a community minibus and car club food bank which made 789 trips.

Refugee Survival Trust provided 2,500 bus tokens made up of adult and child all day passes. These were distributed to the Asylum Seeker Housing

30,718



people chose sustainable transport options for longer journeys

In a year where the public were asked only to travel if essential, SCSP was successful in influencing people, and in particular key workers to travel safely on public transport, by car clubs and e-bikes.

Project, Scottish Refugee Council and Glasgow Night Shelter.

Not surprisingly this outcome shows a significant decline in the number of people travelling more sustainably. The positive numbers have come from projects that have been running car club schemes and e-bike hires. A number of new bus services were funded, principally to ensure key workers had access to public transport. In behaviour change terms, the decrease in numbers of journeys and users shows that the public were heeding government advice and behaving accordingly.

| | 2020/21 | 2019/20 | 2018/19 | 2017/18 |
|---|---------|---------|---------|---------|
| People choosing sustainable transport options for longer journeys | | | | |
| Local Authority | 30,718 | 103,000 | 54,000 | 44,000 |
| Open Fund | 0 | 18,000 | n/a | n/a |
| Combined | 30,718 | 111,292 | 54,000 | 44,000 |

3. People develop more positive attitudes toward sustainable travel choices

Outcomes

This outcome is supported by activities such as cycle training, active travel events and festivals and public transport promotions. Progress toward this outcome is measured by the number of people who take part in the activities provided. It assumes that the activities are successful and that participants do develop a more positive attitude toward sustainable travel.

Examples include:

Highland Council supported VeloCity to deliver a cycle training project to increase cycling confidence and attracted 76 people over the year, despite lockdown restrictions.

Loch Lomond & the Trossachs Countryside Trust reached 5,862 people and produced a suite of resources. Communities were supported to work towards Cycle Friendly Community status and develop Active Travel Action Plans.

Getting Better Together reached 5,595 of the Fortissat population through cycle training, walking groups, and weekly digital activities such as the social prescribing “Walk & Talk” coffee morning. A pre-school breakfast club was introduced to the walking bus initiative which was key to targeting low-income families.

Living Streets Edinburgh Group launched their ‘Cut the Clutter’ Report via an online event attended by 121 people. Living Streets Scotland has already responded to a request by the Scottish Road Works Commissioner to meet to discuss what can be done to improve road works for pedestrians, especially less mobile, visually impaired etc. At a local level, Senior councillors have agreed to give local pedestrian environments greater priority in wider strategic plans to transform Edinburgh.

A particular example is the Ayrshire Women’s Cycling Festival. This was organised online for the first time. A website was established that was viewed by 2119 people and the festival programme was downloaded 2036 times. Webinars were attended by 195 people. A post event survey showed that 94% of respondents felt very inspired or inspired to cycle more after attending the festival.



485,809

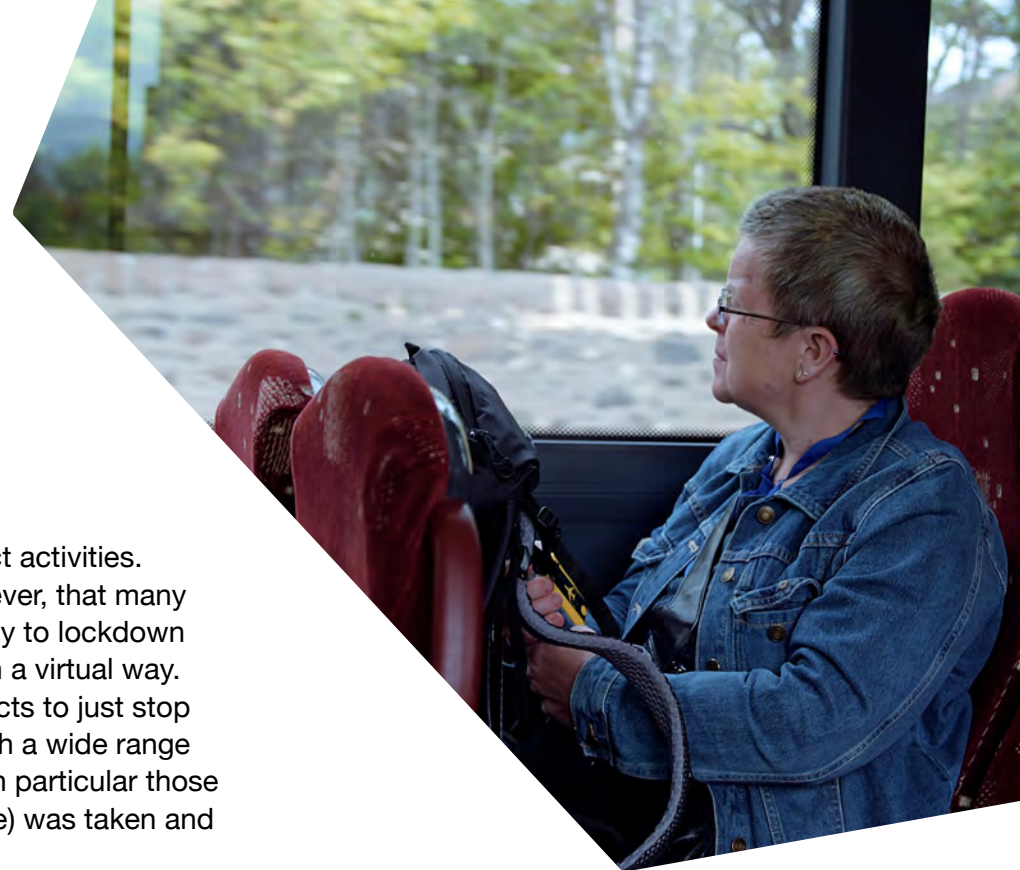
people were engaged through SCSP events and activities

SCSP projects adapted to deliver online events to engage directly with people in local communities to positively influence attitudes.

3. People develop more positive attitudes toward sustainable travel choices

The numbers show a significant decrease compared to the previous year. Again, this is not a surprise as the events, festivals, car free days and other promotional events that are used to engage with people were not held. Some activities were moved online, such as the Women's Cycling Festival, above, which did manage to attract more people than would have been the case for a one-off event, but nowhere near enough to compensate

for the severe disruption to project activities. It should be acknowledged, however, that many projects managed to adapt quickly to lockdown and still engage with audiences in a virtual way. It would have been easy for projects to just stop but the opportunity to engage with a wide range of people during lockdown (and in particular those who do not normally walk or cycle) was taken and was very successful.



| | 2020/21 | 2019/20 | 2018/19 | 2017/18 |
|-----------------|--------------------------|---------|---------|---------|
| | Number of people engaged | | | |
| Local Authority | 482,893 | 205,000 | 250,000 | 150,000 |
| Open Fund | 2,916 | 13,600 | n/a | n/a |
| Combined | 485,809 | 218,600 | 250,000 | 150,000 |

4. People's knowledge about sustainable transport choices increases

Outcomes

This outcome is supported by organisations undertaking information production and distribution. It includes map production, information packs, public transport timetables, route signage and the development of smartphone apps, to name a few. Progress toward this outcome is measured by the media reach of all the print, radio and TV advertising, social media campaigns and distribution of leaflets and printed materials.

Examples in 2020/21 include:

South Lanarkshire Council Make Your Way – Rural South Lanarkshire project had a media reach of 31,997 for its active travel mapping workshop and consultations.

Falkirk Council's Take the Right Route campaign promotes the benefits of active and sustainable travel. It achieved a media reach of 186,600.

Aberdeen City Council's 'Getabout in the City' radio advertising campaign had a media reach of over 430,000 people, doubling the previous year's audience. Their car club promotions reached an audience of over 56,000 people.

4.38m



media reach of all campaigns including print, radio, TV & social media

During lockdown the 'essential travel only' restrictions impacted campaign implementation, however SCSP was successful in getting tailored, targeted messages out to specific communities across Scotland.

Transform Scotland's #lovemybus campaign reached 295,000 people and trained a further six bus champions.

Skye & Lochalsh Council for Voluntary Organisations reached 7,280 people through online promotions of accessibility maps for walking in Portree and Kyle.

There has been a significant reduction in the reach of the programme this year. Normal marketing and advertising campaigns were put on hold as they would have mitigated against the 'stay at home' Covid message. Activities such as the proposed developments of smartphone apps were also delayed as many local authority staff were seconded to Covid support and recovery.

| | 2020/21 | 2019/20 | 2018/19 | 2017/18 |
|-----------------|--------------------------|------------|-----------|-----------|
| | Number of people reached | | | |
| Local Authority | 3,840,234 | 19,600,000 | 8,000,000 | 3,000,000 |
| Open Fund | 535,865 | 2,200,000 | n/a | n/a |
| Combined | 4,376,099 | 21,800,000 | 8,000,000 | 3,000,000 |

5. There is an increased evidence base to support sustainable travel interventions

Outcomes

This outcome is supported by organisations undertaking research projects, feasibility studies and other evidence gathering that will result in better, more informed decisions on sustainable travel investments. Progress toward this outcome is measured by the number of reports, feasibility studies, etc produced.

Examples in 2020/21 include:

Renfrewshire Council assessed the potential benefits of a BetterPoints travel behaviour incentive programme, particularly in terms of supporting the Council's net zero carbon target for 2030.

North Lanarkshire Council produced a feasibility study and mapped their core paths to inform their Active Travel Strategy.

Edinburgh Napier University produced 'Essential Evidence for Scotland' one-page summaries of key peer reviewed papers targeted at policy and decision-makers across Scotland.

There has been a considerable increase in the number of reports, strategies and feasibility studies produced by local authorities this year. Many have taken the time this year to pause, reflect and plan for future years. This should see better investment in sustainable travel activities, both for infrastructure and behaviour change in the future.

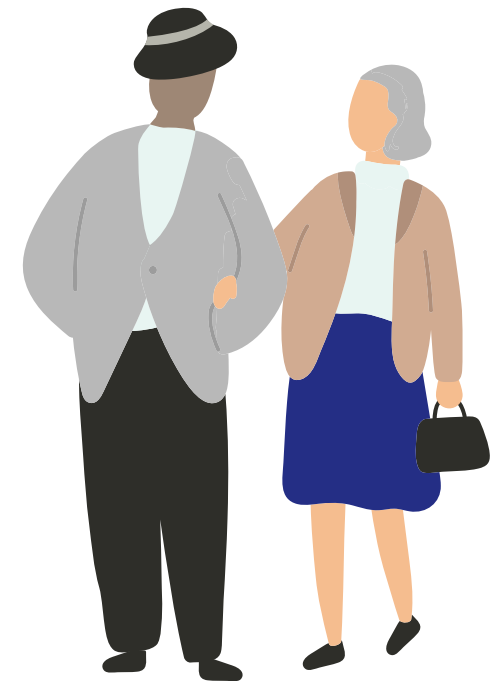
| | 2020/21 | 2019/20 | 2018/19 | 2017/18 |
|-----------------|---|---------|---------|---------|
| | Number of resources / reports delivered | | | |
| Local Authority | 112 | 54 | 61 | 34 |
| Open Fund | 139 | 29 | n/a | n/a |
| Combined | 251 | 83 | 61 | 34 |

 **251**

research projects,
feasibility studies
and other evidence
gathering projects

This evidence will help ensure more effective investment in sustainable travel in the future.

Lessons Learned



Lessons Learned and areas for improvement

It is challenging to identify lessons that can be learned from this year that can be applied to future years. Faced with an overwhelming message from government to minimise travel, it has been nearly impossible to deliver any embedded behaviour change across the population. The ability of projects to flex and amend their activities is one positive to have emerged from this most unusual year.

Organisations adapting their services to respond to the unforeseen circumstances of Covid-19 lockdown is demonstrable evidence that organisations can, and will, change to meet identified local need. This ability should be celebrated and promoted and shared with other projects to give them confidence that new and innovative solutions can be found in apparently impossible situations.

Organisations have often preferred more traditional forms of engagement with local communities, but the pandemic has shown that online promotion

can access wider audiences. Activities such as digital events, training videos, webinars, online consultations and video conferencing have all been used as solutions, where previously they would not have been attempted. There are competing views on the use of these media forms. The level of human engagement is less than traditional engagement activity so the ability to change behaviour is diminished. But the wider audience means that more people are exposed to new ideas.

People living in remote areas, disabled people, people with caring responsibilities can access information and advice at a time and in a way that suits them, thus increasing their participation. Conversely, people without access to broadband or experiencing digital poverty will be excluded from this type of engagement.

To counter these contradictions, organisations need to understand the communities they are working with to ensure they select the most appropriate communication method. This is completely in line with the SCSP approach of adopting social marketing principles.



Case Study

Getting Better Together – Shotts

During the pandemic Getting Better Together were able to adapt thanks to SCSP funding allowing them to provide essential services to the community.

They used a cargo bike and e-bikes to deliver crucial goods and services to vulnerable members of the community. They also worked closely with social prescribing and care of the elderly team to support individuals to make sure they remained socially connected and had access to all their essentials. All this is being done through active travel.

They have adapted to build in health walk initiatives such as walk and talk online sessions and made some cycling tips videos for people to check out online. They have seen the impact this has had on the people who use the service.

Janice who used the service said:

“The service offered has been a lifeline to me. I’ve been shielding, I have mobility issues and don’t keep too well so been unable to go shopping. This will be even more important during winter as I struggle to walk on snow and ice. GBT have delivered prepped meals and shopping to my doorstep every week with the cargo bike. It’s a great way of delivering food and shopping as it’s much more environmentally friendly. I’m very grateful for the service and don’t know what I would do without it.”



The service offered has been a lifeline to me. I’ve been shielding, I have mobility issues and have been unable to go shopping... I’m very grateful for the service and don’t know what I would do without it.

Conclusion



Conclusion



Like so many other facets of life, 2020/21 has been a difficult and challenging year for the Smarter Choices Smarter Places Programme projects.

Many of the key metrics are down on previous years. However, where engagement has been possible there has been some noteworthy success. The subsidised bike hire schemes, the move to online events and activities and the ability of projects to be flexible are the most memorable, positive results for the year.

What does not come over in the evaluation is the demonstrable ability of many projects to adapt and respond quickly to changing situations. This ability to adjust will help build confidence in organisational skills and enable significant success in the future.

After several years of growth the Programme's momentum has inevitably slowed due to the pandemic. However, there is enough evidence generated over the Programme's history that giving support to local agencies to deliver activities that respond to local need will deliver success in the future.



Smarter Choices, Smarter Places

Supporting Sustainable Travel

Supported by:



Paths For All
Kintail House
Forthside Way
Stirling
FK8 1QZ

T: 01786 641 851

E: info@pathsforall.org.uk
pathsforall.org.uk

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