



Changing Travel Behaviour

Annual Report 2019/20









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Executive summary

Smarter Choices, Smarter Places (SCSP) is Paths for All's grant programme, funded by Transport Scotland. It encourages people to change their behaviour and adopt more sustainable travel options 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 ive key outcomes. All funded projects must deliver, and report, against at least one of the Programme outcomes.

The 2019/20 Programme was delivered within a Scottish policy context that is supportive of active and sustainable Travel. SCSP is cited within the Scottish Government's Climate Change Action Plan and the Physical Activity Delivery Plan.

The findings of this Report show that despite some challenges, 2019/20 has been a successful year for SCSP. The fifth year of funding for local authorities saw 31 of Scotland's local authorities making use of their allocation. The Programme outputs saw a significant boost with the reporting of the 2018/19 investments made by the new SCSP Open Fund.

SCSP saw a significant increase in outputs aligned to its outcome 'People's knowledge about sustainable transport choices increases' with a media reach of nearly 23 million, a 190% increase on the previous year.



There was also a significant increase in the number of people 'choosing to walk or cycle for short local journeys' with over 150,00 people reporting that they have made more journeys by foot or bike. This is a 100% increase on last year's reported figures.

Executive summary

There was a more modest increase in the number of 'people choosing sustainable travel for longer journeys'. There was a reduction in the number of people 'developing more positive attitudes to sustainable travel choices'. This is principally due to a reduction in the number of group activities and events taking place as a consequence of Covid-19 lockdown and a late awarding of grants at the beginning of the year due to Brexit budgetary implications.

There has been continued investment in the outcome 'an increased evidence base to support sustainable travel interventions.' With five years of information it is now time to assess the effectiveness of these inputs.

SCSP also made contributions to the Government's Climate Change ambitions, with some projects able to record and report on their reduced CO2e emissions. The Programme reaches communities that are often overlooked by sustainable transport interventions, with engagement in some of Scotland's most deprived communities, involvement of people from minority communities and encouraging use of sustainable travel options by disabled people. There are projects that join up health and transport, targeting interventions at people that will benefit from engagement in more physical activity.

SCSP also contributes to job creation and builds Scotland's civic infrastructure by supporting over 60 voluntary organisations, increasing capacity and capability to deliver behaviour change activities.

SCSP was independently reviewed by the Improvement Service. This review confirmed that the Programme was delivering on its aspirations and has highlighted a small number of system changes that will improve delivery in the future.

SCSP is in a good place to deliver on its mission in the future. There is a growing recognition of the need to keep people physically active, reduce emissions, decrease pollution and make communities safer by reducing the number of single-passenger car journeys. SCSP is successfully investing in communities to build capability and capacity to deliver this behaviour change.

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. Following a series of pilot projects, Transport Scotland has grant-aided Paths for All on a year-to-year basis from its inception.

Since 2015/16 Paths for All has awarded funding to local authorities on a population basis, with the requirement that recipients must match fund the SCSP award by at least 50%, of which at least half (25% of the project cost) is in cash.

In 2018/19 Paths for All launched the SCSP Open Fund for third sector and other public sector agencies. Although grants of £2million were made to organisations in 2018/19, the impact of these grants was not realised until 2019/20, and it is these results that are presented here.

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

More people choose sustainable travel for longer journeys

More people choose to walk or cycle for short 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

Adopting these outcomes was accompanied by the development of an indicator bank, and a framework that aligned activities to the outcomes, based on the previous four years of project delivery.

These outcomes were launched in 2018/19 and this has allowed a baseline to be developed so that Programme progress can be measured over time.

SCSP Outcomes and Behavioural Change



Pre-contemplation

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



Contemplation

People's knowledge about sustainable transport choices increase.



Preparation

People develop more positive attitudes towards sustainable transport choices.



Action

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



Action

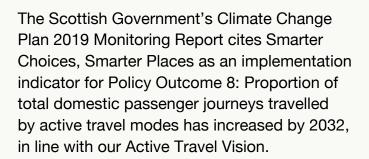
More people choose sustainable transport options for longer journeys.

Strategic context





The strategic context for SCSP continued to be favourable for sustainable travel. In particular the draft National Transport Strategy published in February 2020 is very supportive of sustainable and active travel solutions, highlighting that investment decisions should prioritise sustainable transport and support the Transport Hierarchy.



Support for the public transport sector was bolstered in the 2019 Programme for Government with a £500 million fund for new priority bus routes in and around Scotland's towns and cities.

The relationship between sustainable travel and public health is recognised by SCSP's inclusion within the Scottish Government's Physical Activity Delivery Plan.

Whilst the strategic conditions are favourable for SCSP, there have been operational challenges that have impacted on the Programme. At the beginning of the year the move toward Brexit had an impact on budget decision-making that meant a later start than anticipated. At the end of the year the impact of Covid-19 lockdown caused a number of activities to cease abruptly. The combination of these two factors had an overall impact of reducing the programme outputs over the year.







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. The SCSP outcomes were introduced in 2018/19 and outputs mapped to these outcomes. This has allowed year-on-year comparisons for the first time.

Project monitoring is expected to be appropriate to the size and scale of the investment. A core principal of SCSP is that investments should be made in delivering actions rather than a disproportionate amount in monitoring and evaluation. Early years of the Programme identified that there were discrepancies in how projects measured their

impact, but the introduction of an automated system for 2019/20 Completion Reports has reduced this inconsistency. The identified outputs will never be exact, but they do give a good indication of the direction of travel for the Programme.

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 grants awarded in 2018/19, and these outputs have been collated manually by SCSP staff for this year. This will be automated in the future.

In addition to analysis and compilation of Project Completion Reports, a partnership was agreed with the Improvement Service to undertake some in-depth analysis of five local authorities. The Review confirmed that there are no causes for concern with the 'light touch' reporting processes.

The Review also found that local authorities have been able to deliver activities that would not have been delivered without SCSP funding. It noted that most of the local authorities have become more focused in relation to the activities they deliver and have concentrated on improving or sustaining approaches that they know are effective. At the same time, small scale initiatives have been tested. In cases where planned activities have not worked a new approach has been adopted. The Review also confirmed that funding has been instrumental in developing and sustaining local cross-sectoral partnerships.

Smarter Choices, Smarter Places consists of two discrete 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.

The average Open Fund grant offered

£21,059

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 more projects. As a consequence in 2019/20 grants varied between £50,000 and £574,200 to deliver their SCSP projects, which they must match fund. 31 local authorities participated in the Local Authority Programme in 2019/20.

The Open Fund offered 84 grants by 31 March 2019 and projects were delivered up to 31 March 2020. Grants varied from £5,000 to £50,000 and averaged £21,059.

Grant recipients have freedom to deliver activities that are tailored to their communities, aligned to local strategy, and build on local priorities and strengths. Most importantly, the projects must deliver activities that clearly deliver against the programme outcomes.

Expenditure was made harder in 2019/20 by the late awarding of grants at the beginning of the year, caused by budgetary delays as a consequence of Brexit, and the sudden cessation of activity at the end of the financial year caused by Covid-19 lockdown.

Overall £7,606,266 was offered and £7,044,190 was claimed, or 92% of the funding available. Considering the newness of some initiatives and sudden cessation caused by Covid-19 lockdown, the unclaimed funding is understandable.



Smarter Choices, Smarter Places is a truly national programme. When mapped against local authority areas, Shetland Islands is the only area where SCSP was not utilised.



Number of funded projects by local authority area					
Aberdeen	2	East Renfrewshire	1	Orkney	1
Aberdeenshire	3	Edinburgh	11	Perth & Kinross	8
Angus	2	Falkirk	7	Renfrewshire	2
Argyll & Bute	4	Fife	3	Scottish Borders	2
Clackmannanshire	4	Glasgow	14	Shetland	0
Comhairle Nan Eilean Siar	2	Highland	6	South Ayrshire	1
Dumfries & Galloway	1	Inverclyde	3	South Lanarkshire	2
Dundee	3	Midlothian	1	Stirling	3
East Ayrshire	3	Moray	2	West Dunbartonshire	1
East Dunbartonshire	1	North Ayrshire	4	West Lothian	2
East Lothian	1	North Lanarkshire	5	National	4

Organisations are asked to identify the transport mode that their project attempts to promote, using the categories identified in the table on the right. This is to identify the spread of interventions across the wide range of sustainable transport modes available. Identifying particular modes also reinforces the need for social marketing approaches that identify clear, targeted messaging and activity. A different message to different target audiences is required. For example, encouraging people to walk more requires a different approach to encouraging people to use the bus more, or to join a car club.

To help understand the spread of activity across these modes, local authorities identify the target mode for their initiatives (a subset of the overall project). The Open Fund expects each project to specify its target mode. These figures are then expressed as a

percentage of the total. 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 identify trends.

Transport mode targeted	Local Authority Fund	Open Fund	2019/20 Combined	2018/19
Walking only	9%	11%	10%	3%
Cycling only	17%	15%	16%	13%
Active transport generally	38%	50%	44%	38%
Public transport	6%	8%	7%	9%
E-bikes	1%	2%	2%	n/a
Sustainable transport generally	29%	13%	21%	34%

Smarter Choices, Smarter Places continues to deliver change across the range of different travel modes. The clear exception to this is with rail. There is already significant uptake of rail services in Scotland, so there is limited priority for SCSP to encourage rail passenger journeys. There is a considerable level of activity targeted at active travel, with cycling receiving a large amount of attention. The imbalance between active travel and public transport has been recognised and SCSP has been promoting the need to support public transport and other sustainable travel for longer journeys. This is also reflected in the analysis undertaken by the Improvement Service. It was anticipated that a shift in attention from active to sustainable travel would become evident in 2020/1, however Covid-19 lockdown will impact on this aspiration.

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 the following organisation types.



	No. of awards
Registered Charity or Voluntary Organisation	45
Local Authority	31
Regional Transport Partnership	7
Community Interest Company or Social Enterprise	7
National Public Sector Body	5
Community Council	2
Health Board or Partnership	2
School	1

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. Regional Transport Partnerships have also been able to engage more, often utilising Open Fund to develop their evidence base for interventions. It is still a challenge to engage with large public sector organisations. It is believed that the factors curtailing engagement include the size of grant available, the culture of organisations not used to applying for funding and the priority they give to sustainable transport within their organisational priorities.

Smarter Choices, Smarter Places is an outcomes-based programme. All projects must identify which of the five outcomes their projects or initiatives 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. Their reporting should focus on this highest level. 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.



Outcome	Local Authority Fund	Open Fund	Combined
There is an increased evidence base to support sustainable travel interventions	6%	11%	8%
2. People's knowledge about sustainable transport choices increases	23%	19%	21%
3. People develop more positive attitudes toward sustainable travel choices	26%	24%	25%
4. More people choose to walk or cycle for short journeys	35%	35%	35%
5. More people choose sustainable travel for longer journeys	9%	12%	10%

It is recognised that the process of mapping activities and outputs to outcomes is still to bed in. 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.

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

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 and other forms of evidence produced.

Examples in 2019/20 include:

East Dunbartonshire Council undertook a Travel Survey with 1,200 respondents

West Dunbartonshire Council developed a signage strategy

Argyll and Bute Council rolled out a network of cycle and pedestrian counters

Dumfries and Galloway Council funded the development of a physical activity standardised monitoring system

Fyne Futures developed a feasibility study for introducing e-bikes on the Isle of Bute

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

Results

	2019/20	2018/19	2017/18
Local Authority	54	61	34
Open Fund	29	n/a	n/a
Combined	83	61	34

SCSP has invested in many strategies, feasibility studies and business plans over the years, and this appears to be increasing every year. Investment has been made on the assumption that sustainable travel benefits will be realised in future years. A future activity for the Programme will be to map how successful these investments have been in changing behaviour of those that make key decisions on sustainable travel investment.

2. People's knowledge about sustainable transport choices increases

This outcome is supported by organisations undertaking information production and distribution. It will include 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.

The Open Fund supported 20 marketing campaigns and the development of five websites. Examples include:

Hitrans' marketing campaign to promote the introduction of an electric bus on a new scheduled route in rural Morayshire

Distribution of 3,000 maps by Blairgowrie & Rattray Development Trust to showcase a new cycle path

Nestrans' Pedestrian Safety Campaign which involved digital adverts on bus shelters

Bike for Good developed the 'Aye Cycle' website which has been visited 35,000 times by 15,000 people

Scottish Borders Council in partnership with Borders Buses, developed a web app which has increased website traffic by 3,000 views

Deaf Scotland created a series of film clips to provide cycling information for deaf people to address safety concerns

University of Edinburgh distributed 17,600 transport guides

Gaydio reached 60,000 listeners from the LGBT+ community with sustainable transport messaging.

2. People's knowledge about sustainable transport choices increases

Local Authority examples include:

Aberdeen City and Aberdeenshire Councils' joint 'Getabout' campaign

Perth and Kinross Council fund 'Perth on the Go' with a social media reach of 1,295,000

City of Edinburgh Council produced 99,400 Active Travel Maps

Falkirk Council's Take the Right Route had a media reach of over 10 million

Orkney Council has produced a one-page, pocket-sized active travel guide for residents and tourists

Aberdeen City Council distributed 21,600 Walking Trail Map hard copies

Glasgow City Council partnership with NHS Greater Glasgow & Clyde promotes sustainable travel to NHS staff, as well as patients and visitors. A particular example is Transform Scotland's '#LovemyBus' campaign. Working with Stagecoach West Scotland they delivered an aspirational campaign to: improve knowledge of the benefits of bus travel to health and wellbeing; increase positive attitudes to bus travel; and inspire commuters to choose bus over the car for everyday journeys.

The results for this outcome show excellent year-on-year growth. Some of this growth will be down to better recording. However, it is clear that the Programme is being successful in getting tailored, targeted messages out to specific communities across Scotland.

Results

	2019/20	2018/19	2017/18
Local Authority	19,600,000	8,000,000	3,000,000
Open Fund	2,200,000	n/a	n/a
Combined	21,800,000	8,000,000	3,000,000

3. People develop more positive attitudes toward sustainable travel choices

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. For example, this year's 'In Town Without My Car Day' in Aberdeen surveyed attendees and found that 75% were more likely to travel sustainably as a consequence of attending the event and that 95% would like to see more trafficfree areas in the City.

Local Authority examples include:

Aberdeen City's In Town Without My Car Day attended by 24,000 people

Edinburgh became the first UK city to join the Open Streets movement, with a car-free day on the first Sunday of the month

Glasgow City Council supported the Women on Wheels Initiative.

The Midlothian Outdoor Festival had over 2,000 attendees.

Open Fund examples include:

Yipworld delivered 123 cycle training sessions and events to 276 young people

Forward Coupar Angus delivered an Active Travel Festival with over 2,000 attendees

Greener Kirkcaldy Walking and Cycling Festivals were attended by 527 people.

75%

75% of Aberdeen's 'In Town Without My Car Day' attendees were more likely to travel sustainably as a result of attending the event

3. People develop more positive attitudes toward sustainable travel choices

A particular example is Blantyre Soccer Academy who delivered a mixture of cycle training and events to 732 participants which resulted in 360 average miles cycled per week and a 40% reduction in the volume of cars used by coaches, parents and carers to transport players to and from activities. The numbers show a drop for the local authorities compared to the previous year. It is believed this is because of the late agreement of grants at the beginning of the financial year, and lockdown at the end of the year meant that spring events were cancelled with a subsequent reduction in numbers. Spring is normally a popular season to deliver promotional activities and events.

Results

	2019/20	2018/19	2017/18
Local Authority	205,000	250,000	150,000
Open Fund	13,600	n/a	n/a
Combined	218,600	250,000	150,000



4. More people choose sustainable travel for longer journeys

This outcome is supported by organisations encouraging the use of public transport, car clubs, e-bikes and car share. Progress toward this outcome is measured by the number of people choosing sustainable travel and the increased number of journeys undertaken by sustainable travel during the year.



Local Authority examples include:

Aberdeen City Council's support for Car Clubs

Liftshare is supported by Aberdeenshire, Falkirk and East Renfrewshire Councils

Fife Council trial new bus routes

Perth and Kinross Council worked with Stagecoach to provide free bus travel at the weekends in the run up to Christmas

Glasgow City Council's support for a marketing campaign saw an additional 400 members of the Co-wheels car club.

100,000 extra bus journeys over the year as a result of the '20p for kids initiative'

The Open Fund enabled:

South Ayrshire Community Transport to introduce an electric car club

Recyke-a-bike support for uptake of the Nextbike hire scheme in Stirling

Edinburgh College Development Trust and Tactran to promote Liftshare

Refugee Survival Trust to distribute bus tokens to Asylum Seekers

Hitrans to introduce an e-bike scheme which integrated with public transport.

A particular example of this type of project is Dundee City Council's '20p for Kids' initiative. The Council works in partnership with bus operators to offer a promotion targeted at young people during the school holidays. Young people, accompanied by a parent, can use the bus for 20p during school holidays. This saw around 100,000 extra bus journeys over the year.

4. More people choose sustainable travel for longer journeys

The Open Fund is used to support Huntly and District Development Trust Green Travel Hub. By using social media, a mail marketing campaign, local press advertising and attendance at community events they have promoted their electric car club, community mini-bus and e-bike hires. There has been a 27% increase in the number of car users, a 40% increase in their community mini-bus use and a 2470% increase in the number of rental days for their e-bikes.

This outcome shows limited progress on previous years. There is a challenge in getting public transport operators to share their commercially sensitive passenger data to measure the success of some of these interventions.

Results

	2019	2019/20		2018/19		2017/18	
	New Users	Journeys	New Users	Journeys	New Users	Journeys	
Local Authority	9,500	103,000	3,000	54,000	2,000	44,000	
Open Fund	6,100	18,000	n/a	n/a	n/a	n/a	
Combined	15,600	121,000	3,000	54,000	2,000	44,000	

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

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 increased 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.

Local Authority examples in 2019/20 include:

Step Count Challenge was promoted by East Ayrshire, North Ayrshire and Stirling Councils, collectively attracting 633 participants walking the equivalent of 50,000 miles.

Beat the Street was delivered by East Lothian, South Lanarkshire and East Renfrewshire Councils. This challenge attracted 26,500 users that travelled 264,000 miles. Participants in Beat the Street in Eastwood increased cycling after game play by 10% and a reduction in car use by 26% during the game.

Living Streets' WOW programme was funded by ten Councils, Love to Ride Cycle Challenge was delivered by two Councils and Sustrans' Ibike programme was funded by three Councils. 26,500 users participated in the Beat the Street challenge

Open Fund examples include:

Falkirk Junior Bike Club incentivised cycle journeys for members who cycled to school and club sessions

CoMoUK, in partnership with Bike for Good, provided low cost access to Glasgow's bike hire scheme for people from the City's most isolated and vulnerable communities

Lornshill Academy delivered two bespoke Step Count Challenges for staff and pupils

Glenboig Development Trust local bike library achieved 715 hire days

Glasgow Life delivered 'Walking Bears' which encouraged families to visit local services on foot in order to stamp the bear's passport and win prizes.

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

Specific examples include the Step Count Challenge organised by Walking Lanarkshire and funded by North Lanarkshire Council. The challenge had 185 participants. At the end of the challenge:

18% walked to public transport links more frequently

18% walked to work more frequently

53% walked to shops more frequently

47% walked to other destinations more frequently

There has been excellent growth in the indicators attached to this outcome. This is partly due to better recording. It also demonstrates that projects are having more success as they become better at targeting audiences, the 'offer' improves and good practice is rolled out across the Programme.

Results

	2019/20	2018/19	2017/18
Local Authority	138,357	74,000	65,000
Open Fund	16,000	n/a	n/a
Combined	154,357	74,000	65,000

Other impacts

In addition to delivering SCSP's core mission of reducing the number of single-passenger car journeys, the programme delivers positive benefits to local communities and Scottish government ambitions. Projects are not funded to deliver these benefits and do not have to report on these secondary outcomes. So overall, the Programme will deliver much more than the measures reported below.

Climate change

South Lanarkshire Council's Beat the Street used the WHO HEAT Tool to convert the participants' data on walking and cycling activities into a carbon saving of 10 tonnes of CO2e.

Moray Love to Ride initiative achieved **two tonnes of CO2e saved** where participants have used their bike for transport purposes, not for fun or fitness reasons.

Falkirk Council's Better Points encouraged staff to travel actively and resulted in 1,971 tonnes of CO2e savings.

Getting Better Together has loaned e-bikes to schools and communities, covering 2,177 miles and saving 870Kgs in carbon emissions.

Glenboig Development Trust trialled a school Walking Bus which saved 1,265 car journeys and 704 kgs of CO2e.

Angus Council's support for Liftshare saw a reduction of 442,709 car miles, an offset of 58 tonnes of CO2e.

Capacity building

Smarter Choices, Smarter Places contributes to increasing the capacity and capability of the sustainable travel sector across Scotland.

The Local Authority Fund supports approximately 39 posts and the Open Fund has created a further 27 new jobs.

The Programme supports 63 Third Sector Organisations either directly through the Open Fund or indirectly via Local Authority partnerships with third sector groups.

When asked if SCSP funding had increased their capacity to deliver sustainable travel initiatives, projects gave a rating of over 80%.

Other impacts



Social justice

Smarter Choices, Smarter Places reaches out to groups and individuals that are often by-passed by traditional sustainable travel initiatives.

For example, Hope Amplified engaged with young people from Glasgow's African community to increase confidence in walking and cycling; CoMoUK and Bike for Good targeted some of the most isolated and vulnerable communities in Glasgow of which half consisted of BAME communities; and The Refugee Survival Trust targeted homeless asylum seekers to provide access to public transport.

Camglen in Cambuslang, Socialtrack in Shotts, Blantyre Soccer Academy, Forth Environment Link and Glasgow Life deliver behaviour change activities in some of Scotland's lowest SIMD decile communities. Glasgow City Council's funding of Bike for Good, Free Wheel North and South West Community Cycles has resulted in good engagement with some of that city's most marginalised communities. North Ayrshire Council supported Modern Apprentices to access free public transport. Perth and Kinross Council worked in partnership with St. Johnstone FC to encourage children from low income families to walk more.

Parklea Branching Out, Deaf Scotland, Volunteering Hebrides and Cycling UK's ABC+ project are all working with disabled people to ensure that they can take advantage of new opportunities to travel sustainably.

Whilst many of the people within these groups are not car owners, engaging with them ensures that all sectors of Scotland's communities are part of the transition to a low carbon economy, hopefully preventing the take up of cars as a future travel option.

Schools

Approximately 25% of pupils in Scotland travel to school by car, and this is a key target

audience for SCSP projects. In addition to supporting national interventions such as Living Streets Scotland's Walk-Once-a-Week and Sustrans' I-bike Programmes, SCSP funding is also used to deliver bespoke projects that respond to local priorities and local need.

Lornshill Academy developed a school-based Active Travel Hub, disseminating a suite of information, challenges, training and events to embed a culture of active travel; The Adventure Syndicate ran 'Match the Miles', an inter-school competition between schools in Inverness to encourage walking and cycling amongst pupils and staff: Socialtrack worked with schools across Wishaw over the course of 20 weeks to deliver cycle-based training sessions; Getting Better Together piloted a school Walking Bus which has supported 219 active journeys in 20 interventions; Glenboig Development Trust also trialled a school Walking Bus which saw 6,325 individual walks completed, 3,500 combined miles walked and 0 number of times late for

Other impacts



school. Perth and Kinross Council and East Renfrewshire Council both deliver projects aimed at the primary to secondary school transition phase.

Health

Travelling actively can have significant positive health impacts. All projects that encourage participants to walk and cycle and use public transport will have a positive impact. A particular project that measures its impact on activity levels is Beat the Street (BTS) which three Councils supported. East Renfrewshire Council saw BTS results of an 8% decrease in adult inactivity and a 14% increase in adults undertaking between five and seven days of activity per week.

There are also some projects that are targeted specifically at improving health and work closely with partners in a range of settings. For example, NHS Forth Valley worked in partnership with Forth Environment Link to establish a dedicated Active Travel Hub within

Forth Valley hospital. Clinicians can signpost patients who, for health reasons, need to build more activities into their day-to-day lives; Velocity Café and Bicycle Workshop partnered with NHS Highland to establish a supportive informative service in GP Surgeries to which health professionals can refer sedentary patients in need of increased physical activity, with emphasis on active travel as a solution; Volunteer Dundee worked with NHS Tayside to create a direct link for GPs to signpost patients to healthy travel options via Green Health Prescriptions.

Public Transport

There are still only a small number of projects that encourage bus patronage, but they have generally been very successful. The Refugee Survival Trust provided bus tokens to Asylum Seekers; Scottish Borders Council in partnership with Borders Buses developed a web app; Transform Scotland delivered the '#LovemyBus' marketing campaign with

Stagecoach West Scotland; Hitrans ran a marketing campaign to promote an electric bus on a new scheduled route in rural Morayshire; and Fife Council trial new routes to test their economic viability.

Active Travel Hubs

Since its inception, SCSP has been used by South and East Ayrshire Councils to fund the Active Travel Hubs in Ayr and Kilmarnock. These hubs provide information, advice and support for local communities to change their travel behaviour. The have proven to be a successful model to engage with local communities, workplaces and further education establishments. There are now a number of different models of Active Travel Hubs in Scotland that SCSP supports. North Avrshire Council uses SCSP to fund activities from the Trinity Hub. The Open Fund has supported a further 17 projects that all provide advice, information and support on active travel to their local communities.



CASE STUDY:

Glenboig Development Trust Walking Bus

Glenboig Development Trust Walking Bus

Glenboig Development Trust (GDT) decided to start its active travel programme with the purest, simplest and cheapest method of active travel: walking. GDT launched an initiative aimed at delivering children to and from the joint school campus safely in the company of their friends, on time and ready to learn. Traffic congestion around the joint school campus is also an issue as parking space is limited, and there is only one road that provides both the access and egress route, which again made a structured walking programme attractive to large numbers of individuals.

The walking bus is not a childcare facility and each of the children involved are accompanied by a responsible adult whilst GDT provides safety and coordinating resources. The route is 0.6 miles in length and the bus has operated on every school day since the 19th of August 2019.

The bus allows children from both schools in the joint campus one of the few opportunities they have to work together to achieve a common goal whilst allowing adults from different age and social groups to meet each other. The children fulfill tasks on the route, carrying the banner, pulling the school bag cart etc, and have all participated in quizzes and word searches aimed at improving their road safety skills and climate change literacy.

This initiative was successful as it had been specifically requested by an overwhelming number of respondents to an active travel survey conducted by GDT. 60% of survey respondents said that the provision of a walking bus would help them to walk more

often. The survey also identified a target group of residents who were female and in the age ranges of middle 20s to middle 40s with children, based on this information it made sense to target both this initiative and this group of individuals.

A second survey was undertaken at the end of the project with 35% of respondents intimating they had used the walking bus, when only 14% of respondents in the original survey had walked with their children to school with any regularity. In the end of project survey, 20% of respondents submitted comments intimating that the walking bus had helped them walk more often and reduced reliance on cars.

"Fantastic! The kids are thoroughly enjoying the walking bus and their duties. It's amazing to see how much pride they have in their bus and also great to see the number of children at the school who are excited to try it! Well done!"



CASE STUDY:

Art Walks

Art Walks

Throughout 2019, artists worked alongside Art Walk Projects to help people living in East Edinburgh and Musselburgh to rediscover their local area and re-think taking their car for short journeys. A series of artist-led walks, cycles and community engagement events were delivered in local areas to devise routes through hardly-used habitats, intersecting urban with nature, presented in a fun and informative way.

A printed and online 'Footprint' map pulled together the information - from the artists' routes to community mappings, to cycle shops, train lines, cultural events and festivals, as well as the marking of greenspaces and other heritage sites.

Residents in Gilberstoun estate on the edge of the city spoke about their re-engagement with their local area. A typical place for car use and driving short journeys, many participants said it made them reconsider their habits of always taking a car.

More participants said they realised the benefits of regular walking and others said the project motivated them to walk more regularly. Those with physical or health limitations said they realised the importance of walking even a small way if they could and that a walk didn't need to be a special day out. After taking part in the project, 26 per cent of participants reported an increase in their regular physical activity, with a quarter saying they would use their car less or not at all for short local journeys, opting for walking and cycling instead.

26%

of participants reported an increase in regular physical activity



CASE STUDY:

Falkirk Junior Bike Club

Falkirk Junior Bike Club

Falkirk Junior Bike Club used its ability to influence its members to encourage them to incorporate active travel into their journeys to school. The idea was simple: incentivise members to ditch the car and cycle, walk or scoot to school over three tracking periods throughout the year.

Riders were given a tracker card at the previous weeks' club session and would use this to record their journeys throughout the week and then return them to club sessions the subsequent week.

As a sports club, there is a captive audience as all members are united by a shared love of cycling. Club volunteers can be hugely influential in the lives of young people, encouraging them to adopt positive behaviours in all aspects of their lives. This influence was used to encourage them to think again about the way in which they travelled to and from school.

This led to a greater level of engagement with the wider club community – Parents/Guardians/Carers – as they bought into what the club was aiming to do. Their buy-in was essential to the success of the project, and it was great to see so many of them adapt their daily routines to ensure that members could participate. Such has been the positivity off the back of our engagement with the parents/guardians/carers,

the project is expanding next year so that it now includes them too. The club will be extending its sphere of influence to now encourage them to consider how they travel to work and hopefully encourage a modal shift to active travel.

We created a range of incentives which were available to everyone who participated. These included Big Bobble Hats, branded buffs and a t-shirt in the final period. All entries will be entered into a draw to win a bike, with five runner-up prizes with a selection of accessories.

"Both my boys thoroughly enjoyed participating in the walk/scoot/cycle to school initiative. The added incentive of a prize for doing so gave them the motivation to be active both to and from school. It's great to see FJBC promote these initiatives and encourage healthy choices for its members. The boys don't want to take the car to school now as it's quicker and less stressful to walk - even in the rain!"



CASE STUDY:

Parklea Branching Out

Parklea Branching Out

WH has been attending Parklea Branching
Out for around 15 years. He attends
Parklea to complete meaningful activity
such as therapeutic horticulture, arts and
crafts, and health and wellbeing projects.
WH already has a good level of
independence when it comes to active
travel and uses the bus regularly, including
to attend Parklea Branching Out. WH was
looking to use his bike more often, both
for leisure cycles and also as a mode of
transport to get to activities and other
commitments that he has.

WH has been involved in all aspects of Parklea's active travel and health walk projects over the last year. A big focus of creating our active travel card was making sure this card was accessible for all people including those with learning disabilities and other literacy support needs. WH has used his knowledge of the local area and travelling to Parklea to input towards this and make sure the active travel card is truly accessible for as many people as possible. WH was part of a group who completed a walk to and from bus stops and the train station to identify issues and also to help guide how to instruct people on how to get to and from Parklea.

This project has also allowed WH to improve his own literacy skills including writing, reading and using online searches. WH is now far more aware of the benefits of active travel and is a positive advocate for this. "I now understand the benefits of active travel and how it's good for me. I am now able to cycle in to Parklea and also cycle to other places. I liked giving ideas for the active travel card as well and was good at this"



CASE STUDY:

Highland Council - Velocity Cycle Cafe and Workshop

Highland Council - Velocity Cycle Cafe and Workshop

Highland Council has used SCSP to support the Velocity project for five years. In 2019/20 they were funded to particularly support women with mental health issues to increase their use of cycling as main mode of transport for short journeys within Inverness.

The project involves people taking part in either an initial four-week block of sessions with a group of three other people, or they are given a series of 1:1 or 2:1 sessions, before joining regular evening and weekend rides. Sessions focus on developing confidence both on and off the bike, learning new routes around Inverness, and learning road riding skills and bike control. This improves confidence and the likelihood of cycling being used as a means of transport, as well as improving physical and mental wellbeing. 76 people took part in the project over the year, with a total of 793 places on rides over the year. There were 134 group sessions, a mixture of canal rides to improve confidence and road rides to increase route knowledge and skills.

The participants are surveyed before and after being involved in the initiative and the survey showed the following:

Increase of 15% in average response to the question "How often do you ride your bike?" from point of referral to 12 weeks after referral

A 7% rise in average response to the question "How many routes are you familiar with?"

A 28% rise in average response to the question "How confident are you on a bike?"

The impact that the project has on mental wellbeing is also measured. At the point of referral participants have an average Mental Wellbeing Score of 43.0 compared to the Scottish average of 49.8. Three months in and participants exceed the Scottish average with an average score of 51.

Highland Council - Velocity Cycle Cafe and Workshop

Involvement in the Cycle to Health initiative leads to an increase in cycling and a decrease in driving by 49% of participants. When calculated as a percentage of all participants who are car owners/drivers, this rises to 79% of people.

The way the project is delivered, with a focus on increasing confidence, means there is a real sense of community that develops around the project. For example, a group of people from very diverse backgrounds (including a 60-year-old woman with MS, and a 26-year-old young man out of work, and an Eastern European immigrant) arranged to go cycling together over the Christmas/New Year break because they enjoyed cycling so much, and wanted to share this together.

Recent quote from participant:

"I just wanted to say that my bike is the only thing that has kept me sane during lockdown. So thanks Velocity for getting me on my bike. Never forget that you change lives"

79%

of car owner/drivers increased cycling and decreased driving after participation in Cycle to Health



CASE STUDY:

Huntly & District Development Trust

Huntly & District Development Trust

Cora approached Huntly and District
Development Trust to join the Green
Travel Hub after writing off her private
vehicle. This was an interim solution while
the insurance claim was processing.

During this time, she found out how quick and simple the car club was to use, not to mention that for her travel habits, it provided a much cheaper and healthier alternative than owning a car. Not only was she saving financially, but she had at least a 10-minute walking or cycling journey to get from her home to the vehicle.

Cora used the car club vehicle approximately seven times per month at the beginning of her membership. In summer 2019, she started using the Trust's electric bikes as well as the car. Now she cycles every day and her monthly car club usage is down to around four times per month. She has purchased her own e-bike.

That is the pattern of behaviour that the Trust wants to see locally – people phasing out their private vehicle use and opting for travel options that involve more walking and cycling.



CASE STUDY:

Scottish Borders Council - Job Centre Cycle Initiative

Scottish Borders Council: Job Centre Cycle Initiative

Job Centre Plus identified candidates who were unemployed and receiving bene its but had appropriate interests and skills, so referred candidates to the Just Cycle Project in Galashiels. Candidates are encouraged and supported to use healthy, sustainable, affordable transport for job interviews, potential employment and other short journeys. They are provided with a bicycle and bicycle maintenance training.

Of the ten candidates that attended the course, all ten were offered bikes. Eight chose a bike, worked on the bike and kept the bicycle, using it for everyday travel to their placements. There were challenges attracting candidates that were suitably interested, but those that were engaged did benefit from the Project.

One of the candidates, who had been unemployed for a period of time due to mental illness, approached his Work Advisor about a placement on the project. He finished the course with a Gold Standard Bicycle Mechanics Qualification (which was available to all candidates interested in taking it) and is now in full-time employment and continues to cycle to his place of work.

Due to delays in confirming the grant, the initiative started later than expected, and due to the Covid-19 Lockdown, the initiative was not able to run for the whole 12 months as planned.

Lessons learned

Whilst SCSP has generally been successful, there are always improvements that can be made to the processes and by the projects that are delivering.

The Improvement Service Review has been a very useful quality assurance audit and the process improvements it has identified will be implemented by the Smarter Choices, Smarter Places Team. Covid-19 lockdown did restrict the analysis that could be undertaken, meaning that the Open Fund grant recipients were not part of the work. A further review focused on Open Fund projects will take place in 2020/21 utilising the results from 2018/19 and engaging with projects funded in 2019/20 and 2020/21 will ensure that the lessons learned from the local authority projects are shared with Open Fund projects.

SCSP projects clearly undertake a significant amount of work with minority and excluded communities. However, the full benefits of this work are not identified. Further work needs to be undertaken to help understand how these benefits can be realised.

SCSP has invested in the creation of business plans, strategies and feasibility studies since its inception. It is assumed that this work is enacted upon and that decision-makers behaviours are informed by the work. This assumption needs to be tested.

There needs to be a stronger induction into SCSP for new projects and for new staff delivering and reporting on their projects.

The Programme has made significant strides since its inception, but the core principles of the Programme - local decision reflecting local priorities; targeting specific audiences; and focused reporting on priority outcomes - need to be reinforced.

The SCSP staff team has built up a considerable knowledge of what has worked and what has not worked. These lessons need to be shared more widely, particularly with new projects and new staff that will be unaware of the early lessons.

Lessons learned

Project delivery and messaging is still too broad. Messaging to get people walking rather than driving will be different, and aimed at a different audience, to the message that encourages people to cycle rather than drive. The same argument applies to getting people to use public transport or car share. Projects need to clearly focus on the change that they are trying to achieve, using local indicators of the need for change.

Similarly, the overall aim of SCSP is to reduce the number of people making single passenger journeys. Shuffling people between different forms of sustainable transport – walkers changing to bus users; bus users to cyclists; train users to car-sharers, etc. will not meet this aim. All projects need to be clear on the audience they are delivering to.

Some projects have demonstrated successful behaviour year-on-year. Given the real time reduction in council funding there needs to be consideration of how these projects can become sustainable without SCSP funding. This situation is likely to become even more acute in the future as the Open Fund investments in the Third Sector produces results and public funding becomes skewed to dealing with Covid-19 impacts.

The 2019/20 programme was truncated at the beginning and the end of the year, essentially reducing 2019/20 to a 10-month period of activity. This clearly has an impact on output results. Starting and stopping initiatives at the beginning and end of each year is time-consuming for local authorities. Whilst the government position is still to fund SCSP year-on-year there is the opportunity for local authorities to plan for three years' activity. Local authorities should be encouraged to adopt this position.



Conclusion

2019/20 has been a successful year for Smarter Choices, Smarter Places. The fifth year of funding for local authorities saw 31 of Scotland's Local Authorities making use of their allocation. The introduction of the Open Fund in 2018/19 has seen increases in projects outputs that are much more than would have been expected.

150,000

people making journeys by foot or bike

The Programme saw a significant increase in outputs aligned to its outcome 'People's knowledge about sustainable transport choices increases' with a media reach of nearly 23 million, a 190% increase on the previous year.

There was also a significant increase in the number of people 'choosing to walk or cycle for short local journeys' with over 150,000 people reporting that they have made more journeys by foot or bike. This is a 100% increase on last year's reported figures.

There was a more modest increase in the number of 'people choosing sustainable travel for longer journeys'. There was a reduction in the number of people 'developing more positive attitudes to sustainable travel choices'. This is principally due to the programme being truncated at either end of the year and a subsequent reduction in the number of group activities and events taking place.

The programme results also saw contributions to a number of the Scottish Government's strategic priorities. Climate Change, social justice and health outcomes have all been delivered by the Programme.

SCSP investments have contributed to job creation and building Scotland's civic infrastructure by supporting over 60 voluntary organisations. There is a growth in organisation's capability and capacity to deliver sustainable transport options, boding well for future investments.

The Programme was independently reviewed by the Improvement Service. This independent review confirmed that the Programme was delivering on its aspirations and has highlighted a small number of system changes that will help the Programme in the future.

Conclusion

There are always improvements that can be made, and this year's review has identified the need to undertake more assessment of the investments into strategy development and other activities targeted at the outcome 'There is an increased evidence base to support sustainable travel interventions'.

The first year of the Open Fund has shown great promise and further work needs to be undertaken to ensure these projects learn lessons from previous years of the programme.

The impact of Covid-19 and the subsequent lockdown cannot be ignored. Although it happened close to the end of the financial year, there was a consequential impact on the outputs of the programme. It also affected assessment of 2019/20 activities as project reviews were often seen through the lens of a new landscape. SCSP is in a good place to deliver on its mission in the future. Its ethos of local solutions to local priorities

has a resonance as communities will respond differently to the easing o lockdown. There is a growing recognition of the need to keep people physically active, reduce emissions, decrease pollution and make communities safer by reducing the number of single-passenger car journeys. SCSP is successfully investing in communities to build capability and capacity to deliver this behaviour change.









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