

Evaluation of Smarter Choices, Smarter Places 2018/19

A Report for Paths for All



Social Research



Service Design & Innovation



Strategy & Collaboration



Evaluation Support



Social Impact Measurement

September 2019



1. Introduction

This document presents the evaluation of the 2018/19 Smarter Choices, Smarter Places Programme

Paths for All

Paths for All is a Scottish charity established in 1996 to promote everyday walking for leisure, commuting, shopping and going to school. The organisation's vision is of a happier, healthier Scotland where physical activity improves quality of life and wellbeing for all. The current strategy identifies four main themes¹:

-
- **Walking for Health** – encouraging and supporting people to walk every day.
-
- **Active Environments** – improving physical environments to make them fit for walking and other physical activities.
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- **Active Travel** – facilitating and encouraging people to walk or cycle for short everyday journeys, including the delivery of the Smarter Choices, Smarter Places Programme.
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- **Policy and Communications** – influencing policy and practice to make people more aware of the benefits of everyday walking.
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Smarter Choices, Smarter Places

Smarter Choices, Smarter Places (SCSP) is a 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. It was established by the Scottish Government and CoSLA in 2008 and introduced into seven pilot areas between 2009 and 2012.

SCSP is the Scottish Government's key strategic programme to support travel behaviour change. Transport Scotland has grant-aided Paths for All on a year-to-year basis to run the programme since 2015/16. Paths for All awards 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 the Programme's identified outcomes were as follows:

¹ <https://www.pathsforall.org.uk/strategy>

-
- Changes in knowledge, attitudes and beliefs towards sustainable travel choices
-
- Increased walking and cycling modal share for short local journeys
-
- An increase in other sustainable travel choices for longer journeys, i.e. public transport and car share
-
- Reduced car use for short local journeys
-
- Reduced driver only journeys
-
- Building an evidence base for interventions
-

These intended outcomes of the SCSP Programme were revised by Paths for All in 2018/19 for adoption in 2019/20. These new outcomes ensure a clearer focus on aspects of behaviour change:

-
- An increased evidence base to support sustainable transport interventions
-
- People's knowledge about sustainable transport choice increases
-
- People develop more positive attitudes towards sustainable transport choices
-
- More people chose sustainable transport options for longer journeys
-
- More people choose to walk or cycle for short local journeys
-

This evaluation of 2018/19 activities has considered the evidence contained in Completion Reports and attempted to allocate activities and outputs to the revised outcomes. Whilst recognising that this has not always been possible, this approach allows consistency across years. In future years, monitoring processes will allow more accurate reporting against the revised outcomes.

Paths for All have consistently adopted a relatively 'light-touch' programme management approach reflecting the flexible, non-directive nature of the Programme. Individual authorities are expected to deliver activities that reflect the local context and needs of their communities. This approach also applies to the collection of monitoring data.

Our Research Method

The aim of the 2018/19 Programme review is to evidence and report on the progress of the programme towards achieving its overall intended outcomes.

Social Value Lab carried out the research between May and September 2018. It was based on a mixed research design with the following main tasks:

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- Pre-completion support providing guidance to Local Authorities on completion of monitoring and evaluation information
-
- Desk review of 31 Monitoring and Evaluation Plans submitted as part of the grant application process
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- Desk review of 31 Completion Reports and Monitoring and Evaluation Plans
-
- Desk research and communication with Local Authorities to clarify information or gather additional evidence on outputs and outcomes
-
- Collation and analysis of all available data on types of initiative and activities, target audiences, travel modes, outputs generated, outcomes supported, changes and lessons learned
-
- Case studies about successful initiatives, identified through monitoring and evaluation data, additional information about initiatives, and discussions with SCSP Leads
-

2. Context

This section provides an updated assessment of the national policy and strategic environment in which the programme operates.

The Smarter Choices, Smarter Places programme is major part of efforts to develop active travel and promote sustainable transport choices in Scotland. The 2017/18 evaluation² highlighted the Programme’s contribution to a range of policy objectives, including:

-
- Promoting physical activity and reducing obesity
 - Decarbonising transport, a key driver of climate change
 - Supporting clean air initiatives
 - Informing public realm improvements
-

Active travel and sustainable transport remain key priorities of the Scottish Government and Transport Scotland. Total investment in walking and cycling has increased from £39.2 million in 2017/18 to £80 million per year in 2018/19 (with another £80 million committed for 2019/20). This supports a range of active travel projects and programmes targeting infrastructure improvement, behaviour change, education and advocacy³.

Recent developments have only increased the relevance of active travel and sustainable transport. A speech by the First Minister in April 2019 recognised climate change as an emergency, and the Scottish Government has committed to reduce greenhouse gas emissions to net-zero by 2045. These longer-term aims have informed the Programme for Government 2019/20⁴ and will be key elements of the forthcoming National Transport Strategy for Scotland.

Active travel, cleaner and greener transport will continue to be promoted in a number of practical ways, for example:

-
- Making towns and cities friendlier and safer places for pedestrians and cyclists
 - Further developing the infrastructure for walking and cycling
 - Establishing an Active Nation Commissioner for Scotland to act as a national advocate for active travel
 - Tackling vehicle emissions in key city centre zones (by 2030), with a particular focus on bus travel and loans for the purchase of ultra-low emission vehicles
-

² <https://www.pathsforall.org.uk/mediaLibrary/other/english/14615.pdf>

³ <https://www.transport.gov.scot/media/43939/active-travel-budget-allocation-2018-2019.pdf>

⁴ <https://www.gov.scot/publications/protecting-scotlands-future-governments-programme-scotland-2019-20/pages/5/>

3. SCSP Programme Activity

This section of the report presents the analysis of monitoring and evaluation information contained in applications and completion reports.

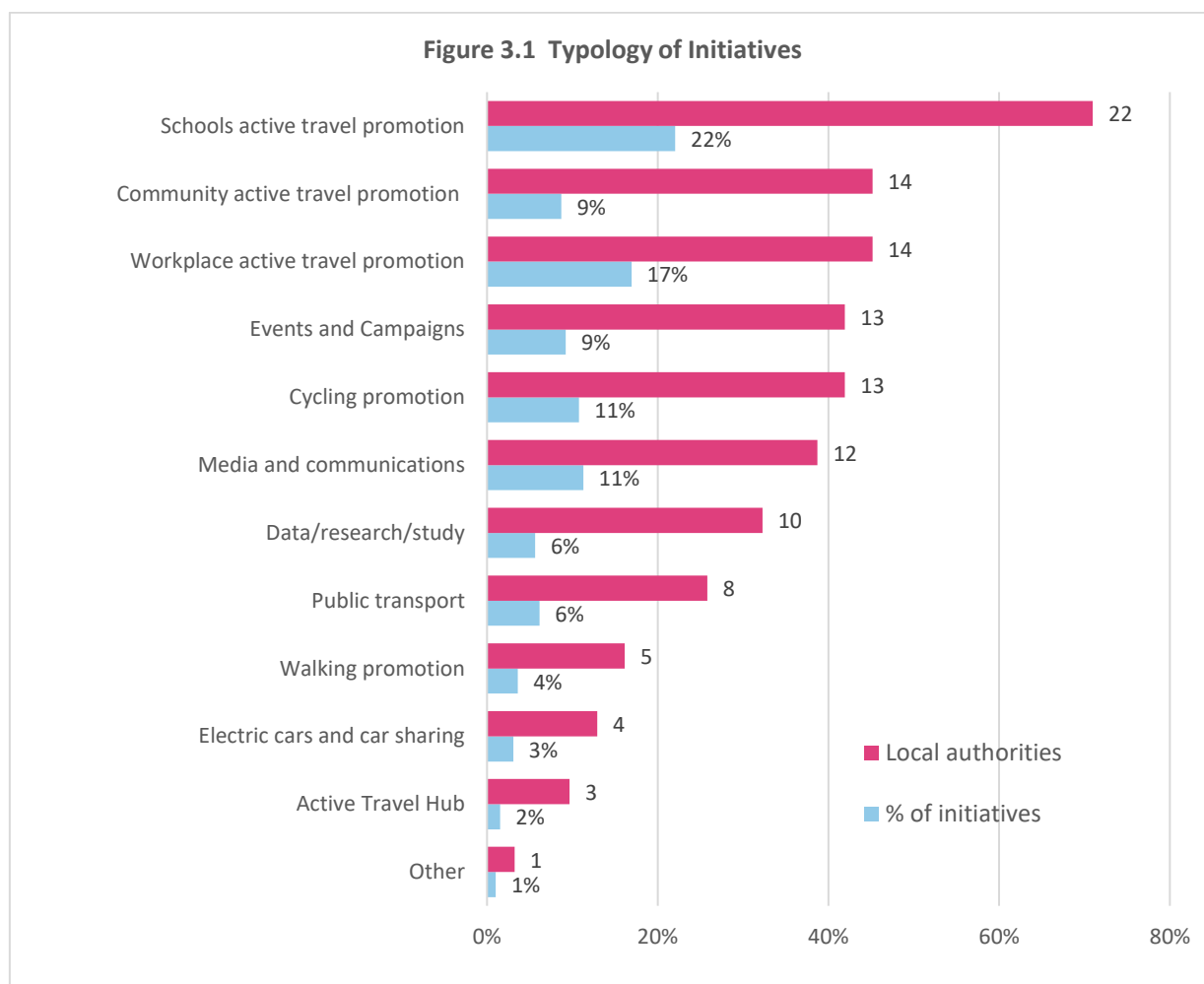
Programme funding

Paths for All awarded £5,270,500 in grants for the year, with local authorities and their partners providing a further £6,421,468 in match funding. This gives the Smarter Choices, Smarter Places programme a total value of £11,691,968 for 2018/19.

In total, the 31 local authorities requesting funding implemented 116 initiatives. Many of the Completion Reports break initiatives down further, creating a total of 195 separate projects or sets of activities aimed at different audiences. According to application documents, 91 (78%) of the initiatives continued from 2017/18 whilst 38 (33%) were either new or included significant new elements.

Typology of initiatives

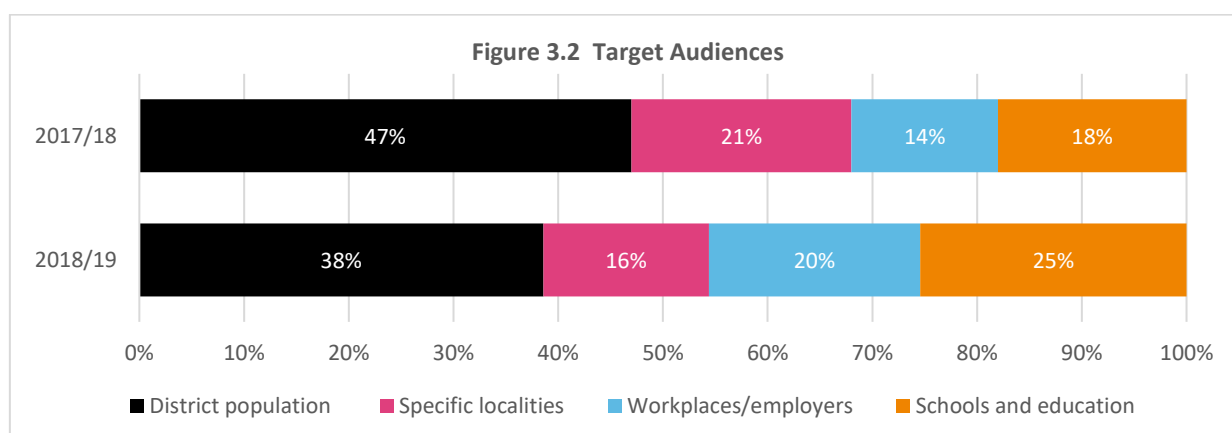
In order to develop a general overview of activities, they have been grouped into a typology of 12 categories. The following chart breaks down activities by these categories and shows how many local authorities implemented an activity of each type. For example, schools active travel promotions accounted for 22% of supported activities, but 22 of 31 local authorities (71%) have implemented at least one of these campaigns.



Source: SVL analysis of initiatives and activities

Target audiences

The following chart illustrates initiatives by target audience, comparing 2018/19 with the previous year. This shows that whilst many of the initiatives were still aimed at the general population, activities targeted at schools and workplaces were more prominent than in 2017/18.



Source: SVL analysis of initiatives and activities

A number of local authorities highlighted other target audiences for their activities, the most frequently mentioned were:

-
- Council employees (8)

 - Commuters (5)

 - Visitors or tourists (5)

 - NHS staff and patients (4)

 - People with existing health conditions (3)

 - Older people (2)

 - Women (2)

 - Cyclists (2)

Activity highlights

School active travel

More local authorities undertook school active travel initiatives than any other type of activity, but these took various forms, including (but not limited to) Walk Once a Week programmes and use of trackers (Living Streets), I-Bike (Sustrans) and Bikeability (Cycling Scotland).

For example, Perth & Kinross Council engaged with primary and secondary school pupils through WOW, Bikeability training, in-class workshops, and safe & sustainable travel guidance. These activities reached large numbers of students: the travel tracker was used by 5,183 primary school pupils, 900 participated in journey planning and active travel workshops, and 1,683 engaged with Bikeability.

Some local authorities commented that it was difficult to encourage schools to join or maintain their commitment to the programme, but many reported large numbers of students engaging at participating schools and increases in the number of journeys recorded. Impact information was more mixed, and it should be noted that where before and after surveys (i.e Hands Up Scotland Survey) are available they did not record significant year on year increases in active travel. Many highlighted longer-term increases since they started active travel promotions.

Workplace active travel

Many local authorities included programmes to encourage active travel and the use of public transport and car sharing at workplaces. Major employers such as local authorities, associated public bodies, the NHS, and higher or further education providers were often the main focus of activity.

For example, Stirling together with NHS Forth Valley and Forth Environment Link retained an NHS link worker to engage with organisations at the new Stirling Health and Care Village and developed active travel activities. Stirling also worked extensively with Forth Valley College and University of Stirling (where 416 new registrations for the bike share scheme were recorded). Other local authorities targeted education institutions, including the Universities of Aberdeen and St Andrews, Robert Gordon University, Angus and Ayr Colleges.

Glasgow's NHS Travel Officer helped to engage 80,000 people and distribute 57,300 leaflets, while many other areas reported significant numbers of participants in step counting and activity challenges.

Community active travel

Local authorities ran a wide variety of initiatives to support active travel among the general population or in specific localities. For example, East Renfrewshire's Beat the Street challenge engaged 6,942 residents of Barrhead and Newton Mearns, with 225,000 visits to the event website.

Get Walking North Lanarkshire promoted the health benefits of walking, seeking to improve access to walks and train walk leaders. After six months, 81% of participants reported being physically active on a regular basis compared to 66% at the start. Dumfries and Galloway provide another example of health walks, with 250 regular participants of weekly walks and newly developed dementia friendly walks in Nithsdale. This activity contributes to making walking much more of a social norm in local communities.

Glasgow City ran a number of cycling promotions and capacity-building activities as part of the Glasgow Community Cycling Network, with 163 people trained as ride leaders, 117 people trained as Play on Pedals instructors and 75 volunteers engaged. 92 Dr Bike sessions took place in Glasgow with an estimated 900 bikes serviced or repaired.

Scottish Borders supported older cyclists (over 50) by promoting the benefits of cycling, providing bikes and training people in safety and maintenance. Approximately 1,000 older people attended sessions and 492 have obtained bikes so that they could return to cycling.

Three local authorities developed or supported active travel hubs: East Ayrshire (Kilmarnock), South Ayrshire (Ayr), and Inverclyde's Bike Bothy (Gourock). Kilmarnock Active Travel Hub hosted 330 events in 2018/19 reaching 3,700 people. These included events (Heels to Wheels cycling festival), film screenings (Pedal-powered Cinema), exhibitions and competitions.

Events

There were many examples of events designed to increase awareness of or to encourage active travel, both 'bespoke' hosted events and existing events which were attended by local authority staff and partners.

Midlothian again hosted a Walking and Cycling Festival, featuring around 20 individual activities including joint route promotion with Edinburgh. Total attendance increased from 642 in 2017 to 3,000, and whilst this was described as a promotional event it is likely that many people were able to try new activities.

Edinburgh City's Clean Air Day and Summer Summit generated 20 pieces of news coverage across broadcast, print and online coverage with a total of 4.2 million viewing opportunities. This includes broadcast (STV News), print (Edinburgh Evening News, Scotsman) and online coverage⁵.

⁵ Total OTS figure is not broken down by type of media.

Promotion

Media promotion and campaigns were a core part of many SCSP initiatives. While local authorities reported the size of potential audiences, circulations and reach, there was very little supporting information as to their likely impact on behaviour. One exception is Aberdeenshire Council, who supported adverts on STV, STV online and in cinemas, reaching an estimated audience of 490,000. Follow up surveys by AECOM suggested that 50% of viewers would be more likely to use public transport, 40% would be more likely to cycle and 30% would be more likely to walk.

Local authorities often print materials and maps in support of awareness-raising and journey planning. For example, Aberdeen City printed 5,000 copies of the Bridge of Don cycle map and distributed a further 4,000 copies of other cycle route maps. Falkirk distributed a total of 29,576 walk to school materials to school pupils.

Public transport

Public transport programmes were mainly focused on promotion and ticketing initiatives. One example is Perth and Kinross linking bus ticket purchases to the Perth Mi Rewards local loyalty scheme, with bus travellers receiving loyalty points to spend at participating businesses. The app is also able to track movements and travel modes used, and while no detailed analysis is available, 1,600 bus journeys have been made by people collecting Mi Reward points.

Aberdeen City promoted the Grasshopper ticket for travel on any bus operator, with 34,481 day tickets and 17,011 week tickets sold in 2018 (compared to 21,813 and 14,262 respectively in 2017).

Car use

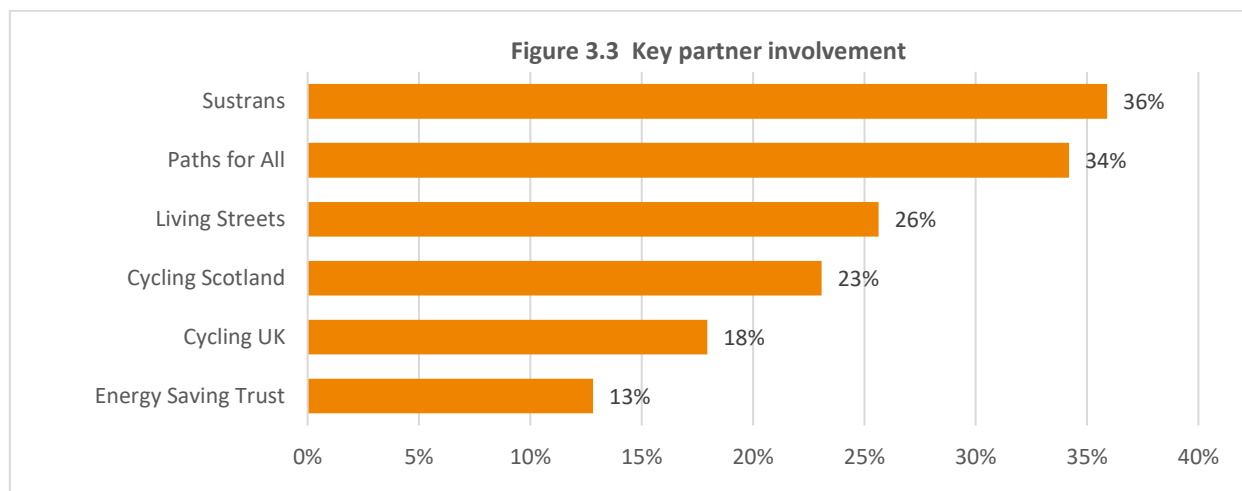
Aberdeen City Council supported a number of car share projects, including publicity campaigns for the Co-wheels Car Club, which led to the recruitment of 326 new members, and support for a new car club vehicle in Tillydrone. The car club has since attracted 22 new members in this part of the city. East Renfrewshire promoted the Liftshare car sharing app to all council employees with 183 signing up, saving an estimated 263,113 miles and 51 tonnes of CO2 emissions over the course of the year.

Local businesses in Aberdeen were offered a one-week trial of a hydrogen car, though this only launched in March 2019⁶. In Moray, an EV charger has been installed to allow rural bus services to use electric vehicles which should help to reduce emissions in the longer term.

Partner involvement

Local authorities worked with a variety of partners to deliver active and sustainable travel initiatives. The next chart shows the main partner organisations highlighted in funding applications.

⁶ According to the completion report, Aberdeen City Council have already made a decision to purchase hydrogen vehicles, though it is not clear whether the trial was a factor in this.



Source: SVL analysis of grant applications (% of initiatives)

Programme completion reports regularly mentioned other organisations involved in delivering and monitoring activities, including the following that featured more than once (in approximate order of prominence):

▪ **Public sector**

-
- NHS (Forth Valley, Lanarkshire, Dumfries and Galloway, Orkney)
 - Ayrshire Roads Alliance
 - Police Scotland
 - Strathclyde Partnership for Transport
 - ScotRail
-

▪ **Private sector**

-
- AECOM
 - Sweco AB
 - Progressive Partnership
 - Velocity Transport Planning
 - Stagecoach
-

- **Charity and community sector⁷**

- Sustrans
 - Living Streets
 - Cycling Scotland
 - Cycling UK
 - Forth Environment Link
-

Outputs

In total, the monitoring reports recorded the following **active travel** events and activities:

TABLE 3.1: ACTIVE TRAVEL OUTPUTS

Activity	Number
Individual events (including):	2,336
Led Rides	711
Led Walks	310
Dr Bike sessions or bike maintenance workshops	258
Individual activities available (i.e. at community events)	5,546
People attended or participated in activities (including):	235,175
Young people	21,978
Challenge participants	25,408
Participants in training or skills workshops	4,834
Participants in Dr Bike sessions	4,297
Participants in led rides	6,179
Participants in led walks	2,813

At least 807 organisations were reached by or involved in activities, including schools, employers and local partners (in addition to the local authority).

Outputs under **sustainable transport** were less clear, but evidence was provided of the following:

⁷ This includes a multitude of local charities and community organisations from development trusts to travel hubs and housing associations

TABLE 3.2: SUSTAINABLE TRANSPORT OUTPUTS

Activity	Number
Public and community transport users	54,243
Additional number of people using public transport	877
New car share members	817
Additional car share journeys	359
Participants in e-bike training sessions	178

Under **promotions** activity, monitoring reports recorded:

TABLE 3.3: PROMOTIONS OUTPUTS

Activity	Number
Guides developed	3,006
Packs and materials developed	65
New maps developed	20
Maps distributed	74,000
Materials (guides, packs, leaflets, flyers etc.) distributed	164,164
Personal Travel Plans (PTPs) produced	3,538

Media campaigns reached at least:

TABLE 3.4: MEDIA AND CAMPAIGNS OUTPUTS

Activity	Number
People reached via media coverage (including):	5.9 million
Edinburgh's Clean Air Day and Summer Summit: opportunities to see (OTS)	4.2 million
Aberdeen's TV and cinema advertising campaign	490,000
People reached in East Ayrshire via West FM	166,000
Parking Tickets	220,000
Falkirk Football Club reached potential stadium audience	174,000
Social media impressions or interactions	1,886,427
Web users or page views	230,575

Other reported outputs include:

TABLE 3.5: OTHER OUTPUTS

Activity	Number
Items of portable equipment	3,066
Items of fixed equipment	599
Individual studies, surveys, mapping exercises, reports or plans	61
Digital platforms developed or utilised	34
Physical infrastructure developments or improvements	5

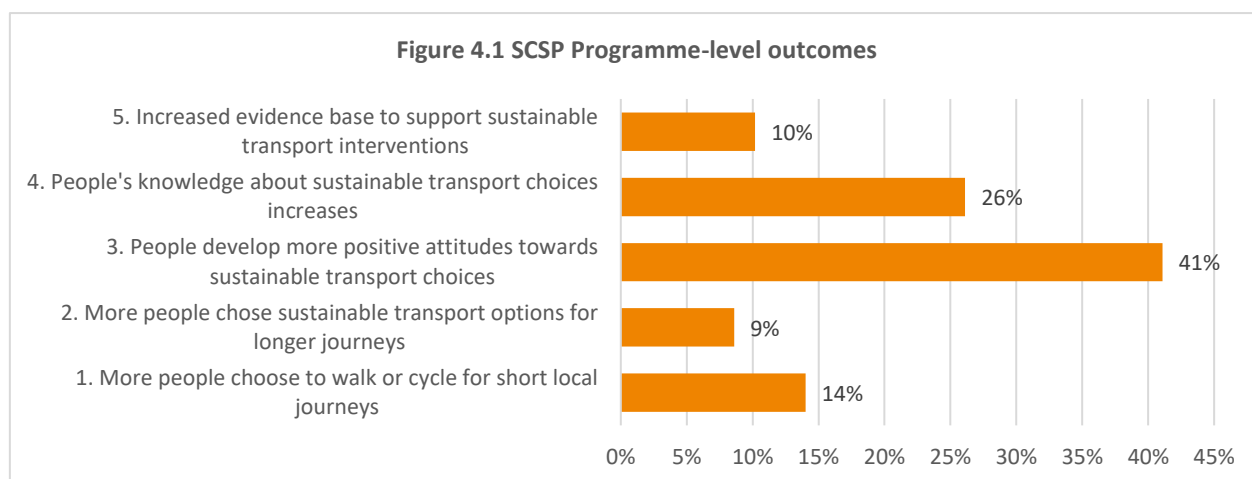
4. Behaviour Change

This section moves on to look at the extent to which local authorities targeted and reported changes in behaviour. This is based on analysis of initiatives and activities from funding applications and completion reports, as well as all available evidence of outputs and outcomes.

Outcomes

SCSP programme outcomes

As highlighted in the introduction to this document, the high-level outcomes for the SCSP programme have been revised since the 2017/18 evaluation. The new outcomes are shown below alongside the proportion of all activities contributing against each. This shows that many local authorities focused on changing beliefs and attitudes or increasing knowledge of sustainable transport choices.



Source: SVL analysis of activities

These outcomes can also be mapped against the stages of behaviour change utilised in the 2017/18 evaluation, enabling a year-on-year comparison.

This identifies a set of stages that people go through when adopting different behaviours. As outlined in the Paths for All 'A guide to delivering effective SCSP projects'⁸ document, developed as a manual for practitioners, there are six different stages of change:

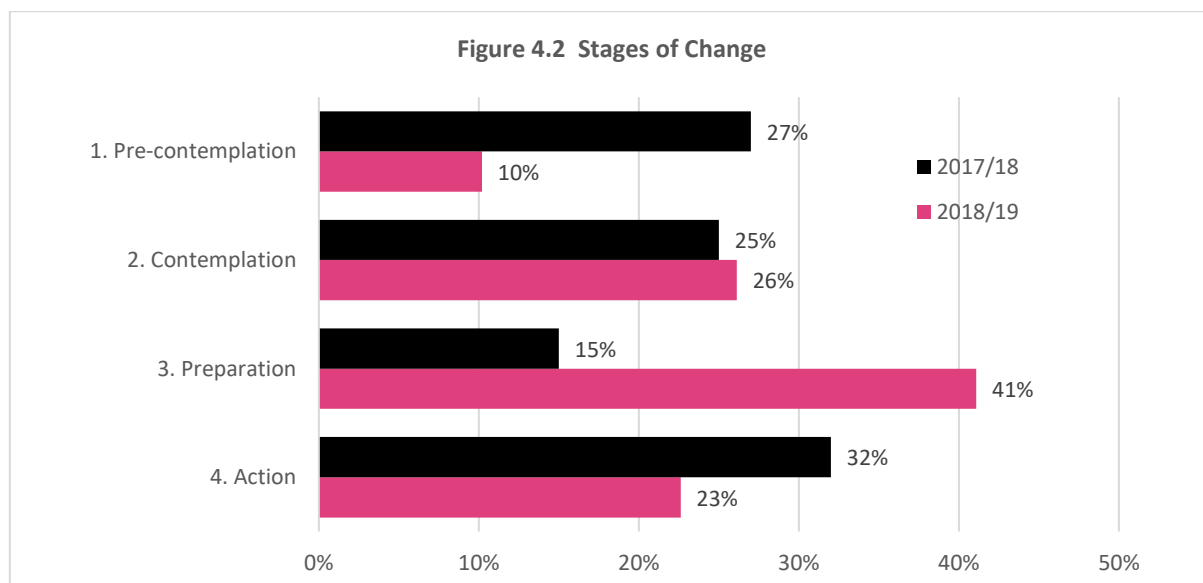
⁸ <https://www.pathsforall.org.uk/pfa/get-involved/behaviour-change-manual.html>

- **Pre-contemplation:** people are unaware, not currently considering or intending to adopt a certain behaviour e.g. a person is happy with their current travel choices and unaware that other options exist.
- **Contemplation:** people have become aware and are beginning to understand and consider adopting the given behaviour and may be prepared to seek more information e.g. a person has heard that there is a bus service, but does not know the details of its route or timetable.
- **Preparation:** people are actively considering and beginning to make commitment to adopting a behaviour e.g. a person investigates a bus timetable and finds the service could be convenient for their journeys.
- **Action:** people are actually changing their behaviour, e.g. are using the bus regularly.
- **Maintenance:** people sustain and consolidate the given behaviour. There is potential for 'relapse' where they fall back to previous behaviour e.g., bus use continues, but may cease if external factors change (such as changing job).
- **Relapse:** people revert back to their original behaviour.

The stages of change can be linked to programme outcomes in this way:

1. Pre-contemplation – increased **evidence** base
2. Contemplation – improving **knowledge** of sustainable travel choices
3. Preparation – changing **beliefs and attitudes** towards sustainable travel
4. Action – more people **walking, cycling or using** sustainable transport

The following chart shows the proportion of all activities that sought to or were able to make a clear contribution at the different stages of behaviour change. Following the review of programme outcomes, we have worked with Paths for All to reallocate common types of activity against the stages of change, and this partly explains the differences in results for the two years shown in the chart below.



Source: SVL analysis of activities

Outcome indicators

The high-level programme outcomes have been broken down into a set of shorter-term, more measurable indicators. This process builds on the framework used for the 2017/18 evaluation, with additional measures included where they are reported by several local authorities. This includes clearly evidenced outcomes, as well as many cases where outputs can reasonably be assumed to have delivered relevant outcomes (i.e. attendance at a workshop will boost the skill levels of participants).

The first list includes core indicators reported to key programme stakeholders:

TABLE 4.1: OUTCOME INDICATORS (CORE)

Indicator	Number
People with increased awareness	8,037,097
People attending active travel events and activities	235,175
Adults with increased skills and knowledge	11,672
People trained	901
Young people with increased skills and knowledge	20,729
Increased walking among adults	27,543
Increased walking among young people	22,348
Increased cycling among adults	14,475
Increased cycling among young people	10,778
Increased number of people using public transport	977
Increased journeys made through public transport	51,492
Increased number of people using community transport (and car sharing)	817
Increased journeys made through community transport (and car sharing)	2,651

It has also been possible to collect a number of additional indicators able to provide a more detailed picture of programme-level achievements:

TABLE 4.2: OUTCOME INDICATORS (SUPPLEMENTARY)

Indicator	Number
Increased active travel among adults	2,028
Increased active travel among young people	13,560
Increased physical activity among adults	4,877
Increased physical activity among young people	2,707
Bikes checked or fixed	1,978
New bike share members	432
People with improved health	1,050
Fewer car miles	273,361
Fewer car journeys	1,977
People reducing car use	482
Tonnes in reduce CO2 emissions	51
Infrastructure improvements or additions	179
People employed or active as trainers and volunteers	193
Examples of better data or knowledge	61

Indicators by Programme Outcome

The following table shows how these indicators can be apportioned to the new programme outcomes, to give total numbers of people or users for each.

TABLE 4.3: INDICATORS BY OUTCOME

Indicator	Total number
An increased evidence base to support sustainable transport interventions	-
Studies, surveys, mapping exercises, reports or plans	61
People's knowledge about sustainable transport choices increases	8,037,097
People with increased awareness	8,037,097
People develop more positive attitudes towards sustainable transport choices	166,964
People attending Active Travel events and activities	133,463
Adults with increased skills and knowledge	11,678
Young people with increased skills and knowledge	20,729
People trained	901
People employed or active as volunteers or trainers	193
More people chose sustainable transport options for longer journeys	56,079
Public and community transport users	54,253
New car share members	817
People reducing car use	482
Additional car share journeys	359
Participants in e-bike training sessions	178
More people choose to walk or cycle for short local journeys	99,789
Increased walking among adults	27,534
increased walking among young people	22,348
Increased cycling among adults	14,475
Increased cycling among young people	10,778
New bike share members	432
Increased active travel (in general) among adults	2,028
Increased active travel (in general) among young people	13,560
Increased level of physical activity among adults	4,877
Increased level of physical activity among young people	2,707
People with improved health	1,050

5. Reviewing implementation

This section analyses some of the main changes between application and implementation reported by local authorities, identifying some common problems, solutions and lessons learned along the way.

Many local authorities reported delays in implementing activities, and it is apparent that problems with building repairs, recruitment or procurement can create significant problems, particularly when activities and achievements need to be reported on an annual basis. There were a number of examples of delays for initiatives that required technical and financial expertise or management capacity.

Seasonal and weather issues meant that a number of key events could not take place as planned, with some commenting that it is difficult to keep people engaged in activities over the winter. Some got around this by:

-
- Using more flexible delivery or shorter programmes
 - Offering vouchers for future activity
-

It clearly takes time to establish general programmes targeting large numbers of organisations and individuals, with several local authorities feeling they had perhaps been overly ambitious and subsequently focussing on a smaller number of larger or 'more interested' organisations. Many highlight problems engaging schools or encouraging employers to participate, with schools in particular having little capacity to incorporate additional activities. Among the solutions listed are:

-
- Focussing on maintaining engagement, rather than approaching new organisations
 - Identifying leaders, key staff or workplace champions
 - Engaging via education forums or managers' meetings
 - Treating staff and students as separate target groups
 - Combining different types of activity in a comprehensive offer
-

Others discuss the difficulties of developing a baseline picture, carrying out research and setting up monitoring and evaluation work, particularly for activities with multiple funders working to different deadlines. Among the potential solutions suggested by local authorities are:

-
- Exploring existing sources of information
 - Adding questions to established surveys
 - Developing simpler methods like postcard or hands-up surveys
 - Scheduling regular meetings with partners to discuss progress
-

Others report wider contextual issues, such as changing transport habits (or school catchment areas) falling bus usage, increasing ticket prices and pressure on current routes making promotion of sustainable ticket options more difficult. Local authorities and bus companies report that the combination of better information with incentives, free tickets or travel vouchers is more likely to be effective.

Many of the initiatives depend on complex arrangements of public and external partners. This can include engaging other council departments, for example involving Communities teams in consultations, or local groups involved in existing events or able to support promotion. These different forms of collaborative working are often cited as key lessons for successful activities, but they also bring challenges. It is important to allow for:

-
- Sufficient planning and lead-in time, particular for events involving multiple organisations
-
- Regular meetings and a shared understanding of milestones and inputs
-

Among the other lessons reported by local authorities are:

-
- Existing events such as family fun, gala-type days or major events can be an effective way of reaching less active groups
-
- Sufficient time and resources are needed for coordinated advertising and promotion
-
- Social media is often felt to be more cost-effective than 'traditional' advertising (e.g. bus stops, tickets)
-
- Obtaining enough, good quality equipment to support activities (i.e. decent bikes for training or bike share activities)
-
- Developing capacity in the form of local groups and trained volunteers ready to continue delivering activities
-
- Developing ideas for next steps or intermediate-level activities (i.e. between led rides and cycling club)
-

6. Conclusions

The SCSP programme continues to support a diverse range of activities across Scotland, reaching large numbers of people.

Many local authorities use SCSP funding to promote active travel in schools, at workplaces and in communities more generally. 2018/19 saw more initiatives targeted at schools and workplaces than was the case in 2017/18, with larger employers like local authorities, the NHS and education providers often the main focus of activity.

Local authorities have engaged many national and local partners, notably Sustrans, Living Streets, Cycling Scotland and the NHS but also public transport stakeholders, private sector providers and planning consultancies.

2018/19 has a similar profile of supported activities to 2017/18, with general events and campaigns, cycling promotions, media communications and studies more prominent than public and community transport, walking promotions and electric vehicles or car-sharing.

It is difficult to make direct comparisons for the achievements of supported initiatives, as local authorities implemented different types of activity and often report outputs and outcomes in very different ways. Having said that, local authorities report many more events and activities in 2018/19 (2,336), with higher total attendance at these events (235,175).

Perhaps the major difference compared to 2017/18 is the total audience reached by media coverage and campaigns. This was up to 5.9 million from 1.1 million last year, driven in large part by media coverage of Edinburgh's Clean Air Day and Summer Summit.

At the same time, many more social media impressions and interactions were recorded in 2018/19 and several local authorities report that social media is a cost-effective way of reaching large numbers of people.

While these broadcast and social media numbers are impressive, we have little information on the people reached or the likely impact of this exposure on their levels of knowledge, attitudes or behaviours. The example from Aberdeenshire suggests that campaigns can be effective, but further examples of follow up research would provide valuable evidence of the impact of awareness-raising coverage or attitudinal campaigns.

Since the 2017/18 evaluation Paths for All have restructured the SCSP programme's outcomes, with activities reallocated to the new programme outcomes and the stages of behaviour change.

SCSP funding is being used to support large numbers of activities that target the 'preparation' stage (changing beliefs and attitudes) followed by the 'contemplation' stage (improving knowledge).

When we look at the numbers of people reached at different stages of behaviour change, the size of the audiences for media coverage and campaigns ensures that many more people are reached at the 'contemplation' stage than at the other stages. While this is

perhaps to be expected for the programme at this stage of its development, other types of engagement (e.g. direct engagement in activities such as regular walking, cycling, challenges and training) may create sustainable changes in behaviour.

Many completion reports do not provide evidence of outcomes, and even where specific data collection tools or trackers are available they are more likely to show clear changes over a long period rather than year-on-year.

The Monitoring and Evaluation reports include some common problems experienced by local authorities alongside some practical lessons that might be useful to other local authority partners.

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