Smarter Choices, Smarter Places

Reducing car use

Increasing walking, cycling & public transport

www.pathsforall.org.uk/scsp
More people more active – leisure, transport.

We want to create a happier, healthier Scotland, where increased physical activity improves quality of life and wellbeing for all. We work to create more opportunities and better environments not just for walking, but also for cycling and other activities.
Smarter Choices, Smarter Places
… It started with the Pilot Projects

- Lead agent - Transport Scotland
- £15 million from health, environment & transport programmes
- Competitive bids from Scottish local authorities
- Grants awarded to 7 communities for projects from 2008 to 2012
- Hard (infrastructure) and soft (promotion) measures
SCSP Pilot Objectives

- Change in travel behaviour.
- A willingness for Local Authorities to undertake intense activity on sustainable and active travel.
- Test effectiveness of sustainable travel.
- To share lessons learned.
- Provide practical experience over time and mainstream activities.
Unique Approach

• Measures were based on local characteristics, needs and challenges.
• Packages of complimentary initiatives.
• Ambitious - multiple resources & approaches needed.
• Wide scale monitoring and evaluation.
• Testing new and innovative interventions.
Interventions Delivered

- Localised branding and promotional activity – maps, leaflets, information hubs, ‘build & promote’.
- Infrastructure: paths, cycle storage, signage, bus shelters, pedestrian crossing points.
- Personal Travel Planning: household, schools, businesses and community.
- Cycling Projects: adult/family/pupil cycle training, bike hire/loan/sale schemes, school curriculum projects.
- Community/Social Enterprise: personal travel planning, bike repair/loan schemes.
## SCSP Pilot Results

<table>
<thead>
<tr>
<th>Change in trip modes</th>
<th>Walking %</th>
<th>Cycling %</th>
<th>Bus %</th>
<th>Car driver %</th>
<th>Car Passenger %</th>
<th>Train %</th>
<th>Taxi %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barrhead</td>
<td>+14.8%</td>
<td>+0.3%</td>
<td>-0.6%</td>
<td>-18.9%</td>
<td>+1.6%</td>
<td>+0.2%</td>
<td>+2.8%</td>
</tr>
<tr>
<td>Dumfries</td>
<td>+7.6%</td>
<td>+0.7%</td>
<td>-0.9%</td>
<td>-7.4%</td>
<td>-1.3%</td>
<td>+0.2%</td>
<td>+0.8%</td>
</tr>
<tr>
<td>Dundee</td>
<td>+2.4%</td>
<td>+0.8%</td>
<td>-4.3%</td>
<td>-1.9%</td>
<td>+2.7%</td>
<td>+0.3%</td>
<td>-0.1%</td>
</tr>
<tr>
<td>Glasgow East End</td>
<td>+5.1%</td>
<td>-0.4%</td>
<td>-6.5%</td>
<td>-1.6%</td>
<td>+3.5%</td>
<td>-1.1%</td>
<td>+0.5%</td>
</tr>
<tr>
<td>Kirkintilloch/ Lenzie</td>
<td>+5.1%</td>
<td>+0.3%</td>
<td>+7.4%</td>
<td>-11.4%</td>
<td>+1.3%</td>
<td>-1.0%</td>
<td>-1.4%</td>
</tr>
<tr>
<td>Kirkwall</td>
<td>+0.3%</td>
<td>-0.5%</td>
<td>-0.1%</td>
<td>-3.1%</td>
<td>+3.0%</td>
<td>0.0%</td>
<td>-0.1%</td>
</tr>
<tr>
<td>Larbert/Stenhousemuir</td>
<td>+21.4%</td>
<td>+0.4%</td>
<td>+0.8%</td>
<td>-19.4%</td>
<td>-5.0%</td>
<td>-0.1%</td>
<td>+2.3%</td>
</tr>
</tbody>
</table>
SCSP Pilot Results

- Residents saved on average £62/year on transport costs; amounting to ~ £9 million/year across the 7 pilot areas.
- Health savings estimated to have been worth £46 million.
- Total carbon reductions =16,400 tonnes/year - valued (in 2012) at £0.9 million/year, equivalent to £6 per capita.
Learning and Good Practice

- Build and Promote
- Localised branding and marketing
- Personal travel planning: household, neighbourhood, school, business.
- Community Engagement
- Closing gaps
- Good signage – times and distances
SCSP Pilot Reports

- Baselines and interim reports
- Local evaluations
- Final report

http://www.transportscotland.gov.uk/environment/smarter-choices-smarter-places
SCSP Policy Landscape

**Transport**
- Congestion reduction
- Reducing car use
- Increasing active travel
- Less emissions
- NWS/CAPS

**Health**
- Let's Make Scotland More Active
- Preventing Overweight & Obesity
- NWS/CAPS

**Climate change**
- Carbon reduction targets

**Education**
- Active, alert kids - ready to learn

**Disabilities & equalities**
- Accessibility
  - Provision for 37% of population who walk, cycle & use public transport
  - Walking most important mode for young and old

**Sustainable economic development**
- Vibrant local economies
  - The Pedestrian Pound
  - Town Centre Action Plan

**Recreation & tourism**
- Nice places to visit - easy to move around

**Planning & land use**
- Quality of place
  - Town Centre Action Plan
  - Streets for people
  - Nice neighbourhoods

**Road safety**
- Pedestrian & cyclist casualties and deaths
- Driver awareness

**Environment**
- Air quality
- GHG reduction

**Smart Choices relevance to policy areas**
Smarter Choices, Smarter Places 2015/16 Grant Scheme

- Funded through Transport Scotland.

- Builds on learning from SCSP Pilot projects delivered by local authorities between 2008 and 2012.

- But supports softer measures only – separate grant schemes are in place to support infrastructure.
Smarter Choices, Smarter Places 2015/16

- Walking and cycling a mode of choice for short local journeys.
- Encourage other sustainable travel - public transport, trip share, car clubs.
- Help cut Scotland’s carbon emissions and improve our air quality.
- Help reverse the trend towards sedentary lifestyles - and tackle health inequalities.
Smarter Choices, Smarter Places 2015/16

- Supporting local authorities and their partners.
- £5 million fund allocated by population.
- Additional £6.5 million in match funding.
- Over 160 initiatives in 31 projects delivered by March 2016.
- Projects evaluated and reported.
SCSP 2015/16 Project Activity

- Personal Travel Planning
- Branding & Marketing Campaigns
- Signage, Mapping & Infrastructure Promotion
- Car Club, Car Share & Eco-driving Support
- School Based Activities
- Community Events & Engagement
- Walking & Cycling Initiatives
- Public Transport Support
Project Partners

- Regional Transport Partnerships;
- NHS/Community Health;
- Schools, pupil and parent councils;
- Living Streets Scotland;
- Sustrans Scotland;
- Cycling Scotland;
- Car share/car club Co.;
- Scottish Enterprise;
- Public transport operators;
- Local businesses;
- Countryside and Community Trusts;
- Voluntary action organisations;
- Universities/colleges;
- Tourism organisations;
- Community councils/clubs;
- Port authorities.
Aberdeen – In Town Without My Car Day
Annan & Dalbeattie - Beat the Street
Dundee – Car Club Promotion
Edinburgh – 20 mph Promotion
East Lothian On the Move

HELP SHAPE THE FUTURE OF SMARTER TRAVEL IN YOUR AREA!

EVENT HERE TODAY!

DROP IN FROM 3pm
PRESENTATION AND WORKSHOP FROM 6.30-8pm

Visit: http://www.eastlothian.gov.uk/smartertravel
Perth & Kinross – Schools Transition Workshops
West Dunbartonshire Council – Office Relocation Project
Highland – Velocity’s Cycle to Health Project (Inverness)
East Ayrshire – Kilmarnock
Active Travel Hub
Focus on structure, process and activity.
Impacts on travel behaviour not expected in 1 year.
BUT (limited data) reports of …
• 16 projects - increased cycling
• 13 projects - increased walking
• 12 projects - increased awareness
• 12 projects - improved satisfaction
• 10 projects - corresponding impacts on car use
• 9 projects - increased willingness to change behaviour
SCSP 2015/16 Evaluation
Key findings & recommendations

- Longer timescales needed to implement projects
- Projects - fewer, larger-budget, mutually supportive initiatives, that have common outcomes
- Each initiative - define appropriate objectives, targets and performance indicators.
- More sharing of information between authorities
- Ongoing training and support
- **SCSP funding enables smarter travel work that would not otherwise be funded**
SCSP 2016/17

- £5m fund
- £6.8m in match funding
- 30 local authorities participating
- Implementation – March 2017
- Evaluation & reporting – June 2017
SCSP 2016/17 Project Activity

- PTP/TP
- Route promotion
- Events
- Branding & campaigns
- Cycling training/skills
- School campaigns
- PT/Tripshare promotion
- Car club/EV promotion
- Bike hire