

Transport and Environment Committee

10am, Tuesday, 13 January 2015

Response to Smarter Choices, Smarter Places Funding

Item number	7.5
Report number	
Executive/routine	
Wards	

Executive summary

In November 2014, Transport Scotland informed the City of Edinburgh Council of its indicative revenue funding allocation for “*Smarter Choices, Smarter Places*” activities during 2015/16. The total amount allocated from Scottish Government is £446,371, with 50% match funding required, from the Council. The funding will be applied to behaviour change methods, aimed at persuading people to consider, and reduce, the number of driver-only private car journeys that they make during 2015/16. This report seeks approval for arrangements for the further development of proposals.

Links

Coalition pledges	P45 and P50
Council outcomes	CO22 , CO24 and CO26
Single Outcome Agreement	SO2 and SO4

Response to Smarter Choices, Smarter Places Funding

Recommendations

- 1.1 It is recommended that Committee:
 - 1.1.1 notes the allocation of £446,000 of revenue funding from Scottish Government in 2015/16 on a 50% matched basis as part of the *Smarter Choices, Smarter Places* initiative, to pursue and enhance the promotion of sustainable transport;
 - 1.1.2 agrees the broad programme of initiatives, as set out in the report; and
 - 1.1.3 agrees delegated powers to the Director of Services for Communities, in consultation with the Convener, Vice Convener, the Active Travel Forum, and Transport and Environment spokespersons to further develop and deliver a plan and detailed programme for spending these monies.

Background

- 2.1 As part of a *Smarter Choices, Smarter Places* project, funded by Transport Scotland, seven communities across Scotland undertook pilots from 2008 to 2012, to encourage more people to reduce their car use in favour of more sustainable alternatives such as walking, cycling and public transport. This resulted in the following.
 - Attitudes towards walking and cycling generally became more positive, particularly in relation to new infrastructure.
 - Cycling and walking increased in most pilot areas.
- 2.2 Transport Scotland is now working towards a further *Smarter Choices, Smarter Places* project. Funding for behaviour change activities at a local level is being distributed across all Scottish local authorities, calculated on the basis of authority population size.

- 2.3 In November 2014, Transport Scotland informed the City of Edinburgh Council of its indicative revenue funding allocation for *Smarter Choices, Smarter Places* activities during 2015/16. The total amount allocated from Scottish Government to the City of Edinburgh Council is £446,371. A 50% funding match is required from the Council and its partners. The funding will be applied to behaviour change methods, aimed at persuading people to consider, and reduce, the number of driver-only private car journeys that they make during 2015/16.
- 2.4 Detailed evidence of the potential, positive impacts this additional funding will deliver is included in the Transport Scotland report, '[Going Smarter](#)' (March 2013). In summary, evaluation of the pilot programme found there were quantifiable rewards, in terms of: personal savings to individuals (an average of £62, per resident, per year); personal health gains, and subsequent reductions in personal healthcare costs; and carbon reduction.

Main report

- 3.1 The Council has been awarded £446,371. The offer of funding is on the condition that it is matched by local authority/partner. 'Match funding' of £446,371 will be identified from the budgets of the Council and those of its partners.
- 3.2 The following Capital and Revenue expenditure is eligible to contribute towards the Council's 50% match funding:
- In-kind contributions (such as staff time), up to 25% of the overall project costs.
 - Existing funding from Scottish Government or the EU, where not already used for matching elsewhere.
 - Non-staff spending on the project by the Council
 - Developer contributions.
 - Other public body funding, eg NHS.
- 3.3 Maintenance spending may not form part of the project or match funding.
- 3.4 The programme proposed by the Council, using the *Smarter Choices, Smarter Places* funds, will include:
- marketing and communications campaigns, including branding;
 - maps depicting walking and/or cycle routes;
 - travel planning (including the provision of Travel Plan staff, in support of Local Transport Strategy Policy TravPlan2, to develop and deliver the Council's own travel plan);

- direct incentives and services to users, including through events; and
 - overall project management and evaluation activities.
- 3.5 A full list of projects eligible for funding is provided in the Guidance on the [Paths for All website](#) (an extract is provided in Appendix 3).
- 3.6 Among the most successful aspects of the pilot projects was the design and use of a commonly recognisable travel information brand. Market research, carried out by the Council, supports 'Edinburgh on Foot' and 'Edinburgh by Bike' as easily understandable brand names for walking and cycling information.
- 3.7 This application of the Transport for Edinburgh brand concept to active travel activities is consistent with the Transport for Edinburgh business plan. Market research, carried out by the Council, recommends the use of the Transport for Edinburgh roundel (Appendix 2), to support an integrated transport concept. Development work will be undertaken in preparation for the project, in the current financial year, to provide for implementation in the spring/summer of 2015.
- 3.8 It is intended that a plan and programme will be agreed by the Director of Services for Communities, in consultation with the Convener, Vice Convener and Transport and Environment spokespersons. Members of the public and organisations in the Active Travel Forum will be consulted on the proposed priorities. This is consistent with the aims of the Community Empowerment (Scotland) Bill, and co-operative government.

Measures of success

- 4.1 Measures of success will be developed in the Project Plan, in accordance with the guidelines stipulated by the Scottish Government, including measures of increased awareness of the personal and community benefits of active and sustainable travel:
- Increased awareness of active travel routes in the target area (%).
 - Increased awareness of sustainable travel facilities in the target area (%).
 - Provision of signs and maps to key local destinations in the target area by foot and bike (number).
- 4.2 Following the project, longer term measurements will also be taken of:
- Increases in local walking/cycling/public transport journeys, over the baseline (%).
 - Reductions in single occupancy car/van journeys, over the baseline (%).

Financial impact

- 5.1 Funding is now a pending priority. It is anticipated that the Council will be able to provide match funding through contributions in-kind and existing funding streams (including third party funding).

Risk, policy, compliance and governance impact

- 6.1 The Committee is being asked to agree delegated powers to the Director of Services for Communities, in consultation with the Convener and Vice Convener, to develop a plan and programme, for spending these monies.
- 6.2 The project provides a positive impact in delivering the Local Transport Strategy and Active Travel Action Plan.

Equalities impact

- 7.1 An Equalities and Rights Impact Assessment has been commenced, and will be developed and maintained as part of the project.
- 7.2 There is likely to be positive impacts on enhancing the range of human rights. In particular, the project promotes: an increased awareness of vulnerable road users; participation in active travel; the health and social benefits associated with active travel; reduction in road traffic and associated injury; promotion of the Highway Code; employment and upskilling of officers and partners in behaviour change.
- 7.3 The Council will need to assess the implications of match funding, particularly where this impacts or re-allocates spending away from other areas.
- 7.4 There are potential positive impacts on protected characteristics, such as age, sex, and disability, alongside groups and individuals experiencing deprivation, where certain groups are currently under-represented in terms of active travel. These will be borne in mind in the development of proposals, in particular through additional research (eg through desk studies and focus groups, and the Active Travel Forum).
- 7.5 There are unknown areas of potential impact in terms of gender reassignment, race, and religion. Further research (eg through desk studies and focus groups) will be undertaken to assess any barriers to engagement in active travel that may be experienced by these groups, and recommendations will be integrated into the project proposals.

Sustainability impact

- 8.1 The impacts of this report in relation to the three elements of the Climate Change (Scotland) Act 2009 Public Bodies Duties have been considered, and the outcomes are summarised below. Relevant Council sustainable development policies have been taken into account and are noted at Background Reading later in this report.
- 8.2 The proposals in this report will reduce carbon emissions, increase the city's resilience to climate change impacts, and help achieve a sustainable Edinburgh because the project will help develop and contribute towards the outcomes of the Active Travel Action Plan and Sustainable Energy Action Plan.

Consultation and engagement

- 9.1 Consultation has taken place on both the Local Transport Strategy and Active Travel Action Plan. Further consultation will take place on the proposed plan and programme which the *Smarter Choices, Smarter Places* funding will support.
- 9.2 Further consultation with groups, in relation to the protected characteristics identified in the ERIA, will be undertaken at an early stage in the project.

Background reading/external references

Active Travel Action Plan

Smarter Choices, Smarter Places 2015/16 Application Guidance, November 2014

Go Smarter, Transport Scotland, March 2013

(<http://www.transportscotland.gov.uk/environment/smarter-choices-smarter-places>)

Paths for All, Application Guidance, December 2014

(<http://www.pathsforall.org.uk/pfa/get-involved/apply-for-funding.html>)

John Bury

Acting Director of Services for Communities

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Links

Coalition pledges	P45 - Spend 5% of the transport budget on provision for cyclists P50 - Meet greenhouse gas targets, including the national target of 42% by 2020
Council outcomes	CO22 - Moving efficiently – Edinburgh has a transport system that improves connectivity and is green, healthy and accessible CO24 - The Council communicates effectively internally and externally and has an excellent reputation for customer care CO26 - The Council engages with stakeholders and works in partnership to improve services and deliver on agreed objectives
Single Outcome Agreement	SO2 - Edinburgh's citizens experience improved health and wellbeing, with reduced inequalities in health SO4 - Edinburgh's communities are safer and have improved physical and social fabric
Appendices	<ol style="list-style-type: none">1 Letters from Transport Scotland2 Walking and Cycling Brand Concepts3 Extract from Application Guidance – List of eligible projects

Appendix 1. Letters from Transport Scotland

Sustainable Transport Team
Transport Policy

Victoria Quay, Edinburgh EH6 6QQ
[REDACTED]



Local Authority Chief Executives

Our ref:
A9646450

Date:
6 Nov 2014

SMARTER CHOICES, SMARTER PLACES

As you will be aware, in June, the Minister for Transport and Veterans announced funding of £5m for Smarter Choices, Smarter Places (SCSP) in 2015-16. Transport Scotland has been discussing the distribution of this funding with COSLA and we hope to announce the distribution method after the COSLA Leaders meeting on the 21st November. The proposal is that an indicative allocation will be used to distribute the resource. I am writing to you now to update you on the programme of work.

The SCSP pilot programme ran in seven locations across Scotland. The evaluation of the programme is available on the Transport Scotland website:

<http://www.transportscotland.gov.uk/environment/smarter-choices-smarter-places>

This funding will allow wider roll out of SCSP across Scotland, taking forward the learning for the pilots.

The policy intent of the funding is to achieve modal shift to active and sustainable travel, reducing driver only journeys. This is revenue funding which can be used for behaviour change or 'soft measures' to complement existing or new infrastructure e.g. promotion of a cycle route, a new bus route or a car club. The proposal includes 50% match funding requirement, but part of this can be in-kind. Partnership working, e.g. with Regional Transport Partnerships and NHS Boards, will be required to deliver the projects.

As part of the programme, Transport Scotland has grant funded Paths for All to administer the programme and provide support for the projects, including the planning and implementation stages. Proposals will be required from each Local Authority on the programme of work they intend to take forward with this resource. Further information on this will follow in due course, however, you may wish to alert relevant staff so they are aware that funding will be available and to start developing proposals.

www.transportscotland.gov.uk



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The Scottish Government
Riaghaltas na h-Alba

As part of the planning of projects, Paths for All will host two workshops with key learn points from the pilots and an opportunity to start planning interventions in local areas. These workshops are:

- 8 December, Carmelite Hotel, Aberdeen
- 10 December, Teacher Building, Glasgow

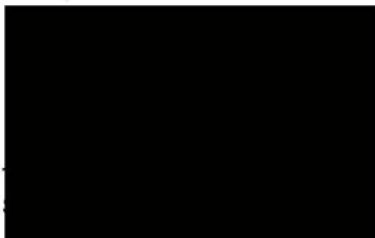
It would be useful to have the contact details of the relevant staff to contact to invite to the events.

You will wish:

- To note that the distribution of the £5m is under discussion with COSLA
- To alert relevant staff that funding will be available and to start planning the proposal
- To alert staff of the dates of workshops and ask them to send on contact details to Paths for All to issue invitations (scsp@pathsforall.org.uk)

I hope that you have found this update useful. I will write again with more information after the COSLA Leaders meeting on the 21st, when the confirmed indicative allocations will be available.

Kind regards,



Sustainable Transport Team
Transport Policy

Victoria Quay, Edinburgh EH6 6QQ
[REDACTED]



**TRANSPORT
SCOTLAND**
CÒMHDHAIL ALBA

Local Authority Chief Executives

Our ref:
A9783327

Date:
24 November 2014

SMARTER CHOICES, SMARTER PLACES

Following on from my letter dated 6 November 2014, I am writing with further information on the SCSP programme for 2015-16.

As you are aware, the funding distribution was discussed at the COSLA Leaders Group meeting on the 21st November. They have agreed an indicative allocation for every local authority, based on a formula of population with a floor of £50k. Local authorities will be expected to submit proposals on how they will utilise this funding which meet the essential criteria. A breakdown of this distribution is available at Annex A.

As noted in my previous letter, Transport Scotland has grant funded Paths for All to administer the programme and provide support for the projects. Paths for All will be in contact with the members of staff that you nominated to provide further information and to ensure that proposals meet the minimum criteria agreed by the COSLA Leaders Group. Following this, Paths for All will issue grant offer letters.

As part of the support for the programme, Paths for All has issued invitations to the workshops on the 8th December in Aberdeen and 10th December in Glasgow. I look forward to discussing the planning of the proposals with the nominated staff at these workshops.

Kind regards,

[REDACTED]

Indicative Allocation of Funding for SCSP in 2015-16

	Population	%	£
Aberdeen City	224,970	4.33	208,064
Aberdeenshire	255,540	4.92	236,337
Angus	116,210	2.24	107,477
Argyll & Bute	86,900	1.67	80,370
Clackmannanshire		Min	50,000
Dumfries & Galloway	150,830	2.91	139,495
Dundee City	147,800	2.85	136,693
East Ayrshire	122,720	2.36	113,498
East Dunbartonshire	105,880	2.04	97,923
East Lothian	100,850	1.94	93,271
East Renfrewshire	91,030	1.75	84,189
Edinburgh, City of	482,640	9.30	446,371
Eilean Siar		Min	50,000
Falkirk	156,800	3.02	145,017
Fife	366,220	7.06	338,699
Glasgow City	595,080	11.47	550,361
Highland	232,910	4.49	215,407
Inverclyde	80,680	1.55	74,617
Midlothian	84,240	1.62	77,910
Moray	92,910	1.79	85,928
North Ayrshire	137,560	2.65	127,223
North Lanarkshire	337,870	6.51	312,480
Orkney		Min	50,000
Perth & Kinross	147,740	2.85	136,638
Renfrewshire	174,310	3.36	161,211
Scottish Borders	113,710	2.19	105,165
Shetland		Min	50,000
South Ayrshire	112,910	2.18	104,425
South Lanarkshire	314,360	6.06	290,736
Stirling	91,020	1.75	84,180
West Dunbartonshire	90,340	1.74	83,551
West Lothian	175,990	3.39	162,765
SCOTLAND	5,190,020	100.00%	5,000,000

Appendix 2. Draft brand concepts - integration with Transport for Edinburgh



Appendix 3. Extract from Application Guidance - Eligible Projects

1.3 What is eligible for funding?

Projects must encourage and promote active and sustainable transport as the entire focus of the initiative, or as a significant element of the initiative. The list below offers suggestions for projects, but other suggestions are welcomed:

Strategy Development and Implementation

- Active or Sustainable Travel Development Officers
- Baseline monitoring - as part of a wider package of measures

Travel Planning Implementation

- Personal travel planning implementation
- Workplace travel planning implementation – public, private and third sector
- Health premises travel planning implementation
- School travel planning implementation– additional to current activity

Social Marketing

- Community engagement to develop new projects
- School active and sustainable travel campaigns
- Workplace active and sustainable travel campaigns
- Car share campaigns and delivery
- Organised functional walking events, e.g. led walks from a train station to an event
- Pedometer campaigns/projects promoting active travel
- Community Street Audits

Marketing, Information and Publicity

- Campaign brand development
- Marketing campaigns
- Awareness raising events
- Development of active travel signage, maps, leaflets, display boards, public transport timetables
- Development and promotion of route planning tools, e.g. subscription to Walk-it.com
- Active travel promotion with GPs
- Drop-in centre/ pop-up shop
- European mobility week events

Integration with Public Transport/Transport Network

- Public transport provision, incentives and improvements, e.g. real time passenger information development; ticketing incentives; new or extended services; phone app development
- Interchange facilities/improvements, e.g. shelters, maps, new/additional signage, service and route information, etc.
- Additional 20mph zones
- Parking time restrictions
- Car free centres, car free days
- Research e.g. Car Club feasibility study