

# Transport and Environment Committee

10am, Tuesday, 15 March 2016

## Smarter Choices, Smarter Places Programme 2016/17

Item number 7.2  
Report number  
Executive/routine  
Wards

### Executive summary

In January 2016, Transport Scotland informed the City of Edinburgh Council of its indicative revenue funding allocation for “*Smarter Choices, Smarter Places*” activities during 2016/17. The total amount allocated from Scottish Government is £452,663, 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 2016/17. This report seeks approval of the proposed programme.

### Links

Coalition pledges [P45](#) and [P50](#)  
Council outcomes [CO22](#), [CO24](#) and [CO26](#)  
Single Outcome Agreement [SO2](#) and [SO4](#)

## Smarter Choices, Smarter Places Programme 2016/17

### Recommendations

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- 1.1 It is recommended that Committee:
  - 1.1.1 notes the allocation of £452,663 of revenue funding from Scottish Government in 2016/17 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 Senior Manager – Roads Network, in consultation with the Convener and the Vice Convener, to further develop and deliver a plan and detailed programme for spending these monies. .

### Background

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- 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 The 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.
- 2.3 In 2015/16, funding for behaviour change activities at a local level was distributed across all Scottish local authorities, calculated on the basis of authority population size. The City of Edinburgh Council was allocated £496,371 for *Smarter Choices, Smarter Places* for 2015/16 where a 50% funding match was required from the Council and its partners.

- 2.4 The evaluation of the 2015/16 programme is not yet available as the programme is still in the process of being delivered [at the time of writing]. However, detailed evidence of the potential, positive impacts this additional funding should deliver is included in the Transport Scotland report, '[Going Smarter](#)' (March 2013). A summary of the projects/outputs of the 2015/16 programme is available in Appendix 1.

## Main report

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- 3.1 In January 2016, Transport Scotland informed the City of Edinburgh Council of its indicative revenue funding allocation for *Smarter Choices, Smarter Places* activities during 2016/17. The total amount allocated from Scottish Government to the City of Edinburgh Council is £452,663. The offer of funding is on the condition that it is matched by the local authority/partners.
- 3.2 'Match funding' of £452,663 will need to be identified from the budgets of the Council and those of its partners. In 2015/16, the following Capital and Revenue expenditure was eligible to contribute towards the Council's 50% match funding:
- Non-staff spending on the project by the Council, including capital expenditure but excluding maintenance spending and funds already committed to matching Sustrans funding.
  - Developer contributions.
  - Other public body funding, eg the NHS.
- 3.3 A similar set of criteria is expected for the 2016/17 programme.
- 3.4 However, a high level of commitment of the 2016/17 capital cycling budget to matching Sustrans bids, together with a significant reduction in the cycling revenue budget (£130,000 contribution to SCSP in 2015/16) will put significant pressure on the Council's ability to meet the match funding requirement.
- 3.5 The suggested programme by the Council, using the *Smarter Choices, Smarter Places* funds in 2016/17 (Appendix 3), is currently proposed to include:
- marketing and communications campaigns;
  - 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);
  - overall project management and evaluation activities;
  - walking and cycling promotion initiatives led by the localities, such as the Inverleith Festival of walking and cycling; and
  - a list of projects eligible for funding is provided in the Guidance on the [Paths for All website](#) (an extract is provided in Appendix 5).

- 3.6 The suggested programme will require consultancy support to deliver the projects in the given time frame. It is intended that approval will be sought from Finance and Resources Committee to appoint consultants.
- 3.7 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 *'On Foot'* and *'By Bike'* as easily understandable brand names for walking and cycling information. Further development of active travel branding, including making further progress with integrating active travel with Transport for Edinburgh, is part of the proposed programme for 2016/17.

## Measures of success

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- 4.1 Measures of success are likely to be based on those for 2015/16 (see Appendix 2). In summary these cover:
- 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 Longer term measurements are made of:
- Increases in local walking/cycling/public transport journeys, over the baseline (%).
  - Reductions in single occupancy car/van journeys, over the baseline (%).

## Financial impact

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- 5.1 It is proposed to match the Smarter Choices, Smarter Places funding via the Scottish Government's Cycling Walking Safer Streets allocation and the Council's cycling revenue, cycling capital and walking capital budgets. A high level of commitment of the 2016/17 capital cycling budget to matching Sustrans bids, together with a significant reduction in the cycling revenue budget (£130,000 contribution to SCSP in 2015/16) will put significant pressure on the Council's ability to meet the match funding requirement.

## Risk, policy, compliance and governance impact

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- 6.1 It is important that the programme can be managed and adjusted effectively during the financial year. With this in mind, the Committee is being asked to agree delegated powers to the Senior Manager – Roads Network, in consultation with the Convener and the Vice Convener, to further develop and deliver a plan and detailed programme for spending these funds.

- 6.2 The Smarter Choices, Smarter Places programme provides a positive impact in delivering the Local Transport Strategy and allows progress to be made in delivering a key component of the Active Travel Action Plan (ATAP), to improve active travel marketing. Without the Smarter Choices, Smarter Places funding, there would be little or no progress on this important aspect of the ATAP.

## Equalities impact

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- 7.1 An Equalities and Rights Impact Assessment is in progress for 2015/16 for Smarter Choices, Smarter Places and this will continue into 2016/17.
- 7.2 There are 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.

## Sustainability impact

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- 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 and help achieve a sustainable Edinburgh, as the project will help develop and contribute towards the outcomes of the Active Travel Action Plan and Sustainable Energy Action Plan.

## Consultation and engagement

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- 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

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Active Travel Action Plan

Go Smarter, Transport Scotland, March 2013

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

Paths for All, Application Guidance for 2015/16

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

### Paul Lawrence

Executive Director of Place

Contact: Judith Cowie, Professional Officer (Smarter Choices, Smarter Places)

E-mail: [judith.cowie@edinburgh.gov.uk](mailto:judith.cowie@edinburgh.gov.uk) | Tel: 0131 469 3694

## Links

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<b>Coalition pledges</b>	<b>P45</b> - Spend 5% of the transport budget on provision for cyclists <b>P50</b> - Meet greenhouse gas targets, including the national target of 42% by 2020
<b>Council outcomes</b>	<b>CO22</b> - Moving efficiently – Edinburgh has a transport system that improves connectivity and is green, healthy and accessible <b>CO24</b> - The Council communicates effectively internally and externally and has an excellent reputation for customer care <b>CO26</b> - The Council engages with stakeholders and works in partnership to improve services and deliver on agreed objectives
<b>Single Outcome Agreement</b>	<b>SO2</b> - Edinburgh's citizens experience improved health and wellbeing, with reduced inequalities in health <b>SO4</b> - Edinburgh's communities are safer and have improved physical and social fabric
<b>Appendices</b>	<ol style="list-style-type: none"><li>1 Summary of Projects included in the SCSP Programme 2015/16</li><li>2 Evaluation plan for measuring success of SCSP programme 2015/16</li><li>3 Draft Proposed SCSP Programme 2016/17</li><li>4 Letter from Transport Scotland regarding indicative funding for SCSP Programme 2016/17</li><li>5 Paths for All Website Extract relating to 2015/16 projects eligibility</li></ol>

## **Appendix 1 – Summary of Projects included in the SCSP Programme 2015/16**

The SCSP programme for 2015/16 is comprised of seven work packages which aim to achieve changes in behaviour towards more sustainable travel choices: travel planning, festivals and culture, walking, active travel branding/website information, 20mph, route marketing and mapping.

The total budget for 2015/16 (including match funding) is £994,582.

Projects are still in progress at the time of writing, and the final report is due to Paths for All in May 2016. The completion date of the programme is 31 March 2016.

### Work package 1 – Travel planning

- Workplace travel planning consultants – CEC and external Edinburgh businesses (approx 40 large employers)

### Work package 2 – Festivals and Culture

- Neighbourhood promotion in City Centre/Leith (“Walk Hack”)
- Inverleith “Festival of Walking and Cycling”
- “City Link Festival”
- Fringe festival advertising
- Edinburgh Festival of Cycling

### Work package 3 – Walking

- GIS survey dropped kerbs
- Public life street assessments
- Street design guidance consultants
- Technical street audits for SDG
- Scoping/prep for Way finding
- Promotion of the STARS school travel project
- Cramond inter-generational school project

### Work package 4 – Branding and website information

- Targeted online advertising of “On Foot by Bike” to specific groups & city-wide outdoor advertising
- Evaluation of its effectiveness and ideas for improving Cycling and Walking website

### Work package 5 -20mph community education and awareness

- 20mph promotion, and baseline data collection of attitudes towards 20mph

### Work package 6 – Walking/cycling Route Promotion

- Led walks aimed at new mums
- Led cycle rides and “Dr Bike” Sessions (open to the public)
- Re-branding of new leaflets for walking/cycling
- Distribution of balance bikes to nurseries

### Work package 7 – Mapping of walking/cycling information

- Improving journey planning tools
- Updated walking/cycling maps to show ‘QuietRoutes’

## **Appendix 2 – Evaluation plan for measuring success of SCSP programme 2015/16**

### WP 1 -Travel planning

- Numbers attending
- Changes in attitudes towards sustainable travel

### WP 2 – Festivals and culture

- Website analytics from Fringe festival advertising
- Numbers attending festivals/events
- Attitudes towards active travel/public spaces amongst event participants

### WP 3 – Walking

- Numbers of attendees for led walks
- Before and after attitude surveys of led walk participants

### WP 4 - Active travel branding/website

- Website analytics of the Council walking and cycling pages
- Focus groups to test awareness of 'On Foot by Bike' advertising
- Focus groups to test user experiences of the Council walking and cycling pages

### WP 5 - 20mph

- Household Attitudes before the 20mph speed limit launch

### WP6 - Promotion of new cycle/walking routes

- Before and after attitude surveys of led cycle ride participants

### WP 7 – Mapping

- Focus groups to test user experiences of existing apps and what should be included in a Council journey planning app, showing existing active travel routes



### Appendix 3 – Draft Proposed SCSP Programme 2016/17

Indicative amount of grant funding: £452,663 [tbc, confirmation expected by 1 March 2016 – estimated date]

This is a draft programme, subject to confirmation of funding, and to further development

WORK PACKAGE/PROJECT
1. Programme Management
2. Travel Planning <ul style="list-style-type: none"> <li>• Council</li> <li>• Other workplaces</li> </ul>
3. Street design <ul style="list-style-type: none"> <li>• Street design guidance staff training</li> <li>• Taking way-finding project to full development</li> <li>• Completion of GIS dropped kerb survey – potentially also a street clutter survey</li> <li>• ‘School streets’ evaluation and promotion of further phases</li> </ul>
4. Active Travel Marketing <ul style="list-style-type: none"> <li>• Future marketing action plan for next three years</li> <li>• Promotion of ‘QuietRoutes’ and other routes</li> <li>• Improvements to the information on the Council walking and cycling web pages</li> <li>• Online and offline advertising of ‘On Foot by Bike’ (targeted)</li> <li>• Locality-level projects to promote walking and cycling, such as the Inverleith Festival of Walking and Cycling, and potentially a project to encourage walking in the closes off the Royal Mile</li> <li>• ‘Car-free’ day</li> <li>• Improvements to mapping - integrated mapping of the walking/cycling routes</li> </ul>
5. 20mph <ul style="list-style-type: none"> <li>• Promotion ahead of the launch of each phase of implementation, could include local events</li> </ul>

6. Encouraging active travel in less affluent areas

- Led walks and led cycle rides
- Cycle training in schools

7. Bike Hire

- Developing Cycle hire scheme

## Appendix 4 – Letter from Transport Scotland regarding indicative funding for SCSP Programme 2016/17

Sustainable Transport Team  
Transport Policy

Victoria Quay, Edinburgh EH6 6QQ  
[REDACTED]



Local Authority Chief Executives

Our ref: A13281031

Date:  
28 January 2016

### SMARTER CHOICES, SMARTER PLACES

As you may be aware, the draft budget document includes further funding of £5m for Smarter Choices, Smarter Places (SCSP) in 2016-17. Although this still has to receive final parliamentary agreement, I thought it may be useful to set out the proposals for the distribution of the funds. The mechanism for distributing the funding will be in line with last year, i.e. an indicative allocation for every local authority, based on a formula of population, with a floor of £50k. Annex A sets out the proposed funding allocations for 2016-17.

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 a 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. As last year, high-level 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](http://www.transportscotland.gov.uk)



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Paths for All will also contact the SCSP lead officers to alert them to the funding, subject to final budget processes in the Parliament.

You will wish:

- To note that £5m is allocated in the draft budget to SCSP
- To alert relevant staff that funding will be available and to start planning the proposal

[REDACTED]

Senior Policy Advisor

[www.transportscotland.gov.uk](http://www.transportscotland.gov.uk)



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## Smarter Choices, Smarter Places Proposed Funding for 2016-17

Based on population with a £50k floor.

Local Authority	Indicative Allocation with a Minimum of £50k
Aberdeen City	210,391
Aberdeenshire	239,341
Angus	107,184
Argyll & Bute	80,540
Clackmannanshire	50,000
Dumfries & Galloway	137,761
Dundee City	136,218
East Ayrshire	112,229
East Dunbartonshire	98,061
East Lothian	93,761
East Renfrewshire	84,877
Edinburgh, City of	452,663
Eilean Siar	50,000
Falkirk	144,836
Fife	337,430
Glasgow City	550,944
Highland	214,167
Inverclyde	73,373
Midlothian	79,208
Moray	87,054
North Ayrshire	125,367
North Lanarkshire	310,500
Orkney Islands	50,000
Perth & Kinross	136,787
Renfrewshire	160,078
Scottish Borders	104,768
Shetland Islands	50,000
South Ayrshire	103,372
South Lanarkshire	289,745
Stirling	84,142
West Dunbartonshire	82,442
West Lothian	162,761
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## Appendix 5 – Paths for All Website Extract relating to 2015/16 projects eligibility [accessed 8 February 2016]

### Funding eligibility



#### What is eligible for Smarter Choices Smarter Places 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. Initiatives can include:

- Strategy Development and Implementation
- Travel Planning Implementation
- Social Marketing
- Marketing, Information and Publicity
- Integration with Public Transport/Transport Network

Funding is not available for:

- Land negotiation and acquisition, planning process, etc.
- Infrastructure\* upgrading, repair, maintenance or creation
- Initiatives that are primarily aimed at sports awareness/increasing sport participation
- Initiatives where there is little or no evidence of community need
- Projects that do not focus on functional travel
- Maintenance and running costs of existing projects/programmes of work

\* Infrastructure is defined in this Programme as - footways, multi-use paths, bicycle lanes and paths, cycle tracks, pedestrian crossings, pedestrian/bicycle bridges, paved shoulders, striped bicycle lanes, pedestrian signals, bicycle-activated signals, medians and other pedestrian "refuges," high-visibility crossing striping, raised pedestrian crossings, in-pavement lighting, overhead illuminated crossings, advance stop lines, warning signs, and street designs that narrow carriageways and reduce traffic speed such as footway extensions and other structures, and electric vehicle charging points.

Further information is in the guidance document.

