

# Transport and Environment Committee

10.00am, Thursday, 16 January 2020

## Smarter Choices, Smarter Places 2020-21

Executive/routine Wards Council Commitments	Executive All <a href="#">16, 17, 18</a>
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### 1. Recommendations

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- 1.1 It is recommended that the Committee:
  - 1.1.1 notes the progress being made in this area, and on the approach to monitoring which is developing over time at a national and local level;
  - 1.1.2 notes the content of the Council's bid for 2020-21 funding; and
  - 1.1.3 discharges the action to report to this Committee within three cycles on encouraging car sharing schemes during the primary festival season, arising from Councillor Rae's Motion "Greening the Fringe" to full Council on 19 September 2019.

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## Smarter Choices, Smarter Places 2020-21

### 2. Executive Summary

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- 2.1 The Council has been running annual programmes of behaviour change initiatives, to encourage the uptake of active and sustainable travel and reduce single car occupancy trips, each year since 2015. These are externally funded by the Smarter Choices, Smarter Places (SCSP) grant, which is Paths for All's active and sustainable travel behaviour change programme.
- 2.2 As previously approved at this Committee on [6 December 2018](#), authority has been delegated to the Service Manager – Transport Networks, in consultation with the Convener and Vice Convener, to further develop and deliver the proposed outline programme for 2019-20 and to develop and deliver programmes annually for future financial years, on an ongoing basis. A discussion between these key personnel took place on 3 December 2019 to agree the content of the programme for 2020-21.

### 3. Background

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- 3.1 Smarter Choices, Smarter Places (SCSP) is Paths for All's behaviour change programme, providing grant revenue funding for Scottish local authorities to deliver activities which promote active and sustainable transport, in place of the private car, particularly for short, local journeys.
- 3.2 The SCSP programme in Edinburgh is intended to complement the Council's investments in improving infrastructure for walking and cycling, as well as promoting other sustainable modes of transport e.g. public transport and shared transport options.
- 3.3 As outlined in previous reports, to give the greatest potential for changing travel behaviour, it is necessary to implement a co-ordinated programme of infrastructure improvements, information and marketing. Individual elements of the programme can have positive impacts when carried out in isolation, but the potential for behaviour change is greatest when all the elements are co-ordinated. The Council is progressively integrating all of these elements.

- 3.4 SCSP funding is revenue funding which is allocated to Local Authorities across Scotland, based on population size.
- 3.5 The Council has been invited to bid for £455,000.
- 3.6 The programme is outlined in Appendix 1. The 'core' programme totals this sum of £455,000. The 'additional' column, which totals £120,000, sets out the spend by project, in the case that additional funding is made available to the Council, above this amount. Other local authorities may not bid for the full sum they have been invited to bid for, and so this money may become available to the Council, subject to assessment of the bid by Paths for All.
- 3.7 SCSP funding has provided us with the opportunity to run new types of initiatives, to engage with people regarding their travel choices, and to encourage people to make sustainable travel choices. These have included public engagement events, awareness raising campaigns and research projects to enable the Council to gain knowledge and insight regarding the reasons for travelling by different modes of transport for everyday journeys.
- 3.8 Over the course of the last year, Paths for All has developed their monitoring and evaluation framework, which is part of the grant application process and provides a benchmark to measure progress against agreed metrics for each initiative. The Council has also commissioned assistance with monitoring of the SCSP programme over the past year, which has enabled learning to take place regarding monitoring of this type of programme, and this will improve the monitoring carried out on the Council's SCSP programme going forward.
- 3.9 This report introduces theories which underpin behavioural change to provide the theoretical reasoning behind the bid content. These theories have been recognised by Paths for All in the monitoring and evaluation framework which they have created to demonstrate the programme's achievements to Transport Scotland. These theories are also endorsed by Sustrans' Places for Everyone programme and, as a result, project-specific behaviour change initiatives now form part of the delivery of the Council's active travel infrastructure improvements.
- 3.10 The report then briefly presents outcomes achieved to date and outlines progress with the current programme for 2019-20, formal evaluation of which will be included within the 12 month project report due to Paths for All in May 2020.
- 3.11 The report also presents the contents of the funding bid which will be submitted to Paths for All for assessment in January 2020.
- 3.12 Finally, the report addresses an action to report to this Committee within three cycles on encouraging car sharing schemes during the primary festival season, arising from Councillor Rae's Motion "Greening the Fringe" to full Council on 19 September 2019. The Motion had three elements, and this report covers the car-sharing element, due to the transport focus of this part of the Motion.

## 4. Main report

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### 4.1 Behaviour change focus of SCSP:

- 4.1.1 This year, Paths for All have revised the monitoring and evaluation requirements of the programme. The new monitoring and evaluation framework seeks to embed initiative-level monitoring from the outset, and report on changes in travel-based attitudes and behaviour which take place as a result of running the initiative. This is with a view to link the results from on the ground activities to SCSP programme and national active travel objectives. More information is presented in section 4.4 'Measures of Success'.
- 4.1.2 The following frameworks have been utilised to develop the programme outlined in this report. More information on each of these is presented in the appendices to this report:
  - 4.1.2.1 Stages of Change Behaviour Change Model.
  - 4.1.2.2 COM-B Behaviour Theory.
  - 4.1.2.3 Newly developed criterion of effective SCSP initiatives.
  - 4.1.2.4 Evaluation gathered from previously-run initiatives.
- 4.1.3 Stages of Change Behaviour Change Model – this identifies different stages that people can go through when adopting different behaviours. It assists in the planning of SCSP projects by determining levels of motivation and readiness to change in the target audiences for specific projects. More information is presented in Appendix 2.
- 4.1.4 COM-B Behaviour Theory – this theory presents three interrelated components, and all three of these must be in place for a behaviour to occur. People must have the 'capability' to do it; there must be the 'opportunity' for the behaviour to occur; and there must be sufficient 'motivation' to carry out the behaviour. Building any of these three aspects in an individual can be supported by projects within the Council's SCSP programme, and this will be the focus going forward. More information is presented in Appendix 3.
- 4.1.5 Newly developed criterion of effective SCSP initiatives - a piece of work led by consultants Social Marketing Gateway has identified a criterion to measure the effectiveness of SCSP-funded initiatives against. This will be developed and applied in the running of the programme to continually improve strategy underpinning the SCSP programme, where projects which score highly on these aspects are prioritised. As such, Edinburgh's programme outcomes should be incrementally better aligned to the national priorities for the SCSP programme across Scotland:
  - 4.1.5.1 increased partnership working/collaboration between parties;
  - 4.1.5.2 increased knowledge, skills and capacity within the target communities;

- 4.1.5.3 got more people performing the desired behaviour on an ongoing basis;
  - 4.1.5.4 got people performing the desired behaviour with increased frequency;
  - 4.1.5.5 got more people to try/sample the target behaviour for the first time; and
  - 4.1.5.6 made more people aware of the behaviour, benefits and opportunities to perform it.
- 4.1.6 The SCSP programme has been organised into four work packages, and it is planned to continue this structure going forward:
- 4.1.6.1 Workplaces.
  - 4.1.6.2 Schools.
  - 4.1.6.3 Communities.
  - 4.1.6.4 Research.
- 4.1.7 The headline outcomes from the SCSP programme to date, covering the period 2015-2019, are presented in Appendix 4.
- 4.1.8 Grant-funding spend for the 2018-19 programme totalled £509,348.
- 4.2 Update on the current 2019-20 programme is below. The SCSP programme follows the structure set out in section 4.1.6.

### **Workplaces**

- 4.2.1 Travel planning support for organisations, including the Council, is being carried out by Peter Brett Associates (now part of Stantec) on behalf of the Council;
- 4.2.2 Key achievements include: co-ordinating initiatives with stakeholder organisations who are also aiming to reach Edinburgh workplaces (e.g. Paths for All, Sustrans, Cycling Scotland, Edinburgh Cycle Hire scheme), in line with feedback from target employers. The programme offers employers the autonomy and flexibility over how they use the support on offer. For example, the delivery method of 'Be Bright Be Seen' involved delivering a toolkit for employers to use to engage with their staff, rather than delivering initiatives for staff members on behalf of their employers, as per previous engagement which took place in 2017-18. The focus is on having quality engagement with target employers, as opposed to focusing on the quantity of employers engaged across the city. The upcoming journey challenge in March 2020 will be co-ordinated with Sustrans, to maximise participation across employees based in Edinburgh; and

4.2.3 Travel planning for Council staff is being carried out by the Travel Plan and Research/Monitoring Officer (TPRMO). The Council's travel plan is being progressed, and the TPRMO is working closely with relevant internal Council services, for example Human Resources, Communications and Fleet Services, to facilitate behaviour change towards sustainable modes for staff travel for commuting and for Council business.

### Schools

4.2.4 The [Walk once a Week](#) programme continues in schools. Pupil registrations have increased from 2,014 in March 2018 to 6,347 in March 2019, with trips recorded increasing from 20,082 in the first quarter of 2018 to 83,206 for the first quarter of 2019. In March 2019, 56% of all trips were made by walking, and 88% of journeys were made by sustainable transport (including Park and Stride).

### Communities

4.2.5 [Open Streets](#) events in May, June and July 2019, which are subsequently being funded by Sustrans' Places for Everyone programme and are set to take place until December 2020. See below for images from recent events:



- 4.2.6 The [Lets Ride](#) event took place in June 2019, involving circa 7,000 participants. 66% of research participants reported to be new participants this year. 56% felt they were likely to increase cycling frequency due to the event. 41% of participants reported to wish to encourage others to attend a Lets Ride event and 34% of participants were motivated to look up cycle routes in the area, following the event;
- 4.2.7 Behaviour change initiatives taking place to coincide with completion of new active travel routes, utilising a catchment-based promotion approach e.g. a launch event involving a guided cycle ride with Trinity Primary school pupils was organised following completion of construction of a new route at Lower Granton Road in September 2019. See below for a screenshot from the Council's social media page, showing pupils cycling on the new route with Councillor Macinnes:



4.2.8 The annual Be Bright Be Seen awareness-raising campaign took place in Autumn 2019. This campaign sets out to encourage all road users to be mindful of one another, and re-iterate the greater need to do so when using roads during darker evenings/mornings. See below for a screenshot of social media engagement which has generated a good level of discussion online. Following the launch event, where the team spoke with 500 people (estimated) during the two hour event, each of the city's Police stations, where community police officers are based, received a set of engagement materials for dissemination and one-to-one public interactions. Workplaces across the city, including the Council, were also provided with materials for dissemination to their employees and 27 engagement events have been run, led by the employers themselves. Engagements run in workplaces and by the Police were well-received, the initiative is felt to be worthwhile, and there have been requests for additional supplies to run additional public and workplace-based events.



## Research

4.2.9 Contribution to the [Bike Life study](#), to ascertain a sample of Edinburgh's population's attitudes towards cycling, with the next Bike Life report expected to be published in early 2020; and

4.2.10 Completion of a package of monitoring support for the SCSP programme to inform the content of SCSP programmes. This has brought around benefits in increasing knowledge of the aspects of the programme which are working well, and areas for improvement. This is assisting in the planning of the behaviour change aspect of the Active Travel Action Plan 2020-2030, where the behaviour change initiatives which are run in parallel with infrastructure improvements for walking and cycling will be outlined.

#### 4.3 Funding Bid for 2020-21:

4.3.1 the Council was invited to bid for SCSP funding for 2020-21 on 11 December 2019;

4.3.2 a bid will be submitted by 31 January 2020, meeting the grant funding deadline;

4.3.3 SCSP programme delivery would begin on 1 April 2020, and this would run until 31 March 2021; and

4.3.4 the SCSP programme structure of four work packages is planned to continue in 2020-21.

#### 4.4 Measures of success:

4.4.1 Each initiative must be focused on one of Paths for All's SCSP Outcomes:

4.4.1.1 more people choose to walk or cycle for short local journeys;

4.4.1.2 more people choose sustainable transport options for longer journeys;

4.4.1.3 people develop more positive attitudes towards sustainable transport choices;

4.4.1.4 people's knowledge about sustainable transport choices increases; and

4.4.1.5 there is an increased evidence base to support sustainable transport interventions.

4.4.2 Paths for All are giving preference to funding initiatives which set out to achieve Outcome 1 or 2.

4.4.3 The chosen SCSP Outcome guides the metrics used for evaluation for that initiative. The below table summarises this.

<b>SCSP Outcomes</b>	<b>Metrics</b>
1. More people choose to walk or cycle for short local journeys	Number of people choosing to walk or cycle for short local journeys
2. More people choose sustainable transport options for longer journeys	Number of people choosing sustainable transport options for longer journeys e.g. number of car miles reduced, number of journeys, number of e-bike hires

3. People develop more positive attitudes towards sustainable transport choices	Number of people engaged Number of organisations engaged Number of events run Number of people trained Number of people feeling safer to walk/cycle Number of people referred to active travel options
4. People's knowledge about sustainable transport choices increases	Number of people reached Number of resources distributed Number of routes
5. There is an increased evidence base to support sustainable transport interventions	Number of resources/reports delivered Number of responses/engagements delivered

- 4.5 The content of the SCSP programme for 2020-21 is presented in Appendix 1.
- 4.6 On 19 September 2019, Full Council approved a Motion proposed by Councillor Rae entitled "Greening the Fringe". Within this Motion, there was an action to report to this Committee within three cycles on encouraging car sharing schemes during the primary festival season in August. It is recognised that the festival period presents challenges for movement within the city.
- 4.7 The Council's City Mobility Plan references the importance of incorporating shared mobility to the public transport system. This includes exploring the inclusion of forms of shared mobility including car club, car sharing, lift sharing and community transport services and promoting these as transport choices, particularly as ways to access the public transport network. Car-sharing campaigns can fit into the SCSP programme, by promoting car-sharing as a mode to travel to existing park and ride sites, and this idea will be developed going forward.
- 4.8 The SEStran (South East Scotland transport partnership) ['Liftshare'](#) scheme offers users the platform to find potential matches of people who are making similar journeys. There is an open group for Edinburgh which is open during the year, where users can join and find a match to share the journey and the costs. This platform can be used to find car-sharing partners during the festival period. This platform is managed by Liftshare on behalf of SEStran and the Council would support promotional campaigns to increase uptake of the scheme. As outlined above, there are a range of shared mobility services on offer to facilitate choices to reduce single occupancy vehicle use, and this is an example of a government-run scheme encouraging and facilitating sharing vehicles to allow individuals who would have driven separately, to arrive at the same or similar destination with mutual benefits for the driver and passenger.

- 4.9 The national hierarchy of prioritising sustainable transport modes states that the order of sustainable transport promotion ought to be: 1) walking and wheeling; 2) cycling; 3) public transport; 4) taxis and shared transport; and 5) private car ([Transport Scotland National Transport Strategy 2 Draft](#), 2019; 59). Therefore, as beneficial as car-sharing can be for reducing congestion and reducing the need for more than one single occupancy car trip to take place, there are other modes which should be afforded higher priority for promotional activities.
- 4.10 The Council is making significant investments in active and public transport provision, and so it is recommended that this approach is maintained, as a sudden switch to car-sharing promotion not set in context could undermine the efforts to promote more sustainable means, particularly in the context of the city's emerging low emission zone proposals. Shared transport has a place, particularly as mentioned, in enabling individuals to travel onwards by public transport.
- 4.11 The SCSP programme initiatives aim to change everyday travel, however festival organisers are encouraged to promote active and sustainable travel to venues. Festivals are leading with pro-active travel planning and innovative approaches to transport logistics, and examples are outlined in 4.12 – 4.14.
- 4.12 In 2019, Sustrans' Cargo Bike Library supplied five e-cargo bikes, trained 12 staff and delivered mechanical support to three multi-venue festival providers. The machines were utilised to deliver marketing, front of house, catering and production goods and services for a six week period. Within a small group of users, over 550km was travelled. Users reported improvements in flexibility, cost and speed of moving things through busy traffic, and greater autonomy for staff. Festival goers were intrigued about seeing cargo bikes in the festival setting. Historically, Festival providers have used vans or taxis to transport bulky goods relatively short distances from venue to venue, and this presents a good example of journeys, which were previously made by vehicle, now being made by bicycle instead.
- 4.13 The Edinburgh Cycle Hire scheme have advised that they developed their cycle hire network in advance of the Festival period in 2019, in conjunction with the Fringe Society, the Pleasance Theatre Trust and Transport for Edinburgh, so that key hubs of activity had cycle hire provision during the month of August. In addition, they provided a reduced price Participant Pass, giving unlimited access to the bikes for the month of August for £10. This was designed to support those in Edinburgh for longer periods either working or performing in the Festivals and encourage active travel choices. This is an example of pricing incentives, along with advertising, providing nudges to encourage behaviour change.
- 4.14 Work will continue next year in order to grow on this foundation and provide further provision for specific Festival requirements, especially through working as part of the Festival Transport Data Project, which is being led by the University of Edinburgh. A study led by Transport for Edinburgh is aiming to better understand travel patterns and demand over the main festival time period in August, and this is in very early stages.

## **5. Next Steps**

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- 5.1 A bid for funding for the 2020-21 SCSP programme will be submitted by 31 January 2020, meeting the grant funding deadline.
- 5.2 Programme delivery would begin on 1 April 2020, and this would run until 31 March 2021.

## **6. Financial impact**

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- 6.1 The Council is required to provide 50% match in order to claim the grant funds, and it is the intention to match the funds through the Capital footway renewals programme as per previous years.
- 6.2 SCSP grant income is likely to be in the region of £455,000 for 2020-21.

## **7. Stakeholder/Community Impact**

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- 7.1 An Integrated Impact Assessment has been completed for the SCSP programme, and this will be a working document.
- 7.2 There are likely to be positive impacts on enhancing the range of human rights. In particular, the programme encourages participation in active travel, enabling the health and social benefits associated with active travel. In addition, the programme involves close working with road safety themes, including promoting an increased awareness of vulnerable road users and encouraging road users to share space.
- 7.3 The SCSP programme provides a positive impact in delivering the Council's Local Transport Strategy, which will soon evolve to become the City Mobility Plan.
- 7.4 The SCSP programme also allows progress to be made in delivering a key component of the Active Travel Action Plan (ATAP) relating to active travel marketing. Without the SCSP funding, there would be little or no progress on this important aspect of the ATAP.
- 7.5 A behaviour change focused workshop was held at the Active Travel Forum in September 2019, to consider the following questions: "Who should we target?" and "What should we include as the main elements of the behaviour change plan relating to cycling, in the next three years?" The main findings are presented in Appendix 5. Comments are being used to develop the SCSP programme, and the Active Travel Action Plan 2020-2030.

## **8. Background reading/external references**

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- 8.1 [Paths for All SCSP website.](#)

## **9. Appendices**

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- 9.1 Appendix 1 – Programme for SCSP 2020-21
- 9.2 Appendix 2 - ‘Stages of Change’ Behaviour Change Model
- 9.3 Appendix 3 – COM-B Behaviour Theory
- 9.4 Appendix 4 – Headline outcomes of SCSP programme to date
- 9.5 Appendix 5 - Themes arising from behaviour change workshop at recent Active Travel Forum

**Programme for SCSP 2020-21**

The table below presents the contents of the SCSP bid for 2020-21.

<b><u>Project</u></b>	<b><u>Description</u></b>	<b><u>Estimated Cost for 2020-21 (£K)</u></b>	<b><u>Core bid</u></b>	<b><u>Additional bid</u></b>	<b><u>Total</u></b>
Project management, community engagement and technical resource		140	140	0	140
<b><u>WORKPLACES</u></b>					
Travel planning for Council staff and supporting city employers with achieving progress towards their travel planning ambitions	<p>Travel planning support services to targeted city employers, as well as for the Council itself including support with the Council's travel plan.</p> <p>The Council intends to run targeted awareness-raising of sustainable travel initiatives for its staff which will involve partnership working with relevant internal services e.g. human resources, communications, fleet services, facilities management, staff based in various sites.</p> <p>This includes developing the existing online platforms currently run by SEStran for facilitating car-sharing by Council staff</p>	130	100	30	130
<b><u>SCHOOLS</u></b>					
Delivery of a range of travel planning and behaviour change interventions reaching targeted primary and secondary schools	<p>Interventions include Living Streets' Walk once a Week motivational behaviour change tool which allows for tracking of patterns of school pupil travel, and rewards pupils for active travel.</p> <p>The junior road safety officer (JRSO) programme, provision of one-off grants for schools to run their own campaigns and activities are also included in this work package</p>	57	57	0	57

<b>COMMUNITIES</b>					
Development of active and sustainable travel behaviour change campaigns, and targeted community engagement and events	<p>A high degree of partnership working is anticipated with relevant stakeholders for example Edinburgh cycle hire scheme.</p> <p>Communication campaigns include:</p> <ul style="list-style-type: none"> <li>- 'Be Bright, Be Seen' – which covers taking personal responsibility for being visible when active in Autumn/Winter, and being mindful of others</li> <li>- 'Look out for each other' – which covers sharing road space, and off-road path space</li> <li>- Supporting national campaigns e.g. Close Pass, run by Cycling Scotland/Police Scotland</li> <li>- A campaign offering enhanced cycle-awareness education to drivers</li> <li>- Behaviour change campaign encouraging people to take sustainable modes of transport</li> </ul> <p>Promotion will be closely linked to the active travel infrastructure programme, and these funds will support the consultation, engagement and behaviour change taking place as part of the delivery of infrastructure projects</p>	83	48	35	83
<b>RESEARCH</b>					
Development of strategic social marketing and behaviour change intervention planning, informed by data collection to build understanding of target audiences and how the Council and stakeholders can persuade groups to be more open to sustainable transport modes.	<p>This includes making progress on the City Mobility Plan and the Active Travel Action Plan.</p> <p>Bike life, the annual attitude/behaviour study run in partnership with Sustrans is also part of this work package.</p> <p>Additional monitoring support for the SCSP programme may be required.</p>	165	110	55	165
Total		575	455	120	575

**'Stages of Change' Behaviour Change Model**

An individual can move through these stages in a circular way, although this is not a linear process, and a person may move through these stages, and return to another stage, or miss a stage. This model assists with understanding that SCSP initiatives must be targeted to one of these stages, in order to have the opportunity to lead to a behaviour change.

<b><u>Elements of Stages of Change</u></b>	<b><u>Description</u></b>
Pre-contemplation	the individual is not currently considering alternatives to current habits, or may be considering re-starting the change if previous change has not sustained
Contemplation	the individual may have been given information about alternatives to their current habits, or may have come to see a need for change from their own experiences
Preparation	the individual plans to make the change, and plans out how they might make the change work, and what they might have to go without in order to make the change
Action	the individual makes the change, and plans out how they can maintain this in the long term
Maintenance	over time, the individual makes the change a new habit, and plans out how to avoid challenges causing a change back to the original behaviour

**COM-B Behaviour Theory**

This theory poses that there are three components to any behaviour. This assists with building understanding that SCSP initiatives must build one or more of these elements in an individual, for a behavioural change to take place.

<b><u>Elements of COM-B</u></b>	<b><u>Description</u></b>	<b><u>Examples of SCSP funded initiatives which have been based on this element</u></b>
<b>Capability</b>	<ul style="list-style-type: none"> <li>• Building skills</li> <li>• Education</li> <li>• Training</li> <li>• group support</li> <li>• role models</li> <li>• confidence building</li> </ul>	<ul style="list-style-type: none"> <li>• Buggy Walks for new parents [*not part of SCSP programme. Buggy Walks have now secured alternative funding source]</li> <li>• school initiatives</li> <li>• cycle skills development/ tuition</li> <li>• cycle maintenance service drop in sessions</li> </ul>
<b>Opportunity</b>	<ul style="list-style-type: none"> <li>• Building more positive perceptions of safety/respect on shared use paths and on roads</li> <li>• promotion of the ease of accessing the off-road network</li> <li>• offering journey planning/navigation assistance (pre-journey apps and during-journey signage)</li> <li>• promoting hire bikes as a way to trial without commitment</li> </ul>	<ul style="list-style-type: none"> <li>• ‘Paths for Everyone’ and ‘Be Bright Be Seen’ campaigns</li> <li>• activities involving free bicycle hire through Edinburgh Cycle Hire scheme</li> <li>• wayfinding system</li> <li>• time/distance estimations for journeys by bicycle/walking compared to other modes</li> <li>• promotional campaigns for the city’s walking and cycling routes</li> <li>• travel packs with sustainable travel discounts for new Council staff</li> </ul>
<b>Motivation</b>	<ul style="list-style-type: none"> <li>• Promoting the benefits of active travel - health, environment, social</li> <li>• encouraging an individual to try it out and experience how they can personally benefit</li> </ul>	<ul style="list-style-type: none"> <li>• ‘On Foot by Bike’ campaign</li> <li>• promotion of social walking and cycling events and groups which are being run by the Council or other stakeholder groups</li> </ul>

## Headline outcomes of SCSP programme to date

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### *SCSP Headline Data - CEC October 2019*

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**Background:** CEC is seeking to gain an understanding from the evidence, of initiatives which have had the greatest impact on travel intentions and choices. This information has been obtained from investigating the SCSP data collected from different SCSP initiatives funded by CEC over four years, since 2015.

**Purpose of this paper:** SMG, with Ansons Consulting, have been tasked with considering the overall data to produce a report which identifies the SCSP initiatives that have been most effective. The purpose of this paper is to provide a timely indication of trends and headlines, following initial analysis of the data. A more detailed report will follow, documenting a more specific and contextualised description of behaviour change outcomes for the CEC funded SCSP initiatives.

**Headline Data:** The CEC funded SCSP initiatives have been grouped into four work programmes and will be structured accordingly here.

#### ***Work Programme 1 – Workplace***

There are two initiatives under this programme, focussed on travel planning support for (A) large organisations (running for 4 years) and (B) CEC staff (running for 2 years).

#### **For (A), over four years:**

- Number of workplace sites engaged in increased from 36 to 57.
- Number of individual organisations engaged increased from 21 to 43.
- Attendees at roadshows increased from 1200 to 1869.
- Uptake of personal travel plans among employees (MyPTP) has continued in an upward trend, from 270 in year one to 660 in year 4. A year two spike of 1039 employees is explained by increased engagement from larger organisations.
- In 2018/19:
  - a Commuter Challenge attracted 879 participants from organisations across the city;
  - 2,350 active travel maps distributed to employees across the city; and
  - 51 sustainable travel roadshows at organisations across the city engaged 1,929 employees (with 92% of organisations stating they will continue to promote and do travel planning as a result of the roadshows).

For **(B)**, over two years:

(At time of receipt of data)

- Two travel planning staff inductions have engaged 84 staff, with a further 8 inductions planned.
- One wellbeing roadshow attracted 300 staff, with 6 further roadshows planned.
- Seven “Be Bright Be Seen” roadshows held in Autumn 2018.
- Seven “Sustainable travel” roadshows held in Spring 2019.

### ***Work Programme 2 – Schools***

There are a number of initiatives under this programme, of varying size and duration (between 1-4 years). The main available information includes headline data relating mainly to the Walk once a Week (WoW) initiative, encouraging active travel to school and data from the Park Smart Banners, to discourage irresponsible parking near school gates.

- As of March 2019, there were 17 schools registered with the WoW initiative.
- 13 recording with a Travel Tracker, showing 56% of trips recorded were by walking, and 88% of overall journeys are by sustainable modes.
- Individual pupil registrations are up from 2,014 to 6,347, over four years.
- Total trips recorded on the Travel Tracker are up from 20,082 to 83,206, over a 1 year period.
- Between 25 – 30 “Park Smart” banners and campaigns are run in schools on a termly basis, with surveys showing a decrease in parent parking at the school gates.

### ***Work Programme 3 – Communities***

There are a large and varied number and type of initiatives rolled out under this programme. The duration of funded initiatives also varies between 2 to 4 years. Headline data from two active interventions and two awareness raising initiatives are highlighted here.

- Led Walks – data over three years shows that members who actively participate in walks increased from year 1 to year 2 (353 to 413), before reducing in year 3 to 325. However, meetup membership has increased from 310 to 1399 over 3 years.
- The Let’s Ride City Ride Event attracted 7,000 participants and had 408 people make “pledges”.
- The “Be Bright Be Seen” campaign was delivered via 4 drop-in events and 53 workplace events over the last 2 years.
- The Citywide 20mph roll out involved conducting 18 community meetings to promote and provide information to communities. Interviews were also conducted with residents across six impacted areas to monitor public opinion – with 1215 and 1204 participants engaged for pre and post surveys, respectively. (No analysis yet)

- There have been five Active Travel Roadshow events conducted by Edinburgh Council with 2470 attendants.

#### ***Work Programme 4 – Research and Development***

There are two main SCSP initiatives in this programme; Annual Bike life monitoring study which has been funded for 4 years, and Training sessions for Council Transport and Planning Officers (funded for 1 year). There are additional smaller initiatives, for which some data is provided below.

- Annual Bike Life – a 2019 snapshot of cycling in Edinburgh to compare to the 2015 and 2017 study has been undertaken and will be published in Winter 2019.
- Following SDG training sessions for council employees, 75% of the respondents said they knew more about the ESDG after the workshops than they had known before; 34% feel more motivated, inspired or encouraged to improve streets for pedestrians, cyclists, public transport users and vulnerable street users.
- Market research - 2 sets of focus groups were to help inform the City Centre Transformation; Low Emission Zones; and City Mobility Plan (formerly Local Transport Strategy). These are being treated as projects which are inter-twined, and as such consultation and engagement is linked but not yet published.

**Summary:** There are noticeable variations in approaches to monitoring across initiatives within, and across work programmes. In the main, the data reported upon above reflects the process or output focus of many/most of the SCSP funded initiatives. The consistency of data collection is also worth further examination.

**Themes arising from behaviour change workshop at recent active travel forum**

A workshop was run with active travel forum members, and the following themes emerged from group conversations, where the following headings were used as prompts.

**“Who should we target?”**

- Consideration should be given to a range of age groups.
- Promoting the reasons why active travel can bring personal and environmental benefits.
- Work with businesses to promote and improve facilities for active travel to encourage active commuting.
- Plan to engage with people who are most likely to change travel habits.
- Plan to engage with people who are under-represented in known data sources e.g. women, ethnic minorities, people living in SIMD areas, in ways which are appropriate and relevant to the people themselves.

**“What should we include as the main elements of the behaviour change plan relating to cycling, in the next 3 years?”**

- All behaviour change must be delivered alongside supportive infrastructure.
- Targeted initiatives to meet the needs of groups of people with common characteristics.
- increase familiarity with incentives for cycling – Dr Bikes, cycle to work schemes, facilities, pool bikes.
- Champions within employers to continue cycling uptake and use of new infrastructure.
- Training programmes for schools and employees, route familiarisation.
- Community engagement to promote infrastructure and routes – mapping, where can people access the new facility within a 15 mins cycle/walk, and where does the improved infrastructure link into (catchment based, concentric model around improvement).