

**QUESTION NO 20**

**By Councillor Webber for answer by the Convener of the Transport and Environment Committee at a meeting of the Council on 26 August 2021**

- Question** (1) Who created the brand name "Spaces for People"
- Answer** (1)
- Question** (2) Who designed the adverts for the retaining Spaces for People consultation (used on lampposts and digital formats) for Council to approve and implement?
- Answer** (2)
- Question** (3) Why is the programme, largely consisting of the same schemes, being rebranded as "Travelling Safely"?
- Answer** (3)
- Question** (4) When there have been so many accidents relating to existing Spaces for People schemes, with a number of personal injury claims, could the Council be accused of misrepresentation by rebranding the programme "Travelling Safely"?
- Answer** (4)
- Question** (5) Why is the programme not more clearly being branded in relation to the main aim of supporting the Net Zero target?
- Answer** (5)
- Question** (6) Please can you provide evidence of the exact dangers and number of incidents in the last 5 years in Edinburgh that the "Travelling Safely" programme is aiming to address broken down by each road user group?
- Answer** (6)
- Question** (7) Please can you provide the target of reduced accidents by category of road user group, that the "Travelling Safely" programme is aiming to address, in what timescale, and how that will be measured

**Answer**

**(7)**