

Transport and Environment Committee

10.00am, Tuesday, 21 March 2017

Smarter Choices, Smarter Places Programme 2017-2018

Item number	7.3
Report number	
Executive/routine	Executive
Wards	All

Executive Summary

In December 2016, Transport Scotland informed The City of Edinburgh Council of its indicative revenue funding allocation for “Smarter Choices, Smarter Places” (SCSP) activities during 2017/18. The total amount allocated from Scottish Government is £456,081, with 50% match funding required from the Council. The funding will be applied primarily to behaviour change methods, aimed at persuading people to consider, and reduce, the number of driver-only private car journeys that they make during 2017/18. This report seeks Committee's approval for the broad programme of initiatives for 2017/18 and to delegate powers to the Senior Manager - Roads Network, in consultation with the Convener and Vice Convener, to further develop and deliver a plan and detailed programme for spending these monies.

Links

Coalition Pledges	P45, P50
Council Priorities	CP2, CP4, CP9, CP11, CP12
Single Outcome Agreement	SO2, SO4

Smarter Choices, Smarter Places Programme 2017-2018

1. Recommendations

- 1.1 It is recommended that Committee:
- 1.1.1 notes the allocation of £456,081 of revenue funding from Scottish Government in 2017/18 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 to delegate 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, as previously agreed for the 2015/16 and 2016/17 programmes.

2. Background

- 2.1 As part of a Smarter Choices, Smarter Places (SCSP) 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 In 2015/16, the Council was allocated £452,081 for Smarter Choices, Smarter Places with 50% match funding required from the Council and its partners. In 2016/17, the Council was awarded £642,663, making use of an offer to bid for additional funding. A summary of the projects delivered is available in Appendix 1.
- 2.3 The SCSP programme for 2016/17 is in the process of being delivered, and this has resulted in the following outputs/outcomes so far:
- engagement with a greater number of large employers to offer workplace travel planning support, 57 workplace sites reached in 2016/17;
 - community engagement for and design and roll-out of a 20mph marketing campaign to promote city-wide 20mph speed limits;

- further development of the city-wide dropped kerb and guardrails survey; and
 - development of the original 'On Foot, by Bike' campaign, to include route-specific marketing.
- 2.4 The broad categories for the SCSP programme 2017/18 include:
- route marketing;
 - travel planning;
 - research and development; and
 - 20mph and active travel street management.

3. Main report

- 3.1 The initial amount allocated from the Scottish Government, through Transport Scotland, to The City of Edinburgh Council is £456,081 in 2017/18. The offer of funding is on the condition that it is matched by the local authority/partners, on a 50/50 basis. It is currently anticipated that there will be sufficient eligible match spending from the footway renewals and improvements capital budget.
- 3.2 A list of the type of projects eligible for funding is provided in the Guidance on the Paths for All website (an extract is provided in Appendix 2).
- 3.3 The suggested programme for the city, using the Smarter Choices, Smarter Places funds in 2017/18 (Appendix 3), is currently proposed to include:
- marketing and communications campaigns;
 - travel planning (including the provision of Travel Planning 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; and
 - walking and cycling promotion initiatives.
- 3.4 The suggested programme will require consultancy support to deliver the projects in the given timeframe, for example for the Travel Planning element. Approval will be sought from the Finance and Resources Committee on 23 March 2017 to appoint consultants.

Travel Planning

- 3.5 It is planned to continue to grow the Travel Planning project, to reach a greater number of workplaces and employees in Edinburgh. Growth has been possible between 2015/16 and 2016/17, where 31 workplace sites were involved in the first year, and 57 in the second year. For this third year, it is planned to continue to engage with these organisations as well as seeking to engage with other large employers. It is also planned to try new innovative approaches to Travel Planning to continue to offer effective incentives to travel actively and sustainably for work purposes.

Route Marketing

- 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 'On Foot' and 'By Bike' as easily understandable brand names for walking and cycling information. Continuing to raise awareness of the information available on active travel, and of the active travel routes, QuietRoutes, is a major part of the proposed SCSP programme for 2017/18. The Council has produced walking and cycling maps, showing the QuietRoutes, and these will be distributed widely as part of project delivery.

Research and Development

- 3.7 These projects involve continuing to build the Council's capability to understand users, and potential users, of the active travel network. This element of the programme will include various market research, monitoring and feasibility projects.

20mph and Active Travel Street Management

- 3.8 It is planned to continue the education and awareness campaign for the roll-out of 20mph speed limits. This includes community engagement, and a social marketing campaign to raise awareness. Active travel street management projects involve improving the environment for walking and cycling.
- 3.9 The Council plans to submit a bid for additional funding, should other local authorities not bid for their full allocation. The additional funding bid will be to a value of £254,000, to include projects such as additional work on the early stages of developing a wayfinding system for Edinburgh, to take this to a more advanced stage of development. It is also proposed for additional funding to be used to further grow the travel planning project in workplaces, to reach a greater number of employers, and offer greater incentives for travelling actively/sustainably to work. Match funding has been identified for the full amount of funding for which the Council would be submitting a bid.

4. Measures of success

- 4.1 Measures of success are likely to be based on those for 2015/16 and 2016/17 (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 (%).
 - Increases in active travel (% mode share).
 - Provision of signs and maps to key local destinations in the target area by foot and bike (number).
- 4.2 Results of the 2015/16 project revealed that there was a slight improvement in use of active modes, and a reduction in single occupancy car use. At the initial travel survey, 11% of respondents walked, 11% cycled, 23% travelled by bus and 35% travelled by car on their own. The follow up survey showed that 11% travelled on

foot; 19% travelled by bike; 22% travelled by bus and 29% travelled by car (single occupancy). It should however be noted that, given the small sample size, it is possible that people with an interest in active travel and sustainability may have been more likely to complete the follow-up surveys.

- 4.3 The follow up survey showed that 24% were very likely or likely to travel more actively and sustainably as a result of taking part in the workplace travel planning project. 23% of respondents reported to have driven less; and 41% of respondents report to have walked more as a result of taking part in the travel planning project. These results are encouraging, but it is important to note again the small sample size, compared with the much larger sample size for the 'before' surveys.
- 4.4 The monitoring results of the project in 2016/17 will be collected over the next three months, but it is envisaged that the sample size for the 'after' surveys will be much larger, to enable more conclusions regarding impact on attitude and behaviour towards active and sustainable travel to be drawn from the data.
- 4.5 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 (%).

5. Financial impact

- 5.1 It is proposed to match the SCSP funding via the Council's capital spending on footway renewals and improvements, as agreed with Paths for All, who administer the funds on behalf of Transport Scotland.

6. Risk, policy, compliance and governance impact

- 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 to delegate 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, as was previously agreed for SCSP programmes in 2015/16 and 2016/17.
- 6.2 The SCSP 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 SCSP funding, there would be little or no progress on this important aspect of the ATAP.

7. Equalities impact

- 7.1 An Equalities and Rights Impact Assessment is in progress for SCSP and this will continue into 2017/18.
- 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.

8. 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 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.

9. Consultation and engagement

- 9.1 Consultation has taken place on both the Local Transport Strategy and Active Travel Action Plan.
- 9.2 Consultation with the Active Travel Forum has taken place on the content of the SCSP programme 2017/18 and suggestions have been included, where possible and appropriate.

10. Background reading/external references

- 10.1 [Active Travel Action Plan](#)
- 10.2 Go Smarter, Transport Scotland, March 2013
(<http://www.transportscotland.gov.uk/environment/smarter-choices-smarter-places>)
- 10.3 [Paths for All, Application Guidance for 2017/18](#)

Paul Lawrence

Executive Director of Place

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

E-mail: judith.cowie@edinburgh.gov.uk | Tel: 0131 469 3694

11. 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 Priorities	CP2 - Improved health and wellbeing: reduced inequalities CP4 - Safe and empowered communities CP9 - An attractive city CP11 - An accessible connected city CP12 - A built environment to match our ambition
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	1 - Summary of SCSP projects since funding was made available 2 - Paths for All Website Extract relating to 2017/18 projects Eligibility 3 - Draft Proposed SCSP Programme 2017/18 4 - Indicative funding for SCSP Programme 2017/18

Appendix 1 - Summary of SCSP projects since funding was made available:

	2015/16	2016/17	2017/18
Travel Planning for external organisations	x	x	x
Travel Planning for the Council	x	x	x
Development work for creating a wayfinding system	x	x	x
Led walks	x	x	x
led cycle rides	x	x	x
QuietRoutes advertising campaign		x	x
'On Foot, by Bike' advertising campaign	x	x	x
Car free day at the Causey			x
Active Travel events	x	x	x
Survey focusing on attitudes towards walking and cycling on City Centre streets			x
Developing a future marketing action plan	x	x	x
Bike Life		x	x
Feasibility study on providing grants for cycle parking in tenements			x
Community engagement for 20mph roll-out	x	x	x
Street design officer			x
Street clutter warden			x
Travel plan officer			x
Street design guidance staff training	x	x	x
GIS dropped kerb survey	x	x	x
Council walking and cycling web page improvements	x	x	x
"Dr Bike" Sessions	x	x	x

'Walk once a Week' school engagement	x	x	x
Distribution of balance bikes to nurseries	x		
Fringe festival advertising	x		
Technical street audits for street design guidance	x		
"Walk Hack"	x		
Cramond inter-generational school project	x		

Eligibility

Smarter Choices, Smarter Places 2017/18



Paths for All is administering £5 million of Scottish Government funding for local authorities to encourage less car use and more journeys by foot, bicycle, public transport and car share. The Smarter Choices, Smarter Places funds for 2017/18 are allocated on a population basis to the local authorities, to enable projects to be implemented from April 2017.

Applications for projects should be received by Paths for All by 3 February 2017. Detailed guidance on Smarter Choices, Smarter Places and details of potential funding and eligibility can be found here.



 [SCSP 2017.18 Application Guidance \(826.42 kB\)](#)

Previous projects have ranged from the introduction of 20MPH zones and car share to active travel hubs, community engagement and personal travel planning for school children moving to High School.

Projects that are allocated funding should be completed by 31 March 2018 and must encourage and promote active and sustainable transport as the entire focus of the initiative, or as a significant element of the initiative. They can include:

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

If you would like to find out more, contact the SCSP team at scsp@pathsforall.org.uk

Appendix 3 - Draft Proposed Programme 2017/18

1. Travel Planning

- Progressing with actions of the newly-refreshed travel plan for the City of Edinburgh Council
- Continue to engage with external organisations to provide travel planning initiatives and support
- Travel Planning/ research and development officer

2. Route Marketing

- Development work for creating a wayfinding system
- Led walks and led cycle rides, raising awareness of existing active travel routes and encouraging non-regular cyclists and walkers to gain confidence in a group setting
- QuietRoutes advertising campaign, raising awareness of existing active travel routes
- Car free day at the Causey
- Active Travel events

3. Research and Development

- Survey focusing on attitudes towards walking and cycling on city centre streets
- Bike Life, a partnership study with Sustrans, researching public attitudes towards cycling
- Feasibility study on providing grants for cycle parking in tenements

4. 20mph and Active Travel Street Management

- Community engagement in areas of the city where 20mph will be rolled out during 2017/18
- Street design officer
- Street clutter warden

Smarter Choices, Smarter Places Proposed Funding for 2017-18

Based on population with a £50k floor.

Local Authority	Indicative Allocation with a Minimum of £50k
Aberdeen City	210,618
Aberdeenshire	239,520
Angus	106,886
Argyll & Bute	79,447
Clackmannanshire	50,000
Dumfries & Galloway	136,849
Dundee City	135,514
East Ayrshire	111,604
East Dunbartonshire	97,798
East Lothian	94,223
East Renfrewshire	84,979
Edinburgh, City of	456,081
Eilean Siar	50,000
Falkirk	144,886
Fife	336,550
Glasgow City	554,400
Highland	214,056
Inverclyde	72,690
Midlothian	79,904
Moray	87,328
North Ayrshire	124,469
North Lanarkshire	309,284
Orkney Islands	50,000
Perth & Kinross	137,087
Renfrewshire	159,607
Scottish Borders	104,262
Shetland Islands	50,000
South Ayrshire	102,772
South Lanarkshire	289,141
Stirling	84,878
West Dunbartonshire	81,916
West Lothian	163,255
	5,000,000