

Transport and Environment Committee

10.00am, Thursday, 6 December 2018

Smarter Choices, Smarter Places Programme

Item number	7.5
Report number	
Executive/routine	Routine
Wards	All
Council Commitments	18 , 19

Executive Summary

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.

This report provides an update on the Council's 2017-18 and 2018-19 programmes and presents a proposed outline programme for 2019-20, based on current expectations around Paths for All funding.

It also seeks authority for the Service Manager – Transport Network, 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.

Smarter Choices, Smarter Places Programme

1. Recommendations

- 1.1 It is recommended that the Committee:
 - 1.1.1 notes the updates on the 2017-18 and 2018-19 programmes;
 - 1.1.2 agrees to delegate powers to the Senior Manager – Roads Network, in consultation with the Convener and the Vice Convener as appropriate, to further develop and deliver the proposed outline programme for 2019-20, and to develop and deliver programmes annually for future financial years; and
 - 1.1.3 discharges the motion put forward by Councillor Corbett in relation to item 8.6 'Award of Workplace Travel Planning Contract 2018-19' at the Finance and Resources Committee on 16 August 2018.

2. Background

- 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 SCSP funding is revenue funding which is allocated to Local Authorities across Scotland, based on population size. Previous allocations have been based on £1 per head of population. Additional funding may be available, if other Local Authorities choose not to take up all or part of their allocation.
- 2.3 The proposed outline programme for 2019-20, as set out in Appendix 2 to this report, is based on an anticipated funding award of £450,000. It also allows for potential additional projects to a total value of £100,000, which could be funded by any additional funding which is allocated to the Council.
- 2.4 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.

3. Main report

Update on 2017-18 Programme

- 3.1 A post completion monitoring and evaluation report for the 2017-18 programme was submitted to Paths for All in June 2018. This outlined the outcomes and outputs of the programme, in accordance with the monitoring and evaluation plan which was submitted with the bid for funding. These outcomes and outputs are summarised in Appendix 1 to this report.
- 3.2 A key project in the 2017-18 programme was undertaking a series of travel planning activities in workplaces, working with major employers in the city. In February 2018, the project won the award for Partnership Working at the Scotland Excel Supplier Excellence Awards, and has recently been shortlisted for an award in the Chartered Institution of Highways and Transportation (CIHT) Scotland Amalgamated Construction (AMCO) Environmental Award category.
- 3.3 The programme also involved organising a series of events to promote walking and cycling, including the first Let's Ride event in September 2017, led by a partnership between HSBC UK and British Cycling, which involved the temporary closure of roads to allow for cycling within the city centre in a traffic free environment for one day. Fourteen other cities across the UK also hosted Let's Ride events, where combined, 100,000 people attended, cycling 1.5 million kilometres in total. Across all fourteen events, 56% of people were taking part in their first British Cycling mass participation cycling event, 91% of people enjoyed a positive experience, 79% of people were encouraged to take part in a City Ride because it offered a traffic-free route, 59% took part in a City Ride to spend time with their family, and 41% of participants took part in a City Ride to encourage their kids to be active. Due to the event's success and popularity with members of the public, Edinburgh hosted a second Let's Ride event in June 2018. The Council offered a funding contribution from the SCSP programme, and on both occasions, these events attracted thousands of people. The Council offered travel planning advice to members of the public at both events, to offer additional support to enable people to have confidence to continue cycling for everyday journeys following the event.
- 3.4 A series of social marketing campaigns promoting the QuietRoutes network were also undertaken, which included paid-for advertising on Facebook and Twitter. A campaign in Summer 2017 targeted families, and a campaign in Autumn 2017 targeted university and college students, promoting routes connecting into major campuses. A campaign then followed in Spring 2018, which focused on targeting families around the South Gyle area. An example of the effectiveness of these campaigns is the Spring 2018 campaign which ran for a total of five weeks and reached a total of 209,593 people on Facebook and 47,510 people on Twitter, generating 2,619 clicks to the website, equating to a weekly average of 523 and a daily average of 75. Pre-campaign, visits to the web pages were very low, and so this type of initiative has demonstrated an effectiveness in driving people to visit the pages, download maps of the city showing QuietRoutes and view the Council's plans to improve active travel infrastructure this financial year.

Update on 2018-19 Programme

- 3.5 The projects within the 2018-19 programme are currently being delivered and monitoring data is being collected for each project as per the monitoring and evaluation plan which was approved by Paths for All. A post completion monitoring and evaluation report will be submitted to Paths for All in May/June 2019.
- 3.6 Major progress to date includes:
- 3.6.1 award of a travel planning contract, which is offering travel planning advice to large workplaces across the city to encourage a greater number of employees to walk, cycle and take public transport to work. This programme is engaging with 33 organisations over 53 locations so far, and this number is expected to rise as more initiatives are offered to organisations during project delivery;
 - 3.6.2 the recent appointment of a Travel Planning and Research/Monitoring Officer;
 - 3.6.3 delivery of a series of walking and cycling festivals in each of the city's Localities;
 - 3.6.4 delivery of the Clean Air Day Summer Summit in June 2018, involving a temporary road closure and street activation on George Street;
 - 3.6.5 delivery of the second Let's Ride event in June 2018, following on from the success of the event in September 2017;
 - 3.6.6 delivery of the annual 'Be Bright, Be Seen' campaign, encouraging a greater awareness of the importance of wearing high visibility clothing and lights when cycling at night, and of the need for all road users to be conscious of people not being as visible as expected, to coincide with Autumn beginning. This has included a series of awareness raising events undertaken in partnership with Police Scotland, Lothian Buses, and the city's universities and colleges. The campaign has been expanded this year to offer drop-in advice sessions in workplaces in a range of sectors, as part of the workplace travel planning contract. At time of writing, 34 roadshow events have been booked to take place throughout November 2018, and this is expected to rise to meet the target of 50;

- 3.6.7 delivery of the 'On Foot, by Bike' active travel campaign to promote the QuietRoutes network to families during the Summer holidays, which spanned four weeks on social media, reaching 121,280 people, and resulting in 1,877 click-throughs to the Council's walking and cycling web pages;



- 3.6.8 distribution of sustainable travel packs to each household in new 21st Century Homes sites at Clermiston, West Pilton, and Calder Gardens, where 110 travel packs have been handed over at time of writing; and
- 3.6.9 delivery of focus group market research to explore commuter and resident views, as part of the development of the City Mobility Plan. There were six groups comprising residents (where approximately 50% were car owners/drivers) and four groups comprising of commuters, who travel to different parts of the city for work. Each group comprised eight participants.

Bid for 2019-20 Funding

- 3.7 Paths for All funding for SCSP in 2019-20 has not yet been confirmed. We expect to be invited to bid in December 2018. We also expect the method of allocation used previously, based on £1 per head of population, to continue. The amount we expect to be allocated initially is therefore approximately £450,000.
- 3.8 A proposed outline programme for 2019-20 is set out in Appendix 2 to this report. This programme has been developed following consultation with members of the

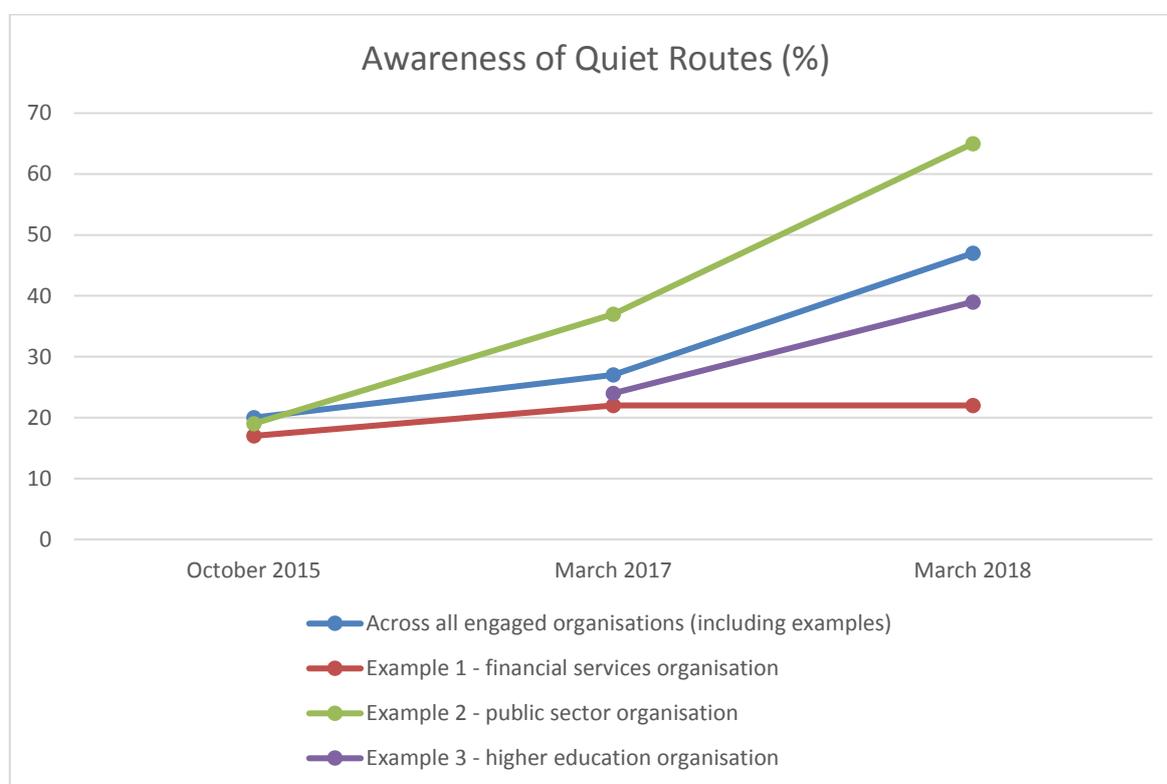
Committee, Council officers and key stakeholder organisations. Further details of this consultation are provided in paragraphs 9.1 to 9.7.

- 3.9 In previous years, the Council has been successful in bidding for additional funds, when other Local Authorities have chosen not to take up all or part of their allocation. The proposed outline programme therefore also allows for potential additional projects to a total value of £100,000.
- 3.10 The Council will submit its funding bid in December 2018 or January 2019 and we expect to receive confirmation of the funding award around March 2019. The period for delivery of the 2019-20 programme will be from 1 April 2019 to 31 March 2020.
- 3.11 Six and twelve month progress reports will be submitted to Paths for All, in September 2019 and June 2020 respectively, which will outline the outcomes which have been achieved in delivery of initiatives. More information on expected outcomes is in provided in Appendix 3 to this report.

Workplace Travel Planning, as part of wider strategy

- 3.12 At the Finance and Resources Committee on 16 August 2018, Councillor Corbett put forward the following motion: “to report to Transport and Environment Committee within 6 months on the barriers identified in translating awareness-raising activity into significant levels of modal shift and recommendations as to how those barriers could be overcome” (moved by Councillor Corbett, seconded by Councillor Miller).
- 3.13 There are a range of barriers to increasing modal shift towards sustainable modes of transport, which relate to 1) infrastructure and services eg public transport; 2) information availability regarding the travel options available to an individual; and 3) social and behavioural influences. Travel planning activities seek to address the information and social/behavioural aspects. The Active Travel Action Plan and Local Transport Strategy contain a suite of actions around infrastructure, services and information provision, which complement travel planning.
- 3.14 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, and is achieving success in securing external funding for projects which complement one another; for example information provision through offering travel planning with employers in West Edinburgh and the developing West Edinburgh Active Travel Network infrastructure. The Council has established links with employers over the past few years in delivering workplace travel planning, and networks are therefore in place to begin to start engaging with an already engaged audience as the plans for the West Edinburgh Active Travel Network develop. In this way, workplace travel planning is laying good groundwork for the upcoming infrastructure improvements, which should help with uptake of the infrastructure when it is delivered.

3.15 Mode share changes are a snapshot of how people are travelling, but no context is given through looking at mode share alone of how aware individuals are of other options available to them, and how likely they might be to make alternative travel choices from origin to destination. In this regard, monitoring data shows this impact more fully when looking at other ways of measuring change, for example the following chart shows that there has been a demonstrable improvement in awareness of the QuietRoutes over the three years. Similarly, following the active travel challenge which was held in Summer 2017 (engaging with 761 people), 17% of people reported they would be more likely to walk to commute, and 43% of people reported that they would be more likely to walk for leisure. In addition, 14% of people reported they felt they would be more likely to cycle to commute, and 31% of people felt this way regarding cycling for leisure following the challenge. The Edinburgh Commuter Challenge (engaging with 1,022 people), which took place in January 2018, reported that 34% of people were more likely to travel by foot, bike or public transport as a result of the challenge.



3.16 In light of the above, it is recommended that Committee discharges Councillor Corbett's motion.

4. Measures of success

4.1 Paths for All have prepared a set list of draft outcomes that all 2019-20 SCSP programmes should set out to achieve. Each project within the programme should set out to achieve one of these outcomes:

4.1.1 More people choose to walk or cycle for short local journeys;

4.1.2 More people choose sustainable transport options for longer journeys;

- 4.1.3 People develop more positive attitudes towards sustainable transport choices;
 - 4.1.4 People's knowledge about sustainable transport choices increases; and
 - 4.1.5 Increases evidence base for sustainable transport interventions.
- 4.2 Projects will be delivered in accordance with a monitoring and evaluation plan, which will be submitted along with the funding bid. Subject to approval by Paths for All, the monitoring and evaluation plan will be followed during project delivery and outcomes will be reported after six and twelve months.

5. Financial impact

- 5.1 50% match funding is required for the Council to bid for these funds.
- 5.2 It is proposed to continue to match the SCSP funding against the Council's Capital spending on footway renewals and improvements, as has been done for previous year's programmes and agreed with Paths for All.

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. It is therefore proposed that the Committee delegates powers to the Senior Manager – Roads Network, in consultation with the Convener and the Vice Convener as appropriate, to further develop and deliver the proposed outline programme for 2019-20, and to develop and deliver programmes annually for future financial years.
- 6.2 The SCSP programme provides a positive impact in delivering the Council's 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 2019-20.
- 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 and promotes an increased awareness of vulnerable road users and 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 considered.
- 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 Local Transport Strategy 2014-2019.
- 8.3 Sustainability risk is low. The project itself is centred around promoting sustainable travel and transport by employers that are based in the city.

9. Consultation and engagement

- 9.1 To assist with the development of the proposed outline programme for 2019-20, two surveys were distributed in October 2018 to solicit feedback on priorities for the SCSP programme. Online surveys were sent to members of the Transport and Environment Committee and the Active Travel Forum, relevant Council Officers and representatives of key stakeholder organisations that have been closely involved in the delivery of the Council's SCSP programme.
- 9.2 The survey asked stakeholders to identify which types of initiatives they consider to be the most important to delivering our SCSP programme and to rate the effectiveness of the delivery of each of the individual SCSP-funded initiatives undertaken to date in Edinburgh. The survey also gave people the opportunity to suggest other comments regarding an SCSP programme for 2019-20.
- 9.3 The following initiatives were reported as the types of initiatives which are most important to the programme:
 - 9.3.1 Public opinion gathering for three major projects undertaken in parallel: Low Emission Zones, Local Transport Strategy (City Mobility Plan) and City Centre Transformation.
 - 9.3.2 Events creating vehicle-free parts of the city centre.
 - 9.3.3 Street design guidance training sessions for relevant Place officers.
 - 9.3.4 Events creating vehicle-free parts of residential areas.
 - 9.3.5 Grants for schools to run own active travel/road safety campaigns and events.
 - 9.3.6 Bikeability level 3 tuition ('Bike4ever') in secondary schools.
- 9.4 The following were reported to be the initiatives which the Council has been most effective in delivering to date:
 - 9.4.1 Drop-in 'Dr Bike' bicycle safety checks and quick repairs for members of the public.
 - 9.4.2 Events creating vehicle-free parts of the city centre.

- 9.4.3 Events creating vehicle-free parts of residential areas.
- 9.4.4 Offering sustainable travel roadshows to organisations which include Dr Bike sessions, representation from public transport operators and information about site-specific offers eg Bike to Work schemes.
- 9.4.5 Tram/cycle safety awareness raising campaign.
- 9.4.6 Street design guidance training sessions for relevant Place officers.
- 9.4.7 Contribution to Bike Life study undertaken jointly with Sustrans, producing a snapshot account of public opinion on cycling in the city.
- 9.5 Suggestions for the use of SCSP funding in the future fell into the following themes:
 - 9.5.1 Travel planning for members of the public, travelling to major events.
 - 9.5.2 Additional research co-ordinated with the emerging City Mobility Plan.
 - 9.5.3 Continuing to offer workplace travel planning.
- 9.6 Officers recommend continuing with workplace travel planning because the programme is continuing to reach a wide range of employers and, in particular, continuing to engage with those where investments are being made in new infrastructure for example in Edinburgh Park and South Gyle. Continuing to engage with these employers is beneficial as plans develop for upcoming infrastructure improvements.

10. Background reading/external references

- 10.1 External review of SCSP programmes across Scotland, commissioned by Paths for All and undertaken by Social Value Lab
<https://www.pathsforall.org.uk/mediaLibrary/other/english/14615.pdf>

Paul Lawrence

Executive Director of Place

Contact: Ewan Kennedy, Service Manager, Transport Network

E-mail: ewan.kennedy@edinburgh.gov.uk | Tel: 0131 469 3575

11. Appendices

- 11.1 Appendix 1 - Summary of Outcomes and Outputs of 2017-18 Programme
- 11.2 Appendix 2 - Proposed Outline Programme for 2019-20
- 11.3 Appendix 3 – Expected Outcomes from Proposed 2019-20 Programme

Summary of Main Outcomes and Outputs of 2017-18 Programme

A post completion monitoring and evaluation report for the 2017-18 programme was submitted to Paths for All in June 2018. This outlined the outcomes and outputs of the programme, in accordance with the monitoring and evaluation plan which was submitted with the bid for funding. The below table is a summary of the data submitted in the report.

Work Package	Summary of Outputs	Summary of Outcomes
WP 1 Travel Planning	<ul style="list-style-type: none"> • 56 sustainable travel roadshows within 27 organisations, engaging with 1,550 people, and distributing 3,800 active travel maps • 1 active travel challenge engaging with 761 staff members, from organisations across Edinburgh, resulting in 17% of respondents reporting to be more likely to walk to commute, and 43% for leisure, and 14% more likely to cycle for commuting and 31% for leisure as a result of taking part in the challenge • 1 more public transport-centred challenge engaging with 1022 staff members, from organisations across Edinburgh, resulting in 34% of respondents reporting to be more likely to travel by foot, bike or public transport more regularly as a result of taking part in the challenge. 91% of respondents would take part in a similar challenge again 	<ul style="list-style-type: none"> • Overall increase in awareness of On Foot by Bike campaign from 17% to 35% • Overall increase in awareness of QuietRoutes from 20% to 47% • 77% of organisation contacts felt they had been encouraged to continue travel planning for their organisation as a result of the programme • Respondents were asked about their thoughts on their travel behaviour changes over the past few months, in April 2018: <ul style="list-style-type: none"> ○ 51% had walked more ○ 18% had cycled more ○ 39% had used public transport more ○ 39% had driven less • Respondents were asked about their likelihood of using more active/sustainable travel modes after taking part in the initiatives: <ul style="list-style-type: none"> ○ 24% likely ○ 33% already travel this way

<p>WP 2 Route Marketing</p>	<ul style="list-style-type: none"> • Five events in Autumn 2017 over the course of five days organised in partnership with Streets Ahead, and universities and colleges to promote 'Be Bright, Be Seen' • Delivery of the third annual Inverleith festival of walking and cycling • Buggy Walks, which had approx 1,000 members of an online networking group, and weekly walks resulted in 444 participants in total over the financial year • Offered Bikeability level 3 cycle tuition in the form of a small group bike club over the course of Spring 2018, to two secondary schools per Locality of the city • Four 'A Path for Everyone' community engagement events, and a promotional campaign to encourage people to use shared use paths with consideration for others • Delivery of led cycle rides over the course of four weeks, offering tuition to 350 people who were previously not confident when cycling • Delivery of three QuietRoutes promotional campaigns, in Summer 2017, Autumn 2017 and Spring 2018 	<ul style="list-style-type: none"> • Valuable engagement opportunities with students and employees of universities and colleges • Inverleith festival involved a series of information stalls, interactive activities for all ages, including a guided cycle ride, where the majority felt that this was an enjoyable experience, and that they would consider cycling more as a result of the cycle ride • 60% of respondents felt that their level of walking had increased outwith the guided buggy walks • Offering Bikeability level 3 tuition in this format has received positive feedback, teachers at one of the participating schools have taken the offer of cycle ride leader tuition, to continue delivering led rides as part of school activities • Feedback showed that 91% of people noticed signage on the North Edinburgh Path Network, and 36% of people said that the signage was making a difference to people's attitudes towards others when in shared use space • Guided cycle ride routes were a combination of 20mph roads, and the QuietRoutes network, opening up the opportunity to cycle on roads with slower traffic to those who would
-----------------------------	--	---

		<p>prefer to do this in a group setting</p> <ul style="list-style-type: none"> • QuietRoutes campaigns have been effective ways to drive traffic to the web pages, and enable people to download maps of off-road routes in their area. The web pages are demonstrably more well-used during campaign delivery than outwith these times.
WP 3 Research and Development	<ul style="list-style-type: none"> • Living Streets' 'Walk once a Week' sustainable travel rewards programme was able to engage with nine primary schools throughout 2017-18 	<ul style="list-style-type: none"> • The WOW programme has resulted in positive feedback from teachers and pupils, with both groups noting that the events which go alongside the programme are engaging, and are offering encouragement towards greater active travel numbers to school
WP4 20mph and Active Travel Street Management	<ul style="list-style-type: none"> • Community engagement has been a large part of promoting the 20mph roll-out, and the Council has arranged a number of events such as the 'Glow Ride' inspired by events in New Orleans • A social media page has been set up, which had over 200 followers in June 2018, when monitoring data on the 2017-18 programme was prepared 	<ul style="list-style-type: none"> • Information regarding the effectiveness of advertising shows that 20mph speed signs and markings are the main way people had heard about 20mph (63%), followed by lamp post banners (42%), newspaper (37%), TV news stories (25%), word of mouth (24%) and bus advertising (17%)

Note:

An output is defined as something which took place (eg an awareness raising event) during project delivery.

An outcome is defined as a change in awareness, attitude, opinion, or behaviour, as result of the initiative.

Proposed Outline Programme for 2019-20

The table below contains an indication of how the budget might be allocated, under the assumption that the Council is invited to bid for funding in the region of £450,000 for the period 2019-20.

The Council was able to secure £98,000 of additional funding in 2018-19, above its original allocation of £456,000, and so the table outlines how an additional sum in the region of £100,000 might be allocated between work packages.

Work Package	Allocated Sum from Core Bid (£k)	If additional funding were available, additional bid to support delivery of projects within work package (£k)
WP 1 – Workplaces <ul style="list-style-type: none"> • Offering travel planning services to large workplaces • Travel planning for Council staff 	150	50
WP 2 – Schools <ul style="list-style-type: none"> • School travel planning and sustainable travel rewards programmes 	50	20
WP 3 – Communities <ul style="list-style-type: none"> • Lets Ride event • Guided cycle rides • Community travel planning • Road safety education in partnership with Police Scotland • Travel packs for social housing • Active travel behaviour change campaigns • Travel planning for major events 	150	20
WP 4 – Research and Development <ul style="list-style-type: none"> • Contribution to Bike Life study, undertaken in partnership with Sustrans • Building knowledge base 	100	10
Totals	450	100

Expected Outcomes from Proposed 2019-20 Programme

As noted in paragraph 4.1, each project should cover one of the following expected outcomes:

- More people choose to walk or cycle for short local journeys;
- More people choose sustainable transport options for longer journeys;
- People develop more positive attitudes towards sustainable transport choices;
- People's knowledge about sustainable transport choices increases; and
- Increases evidence base for sustainable transport interventions.

Work Package	Expected outcomes (one per initiative as per guidance from Paths for All)
WP 1 – Workplaces <ul style="list-style-type: none"> • Offering travel planning services to large workplaces • Travel planning for Council staff 	<ul style="list-style-type: none"> • More people choose to walk or cycle for short local journeys; or more people choose sustainable transport options for longer journeys
WP 2 – Schools <ul style="list-style-type: none"> • School travel planning and rewards 	<ul style="list-style-type: none"> • More people choose to walk or cycle for short local journeys; or more people choose sustainable transport options for longer journeys
WP 3 – Communities <ul style="list-style-type: none"> • Lets Ride event • Guided cycle rides • Community travel planning • Road safety education in partnership with Police Scotland • Travel packs for social housing • Active travel behaviour change campaigns • Travel planning for major events 	<ul style="list-style-type: none"> • People's knowledge about sustainable transport choices increases
WP 4 – Research and Development <ul style="list-style-type: none"> • Contribution to Bike Life study, undertaken in partnership with Sustrans • Building knowledge base 	<ul style="list-style-type: none"> • Increases evidence base for sustainable transport interventions