Scottish Government

Monitoring and Evaluation of the Smarter Choices Smarter Places Programme

Going Smarter

Report of Focus Group Research

March 2013

Version 3.0

Contents

1.0   Introduction

1.1   This report summarises the outcome of qualitative research undertaken in ten areas across Scotland. The work was undertaken as part of the evaluation of the Scottish Government Smarter Choices Smarter Places programme (SCSP). Within the SCSP programme the Scottish Government is seeking to demonstrate that there are ways of encouraging people to adopt travel patterns that aim to save them money, make them healthier, reduce transport emissions and develop more cohesive communities.

General Approach

1.2   Two focus groups were held in each of the 10 areas involved in the SCSP research: the three comparator areas Arbroath, Bearsden, and Dalkeith, and the pilot areas Barrhead, Dumfries, Dundee, Glasgow East End, Kirkintilloch/Lenzie, Kirkwall, and Larbert/Stenhousemuir.

1.3   The focus groups were held between 6th June and end 14th June 2012.

Recruitment

1.4   Participants were recruited from respondents to the household survey, who had expressed a willingness to participate in further research.

1.5   The sample for each focus group for recruitment was as follows:

- At least one person in each of the following age bands: less than 20, 20-29, 30-39, 40-49, 50-59, 60 and over.

- As close to 50% male and female as possible.

- Car ownership approximately representative of people in the Council area.

- As close a match as possible for positive recognition of awareness of SCSP programme consistent with the level of awareness in the household survey for the town.

- As close a match as possible to the responses from people in the household survey for the town indicating that they had changed behaviour in the last 12 months.

1.6   12 people were invited to each group as experience shows that this usually ensures that between 8 and 12 people attend on the day.

Topic Guide

1.7   The topic guide is at Appendix A.

Analysis

1.8   The analysis and reporting was undertaken as follows:

- Full transcriptions were made from the recordings.

- The transcriptions were read by two separate people and notes made of the main ideas and concepts emerging.

- These were then labelled to identify the frequency with which issues emerged in the discussions.

- Based on this analysis the results were grouped to define the key issues for developing the narrative of the reporting. This defines the sub-headings for the reporting of each town.

- The reports from each group were then summarised as shown in the Annexes to this report with key findings being extracted in the main report.

- Where particular quotes from the focus groups illustrate general points these quotes are included to describe how people expressed the issue.

2.0   General Change in the Areas

The quality of the built environment

2.1   Table 2.1 summarises how participants perceived the changes to their area and how these changes impacted on them personally. The close relationship between investment in the built environment and overall perceptions of the town was apparent. The perception of the increasing number of vacant shops in Arbroath and Kirkintilloch led to negative perceptions of the local area, and was in stark contrast to the perceptions of local people about the thriving economy in Kirkwall. The investment in the public realm in Barrhead was appreciated despite the inherited unattractive building stock for the town centre shops and other buildings. Local people perceived that the local environment was getting better and that this had enabled the local centre to survive at a time when other similar areas were struggling with shop closures. Public realm investment was also supported in Dumfries with people emphasising the importance of protecting the heritage of the town. However investment in streetscape, landscaping, paving and other aspects of the built environment of the town centre was not a central part of the investment in other areas where the positive factors all related to recent commercial developments like new supermarkets.

Table 2.1 – Factors Influencing the Quality of the Built Environment

Place	Factors that have improved the quality of the built environment	Factors that have reduced the quality of the built environment
Arbroath	New edge of town retail development	Residents going elsewhere to shop and the decline of the town centre with more empty shops
Barrhead	New paving, landscaping and other public realm changes	Traffic calming features perceived to be unattractive
Bearsden		Over development in the town reducing the green space
Dalkeith	New paving in town centre with better provision for disabled people	
Dumfries	Pride in the heritage in the town	
Dundee	The development at the waterfront	
Glasgow East End	There has been lots of development and construction	Drug related vandalism is an increasing problem
Kirkintilloch/Lenzie	The new marina, leisure centre and rebuilt secondary schools have helped the town	Perceived decline of the town centre
Kirkwall	Despite the scale of development taking place the town retained its character	
Larbert/Stenhousemuir	The continued development in the town was generally supported in	

	making it a successful commuter town.	

Community spirit

2.2 In every town it was the community spirit or sense of community that participants reported as the most important factor affecting why they lived there. Also in every town people perceived that their community was under threat with national and global factors becoming more dominant at the expense of local traditions. However in most places participants could identify action being taken to support local community spirit.

Table 2.2 – Factors Influencing the Strength of the Community

Place	Factors that have strengthened the community	Factors that have weakened the community
Arbroath	The ban on alcohol in public places has made the town much safer	
Barrhead	GO Barrhead brand shows that the community is proud of the town and more people get involved	
Bearsden	Good local schools	
Dalkeith		Lack of events for the community
Dumfries	Sports clubs and community groups create pockets of strong community capacity	Concerns about safety and security stop some people getting out more
Dundee	Clubs and leisure activities mean that anyone moving into the area can become integrated into the community quickly	
Glasgow East End	The people look out for each other to ensure that local people are safe	Residents largely do not take responsibility for their problems perceiving that external authority is needed to fix community problems such as gangs and drug crime
Kirkintilloch/Lenzie	The new leisure centre has become a good new focal point for activities	Fewer people using the local centre for shopping leads to a decline in community spirit
Kirkwall	There are more clubs and activities	With the population growth residents consider that they know a lower proportion of the population
Larbert/Stenhousemuir	With a growing population there is more going on in the town	There were concerns that community safety concerns at night stopped people going out

Access to services

2.3   Across all of the areas some of the most negative comments were about the decline of town centres due to edge of town or out of town development. In Stenhousemuir it was the relocation of the local centre and the police station that caused concern, in Dumfries it was the shops, and in Dalkeith it was the school and the supermarkets. Equally people were positive about town centre development like the bus station and supermarkets in Kirkwall. The choice and type of new local facilities was not always to residents' preferences as the comments about the food co-operative investment in Kirkintilloch showed residents felt that they could get better quality and value at supermarkets.

Table 2.3 – Factors Influencing Levels of Access to Services

Place	Factors leading to better access	Factors leading to poorer access
Arbroath	Fewer places to spend money in the town with stores closing	Fast roads and good rail services providing good access to Dundee and Aberdeen for people who can afford to travel
Barrhead	Expansion of local service provision in the town centre	Closure of some local stores with a lower range of goods available locally
Bearsden		Over development leading to a fall in access to green spaces. Road congestion and lack of local parking leading to longer travel times
Dalkeith		Moving schools and shops out of the town centre reducing access for most people in the town
Dumfries	More leisure services in the town making access easier	
Dundee	The new supermarkets are just on the edge of the town centre which was considered to be good for most people since people could walk to them if they needed	
Glasgow East End	More local facilities such as health and sports facilities	The unaffordable cost of booking premises for activities had reduced the number of clubs and childcare opportunities
Kirkintilloch/Lenzie	Improved access to leisure services and the countryside from new investment in facilities and paths	
Kirkwall	Development in the town centre has widened the choice of shops and services available locally	

Place	Factors leading to better access	Factors leading to poorer access
Larbert/Stenhousemuir	The expansion of the GP surgery in the centre has improved access	The police station being moved out of the town has undermined the town centre and the Asda development has shifted service provision further away from the traditional town centre

3.0   Changes in Travel

Active Travel

3.1   In most of the areas people reported that more people were walking and that they thought that this was good. However the lack of priority given to providing and maintaining walking routes by councils was widely criticised. In Arbroath, Bearsden, and Dundee comments were made about the lack of safe routes for children to use, particularly when crossing busy roads.

3.2   With perceptions of growing road traffic in all areas other than Glasgow East End, participants noted that investment is needed simply to maintain safety standards for walkers and cyclists. However there was a general perception that if safe routes were available more people would use them. Opinions were divided about whether there were safe routes that people did not know about, such as the new routes at the back of the new hospital in Larbert. However there was unanimous support that more infrastructure investment was needed to ensure safe routes for more people, with road crossings being viewed as a top priority.

3.3   The weather was seen as being a major factor influencing levels of walking and cycling but the reasons for deterring people were often things that can be easily changed to make the best of the current weather. Poor road and footpath drainage was the most common complaint and it was noted that drivers rarely avoided puddles to avoid splashing walkers and cyclists.

3.4   Table 3.1 summarises the key factors in each area.

Table 3.1 – Factors Influencing Levels of Active Travel

Place	More active travel	Less active travel
Arbroath	Affordability of fuel People who lost jobs needed to sell their cars and subsequently reported they walked more	Roads are getting busier and crossing roads is too difficult. Coastal walk has been blocked and not repaired. People in work are working longer hours and need the fastest travel possible
Barrhead	Route maps and incentive schemes in SCSP programme delivery were identified to have prompted walking and cycling activity. Improved path networks were considered to have made the active travel opportunities more enticing	
Bearsden	Introduction of cycle lanes on the main road	Increasing car domination has led to an unattractive walking environment. Drivers do not treat cyclists with respect

Place	More active travel	Less active travel
Dalkeith	Many good walks for leisure and organised walks	
Dumfries		Perception that people will make their own individual choices and promotion of change has little impact
Dundee	The Bikeboost scheme had prompted some people. The schools were encouraging children to walk	Lack of maintenance of paths was seen as a deterrent
Glasgow East End	People walk when they can as it is the lowest costs mode of travel	The fear of violent attacks limits when it is possible to walk
Kirkintilloch/Lenzie	People are perceived to be exercising more as a result of the improved path networks, printed maps and signing	There was a perception that not enough was being done in the schools as more children would like to walk if they had the support
Kirkwall	People had walked more as a result of pressure from children who had been involved in school projects	
Larbert/ Stenhousemuir	More people are walking more to try to be healthy and are able to do so with the better path network and improved information	People walk less into town as the traffic levels have increased

3.5   In Kirkwall and Dundee the work in schools to identify safe routes was cited as very useful for the entire population as it identified practical routes that even vulnerable road users could adopt.

3.6   Poorly used cycle facilities attracted criticism in several areas.

Bus and Rail

3.7   Understanding bus routes seemed to be a problem for unfamiliar users with references to ending up at unintended destinations and perceptions and experiences of using bus routes that were described as "magical mystery tours" for journeys that involved indirect routes and took much longer than expected.

3.8   Reliability of buses was raised in Barrhead and Larbert/Stenhousemuir, as reasons why people that had tried the bus had soon reverted to other modes. Whilst it is encouraging that people tried the bus, if people do not find that the services are to their liking then they could be more reluctant to try the bus again when future marketing campaigns are promoted. Some employers were reported to take a dim view of people who travelled to work by bus, since bus reliability problems would mean they would be perceived to be less reliable in the workplace.

3.9   Residents of Larbert/Stenhousemuir suggested that smart ticketing could be used to provide an incentive for regular users.

Table 3.2 – Factors Influencing Levels of Bus and Rail Travel

	More bus and rail travel	Less bus and rail travel
Arbroath	Good rail services well used by people on higher incomes	Bus universally viewed as a mode for older people
Barrhead	People are more willing to consider bus travel	Bus regarded as a fall back option only to be used if there is no other choice
Bearsden	Train services have improved with more frequent services and more direct services to a wider range of destinations and are leading to more rail travel	Buses are perceived to be inefficient unreliable polluting vehicles inconsistent with living in the town
Dalkeith	Excellent low cost bus services including park and ride opportunities	Complexity of bus information is confusing and puts people off using the bus for unfamiliar journeys
Dumfries	There are some places with more bus services Real time information encourages people to rely on buses	More journeys seem to require changing bus which puts people off The cost of bus travel is perceived to be high
Dundee	Recent improvements to bus stops had improved the image of the bus	
Glasgow East End		The cost of fares has resulted in a decline in bus and rail travel
Kirkintilloch/Lenzie		The cost of bus fares has been increasing and the quality has been perceived to be declining so people use the services less
Kirkwall	The bus services have improved and were now of a sufficient quality to attract some car users to the airport services. Other service improvements were being better used by people who did not have a car	
Larbert/ Stenhousemuir	People moving to the area choose it because of its good rail links across central Scotland so new residents have increased the demand for rail	The increasing cost of bus travel is resulting in a fall in bus use

Car Travel

3.10   The people who were more negative about their areas were often the same people that were positive about the opportunities that car travel brought in taking them somewhere else. If local town centres were developed with more local facilities then these people often stated that they would not then choose to drive elsewhere.

3.11   Making sacrifices in other spending in order to maintain car use was how people explained their dependency on the car and this was reported in Arbroath, Glasgow and

Larbert/Stenhousemuir. In some areas people saw increasing car use as part of their choice to access a wider range of opportunities using their car, and this type of behaviour was evident in Kirkwall, Dumfries and Barrhead.

3.12   Fuel prices had reduced the use of cars in all places but the less affluent places had experienced the greatest impacts. It was also common for people to report that they had sold their car when they lost their jobs.

3.13   Table 3.3 summarises the factors affecting car use.

Table 3.3 – Factors Influencing Levels of Car Use

Place	Factors leading to more car use	Factors leading to less car use
Arbroath		The car is seen as not just a luxury but essential for a good quality of life
Barrhead	Car is perceived to be essential for holding down a job	When people have lost jobs they have sold their cars Using cars less to save on fuel costs
Bearsden	People spend longer in cars since driving to places takes longer due to lack of parking, congestion, and potholes	The price of fuel has made people consider walking (although they had not actually driven less)
Dalkeith		Cost of fuel has mean car use is restricted to situations when it is a necessity with drives in the countryside being reduced
Dumfries		Insurance costs for younger drivers compounded with high fuel costs are having a disproportionate effect on younger drivers
Dundee	Some employers pay the parking costs for their staff	Increasing cost of fuel and parking
Glasgow East End	The need to search for work further away means that people are travelling further by car to get to work The M74 northern extension was considered to have removed traffic from the area helping local trips	The cost of maintaining and running a car was prohibitive for many people and when jobs had been lost people sold their cars
Kirkintilloch/Lenzie		The cost of fuel has led to some reducing their car travel
Kirkwall	There was more car use as a result of more things happening and more people	Parking in the town centre was becoming harder so often a car was not practical for short journeys into town
Larbert/ Stenhousemuir	The good car access is viewed as part of the benefit of living in the town so if people can afford it they travel more to take advantage of the opportunities	Fuel price increases have made people cut down on car use

4.0   Awareness, Impact and Response to SCSP Interventions

Provision - infrastructure and services

4.1   New paths and facilities for walking and cycling were supported in Barrhead, Dumfries, Kirkintilloch/Lenzie and Larbert/Stenhousemuir. In Glasgow East End the paths were not seen as relevant to the needs of local people and created a potential source of danger as escape routes nurturing crime.

4.2   Bike loan and rental schemes we seen as potentially useful for helping a minority of people but confusion about how to access bikes under these schemes seemed to be the greatest barrier.

4.3   In Kirkwall the new bus services were considered to have made a substantial impact and in Dumfries there were both supporters and opponents of the service changes.

Table 4.1 – Response to SCSP Infrastructure and Services

Places	Factors making infrastructure and service delivery effective	Factors reducing the effectiveness of new infrastructure and services
Arbroath	New bus services to the new edge of town Asda have made shopping at the retail park easier	Lack of maintenance of footpaths makes some routes inaccessible
Barrhead	The new path network was widely appreciated and many people had used it	
Bearsden		Piecemeal delivery of short sections of cycle and walking route without thinking about the journeys people are making Lack of maintenance of cycle routes at the edge of roads which collect grit and debris Lack of enforcement leading to parking in cycle lanes rendering them ineffective
Dalkeith	Nothing identified	
Dumfries	The new cycling routes encourage people to use them The weekly bus ticket from Stagecoach was perceived to have helped more people to afford bus travel	The parking changes have had no impact as there is still plenty of all day parking Many people are unsure of how to use the shared bikes and think a "turn up and go" option is needed to let local people and tourists try it out
Dundee	The Bikeboost scheme had encouraged some people to cycle	
Glasgow East End		The new infrastructure and services were considered not to serve any need or demand

Places	Factors making infrastructure and service delivery effective	Factors reducing the effectiveness of new infrastructure and services
Kirkintilloch/Lenzie	The new signs and paths have encouraged more people to walk and cycle	
Kirkwall	People had used the bus more as a result of the service changes	
Larbert/ Stenhousemuir	The new paths have encouraged people to walk and cycle	

Promotion - branding and marketing

4.4 There were very different views of branding in the different areas. There were many negative views of the Take the Right Route and On the Move Brands as not providing any added value to the investment that was being marketed. One participant noted that "a brand is a promise so there must be something behind the promise". There were mixed views of Kick Start Kirkwall and Healthy Habits which was seen as potentially giving an identity to new infrastructure and therefore being perceived positively by residents provided the use of the brand was not costly. The brands in Barrhead and Dumfries were seen as more integral to the promotion, particularly in Barrhead where participants tended to use the brand when describing the infrastructure and promotions.

4.5 Timely prompts were identified as the most effective promotional activities such as the treasure hunt in Barrhead.

Table 4.2 – Factors Affecting the Impacts of Marketing

Places	Factors supporting effective marketing	Factors reducing the effectiveness of marketing
Arbroath	People had seen the Travelwise brand on transport information and heard about liftsharing on Radio Tay	People were sometimes interested in the marketing messages but did not have enough detail to act on it
Barrhead	The highly visible banners gave an identify to other more focused programmes	People reacted negatively to messages they perceived were patronising
Bearsden	Backing up marketing with practical charging and taxation might work	Government telling people what to do makes people ignore important messages
Dalkeith	No factors identified	
Dumfries	GOSmart has raised awareness of liftsharing	Campaigns are not perceived to be effective in changing how people behave Campaign was perceived to be run by outsiders to the town
Dundee	Targeted information about what is available is needed	

Places	Factors supporting effective marketing	Factors reducing the effectiveness of marketing
Glasgow East End	Training programmes were considered to have helped people to improve their capabilities. Bike maintenance training makes people more employable and school cycle training makes children more aware of road safety	The branding and marketing was often considered to be ineffective by making empty promises since the opportunities being marketed were perceived to be impractical
Kirkintilloch/Lenzie		People were not sure what the Healthy Habits shop was 'selling' so were suspicious of it
Kirkwall	The marketing of new facilities and proposals was seen as important for good communication The Kick Start Kirkwall and Path to Health Brands gave an identity to new infrastructure which may have made people think about walking	
Larbert/ Stenhousemuir	The maps and timetables were perceived to have been useful in planning journeys and Take the Right Route prompted people to think about whether there were other ways to travel than just using the car	

Organising – planning and managing

4.6   In most areas personal travel planning (PTP) was used to plan and deliver targeted marketing, timetables, training and other support to residents. This was sometimes welcomed as a chance to complain about the Council, but in most places the PTP was seen as a positive development where the Council was surveying local residents about their opinions and needs. The most positive perceptions about PTP were that the Council had taking time to listen and do research about what people wanted.

4.7   In most areas there were participants who were critical of how investment was planned and organised. Councils were caricatured as out for themselves, businesses as only interested in profit, and local people as increasingly anti-social. However in most groups there were also people willing to defend how Councils were delivering improvements, businesses supporting the community and people contributing to the wellbeing of others in the town. In several of the places Councils were perceived to have got better at listening to people in recent years particularly Barrhead, Dumfries, Dundee, Kirkwall, and Larbert/Stenhousemuir.

Table 4.3 – Factors Affecting User Perceptions of Planning and Management

Places	Factors making planning and management more effective	Factors reducing the effectiveness of planning and management
Arbroath	The Council one stop shop makes communication with the authority much easier	Lack of trust between community and council with the Council perceived to be saying what they want you to hear and never do anything
Barrhead	Infrastructure planned as part of an integrated master plan for the town The changes in the town by regeneration, health and transport were viewed as co-ordinated breeding trust	
Bearsden		The lack of joined up thinking impacted negatively on delivering improvements
Dalkeith		Perception that the Council initiatives and community group initiatives are disconnected
Dumfries		No comments on the planning and management of transport
Dundee	The personal travel planning had helped to manage the issue of relevant information	
Glasgow East End		Policy perspectives on the needs of the local area were not perceived to be consistent with local views for more aggressive policing of security issues and more secure fences to close off rather than open up footpaths and cycleways
Kirkintilloch/Lenzie		People perceive that better communication is needed to ensure that the needs of the town are delivered by the Council
Kirkwall	The work in schools had developed information which had been used in planning and marketing safe routes People appreciated the fact that the Council was trying new things since progress comes from experimentation	
Larbert/ Stenhousemuir	The Council was actively listening to people's concerns	

5.0   Appendix A

Topic Guide

INTRODUCTION

Introduce self

This research is for the Scottish Government and is looking at the impacts of recent investment in towns and cities across Scotland. Some areas have received more investment than others and the work will help to inform decisions about how best to allocate future funding.

The investment has sought to make your town a better place to live so we need to understand what changes you are aware of, how they have affected you and what you think could work in the future.

Who has participated in a discussion like this before? Let people talk, respect for other's opinions, etc.

The group has people from across the area and who spend their time in different ways so you won't always agree. There are no wrong or right answers and we hope that people will discuss their different opinions. Say what you think.

Feel free to make notes and write things down. We will try to work round all the topics you want to discuss – but we will focus on one topic at a time.

Will take about 1.5 hours

The findings will be reported and published by Scottish Government, but all comments will be anonymised and will not be traceable to any individual

The session will be recorded but if anyone does not want a comment recorded please state and we can turn off the recorder for a moment.

WARM UP

Invite each person to introduce themselves (give first names). How long have you lived here? Do you live with family? Activities and interests – work, leisure etc. Get everyone talking here so they all have a chance to speak at the outset.

(Sketch seating plan with first names of the participants)

IS [] A GOOD PLACE TO LIVE?

Prompt for:

What makes it a good / poor place to live in your opinion?

Why do you think that?

What examples can you give to back up your opinion?

WHAT HAS CHANGED RECENTLY TO MAKE IT BETTER OR WORSE?

Probe specifically for community spirit/strong society, access to services, the look and feel of the place/built environment, perceptions of safety and security. If traffic and/or transport issues come up then explain that we will come back to these.

Has this affected you personally? If so, how?

HOW HAVE RECENT CHANGES IN THE TOWN AFFECTED YOU?

Using the table of interventions from each town[1]:

Prompt for: Who has used the new [cycleways, liftsharing, community guide, promotional bus tickets, health walks......]?

Probe for: What was it that prompted you to use these? What do you think of them? Do you think people generally are appreciating the changes? Why/why not? How could they have been designed better?

FACTORS THAT INFLUENCE YOUR TRAVEL

What are the main factors which influence: a) how often you travel and b) the way in which you travel?

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[1][in control areas this will be more strongly led by the participants in terms of interventions they are aware of in each town but initial prompts can be relation to national programmes like school and business travel planning or known infrastructure investment]

Prompt for: Requirements of job/employer, family, friends, community influences etc.

Probe for: influence of internet, Twitter, Facebook, journey planners, keeping fit/health factors.

Have you changed how you travel recently? If so, how?

HAVE YOU HEARD OF [BRAND/CAMPAIGN]?

Probe for: Have you heard of XXXXXXX[2] before? Prompt (where necessary) with: Do you recognise this logo? [show card]

What do you think XXXXXX is about? Who do you think XXXXXXX is aimed at? What does XXXXXXX mean to you?

Prompt with: Have you seen any discussion on the TV or radio, in the local papers or through council newsletters?

Prompt with some information about what the brand / campaign is and aims to do and then ask:

Has this brand/campaign changed the way in which you view transport and travel – prompt if needed about public transport/walking/cycling in the town / encouraged you to be more active? Why/why not? Probe for how this compares with related campaigns like for active lifestyles under the NHS brand.

Has this brand/campaign influenced the way in which you travel in the town? Why/why not?

THINKING ABOUT WALKING AND CYCLING IN THE TOWN

Prompt for: What has got better in the last few years? Why do you think that? How do you know? Has this affected you personally? How have you changed what you do?

Probe: In general do you think that more people are walking in the town? If we were to tell you that more/less children were walking and cycling to school what do you think has influenced that?

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[2] *In control areas use the brands that were identified in the telephone surveys Travelwise Angus, Stepchange, etc.*

THINKING ABOUT CAR TRAVEL

Prompt for: Has car travel got better or worse in the last few years? Why do you think that? Can you give me some examples to back up your opinion?

Probe: Do you think that people are driving more often or less often? What do you think has influenced that? Are you personally driving more or less often? If so, why? What factors have influenced that? What are the purposes of the trips being made more frequently? What factors have influenced the change? Prompt for impact of fuel prices.

Encourage discussion between car users and non-car users about these changes so that factors affecting different perceptions are as clear as possible.

THINKING ABOUT BUS AND TRAIN TRAVEL

Prompt: Has bus travel got better or worse in the last few years? Why do you think that? Can you give me some examples to back up your opinion?

Probe: Do you think bus use has increased or decreased? What do you think has influenced that? Are you personally using buses more or less often? If so, why? What factors have influenced that? What are the purposes of the trips being made more frequently? What factors have influenced the change?

Probe specifically about temporal factors (evening and Sunday travel), bus shelters, information/marketing, safety/security, booked services. Encourage discussion between users and non users about these changes so that factors affecting different perceptions are as clear as possible.

FINISH

Is there anything else anyone would like to add?

Thanks for time

6.0   Annex B - Summary of Arbroath Group Discussion

6.1   Two focus groups were held, with the profile of participants being as shown in Table B1. This report describes the discussion and issues emerging.

Table B1 – Profile of Arbroath Focus Group Participants

	Group 1	Group 2
No of participants	8	8
Car owners	4	6
Age under 50	7	7
Aware of "Travelwise"	1	1

Living in Arbroath

6.2   There was general concern about the decline of the town centre with empty shop units and with growing unemployment. Participants were concerned that there was less to do in the town and fewer places to spend money.

They hang around on street corners, take drugs, get drunk.

Every time you open the paper, it's another shop's closed down

6.3   Yet Arbroath was considered to have strong natural assets

The scenery, the seaside. It is a nice place to live, look what's on your doorstep

6.4   Participants agreed that they all chose to live in Arbroath because they had good neighbours and they could travel easily to other centres like Dundee, Montrose, and Aberdeen if they needed anything. However they were concerned that the increasingly weak local economy could lead to further decline of the town.

…there is money in Arbroath, but they're taking elsewhere to spend it. There's nothing there…

They need to do something with the high street. There's nothing in it to attract people to the town.

It's well-connected to the major arteries, London, Glasgow….. Small, bijoux but well-connected, like the royal family

Recent changes

6.5   Participants could not identify many recent changes. Asda and B&Q opening new stores was seen as positive, but some were concerned that the retail park at the edge of town was leading to further decline in an increasingly uncompetitive town centre.

The co-op on the high street is expensive. You're looking at £1.50 for two onions. You can go to ASDA…

6.6   The response of the Council to the economic decline was not perceived particularly positively and there was concern that the town needed to do more to respond to current

economic challenges. Key assets were being lost and the town was becoming less competitive as a tourist centre.

The Council has been talking about a cinema for years. They just say what you want to hear.

There's a nice harbour, the walk along the cliffs. There was a landslide and part of the cliffs have disappeared...........the Council, can't seem to compulsory purchase a patch of land to divert the path

A town centre is more than just retail. It's about window shopping, about public spaces, about stopping and buying an ice cream..... You don't have that environment any more.

6.7   However the Council's 'one stop shop' which had recently been introduced had been welcomed.

A good thing with the council is the access line. You only have to remember one number and you can get in touch with whoever you need

6.8   Everyone seemed to agree that the most positive thing to happen in the town in recent years had been the alcohol exclusion zone in the town centre.

They stopped drinking in public, put signs up......once it became established, you could see the results

Transport *changes*

6.9   People could not identify recent transport changes in the town other than the new bus services associated with the new Asda. Despite Arbroath being within commuting time of Dundee and Aberdeen it was considered that the increasing cost of travel was hitting the town hard. Rail fares and fuel costs were now an obstacle to work unless people were in higher paid jobs.

I've looked at jobs before and not bothered applying because it would cost half my wages to get there

It's £20 for a return ticket....the train's stowed out every day.

6.10   Looking further back people noted the difference that the new road to Dundee had made.

One of the major projects a few years ago was the dualling of the A92, and I don't know if that's encouraged more people to leave the town or shop out of the town. You can be in Dundee in 15-20 minutes.

Awareness of 'Travelwise Angus' Brand and other SCSP type Changes

6.11   In response to a visual prompt, some participants said that they had seen the Travelwise logo but did not know what it represented. There was general agreement that people needed better information, but there was no clarity on what people wanted information about. Most thought that if you wanted to know something you could probably already find it. With the high cost of public transport people thought that there was potential for more car sharing but were not aware of how they might organise this.

There was a thing from the government a few years ago, encouraging people to car share

What's the point in four different people in Mayfield driving to ASDA in four different cars?

....liftshare? I've heard of that.....Radio Tay... Don't know anything about it, though.

6.12   Even when prompted about the promotion of a liftshare scheme in the area none of the participants were aware of this, although several thought that it would be a good idea.

It would be good for bigger companies

6.13   People had mixed views about how to make people aware of new things with some strong opposition to the use of social media. Strong visual prompts in the town were seen as the best way to tell people about new things.

There used to be loads of billboards, now there are hardly any.

Influences on active travel

6.14   The decline of the high street was seen as the main reason why people might be walking less. Although people thought that there were less people walking this was attributed to there being fewer tourists coming to Arbroath.

....who with money is going to go down the high street when they can drive to Dundee?

You'd go down the front or the beach rather than the high street.

6.15   Walking and cycling was seen to be more suitable for people who could not afford a car. Several participants had recently lost jobs and had sold their cars as they could no longer afford them but said that if they got a job again they would use it rather than walk or cycle.

....you can be doing two or three peoples' jobs. The last thing you want to do is bike home.

Influences on bus and rail travel

6.16   Most people considered that if you wanted to travel by bus you could, but there were very few people using the bus who were not concessionary pass holders. One participant said a bus driver had cracked a joke when he had bought a ticket, since it was unusual for someone to be paying for their journey. Arbroath is not a big town, so people with cars drove and people without cars generally walked. Rail was viewed as a suitable mode for travelling to the cities, but was expensive and only wealthy people could afford it. Bus was seen as a mode of last resort and very slow compared with the train.

...taking the train is quite cool, taking the bus is what grannies do.

Influences on car travel

6.17   The car was not just seen as a luxury but something that everyone would use more if they could. The main constraint on car travel was the increasing cost but cars were also seen as important for quality of life and opening up more opportunities.

It's the one luxury people want to hold on to: their cars....You've got to run the car.

I use my car more. I've taken up a new hobby, geocaching....... I use the car more, to get to the right place to start the hunt

7.0   Annex C - Summary of Barrhead Group Discussion

7.1   Two focus groups were held, with the profile of participants being as shown in Table C1. This report describes the discussion and issues emerging.

Table C1 – Profile of Barrhead Focus Group Participants

	Group 1	Group 2
No of participants	10	10
Car owners	6	6
Age under 50	7	8
Aware of "GO Barrhead"	9	7

Living in Barrhead

7.2   The participants noted that Barrhead had a bad reputation but that this was not justified as it was a good place to live. It was conveniently located near Glasgow but within a short distance of the Ayrshire coast and offered a peaceful and relatively safe environment in which to live. People that had moved into the town recently commented that they had been favourably impressed with the community spirit. The lack of local employment was viewed as the greatest current local problem.

You can speak to someone waiting on a bus… people talk to you…..That's what I find.

It's a good place, lack of work is the only trouble

Recent changes

7.3   When asked about recent changes in the town, participants mentioned the new health centre and the new optician's practice, but almost all other recent changes highlighted were about the transport system. They mentioned new traffic lights in the main street, upgrading of streetscape and signs, the new path network, and the replacement of Arriva with McGills as the dominant local bus operator.

Transport changes

7.4   The transport changes were generally viewed as positive, although there was some discussion about the merits and design of different traffic calming measures including speed cameras, and the lack of parking in the main street to allow passing traffic to stop to access town centre shops. Some people had suggestions for better ways to spend the money but the improvements to the public realm were recognised as positive even by those that would not personally have regarded them as a priority.

…people driving through Barrhead will not get the opportunity to stop as easily, it's more of a through route the main street…

.......everyone that wants to go to college has to go to Paisley. That money would have been better spent on a new college, than on prettying up the roads.

Personal impacts of SCSP changes

7.5 Moving on from the positive discussion about infrastructure, there were mixed views about social marketing and promoting active travel. People were able to recall the personal travel planning (PTP) programme but could not identify any impacts on their own personal travel choices.

I have a problem with that campaign. The government seem to be under the impression that every person in Scotland is obese. No offence to anyone who is, but...

The walking thing, they came round the doors to talk to you about it. A couple of years ago. Then if you were interested, they sent you a pack, free pedometer.

It's not that I'm rich, I just don't tend to use coupons.

7.6 Participants appeared to agree that it was good that the Council was telling households about the improvements that were being made but there were different views on how to get the message across. Some participants already followed the Council on social media sites and felt that this was sufficient to tell people about travel opportunities, some wanted to see more in the local paper, and some preferred direct contact from the council with printed information and maps, PTP visits, and information centres in town.

Awareness of 'GO Barrhead' brand

7.7 When some people said they were not aware of GO Barrhead, this was a cause of amusement to the other participants, with comments about a visit to the optician being needed on account of the large signs around the town displaying the brand. Participants also seemed to be aware of the aims of GO Barrhead.

I think they've got the right idea. They want to promote Barrhead, and getting active. I think it'll take a while to get through...

It's getting folk to be more active with the community......Developing community spirit...... getting you to walk and cycle more.

7.8 The brand was also seen as a positive thing for each person to show pride in the town.

"Go Barrhead" from a personal point of view..... It's like, they think well of themselves, and I'll try and get into that.......

I think we should get car stickers that say Go Barrhead, so when you're out of town, other people will see it and think of coming to Barrhead

Influences on active travel

7.9 In general participants saw active travel as being of growing importance as part of their travel. The SCSP measures were cited as having made a difference to how people in the town behaved.

If that treasure hunt hadn't come through my door, I wouldn't have gone. So it does work...

I was in the park last night and they had the jog for life, walk for life circuit training, old people, young people, disabled people. There were lots of people in the park and it was a beautiful night. You wouldn't have had that 10 years ago.

If it's 10 mins on the bus, 20 mins walk, I'd usually walk.

7.10 However people felt that more could be done. Publicity messages about being more active were clear, but there were some practical details identified where some residents felt that more support was needed.

We've had the Road Traffic Club magazines home, he can tell you all the theory about road crossing, but he cannot put it into practice

I do the walks with Go Barrhead......They need to make things easier for volunteers so we can really feel we are making a difference

Crossing Aurs Road is impossible, unless you're willing to walk a mile up the road to the crossing. The speed they come up there is atrocious

Influences on bus and rail travel

7.11 People had suggestions about additional bus routes and times that would be useful but in general buses were seen as a fall back when other options were not practical.

If I have to use a bus, I will, but if it's a reasonable distance, I'd rather just walk it.

I think the best transport in Barrhead is the train

There are more buses, but less folk on them....you never see a full bus

7.12 However there were suggestions from some participants that they have recently been trying to use public transport more.

I'm trying to walk more. I even went on public transport. And public transport is a dirty word to me!

Influences on car travel

7.13 Some people were driving less and others noted that the practicalities of holding down a job required them to travel by car. None of the participants saw the SCSP programme as a prompt to use their cars less, although they described ways that they have been encouraged to walk, cycle and use public transport more which may have indirectly resulted in less car use.

I've probably driven more recently....it's the reliability of the bus service. When I've had to use the bus to get to work, I've found myself running to make it on time

The cost of fuel is a big factor......I'd use the bus or walk rather than use the car.

.....the cost of petrol's a joke. Half your wages go on petrol.

8.0 Annex D - Summary of Bearsden Group Discussion

8.1 Two focus groups were held, with the profile of participants being as shown in Table D1. This report describes the discussion and issues emerging.

Table D1 – Profile of Bearsden Focus Group Participants

	Group 1	Group 2
No of participants	8	9
Car owners	8	9
Age under 50	3	6
Aware of Stepchange	0	0

Living in Bearsden

8.1 The overwhelming response from all participants was that Bearsden is a good place to live, with comments made regarding good community spirit and the perception of safety. Although not all agreed that Bearsden and Milngavie are safe places to walk around at night.

It's comfortable... nicely laid out... nice people

Community spirit is very good

You get the feeling that things are happening

8.2 The local area was perceived to be reasonably well served by shops, although its close proximity to Glasgow and the countryside was seen as positive for the area.

I think it's quite nice being so close to a big city but also you've got the countryside right on the doorstep

8.3 Participants felt that schools in the local area were of a high standard:

You can get a good quality state education

Recent changes

8.4 Many participants had a view on recent changes in the local area. Some suggested that Bearsden and Milngavie were less desirable places to live because the "community spirit is not as good as it used to be", and that there is a "lack of interest in community groups". This was suggested as being something that is replicated elsewhere in the UK and is not specific to Bearsden and Milngavie. However, others felt that there are lots of things going on in the area - "you just need to know what's on".

8.5 It was suggested that as there is a low turnover of the population, there is more of a community spirit than elsewhere. It was felt that a sense of community is often centred around schools and that those participants with school age children felt more involved in the community.

8.6   Many participants believed that because the area is affluent and perceived across Glasgow as a pleasant place to live, it is being used as a "cash cow" with new developments being introduced without the investment in local infrastructure and local services. Most participants suggested that because of the pressure on land to be developed for housing, there is a lack of green spaces in the local area.

There is no thought of services to go with the new developments

[There are no parks] because the local authority wants to build on them

8.7   Pursuing this point further, it was perceived that roads are more congested, "congestion has got worse, it's bumper to bumper", while car parking in Bearsden and Milngavie is "abysmal".

Transport changes

8.8   Participants have noticed a variety of different changes to the transport infrastructure in Bearsden and Milngavie in recent years. Most participants cited the introduction of cycle lanes along Milngavie Road which were "kinda ok". It was noted that people park on the cycle lanes and grit and dirt gets washed onto them by cars, however there was the perception that they are "better than nothing". Specific roads were mentioned as being unfriendly for cyclists, Maryhill Road being one, however one regular cyclist suggested that he uses the canal which takes him within half a mile of his office and away from traffic. It was also suggested however that a lot of cyclists use footpaths at the edges of road to avoid cars.

8.9   It was perceived by all participants of both groups that there are more people cycling than there used to be, particularly during rush hour as people are commuting. However while there was one regular commuter cyclist within the group, the remainder felt sorry for cyclists as they are "pushed over right to the side [of the road]".

8.10   Participants had noticed an increase in dropped kerbs to enable crossing the road more easily for pedestrians, and one mother commented;

There are more [dropped kerbs] here than in the West End [where I used to live]

8.11   Participants also noted that it is possible to cross main roads at traffic lights and there are lollipop ladies around at school opening and closing times.

8.12   Participants also commented on the introduction of red paving where pedestrians can cross at junctions. These were negatively perceived by most participants:

At the junction, they continue the pavement basically... but the cars are meant to stop, but the cars can't see what's coming at the junction

I think from a children's point of view you teach your children to stop at the kerb, but they took away the kerb the children don't know where to stop

8.13   While bus services were largely derided, the majority of participants thought highly of local rail services. "The trains are great" was a common comment with participants noting the increase in frequency from 30 minutes to 15 minutes from local stations into Glasgow.

8.14   It was recognised that trains are expensive, however, there was a perception that cost is less of an issue if the quality of service is high. There were also concerns over the potential relocation of the train station around Bearsden to accommodate a new housing development.

8.15   It was noted that there is a lack of available car parking at train stations. As parking is free, this attracts a significant number of people who use the car park to then travel by train to Glasgow and beyond.

8.16   Congestion was seen to be an issue within the local area, particularly along Maryhill Road, while accessing the road is particularly difficult given the heavy traffic. Despite the traffic, parking was considered to be the greatest issue with getting around the local area by car.

8.17   Interestingly, there was a perception that investment by the local authority in the Bearsden area is less than that in neighbouring areas such as Kirkintilloch.

> *The quality of road surfaces are poor, there are better roads in Lenzie and Kirkintilloch*

Awareness of local campaigns

8.18   Some participants were aware of some local campaigns such as healthy walking campaigns promoted through schools and cycling proficiency training in schools. However, there was a lack of awareness of campaigns to promote public transport and no participants had heard of "Step Change" or "Travelwise".

Influences on active travel

8.19   It was perceived by the group that there weren't many pedestrians in the local area because they "get overwhelmed by cars".

8.20   The school run was seen as an issue as fewer children walk and cycle to school, instead parents drop them off in the car which adds to congestion. It was perceived that parents drop their kids off in the car so they can then continue their journey to work.

8.21   Some participants said that they had seen a walking bus for young children going to school in the local area.

Travel by bus or train

8.22   Travelling by bus was perceived to have got worse by all members of the group. It was felt that there are more buses breaking down and that buses are becoming increasingly polluting.

8.23   The train services in Bearsden and Milngavie were believed to have improved by all participants as service frequencies had halved in recent years, and there are now direct trains to Edinburgh which was perceived to be a significant benefit to the local area.

Travelling by car

8.24   Driving by car in the local area was believed to have become more difficult over recent years by participants of both groups. Pot holes, a lack of parking, congestion and the price of fuel were all cited as being primary reasons for driving becoming increasingly difficult.

Some roads are so bad I won't go down them now

The potholes are so bad, we actually broke our car

8.25   Participants stated that there are occasions when they have to use the car. Picking up grandchildren and shopping with heavy bags were two examples given:

.... it is very hilly, if I carry baggage I prefer to go by car

8.26   When asked whether there are any factors that affect use of the car, many participants suggested that fuel prices are affecting how they use their car

The price of fuel has made me think about making shorter journeys by foot

8.27   A lack of viable public transport alternatives to the car was also cited as a key influence on some participants using the car to get around the local area.

I'd never travel by car if I could take the bus

Other issues

8.28   There was a perception amongst participants that better planning and a holistic approach to encouraging sustainable transport modes is likely to be more successful than the current approach:

You've got to have a bit of joined-up thinking. You can't just put in a cycle lane that does a mile. You need to have it going somewhere, so that it can be used... you cannot shoe horn a track on the Switchback because there isn't enough space. You have to do it and do it 100%.

8.29   While some participants suggested that the government "shouldn't tell people what to do", it was also suggested that there should be a greater emphasis on discouraging car use, such as introducing a greater tax on parking in the workplace.

8.30   When asked whether the internet has impacted on people's travel choices, several participants suggested that they had used national rail enquiries on the internet to check train times; however no participants had used Twitter or Facebook to obtain travel information.

9.0   Annex E - Summary of Dalkeith Group Discussion

9.1   Two focus groups were held, with the profile of participants being as shown in Table E1. This report describes the discussion and issues emerging.

Table E1 – Profile of Dalkeith Focus Group Participants

	Group 1	Group 2
No of participants	10	10
Car owners	9	9
Age under 50	5	4
Aware of "Travelwise"	1	1

Living in Dalkeith

9.2   Dalkieth was seen as a good commuter town for Edinburgh but the continuing decline of the town was of concern to most people. Some participants were critical of the Council for not doing more to develop a strategy to ensure the future of the town.

It's the proximity to Edinburgh, it's only 7 miles as the crow flies. It's a commuter town, there's nice countryside

I don't find it an inspiring town in any way. It's just gone downhill like so many places. It's losing facilities...

9.3   The loss of community spirit was of concern to many participants and there was concern that there are very few events in the town to bring people together

They've not even got the gala day anymore

I don't think there's a lot of folk who would socialise in Dalkeith. I've never been in Dalkeith in the evening, ever.

Recent changes

9.4   Recent development was considered to have damaged the town and the role of the Council in moving schools attracted particular criticism.

........when they took the schools out of the centre of the town and put them up the road, that took something out of the heart of the town..........It's telling children that they are not wanted in Dalkeith, we're going to site you about 2 miles out the town. It's madness......the amount of buses, children being bussed from everywhere to go to these two schools.

I think it was a very bad decision to put the school out where it is. Children can't stay for school activities without being picked up afterwards.

Tesco used to be in the centre of Dalkeith and it's out on the road to Bonnyrigg now. That took the heart out of Dalkeith.

9.5   On a more positive note people noted that they had been involved in running successful community events and would like to do more. However they were unsure how to engage with Council investment programmes to help them succeed viewing volunteers who also worked for the Council as the only practical approach.

We've had an art fortnight in Dalkeith and there's been a lot of interest ...

Transport changes

9.6   The recent decision by the largest bus company to close the bus station and reduce bus services was taken as evidence from the residents about the continuing decline of the town. However the decision to reduce services whilst charging what appeared to be non-viable fares was felt by the participants to demonstrate that the bus company was trying to make the services non profitable in order to make the case to pull out.

I think the bus station is going, that's been on the cards. First Bus are moving out of this area altogether.............A lot of the drivers have lost their jobs and the corporation is going to take over some of the routes that we're losing.

The [bus] services are quite good, but the cost .....I cannot believe we only pay £1.

9.7   For residents of the town, the Council's attempts to stop park and ride in the town and focus trips into Edinburgh via the official park and ride side were seen as counterproductive.

One thing they have done is to stop people parking in the car park and catching buses into Edinburgh.... There's the park and ride that's well used...but it has been put in the wrong place. They should have had it this side of the Sherrifhall.

9.8   People were divided about whether the recent streetscape improvements in the town centre had helped.

....they've revamped the town centre to make things easier for disabled people for access.

they spent a fortune getting people from Italy and they laid these cobbles that weren't easy to walk on...

Personal impacts of SCSP changes

9.9   People did not see a role for smarter travel initiatives but were aware of individual company initiatives promoted by their employers in Edinburgh. There was no knowledge of similar schemes in Dalkeith and people perceived that they were not needed since there was not a parking problem.

My previous employer used to give discount bus tickets for staff......

9.10   If the Council wanted to communicate with local people it was felt that they could do so through the local library. The local paper had moved from the town and was now based in Edinburgh so participants thought that it was not as interested in Dalkeith as it had been in the past.

The libraries are the main artery for information, I think that's where most people get the information. If you're going to a place that the information is on the wall, you are going to go and read it. The only place I know like that is the library.

Awareness of 'Travelwise Dalkeith' brand

9.11   Despite some of the participants having stated that they were aware of Travelwise when they were recruited none of the participants of the groups were able to recognise the Travelwise brand or say what it represented. Some people volunteered that marketing in this sort of way was unnecessary.

Influences on active travel

9.12   The relocation of the schools and supermarkets was seen as one of the main reasons why people would not drive rather than walk. The main factor that people thought would influence whether or not people walked was that they enjoy it.

I think it depends on what you have to carry. But I like walking.

We walk now, where the cycle track is, you can walk up to the pool at Loanhead and go for a swim. There's lots of nice walks.

9.13   It was note that some groups had made an impact by organising walking but it was not thought that the Council had any involvement with these.

There's an initiative called Ageing Well.........a group that meets and goes for a walk. That's been very popular.

I've seen one of these walking trains, I don't know what it's called. They have little vests on. The walking bus. Who runs it?

9.14   People were sceptical that walking was the sort of thing that could or should be promoted as it was the sort of thing that individuals should choose themselves.

... it's an individual thing, a family thing. I don't think you can put a leaflet through someone's door and say, this is the time you're going walking. They do have a walking group, though. On a Tuesday...

Influences on bus and rail travel

9.15   There was some discussion about whether the Borders railway proposal was good for the town but everyone noted that for most parts of the town the bus services were excellent. Rail was seen as more important for longer distance travel such as to the west or north of Scotland.

9.16   Some of the housing areas such as in Eskbank had less frequent bus services which might mean that there might not be a convenient bus travel option available. However, for most of the participants most of the time bus was seen as a cheap and convenient travel mode.

where we live.............elderly people who don't drive cannot stay there now because the one bus an hour doesn't go to Dalkeith, but straight into Edinburgh

9.17   Given that the groups were dominated by car drivers it was notable that most people had recently travelled by bus.

I'll take the bus, I think it's a fantastic network. I'll get the bus from Eskbank to Gilmerton and on to wherever I want to go. Right across the whole region

You can get a day ticket or a monthly pass.....And that's not good for First Bus, but it's good for me personally.

9.18   There was concern about the complexity of bus information.

If you go to the library and look for information, it's like wallpaper. How do you pick out what you want from this vast array of stuff? And then you get fed up looking.

Influences on car travel

9.19   People did not think that it would be helpful to inform people how much they were spending on petrol as it would not serve any practical purpose. It would make them less happy and they would still need to use their cars for essential travel. Nevertheless some people noted that they were driving less due to the cost.

I'm driving less. I never go out for a run in the car like I used to. It's a necessity. It's just costing money, petrol wise

You don't sit down and work out what you're paying in petrol for a journey. It's necessity.

10.0 Annex F – Summary of Dumfries Focus Group Discussion

10.1   Two focus groups were held with the profile of participants being as shown in Table F1. This report describes the discussion and issues emerging.

Table F1 – Profile of Focus group Participants

	Group 1	Group 2
No of participants	10	4
Car owners	6	3
Age under 50	7	3
Aware of "Go Smart"	4	1

Living in Dumfries

10.2   Participants had a mixed view of what it is like to live in Dumfries, with some suggesting that it depends in which area you live as to whether it is a nice place. It was suggested there are not enough jobs, not enough affordable housing and that some areas suffer from drink and drug abuse, and this leads to some areas becoming deprived. Other participants felt that "there's a good sense of community" and that it is a nice place to live.

10.3   There was disagreement regarding both the quantity and quality of amenities for local people. Some participants felt that Dumfries lacked amenities, particularly those specifically aimed at young people. However others felt that there are a lot of amenities (astroturf for football, tennis courts, gym, oasis centre and snooker hall were all cited) and there are also events such as Guid Nychburris which are well supported and enjoyed by most within the community.

10.4   The amount of history in Dumfries was seen as another positive element of living in the town.

10.5   There were differing opinions on the feeling of safety and security when walking around Dumfries.

It's horrible. Walking through the high street in town is just not safe. It's not so bad during the day, but at night it's not safe at all.

I always feel safe. I don't walk around at night by myself, but it is always well lit... I have two dogs I walk constantly and I never have any fears at all

Recent changes

10.6   DG1, a leisure centre built within the town centre was a recent development cited within the town although this facility had mixed responses from the participants. Some felt that it was positive to have a new facility offering a wide variety of activities, however others

suggested that its construction had caused problems and meant that some activities were not available as repairs were soon needed to the building.

They spent loads of money on it and they didn't build it properly. They just flung it up, the tiles are coming off it already

Transport changes

10.7   Many participants suggested that there had been significant changes to bus services across Dumfries which again prompted a predominantly, although not wholly, negative response. One participant suggested that "*it's easier to access the buses from where I live*", however this was a relatively lone voice. The majority view on changes to bus services were voiced as follows:

The bus from Heath Hall used to go up to the hospital but they stopped that, so you need to get two buses now

We had to move house because I work shifts and my partner doesn't drive, so my daughter couldn't get anywhere, the bus service was so bad, especially on a Sunday

10.8   There was a perception that there are more walking and cycle paths around Dumfries, whilst there was also a view that there are more pedestrian crossings in the town, although it was a minority view that these presented an issue for the circulation of traffic in the town.

"There are some improvements up in Georgetown, they've put new cycle pavement things on both sides of the road, so you don't need to cross the road. There's also a path through Maryfield, which used to be a dirt track. It's a full cycle path now, fully lit.

Awareness of GoSmart brand

10.9   There was a high level of recognition of the GoSmart logo as just one of the participants had not seen or heard of GoSmart before, whereas all the other participants had seen the logo. There was however much less recognition of the sub-brands within the GoSmart banner such as GoWalk, GoBike GoBus etc. There was also a general lack of awareness of the aims of the GoSmart campaign and the target market.

10.10   It was widely felt that the GoSmart campaign had not had any impact or influence on people's travel habits

Personal impacts of SCSP changes

10.11   Participants were asked whether they had noticed many of the specific changes introduced as part of the GoSmart project, and then asked whether any of the measures had affected them.

10.12   Most participants had noticed the maximum parking stay of 2 hours within the town centre, however it was perceived that it had "been like that a long time". Also,

participants suggested that there remain other parking areas where you can park all day which appears to reduce the potential impact of the scheme. It was therefore perceived to have had very limited impact on the parking behaviour of participants.

Well, you've got the big car park at Broom Rd where you can park all day

10.13   Participants were aware of 20mph zones in some residential areas, however they were of the opinion that they have had little impact.

It's in Heathhall, but it doesn't make any difference. There's a zebra crossing but they just drive right through

10.14   Participants were also aware of the weekly bus ticket introduced by Stagecoach. However there was confusion as to the cost of the ticket as some participants thought it was £11 and not the £10 that had been advertised. There was general agreement that this ticket does represent good value for money, however only for those people who use the bus regularly, and for most participants, it would not encourage them to use the bus. Of all the participants, only one suggested that she takes advantage of the ticket:

I actually like that because it allows my daughter to get about the town. The downside is she tends to lose it halfway through the week

10.15   Cycle hire was discussed, but the scheme has had limited impact on participants as none had used it. There was a perception that the cycle hire scheme was for tourists and not for local people while signing up to use the bikes and the general cost of hiring them were seen by many as a barrier to using them:

I don't like the idea that you sign up for it. It would be a lot easier if it were a case of putting money in a slot. That would get me using it

10.16   There was a lack of awareness of how to hire the bikes, and a lack of knowledge regarding the cost of hiring a bike. When asked how much it costs to use the scheme, "*I don't know but someone said they were expensive*" was a typical comment made by participants.

10.17   There were other issues raised by participants which discouraged them from using the cycle hire scheme, the main one being the image of the bikes.

Probably image first. Folk are trying to seem cool, up to date. They're not the best looking bikes. That's one of the things

10.18   Participants were also apathetic towards the car sharing initiative in the local area with no participants having used it, and a lack of desire to share a car to travel to work.

10.19   One participant had noticed the real time information located at bus stops, and felt that it had encouraged her to use the bus more often.

I've noticed they've redone the bus shelters with the electronic thing. That would encourage me to use the bus. If you have some idea of when the bus is coming, you will stay and wait for it

Influences on active travel

10.20   The perceived high cost of public transport encourages some participants to walk more often instead of taking the bus, while the health benefits of walking more often were discussed as one participant had recently benefitted from losing weight by walking more often.

I walk a lot more as well, because of the price of the buses

It does for me, I've recently lost a lot of weight...I've started walking a lot more

10.21   The weather was suggested as being a deterrent to walking and cycling more often, particularly during the colder and darker winter months.

I try to walk and cycle as much as possible. Except during the winter

Influences on bus and rail travel

10.22   There was typically a low opinion of public transport services amongst participants in Dumfries. There was a perception that public transport services had deteriorated over recent years with services suggested as being "expensive", "overcrowded", "not reliable" and with "rude drivers".

10.23   The perceived high cost of buses in Dumfries were suggested by several participants as a key reason why they do not use buses, or use them less frequently than they have done previously.

Let's say you're travelling from Heathhall to town and you're taking your 3 kids with you. £1.70 and 3 halfs, you're talking a fiver into town, one way

10.24   Another issue raised that discourages bus travel was journey times. It was perceived that buses are not as direct as they could be which impacts on the length of time it takes to travel by bus compared to the car.

10.25   Some participants had used on-line journey planners previously, with some suggesting that Traveline was a good way of finding out about bus times.

Influences on car travel

10.26   Fuel costs were suggested as being one of the key barriers to using the car. However for some younger participants, it is not only fuel costs, but the cost of insurance that also influences their decision of whether they travel by car.

The fuel prices are scandalous. I'm putting £50 in my car on a good week. I couldn't afford to go to work, home caring, because they weren't reimbursing you enough. I had to give up a job

Next year I'll learn to drive, but I don't think I'll get a car, it's too expensive

10.27   Other influences affecting car travel are congestion which is caused by more cars on the road, roadworks, poor driver behaviour and the one way system around Dumfries which was not popular amongst participants.

11.0 Annex G – Summary of Dundee Focus Groups

11.1   Two focus groups were held with the profile of participants being as shown in Table G1. This report describes the discussion and issues emerging.

Table G1 – Profile of Dundee Focus Group Participants

	Group 1	Group 2
No of participants	7	6
Car owners	3	2
Age under 50	6	3
Aware of "Travel Active"	2	1

Living in Dundee

11.2   There was general agreement that Dundee was becoming a better place to stay. It was building an image as a modern city with new technologies and overcoming the social and security problems that had held it back in the past.

I think Dundee is a city that's improving over time. I used to come here when I was younger, and it's a safer city to be out in now. There's a lot less of conflicts going on. There's a lot of positive things going on. There are a lot of negatives and it's easy to get bogged down in that, but there's a lot of investment going on and you can see that coming out in the city.

11.3   Dundee was seen as a compact city with good access to local services and lots happening particularly during university term time.

In the west end, there's always something close to you, and in the centre of town, everything is easy walking distance as well

11.4   Some people perceived that traditional community values had weakened with the decline of some clubs, shops and pubs but others cited new community activities for sport and leisure. There was agreement that the city was quite dynamic and that if there was a need for something new then someone would start up a new club, society or community groups to ensure that all of the needs of the community were met.

Recent changes

11.5   The financial pressures being faced by an increasing number of people were seen as the greatest current problem. People had difficult choices to make about how to spend their money.

I stopped smoking at the start of the year, otherwise I think I'd be struggling.

Well, I go to social dancing and I go to that a lot less. Only if it's within 20 miles. Due to the cost of petrol.

11.6   People also commented on the development of the waterfront with retail, leisure and visitor attractions which had contributed to the perceptions that Dundee was becoming a better place to live.

Transport changes

11.7   Participants mentioned many recent transport changes to improve bus services.Kneeling buses that helped buggy and wheelchair users were particularly commended.

These buses that go down now... they're wonderful things.

The buses have a late service going out to the Ferry and maybe Douglas and places like that. On Friday and Saturday.

11.8   Some felt that standards of maintenance on the road and footpath network had fallen.

I find overgrown shrubbery comes over the pavement.....they cleared quite a lot of bushes, but they've left others, and they've grown...

Some of the pavements beside me are terrible. Some of the potholes there... And we've been on to the council, but nothing's been done......And if you've got wheelchairs...

Personal impacts of SCSP changes

11.9   When asked about the monitoring and improvement of paths, people commented that there had been improvements.

There was vandalism and all that... now it's much better.....There seems to be more of them [community wardens] about...

11.10   The programme that promoted the most discussion was the personal travel planning. Some people remembered this as a survey with rewards for those who took part. Others recalled being given information and maps and described the use they had made of these.

There was a lady who came to the complex. But the warden only gave her a few names. I was one. She was asking about transport, how I got about.

It helped my daughter.......The timetable made it much easier for her. And I've used it with parents and friends...

Yes. We also got the information pack about what to do for cycling, walking... and if you use the car, what makes a difference. It's really helpful. My husband was diagnosed last year that he had high cholesterol and borderline diabetes, after doing the walks with Active Travel his blood tests are much better. The GP is very supportive of it.

... but it's worked for me and one other person, we both cycle fairly regularly.

11.11   The Bikeboost scheme was also described by one person who had benefitted and other participants knew people who had benefitted. It was reported that the bikes were being

used mainly for leisure journeys with some participants noting that it would not be safe to cycle to the main employment locations in Dundee since there were too many cars.

I benefited with a Travel Active scheme, which was that you paid a deposit to hire a bike for five weeks and if you liked it, you got to keep in. Basically you got a £400 bike for £75.   They gave you a helmet and a lock.

11.12   People were positive about the impacts of working with schools on travel issues including cycle training since it was important for children to learn about how to stay safe.

Awareness of 'Dundee Travel Active' brand

11.13   Despite many recruits having said they were not aware of Dundee Travel Active, when shown the logo most people felt that they had probably seen it somewhere but were not sure what it was about.

I've seen it…….It's at the bus stops.

11.14   Others thought that when they might have seen it they would not have remembered it as it did not mean anything to them. If they saw something about healthy travel at the GP they might listen or of they saw something about school travel at the school they might remember that.

People don't know what it means.

It's just at the primary schools.

11.15   People who had not heard of Dundee Travel Active or Anthony Active said that the campaign sounded interesting and that it should be publicised more widely with suggestion for how to do this being putting a leaflet in the library, or at the GP.

Influences on active travel

11.16   Discussion of the support given for active travel prompted a debate about whether or not it was right to encourage people to walk and cycle when the roads were so dangerous.

I wouldn't use a bike, the way the roads are now, there'd be no pleasure in it. And that's aside from the danger. Plus the potholes in the road…

I lived in Edinburgh and cycled there and it's a completely different experience in Dundee. I'd very rarely have to go on to the pavement or avoid routes that I thought were unsafe, and in Dundee it's complete different. There is no provision for cycling almost anywhere. Other cities in Scotland do so much better. There are no signs saying this is a cycle route to this part of Dundee or that part of Dundee.

It's very bad for cycling in the city, people are speeding past, and it puts me off cycling, so it must have a bad effect on people who don't cycle often.

I starting cycling to work through the cycle to work scheme this year, and although it's only 10 or 15 mins journey, not only is the traffic bad, but the inside of the road, where you'd want to travel anyway, isn't great.

11.17   Some people described paths that were good for walking and cycling and the importance of good maps was highlighted. Some people suggested that good maps showing the best cycle routes would be helpful.

11.18   People felt that it was a personal decision how much to walk and that if people wanted to walk they would. Most services in Dundee were within easy walking distance and people felt better about themselves if they walked.

I walk more……I think it's just getting out and getting air.

11.19   Schools were seen as critical to educate children about the benefits of active travel but some people felt that more could be done.

And my own son's school has a problem, which is crazy because there's a big car park right across from the school. As for the walking thing, schools do push it, but it doesn't quite come through

Influences on bus and rail travel

11.20   Participants welcomed the investment to bus stops, but opinion was divided about whether and how to market these. Some people suggested that it was easy to go on to the internet and get information if it was needed so there was no need for other information. Others suggested that some advertising was needed. Better information at bus stops was supported by most people.

if the money was spent on services it would make more sense. We're losing bus routes and we don't have cycle lanes.

what's the point in having services that no one knows about? We could have better marketing, more electronic marketing

Influences on car travel

11.21   The cost of car parking and fuel were considered to be sufficient to discourage car travel for everyone other than those who had no choice.

The car parking in town is quite high. It's better to walk or get the bus.

The Children's Hospital has hardly any parking, it's terrible.

11.22   When asked what other factors had influenced car travel people noted that some people got parking costs reimbursed and there was discussion about whether or not parking costs were paid at the hospital for those most in need.

I heard that they pay the parking for some departments in the hospital, that's encouraging them to take their cars.

My daughter got a parking ticket when she took me up to Ninewells because my Blue Badge was displayed the wrong way up. £20 fine! It was ridiculous.

I had a car but I couldn't afford to run it anymore, I just got rid of it.

11.23   Parking at the schools was a problem for many with some parents being perceived to be anti-social by parking at schools despite suggestions from the schools to stop. Over time it was felt that there was greater acceptance of school policies on walking and dropping off children with some evidence of enforcement being mentioned.

There was a lady that used to look after the kids in the playground who was really scary and she used to berate parents who parked there... I think that might have helped.....The ones that were doing it were so embarrassed, I think it had a knock on effect.

12.0 Annex H - Summary of Glasgow East End Group Discussion

12.1 Two focus groups were held with the profile of participants being as shown in Table H1. This report describes the discussion and issues emerging.

Table H1 – Profile of Glasgow East End Focus Group Participants

	Group 1	Group 2
No of participants	8	8
Car owners	3	2
Age under 50	3	7
Aware of "On the Move"	3	0

Living in Glasgow East End

12.2 There were mixed perspectives of Glasgow East End with people noting that the area was considered to have amongst the lowest life expectancy in the world. Positive perspectives related to the community spirit and family connections with a sense of pride apparent for many who were born and raised in the area and a perception that as a place to live it was no worse than other parts of Glasgow:

The people are good – we look out for each other

12.3 The main problem was gang fighting and this was also related to the general prevalence of drug dealing and drug abuse. The older participants also felt that there were not enough facilities for young people which contributed to the area's problems. It was suggested that this was partly down to a lack of volunteers in the community to supervise activities.

12.4 Discussion of why the community accepted trouble-makers did not lead to any clear conclusion. The concept of self-enforcement within a community was associated entirely with vigilante policing rather than community cohesion. The discussion revealed that the concepts of taking responsibility and having authority were not clearly differentiated in the minds of residents.

If I was to boot [a youngster]… Even if he's threatened me with a bottle………You need somebody with some sort of authority.

Recent changes

12.5 Unprompted, participants mentioned some recent changes in Glasgow East End including the renovation of existing properties and the construction of some new buildings including the new facilities for the Commonwealth Games.

12.6 There was a little uncertainty as to whether the changes had improved the area, however, there was a general consensus that the community spirit continued to get stronger and one of the factors had been the investment in community halls in the area allowing activities like mums and toddlers groups.

12.7   Participants noted that the new buildings could change the look of the East End but the place was more about people than buildings.

There are a lot of new buildings, but you're not going to tell me when you walk through Bridgeton or Barrowfield that they're not deprived areas. It's still got that feel, that atmosphere

Transport changes

12.8   In response to discussion about whether and how transport was getting better, cost factors emerged as the most important influence over travel choices with several participants stating that bus travel in the local area is relatively expensive and that people "don't have the money to afford" to travel by bus. Some people reported that they were walking more than they used to. This change in behaviour was however at least partly due to a perceived lack of affordable and direct bus transport.

You've got an area where transport is seen as a luxury, people already on the borderline aren't going to want to pay too much for transport. If they can walk, they will

12.9   The issue of a lack of awareness of the transport facilities and services which are available to local people was mentioned on several occasions by different participants.

Personal impacts of SCSP changes

12.10   Training programmes were the best received SCSP investment. The cycle training and the employment training rehabilitating bikes and people were seen as useful investment but perhaps not as important as other training such as working with computers which did not currently receive the priority that was sought by residents. When asked about cycling schemes in local schools, two participants mentioned that they were aware of schemes at St Michael's and Dalmarnock Primary schools. One participant felt that the schemes were useful and taught the children useful skills such as road safety.

teach them the proper cycle routes and the dangers of this that and the next

12.11   None of the participants could think of anything positive about the new walking/cycle routes that have been built. Indeed there was criticism from some quarters about the new routes due to the perception that they did not directly serve places of employment and would not encourage cycling other than as a leisure pursuit.

12.12   Planning for the Commonwealth Games was generally perceived negatively with scepticism that there would be positive legacy effects from the regeneration and investment. The investment was rejected as ineffective since it would bring outsiders into the area which was not consistent with the positive perception of the area which was that everyone knew each other:

They took that London Rd and put a cycle land down one side of it. The only cyclists I've ever seen in it are polis[police]

These facilities are being built for people outside to come in and use. They are not for the people in this area.

I heard there was a cycle track on London Road. That's a great idea, I've heard that after the Commonwealth Games, they'll take it away again.

12.13   Participants were also critical about the social marketing investment. It was noted that in a close knit community communication was through local social networks.

Everyone talks to each other. If they're not saying anything, it's because there's nothing to tell

Awareness of 'On the Move' brand

12.14   There was some recognition of the brand when a visual prompt was shown but confusion about what it might be.

It looks like an eviction notice

12.15   A discussion of whether branding was a priority in Glasgow concluded that getting people behind practical programmes was important for getting everyone involved.

If there's something behind the branding. The branding is a promise, it can't be an empty promise

It has to be for the people of the area, not just something to make the government's figures look good

12.16   One participant had heard of the active life campaigns Get Well Glasgow and Silver Deal Active. Several participants felt that the facilities available and campaigns to promote active health were not promoted enough.

You don't hear much about it. If you don't hear about it, you can't make up your mind whether it's a good thing or not.

Influences on active travel

12.17   There was a lack of consensus over whether people in the area are cycling more than they used to. One participant advised that he hardly sees anyone cycling whilst some members of the group felt that more people were travelling by bicycle. Those who felt that there were more people cycling thought that this was probably due to financial reasons rather than any influences of the SCSP programme.

12.18   The new facilities and signs for the cycle routes were not seen as relevant to any of the preferences of the participants. Some concern was expressed about the safety of people walking and cycling in the area.

Whoever's looked at it has been totally unrealistic...It doesn't service any need or demand. Your average East End punter is only going to use a bike very occasionally

There should be a fence to stop kids running on to the new road

Influences on bus and rail travel

12.19   Buses were viewed as expensive, and a mode of last resort for those without a car and unable to walk. The concept of wanting to use buses more was not seen as attractive amongst many participants. Other than issues of cost, the frequency, cleanliness and accessibility of services was also criticised with a perception that other areas of Glasgow are served by better buses.

if you've got young kids, it's not that easy to get on buses....getting on a bus with a pram is a nightmare

Very seldom do I find one that is wheelchair friendly. I have seen buses...with a sign that says 'wheelchair access'. I've been told by the driver that he's not allowed to open the door.

The bus prices have got more expensive. I'm unemployed, I don't use the buses at all. I leave plenty of time and walk into the town. It's £4 now for a return of to the edge of the town.

12.20   There was little reference made to train travel in the groups although one wheelchair user advised that a lack of accessibility to underground stations prevented him from travelling by train.

I used to use trains quite a lot, but every station in the city is underground. There are no lifts.

Influences on car travel

12.21   Although car travel had reduced for the younger drivers who were unable to afford to travel as much due to the increasing cost of motoring, not just fuel but the costs of repairs and maintenance to cars, there was a general perception amongst the older participants that there were generally more cars on the roads, and that people were driving more often.

12.22   A number of people commented on the benefits of the M74 extension which was perceived to have removed through traffic from the area.

12.23   One participant had read something about car sharing in the press but none of the other participants had heard about any particular schemes.

Other issues

12.24   Road and footpath maintenance emerged as a top priority issue with particular requests for road and pavement surfacing improvements. Several participants wanted to see enforcement action taken to reduce the problems of litter and dog mess on the pavements.

13.0 Annex I - Kirkintilloch/Lenzie

13.1 Two focus groups were held, with the profile of participants being as shown in Table I1. This report describes the discussion and issues emerging.

Table I1 – Profile of Kirkintilloch/Lenzie Focus Group Participants

	Group 1	Group 2
No of participants	4	4
Car owners	2	3
Age under 50	3	1
Aware of "Healthy Habits"	1	2

Living in Kirkintilloch/Lenzie

13.2 Most participants said that they like living in Kirkintilloch, with comments made regarding the friendliness of local people and the ease of access around the town for some. However, much of the discussion in both groups then focused on the changes experienced in the town over recent years, with the perceived decline of the shopping areas within the town and the deteriorating sense of community.

I like living here... but the problem is the shopping. The wee hardware shop has become another betting shop. I think the big out-of-town shopping malls have killed them off. We used to have a really good selection of shops

You used to have more things happening at the town hall, for instance. Concerts, shows, displays and meetings. It's been closed six or seven years now

Having said that, I think there's no focal point to the community, but it's still a good place to live. It's quiet, it's not overly busy, if you get on bike, you're within five minutes of open countryside

13.3 The decline in the quality of the main shopping area of Kirkintilloch was suggested as a result of the town becoming a dormitory town for Glasgow, with fewer people using local facilities as they travel out of the town each day for work and to access services.

Recent changes

13.4 When asked about positive developments in the local area, most participants mentioned that the marina and new leisure centre were welcome developments in the area.

*I got my health back on track [*by going to the leisure centre*], my gran goes, I go. I find it's a great place. There are a lot of courses.*

13.5 It was also suggested that two new secondary schools have been rebuilt within the town, which was warmly welcomed by participants.

Going back to Kirkintilloch being a good place to live: they have rebuilt two secondary school here and they are both cracking facilities

13.6   There was some discussion over medical facilities within Kirkintilloch and how they have changed over recent years. It was suggested that a hospital at Stobhill was recently closed, however a new medical facility in Kirkintilloch was helping to bridge the gap left by the hospital closure:

I think the new medical facility is taking the blow of Stobhill closing down, but I think it could be used a lot more. If someone has a heart attack, you need to act quickly, and with Stobhill closing ... the Royal is miles away... The new unit deals with only minor injuries.

13.7   There was a difference of opinion on perceptions of personal safety and whether that has changed over time. Some participants, who had experienced crime personally, suggested that they feel less safe than they had done previously. Others suggested that the gang culture is the same as it is elsewhere in the UK, with a suggestion that it is not as bad as elsewhere in larger cities.

There was a 36 year old man mugged in Sainsbury car park on Friday at 6:15, 200 metres from Kirkintilloch Police Station. That is a rarity, you don't get incidents like that. I was in Boots one day and was locked in because someone had stolen tons of perfume... but violent crime... you don't get that here.

Transport changes

13.8   Some changes to the transport infrastructure in the local area had been noticed, but overall there seemed to be a general lack of awareness of any significant changes.

I don't use buses at all, but I have noticed different buses going round. I don't know where they go...there may be an improvement there, but I don't really know.

13.9   There was a perception that bus fares continue to increase which many are resigned to accepting.

I depend on the buses... I hate them, but I work in Sauchiehall St. It's £5.50 for an all-day ticket or £3.10 for a single to Glasgow, so it's quite expensive. So it's the first hour of my work to pay for transport.

13.10   There was a perception that Kirkintilloch has seen an improvement in access to the motorway network following the construction of the link road. This is welcomed, however there were various comments suggesting that it just enables people to get out of the town more easily, which contributes to the deterioration of services in the town.

Personal impacts of SCSP changes

13.11   There was some recognition of improvements in walking and cycling infrastructure across the town, with particular reference to a book of walking routes in and around Kirkintilloch which one participant had used on several occasions.

Yes, I've seen that, maps and a booklet of ten walks round Kirkintilloch, which I've done six of. They were generally quite good.

13.12   When the participant was asked what prompted her to use the maps, she responded:

I saw them advertised, there are parts of Kirkintilloch I hadn't seen before...

13.13   Some participants had noticed an improvement in cycle and walking paths in the local area, noting that the paths are off-road, along canal towpaths or on quiet country lanes and that they are all linked together to enable people to get around. There was a perception that that there were lots of signs around the town that can be helpful for walkers and cyclists.

There are walking guides and it's a supposedly walking friendly town, there's pretty good signage, money has been spent on linking up routes

13.14   There was a general lack of awareness of the two food co-operatives in the town and when asked whether people had used them, the response was that they prefer to shop at Asda. However, it was agreed that projects like this is a positive thing and something that should be encouraged, just made more accessible for people to benefit.

13.15   The Healthy Habits shop that was situated on Cowgate for a period of time was known by some participants and even used by some; however there appeared to be a lack of understanding amongst this section of the groups of the different services that were offered by the shop. Other participants were aware of the shop's previous existence, but had no idea of what the shop was selling.

People walking along the Cowgate...they might have seen the shop, but 99.9% wouldn't have gone in. I never went in.

It wasn't open very often... That was a major thing... The shutters were often half-down and there was no one in the shop. If the council's going to point the finger at the populace, the populace can point theirs right back, because it was done half-heartedly.

There was a shop and there was a couple of posters in the window, but I didn't realise what was in the shop. I wasn't interested, it didn't draw me in. I didn't know what it was for and it didn't make me want to know what it was for.

Awareness of Healthy Habits brand

13.16   Most participants were aware of the Healthy Habits brand, but it was apparent that very few participants were aware of what the brand aimed to achieve and what it was about.

13.17   Participants had seen the Healthy Habits branding in various locations. One participant who had obtained the walking booklet said that she recognised the logo from the book itself, whereas a regular cyclist recognised the logo from some of the signage that is located around the town. Others were less sure of where they had seen the logo, but most felt that they had seen them somewhere.

13.18   When asked whether Healthy Habits had any effect on participants, the majority said that it had not and no positive suggestions about its impact were offered.

Influences on active travel

13.19   There was a perception that more people are walking and cycling more often, particularly along canal paths and it was perceived that health benefits were the key driving force behind this increase in active travel:

I see them mainly down the canal. I've noticed an increase… I think it's people wanting to get out and about, get healthier.

13.20   It was suggested that more should be done at schools to encourage more active travel as there was a perception that school children do not cycle as often as they could. It was also suggested that an improvement in road surfaces may encourage more people to cycle.

Influences on bus and rail travel

13.21   The internet was suggested as a tool that can help people find out about journey planning, but there was a general perception that it does not impact the way people travel.

First Buses, they have quite a good journey planner. I had to go to East Kilbride the other day, left Kirkintilloch at five to six in the morning and arrived at twenty-five to eight. It's a big distance to travel

13.22   Cost was another major factor in people's choice not to use public transport. It was felt by many participants that buses are expensive and that fares are regularly increasing:

The price of public transport as well… it's gone up again. I used to go to Cumbernauld College, you were emptying your pockets just to get there

I was put off. I was working two jobs, a newsagent's on Sauchiehall St and another job on Alexandra Parade. I was getting up at 7 but you can't buy an all day ticket until 10. I was paying full fares, it was really expensive

13.23   For some older participants, the concessionary travel scheme influences their use of public transport because it is free at the point of use.

I drive as little as possible. Because I've got the concessionary ticket

13.24   The state of the buses in general was perceived to be "disgusting" by some participants, the attitude of drivers and driver behaviour were all suggested as factors that discourage people from using public transport.

Influences on car travel

13.25   The cost of fuel was cited by many participants as an influencing factor as to how often they use their car. However, car use was also seen as a necessity, which leaves car owners with little option but to continue paying the increasing fuel prices:

I drive 300 mile a week just to and from work. I've had to downsize my car with the price of fuel… I was driving a 1600, now I've got a 1400. That's cut cost a bit. It's daylight robbery, it's gone up so much. But it's a necessity.

I do think twice now about jumping in the car and shooting down to the shops

Other issues

13.26   Better communication and promotion was seen as being a key to encouraging people to get more involved in campaigns such as the Healthy Habits campaign. It was suggested that a leaflet drop telling people about the shop on Cowgate would have raised awareness and enabled people to take more advantage of the facilities and services on offer.

13.27   Many participants also returned to the issue of ways to improve the town, and introducing facilities and services that the whole community can use.

First of all, they need to put the heart back in the community. They need a proper centre, a proper arts centre. If it means knocking down the old town hall and building a custom built facility. It would give you a town worth walking in, a town worth cycling in. They've built two cracking schools, can't they do it with a community centre?

14.0   Annex J – Summary of Kirkwall Focus Groups

14.1   Two focus groups were held, with the profile of participants being as shown in Table J1. This report describes the discussion and issues emerging.

Table J1 – Profile of Kirkwall Focus Group Participants

	Group 1	Group 2
No of participants	8	10
Car owners	6	7
Age under 50	5	4
Aware of "Kick Start Kirkwall"	4	5

Living in Kirkwall

14.2   Participants were all agreed that they were very fortunate to live in Kirkwall and they considered that they had an excellent quality of life, a high standard of living and a strong sense of belonging, even where people had moved to the area quite recently.

I'll never move away from Orkney. Everybody knows everybody. And folk help each other.

I would say that there's a wee bit more [anti-social behaviour] than there used to be…. I've been told that a very small percentage of the people being given the new houses – there are a lot of new houses – are in employment. And I don't mean disabled people.

People have come here because of employment, especially in the building trade at the minute.

14.3   Several of the participants described what was happening in the town in the first person (we have done this or that) even when it was being undertaken by others like the Council. Residents noted that they felt that they were part of a bigger community and would all help each other out so felt a shared responsibility for what happened even if they were not directly involved.

The Capital Building project makes me feel we're investing in sports and education and so on. It does feel like people are spending money on the infrastructure.

we're quite joined up with the way clubs help each other and share resources and expertise…….The clubs will share things because it can be difficult to get things here in Orkney.

Recent changes

14.4   There were concerns about the large amount of new development taking place. Although the town retained its character and values, there was some uncertainty about the future. Evidence of concern was that people felt the need to lock up houses and cars, which participants agreed probably seemed like a fairly marginal problem compared with problems faced in other parts of the country.

I used to walk the streets of Kirkwall and I'd say I knew 95% of the people. Now I know about 10%.

I used to leave my house and my car open but now we lock everything. There's been a wee bit more theft

I complained about the new Tesco building and they rang me up from Edinburgh, "why don't you like it?" and I said "but this is an historic town. We don't want any more prefabricated sheds." It didn't do any good. Where I live, that area that used to be a quiet road, you can hardly get along it now, because there's three supermarkets and a school.

There was a [Council] leaflet about development in Kirkwall – I couldn't understand it at all.

14.5   People viewed increasing traffic as an inevitable consequence of more development, and more activities, and felt that more could be done to protect the needs of residents, particularly in relation to residents parking which was becoming harder to find.

It's a rural community that needs cars, often big gas-guzzlers that have to work on the land. They all come into the town, it just has to be that way

it's becoming more like south where you have to park a distance from your house and walk a distance with shopping or kids

It's just an old town trying to take up new traffic and the traffic is given priority over residents' needs

The problem apparent to everyone who lives in Kirkwall was that it was built a long time before anyone thought of the motor car. A lot of houses have no driveway. I think we could be looking at permits for residents and people working in an area

….there's just more traffic and there's a definite rush hour, with people going up the college, people coming into town…………and the roads in the town are still the same size

Transport changes

14.6   The general growth in car ownership and use was seen to be the greatest problem for the town since people were getting into the habit of driving everywhere.

The school run… Parkdale serves an area not much more than 3/4 of a mile around the school, and yet the number of kids that get a lift to school in the morning. They drive further than the walk to school.

I had a party for my son and the family came round… there were 8 cars between them.

14.7   The lack of road crossings was seen to be a growing problem since walking and cycling were becoming less safe as the roads got busier.

Just beyond the town there are some fantastic walking paths the council created. Walk Orkney got them together. But sometimes they don't join up. If they could join up these things, people could go for a lovely safe walk

Personal impacts of SCSP changes

14.8   The discussion between the participants revealed that they were aware of most of the changes that had been delivered through the SCSP programme. However, none of the participants had seen the 'Carshare' and 'Carwise Kirkwall' leaflets to encourage lift

sharing. It was noted that liftsharing was already common, and that when something was happening people would tend to think about offering lifts to keep fuel costs down and help people without cars. People were unsure about what role the Council could have in helping to identify people they could share with.

We're quite good at organising everyone taking one vehicle to an event

14.9   There was good awareness of the personal travel planning programme which was described as young people coming round to the house encouraging people to walk and cycle more. There was general support for getting 'young folk' to be more active but people had difficulty identifying practical outcomes from the programme, or impacts on them personally. One person found the maps of walking routes useful since they could use them to plan walking distances.

There was a school thing, they came round the doors, you got a pedometer thing. That was two or three years ago now.

I had a hip replacement, and was looking for walks that I knew the length of.

14.10   The community also appreciated the work done in the schools to map walking routes and could give personal examples of how these approaches had changed travel behaviour.

at school the children did a super little map of safe walking routes.

The school my boy goes to, they been trying to promote cycling to school and 2 weeks ago he cycled from his mums house down to the school, and he got a badge to say well done, so he wanted to cycle home and wanted to cycle the next day again

14.11   Everyone was agreed that the bus services seemed to have improved with better vehicles, more frequent services and that the buses seemed to be busier, although most people had not used them personally.

The town bus has stopped coming by me, but the airport bus does on its way into town, past the supermarket. I think it's an excellent service, and it's getting busier.

It's only recently that we've had a decent bus service, the last few years.

Going to the airport. I've done that more than I did previously. You can get the bus straight there, from the town centre.

14.12   The traffic calming measures came in for some criticism since people perceived that they cause swerving, rapid braking and acceleration, and they are perceived to be dangerous. When installing such features in the streets where people live, it was felt that the residents should be consulted first. There was also doubt about the need for the measures with people perceiving that the Council should first make the case for change and then once people agreed on the problem there would be more chance of them accepting the solution with participants suggesting sleeping policemen and better signing.

Well, they could have spoken to folk in the first place.

Are the council looking at statistics? Have there actually been accidents in that area, or is it perceived risk, or to avoid an accident?

14.13   One participant summed up the pros and cons of the programme as part of a learning experience that helped everyone emphasising that the most important thing was to try new things even though some did not work.

Progress is about trying to improve. Whether they get it right or not is another thing altogether. It can't be a waste of money, as long as it can be worked on to get it right.

Awareness of 'Kick Start Kirkwall' brand

14.14   Everyone in both groups said they were aware of the Kick Start Kirkwall brand, although some had said they were not when they were being recruited for the groups. Participants explained that they said they were not aware because they were not sure.

14.15   There was considerable scepticism about the effectiveness of Kick Start Kirkwall brand, but an acceptance that they had no objection to the concept of branding provided the Council did not spend too much on it.

Unless you're going to walk round and round the Peedie Sea, I don't know what it stands for. And the skate park wasn't put in by the council…

How much time and money is going to be spent on a brand? We've already got Walk Orkney, and maps you can download

Influences on active travel

14.16   Several of the participants were parents of school children and they felt that pressure from their kids to walk more was the most important factor affecting their own choices. The children also influenced each other.

It probably would be a case of, the kids want to walk to school because their pals all walk to school. We live a certain distance from the school that the kids can get a bus if they want, but they'd rather walk to school.

14.17   Greater pedestrian priority was also seen to be important to ensure that walking was safe and pleasant.

That would be lovely, if cars could be removed from certain areas of town, you're getting off the bus in front of the cathedral and the kids could walk or cycle all the way down, to the back path. How safe would that be? There would be no excuse.

The cars just still go up the pedestrianised areas.

Influences on bus and rail travel

14.18   Participants were agreed that the improvements to the bus services made bus a practical option but that the bus would not be used if there was an easy and cheap car available. People with cars used the buses when going to the airport to avoid leaving their car at the

airport but for most other trips buses would be much slower. The improving bus network was thought to allow more people to get out more often but no specific examples of people who would not have travelled otherwise were identified.

Influences on car travel

14.19   Appropriate car use was seen as important by most people. It was recognised that constraints were needed on car use but this needed to be handled sensitively as the abortive works in Quoybanks had shown.

15.0 Annex K – Summary of Larbert/Stenhousemuir Focus Groups

15.1 Two focus groups were held, with the profile of participants being as shown in Table K1. This report describes the discussion and issues emerging.

Table K1 – Profile of Larbert/Stenhousemuir Focus Group Participants

	Group 1	Group 2
No of participants	7	8
Car owners	7	5
Age under 50	3	4
Aware of "Take the Right Route"	6	8

Living in Stenhousemuir and Larbert

15.2 The immediate response from most participants was that the local area is a nice place to live, although some participants had concerns over different issues.

Nice community, a lot of people know each other... there are quite a lot of churches in the area that kind of have a lot of clubs for kids to go to

15.3 Participants from both groups felt that the transport links were very good for getting in and out of the town via different modes.

There's a train station at the bottom of the road which is good for Glasgow and Edinburgh

It's very central... a good train service... in 5 minutes you can be on the motorway...it's easy

15.4 However, several participants felt that there has been an increase in new housing developments and a lot of new people moving into the community in recent years, and this has been detrimental to the community spirit in the area.

I'm born and bred here, and I can go to the pub and feel a stranger in my own town

15.5 There was a perception from one group that the sense of community is in the process of being lost, and commuting was believed to be a contributing factor to this. One participant suggested that they find people are moving in to the community but then "commuting out" on a daily basis.

There's a lot of people that travel around in cars that don't take notice

You don't know your neighbours now

There used to be... all the back gardens were open, they just had the metal fences... now every single one has a 6 foot high fence...but that's just the way it is, everybody is

I'm walking about and seeing everybody but if you're working your 9 to 5 and you're commuting, then you're not going to get to know anybody

There's a sense of community locally, but new houses are like a dormitory

15.6   Comments were made from one group in particular about the feeling of safety, particularly when walking around at night time. There was a perception that young people are often seen on the streets;

At night, you get feral kids running about

I wouldn't walk out at night

15.7   Despite many negative comments, the general consensus amongst all participants was that Stenhousemuir and Larbert are pleasant places to live, to the extent that one participant commented:

Well, I'm not going to move

Recent changes

15.8   The first thing that participants mentioned was the development to the town centre in Stenhousemuir and the introduction of Asda. Participants from both groups noted the negative impact it has had on the surrounding town centre discouraging people to visit other shops.

It's the way they built the road, people come straight into Asda and straight back out again. If you walk, you do a circuit, past the shops, past the library, into Asda and home. But if you're in the car…

The council were too hell-bent on putting an Asda there, they forgot about the town centre. They've regenerated that bit and forgot about the rest

15.9   By contrast, the development of the doctors surgery was noted as a benefit to the town.

They've enlarged it [the doctors surgery] and there's more doctors in it. Where we used to stay in King Street, they've built another smaller one, and it's enough to accommodate everybody

The new one does wee minor ops, and that's good

The doctors surgery, it was needing revamped… it's a lot better..

15.10   However, there was also a perception that the new library did not really provide much added value and that the relocation of the police station has generally been a bad thing.

That was another bad decision, they took the police station out of the community and stuck up in the retail park… and people won't go… it's too far to walk

Transport changes

15.11   Participants across the two groups had noticed some changes to transport provision in the local area.

I walk with the dogs… there are new ash paths…there's the canal as well, they've made a big difference to those paths

15.12 There was perceived to be several improvements to walking infrastructure in the local area along with a perceived increase in walking;

I've noticed signs up saying how far the hospital is and what way to walk

There's a lot more people walking.

15.13 Other participants had noticed specific improvements to walking and cycling infrastructure.

They've increased the cycle lane on the road. Partly because of the hospital, I think they were trying to encourage people to cycle rather than drive to the hospital

There are some [cycle lockers] at the station, my son wanted to cycle to the train to get to Uni in Glasgow, but he couldn't get a locker

15.14 While cycle lockers at stations were perceived to be well used, cycle parking facilities were not always viewed as being well used.

There's tons of bike parking up at the hospital, but you only ever see about two bikes in it!

Personal impacts of SCSP changes

15.15 Some participants were aware of PTP and the Take the Right Route programme.

It was very useful, I've used it. The maps, for example. I've got the whole stock of bus timetables for when I want to visit somewhere I don't usually go

15.16 Other participants found the exercise less useful, although did recall gaining something from the experience:

Yes [I had heard of PTP] well, I just wanted a chance to rant about the buses!

I was the same as you. I got a wee freebie

15.17 One participant in one group suggested that she had tried to walk more, while also suggesting that she is encouraging her family also to travel more sustainably, but requested improved infrastructure to facilitate this:

I do try to walk more. The wee one is on his bike all the time, they could be doing more to encourage them on the bikes

Awareness of Take the Right Route brand

15.18 When shown the Take the Right Route logo, all participants in the first group recognised it, whereas in the second group, only two participants recognised the logo. Some participants had noticed the Take the Right Route branding within the Falkirk Herald and on the side of buses. When they were being recruited some of these participants had said that they were aware of the brand as they were not sure, but when shown the logos they could not recall seeing them.

15.19   When the first group were asked what it represents, the response was:

Don't just get in the car, think about other ways you could be getting places

15.20   When asked whether the Take the Right Route might have worked, there was an overwhelmingly negative response. Examples were given by participants of the barriers related to walking around the Stenhousemuir area:

You try and catch the children, encourage them. But the last two winters, they cleared the roads on to the pavements. I ended up having to physically carry the kids to get up and down to school

The thing is the weather. If it's a nice day, people go out and walk. But it rains a lot here

Influences on active travel

15.21   It was suggested that fewer people walk and cycle due to an increase in traffic on the roads. There was a perception in one group that the number of people walking and cycling has decreased over time.

Everybody walked or cycled in Stenhousemuir, and definitely not now

15.22   However, this view was not shared by all participants and some cited various new footpaths and rights of way (Torwood, around the back of the hospital and at Larbert House) that have opened to encourage walking.

15.23   Several participants suggested that they walk and cycle a little more now to improve their health.

I cycled down here, I wouldn't take the car… You get the idea that people are wanting to do it, to be healthier

I walk. There's no reason to take the car, unless I have something heavy to pick up. I've even been known to walk into Falkirk rather than take the bus.

15.24   The weather was cited as being a factor that influences how much people walk and cycle, with reference to recent poor weather preventing people from using anything other than a car. In addition, it was suggested that the state of footpaths was poor which discourages walking in particular.

Influences on bus and rail travel

15.25   There were various comments made regarding bus and rail services and the factors that influence people using buses and trains. One issue that was raised by several participants was the availability of bus services.

I used to get the circular bus, you could guarantee it would be there. The problem now is that they go on mystery tours

I think it's worse. We used to have a service to Stenhousemuir from Stirling, you could get buses to Kirkcaldy or Dunfermline, you had all these buses, and then nothing

15.26   The older persons' concessionary travel scheme encourages those people who are eligible for a pass to use public transport. Several participants suggested that they would not travel by bus if they were not entitled to the concession.

15.27   The cost of using buses was suggested by many participants as being too high to the extent that it discourages them from using a bus. Other barriers include bus drivers not giving change:

I've been late for appointments at the dentist, because I've waited for the bus... they won't give you change. I once needed change from £10 from a £3 fare, and the driver wouldn't let me on. It was pouring and I had my two boys with me. I was raging

Influences on car travel

15.28   Fuel prices were quoted as being the biggest factor affecting car travel:

It has with me [fuel prices affecting use of the car]... I hardly use my car anymore

You try and do as much as you can on a trip

The cost of diesel makes me think. I used to go to Falkirk two or three times a week. Not now. It's once a week and that's it

15.29   A change in lifestyle was also attributed to being a key factor in influencing car use:

I was doing 20,000 miles a year in the car, I'm down to about 3,000 now I'm retired. It's lifestyle, counting the pennies...and just walking. The car sits in the driveway.

15.30   It was widely perceived that the road links in the local area were very good, notably links to the motorway network, and this encourages car travel for longer journeys.

It's always been one of the best things about living here, you're right in the centre of the country, there are three international airports within an hour's drive, you can be anywhere in three hours... it's always been a great place for going somewhere else!

15.31   Generally, there was a perception that there is a lot of traffic on the roads in the local area although it was suggested that this is decreasing due to the impact of the cost of fuel discouraging people from driving as much.

Other issues

15.32   Participants were asked what they thought might encourage people to drive less and use sustainable modes more often. Immediate responses included reducing bus fares, introducing integrated ticketing such as the Oyster Card, and having incentives for regular bus users.

You were saying about the fares, £1.70 per journey, that's £3.40, if there's a few of you, that's a lot of money. If you've got a family, you'll be better taking the car, or even taking a taxi

15.33   To encourage more cycling, participants suggested that segregated cycle routes are the only option, although there remains a perception that cycling is unsafe, particularly cycling on the road;

If you want to get me on a bike, to cycle to Falkirk, I'd want to be separate from the traffic. And I wouldn't let my grandweens do it.

15.34   Participants felt strongly that it is children who should be encouraged at schools to walk and cycle more often.

I think if it was encouraged right from nursery school for the parents to walk their children to nursery, that would continue into school. And the children would know the names of the streets.