The Scottish Government

Monitoring and Evaluation of the Smarter Choices, Smarter Places Programme

Going Smarter in Kirkintilloch/Lenzie

Final Report

March 2013

Version 3.1

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Contents

EXECUTIVE SUMMARY

This report describes monitoring and evaluation results for a programme of pilot smarter choices and smarter places investment initiatives in Kirkintilloch/Lenzie which encompassed a range of infrastructure and behavioural change measures to encourage more sustainable travel choices.

Delivery of the Kirkintilloch/Lenzie "Healthy Habits" programme took place between 2009 and 2012, and involved the development of new path networks and the promotion of active travel through schools, businesses and a drop-in centre in Kirkintilloch.

The main observations and conclusions on travel behaviour change are:

- The proportion of all trips made by car as a driver fell significantly over the period of the SCSP intervention. There was a rise in the proportion of trips made as a car passenger.
- The proportion of all trips made on foot increased significantly.
- Bus trip mode share increased significantly - the only SCSP target area that showed such a clear trend.
- There was a significant fall in both train and taxi use which local people associated with rising costs of travel.
- Unusually for the SCSP pilot areas there was only a weak relationship between life events, like changing job or having a child, and travel behaviour change. This may suggest that travel behaviour is more influenced by the preferences of local people, than the economic and social structures which appear to have imposed changes on travel behaviour in the other pilot areas.
- The 35-44 age group made the greatest changes in walking and driving and the over 65s in bus travel. Females reduced car driving more than males.

Physical activity levels rose but perceptions of good health fell. Most sections of the population appear to have become more active. The proportion of household survey respondents reporting undertaking at least 30 minutes of moderate exercise most days of the week rose from 30.5% to 40.4% and the number of people who say they exercise on 'no days' fell from 20.2% to 15.7%.

Changes in local attitudes were observed:

- There was increased acknowledgement by drivers that there are practical alternatives to the car and less resistance to the idea of reducing car use.
- Attitudes to the bus improved, particularly perceptions of access to information, access to goods and services by bus, evening and daytime frequency, quality of vehicles and perceptions of safety and security in the evening. However, many fewer people agreed (and many more disagreed) that bus fares were about right.
- Many more residents had a positive perception of the walking environment in 2012 than in 2009, and believed there are safer crossings and pedestrian facilities, but at the same time

many more disagreed that these facilities are good, which could be partly related to better awareness of the paths as more use them.

- Attitudes to cycling deteriorated. There was less agreement that cyclists can make safe trips and a smaller proportion of people had positive perceptions of cycling facilities.
- Residents in Kirkintilloch/Lenzie appeared to become more sympathetic to environmental issues. However, there was less sympathy with the idea that car drivers should pay higher taxes.
- People's rating of the neighbourhood saw an improvement and there was a reduction in concern about traffic congestion.

Local awareness of the Healthy Habits branding was moderate, with only 29% of respondents saying that they had heard of the programme. 37% of people recognised the programme logo, and when asked what they thought the campaign was about 83% of respondents said they thought it was about encouraging people to become more active.

There have been positive impacts with reduced travel costs, increased bus revenue, a more competitive town centre in Kirkintilloch, improved access to local facilities, support for the local community, reduced emissions, support for the local culture and heritage and people becoming more physically active.

1.0 Introduction

1.1 This report describes monitoring and evaluation results for a programme of pilot Smarter Choices Smarter Places (SCSP) investment initiatives in Kirkintilloch/Lenzie which encompassed a range of infrastructure and behaviour change measures to encourage more sustainable travel choices. This report describes the planning, development, management, delivery and monitoring of a programme of measures in Kirkintilloch/Lenzie to encourage people to adopt travel patterns which aim to save them money, make them healthier, reduce transport emissions and develop more cohesive communities.

1.2 This report reviews the period from 2008, when a proposal was made to the Scottish Government for funding, to May 2012 when the latest monitoring data became available. During that period there have been many changes to the approach, specification and delivery of the Kirkintilloch/Lenzie SCSP programme and this report reviews the factors leading to these changes.

1.3 This report:

- Describes the local SCSP programme in Chapter 2.
- Discusses in Chapter 3 how the SCSP programme relates to wider changes in the economy, society and transport over the programme period.
- Describes the delivery of the programme of measures (outputs) in Chapter 4 and reports feedback on how well the process of implementing the programme worked.
- Presents the evidence on travel behaviour outcomes in Chapter 5.
- Discusses the outcomes related to changes in attitudes to travel and the wider community in Chapter 6.
- Reviews the awareness of SCSP delivery in Chapter 7.
- Discusses the potential impacts in different policy areas resulting from the changes in travel behaviour in Chapter 8.
- Reviews the specific learning points in Chapter 9.

2.0 Summary of Initiatives and Costs

2.1 Table 2.1 describes the SCSP initiatives, their costs and dates of delivery. East Dunbartonshire Council secured just over £1 million in funding, of which £600,000 came from the Scottish Government.

Table 2.1 – Initiatives Summary

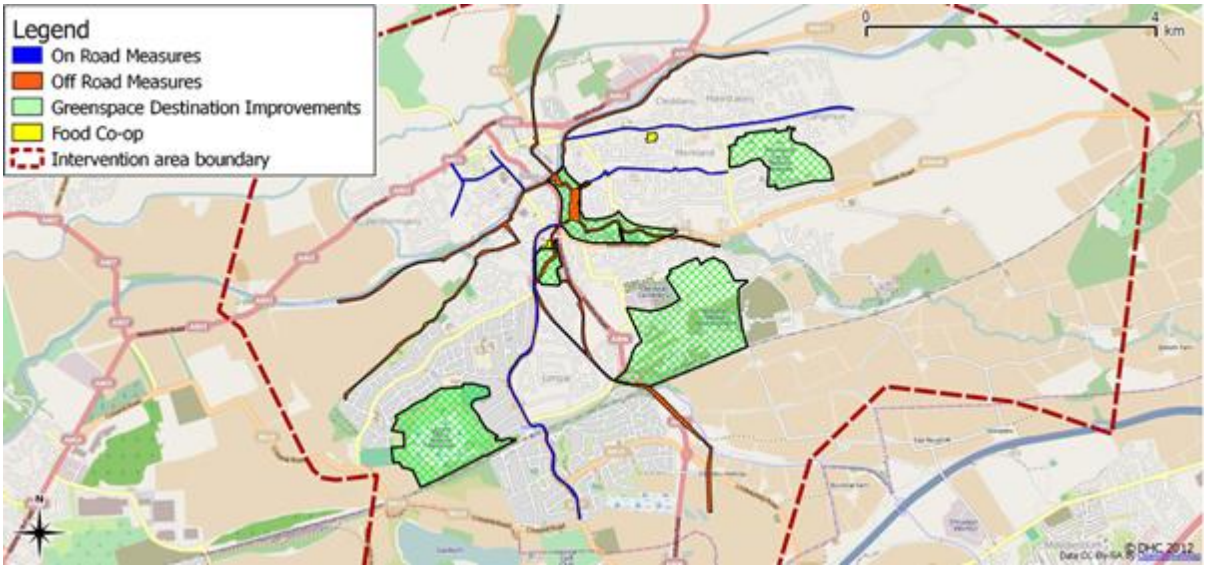
Category	Initiatives delivered	Start and End Date	Outturn Cost
Provision			
Public transport	None		
Infrastructure	KL7 - Car Free Community Centre KL12 - Key Off Road Routes - missing gaps KL13 - New On Road Measures KL15 - Green network and greenspace destination improvement KL16 - Local street audits	March 2010 - March 2011	£440k
	KL14 – Pedestrian priority of Cowgate	Planning completed 2012	
Promotion			
Campaigns	Healthy Habits Brand development	March 2009 – March 2010	£20k
	KL8 - Food Co-op and allotments	March 2009 - ongoing	£10k
Travel information	KL3 - Walking/Cycle distance maps for key facilities	Same as KL2	£5k
General active travel promotion	KL4 - Organised Health Walks. KL5 - Expansion of the Live Active GP referral scheme direct into households KL6 - Healthy Habits - promoting active travel as part of healthy lifestyles	May 2009 – March 2012	£40k
Training and events	Only as part of travel planning and campaigns		
Travel planning	KL1 - Personalised “Healthy Habits” journey planning for any purpose (work, shopping, leisure) KL2 - Generic “Healthy Habits” journey plans for key facilities, leisure and greenspace destinations KL10 - Focused School Run campaign KL11 - Travel Plan Central - major employers in the town co-ordinating their travel plans	March 2010 – March 2011	Council staff time not separately itemised but estimated as £145k
Management and organisation		Ongoing throughout programme	Staff costs not separately itemised but estimated by the Council to be about £50k

2.2 The walking and cycling map developed through the project defined the core network around which the project deliverables were focused. New and upgraded routes accounted for about 50% of the cost, and the marketing was built around promoting the use of the upgraded infrastructure.

2.3 The Town Centre Masterplan proposals were approved by the Council in June 2012 and are based on the principles in the national guidance Designing Streets[1]. The detailed consultations showed that local people wanted a more pedestrian friendly town centre but did not want full pedestrianisation.

2.4 Figure 2.1 shows the off road, on road and greenspace improvements and the location of the food co-ops. The infrastructure plans created a comprehensive network of walking and cycling routes, with signposts showing to guide people round the network. The signposts were also used for marketing purposes by placing them in locations highly visible to car drivers.

Figure 2.1 – Initiatives Locations Map



2.5 The Kirkintilloch/Lenzie programme involved the development of new path network, and the promotion of these path networks and active travel promotion through schools, businesses and a drop in centre in Kirkintilloch. Five staff were recruited specifically to deliver this programme with specialist help from consultants only being needed for tasks such as brand design. Management and project support was provided by existing Council staff as an in-kind benefit to the project. After the project deliverables were completed, the project staff were not retained, but several full time Council staff were involved in delivery and are still with the Council. This has helped to embed the knowledge and

[1] *Designing Streets – A Policy Statement for Scotland. http://www.scotland.gov.uk/Publications/2010/03/22120652/0*

experience of SCSP within transport delivery in the Council. The ongoing development of SCSP therefore continues and during 2011-12 a partnership with East Dunbartonshire's Cycle Co-op through additional funding was able to continue the work with schools and the community and the Council has now invested in a partnership with Sustrans for cycle training and support, which is supported by a cross service and partner steering group.

2.6 The project has had some local media attention, mostly helping with project promotion, with maps and other information being made available through the local press. The family fun day, the Fun Bike Ride, participation at the canal festival and the walks programme have been covered by local newspapers showing the benefit of engaging with the local community through events.

2.7 A Healthier Town Centre was one of the key messages in the media and there was both positive and negative media coverage about the relevance of the Healthy Habits programme to this, including the contribution of the shop unit in central Kirkintilloch in helping to drive footfall in the town.

3.0 Background to the Programme and Parallel Activity

Previous activity

3.1 There has been a strong history of smarter choices delivery in East Dunbartonshire for a decade or more. The Council has previously developed a staff travel plan – e-travel. The Council is one of the biggest employers in the area and its policies state that it is important to set an example and promote best practice. The travel plan previously identified the need to set aside car-share bays and set a deadline for introducing parking charges for council staff, but also recognised that a stronger focus on travel planning across the town was needed to drive this forward.

3.2 Plans for a walking and cycling network were developed to link people to their town centres, railway stations, work places, leisure/tourism destinations and schools. The aim of the plan was that each path would be signposted at key access points. Improvements to the canal network since 1995 have improved this key link and combined with the Allander/Kelvin Way, West Highland Way and the Strathkelvin Railway WalkWay to offer core strategic routes to which further local quality paths can be added. This work started before, and continued through and beyond the SCSP programme.

Parallel activity to SCSP 2009-2012

3.3 In parallel with the SCSP delivery the Council has invested in a Kirkintilloch Link Road to connect Kirkintilloch to the M80 offering faster journey times to Glasgow and across Scotland. The road was funded by a major new housing development, and the SCSP programme was seen by the Council as a necessity to ensure the flow of traffic on the existing network was reduced, to ensure that the local street environment could be protected to encourage the use of less polluting forms of transport.

4.0 Outputs and Processes of SCSP Delivery

Path Improvements

4.1 Substantial progress has been made through SCSP delivering a comprehensive off road network of paths for walking and cycling. The pilot raised expectations within the Council by establishing a programme of investment in the network. The Council report that progress with this programme has proved to be popular with both elected council members and path users.

4.2 Off road path resurfacing was undertaken on the canal path from St.Ninian's High School to Hillhead Bridge, and the path in Luggie Park and along Luggie Water to Waterside. Steps leading from Christine's Way to Southbank Business Park were replaced by a wheelchair accessible ramp.

4.3 59 new signs were placed on the path network in Kirkintilloch and Lenzie. 13 A0 Routewise map display boards were installed on the path network and cycle racks/storage were installed at Kirkintilloch Leisure Centre, Barleybank car park, and Lairdsland Primary School.

4.4 The Council reports that residents in the Waterside area were particularly pleased with their new path as it provided a vital walking link to the town centre and bus stops.

4.5 New signs were also installed showing distances and times to key locations in the area. Centre lines were removed, carriage way widths reduced and improved streetscape design implemented on the B757 between Lenzie and Kirkintilloch in order to make this route a more attractive environment for pedestrians and cyclists. There were a number of schools on or adjacent to this route.

4.6 Building on these achievements the Council has recently committed to a substantial investment programme for Kirkintilloch Town Centre with shared surfaces and the creation of a more favourable environment for pedestrians and cyclists.

4.7 The Council also continues to run an access forum where people can raise their concerns about maintenance and other issues on the walking network. A bi-annual cycling forum is to be established in 2012.

Healthy Habits Campaign

4.8 The healthy habits shop was the office and hub for the programme delivery. In addition to acting as good value accommodation, the shop was visited by 1480 people in the period when it was open from 2009 to 2011. In 2012 a Council one-stop hub facility was in the process of being set up in Kirkintilloch Town Centre to include access to travel information sustaining one of the main functions of the Healthy Habits shop into the future.

4.9 Table 4.1 shows that around 3000 people were engaged through the SCSP campaign. Some people may have been reached through multiple marketing channels, like both events and schools. The total number of people contacted may be less than this as it is not possible to identify how many unique people engaged with the programme. However, the channels through which each approach was delivered were intended to appeal to different groups of people in the town so it is not expected that many people were contacted in multiple ways.

Table 4.1 – Engagement with Healthy Habits Campaign

Marketing	Numbers
Events	978
Family Walks and walking festival	48
Healthy Habits Information Centre footfall[2]	1257
Local Information and Advice sessions	293
Meetings with local groups	85
Cycling rides, club members and challenge participants	165
Schools workshops and walking programmes	1216
Health Walks	15-20
Newsletter mailing list	270
Facebook members	40

4.10 There were 27 articles identified by the Council in the local press spread across the Evening Times, Kirkintilloch Herald, and local news sheets 'edit' and Edlife, partly in response to 22 press releases issued by the Council. There were also nearly 4000 hits on the project website.

4.11 Other dialogue with the community was managed through the information events, and travel plan marketing. People were given the opportunity at all of these to discuss travel issues and to draw from the pool of project resources.

Information, Marketing and Publicity Materials

4.12 A routewise map was produced and used to promote the new infrastructure improvements. This was a handy pocket sized product and was branded using the blue signs which people would see while they were using the routes. This approach of linking specific walking and cycling infrastructure improvements to low cost marketing was viewed by the council as keeping smarter choices simple and effective.

4.13 A Community Guide and walkwise/cyclewise/carwise/wellwise booklets were prepared, with information about opportunities for healthy travel to facilities in the area. The Community Guide was delivered to every household in the project area (12,500). The

[2] *People were registered on the database from visits to the information centre or telephone enquiries*

'Wise' booklets were produced providing general information about the benefits of active modes and thinking about car use. Booklets were distributed at events and from the Information Centre in Kirkintilloch.

4.14 A range of promotional items, branded with the Healthy Habits logo, were produced for distribution at events, active travel workshops, and information and advice sessions. These 'giveaways' included Sports Bottles, Pedometers, Pens, Pencils, Rulers, Pads, Balloons, Drawstring Bags, Shopping Bags, T-shirts, Rucksacks and Puncture Repair Kits.

4.15 A booklet titled "10 Walking and Cycling routes in and around Kirkintilloch and Lenzie" was prepared and also a booklet detailing short walks from 15 minutes - 1 hour around Kirkintilloch Town Centre. The booklets were made available from the Information Centre and from the East Dunbartonshire Council website. When the Information Centre at Cowgate closed, the booklets were made available from Kirkintilloch Library, Leisure Centre and online.

Cycle Promotion and Employment Training

4.16 A bike refurbishment scheme was set up offering training for unemployed people. Approximately 125 bikes have been sold since the bike recycle scheme started with seven local Future Jobs workers being employed. Six of these workers gained accreditation in cycle maintenance.

4.17 The scheme was run by the Council's Transport Management Organisation (TMO), with assistance from the Healthy Habits team. The TMO staff member left the Council and the Future Jobs scheme which funded this post is no longer funded by the UK government. As a result the recycle project finished.

Food Co-operative

4.18 The food co-op ran from January 2010 and was run by the community health partnership. It operated from Hillhead Community Centre and Kirkintilloch Health and Care Centre, selling local fruit and vegetables and was viewed by the Council as a good project to help foster partnership working. A total of 8,750 customers were recorded generating £35,222 of sales and the project was considered by the Council to have helped boost the local community spirit.

4.19 The Council was able to participate in joint working to support this project as a result of the availability of the SCSP funding but did not have a day to day role in managing the scheme. However the council considers that participation in the project helped to foster a culture of partnership working.

Cross Sector planning for new community centre

4.20 Planning permission for the community centre was granted. It had been expected that this initiative would face opposition, since the concept of a 'car free' development was new. However, in practice the proposal was not viewed by Council officials or members as particularly controversial. The award of planning permission has set a precedent for new approaches to parking for other new facilities to help reduce car parking requirements in line with national planning policy guidance. The impacts on travel behaviour of this type of development can only be determined once the centre has been constructed and is operational. This will be dependent on future funding.

School travel planning

4.21 The Council had been promoting school travel plans prior to the SCSP project and these were developed further through the new investment as part of the pilot project. However the school travel elements lost some momentum when key posts in the Council were removed as a result of staff cost savings in the Council. The main result of this was that the Sustrans hands up survey in 2011 only involved a few schools. This situation had been rectified by 2012 through the cross service steering group that was established.

4.22 Activities in schools in 2009, when the staff were in post, focused primarily on walk-to-school projects and active travel workshops. 6 walk to school workshops for pre and primary school children were held in summer of 2009 with a total of 74 attending. Additional workshops and plays were delivered by the Big Wheel Theatre Company and held in 9 Primary Schools in the project area in April 2010.

4.23 Transition maps showing routes to Kirkintilloch High and St Ninian's High were produced for those starting at the secondary schools. Transition maps were produced and given to every first year pupil starting these High Schools in August 2010.

4.24 During 2011-12 a partnership with East Dunbartonshire's Cycle Co-op through additional funding was able to continue the work with schools and the community and the Council has now invested in a partnership with Sustrans for cycle training and support which is supported by a cross service and partner steering group.

Business travel planning

4.25 Information and advice sessions at workplaces and community venues were delivered through 33 sessions with a total of 293 people attending. The venues with the greatest number of attendees were the local shopping centre, the council's head office and the leisure centre. The Kirkintilloch Canal Festival, in 2010, attracted 200 people to the Healthy Habits stand.

4.26 When the expansion of the travel planning programme was debated in Council there was a lack of support for these approaches, so activity was scaled back. In 2012 the

introduction of smart working practices, and associated asset rationalisation by the Council, requires a new enhanced travel plan to be developed and implemented. This will be able to build on the preparatory work such as staff surveys undertaken through Healthy Habits.

Promoting Active Travel

4.27 A cycle club was established for the duration of the project and Facebook page set up in March 2010 for this. Healthy Habits staff attended local club events and a programme of cycle rides was devised for the summer months. The club attracted a total of 87 members and organised 12 rides, with 22 cyclists being the largest number attending any one ride.

4.28 The Healthy Habits Team made contact with all six GP surgeries in the project area in 2010 and gave them details of resources available and a letter about the project. On several occasions attempts were made to arrange meetings with people from the practices but only one practice nurse took a supply of booklets and there are no records of how this was used.

4.29 A health walk development officer organised walks and recruited nine volunteer leaders for the walks. A further two walks, leaving from William Patrick Library and the Woodlands Centre, were established. From November 2009 to date there have been 111 walks with a total of 1009 walkers taking part. The most popular walk is from Kirkintilloch Leisure Centre on a Friday with an average of 7 regular walkers.

Customer Feedback Survey

4.30 Customer feedback surveys from the contacts made through Healthy Habits marketing have given very positive feedback. People have found the route maps and booklets particularly useful for planning leisure activities with 94% of people visiting the information centre saying that they found the visit useful.

4.31 A survey was carried out during Sept/Oct 2010 when the main phase of delivery was underway and 384 responses were received. Table 4.2 summarises how useful respondents found each SCSP activity.

Table 4.2 - % reporting that marketing materials and activities were very useful

Deliverable	% reporting very useful
Visit to information centre	94%
Community guide	36%
Walkwise	53%
Cyclewise	49%
Carwise	26%
Wellwise	44%
10 walking and cycling routes	62%
Town centre short walks	52%
Individual walking and cycling maps	60%
Cycle club rides	69%
Health walks	79%
Healthy Habits events at the Leisure Centre	63%

4.32 Respondents were asked to state whether or not they had changed their behaviour as a result of the Healthy Habits project. More walking to the shops and for leisure were the most popular responses. However nearly half the sample also reported using their cars less and cycling more as shown in Table 4.3.

Table 4.3 – Behaviour changes reported to have been prompted by Healthy Habits (N 384)

Behaviour change	% making this change
Walk more to work	24%
Walk more to local shops & services	61%
Walk more for leisure	55%
Cycle more to work	10%
Cycle more to local shops & services	22%
Cycle more for leisure	43%
Use the car less	47%
Car share	7%
Travel by bus more	12%
Travel by train more	5%
Use local shops & services more	28%
More active generally	33%

Mechanisms identified in Focus Groups

4.33 Two focus groups were undertaken in the area to explore how local people perceived the recent changes. The focus groups included research to obtain unprompted feedback on the changes and also prompted responses on how people had reacted to each element of the recent investment.

4.34 The improvements to the path network were identified as having led to people re-considering their travel choices and probably walking and cycling more. This included the

role of new signs and the associated maps and information. People said they had tried routes that previously they did not know were available, and as a result walked more.

"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."

"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"

4.35 People were aware of the Healthy Habits Information Centre but were confused why it was there. Although the process by which the Centre might assist change was not clear the focus group participants suggested that this sort of facility could be helpful if it was well advertised and prompts were used to encourage people to visit the Centre for advice.

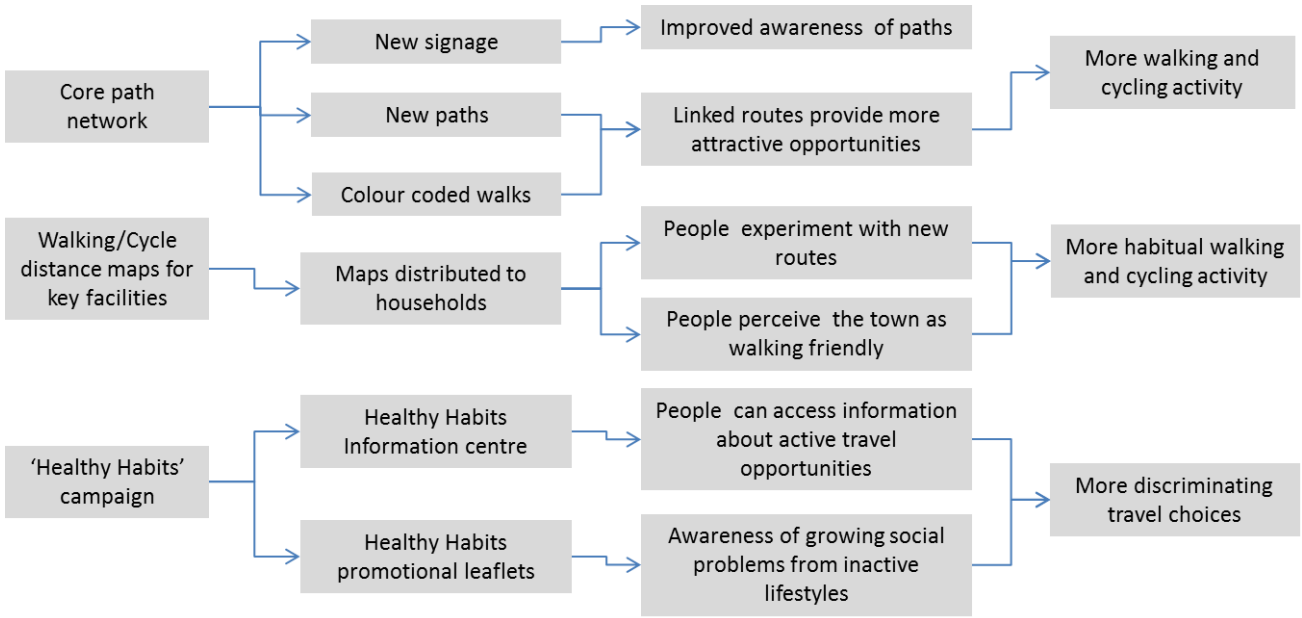
"People walking along the Cowgate…they might have seen the shop, but 99.9% wouldn't have gone in. I never went in."

4.36 There was a perception that more people were walking and cycling more often, and that health benefits were the key driving force behind this increase.

" I've noticed an increase… I think it's people wanting to get out and about, get healthier."

4.37 The focus group findings are reported in detail separately but Figure 4.1 summarises the main mechanisms identified by participants where the SCSP investment was perceived to impact on the area.

Figure 4.1 – Mechanisms for Change Identified from Focus Groups



5.0 Travel Behaviour Outcomes

Household travel survey

5.1 One of the main sources of evidence on changes in travel behaviour across the local target area was the "before and after" household travel survey. Household surveys were undertaken in 2009, before the start of the SCSP interventions, and in 2012 after completion of the programme. These included a detailed travel diary and questions about travel attitudes and behaviour. The survey approach is described in the Final Evaluation Report.

5.2 The changes observed in the target area were also compared with the changes recorded in equivalent sized settlements in the Scottish Household Survey between 2008 and 2011. This helped place the results in context and gave an indication of how they compared with "background trends".

5.3 The main results from analysis of the travel diaries and the remainder of the household survey are set out below. In reading these, it is worth noting the following:

- The household survey was undertaken using random sampling across the target area for the SCSP interventions, as defined by the local authority concerned. Changes observed are therefore area-wide and may not pick up more localised responses to specific small-scale interventions, which may be apparent from other local data collection sources.
- Prior to analysis it was necessary to weight the sample data to achieve samples which were broadly representative of the population in the town. All figures quoted are based on weighted data analysis, with weightings by age and gender calculated according to 2010 mid-term Census estimates for age and gender for the target area.
- Statistical significance tests were conducted on the main results cited, and statistically significant changes at the 95% confidence level are highlighted below. However, it should be recognized that lack of statistical significance does not necessarily mean that there is no change within the population of interest – merely that we cannot say with 95% confidence that there has been a change within the population given the size of observed change in the sample and the sample size.

Household survey sample characteristics

5.4 The survey was completed by 1352 Kirkintilloch/Lenzie respondents in 2009 and 1044 in 2012. However, not all respondents provided valid answers to every question so the numbers of valid responses varies according to the aspect being analysed. The "n" figures

reported under the graphs in the following sections are the weighted sample sizes – either in terms of numbers of respondents or numbers of reported trips.

5.5 Table 5.1 shows the key characteristics of the achieved weighted Kirkintilloch/Lenzie sample in 2009 and in 2012. As age and gender were used to weight the sample, these characteristics are identical in the pre- and post-intervention surveys.

Table 5.1 - Weighted sample characteristics (% of total) Kirkintilloch/Lenzie in 2009 and 2012

	2009 sample (%)	2012 sample (%)	Population (where available, see footnote) (%)
Gender			
Male	*47.5*	*No change (due to weighting)*	*47.6*
Female	*52.5*		*52.4*
Age			
16-24 years	*13.0*	*No change (due to weighting)*	*13.1*
25-34 years	*12.0*		*12.0*
35-44 years	*14.7*		*14.7*
45-54 years	*18.3*		*18.3*
55-64 years	*21.4*		*21.4*
65-74 years	*11.5*		*11.4*
75+	*9.1*		*9.1*
Economic Status*			
Employed Full Time + Self-employed	*31.9*	*33.0*	*42.0*
Employed Part Time	*11.3*	*8.1*	
Not employed	*56.2*	*58.9*	
Household composition*			
Adults living as a couple/ married	*64.0*	*64.9*	
House-share	*1.2*	*2.9*	
Single Adult household	*34.2*	*32.2*	
Other	*0.5*	*0.0*	
Presence of Children			
With children	*21.6*	*23.8*	
Without children	*78.4*	*76.2*	
Illness and Disability*			
With	*13.2*	*16.3*	
Without	*86.8*	*83.7*	
Household income (annual, gross)			
Less than £14,999	*46.8*	*58.6*	
£15k - £19,999	*15.6*	*10.0*	
£19k - £29,999	*15.9*	*13.7*	
£30k - £39,999	*12.1*	*10.5*	
£40k – 59,999	*7.4*	*6.1*	
£60k or more	*2.2*	*1.2*	
[Refused/ missing]	*[61]*	*[69]*	

Education*			
No Qualifications	*22.6*	*8.8*	*33.0*
School leaving certificate	*15.8*	*18.7*	
O Grade, Standard Grade, GNVQ equivalent	*26.3*	*37.6*	
Higher, A Level or equivalent	*11.8*	*21.5*	
Degree/Professional	*23.5*	*13.3*	
Ethnicity			
White	*99.2*	*99.1*	
Asian	*0.7*	*0.1*	
Black	*0.0*	*0.0*	
Mixed	*0.0*	*0.0*	
Other	*0.1*	*0.0*	
Household car ownership*			
None	*34.9*	*35.9*	*28.7*
1	*47.1*	*52.5*	
2	*15.5*	*10.3*	
3 or more	*2.6*	*1.2*	
Driving licence*			
Yes	*58.0*	*67.7*	
No	*42.0*	*32.3*	
Adult bicycle ownership*[3]			
None	*71.9*	*71.1*	
One	*14.0*	*17.4*	
Two	*11.7*	*7.2*	
Three or more	*2.4*	*4.3*	
Children bicycle ownership			
None	*n/a*	*82.4*	
One		*8.9*	
Two		*6.5*	
Three or more		*2.2*	
Concessionary travel passholder*			
Yes	*29.8*	*32.3*	
No	*70.2*	*67.7*	

*Differences between 2009 and 2012 proportions are significant at p<0.05 for those characteristics marked with *. Differences in bicycle ownership figures should be viewed with caution due to the inclusion of an additional question on child bike ownership in the 2012 survey. For population data, for age and gender, mid-year population forecasts for 2010 are shown, as provided to the research team by the GRO. For other demographics, 2001 Census figures are shown (where available) as the most recent data available at the pilot area level. These should be treated as illustrative only, and are not directly comparable with the sample data because of their age.*

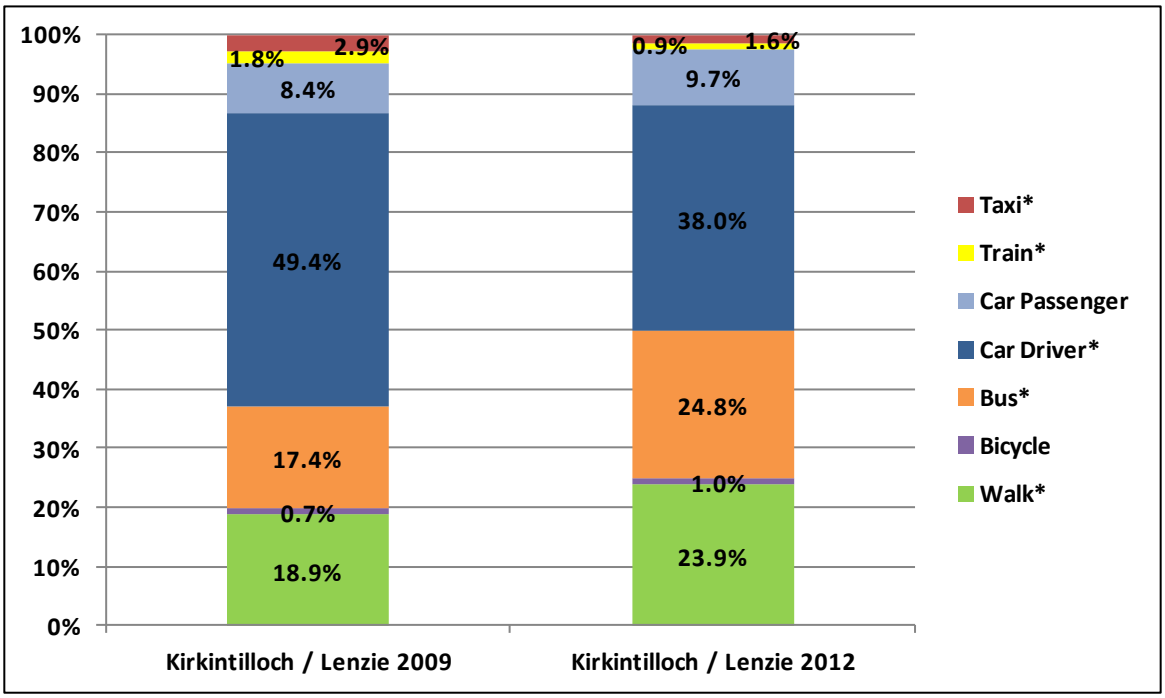
[3] *Note that in 2009, only adult bike ownership was asked in the survey. This means that the bicycle ownership figures are not directly comparable between the two years. It is possible, for instance, that some people would have included child bike ownership with their adult bike total in 2009 and this could be one reason for the apparent decline in adult bike ownership in 2012.*

5.6 There were some differences between the 2009 and 2012 survey samples. One possible explanation for this is that the non-response biases using the modified 2012 survey methodology were different to those in the 2009 survey. In particular, there was a higher proportion of respondents from households without a car in the 2012 survey sample than in the corresponding 2009 survey sample. The research team was mindful of this in the analysis, and where possible undertook separate behavioural change analyses for people from car-owning and non-car-owning households. However, this potential source of bias should be borne in mind when reviewing the analyses on the overall aggregated samples.

Modal split of journeys from the Travel Diaries

5.7 Figure 5.1 shows the changes in mode choice made by Kirkintilloch / Lenzie residents between 2009 and 2012 based on the share of all journeys made by main mode. The main mode of travel is defined as the mode used to travel the furthest distance in cases where a journey was conducted over more than one stage.

Figure 5.1 - Comparison of mode choice by % of journeys made (main mode only)



*Travel Diary samples of N = 1,797 journeys, weighted for 2009 and N = 2,062 journeys weighted for 2012. Differences between 2009 and 2012 proportions are significant at p<0.05 for all modes marked with **

5.8 The proportion of journeys made on foot increased by 5.0 percentage points to 23.9% in 2012 whilst the proportion of car driver journeys fell to 38% of all trips. The modal split of bus journeys rose by 7.4 percentage points to 24.8% of all journeys. The proportion of journeys made by train and taxi fell by 1.0 and 1.4 percentage points respectively. Statistically significant increases at the 95% confidence level were found in the

proportions of respondents travelling by bus and on foot. Significant decreases were found in the modal splits for train, car driver and taxi journeys.

Comparison with Scottish Household Survey Data

5.9 A comparison between the modal choices of respondents from Barrhead between 2009 and 2012 and the percentage point change in share of journeys by each mode from the equivalent sized settlement in the Scottish Household Survey is shown in Table 5.2[4].

5.10 Changes in the modal share for walking, bus use and car driving are quite different from the "background trends" as represented by the SHS data. Whilst there was a small increase in walking trips recorded in the SHS comparison locations (+1.6 percentage points), the increase was three times greater in Kirkintilloch/Lenzie (+5.0 percentage points). Similarly, whilst car driving reduced in the comparison locations by 1.5 percentage points, the equivalent reduction in Kirkintilloch/Lenzie was much greater at 11.4 percentage points. Bus use also increased by almost five times the background trend.

Table 5.2 - Comparison of mode share by % of journeys made (main mode only) between Kirkintilloch/Lenzie and SHS data between 2008/2009 and 2011/2012

Mode	%-point Change in Modal Share of Journeys	
	Kirkintilloch/Lenzie 2009 - 2012	SHS 2008 - 2011
Walk	+5.0*	+1.6
Bicycle	+0.2	+0.5
Bus	+7.4*	+1.6
Car Driver	-11.4*	-1.5
Car Passenger	+1.2	-1.5
Train	-1.0*	+0.9
Motorbike	-0.2	*included in 'other'*
Taxi	-1.4*	-0.3

*Differences between 2009 and 2012 proportions in SCSP data are significant at p<0.05 for all modes marked with *.*

Modal split of journeys by gender

5.11 Figure 5.2 details the changes in mode choice by Kirkintilloch / Lenzie residents between 2009 and 2012 based on the share of all journeys made by main mode disaggregated by gender.

5.12 The modal split for walking journeys increased in both male and female respondents between 2009 and 2012. Car driving reduced more for females than males but if car as

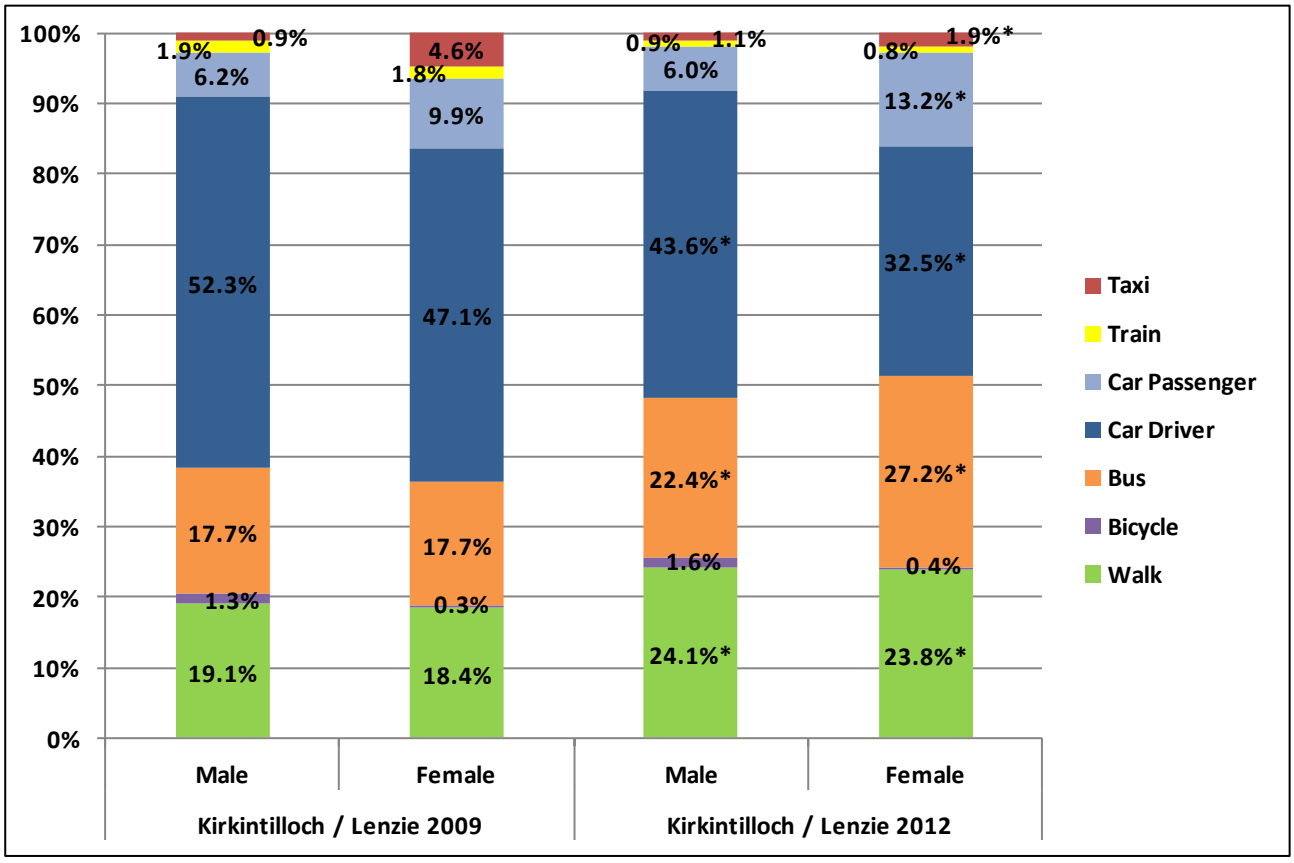
[4] Both sets of figures are based on the mode used for the longest (in distance) stage of a journey. However, it should be noted that the SHS data applies to the years 2008 – 2011, whereas the SCSP data covers 2009 – 2012.

driver and passenger are considered together then the fall in car use was similar for both sexes.

5.13 The proportion of respondents of both genders travelling by bus increased between 2009 and 2012. At 9.5 percentage points the increase in the proportion of females travelling by bus was almost double the 4.8 percentage point increase which was observed in male respondents.

5.14 A significant decrease was also observed for female respondents travelling by taxi.

Figure 5.2 - Comparison of mode choice (by % of journeys made) by gender



*Travel Diary samples are 776 journeys (male) and 979 (female) weighted for 2009 and between 1,026 (male) and 1,034 (female) weighted for 2012. Differences between 2009 and 2012 proportions are significant at p<0.05 for all modes marked with *.*

Modal split of journeys by age

5.15 Table 5.3 below compares the mode choice by Kirkintilloch / Lenzie residents between 2009 and 2012 based on the share of all journeys made by main mode disaggregated by age.

5.16 The proportions of respondents travelling by bus increased in all age groups with the exception of those aged 18-24 years where a 1.5 percentage point decrease was observed.

5.17 The modal split for walking journeys increased in all age groups with the exception of those aged between 25 and 34 years.

5.18 There was a decrease in the proportion of respondents from all age groups travelling by car as a driver.

Table 5.3 - Comparison of mode choice (by % of journeys made) by age

	% Point Change						
	18 - 24 years	**25 - 34 years**	**35 - 44 years**	**45 - 54 years**	**55 - 64 years**	**65 - 74 years**	**75 or over**
Walk	+9.8*	-0.6	+18.5*	+2.1	+1.1	+3.3	+0.5
Bicycle	+0.6	+2.2	+2.2	-2.5	0.0	+0.5	0.0
Bus	-1.5	+8.3*	+3.2	+8.4*	+7.4*	+17.6*	10.9
Car Driver	-6.5	-3.1	-20.8*	-8.1*	-11.9*	-16.8*	-9.4
Car Passenger	-3.5	-1.8	0.2	3.4*	6.3*	-2.0	-1.1
Train	1.0	-3.1	0.6	-2.8	-1.1	-1.1	0.0
Taxi	0.0	-2.5	-3.8	0.7	-2.2	-0.9	0.0

*Travel Diary samples range between 109 journeys (75 years or over) and 364 (45-54 years) weighted for 2009 and between 87 (75 years or over) and 502 (55-64 years) weighted for 2012. Differences between 2009 and 2012 proportions are significant at p<0.05 for all modes marked with *.*

5.19 Significant increases were found for the proportion of respondents travelling by bus aged:

- 25-34 years;
- 45-54 years;
- 55-64 years; and
- 65-74 years.

5.20 Significant increases were identified in the proportions of respondents aged 18-24 years and 35-44 years travelling on foot. Significant increases were also identified in the modal split of respondents aged 45-54 years and 55-64 years travelling as a car passenger.

Modal split of journeys by journey purpose

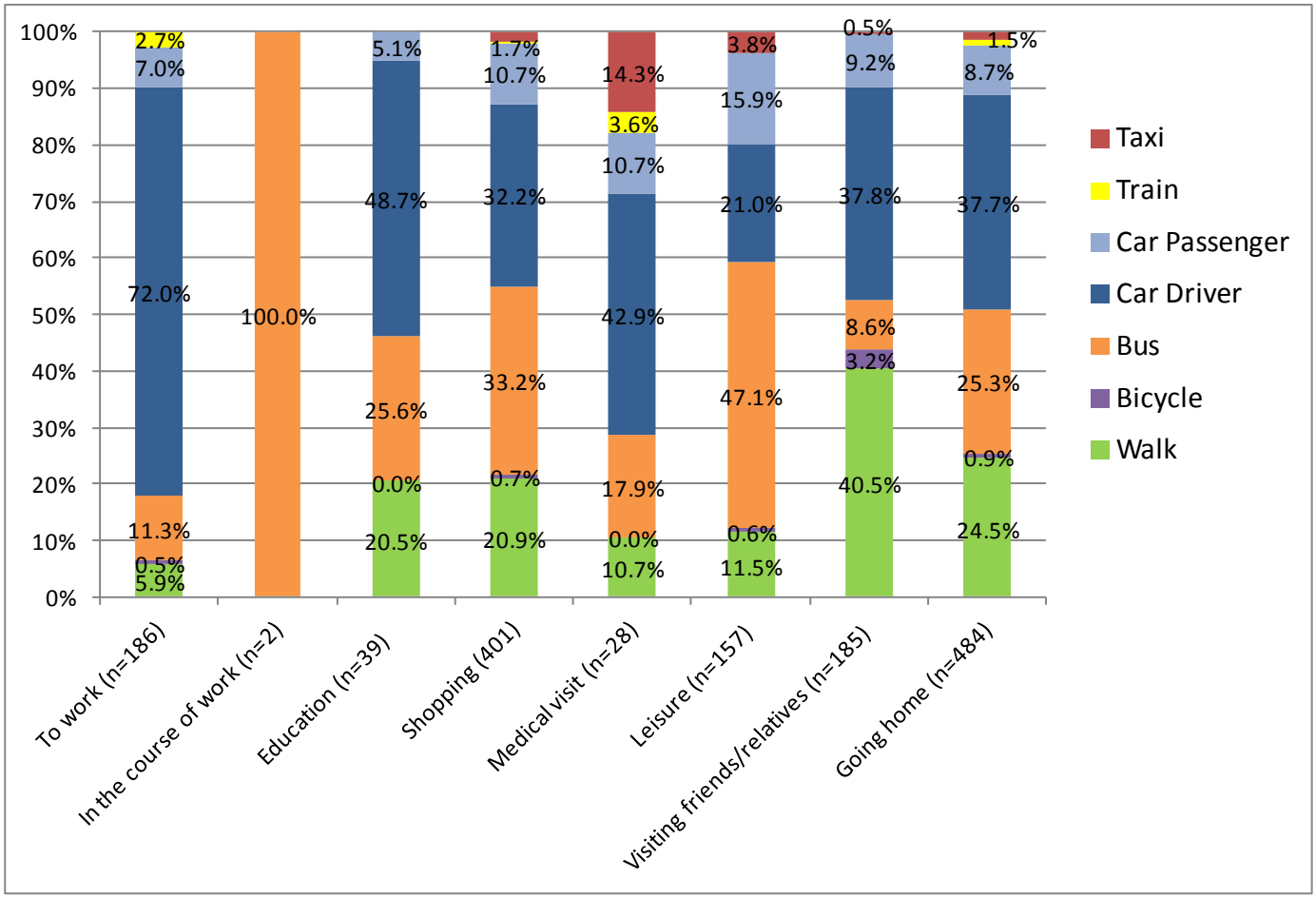
5.21 Figure 5.3 compares the mode choice by Kirkintilloch / Lenzie residents between 2009 and 2012 based on the share of all journeys made by main mode disaggregated by journey purpose and Figure 5.4 shows the change in mode choice for these groups.

5.22 The proportion of leisure trips made by car drivers fell by 25.0 percentage points to 21% whilst the proportion of shopping trips fell by 5.3 percentage points to 32.2%.

5.23 Significant increases were observed in the proportions of respondents making shopping and leisure trips and returning home by bus. The proportion of bus journeys made for shopping and leisure purposes increased by 16.4 and 28.4 percentage points respectively.

In contrast, significant decreases occurred in the proportions of respondents travelling by bus to work, and to visit friends and relatives.

Figure 5.3 - Mode share in 2012 (by % of journeys made) by purpose



Travel Diary samples range between 2 trips (in the course of work) and 984 (going home) weighted for 2012.

Table 5.4 - Change in mode share 2009-2012 (by % of journeys made) by journey purpose

	% Point Change							
	To work	In the course of work	Education	Shopping	Medical visit	Leisure	Visiting friends/ relatives	Going home
Walk	+0.4	-4.8	+0.5	-8.9*	-5.1	-9.6*	+21.9*	+6.6*
Bicycle	+0.5	-4.8	0.0	+0.7	0.0	-0.5	+0.9	+0.4
Bus	-7.3*	+85.7	+8.5	+16.4*	-13.7	+28.4*	-8.8*	+7.4*
Car Driver	+5.6	-61.9	-14.1	-5.3	+16.5	-25.0*	-12.2	-11.5*
Car Passenger	+4.2	-9.5	+5.1	-1.5	+0.2	+6.8	+2.2	-0.2
Train	-3.6	0.0	0.0	-0.6	3.6	0.0	0.0	-0.5
Taxi	-0.4	-4.8	0.0	-1.1	-1.5	+1.0	-2.9	-2.1*

*Travel Diary samples range between 19 journeys (medical visit) and 771 (going home) weighted for 2009 and between 2 (in the course of work) and 984 (going home) weighted for 2012. Differences between 2009 and 2012 proportions are significant at p<0.05 for all modes marked with *.*

5.24 There was a significant increase in the proportion of respondents travelling by foot to visit friends and relatives and to return home. In contrast significant decreases were observed in journeys made for shopping and leisure purposes.

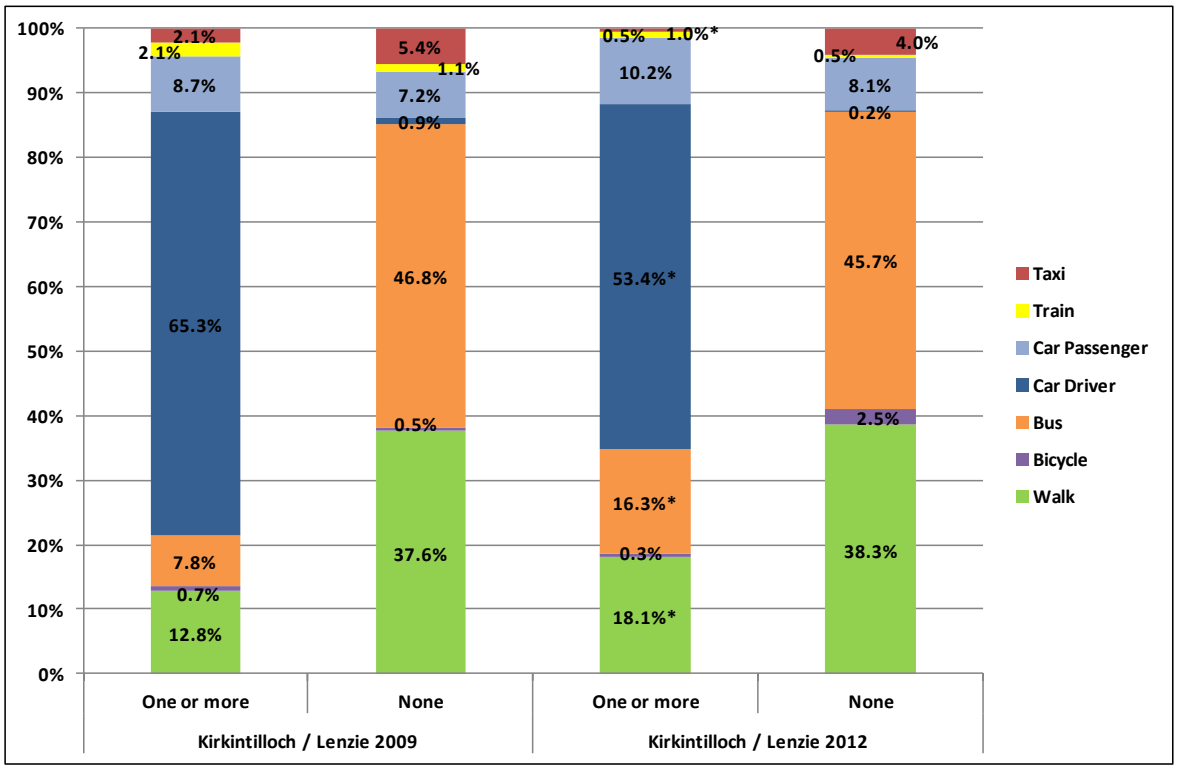
5.25 Significant decreases were also found in the proportion of respondents driving a car to visit friends/relatives and to return home.

Modal split of journeys by household car ownership

5.26 Figure 5.4 illustrates the modal choice of Kirkintilloch / Lenzie residents in 2009 and 2012 according to whether or not the respondent lives in a household with a car.

5.27 Increases were observed in the proportions of respondents living in both car-owning and non car-owning households travelling on foot and as a car passenger. Decreases occurred in the modal splits of respondents in both types of households making journeys as a car driver and by train.

Figure 5.4 - Comparison of mode share (by % of journeys made) by car ownership



Travel Diary samples are 1,352 journeys (one or more cars) and 442 (no car) weighted for 2009 and 1,464 (one or more cars) and 595 (no car) weighted for 2012

5.28 Significant increases at the 95% confidence level were found in the 8.6 percentage point increase in bus journeys and the 5.3 percentage point increase in walking journeys by respondents in car-owning households. Significant decreases were found in the proportion of respondents making train and car as driver journeys in 2012 compared to 2009.

5.29 No significant differences were found in the modal splits of respondents in non-car owning households.

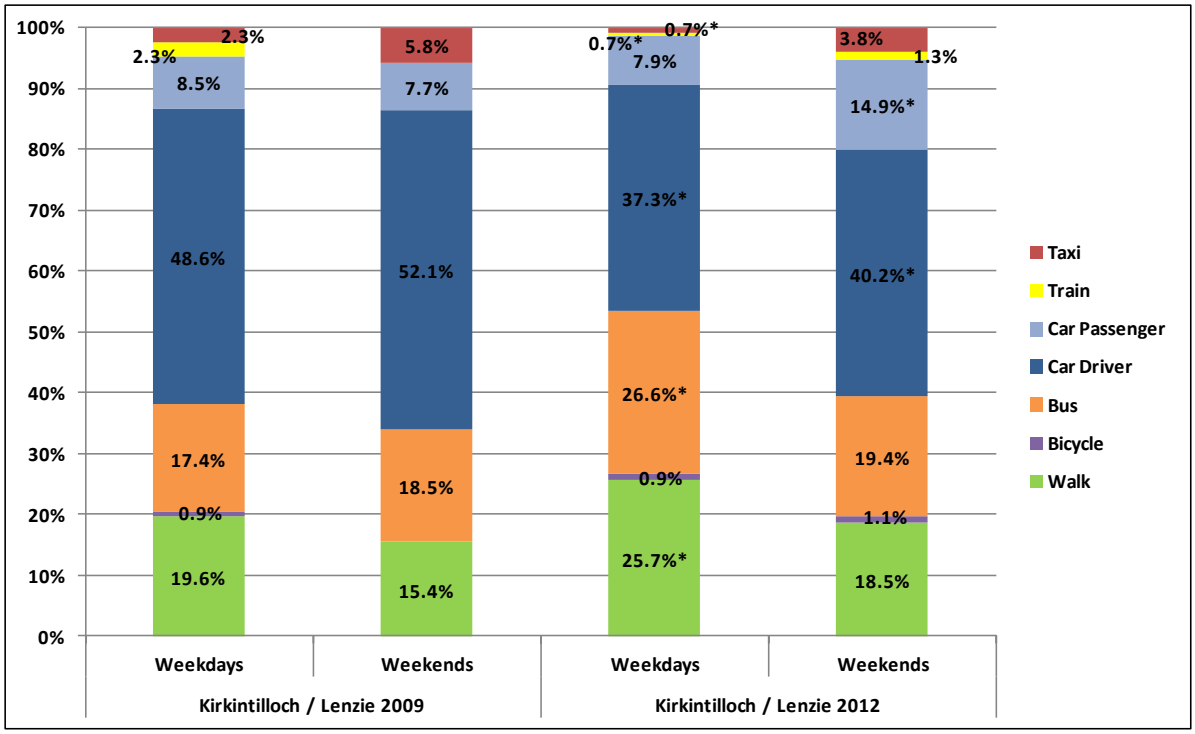
Modal split of journeys by weekday/weekend

5.30 Figure 5.5 below compares the modal choice of Kirkintilloch / Lenzie residents in 2009 and 2012 based on the share of all journeys made by main mode and disaggregated by weekday/weekend.

5.31 The proportion of walking trips increased by 6.1 percentage points on weekdays and by 3.0 percentage points at the weekend. The weekday increases in the proportions walking and travelling by bus were significant. A significant increase was also identified for the proportion of car passengers at weekends between 2009 and 2012.

5.32 Significant decreases were found in the 11.3 and 11.9 percentage point reduction in car driver journeys made during the week and at the weekend respectively. Significant decreases of 1.6 percentage points were also found in the proportion of respondents travelling by train and taxi on weekdays.

Figure 5.5 - Comparison of mode share (by % of journeys made) by weekday/weekend



*Travel Diary samples are 1,429 journeys (Weekday) and 363 (Weekend) weighted for 2009 and 1,535 (Weekday) and 525 (Weekend) weighted for 2012. Differences between 2009 and 2012 proportions are significant at p<0.05 for all modes marked with *.*

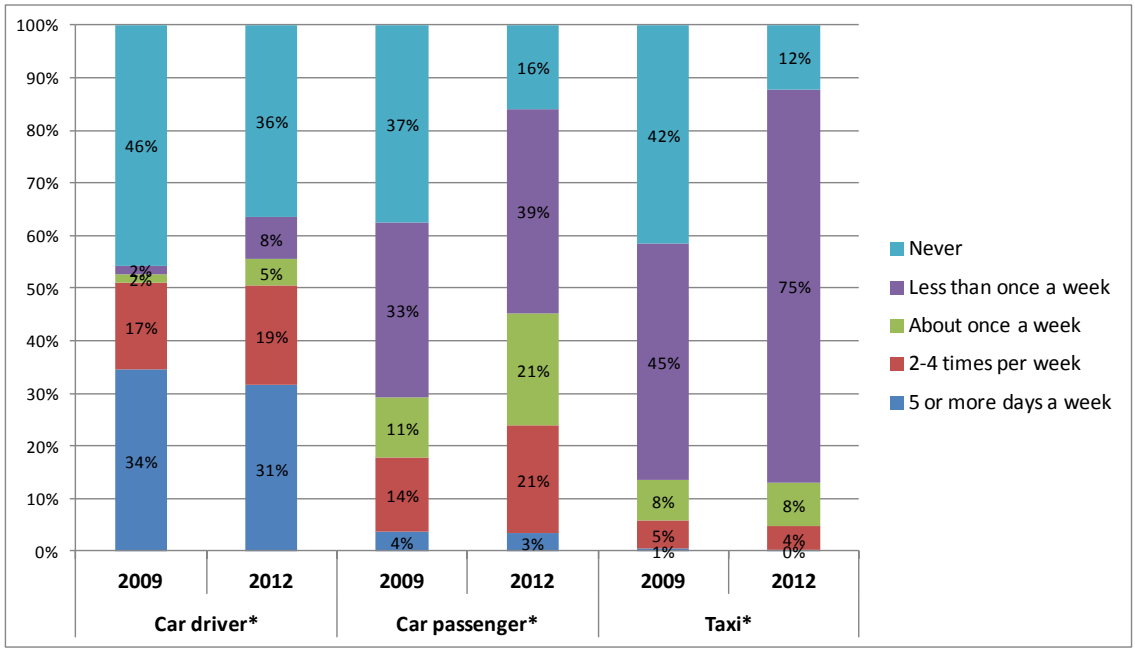
Self-reported frequency of use of each mode

5.33 In this section we provide data from the section of the household survey which asked people to indicate the frequency with which they used each mode. The data in 2009 and 2012 for car use (as a driver, as a passenger and use of taxis) is shown in Figure 5.6, and for other modes (bus, train, walking and cycling) in Figure 5.7.

5.34 Fig 5.6 shows that frequency of use of the car appears to have changed, but overall more people are driving cars at least some of the time. The number of people who say they drive on five or more days per week has fallen from 34% to 32% (9% or a 2 percentage-point drop). However, the proportion of people who say they never drive has also reduced from 46% to 36% (22% or a 10 percentage point increase). The number of people who say they never use the car as a passenger has also fallen substantially from 37% to 16% (57% or a 21 percentage point drop) with much more occasional use as a passenger than in the

baseline. Occasional taxi usage (less than once a week but more than never) has also increased substantially but more regular usage has stayed the same.

Figure 5.6 - Self reported use of car in 2009 and 2012

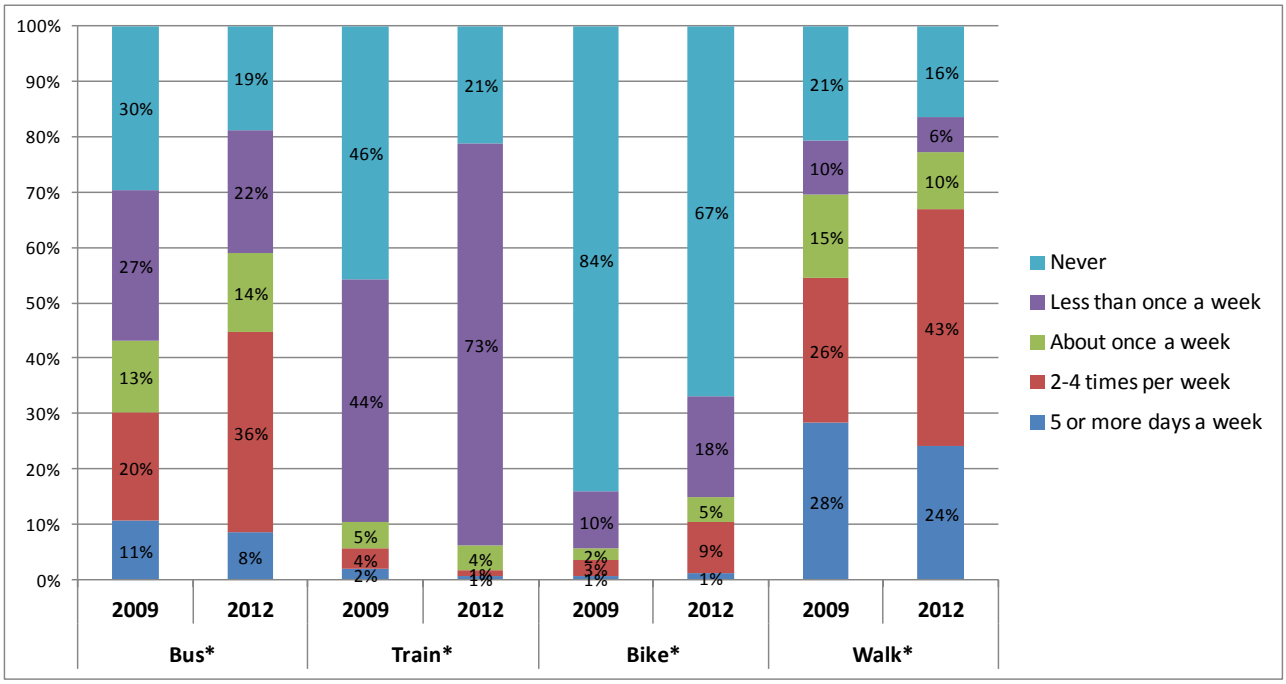


*Household survey samples of N = 1352 respondents, weighted for 2009 & N = 1044 for 2012. Differences between 2009 and 2012 proportions are significant at p<0.05 for all modes marked with *.*

5.35 Figure 5.7 shows that there has been a changed pattern of use of all other modes too. The number of people using the bus most frequently (> 5 days a week) has fallen slightly, but use 2-4 times a week has increased from 20% to 36% of the sample. Also, more people are using the bus overall with the number of people who say they never use the bus being 11 percentage points lower in 2012. Frequent use of the train has also fallen but more people overall are using the train as there has been a 25 percentage-point reduction in the proportion of people who say they never use the train with a concurrent increase in occasional usage.

5.36 There has been a large reduction in the number of people who say they never cycle from 84% in the baseline to 67% in the post-intervention survey (20% or 17 percentage point reduction). Whilst cycling more than 5 times a week does not appear to have increased, many more people are saying they are cycling 2-4 times a week (200% increase or 6 percentage points) or less frequently. Slightly more people are also walking more overall as the proportion of people who say they never walk has fallen. However, the number of most frequent walkers has fallen (14% or 4 percentage points).

Figure 5.7 - Self reported use of non-car travel modes in 2009 and 2012



*Household survey samples of N = 1352 respondents, weighted for 2009 and N = 1044 for 2012. Differences between 2009 and 2012 proportions are significant at p<0.05 for all modes marked with *.*

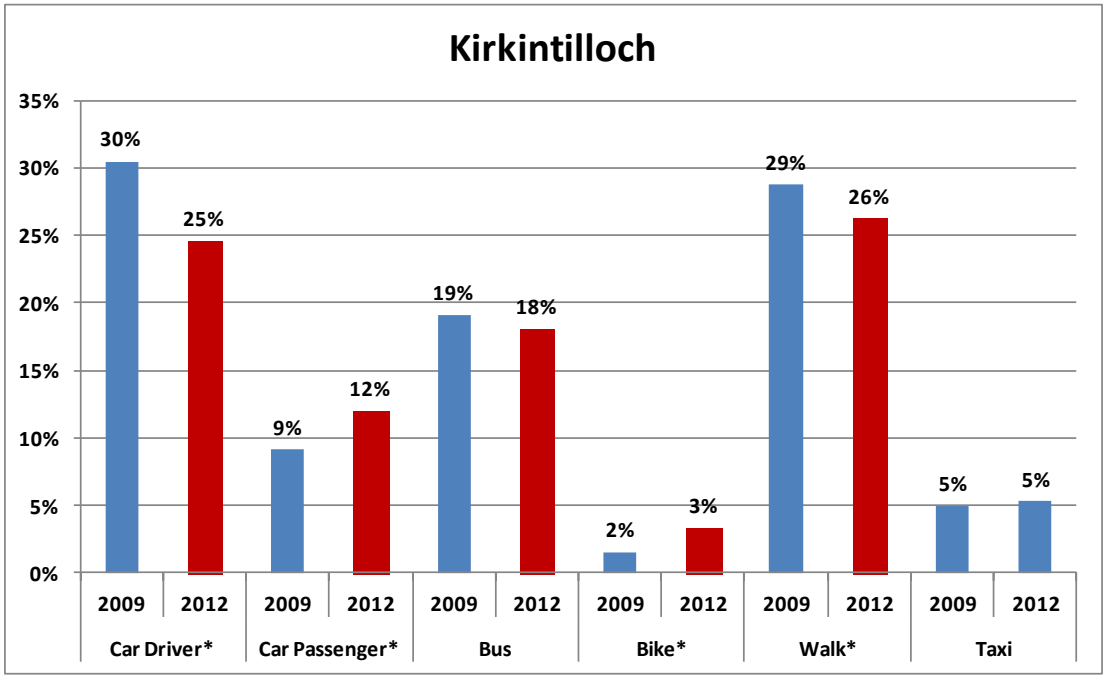
Multi-modal travel behaviour

5.37 From the data collected on the frequency of use of each mode, composite indices of travel behaviour were calculated in order to understand the degree to which respondents in each location seem to be more or less dependent on certain modes or, instead, tend to use a mixture of travel options[5]. Figure 5.8 illustrates the degree to which each mode is relied upon in 2009 and 2012. The figures depict the average proportion of trips undertaken by each mode as a fraction of total trips. This is a crude measure, but it has been measured and calculated the same in each survey and so the comparison between years is helpful.

5.38 On this measure, car driving has reduced *as a proportion of total trips*. The analysis also suggests that the relative share of car passenger trips and bicycle trips has increased. Bus and taxi mode shares have stayed the same. Walking has reduced but this analysis also shows the continuing relative importance of walking in Kirkintilloch/Lenzie as an alternative to the car.

[5] They were derived by recoding the original travel frequency categories to reflect the average number of days per year on which a mode was used. This allowed a crude 'total travel frequency score' to be calculated and, from this, the proportional role of each mode in the overall travel portfolio of the respondents. Any mode as a proportion of total travel could range from 0%-100% and could then be classified in to different percentage bands. Note that this relates to frequency of trips and not distance travelled.

Figure 5.8 - Average proportion of trips undertaken by each mode in 2009 and 2012

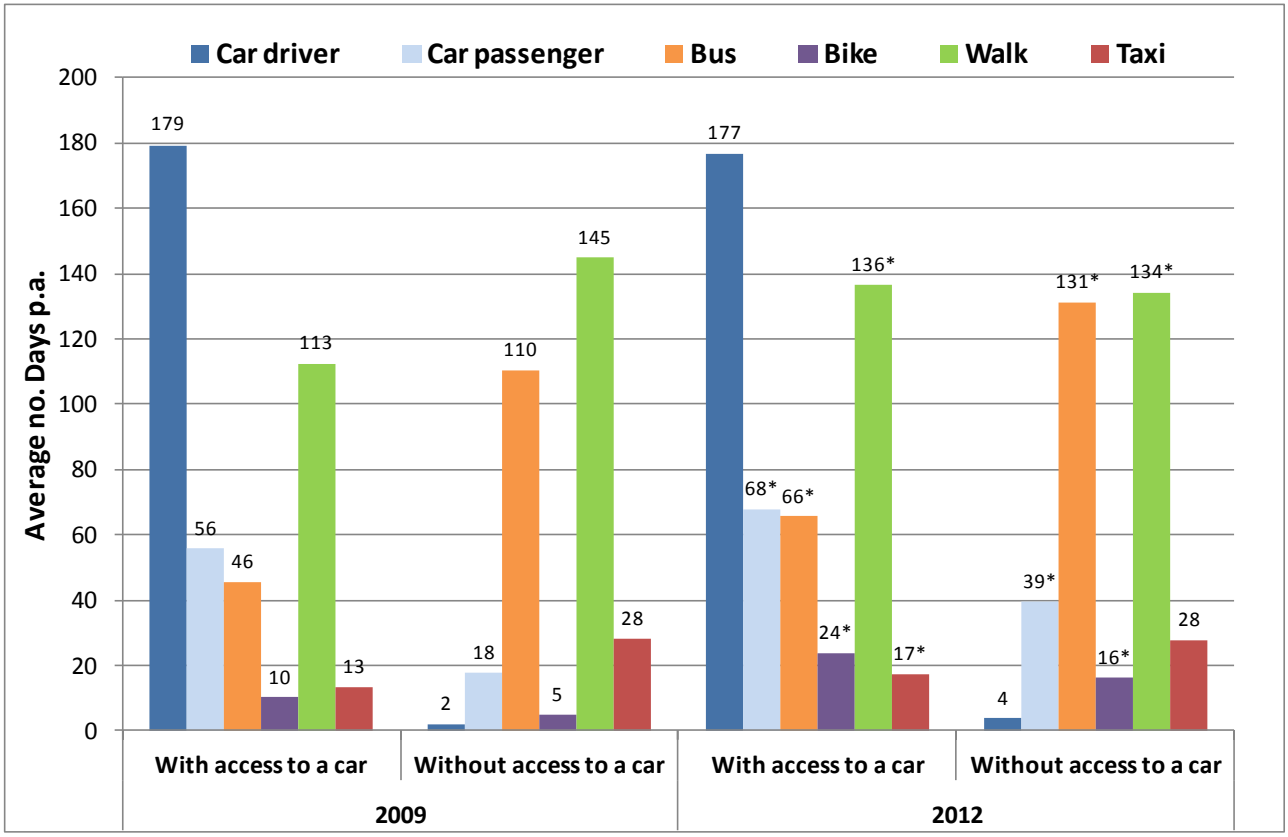


*Household survey samples of N = 1352 respondents, weighted for 2009 and N = 1044 for 2012. Differences between 2009 and 2012 proportions are significant at p<0.05 for all modes marked with *.*

Demographic differences in behaviour

5.39 Figure 5.9 contrasts the average number of days travelled by each mode in households with or without cars. It shows the contrast in the patterns of use of all modes between car and non car owning households. In both years, car owning households are less likely to use the bus and taxi, but more likely to use the bike. When comparing across years, it is evident that car owners have increased their walking and taxi use, whereas non car owning households have not. Both types of household have increased their use of the bus and the bike. Non car households have increased their use of the car as a passenger disproportionately more than car owners.

Figure 5.9 - Frequency of use of each mode in households with or without a car in 2009 and 2012 (average. no. of days per annum)



*Household survey samples of N = 1352 respondents, weighted for 2009 and N = 1044 for 2012. Differences between 2009 and 2012 for each type of household are significant at p<0.05 for all modes marked with *.*

5.40 There are many other relationships between demographic characteristics and travel patterns that could potentially be examined. Table 5.5 shows the magnitude and direction of the differences between various sub-groups and examines changes in their travel behaviour in the two survey periods. It uses the 'average number of days per annum' indicator as a way of capturing self-reported frequency of use of each mode.

Table 5.5 – Average no. of days per annum indicator for key socio-demographic factors in 2009 and 2012

	2009 Ave. no. days p.a.					2012 Ave. no. days p.a.					Percentage Difference between 2009 & 2012				
	Car driver	Bus	Cycle	Walk	Taxi	Car driver	Bus	Cycle	Walk	Taxi	Car driver	Bus	Cycle	Walk	Taxi
Male	131	64	11	122	16	134	80	24	117	16	2%	24%	130%	-4%	2%
Female	101	74	5	122	21	81	94	10	134	23	-20%	27%	99%	10%	10%
With children	154	52	16	153	20	133	91	22	156	18	-14%	75%	36%	2%	-10%
Without	105	74	5	114	18	95	87	14	120	21	-10%	18%	174%	5%	12%
In work	174	49	13	127	18	179	62	29	144	24	3%	25%	125%	14%	30%
Not working	79	81	4	120	19	66	101	9	119	18	-16%	24%	136%	-1%	-4%
With disability	75	65	5	92	22	53	47	2	68	27	-30%	-28%	-57%	-26%	21%
Without	124	70	8	128	18	116	99	19	143	18	-6%	41%	141%	11%	1%
16-34 years	90	84	9	165	22	114	105	32	167	22	26%	25%	247%	1%	-2%
35-64 years	142	60	11	121	19	136	83	21	137	23	-4%	39%	85%	13%	21%
65+ years	94	74	1	98	17	63	85	2	98	16	-34%	15%	126%	0%	-1%

Differences between demographic characteristics are significant at p<0.05 for all modes unless the box is shaded dark grey.

5.41 Men report higher driving and higher cycle use in both survey years. Over the study period, both men and women increased their cycling though men did so a little more than women. Both sexes increased their bus use so that in the after survey there was no statistically significant difference between them. Women were the only ones to reduce their car driving and increase their walking rates.

5.42 Those with children drive more than those without but they also walk more. In the post intervention survey, those with children increased their level of bus use more than those without but it was those without children who increased their cycle use the most.

5.43 Those in employment are much more likely to use the car and they demonstrated a slight increase in car use over the period in contrast to those out of work. Employed people are also more likely to have increased their use of walking and taxi use but both groups increased cycling.

5.44 Those with a long standing illness or disability (13% in 2009, 16% in 2012) are much less reliant on the car in both periods and also reduced their car use more. Indeed those with a disability reduced their use of all modes except taxis.

5.45 Younger age groups are more likely to walk in both years but did not increase their walking rates by 2012. The only group to increase their walking was the 35 – 64 year olds who also increased bus use the most. Cycling has increased the most among the youngest age group (16 – 34 years). The oldest age group has seen the greatest reduction in car driver trips and an increase in bus and cycling.

Self reported change in mode use over the past 12 months

5.46 The household survey asked respondents to indicate whether their use of each mode had increased, reduced or stayed the same in the past 12 months. In 2012 (the after survey), it also asked respondents to indicate whether they had experienced one or more 'life events' such as changing job, moving home, having a child etc. By looking at these indicators, it is possible to get a sense of change in travel behaviour, the extent to which they may be related to other changes in peoples' lives and the degree to which different modes are subject to the greatest amount of change.

5.47 Figure 5.10 shows the degree to which respondents[6] reported that they had changed each mode of transport in the past 12 months. The chart shows the proportion of respondents who reported that their use of each mode had changed in either 2009 or 2012 and whether the difference was statistically significant.

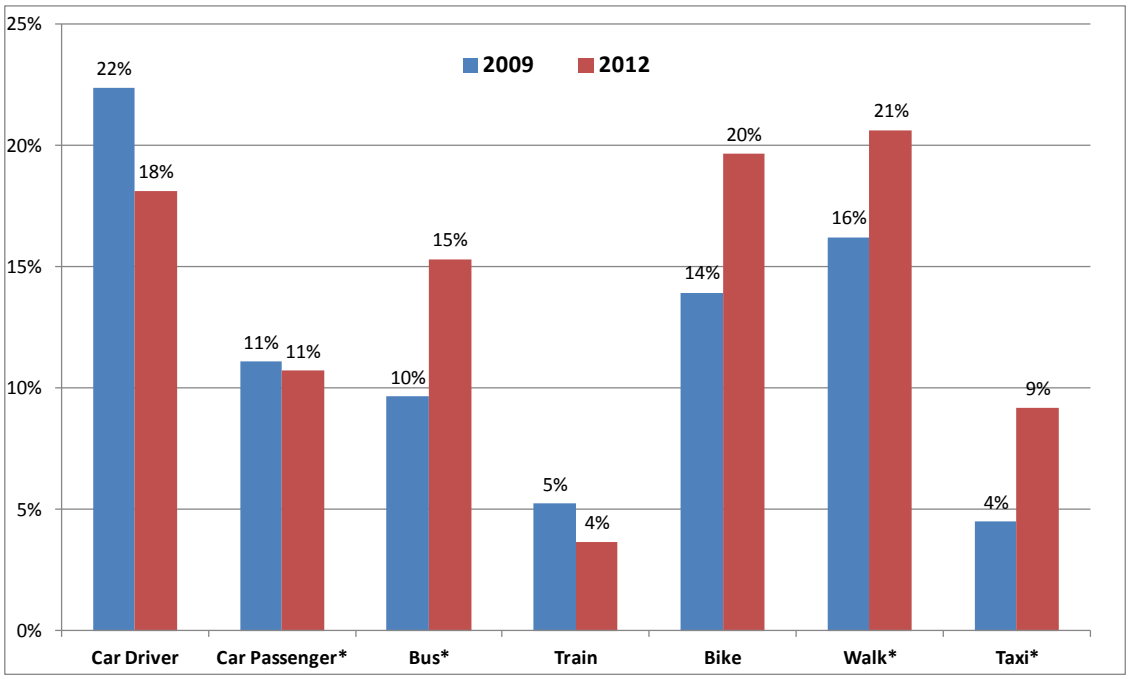
5.48 Overall, walking and cycle use underwent the greatest change in 2012 and in both cases the level of change was greater than had been reported in the previous 12 months prior to the 2009 survey. When looked at in conjunction with Figure 5.11, we can see that this change was made up predominantly of people increasing both of these modes. In the case of walking, more than four times as many people said they had increased walking than said they had reduced it.

5.49 There was also an increase in the degree to which bus and train used changed. Bus use shows more people increasing its use than reducing it, whereas it is slightly the other way for train use.

5.50 There was no significant change in the degree to which people reported their car use to have changed and in both years more people reported reducing their car use than increasing it.

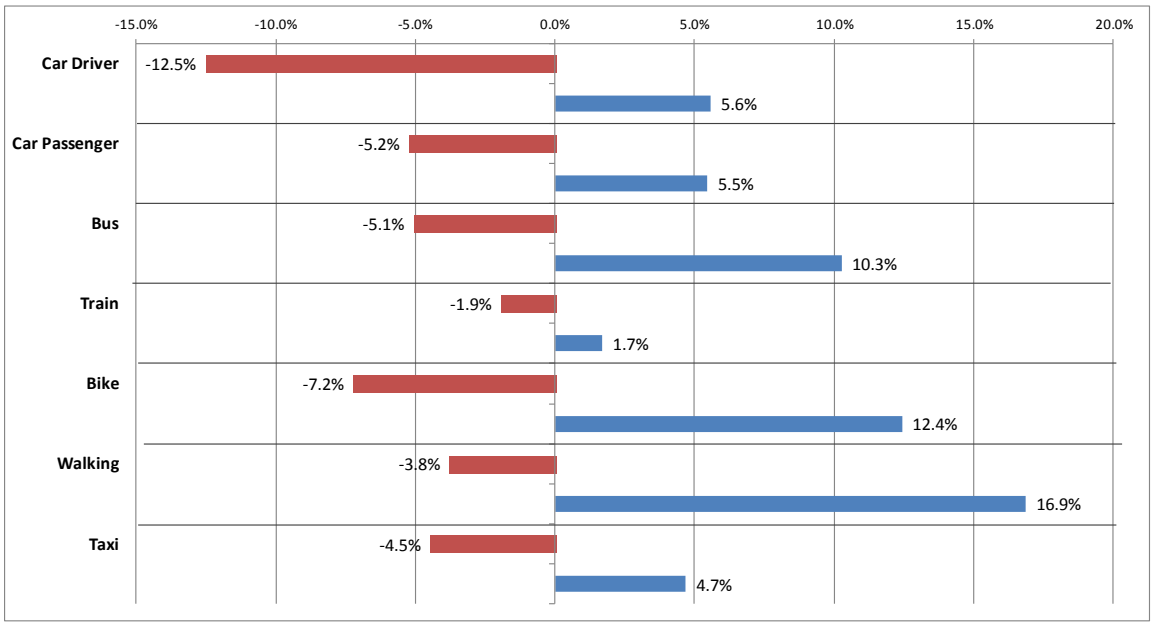
[6] Only those who had reported that they had used each mode at least once in the last 12 months.

Figure 5.10 – Percentage of respondents who reported some change (up or down) in their use of each mode in the previous 12 months



*Household survey samples of N = between 208 & 1047 respondents weighted for 2009 and 345 & 916 weighted for 2012. Differences between 2009 and 2012 are significant at p<0.05 for all modes marked with *.*

Figure 5.11 – Self reported reduction or increase in each mode in the 12 months prior to 2012

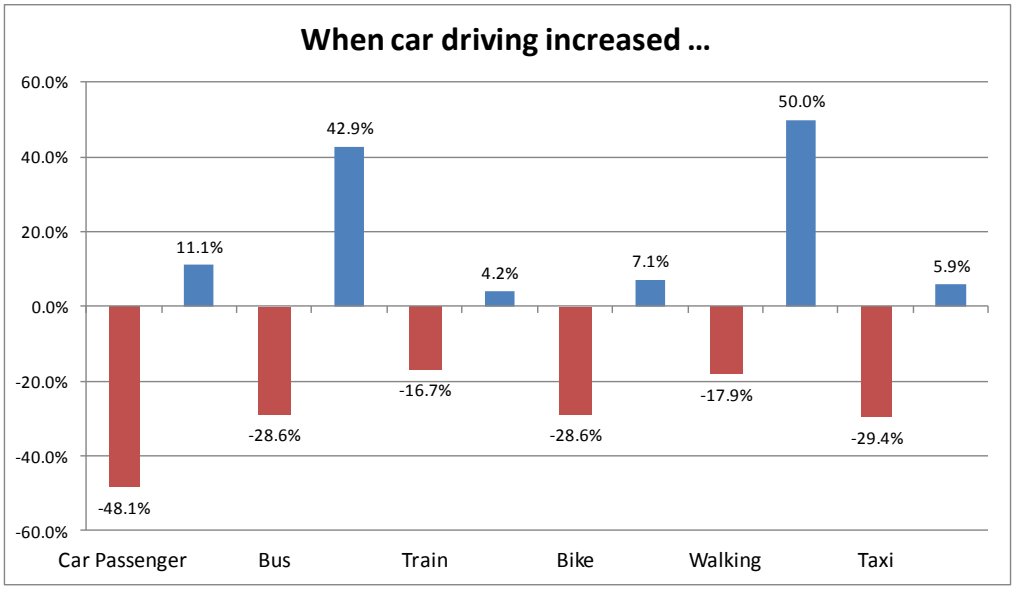


Household survey samples of N = between 345 & 916 respondents weighted for 2012.

5.51 The survey allows us to examine the relationship between changes in behaviour that individuals undertake. In this case we wanted to understand whether a self-reported

increase or decrease in car use tends to correspond with changes in other mode use[7]. Figures 5.12 and 5.13 show that when car driving is reported to increase (5.6% of respondents), people tend to report a corresponding reduction in almost all other modes, particularly car passenger and bike use. However, bus use and walking also increase when car driving increases. When car driving is reported to reduce (12.5% of respondents), there was an even more notable increase in bus use but also an increase in cycling, walking in Kirkintilloch/Lenzie.

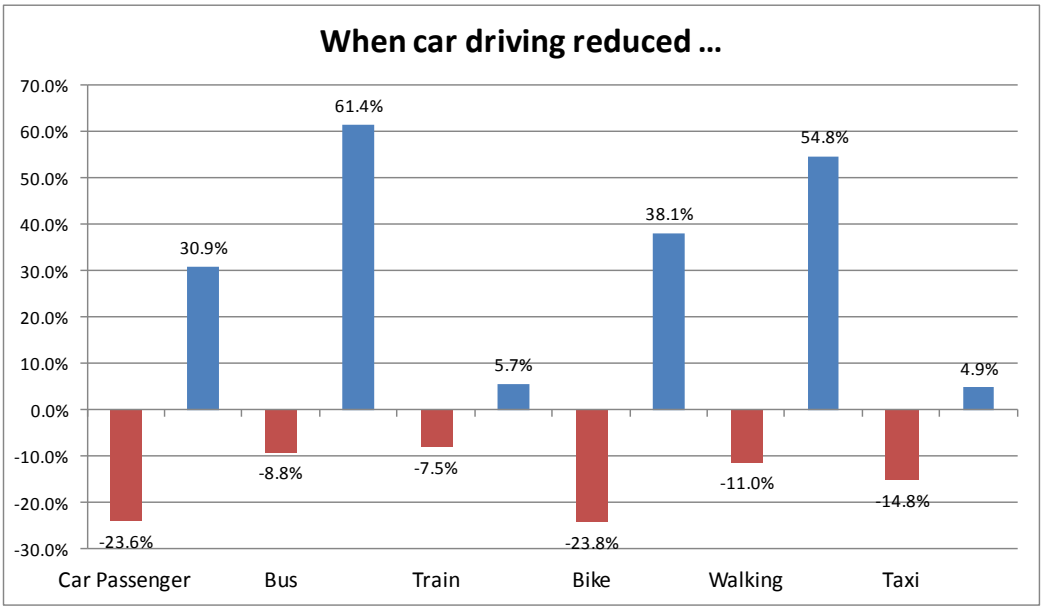
Figure 5.12 – Self-reported changes in other modes when car driving increased



Household survey samples of N = between 345 & 916 weighted for 2012.

[7] Bearing in mind It is not possible from this repeated cross-section survey approach to determine whether these changes are direct trip substitutions, only average behaviour across individuals in the sample.

Figure 5.13– Self-reported changes in other modes when car driving reduced



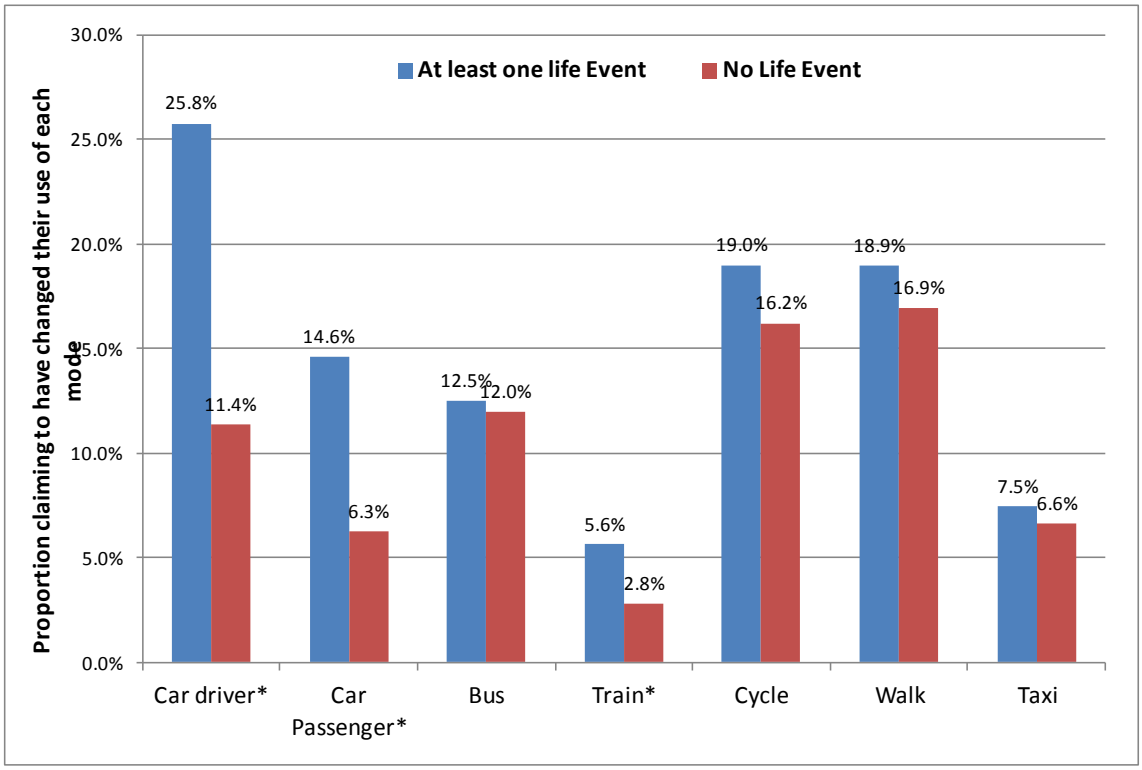
Household survey samples of N = between 345 & 916 weighted for 2012.

Self reported change in mode use related to 'life events'

5.52 Change in travel behaviour may occur when people undergo an event in their life such as changing job or moving house[8]. Experience in the previous 12 months of these life events, or 'moments of change' were recorded in 2012 (though not in 2009). Figure 5.14 shows that life events lead to greater change in all modes of transport, although these differences are significant only for car driving and the use of the train. The fact that the change in behaviour is not significantly different between those who have or have not undergone a life change is interesting as there is a significant difference in most other SCSP pilot areas. It is also the case that Kirkintilloch/Lenzie residents report the most stable travel patterns of all SCSP areas across all modes. It is not clear why Kirkintilloch/Lenzie residents are less likely to change their travel patterns when having a life event, like a new child or retiring from work, than residents of the other SCSP areas, but it perhaps suggest that travel behaviour is more influenced by the preferences of local people than the economic and social structures which impose changes in the other pilot areas.

[8] *These included: starting work/ changing place of employment; stopped working/ retired; started/ finished college or university; moved house; birth/ adoption of a child; child started school; child left home/ gone to college or university; bought a car; got rid of a car; obtained a driving licence; new health problem.*

Figure 5.14 – The proportion of people claiming to change use of each mode according to the experience of life events in the previous 12 months (2012)

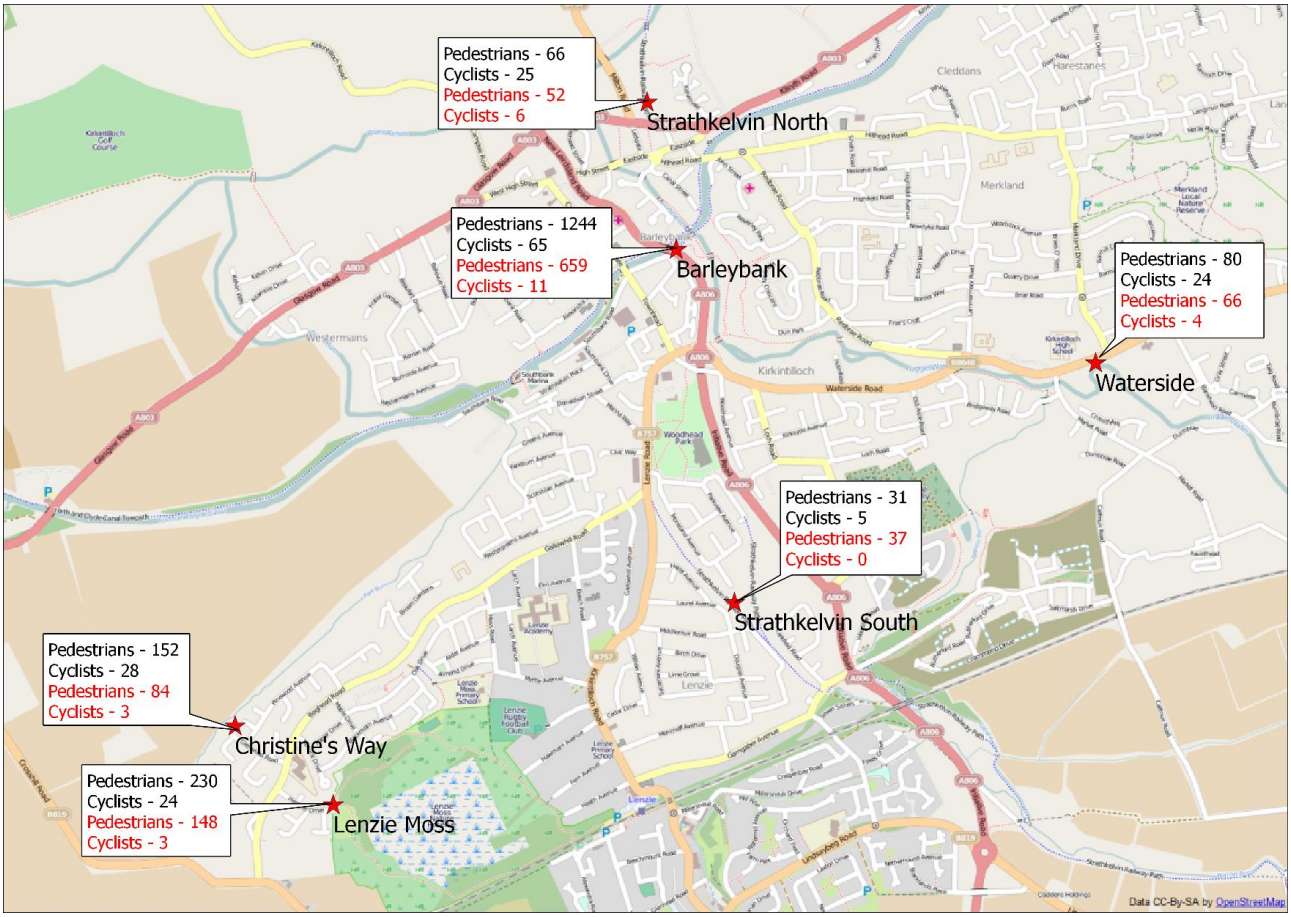


*Household survey samples of N = between 345 & 916 weighted for 2012. Differences between life event/ no life event significant at p<0.05 for all modes marked with *.*

Pedestrian and Cycle Count Data

5.53 Automatic counters on the new paths failed to generate reliable time-series data. However between 2009 and 2010 the automatic counters did provide some data. There was concern that the counters may have been under-reporting levels of walking and cycling so comparisons with future years need to be treated with caution. In 2012 pedestrian and cycle counts were undertaken to gauge the level of use of the paths. Counts on 12th and 16th of June 2012 and the locations of the counts spread across the pilot area are shown in Figure 5.15.

Figure 5.15 – Pedestrian and Cycle traffic in 2012 (data for weekend in red)



5.54 Barleybank was the busiest route, with 1244 and 659 pedestrians for weekday and weekend days, respectively. The routes in Lenzie Moss and Christine's Way were also well used, with the much higher numbers recorded on a weekday suggesting that the route is used by students and workers. There is some use of the other routes with 25 and 24 cycles on a weekday in Strathkelvin North and Waterside.

5.55 If these counts are compared with the data from earlier years, and it is assumed that the automatic counts in 2009/10 were accurate, then there has been a five-fold increase in walking and a six fold increase in cycling as shown in Figures 5.16 and 5.17.

Figure 5.16 – Change in Pedestrian Traffic (average daily traffic levels)

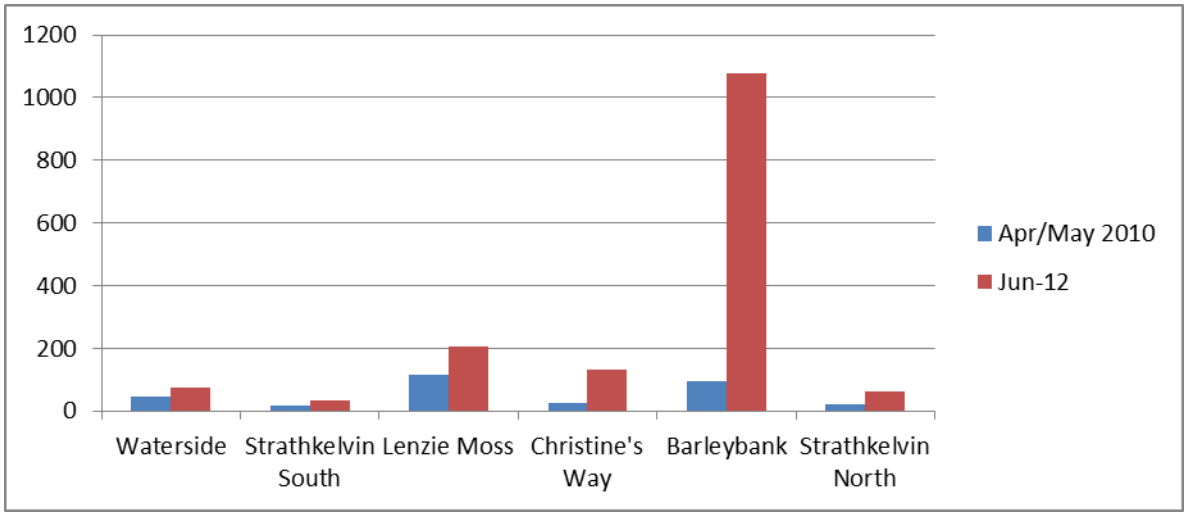
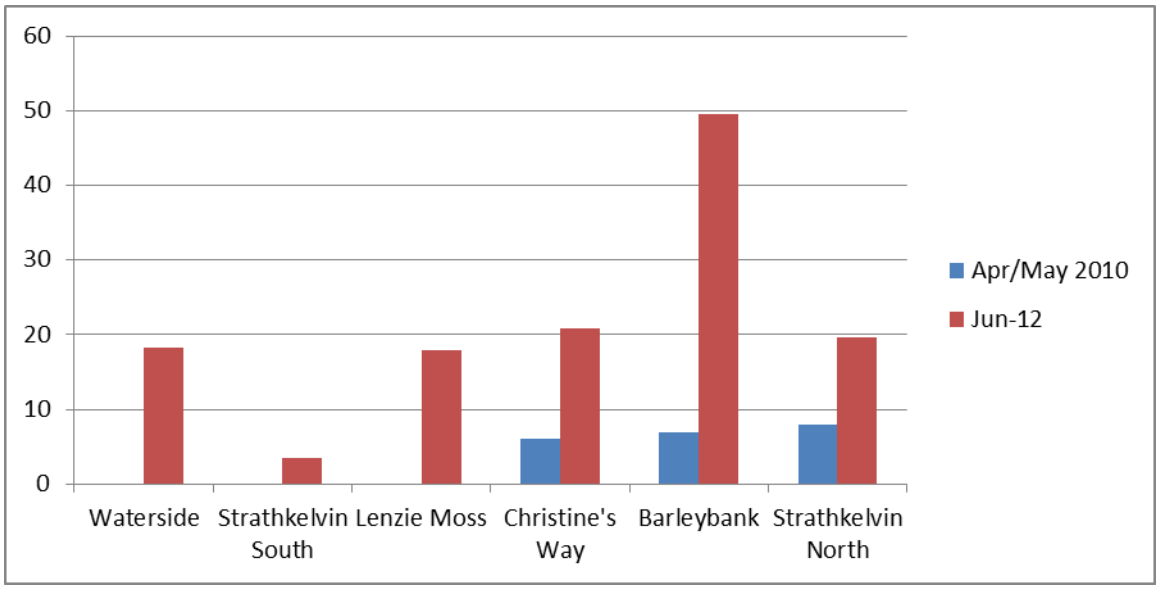


Figure 5.17 – Change in Cycle Traffic (average daily traffic levels)

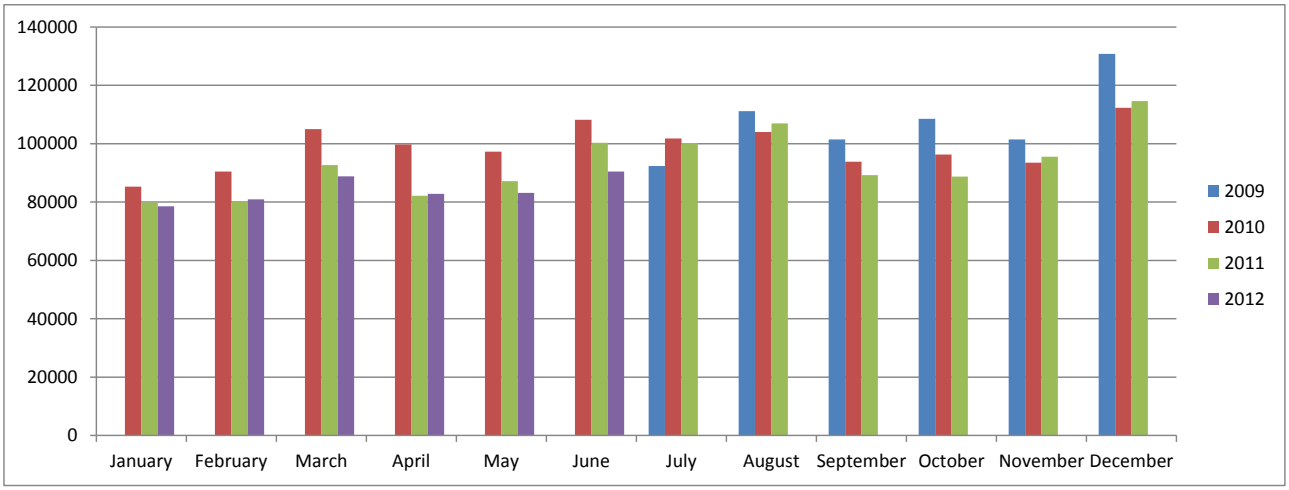


Footfall in Kirkintilloch

5.56 Figure 5.18 shows that footfall has been falling in Kirkintilloch town centre but during the project this has leveled off despite a deepening recession more generally across Scotland. Footfall is one of the most important indicators of economic vitality.

5.57 Over the last 12 months the average monthly fall in footfall has been just over 2% with footfall actually increasing over the winter months.

Figure 5.18 – Monthly Footfall Recorded in Kirkintilloch Town Centre[9]



School Travel

5.58 The Council was unable to support the collection of data on school travel in 2011, and East Dunbartonshire is one of the few Councils in Scotland with very little school travel data for this critical year in the monitoring programme. However, Holy Family Primary School continued to collect their own data and supply it to Sustrans. In 2011 there has been a substantial rise in car travel to school at Holy Family Primary to 46.1% modal share and a further fall in walking to 30.1% modal share.

5.59 Figure 5.19 shows the change in Mode of travel to school averaged across all of the schools in Kirkintilloch/Lenzie for 2009 and 2010 when the Council was supporting the surveys. Figure 5.20 shows that a fall in walking and rise in car travel to school is fairly typical of East Dunbartonshire as a whole. However numbers walking to school remain above the national average and there were more cyclists observed in 2010 than in 2009.

[9] *Data from Footfall Detector near the Regent Centre in the Town Centre*

Figure 5.19 - Mode of travel to school in Kirkintilloch/Lenzie

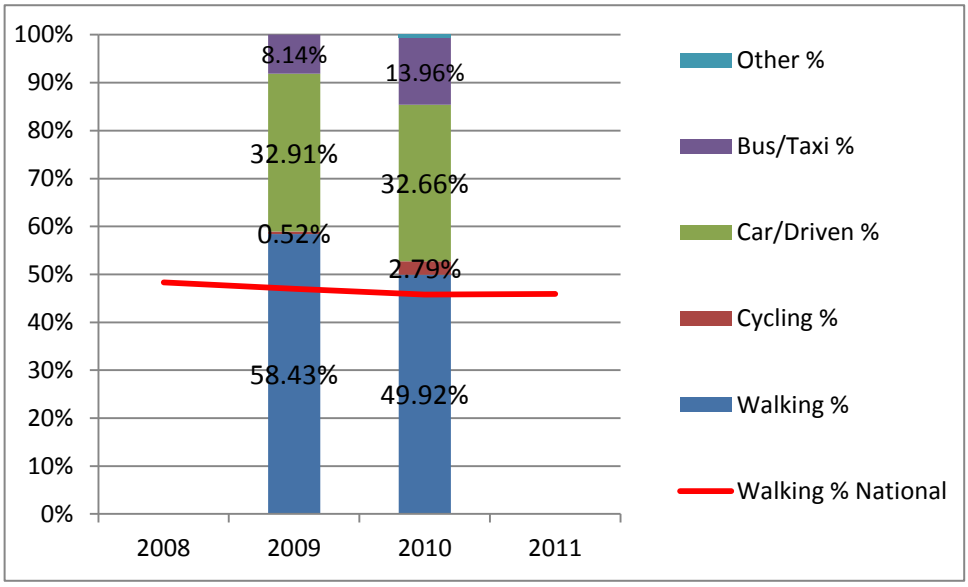
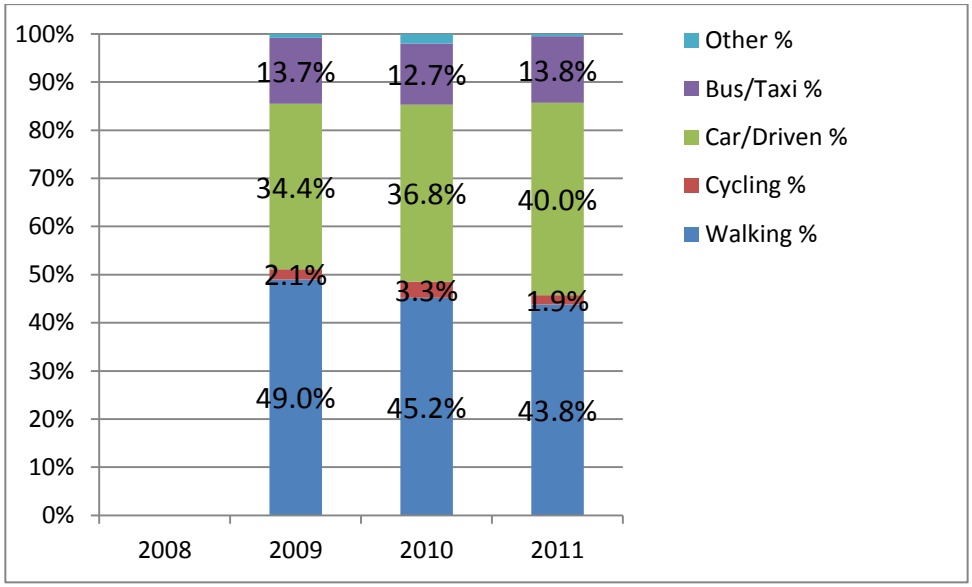


Figure 5.20 - Travel mode to school in East Dunbartonshire



Summary of travel behaviour outcomes

5.60 The evidence about travel behaviour outcomes in Kirkintilloch/Lenzie comes from a number of sources as summarised in Table 5.6. The table compares the changes in mode share from the travel diary with the equivalent figures from the SHS survey and corroborating evidence from the remainder of the household survey or other local data sources. Where figures shown are percentage point changes this means, for example, that a change from 21.5% of trips being made on foot to 36.3% is a 14.8 percentage point change.

5.61 The main conclusions and observations are:

- There has been a notable rise in walking journeys, particularly when compared against the trend in comparable locations from the SHS data. This is corroborated by the self-reports of frequency of walking and the count data.
- There is not a statistically significant change in cycling recorded from the travel diaries. However, self-reported frequency data (which can be better at picking up less frequent journeys such as leisure trips) and the cycle counts suggest there has been an increase. There was less than one percentage-point increase in cycling in the comparable locations so at the very least this pilot area has kept up with the background trend.
- There has been a rise in the number of bus trips and this is particularly notable against a background trend in the comparable locations of essentially static growth. Again, this is consistent with the self-reported frequency data but unfortunately we do not have bus patronage data to corroborate the change.
- There has been a significant reduction in the mode share for car driver travel and once again this is greater than the appropriate background trend.

Table 5.6 – Summary of evidence on overall travel behaviour change

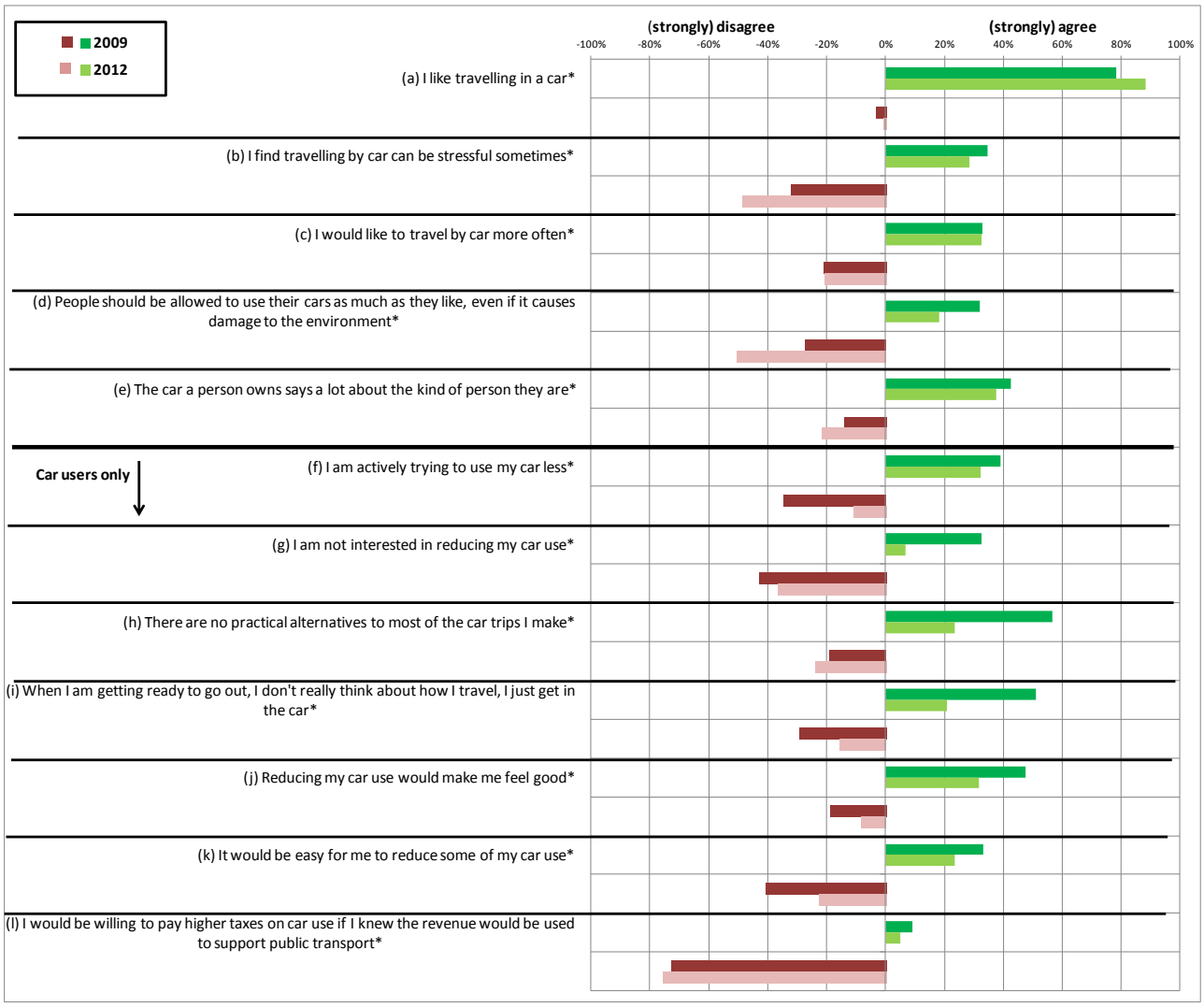
	Change in trip mode share (main mode) across SCSP target areas			Change in trip mode share in comparable areas	Corroborative support for change		
	From SCSP evaluation travel diaries 2009 - 2012			From analysis of national SHS data 2008-11	Self-reported frequency from household survey (use > 2 days a week)	Count data	Local user surveys
	2009	2012	%-point change	%-point change	%-point change		
Walking	18.9%	23.9%	+5.0	+1.6	+12.4	Footfall in town centre has stabilised after falling trend. Up to 500% increase in walking but count data subject to error	N/A
Cycling	0.7%	1.0%	+0.2	+0.5	+6.8	Up to 630% in cycling based on count data but subject to error.	N/A
Bus	17.4%	24.8%	+7.4	+0.1	+14.5	N/A	N/A
Car as driver	49.4%	38.0%	-11.4	-1.5	-0.7	N/A	N/A
Car as passenger	8.4%	9.7%	1.2	-1.5	+6.0	N/A	N/A
Train	1.8%	0.9%	-1.0	+0.9	-3.9	N/A	N/A
Motorbike	0.3%	0.1%	-0.2	+0.2	-0.6	N/A	N/A
Taxi	2.9%	1.6%	-1.4	-0.3	-1.1	N/A	N/A
Notes	*Blue shading shows observed change is statistically significant at p<0.05* *n/a means data not available or not collected*						

6.0 Attitudinal Outcomes

Attitudes to the car

6.1 Figure 6.1 shows the changes between 2009 and 2012 for all the attitudinal measures related to the car. Note that questions a – e were asked of the whole sample but questions f – l were asked of car users only. All changes are statistically significant.

Figure 6.1 - Attitudes to car use in 2009 and 2012



*Household survey samples of N = 1352 respondents, weighted for 2009 and N = 1044 for 2012. Samples for individual questions vary. Differences between 2009 and 2012 proportions are significant at p<0.05 for all questions marked with *.*

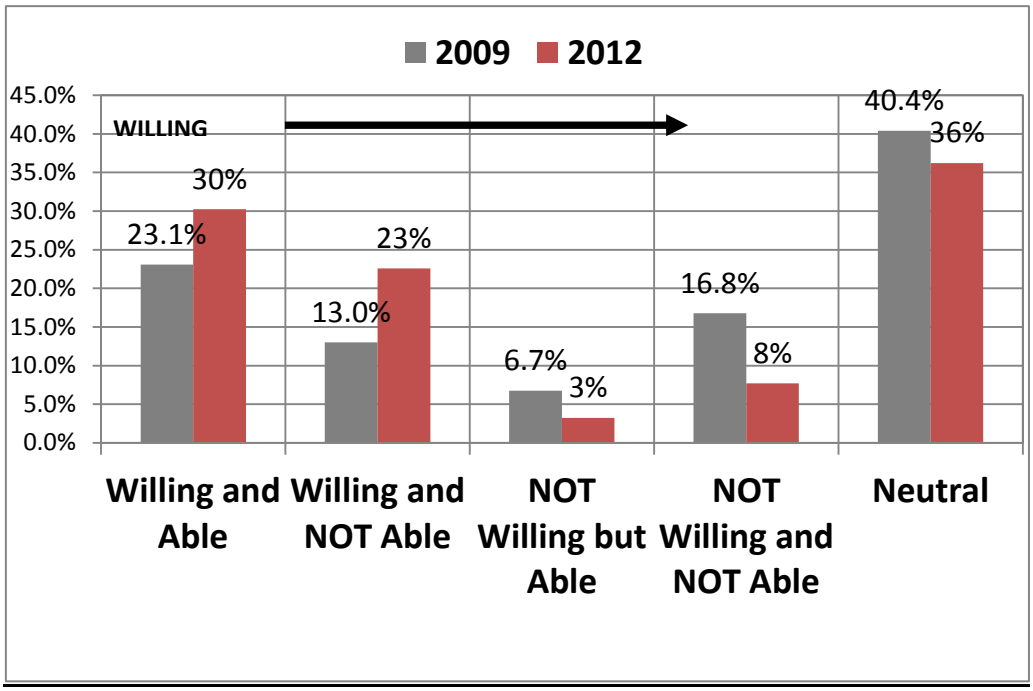
6.2 A notable pattern since 2009 is the increased acknowledgement by car drivers that there are practical alternatives to the car (h) and less resistance to the idea of reducing car use. In addition, car drivers say they are less likely to use the car without thinking about it first. In contradiction to this, car drivers are no more likely to agree that they think it would be

easy to reduce their car use or that they are actively trying to reduce car use (although there is less disagreement with these propositions). Overall, people in Kirkintilloch/Lenzie are less likely to believe that car users should be allowed to use their cars as much as they like.

6.3 Using scores on '(g) I am not interested in reducing my car use' and '(k) it would be easy to reduce some of my car use', the sample can be segmented into four groups depending on their combination of scores on these two items. Figure 6.2 compares the sample proportions which fell into these four groups in 2009 and 2012. The change in the proportion of respondents in each segment was not statistically significant between the two years.

6.4 The analysis of car attitudes above is echoed in this analysis which shows that the proportion of car users who fall into both the 'Willing and Able' and the 'Willing but NOT able' categories have increased. In other words, willingness to reduce the car has gone up but not everyone believes that it is actually possible to reduce car use.

Figure 6.2 – Segmentation of attitudes to car use reduction

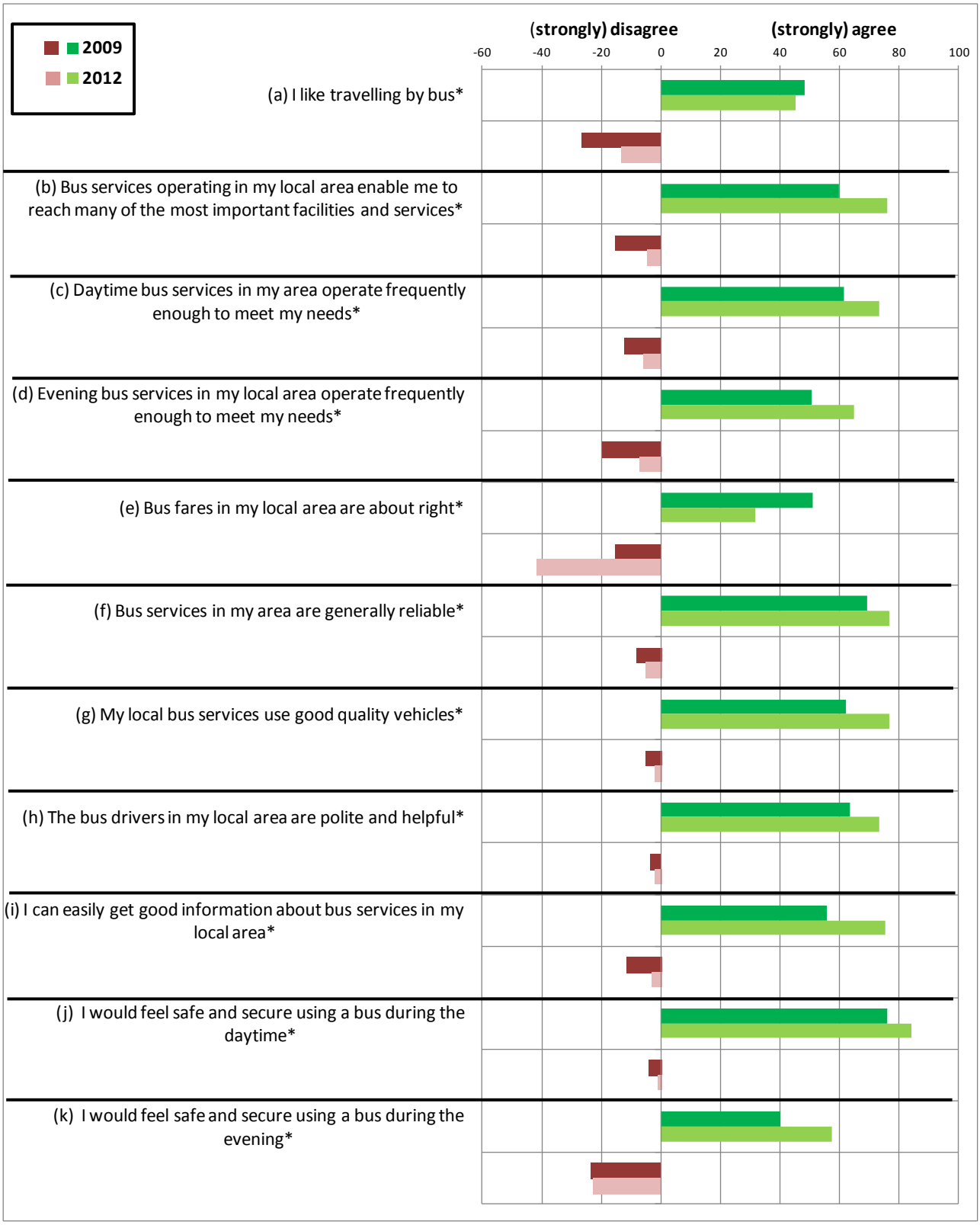


Household survey samples of N = 1352 respondents, weighted for 2009 and N = 1044 for 2012. Samples for individual questions vary. Differences between 2009 and 2012 are statistically significant at p<0.05.

Attitudes to the bus

6.5 Attitudes towards many aspects of bus travel appear to have improved since 2009. Figure 6.3 displays the agree/disagree scores for all the attitude questions in 2009 and 2012. Most notable is the improvement in perceptions of information availability about bus use, access to goods and services by bus, evening and daytime frequency, quality of vehicles and perceptions of safety and security in the evening. However, many fewer people agree (and many more disagree) that bus fares are about right.

Figure 6.3 - Attitudes to bus travel in 2009 and 2012



*Household survey samples of N = 1352 respondents, weighted for 2009 and N = 1044 for 2012. Samples for individual questions vary. Differences between 2009 and 2012 proportions are significant at p<0.05 for all questions marked with *.*

Attitudes to walking

6.6 As shown in Figure 6.4, attitudes to aspects of walking have been mixed.

Figure 6.4 - Attitudes to walking in 2009 and 2012

*Household survey samples of N = 1352 respondents, weighted for 2009 and N = 1044 for 2012. Samples for individual questions vary. Differences between 2009 and 2012 proportions are significant at p<0.05 for all questions marked with *.*

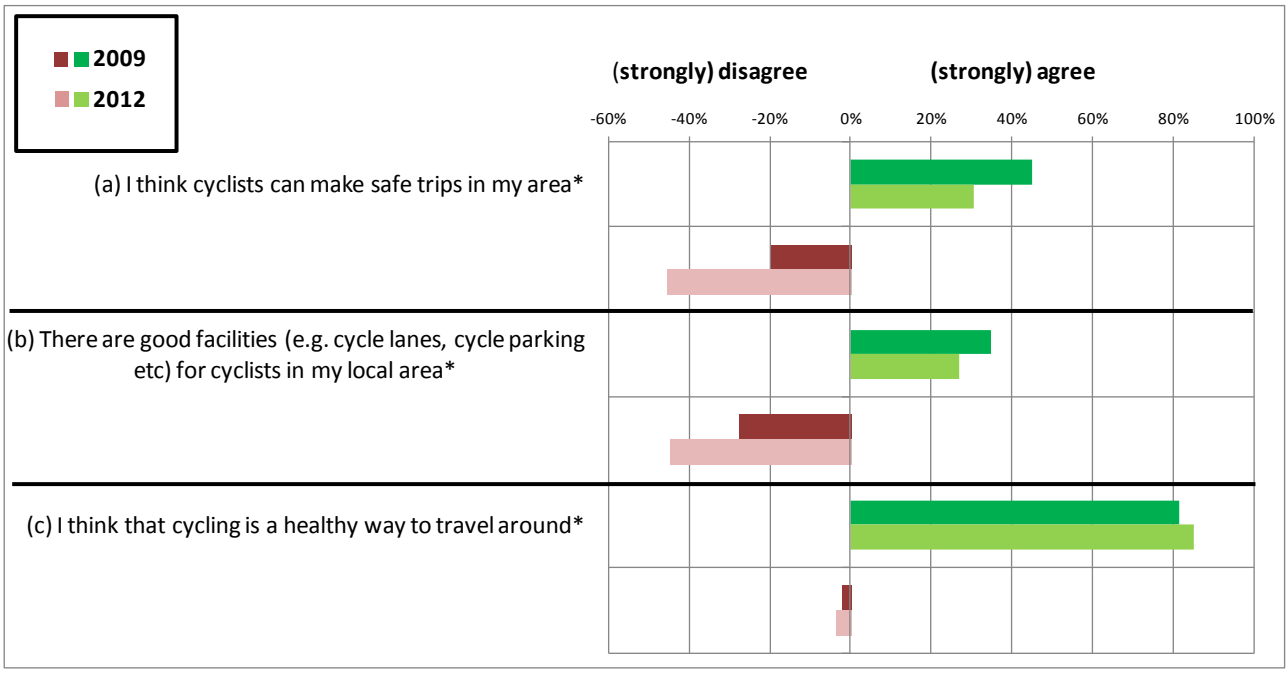
6.7 Many more Kirkintilloch/Lenzie residents have improved their perceptions of the walking environment and believe there are safer crossings and pedestrian facilities, but at the same time many more disagree that these facilities are good. This could be because more people are walking more and therefore new observations are being made and opinions formed. Slightly more people in 2012 agree with the statement that they should walk

more to keep fit (but slightly more also disagree) but there does seem to have been a reduction in the number of people who say they do not walk because it takes too long.

Attitudes to cycling

6.8 Attitudes to cycling have deteriorated. Fewer people agree (and more disagree) that cyclists can make safer trips and the same is true for perceptions about facilities for cycling such as cycle lanes and cycle parking. Again, this could be because more people are cycling and therefore noticing the conditions of the surrounding infrastructure as the survey data suggested more people are travelling by bicycle at least occasionally. There has been no overall increase in the number of people agreeing that cycling is a healthy way to travel around.

Figure 6.5 Attitudes to cycling in 2009 and 2012

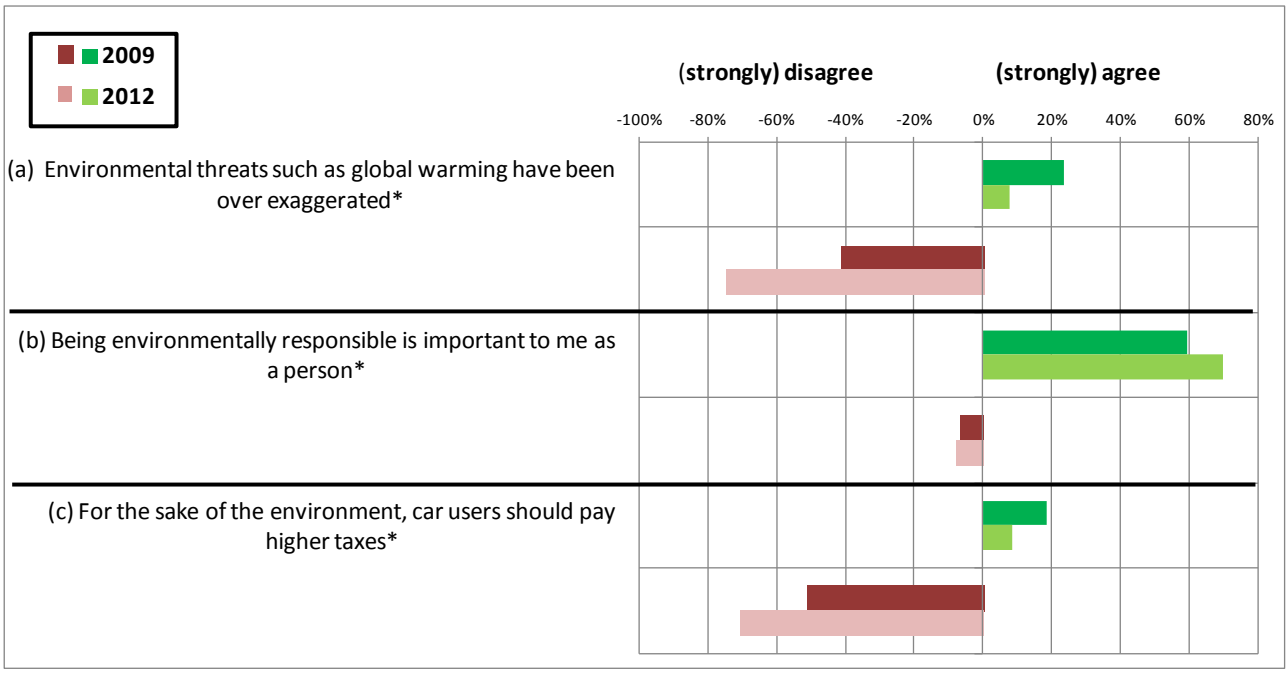


*Household survey samples of N = 1352 respondents, weighted for 2009 and N = 1044 for 2012. Samples for individual questions vary. Differences between 2009 and 2012 proportions are significant at p<0.05 for all questions marked with *.*

Attitudes to the environment

6.9 Kirkintilloch/Lenzie residents appear as though they might have become more sympathetic to environmental issues. Since 2009, fewer people agree (and more disagree) that environmental problems have been exaggerated and there is more agreement with the idea that being environmentally responsible is important. However, there is less sympathy with the idea that car drivers should pay higher taxes.

Figure 6.6 - Attitudes to the environment in 2009 and 2012



*Household survey samples of N = 1352 respondents, weighted for 2009 and N = 1044 for 2012. Samples for individual questions vary. Differences between 2009 and 2012 proportions are significant at p<0.05 for all questions marked with *.*

Attitudes to the local neighbourhood

6.10 Figure 6.7 shows a mixed reaction to the degree to which congestion is seen as a problem in Kirkintilloch/Lenzie and overall slightly fewer people believe that more roads are required. This could be related to the different problems experienced by residents of Lenzie with its sub-urban road layout and low density and Kirkintilloch which has a more densely populated urban layout with a busy town centre. On other neighbourhood indicators, in each case there has been a small improvement in perceptions.

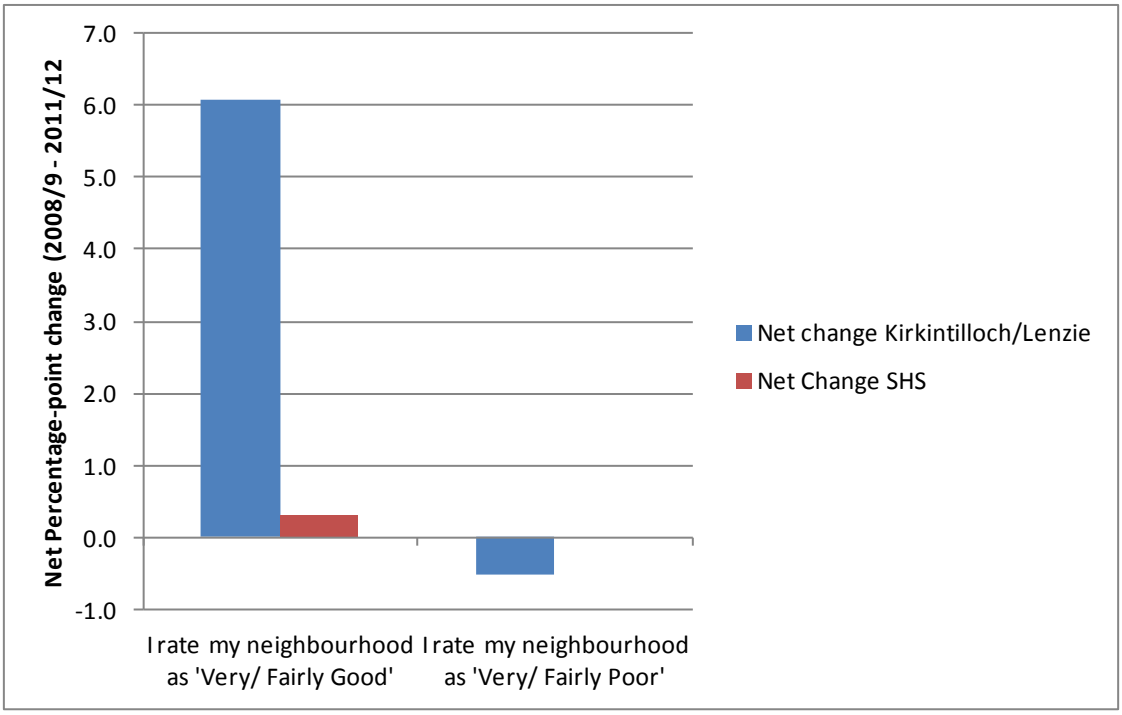
Figure 6.7 Attitudes to the local neighbourhood in 2009 and 2012

*Household survey samples of N = 1352 respondents, weighted for 2009 and N = 1044 for 2012. Samples for individual questions vary. Differences between 2009 and 2012 proportions are significant at p<0.05 for all questions marked with *.*

Comparison with SHS statistics

6.11 The SCSP survey asked an identical question to the SHS survey 'How would you rate your neighbourhood as a place to live'. In Figure 6.8 we see that the increase in the number of people rating their neighbourhood as 'very' or 'fairly' good has increased much more than the SHS data for equivalent sized towns. There has also been a small reduction in the number rating it as poor.

Figure 6.8 Comparison of SCSP and SHS trends in neighbourhood rating (net percentage-point changes 2008/9 – 2011/12)



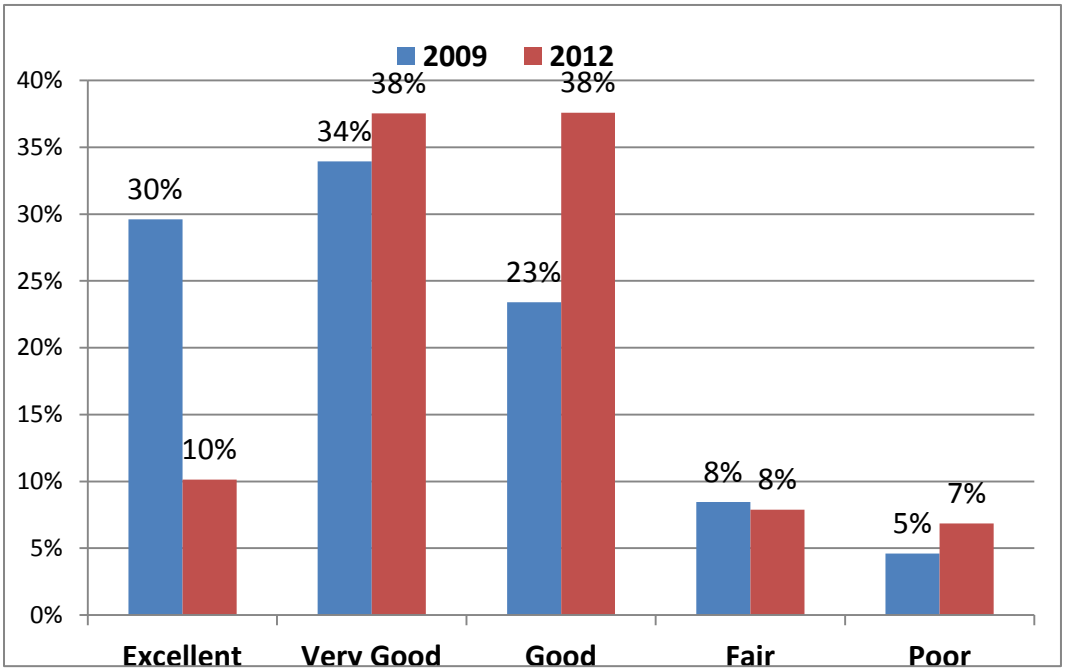
Household survey samples of N = 1352 respondents, weighted for 2009 and N = 1044 for 2012. Differences between 2009 and 2012 proportions in SCSP sample on the neighbourhood rating question are significant at p<0.05.*

Self-reported health and physical activity

6.12 Both self-reported levels of physical activity and self-reported health were surveyed to establish the degree to which active travel may be contributing to physical activity levels and to monitor any changes over the intervention period.

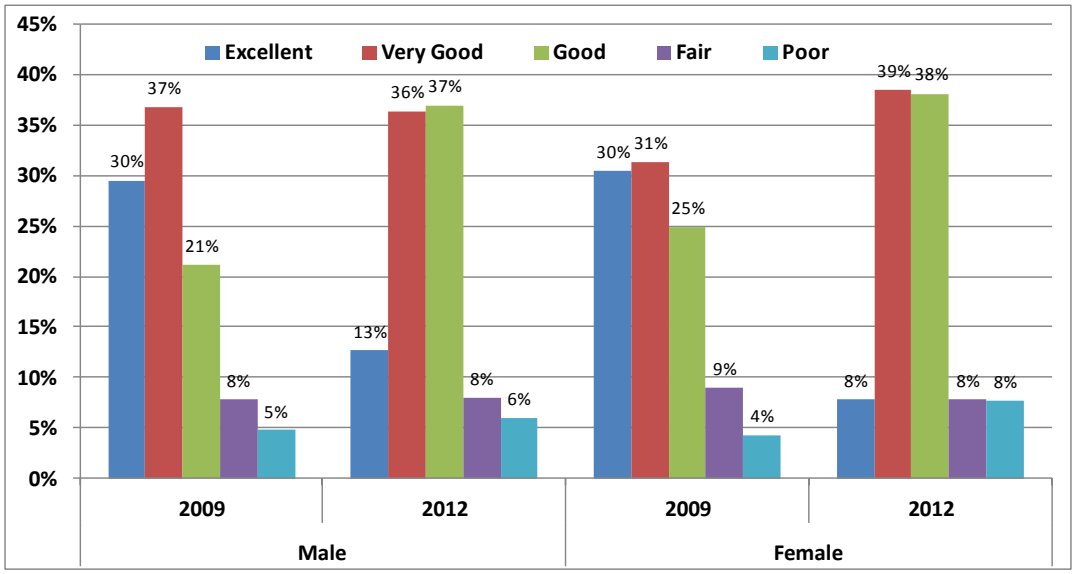
6.13 Figure 6.9 summarises the responses to self-rating of general health in 2009 and 2012. This shows that there has been a large reduction in the proportion of people who say their health is excellent (from 30% to 10%). When broken down by gender (Figure 6.10), this reduction is very slightly more marked among women who also report a slightly greater increase in the number reporting poor health.

Figure 6.9 - Ratings of general health in 2009 and 2012



Household survey samples of N = 1352, weighted for 2009 and N = 1044 for 2012. Differences between 2009 and 2012 proportions are significant at p<0.05.

Figure 6.10 - Ratings of general health by gender in 2009 and 2012



Household survey samples of N = 1352 respondents (Male N=632, Female = 699), weighted for 2009 and N = 1044 for 2012 (Male N=497, Female = 547). Differences between 2009 and 2012 proportions are significant at p<0.05.

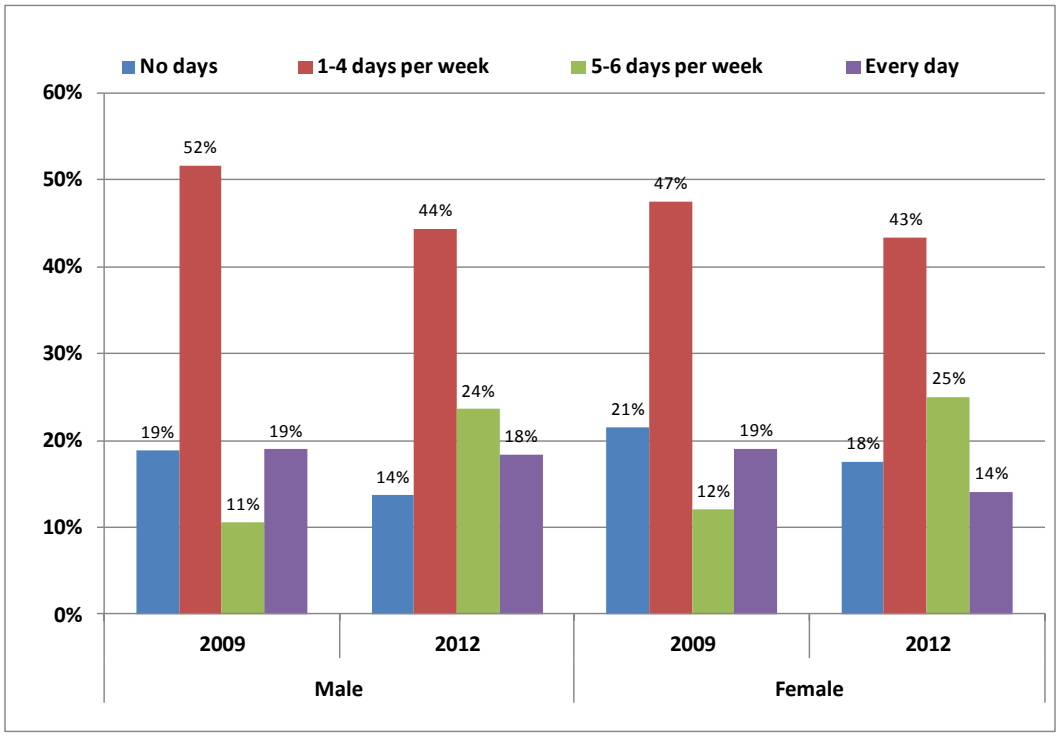
6.14 Respondents were asked to record how many days per week (outside of work) they typically undertake at least 30 minutes of moderate exercise. The wording from the Scottish Household Survey was used to explain that this activity did not need to be

undertaken all in one go, but could be across more than one session in a day. The Scottish Physical Activity Strategy recommends that adults should be accumulating 30 minutes or more of moderate activity on most days of the week[10]. There is a long term target in Scotland for 50% of all adults over 16 to meet this level by 2022.

6.15 Overall, in 2009 30.5% of the sample undertook this level of exercise and this had increased to 40.4% in 2012. Also important is the reduction in the number of people who say they exercise on 'no days' and this fell from 20.2% to 15.7%.

6.16 Figure 6.11 looks at physical activity levels by gender. Here we see that more men are reaching the target (=every day + 5-6 days per week) but both sexes have seen an improvement over the period. This improvement has come from more exercise 5-6 days a week rather than every day. In 2012, 14% of men and 18% of women undertake no physical exercise at all.

Figure 6.11 - Frequency of at least 30 mins per day of moderate exercise per week



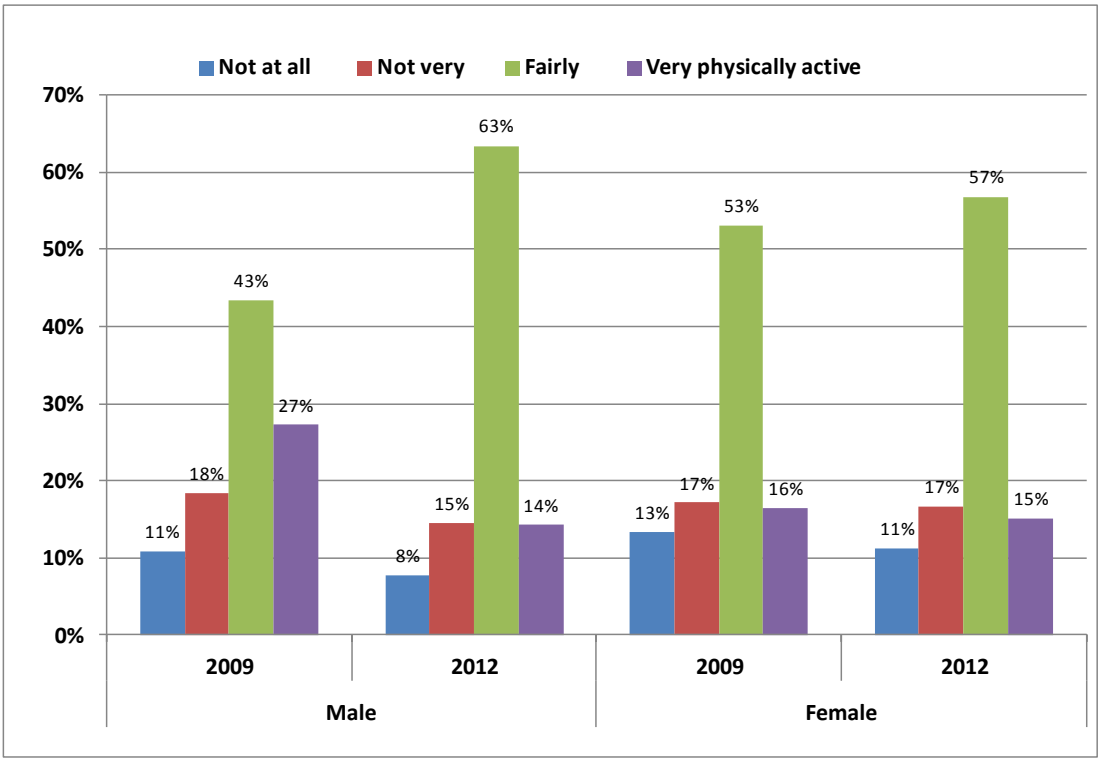
Household survey samples of N = 1352 (Male N=632, Female = 699), weighted for 2009 and N = 1044 for 2012 (Male N=497, Female = 547). Differences between 2009 and 2012 proportions are significant at p<0.05.

6.17 Respondents were also asked to record how physically active they are at work or college. Activity by men has increased more than women. Those who say they are fairly or very

[10] *http://www.scotland.gov.uk/Topics/Health/health/Introduction*

active at work have increased from 70% to 77% (combined) for men and 69% to 72% for women.

Figure 6.12 - Physical activity carried out at work by gender in 2009 and 2012



Household survey samples of N = 1352 respondents (Male N=632, Female = 699), weighted for 2009 and N = 1044 for 2012 (Male N=497, Female = 547). Differences between 2009 and 2012 proportions are significant at p<0.05.

Comparison with the Scottish Health Survey

6.18 The SCSP asked identical or similar questions on health and physical activity to the Scottish Health Survey (SHeS). When comparing the change in these indicators between 2009 and 2012 to the changes reported in this comparison data (Table 6.1) (although note the period covered in the SHeS is only 2008 – 2010), it suggests that the SCSP sample residents of Kirkintilloch/Lenzie have fared slightly better in terms of self-reported general health compared to the wider region covered by the Health Board for the area. The number of people who say their health is good has reduced slightly but this is less than in the Health Board Region, and the number of people reporting poor health has increased slightly less also.

6.19 With respect to the physical activity target, there is a much better performance in the SCSP pilot area with a 9.9 percentage point increase in the proportion reaching the target in Kirkintilloch/Lenzie compared to a 1 percentage-point reduction in the Health Board.

Table 6.1 - Difference in self-reported health indicators in Kirkintilloch/Lenzie and Scottish Health Survey between 2009-12 or 2008-10

	%-point Change	
	Kirkintilloch/Lenzie SCSP (2009 – 2012)	**Scottish Health Survey^ (2008 – 2010)**
How is your health in general?		
Excellent~/ Good/ Very	-1.8	-3.0
Fair	-0.6	+1.0
Poor	+2.3	+3.0
Physical Activity Target		
% reaching the target	*+9.9*	*-1.0*

^ Greater Glasgow Health Board. ~Note that the category 'excellent' is additional in the SCSP data.

7.0 Awareness Outcomes

7.1 The 2012 post-intervention survey asked a variety of questions about people's awareness of changes to various transport infrastructures and services in their town. It also attempted to gauge recognition and interpretation of the various SCSP campaigns and brands in each of the towns. As these questions were not asked in 2009, we cannot compare the answers over time to see how things have changed. As a result, we present here for comparison the data from comparator areas[11]. This allows us to see whether, even in those towns without an SCSP programme, people still perceive improvements to have taken place and recognise a local campaign. This also helps us to control for survey bias in these types of questions[12].

Perceptions of improvements to transport infrastructure and services

7.2 Figure 7.1 compares scores for Kirkintilloch/Lenzie and the control town on various questions about infrastructure and service improvements. It can be seen that, compared to the control, Kirkintilloch/Lenzie residents are more convinced that their town has witnessed improvements to various transport related services. Most notable is the much greater acknowledgement that the built environment, walking routes and public transport and walking information has improved. However, fewer people believe information for cycling has improved and there is a mixed reaction towards parking in the town centre.

Awareness and understanding of the SCSP programme

7.3 In order to gauge how much people recognised the branding that had been used during the SCSP programme, respondents were asked if they had heard of the Kirkintilloch/Lenzie Healthy Habits action (or an equivalent campaign in the control towns)[13]. Figure 7.2 shows that 29% said they had heard of the campaign, compared to 10% in the comparator sample. More people recognised the logo (37%), but overall this was a relatively low level of recognition for the campaign compared to other SCSP locations.

7.4 Respondents were also asked what they thought the campaign was about and were given a number of options or an 'other' option. Figure 7.3 shows that by far the greatest number (83%) identified the purpose as being to encourage activity. In the comparator sample town, people thought the campaign was more to do with encouraging bus use or reducing car use and much less to do with encouraging physical activity.

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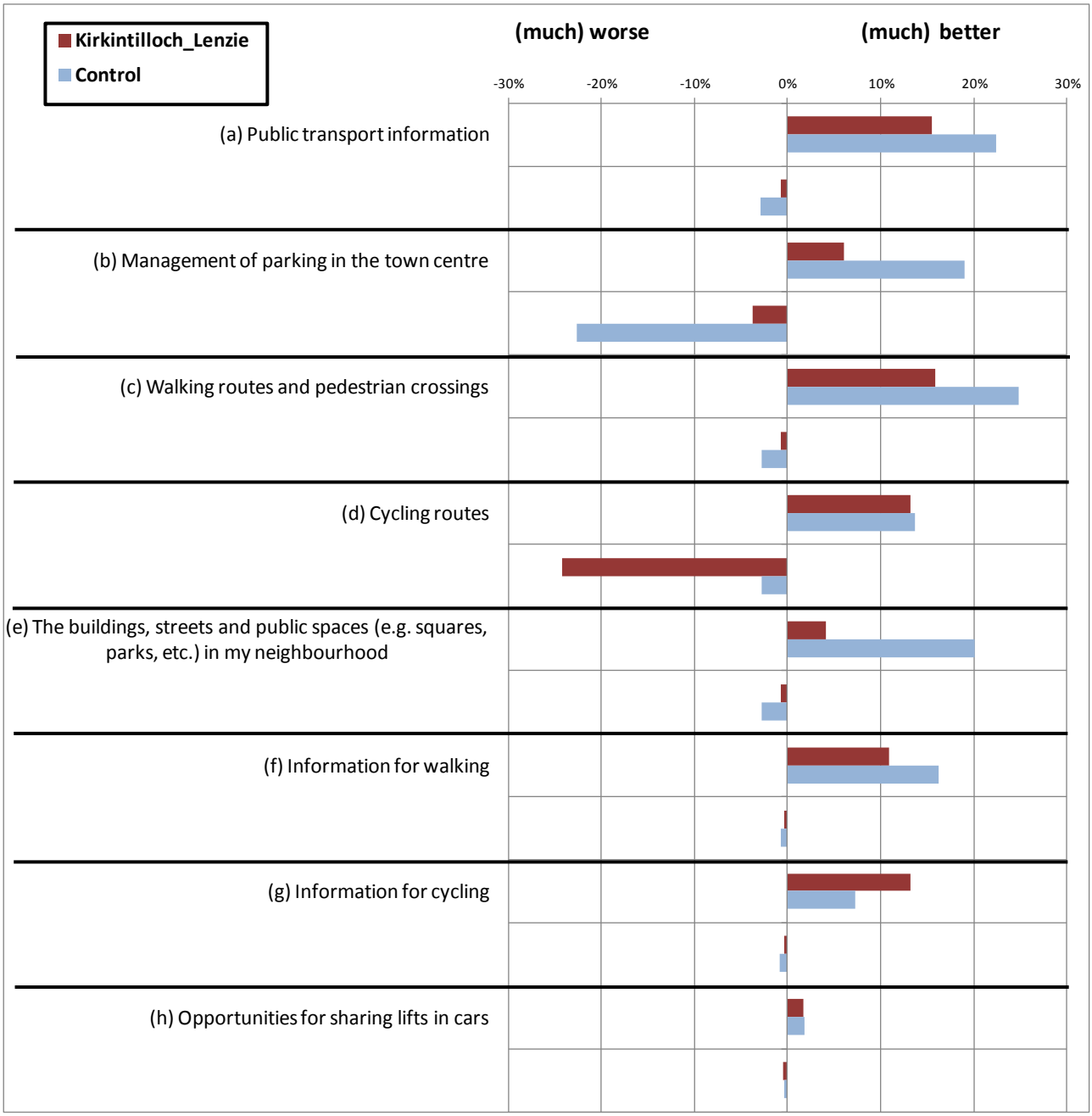
[11] *With weightings applied so as to ensure the same demographic matching from the comparator samples. See the main report for an explanation.*

[12] *i.e. the idea that a proportion of people are likely to say they recognise something even when they don't and we assume this tendency is the same in both the SCSP area and the comparator towns.*

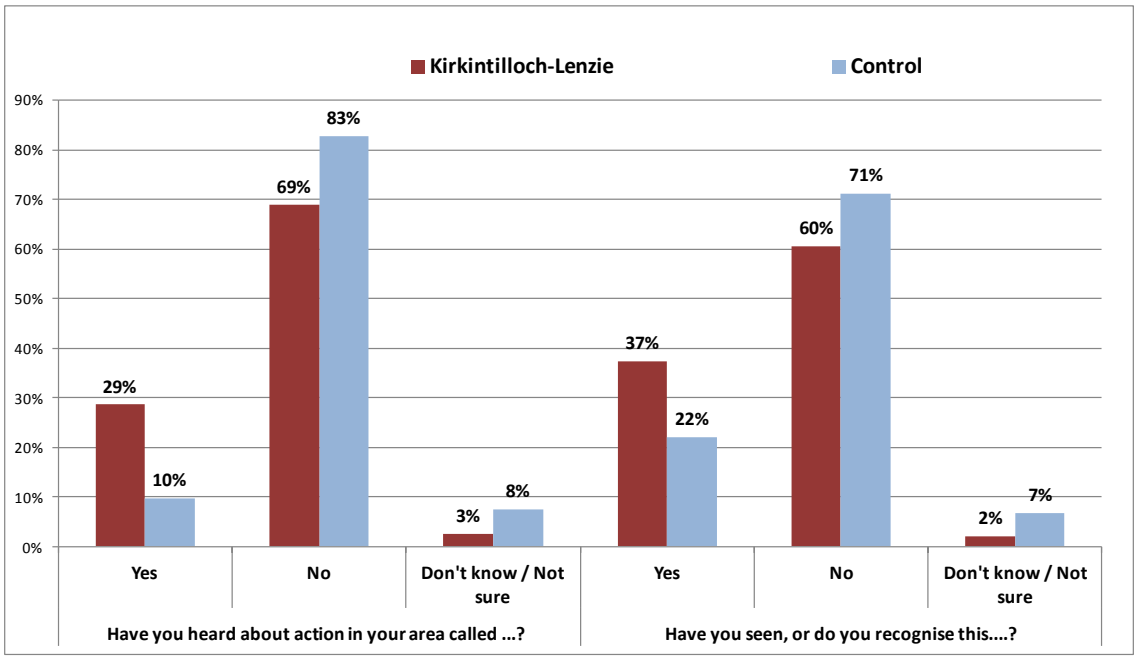
[13] *Arbroath: Travelwise Angus; Bearsden: Stepchange; Dalkeith: Travel wise.*

Figure 7.1 - Comparison of perceived changes to infrastructure and services in Kirkintilloch/Lenzie and comparator sample



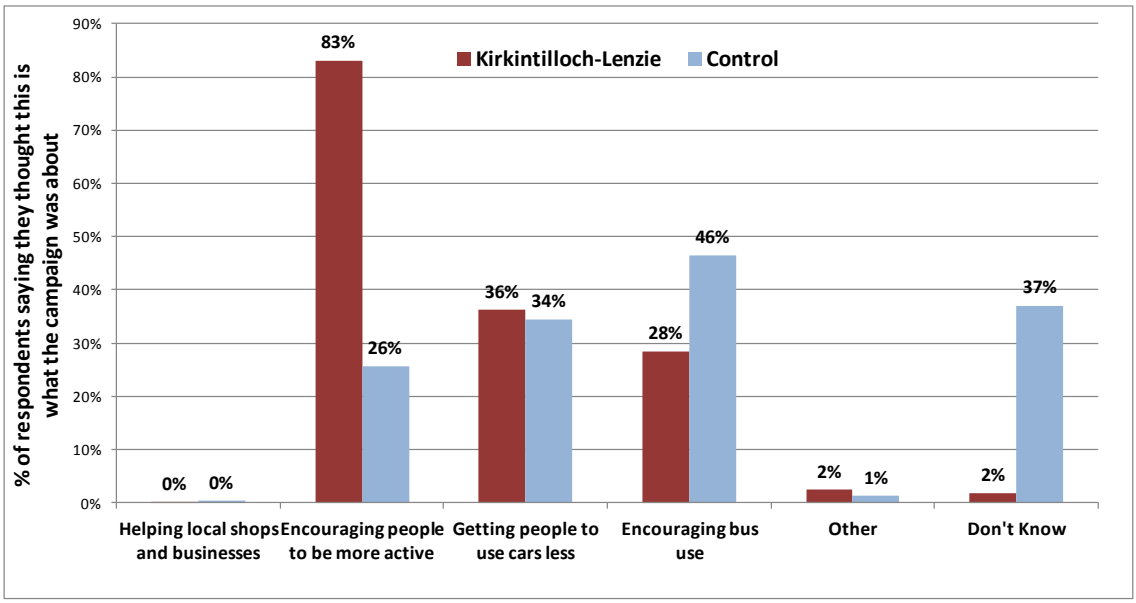
Household survey samples of N = 1044 respondents (for Kirkintilloch/Lenzie weighted in 2012) and N= 772 (for Control weighted in 2012). Samples for individual questions vary. The above analysis misses out the 'neutral' and 'don't know' scores.

Figure 7.2 - Recognition of the SCSP brand in Kirkintilloch/Lenzie and in the comparator area



Household survey samples of N = 1044 respondents (for Kirkintilloch/Lenzie weighted in 2012) and N= 772 (for comparator area weighted in 2012) Samples for individual questions vary.

Figure 7.3 - Understanding of the SCSP brand in Kirkintilloch/Lenzie and in the comparator area



Household survey samples of N = 1044 respondents (for Kirkintilloch/Lenzie weighted in 2012) and N= 772 (for comparator area weighted in 2012) Samples for individual questions vary.

8.0 Likely impacts of the Kirkintilloch/Lenzie SCSP programme

8.1 The SCSP programme implemented in Kirkintilloch/Lenzie sought to change travel attitudes and behaviour to support a number of policy objectives. The monitoring and evaluation activities were unable to measure impacts directly, as changes in the local economy and society are affected by many factors. The assessment of impacts is therefore derived from the travel attitude and behaviour surveys and associated data collection activities.

8.2 The impact summary table in Table 8.1 gives an indication of where the potential impacts are likely to lie, with qualitative commentary based on the evidence collected in the monitoring and evaluation exercise. This is divided into five key areas:

- Economy
- Accessibility
- Environment
- Health and integration with other social issues
- Safety

Table 8.1 – Potential impacts of the Kirkintilloch/Lenzie SCSP Programme

Policy aim	Direction of impact relative to policy aims	Commentary
Economy		
Reducing the cost of travel	Positive	• Savings have been made due to significantly reduced use of cars. There has also been a perceived reduction in congestion which will have reduced car operating costs.
Travel time savings	Neutral	• Travel time savings as a result of reduced congestion are a benefit. • The increased proportion of trips made on foot is a dis-benefit as people spend longer travelling more slowly.
Net benefits to transport operators	Positive	• The increase in bus usage may be helping to increase bus revenue of some of the increase is fare paying passengers.
Wider economic benefits and location impacts	Positive	• Kirkintilloch town centre appears to be performing better than might be expected and more people walking to the local shops may be part of the reason.
Accessibility		
Access to opportunities	Positive	• The new core path network has improved access to the countryside.

Policy aim	Direction of impact relative to policy aims	Commentary
Social inclusion and community development	Positive	• Community based activities seem to be vulnerable and some like the food co-op have not survived when funding has been withdrawn. • Community capacity has been strengthened by funding community groups to deliver more services. The East Dunbartonshire Cycle Cooperative has been able to extend more community based activities to Kirkintilloch/Lenzie.
Environment		
Emissions	Positive	• Reductions in car trips have likely led to small reductions in greenhouse gas emissions.
Air quality impacts	Neutral	• None identified.
Cultural heritage and townscape	Positive	• The core path network links with the canal and the local cultural heritage.
Integration with Health, Regeneration and other Policy		
General health	Neutral	• Reduction in people reporting excellent health but more active travel is observed.
Physical activity levels	Positive	• People are more active with increased walking playing an increasing role.
Regeneration and land use planning	Positive	• The focus on short trips to the town centre has probably supported shops in Kirkintilloch.
Political value of changes	Neutral	• Not identified.
Safety		
Personal security	Neutral	• Not identified.
Road safety	Neutral	• Not identified.

9.0 Learning Points

9.1 There have been significant positive changes towards more sustainable travel attitudes and behaviour. The infrastructure provision and marketing has been particularly successful in encouraging more people to make steps towards more sustainable behaviour.

9.2 Perhaps the most important legacy for East Dunbartonshire is that the culture of sustainable transport is more strongly embedded within Council policies and programmes. These plans include further investment in the walking and cycling network, enhancements to town centres that put pedestrians and cyclists first, and new developments and transport initiatives requiring better design.

9.3 The links to the Health agenda have been crucial with people identifying that better health has motivated travel behaviour change. People seem keen to make small changes for health reasons and find it easier to do so when new infrastructure and attractive environments are provided. The improved perception of the local neighbourhood has been important in delivering these changes.

9.4 Personal journey plans were not a focus of this project but have been delivered cost effectively through an Information Centre and at events. The Council has concentrated its marketing activity at specific new opportunities like improved paths and this appears to have been a successful approach with local people explaining how the promotional activity prompted them to make more active travel.

9.5 Intensive travel behaviour change engagement through travel plans has been less successful. The anticipated new momentum through SCSP for travel plans was not achieved, but the Council will be refreshing its travel plan and Sustrans have been commissioned to help boost school travel plan initiatives.

9.6 The physical improvements to walking routes have been combined with more people shopping locally in the town and footfall has been holding up reasonably well. Travel information and marketing will continue to be delivered through the new Council One Stop Shop in the town centre.

9.7 The project has helped to foster new partnerships and provides a platform for better integration of sustainable transport into future policies, plans and investment in the area.