

The Scottish Government

**Monitoring and Evaluation of the Smarter Choices, Smarter
Places Programme**

Going Smarter in Kirkwall

Final Report

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Contents

| | |
|--|----|
| <i>Executive Summary</i> | 1 |
| <i>1.0 Introduction</i> | 3 |
| <i>2.0 Summary of Initiatives and Costs</i> | 4 |
| <i>3.0 Background to the Programme and Parallel Activity</i> | 6 |
| Previous activity..... | 6 |
| Parallel activity to SCSP 2009-2012 | 6 |
| <i>4.0 Outputs from SCSP Delivery</i> | 8 |
| Infrastructure..... | 8 |
| Public Transport Improvements | 9 |
| Traffic Speed Reduction Measures | 9 |
| Wayfinding Strategy | 10 |
| Kick Start Kirkwall Campaign | 10 |
| Personal Travel Planning (PTP) | 11 |
| School Travel Planning..... | 12 |
| Active Referral | 12 |
| Travel training..... | 13 |
| Management of joint working..... | 13 |
| Processes for Change Evident from SCSP Delivery | 14 |
| <i>5.0 Travel Behaviour Outcomes</i> | 16 |
| Household travel survey | 16 |
| Household survey sample characteristics | 16 |
| Modal split of journeys from the Travel Diaries | 19 |
| Modal split of journeys by gender | 21 |
| Modal split of journeys by age | 21 |
| Modal split of journeys by journey purpose | 22 |
| Modal split of journeys by household car availability | 24 |
| Modal split of journeys by weekday/weekend | 25 |
| Self-reported frequency of use of each mode | 26 |
| Multi-modal travel behaviour..... | 27 |
| Demographic differences in behaviour | 28 |
| Self-reported change in mode use | 31 |

| | |
|--|----|
| Self-reported change in mode use related to 'life events' | 33 |
| Pedestrian and Cycle Count Data | 34 |
| School Travel..... | 37 |
| Bus patronage data..... | 37 |
| Summary of travel behaviour outcomes | 38 |
| 6.0 Attitudinal Outcomes..... | 41 |
| Attitudes to the car..... | 41 |
| Attitudes to the bus | 43 |
| Attitudes to walking..... | 45 |
| Attitudes to cycling | 46 |
| Attitudes to the environment..... | 46 |
| Attitudes to the local neighbourhood | 47 |
| Self-reported health and physical activity | 49 |
| 7.0 Awareness Outcomes | 54 |
| Perceptions of improvements to transport infrastructure and services | 54 |
| Awareness and understanding of the SCSP programme..... | 54 |
| 8.0 Impacts of the Kirkwall SCSP programme | 57 |
| 9.0 Learning Points | 59 |

Executive Summary

This report describes monitoring and evaluation results for the “Kick Start Kirkwall” programme, which encompassed a range of infrastructure and behavioural change measures to encourage more sustainable travel choices in Kirkwall. These were designed to encourage people to adopt travel patterns which save them money, make them healthier, reduce transport-related emissions and develop more cohesive communities.

The planned programme was successfully delivered between 2009 and 2012. The most costly element of the programme was the provision of infrastructure, comprising missing links in the path network and traffic calming. In addition improvements were made to bus services with a much improved airport bus service and associated changes to the bus network in the town.

The infrastructure and service provision was backed up with a programme to promote sustainable travel choices. The largest element of promotion was Personal Travel Planning (PTP). The use of young enthusiastic people as Travel Advisors for this programme meant that the personal travel advice programme was well supported by the community, as supporting the young people was seen as part of nurturing the future development of the town.

School children also helped to promote specific infrastructure changes including helping to prepare the artwork and content for information boards to celebrate the culture of the town. The schools also prepared plans of safe walking routes to school to help the Council prioritise missing gaps in the walking network.

The main conclusions and observations on travel behaviour changes are:

- The proportion of all trips made by car as a driver has dropped over the period of the SCSP intervention but the change is not statistically significant.
- Car passenger journeys have significantly increased against a reducing background trend in the Scottish Household Survey.
- Kirkwall has maintained its high mode share for walking and there has been a slight increase in walking in Kirkwall compared to a reduction in comparable towns. However, this increase is not statistically significant.
- There has been a slight reduction in cycling compared to an increase in comparable towns. However, this reduction is not statistically significant.
- There has been a slight reduction in bus use compared to an increase in comparable towns. However, this reduction is not statistically significant. Nevertheless bus patronage data shows a more than doubling. It could be that the household survey data does not pick up the strong growth in bus patronage, as the number of residents making bus trips is not sufficient to register fully in the household survey.

In terms of changes in attitudes it appears that car drivers have undergone a shift towards a more conscious and considered use of the car, bus passenger expectations are higher, and perceptions of walking and cycling have remained largely unchanged. Other attitudes have remained fairly

stable although there have been slight shifts to more positive perceptions of the built environment and access to services, and a fall in perceptions of health.

Awareness of the programme has been high with about a half of respondents perceiving the programme as encouraging people to be more active and a third considering Kick Start Kirkwall to be about reducing car use.

The impacts of the programme have been growth in a fragile bus market, support for the economy of the town centre of Kirkwall, better access for older and disabled people, investment in information about local culture, and increased physical activity.

Overall Kick Start Kirkwall has helped the area maintain its strong community capacity and high levels of walking and cycling at a time when the town is facing substantial expansion. At the start of the programme Kirkwall had relatively sustainable travel patterns and part of the challenge for the SCSP programme was to retain this. This has largely been achieved.

1.0 Introduction

- 1.1 This report describes monitoring and evaluation results for the “Kick Start Kirkwall” programme, which encompassed a range of infrastructure and behavioural change measures to encourage more sustainable travel choices in Kirkwall. This report describes the planning, development, management, delivery and monitoring of a programme of measures 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 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

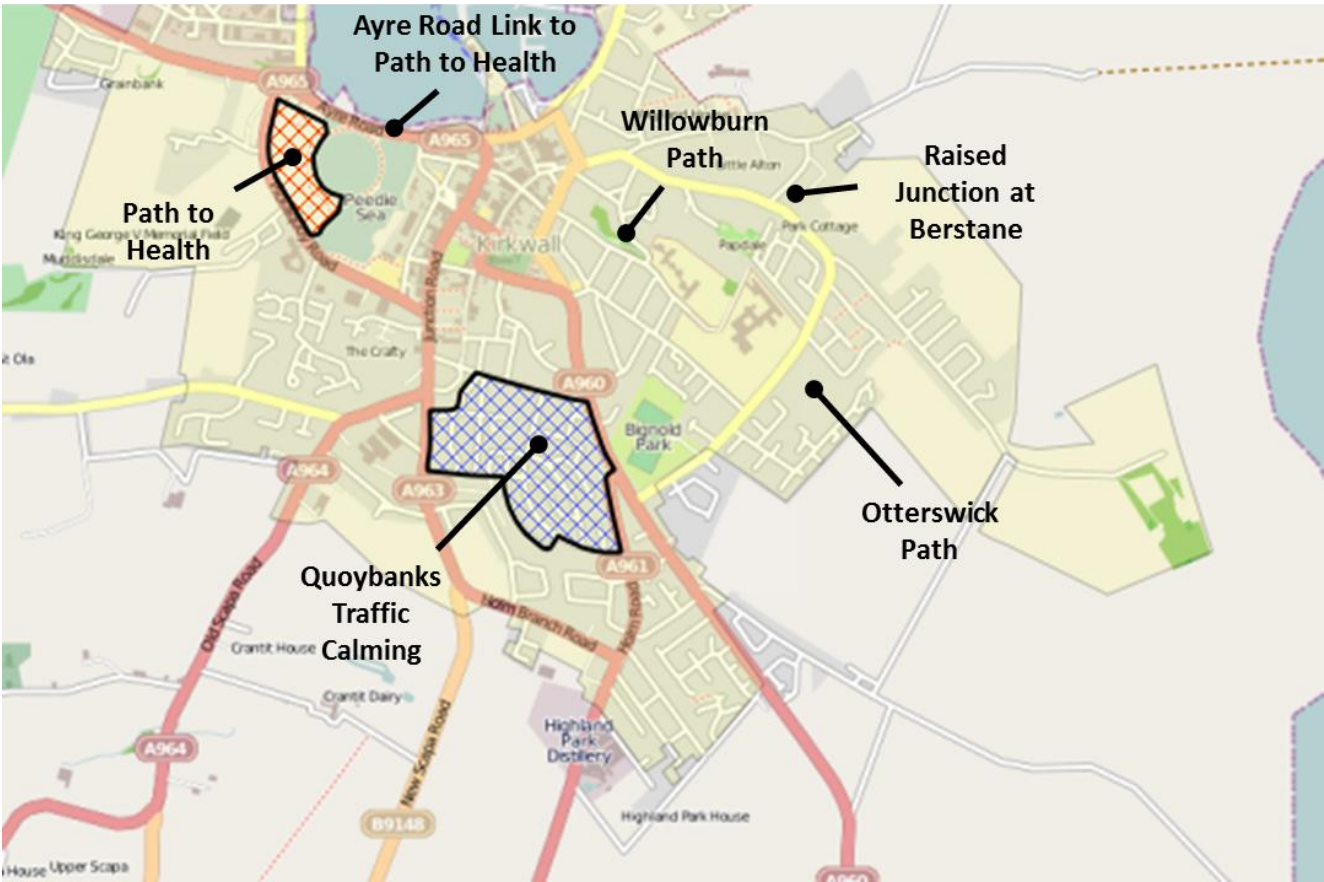
- 2.1 Table 2.1 describes the initiatives, their costs and dates of delivery. Kick Start Kirkwall was successful in securing a total investment of £1.39 million, of which £868,000 came from Scottish Government funding.

Table 2.1 - Kirkwall Initiatives

| Category | Initiatives delivered | Start and End Date | Outturn Cost |
|---------------------------------|---|--------------------|---|
| Provision | | | |
| Public transport provision | K13. SCSP Bus Measures | Jan 2010 – ongoing | 158k |
| Infrastructure provision | K1. Town Infrastructure – Missing Links K2. Quoybanks - residential infrastructure improvements K4. A Path to Health | 2009 - 2011 | K1. £350k K2. £260k K4. £120k = £730,000 |
| Promotion | | | |
| Campaigns | Children and Young People Scheme Car Culture in Kirkwall | 2009 - 2011 | £20k £60k |
| Travel information | Wayfinding Strategy | 2010 - ongoing | 37k |
| Car and lift sharing | Promotional leaflets produced: 'If you care share' and 'Carwise Kirkwall' | 2009 - 2010 | £1.5k |
| General active travel promotion | GP Active Referral and Community Pharmacy | 2010 - ongoing | 20k |
| Cycle promotion | Cycle promotion on local radio, banners 'give kids cycle space' around Kirkwall, chalk stencils on the roads near schools and cycle training provided to Kirkwall primary aged pupils (P6 and P7). Stunt team promoted cycling in 2010. | 2010 – 2012 | Included in active travel |
| Travel planning | Travel planning offered to local businesses. All Schools have travel plans. | 2009-ongoing | |
| Personal travel planning | K10. Promoting Smarter Travel Choices in Kirkwall | 2009 - 2011 | 187k |
| Training and events | K14. KIST (Kirkwall Independent Sustainable Travel) | 2009 – 2012 | 52k |
| Management and organisation | Programme management K7, K8 and K9. Joint working within Council on road works, new schools and new housing | 2009 - ongoing | 15k |

- 2.2 The project funding for infrastructure works made up about 70% of the spending but the largest single programme element was for the personal travel planning.
- 2.3 Figure 2.1 shows the location of the Town Infrastructure Improvements, the Peedie Sea Path to Health and the Quoybanks Residential Improvements. Most parts of the town have benefitted from some infrastructure.

Figure 2.1 – Initiatives Locations Map



3.0 Background to the Programme and Parallel Activity

Previous activity

- 3.1 The key delivery objectives of Orkney Islands Council's Local Transport Strategy 2007-2010 set the priorities for investment. These are to:
- Ensure the travel opportunities meet the needs of the whole community,
 - Integrate various means of travel around Orkney,
 - Promote accessibility is for all,
 - Increase levels of active travel,
 - Make travel safer,
 - Reducing traffic sensitive areas.
- 3.2 It had been recognised in the strategy that walking and cycling are a healthy, and environmentally friendly, means of travel, and the council said that it would aim to make walking and cycling safer and more attractive as a mean of travel to work, education and for leisure purposes.
- 3.3 Along with the strategy, infrastructure developments have been undertaken since 2007 in order to promote cycling in the County. This included the continuation of the National Cycle Network Route 1 into Orkney, more secure cycle parking and construction of cycle paths across the islands.
- 3.4 In recent years path infrastructure has mainly been funded through Cycling, Walking and Safer Streets, although the infrastructure needed a more joined up approach. A core path network has been developed along with path upgrades aiming to connect communities and provide greater access to the countryside. Kick Start Kirkwall looked to join up existing path infrastructure to create better access and encourage levels of walking and cycling.

Parallel activity to SCSP 2009-2012

- 3.5 There have been notable changes to developments and changes in retail in recent years. They include:
- In 2008 Woolworths plc. went into administration and closed their doors in Kirkwall. It affected the area, as the store attracted many people to the main street.
 - In 2008 Tesco opened their shop, replacing Somerfield at their site at Pickaquooy Street. Following, in 2010 a new Tesco 'Superstore' was constructed, providing Kirkwall with a 'one-stop-shop' for all goods and services with extended working hours and convenient parking. This, combined with the recession, was considered

by the Council to have resulted in some shops in the centre (Albert Street/Broad Street/Victoria Street) being closed down.

- 3.6 Since 2011 industrial traffic in the town has noticeably increased due to construction of the new Kirkwall Grammar School, hostel and swimming pool in Kirkwall. It caused an increase in the number of construction workers, builders, painters and joiners living and working on the island. This is the largest construction work in Orkney for some years, and is due to be completed by August 2013.
- 3.7 A high volume of tourists visit Kirkwall during the summer months, mainly from cruise liners and ferries on day trips. Therefore, many of the local stores in the centre focus on selling Orkney produce, craft and jewelry.
- 3.8 In order to keep fragile local businesses in the centre attractive, parking fees have been retained on a low level of a £1 parking charge for an all day stay in the edge of centre car parks around the area, with free parking situated slightly further away.
- 3.9 Orkney Island Council also proposed pedestrianisation of Albert Street and Victoria Street, and opening them only for deliveries at certain times of the day in order to create a safer, more pedestrian-friendly environment. The idea faced strong opposition from the Kirkwall Town Centre Business Partnership as it was perceived that limiting access through the street could harm local businesses. This may have influenced attitudes to car travel in the town.

4.0 Outputs from SCSP Delivery

Infrastructure

- 4.1 The largest infrastructure project was the Peedie Sea - Path to Health improvements. This comprised four short walking trails located next to the Peedie Sea providing routes which were suitable for use at all times of year with all-weather surfacing and lighting.

Figure 4.1 - Path to Health Improvements, Peedie Sea



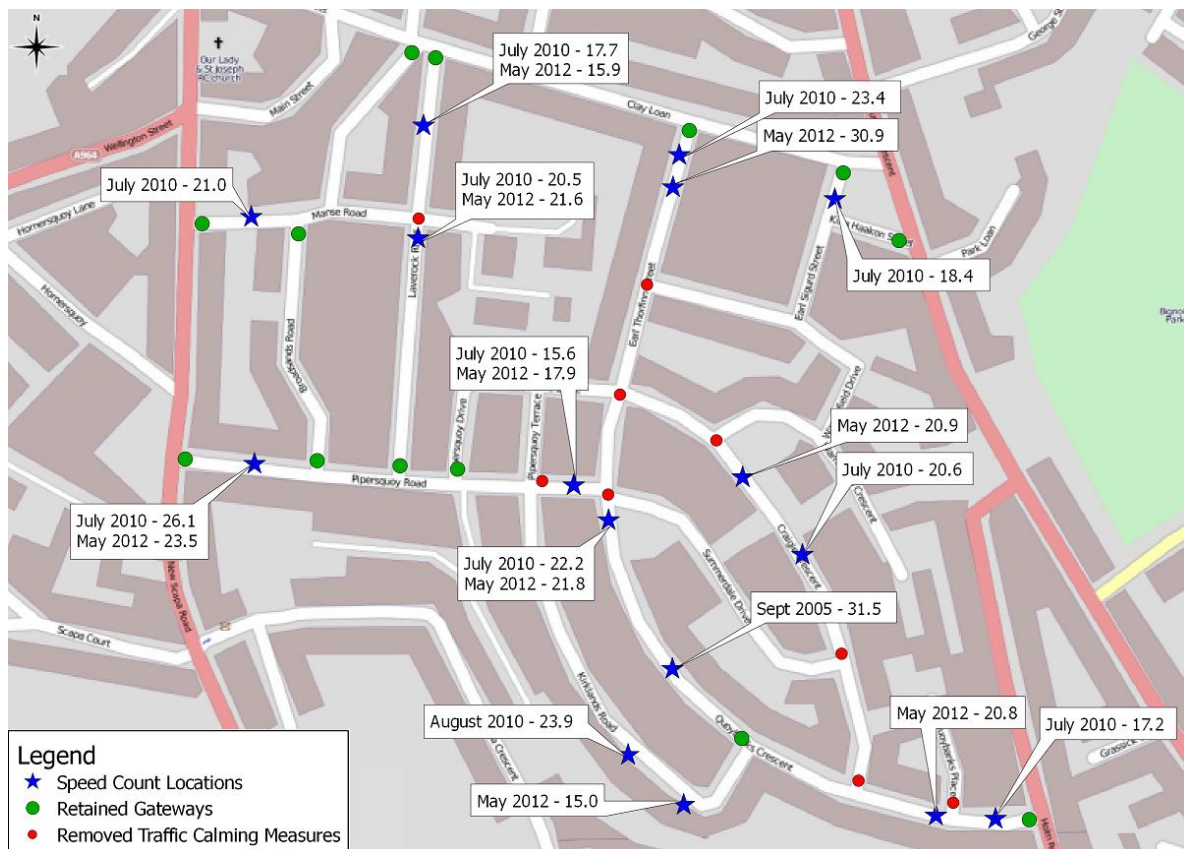
- 4.2 Missing links in the footpath network were upgraded with improvements at Berstane Road, Otterswick, Glaitness School, and Pickaquoy Road. The Willows path was also completed.
- 4.3 Concern about the high costs of constructing the paths using an internal Council contract led to external tendering of the works.
- 4.4 Public objections to the Quoybanks project required the involvement of Councillors to reassure concerned residents.
- 4.5 Counters were vandalised and not replaced so use of the paths is unknown.

Public Transport Improvements

- 4.6 To deliver and market an improved airport bus service, an increased frequency of buses was introduced to provide a new regular high quality service from Kirkwall to the airport, and marketed under a 'JET' branding which was displayed on the buses.
- 4.7 Bike racks were installed on the buses for use on key tourist routes.
- 4.8 Other bus services were rescheduled and re-routed to make the service patterns easier to understand for people not familiar with the existing bus routes.

Traffic Speed Reduction Measures

- 4.9 A 'Master Plan' for Kirkwall had been drawn up by the Council with speed humps, raised junctions, 20mph zone, yellow lines and lane narrowing to encourage drivers to travel at speeds appropriate for the local roads. The SCSP programme offered an opportunity to implement these measures as part of a wider plan to make walking and cycling safer.
- 4.10 Residents were consulted prior to works commencing and only one complaint was received relating to the site of a speed cushion. However, during the works, negative responses from local residents became common and changes were negotiated with a panel of local residents. It was agreed that while gateways to the zone were to be retained, other traffic calming measures within the zone - junction tables, bollards, islands and changes made to Pipersquoy/Kirklands Road junction should be removed and roads reverted to their original layout. What remained are the measures that met lower opposition from the local community - eight gateways at edges of the zone with five gateways inside the zone, on entries to the local residential streets. It was felt that the public had not been able to envisage the real impact of the works despite artists' impressions, photos of similar actual junctions and plan drawings all being used to show how things would look.
- 4.11 Figure 4.2 shows the 85th percentile speeds in the Quoybanks area before work started and for the completed scheme. In most places speeds have decreased slightly close to junctions (e.g. Laverock Road and Pipersquoy Street). The noticeable exception is the main artery of the area (Quoybank Crescent – East Thorfinn Street), where after the removal of junction treatments, speeds have risen to 85th percentile speeds of 30.9 mph in May 2012 which is in excess of the speed limit. The only available speed data from 2005 shows that high speeds have been recorded for some time, with 85th percentile speed of 31.5 mph noted in the middle part of Quoybanks Crescent.

Figure 4.2 – Location of traffic calming and 85th Percentile Speeds, Quoybanks area

Wayfinding Strategy

- 4.12 Three sites were identified where signs needed to be upgraded to help visitors navigate the town: the Harbour area, the Kirkwall Travel Centre and the old visitor centre in Broad Street.
- 4.13 Designs were finalised but the Totem signs were not approved for installation in the harbour area as it was a conservation area. This has delayed implementation and the signs were not installed within the pilot period.

Kick Start Kirkwall Campaign

- 4.14 The Kick Start Kirkwall branding was used on all publicity and signing relating to the SCSP investment and other associated publicity.
- 4.15 A Car Wise Kirkwall leaflet was produced and distributed. This was later revised to Car Wise 'Kirkwall-Orkney' to distribute messages to the whole council area.
- 4.16 To promote cycling, a stunt cycle event was used and volunteer cycle training staff were trained to ensure that all students had the opportunity to benefit from on-road training.
- 4.17 As part of the promotion of cycling and walking, promotional Kick Start products for P6 children were created and distributed through the schools.

Personal Travel Planning (PTP)

- 4.18 PTP was carried out between March 2010 and October 2010 with engagement taking place over a 10 week period between the beginning of July and mid-September. The project aimed to reach 3,000 households in Kirkwall and Shapinsay and to engage with individuals on the Shapinsay ferry and at Kirkwall airport.
- 4.19 A customer satisfaction survey was carried out three months after the Travel Advisors' visits to gather feedback about: the impact of the PTP on residents travel behaviour; the level of customer services delivered throughout the project; and the information provided to residents to encourage sustainable travel.
- 4.20 Engagement was carried out with 1,635 households in Kirkwall, of whom 1,017 participated by requesting at least one piece of travel information. A further 114 households in Shapinsay were contacted by letter to inform them of the times at which a Travel Advisor would be on the Shapinsay ferry to discuss travel options and other details. The delivery team were also in attendance at the airport providing information for outgoing passengers.
- 4.21 5,164 resources were delivered amongst the 1,017 participating households. The Travel Advisors were trained by Steer Davies Gleave and were recruited from the local area to deliver the project, providing local jobs and also potentially building the capacity in Orkney for further work of this nature.
- 4.22 The outputs of the PTP project are shown in table 4.1¹.

Table 4.1 – Participants in Personalised Travel Planning in Kirkwall

| Category | Actual Number | Percentage |
|------------------------------|---------------|------------|
| Total target households | 3,000 | - |
| Vacant/Holiday dwellings | 76 | - |
| Total remaining households | 2,924 | 100% |
| Total contacted households | 1,635 | 56% |
| Participating households | 1,017 | 35% |
| Not participating households | 618 | 21% |
| No contact | 1,289 | 44% |

- 80% of those who participated were under 65 years of age suggesting that the scheme was successful in engaging with the younger age groups who were most likely to be making commuting trips or family trips.
- Every household participating had access to a car, with 87% of respondents having access to at least one bicycle in their household.

¹ Steer Davies Gleave 2011. *Kick Start Kirkwall PTP Final Report*.

- Of those not participating, 20% already felt that they travelled sustainably, 49% did not support the project, 17% were ill, incapacitated or housebound, 5% did not feel there was suitable resources available for them, 1% did not speak English, 7% gave another reason and 1% were rude, aggressive or hostile.
- 26% of respondents to the 100 customer satisfaction surveys stated that the project had been useful in helping them think about their current travel behaviour and ways in which to change this. 37% reported that they or someone else in the household had changed their travel pattern as a result for the travel information received or a conversation with a Travel Advisor. 14% of respondents reported a reduction in their car usage. Those who stated that they had reduced car usage were asked by how much they had made a reduction, though 54% could not specify. Respondents were also asked to specify what specific aspects of the engagement had influenced them. 62% of those reporting a change in behaviour stated that both the conversation and information received had resulted in a change in their travel behaviour, with a further 3% stating a change due to the conversation alone. 32% stated they had changed behaviour due to the information alone and 3% were unsure.
- 97% of respondents expected to be able to maintain their travel behaviour change. 97% found the travel resources issued to be good or very good with only 1 person feeling they were poor and the remaining 2 citing that they were average.

School Travel Planning

- 4.23 All of the Kirkwall schools developed 'safer routes to school' projects. The students helped to identify the missing links in the path network, needed to enable safer routes for more people, and the schools informed the council about these gaps.
- 4.24 The school travel coordinator worked with the schools on 'safe routes to school' maps. However feedback from the schools has been that not all of the barriers to walking and cycling to school have yet been overcome with pedestrian crossings needed at some busier roads.

Active Referral

- 4.25 Leaflets and packs were produced for distribution at NHS clinics. The Child Healthy Weight Coordinator and Adult Obesity Coordinators have used Kick Start Kirkwall initiatives such as the water bottles, pedometers and leaflets in order to promote and encourage patients to incorporate exercise as part of their everyday routine. 400 packs were distributed.
- 4.26 So that doctors could refer patients for packages of activity, 25 subscriptions to the local gym were purchased including instructor support. This was backed up with recommendations about walking groups.

- 4.27 There was initially some reluctance to participate from NHS doctors. The change to free prescriptions also reduced the incentive to try exercise as other treatments were also free to the patient.

Travel training

- 4.28 The Kirkwall Independent Sustainable Travel project comprised information and training sessions. The information gave individuals and interested parties within Kirkwall and the surrounding area the opportunity to hear about travel training. The travel training then provided interested groups of residents with training to help them cascade travel training to others within Kirkwall.
- 4.29 The St Combs Day Care Centre and the Keelylang Centre were considered to have clients who would benefit from being able to travel in a more independent manner, either unaccompanied or by travelling more sustainably. A further 30 people within the day centres and 20 people of school or college age, with additional educational needs, were also potentially in need of extra travel support and could benefit from independent travel training.
- 4.30 16 accredited travel trainers were trained through the project. These trainers have been able to support 21 trainees to be able to make more independent journeys. The benefits reported by these trainees are:
- The opportunity to learn social skills, make and meet new friends.
 - Discovering a new sense of freedom as travel restrictions are removed.
 - Being a more valuable member of society.
 - Reduced travel costs for the community and the individual.
 - Secondary benefits gained by family, friends and carers as their “free” time is increased.
 - Increased health benefits due to a new active lifestyle.
 - Increased self-esteem and confidence.

Management of joint working

- 4.31 Joint working within the Local Authority on road works, new schools and new housing was promoted through new guidelines issued by the Transportation Team. The new approaches involved better liaison consulting with the Roads Team, bus contractors, the School Investment Programme and the Planning and Regeneration Team to ensure transport matters were discussed and solutions agreed upon.
- 4.32 The main local bus operator, Stagecoach in Orkney, is now working with the Local Authority to ensure it is better informed about likely delays and diversions. The Council

report that there are fewer Traffic Commissioner Reports citing lack of warning by Orkney Islands Council as reason for bus delays.

- 4.33 A new Care Home has been planned using the new joint approach with respect for the needs of cyclists, pedestrians and vehicle passengers.

Processes for Change Evident from SCSP Delivery

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

- 4.35 The public transport improvements and the path network were identified by the focus groups as the main mechanisms leading to improvements in Kirkwall in recent years.

- 4.36 Residents perceived a deterioration of the local environment in the town with more traffic associated with new development. This was viewed as an inevitable consequence of more development, and more activities. However participants felt that more could be done to protect the environment to ensure that it continued to be safe to walk and cycle.

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

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

- 4.37 As the roads had got busier people said that they needed better safe walking routes. People noted that there were perceived to be many attractive routes for people to walk to most places, but there were gaps in the safe walking networks. If the Council could join up the good paths, people would be able to walk safely, even as the roads got busier.

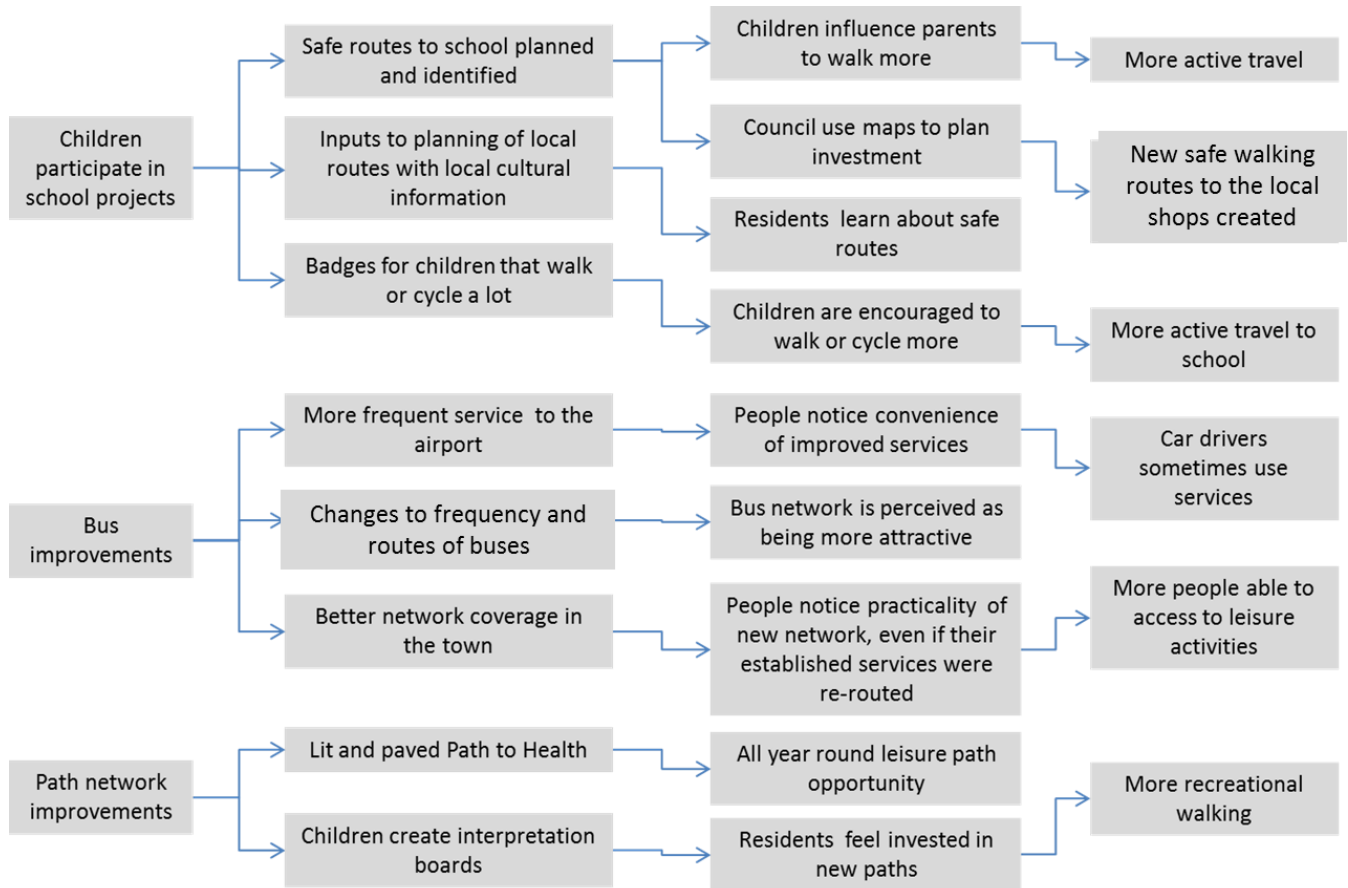
- 4.38 The focus group discussions revealed strong support for the aims of SCSP but the role of the Local Authority in delivering this programme was questioned by some people who wanted the Council to spend its money on infrastructure rather than promotional activities. The initiative to encourage sharing lifts in cars was regarded by most people as unnecessary. They suggested that when something was happening people would tend to think about offering lifts to keep fuel costs down and help people to travel who did not have a car.

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

- 4.39 People thought that it was good that the Council were trying new things, as the learning experience helped everyone. The Kick Start Kirkwall programme was perceived to have made mistakes, such as with the planning of the traffic calming, but people were supportive of the Council as long as everyone was learning and improving.

4.40 The focus group findings are reported in detail separately but Figure 4.3 summarises the main mechanisms identified by participants where the SCSP investment was perceived to impact on the area.

Figure 4.3 - Mechanisms for Change identified in 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 recognised that a 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 1009 Kirkwall respondents in 2009 and 772 in 2012. However, not all respondents provided valid answers to every question so the numbers of valid responses vary 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 Kirkwall 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) Kirkwall in 2009 and 2012

| | 2009 sample (%) | 2012 sample (%) | Population (where available, see footnote) (%) |
|--|-----------------|-------------------------------------|--|
| Gender | | | |
| Male | 48.2 | <i>No change (due to weighting)</i> | 48.1 |
| Female | 51.8 | | 51.9 |
| Age | | | |
| 16-24 years | 12.3 | <i>No change (due to weighting)</i> | 12.4 |
| 25-34 years | 13.5 | | 13.5 |
| 35-44 years | 15.4 | | 15.6 |
| 45-54 years | 16.6 | | 16.7 |
| 55-64 years | 20.5 | | 20.5 |
| 65-74 years | 12.1 | | 11.8 |
| 75+ | 9.6 | | 9.5 |
| Economic Status | | | |
| Employed Full Time + Self-employed | 37.7 | 35.3 | 42.0 |
| Employed Part Time | 17.1 | 17.8 | |
| Not employed | 45.2 | 47.0 | |
| Household composition* | | | |
| Adults living as a couple/ married | 65.4 | 64.8 | |
| House-share | 2.3 | 2.4 | |
| Single Adult household | 30.8 | 32.8 | |
| Other | 1.5 | 0.0 | |
| Presence of Children | | | |
| With children | 26.6 | 27.0 | |
| Without children | 73.4 | 73.0 | |
| Illness and Disability* | | | |
| With | 21.2 | 27.8 | |
| Without | 78.8 | 72.2 | |
| Household income (annual, gross)* | | | |
| Less than £14,999 | 46.3 | 37.7 | |
| £15k - £19,999 | 12.8 | 15.9 | |
| £19k - £29,999 | 16.7 | 15.9 | |
| £30k - £39,999 | 14.0 | 12.3 | |
| £40k – 59,999 | 7.4 | 10.6 | |
| £60k or more | 2.9 | 7.5 | |
| [Refused/don't know/ missing] | [19] | [33] | |
| Education* | | | |
| No Qualifications | 31.6 | 33.8 | 29.0 |
| School leaving certificate | 6.1 | 1.9 | |
| O Grade, Standard Grade, GNVQ equivalent | 27.7 | 22.8 | |
| Higher, A Level or equivalent | 13.9 | 17.1 | |
| Degree/Professional | 20.7 | 24.4 | |

| | | | | |
|---|---------------|------|------|------|
| Ethnicity | White | 99.6 | 99.7 | |
| | Asian | 0.2 | 0.3 | |
| | Black | 0 | 0 | |
| | Mixed | 0.1 | 0 | |
| | Other | 0.2 | 0 | |
| Household car ownership | None | 24.7 | 32.4 | 27.6 |
| | 1 | 55.2 | 47.6 | |
| | 2 | 17.0 | 17.1 | |
| | 3 or more | 3.1 | 2.9 | |
| Driving licence* | Yes | 70.3 | 63.0 | |
| | No | 29.7 | 37.0 | |
| Adult bicycle ownership*² | None | 53.2 | 75.5 | |
| | One | 24.8 | 12.9 | |
| | Two | 15.0 | 9.7 | |
| | Three or more | 7.1 | 1.9 | |
| Children bicycle ownership | None | n/a | 81.9 | |
| | One | | 9.2 | |
| | Two | | 7.0 | |
| | Three or more | | 1.9 | |
| Concessionary travel passholder* | Yes | 32.5 | 34.4 | |
| | No | 67.5 | 65.6 | |

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.

- 5.6 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.

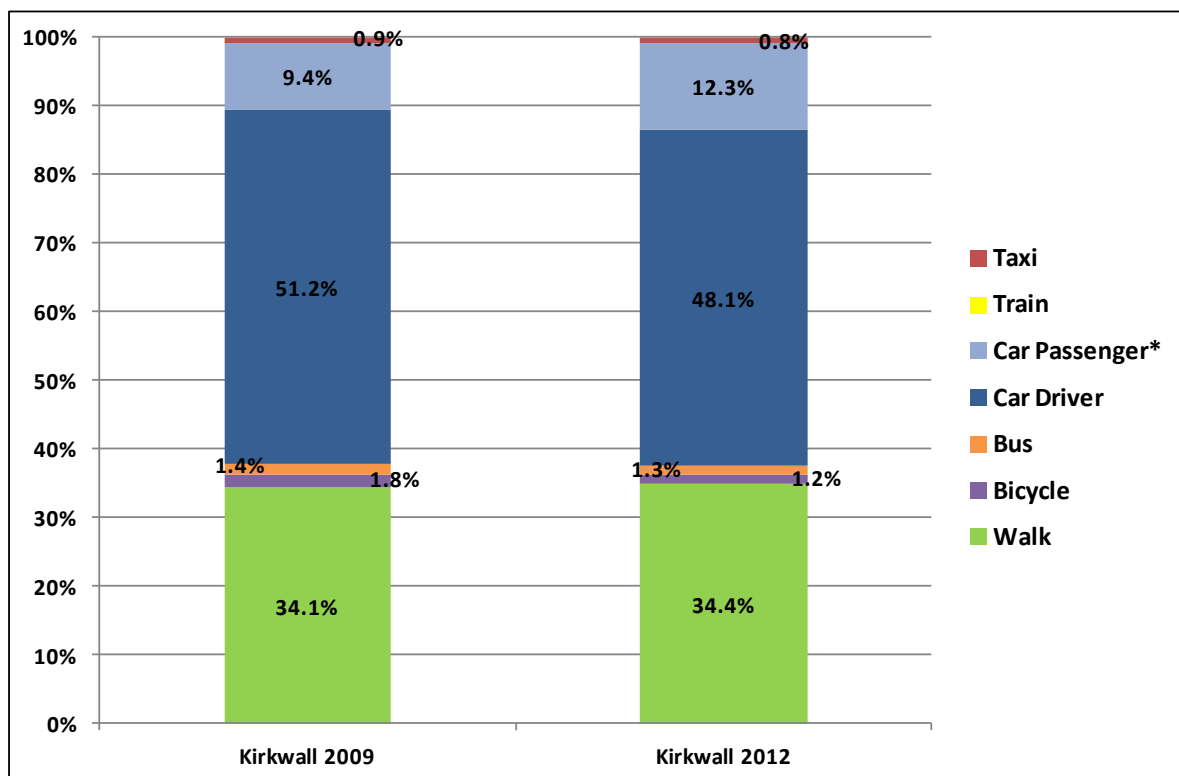
² Note that in 2009 the questionnaire only included a question about 'adult' bikes but in 2012 a question was added about 'children's' bikes. This change in questioning is likely to be the cause of at least some of the apparent drop in adult cycle ownership between the two years as it is possible that, in 2009, respondents included at least some child bikes in their adult total.

Modal split of journeys from the Travel Diaries

Observed changes

- 5.7 The travel diary element of the household survey recorded specific trip-making behaviour on a specific day³. Figure 5.1 shows the changes in mode choice by Kirkwall 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 number of journeys made (main mode only)



Travel Diary samples of $N = 2,091$, weighted for 2009 and $N = 1,938$ for 2012. Differences between 2009 and 2012 proportions are significant at $p < 0.05$ for all modes marked with *

- 5.8 A slight increase of 0.3 percentage points to 34.4% occurred in the proportion of respondents travelling on foot. The modal shift of car driver journeys fell by 3.1 percentage points from a share of more than 50% to 48.1%.

³ Note that the analysis of the travel diary data concentrates on mode share relating to the proportion of all trips by main mode. Average number of trips and trip distances are not reported for two reasons (i) there was a change in the overall number of trips reported in 2009 and 2012 likely to be due to better prompting of respondents to list each trip and trip stage so this means that the reported distances are misleading (ii) there are very few statistically significant changes in average distance between 2009 and 2012 when the sample is divided into sub-samples such as journey purpose, age categories etc.

- 5.9 The only significant difference was the increase by 3.0 percentage points in the proportion of car passenger journeys. The perceptions of local people that they already share lifts when they need to is interesting. Although people may not have attributed their decision to offer lifts to any publicity from the Council, the Car Wise leaflets may have prompted people to think about sharing and although people do not remember the leaflet they increase their lift sharing behaviour.

Comparison with Scottish Household Survey Data

- 5.10 A comparison between the modal choices of respondents from Kirkwall 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 5.2⁴.
- 5.11 In Kirkwall the changes in use of almost all modes are different from the background trends as recorded by the SHS data. However, the only change that was statistically significant in the Kirkwall data was the increase in the proportion of journeys undertaken as a car passenger (+3.0 percentage points), which was counter to the background trend.

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

| Mode | % -point change in Mode Share of Journeys | |
|----------------------|---|---------------------|
| | Kirkwall 2009 - 2012 | SHS 2008 - 2011 |
| <i>Walk</i> | +0.3 | -1.9 |
| <i>Bicycle</i> | -0.5 | +1.7 |
| <i>Bus</i> | -0.1 | +1.7 |
| <i>Car Driver</i> | -3.1 | -2.7 |
| <i>Car Passenger</i> | +3.0* | -0.6 |
| <i>Train</i> | 0.0 | -0.3 |
| <i>Motorbike</i> | 0.0 | included in 'other' |
| <i>Taxi</i> | -0.1 | +1.4 |

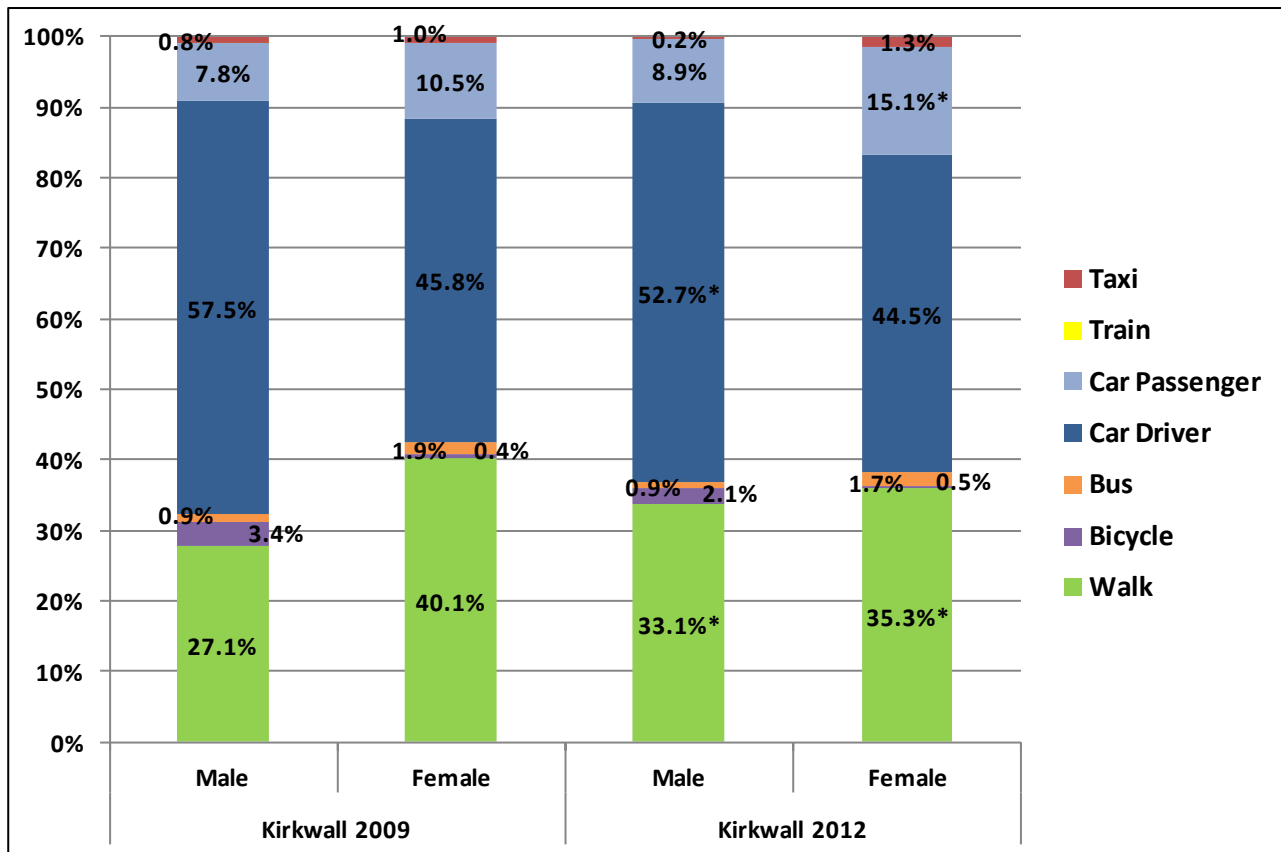
*Differences between 2009 and 2012 proportions in SCSP data are significant at $p < 0.05$ for all modes marked with **

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.

Modal split of journeys by gender

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

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



*Travel Diary samples are 948 (male) and 1,123 (female) for 2009 and between 844 (male) and 1,095 (female) for 2012. Differences between 2009 and 2012 proportions in SCSP data are significant at $p < 0.05$ for all modes marked with **

5.13 A significant increase at the 95% confidence level was found in the proportion of male respondents making journeys on foot. The opposite effect was found amongst female respondents. The decrease in the modal split of walking journeys by 4.7 percentage points to 35.3% was also found to be significant at the 95% confidence interval.

5.14 A significant decrease was found in the proportion of journeys made by male car drivers whilst a significant increase was found in the modal split of journeys made by female car passengers.

Modal split of journeys by age

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

- 5.16 Increases occurred in the modal splits of walking, car passenger and by other modes. The highest increase of 3.0 percentage points was in the proportion of car passenger journeys. This increase was found to be significant at the 95% confidence level.
- 5.17 In contrast decreases in the proportion of journeys made by bicycle, car driver and taxi were observed. These decreases were not found to be significant at the 95% confidence level.

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

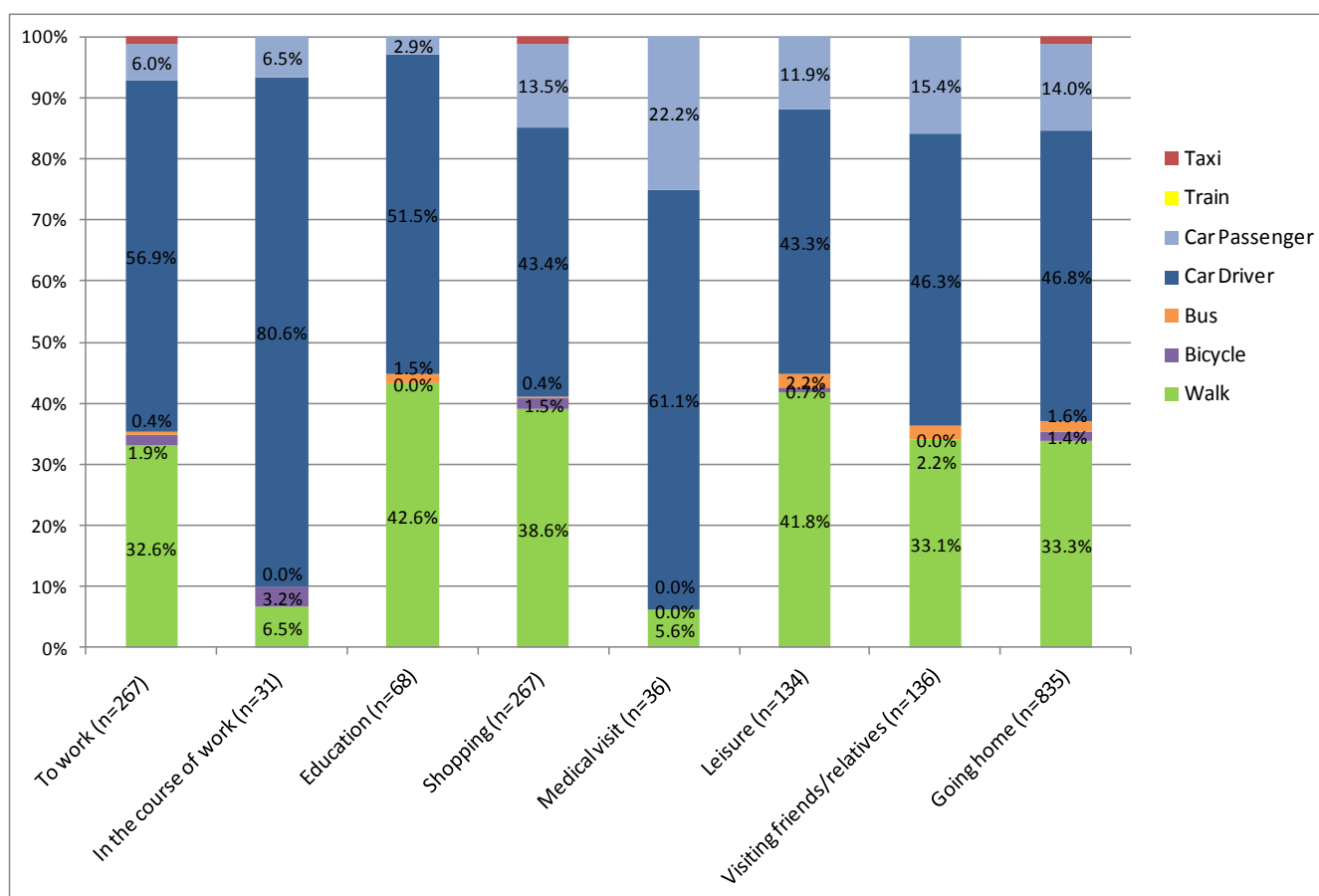
| | 2009 – 2012 percentage-point change | | | | | | |
|---------------|-------------------------------------|---------------|---------------|---------------|---------------|---------------|------------|
| | 18 - 24 years | 25 - 34 years | 35 - 44 years | 45 - 54 years | 55 - 64 years | 65 - 74 years | 75 or over |
| Walk | -12.6* | +14.4* | -2.4 | -7.3* | -0.2 | +6.7 | -1.4 |
| Bicycle | -0.2 | 0.3 | -1.3 | 0.0 | -2.0* | 0.5 | 0.9 |
| Bus | +1.5 | -1.9* | -1.0 | +0.5 | +1.5* | -1.1 | -1.2 |
| Car Driver | +0.5 | -14.5* | +2.7 | +1.2 | +1.4 | -9.7 | -2.2 |
| Car Passenger | +8.3* | +2.7 | +2.9 | +4.5* | -1.6 | +2.3 | +4.2 |
| Train | 0.0 | 0.0 | 0.0 | -0.3 | 0.0 | 0.0 | 0.0 |
| Taxi | -0.2 | 0.0 | -0.2 | +0.8 | -1.6* | +1.0 | +1.9 |

Travel Diary samples range between 125 (75 years or over) and 480 (55-64 years) for 2009 and between 107 (75 years or over) and 417 (55-64 years) for 2012. 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 journey purpose

- 5.18 Figure 5.3 shows the mode share for each journey purpose in 2012 and Table 5.4 compares the mode choice by Kirkwall residents between 2009 and 2012 based on the share of all journeys made by main mode disaggregated by journey purpose.

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



Travel Diary samples range between 31 trips (in the course of work) and 835 (going home) 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 | Educational | Shopping | Medical visit | Leisure | Visiting friends/relatives | Going home |
| Walk | 4.0 | -11.5 | -10.7 | -1.2 | -11.5 | 0.3 | 0.8 | -2.4 |
| Bicycle | -0.9 | 3.2 | 0.0 | 1.1 | 0.0 | -1.6 | -0.8 | -1.2 |
| Bus | -0.5 | -3.4 | 1.5 | -2.2* | 0.0 | 1.7 | 2.2 | 0.0 |
| Car Driver | -1.9 | 5.4 | 9.8 | -0.8 | 17.2 | 3.5 | -6.9 | -2.3 |
| Car Passenger | 0.3 | 4.2 | -2.1 | 1.6 | -4.6 | -0.9 | 3.3 | 5.0* |
| Train | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | -0.8 | 0.0 |
| Taxi | 0.2 | -1.1 | 0.0 | 0.4 | -9.8 | -0.6 | 0.0 | 0.1 |

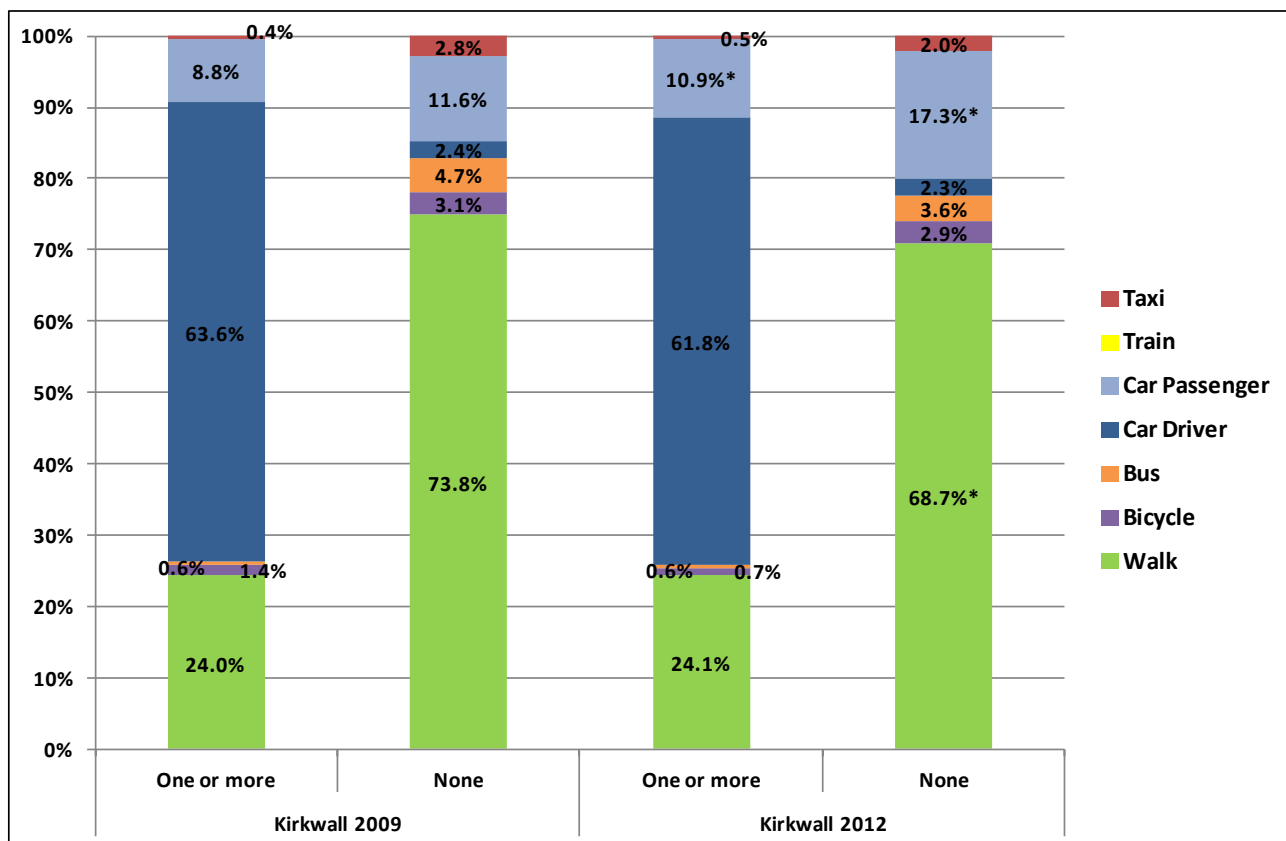
Travel Diary samples range between 41 (medical visit) and 718 (going home) for 2009 and between 31 (in the course of work) and 835 (going home) for 2012. Differences between 2009 and 2012 proportions in SCSP data are significant at $p < 0.05$ for all modes marked with *

- 5.19 The greatest proportional increase observed was the 17.2 percentage point increase in the modal split of car drivers making medical visits. However, due to the low incidences of medical journeys in the sample, this change is not statistically significant. Indeed the only significant changes are the reduction in bus use for shopping trips and the increase in passenger trips for the going home journey.

Modal split of journeys by household car availability

- 5.20 Figure 5.4 illustrates the modal choice of Kirkwall residents between the 2009 baseline and 2012 post-implementation according to whether or not the respondent lives in a household with a car. There was a marginal increase in the modal split for walking amongst respondents in car-owning households. In contrast there was a decrease in the proportion of respondents in non-car-owning households making journeys by main mode on foot.

Figure 5.4: Comparison of mode choice (by % of journeys made) by car availability



Travel Diary samples are 1,666 (one or more cars) and 423 (no car) for 2009 and 1,492 (one or more cars) and 444 (no car) for 2012. Differences between 2009 and 2012 proportions in SCSP data are significant at $p < 0.05$ for all modes marked with *

- 5.21 Significant increases of 2.0 and 5.8 percentage points were found for the proportions of main journeys made as a car passenger by respondents in car and non-car-owning households respectively. The increase in car as a passenger in the non-car-owning

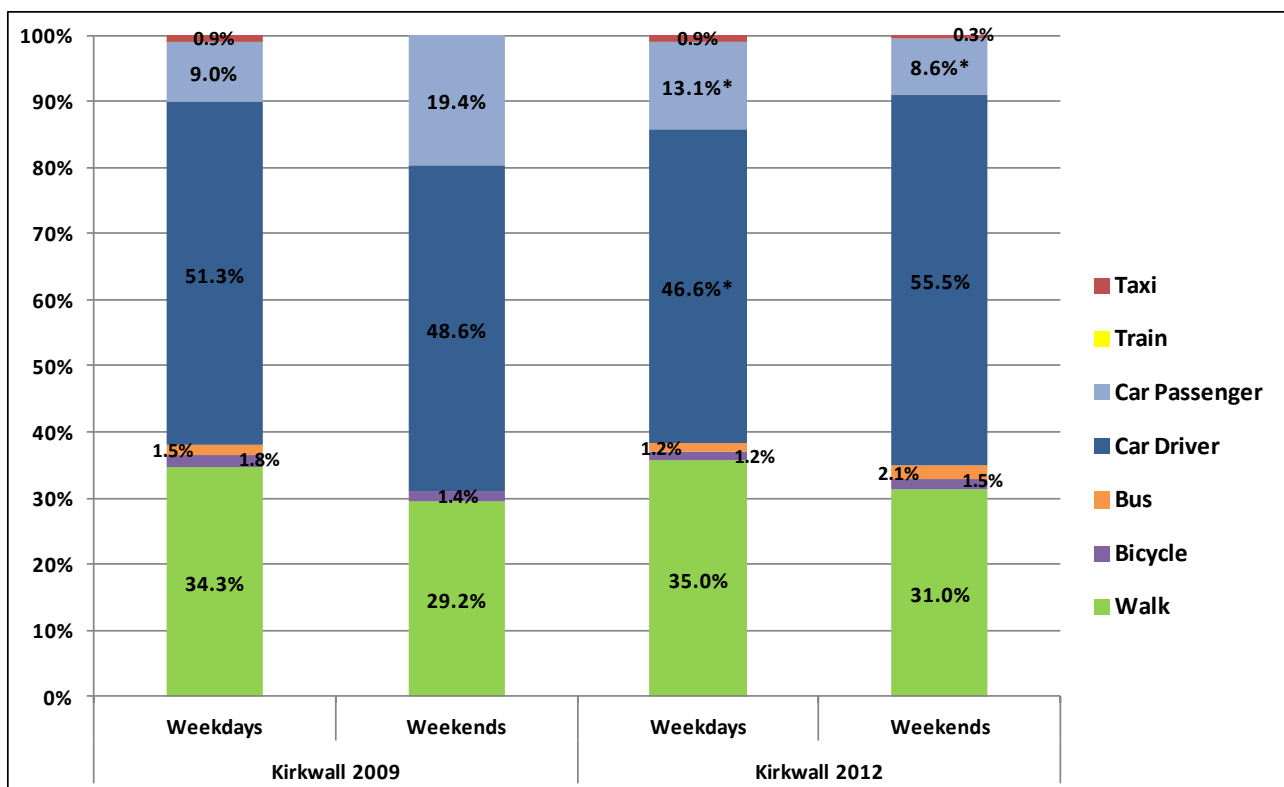
households should have helped to improve participation in activities by people who would not otherwise be able to travel as highlighted by focus group participants.

- 5.22 The decrease of 5.1 percentage points to 68.7% of journeys made on foot by non-car-owning households was significant.

Modal split of journeys by weekday/weekend

- 5.23 Figure 5.5 below compares the modal choice of Kirkwall residents in 2009 and 2012 based on the share of all journeys made by main mode and disaggregated by weekday/weekend.
- 5.24 Increases were observed in the proportion of weekday journeys made by car passengers, on foot and by other modes. The largest increase in the proportion of weekend journeys was the 6.9 percentage point increase in car driver journeys. The largest decrease was the 10.9 percentage point decrease in car passenger journeys.
- 5.25 A significant increase of 4.0 percentage points was observed in the proportion of respondents travelling as a car passenger on weekdays. Significant decreases of 4.7 percentage points and 10.9 percentage points respectively were found in the proportion of weekday car driver and weekend car passenger journeys.

Figure 5.5: Comparison of mode choice (by % of journeys made) by weekday/weekend

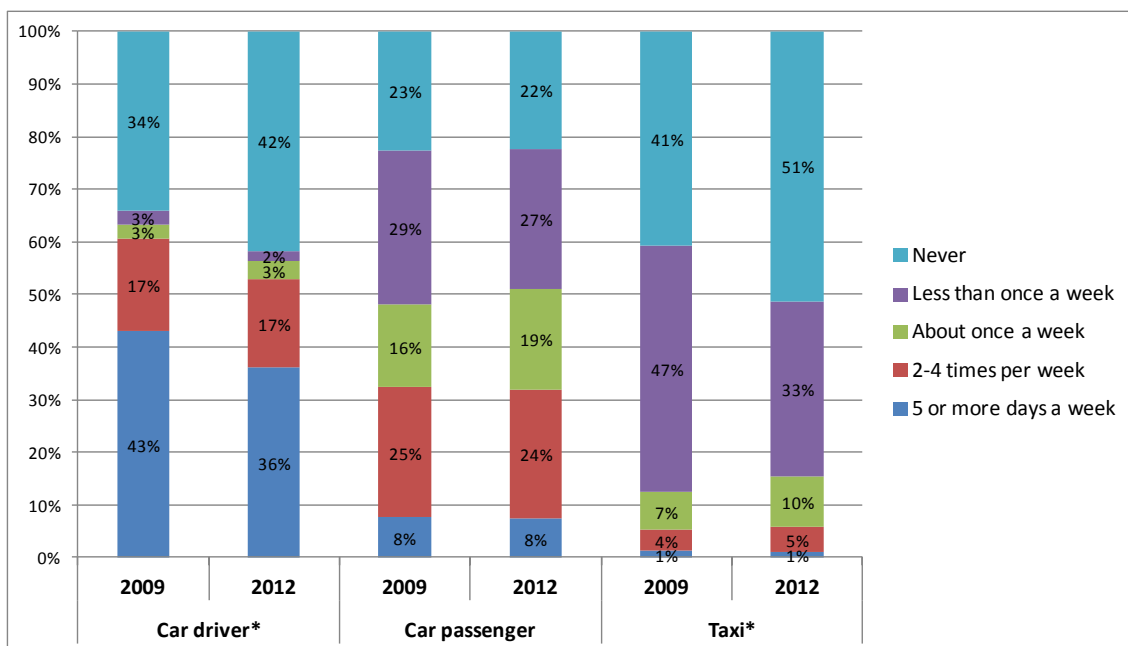


Travel Diary samples are 2,016(Weekday) and 72 (Weekend) for 2009 and 1,616 (Weekday) and 326 (Weekend) for 2012. Differences between 2009 and 2012 proportions in SCSP data are significant at $p < 0.05$ for all modes marked with *.

Self-reported frequency of use of each mode

- 5.26 The use of different modes of transport can be reported in several ways from this research. 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.
- 5.27 Figure 5.6 shows that there has been a reduction in self-reported use of the car as a driver. The number of people who say they drive on five or more days per week has fallen from 43% to 36% (16% or a 7 percentage-point drop). Also, the proportion of people who say they never drive has increased from 34% to 42% (24% or a 8 percentage point increase). There has been no statistically significant change in use of the car as a passenger. Taxi usage has fallen with an increase of 10 percentage points of the number of people who say they never use a taxi.
- 5.28 The 2012 survey also asked people to register their frequency of use of dial-a-Bus services. In Kirkwall, 96.2% said they never used this service even though more than 20% of the population are over age 65 and therefore eligible to use it under the Council criteria.

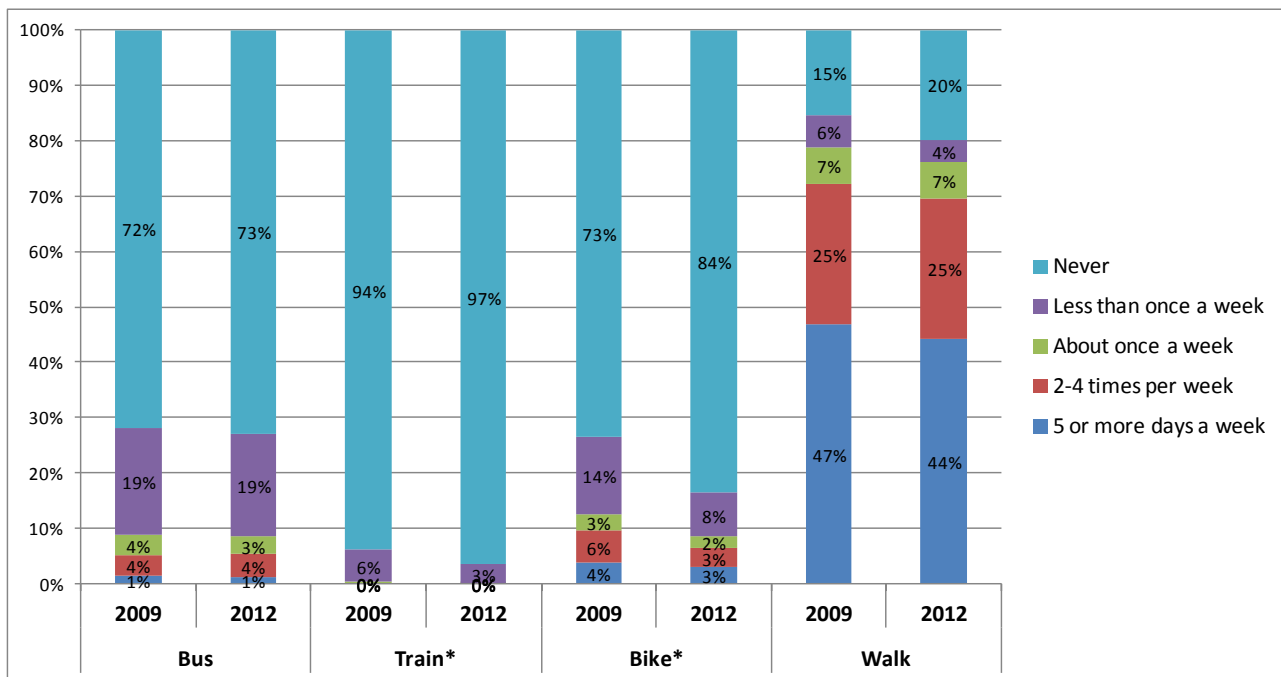
Figure 5.6 - Self reported use of car in 2009 and 2012



Household survey samples of $N = 1009$, weighted for 2009 and $N = 772$ for 2012. Differences between 2009 and 2012 proportions are significant at $p < 0.05$ for all modes marked with *.

- 5.29 Figure 5.7 shows that there has been no significant difference in the use of the bus or of walking. Bicycle use has also fallen with more people (+11 percentage points) saying they never use a bicycle.

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

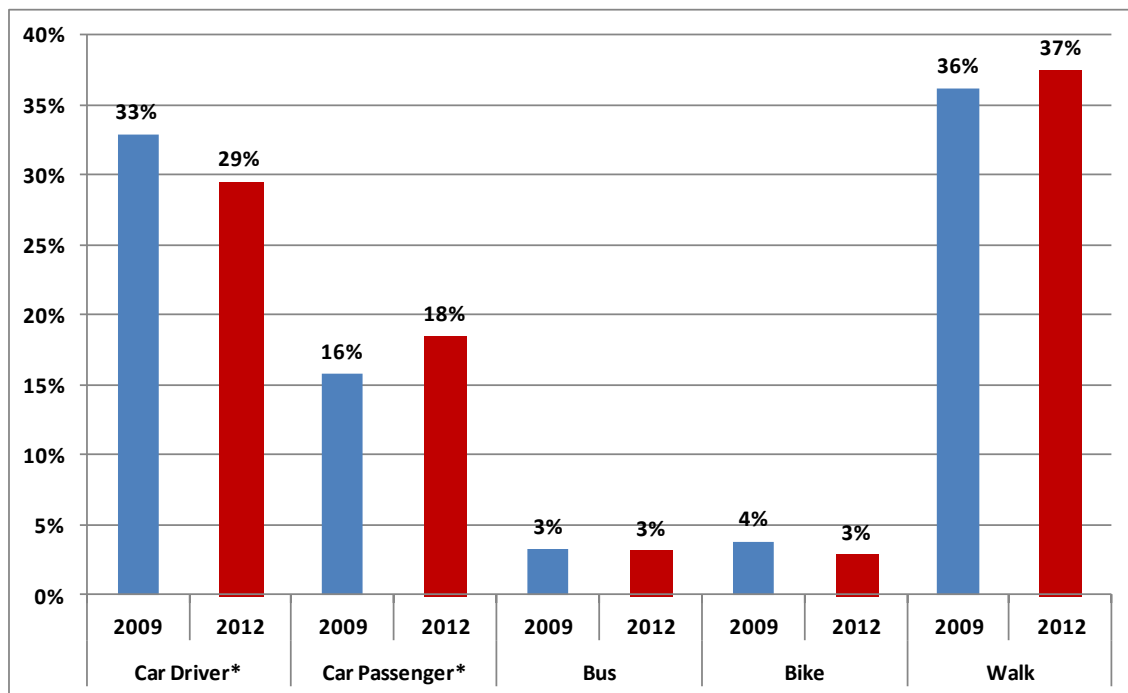


Household survey samples of $N = 1009$, weighted for 2009 and $N = 772$ for 2012. Differences between 2009 and 2012 proportions are significant at $p < 0.05$ for all modes marked with *.

Multi-modal travel behaviour

5.30 From the data collected on the frequency of use of each mode, a number of 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 options⁵. Figure 5.8 illustrated 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. The analysis mirrors the analysis above and suggests that car driving has reduced as a proportion of total trips, but this analysis suggests there has been a significant increase in car passenger journeys. There has not been a statistically significant change in the proportion of trips carried out by bus, cycle and walking.

⁵ They were derived by recoding the original travel frequency categories (as outlined above) 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.

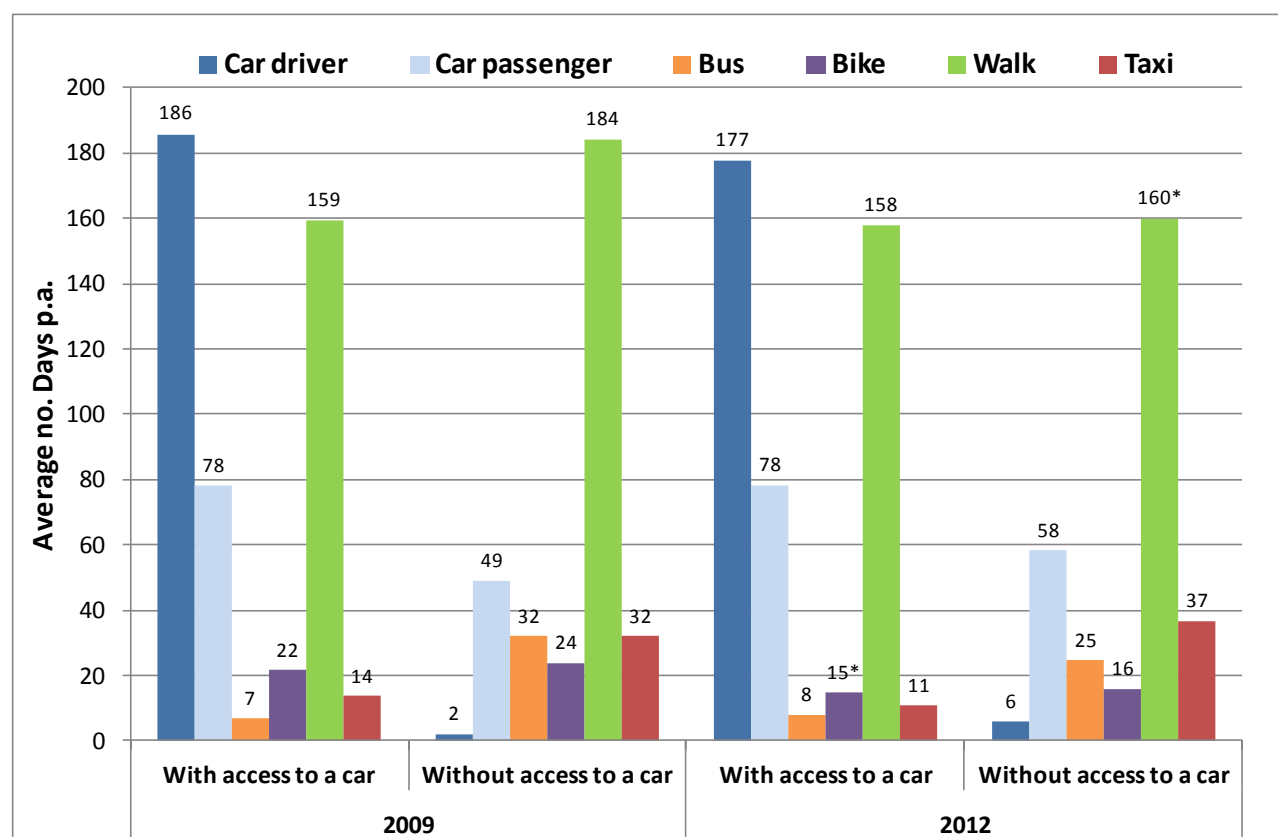
Figure 5.8 - Average proportion of trips undertaken by each mode in 2009 and 2012

Household survey samples of $N = 1009$, weighted for 2009 and $N = 772$ for 2012. Differences between 2009 and 2012 proportions are significant at $p < 0.05$ for all modes marked with *.

Demographic differences in behaviour

- 5.31 Travel patterns are heavily influenced by whether or not there is a car in the household. Figure 5.9 contrasts the average number of days travelled by each mode in households with or without cars. It shows the use of bus travel between car and non-car-owning households both before and after the intervention. When comparing across years, it is evident that walking has stayed the same among car owning households but has reduced among those without a car. Cycle use has reduced among households with a car. These are the only statistically significant changes.

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



Household survey samples of $N = 1009$, weighted for 2009 and $N = 772$ for 2012. Differences between 2009 and 2012 for each type of household are significant at $p < 0.05$ for all modes marked with *.

- 5.32 Table 5.5 gives a sense of 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.
- 5.33 Men report higher car and cycle use in both survey years and women have higher bus use. Both genders reduced their car driving (men more than women), cycling and walking over the study period but men increased their bus use whilst women reduced it. Over the study period, women increased their use of the taxi more than men.
- 5.34 Those with children cycle and walk more than those without in both survey years. After the intervention, those with children used the bus and taxi more on average whilst those without did not. Those without children reduced their use of the bike despite having lower cycle use to start with.

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 | 162 | 9 | 34 | 161 | 18 | 135 | 10 | 24 | 154 | 19 | -17% | 11% | -30% | -4% | 4% |
| Female | 121 | 18 | 10 | 170 | 18 | 110 | 17 | 7 | 162 | 19 | -9% | -6% | -33% | -5% | 8% |
| | | | | | | | | | | | | | | | |
| With children | 162 | 8 | 31 | 195 | 16 | 137 | 10 | 26 | 186 | 18 | -15% | 32% | -17% | -4% | 18% |
| Without | 133 | 15 | 19 | 155 | 19 | 116 | 14 | 11 | 148 | 19 | -13% | -6% | -40% | -4% | 0% |
| | | | | | | | | | | | | | | | |
| In work | 175 | 9 | 25 | 179 | 15 | 152 | 10 | 20 | 178 | 16 | -13% | 8% | -20% | -1% | 5% |
| Not working | 95 | 18 | 18 | 148 | 22 | 89 | 17 | 10 | 137 | 23 | -6% | -5% | -47% | -8% | 5% |
| | | | | | | | | | | | | | | | |
| With disability | 85 | 23 | 17 | 127 | 28 | 88 | 21 | 10 | 112 | 24 | 4% | -8% | -38% | -12% | -15% |
| Without | 157 | 10 | 24 | 177 | 15 | 135 | 10 | 17 | 176 | 17 | -14% | 0% | -28% | 0% | 13% |
| | | | | | | | | | | | | | | | |
| 16-34 years | 113 | 9 | 33 | 208 | 18 | 82 | 13 | 17 | 194 | 30 | -27% | 45% | -50% | -7% | 67% |
| 35-64 years | 166 | 13 | 23 | 166 | 19 | 149 | 13 | 19 | 165 | 15 | -11% | -5% | -17% | 0% | -21% |
| 65+ years | 111 | 19 | 6 | 113 | 18 | 104 | 16 | 3 | 98 | 17 | -6% | -17% | -53% | -13% | -6% |

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

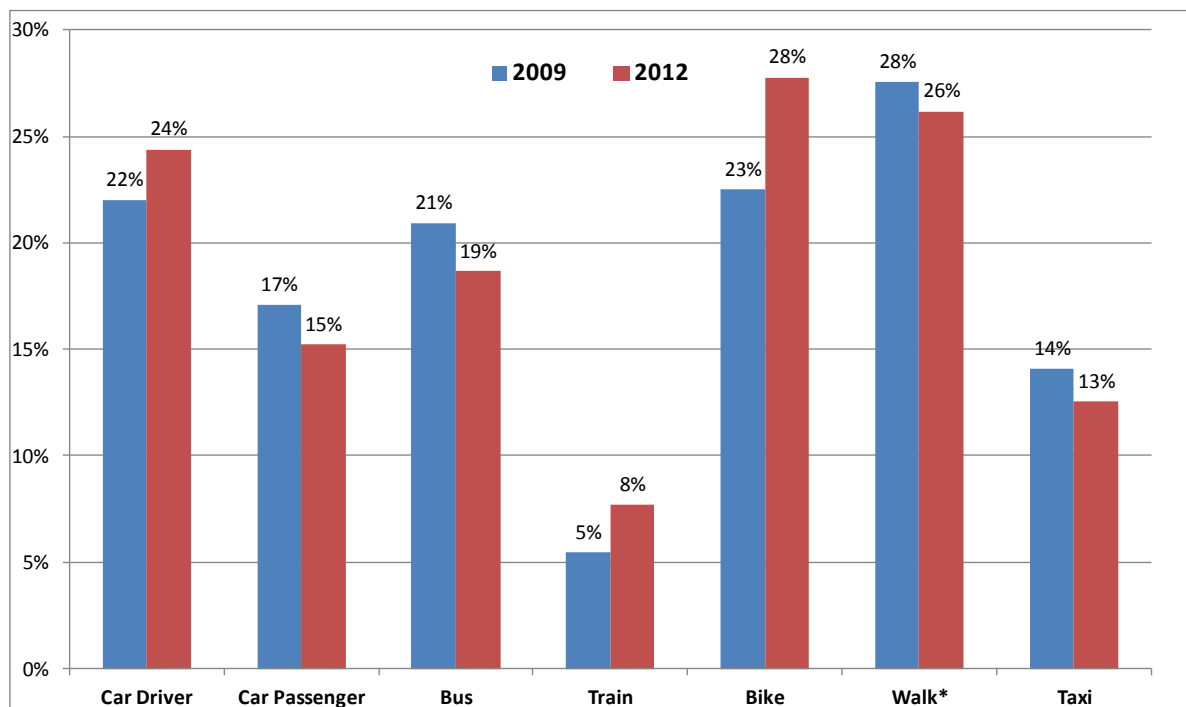
- 5.35 Those in employment are much more likely to use the car although they reduced car driving more than those out of work. The same pattern is true of walking. Those out of work reduced their cycling more than those in work so that after the intervention there was a statistically significant difference in cycling rates between these two groups.
- 5.36 Those with a long standing illness or disability (21% in 2009, 28% in 2012) use the car and walking less frequently than those without but over the period they increased their car use and reduced their walking further which was the opposite to those without. They use the bus and taxi more, although in the post intervention survey there is no difference in taxi use.
- 5.37 Younger age groups are more likely to walk in both years but in 2012 were the only ones to increase their bus and taxi use over the period. The middle-age group were the only ones not to have reduced walking, although do not appear to have increased it either. Older age groups reduced their car diving less on average than other age groups.

Self-reported change in mode use

5.38 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.

5.39 Figure 5.10 show the degree to which respondents⁶ 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.

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



Household survey samples of N = between 54 & 765- respondents for 2009 and 27 & 619 for 2012.

Differences between 2009 and 2012 are significant at $p < 0.05$ for all modes marked with *.

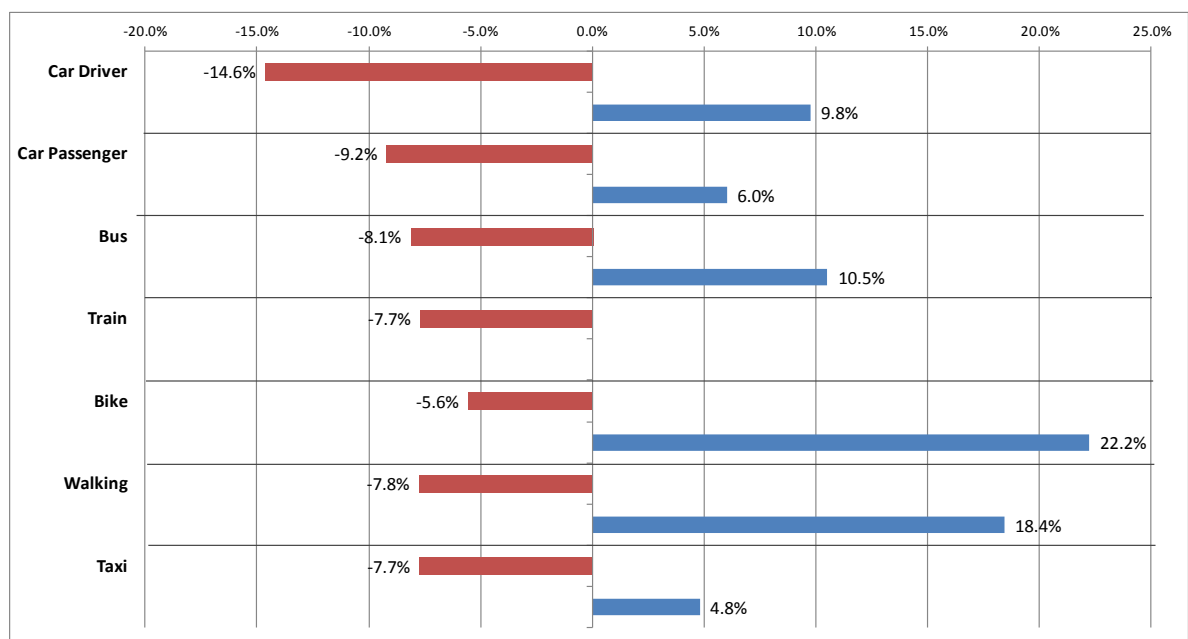
5.40 Overall Bicycle use underwent the greatest change in 2012 and a greater level of change than had been reported in the previous 12 months prior to the 2009 survey. When looked at in conjunction with Figure 5.11, we can see that this change was made up

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

predominantly of people increasing their cycle use with four times as many people saying they had increased cycling than said they had reduced it.

- 5.41 There was slightly less change in walking in 2012, but 26% said they did alter their frequency of walking and this was made up of more people saying they had increased it (18.4%) than had decreased it (7.8%).
- 5.42 In Kirkwall, other modes with notable changes in the degree of change included car driving. More people reduced car driving (14.6%) than increased it (9.8%).

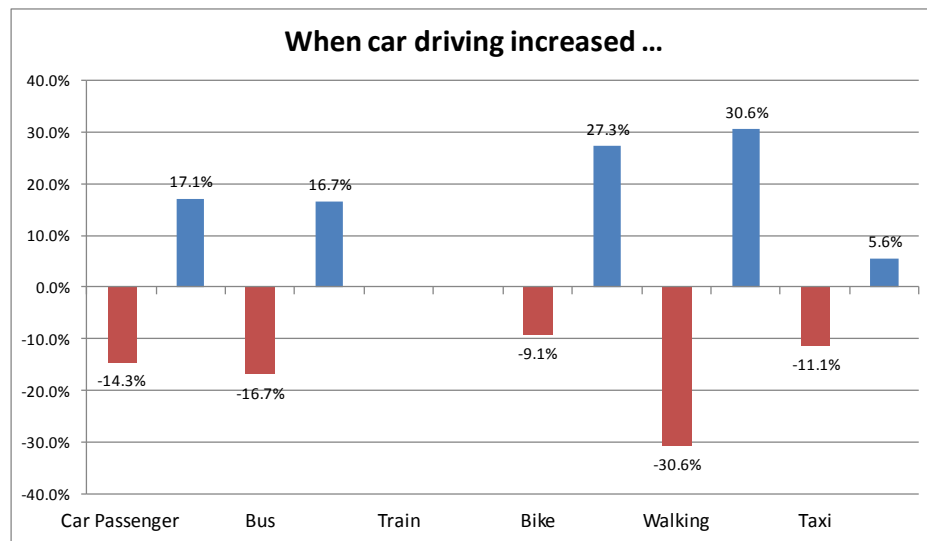
Figure 5.11– Self reported reduction or increase in each mode in the 12 months prior to 2012



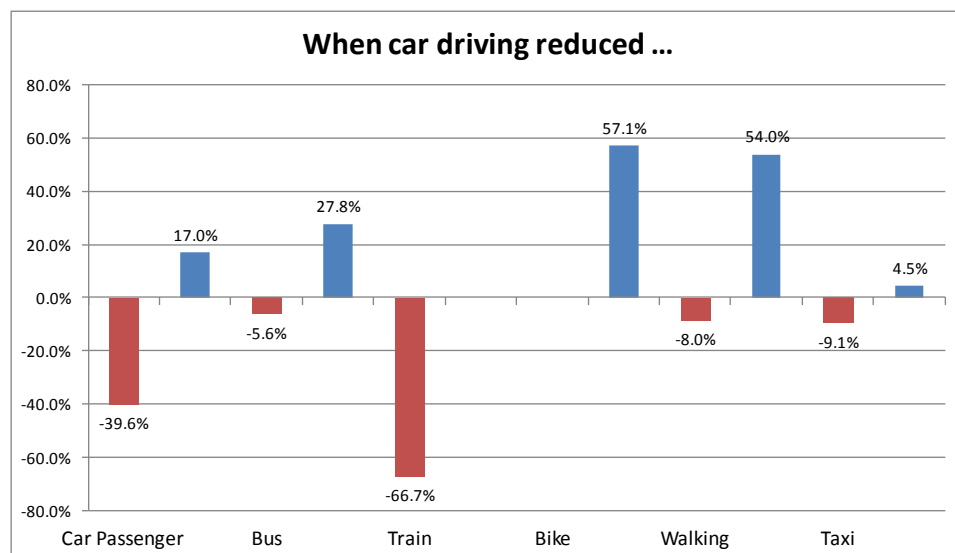
Household survey samples of N = between 27 & 619 (2012).

- 5.43 The survey allows us to cross tabulate responses to examine the combined 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 modes⁷. Figures 5.12 and 5.13 report the results and show that when car travel is reported to increase (9.8% of the respondents), people tend to report a corresponding increase in cycle use. When car travel is reported to reduce (14.6% of the respondents), there was a notable reduction in car passenger trips, but an increase in bus use, cycling and walking.

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 5.12– Self-reported changes in other modes when car travel was reported to increase

Household survey samples of N = between 27 & 619 (2012).

Figure 5.13– Self-reported changes in other modes when car travel was reported to reduce

Household survey samples of N = between 27 & 619 (2012).

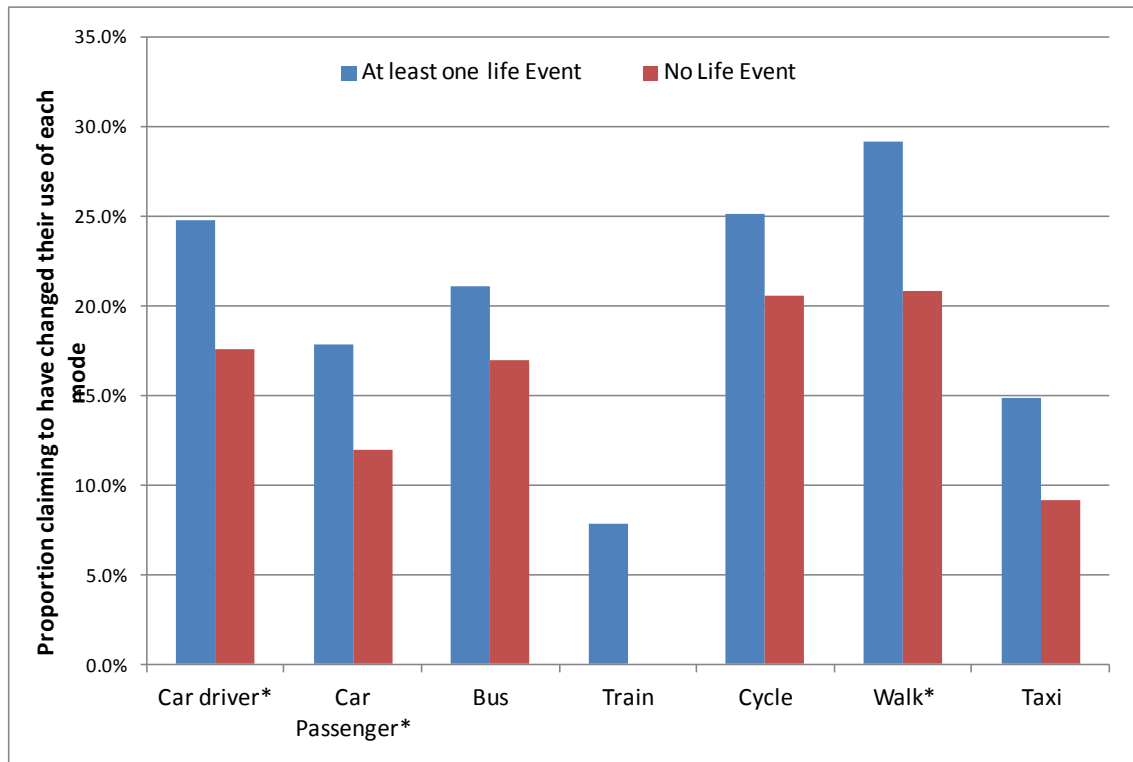
Self-reported change in mode use related to 'life events'

- 5.44 Change in travel behaviour may occur when people undergo an event in their life such as changing job or moving house⁸. Experience in the previous 12 months of these life events,

⁸ These included: stating 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.

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 transport⁹, although these differences are significant only for car driving, car passenger and walking.

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 27 & 619 -(for 2012). Differences between life event/ no life event significant at $p < 0.05$ for all modes marked with *.

Pedestrian and Cycle Count Data

5.45 There is a general lack of pedestrian and cycle data in Kirkwall. In order to establish the use of new facilities, cycle and pedestrian counts were undertaken on Tuesday 12th of June 2012 in the following locations:

- At the exit of The Peedie Sea Path to Health to Pickaquoy Road,
- Pedestrian/cycle path linking Muddisdale Road with Glaitness Park (Primary School and supermarkets), at its crossing with Pickaquoy Loan,
- Pedestrian/Cycle path linking The Meadows with Willowburn Road.

⁹ Note these data do not include people who indicated that they ‘never’ used the mode in the past twelve months. However, this is expected to have little impact on this analysis as this would mean they stopped using the mode before the life event given that we also asked about life events in the past 12 months.

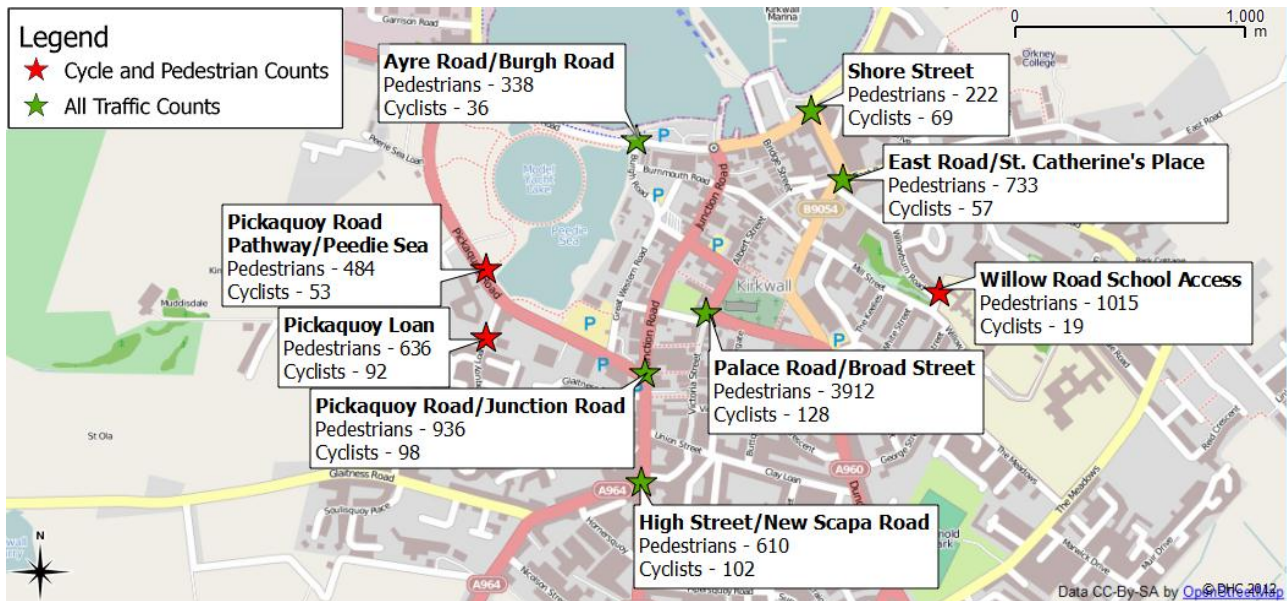
- 5.46 Moreover, classified counts were arranged on the same day to establish the traffic levels in the town centre. From them pedestrian and cycle data became available. Figure 5.15 shows the location of classified count sites monitored in 2012.

Figure 5.15 – Pedestrian, Cycle and Traffic Count Locations in 2012



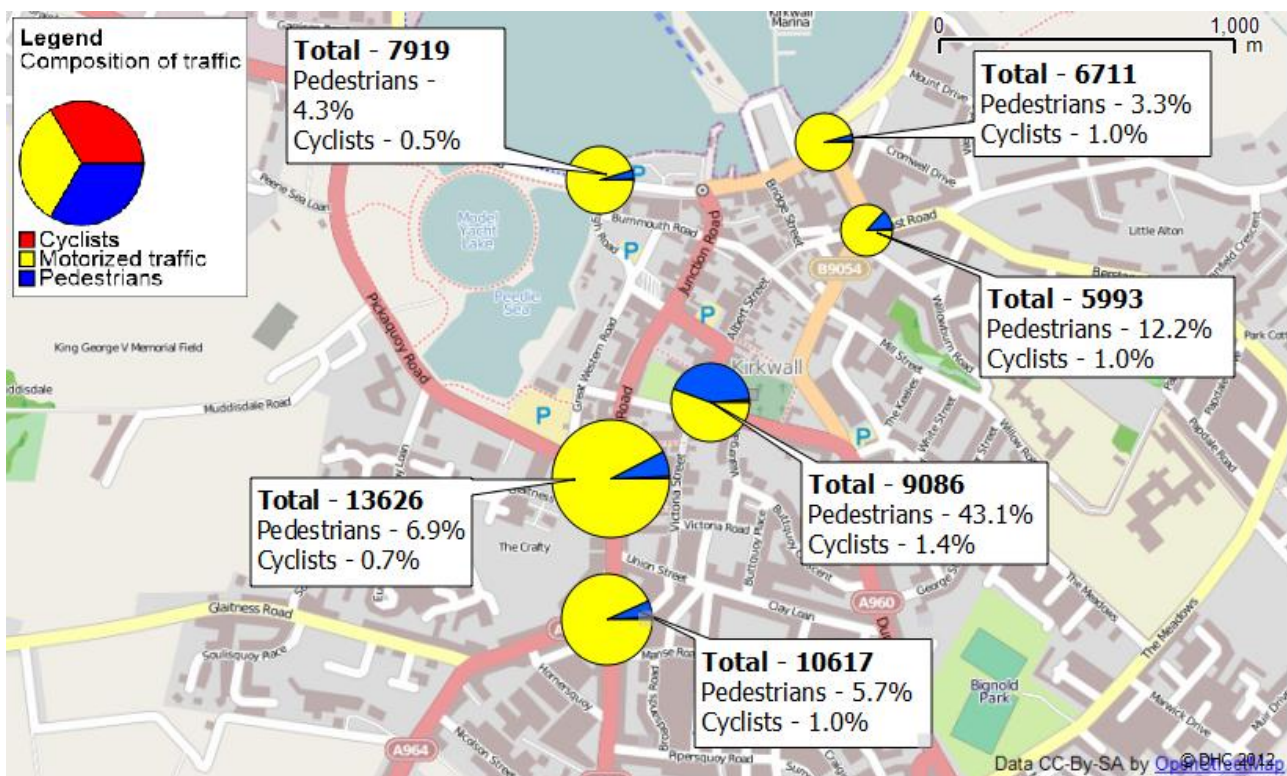
- 5.47 In Figure 5.16 pedestrian and cycle numbers show that the largest flows are in Palace/Broad Street (3912), although the number of pedestrians on Willow Road School Access is also high (1015). Even if multiple counts of the same people occurred in both locations, given the population of Kirkwall (around 8000) and the recorded cold/windy weather on the day of survey, these numbers confirm that Kirkwall has a strong demand for walking and cycling.

Figure 5.16 - Number of Pedestrians and Cyclists at Pedestrian and Cycle Count Locations, 12th June 2012, 7:00-20:00, All Directions



5.48 Kirkwall continues to have a healthy observed level of pedestrian movement on key corridors and in the town centre as shown in Figure 5.17.

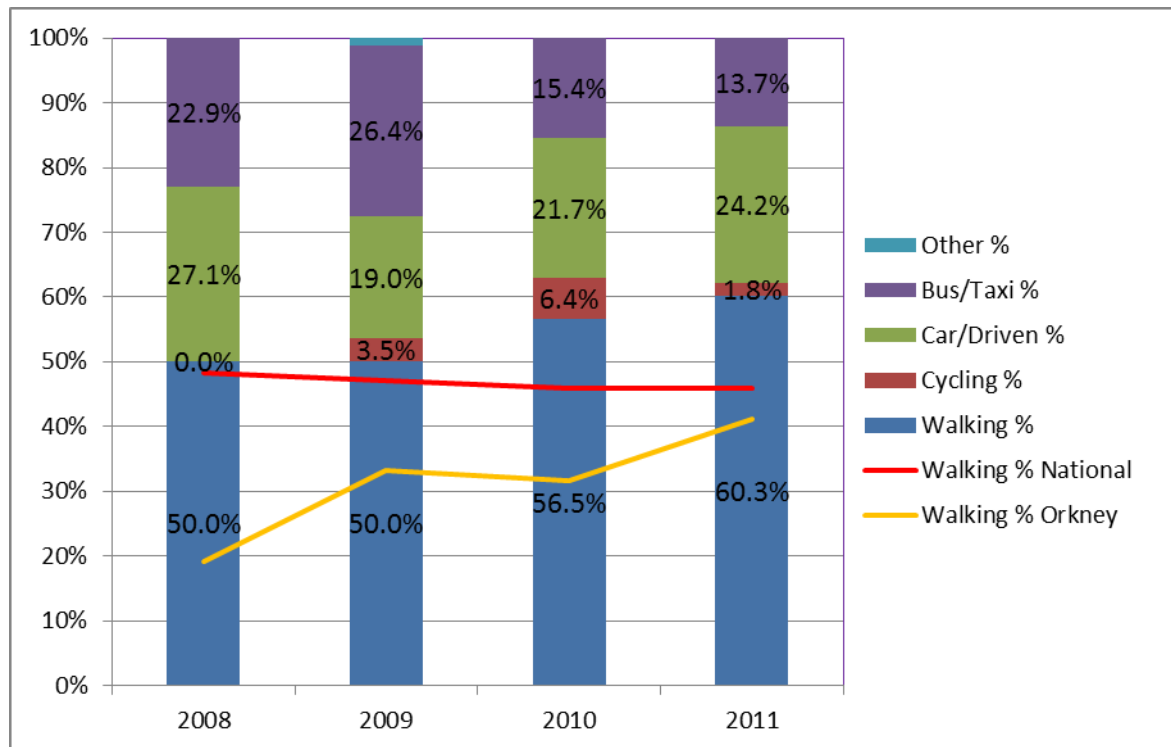
Figure 5.17 - Composition of traffic in Traffic Count Locations, 12th June 2012, 7:00-20:00, All Directions



School Travel

- 5.49 Travel to school data is shown in Figure 5.18. From the start of the programme in 2008, walking levels to school in Kirkwall have been higher than those for most parts of the country. Despite the high base level walking mode share to school has increased from 50% in 2008 to 60.3% in 2011. Cycling to school is a little lower in 2011 than in the previous two years but numbers are small and vary on a day to day basis.

Figure 5.18 - Travel mode to school in Kirkwall 2008 - 2011



Bus patronage data

- 5.50 There has been a steady increase in bus passengers during the lifetime of the SCSP project as shown in Figures 5.19 and 5.20. Particularly rapid growth was seen in 2010 when the SCSP investment was first made. There has also been growth in other bus services on Orkney in the same period.

Figure 5.19 – Airport Bus Patronage

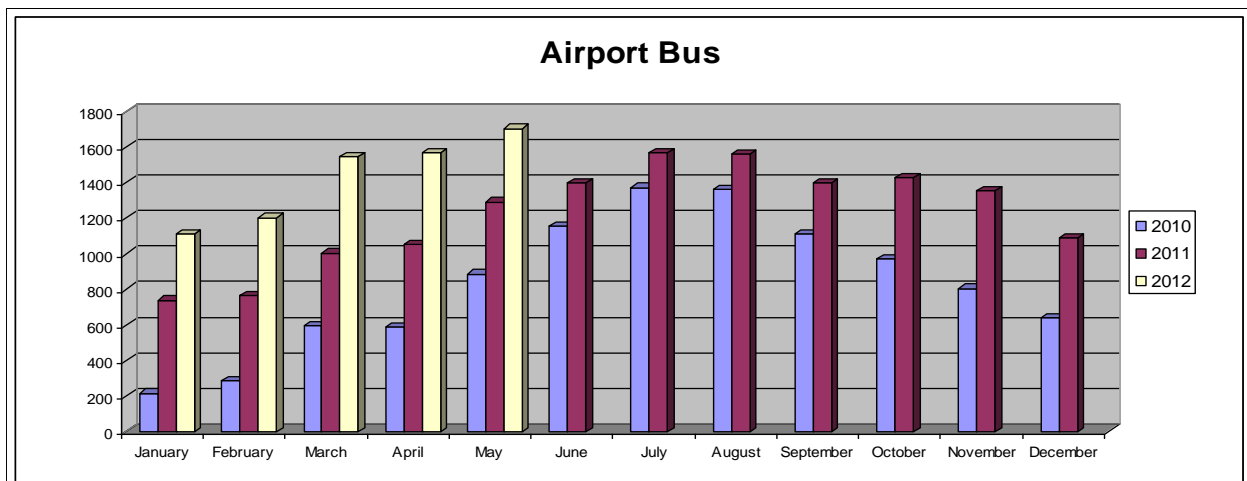
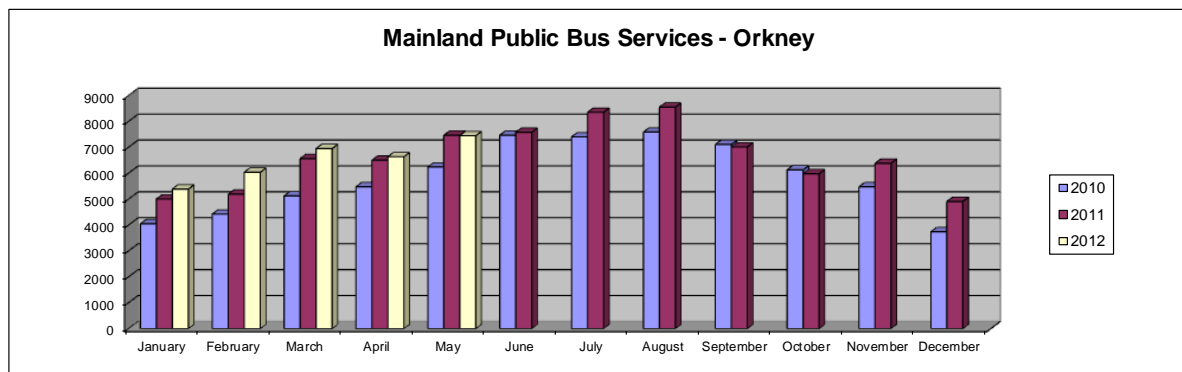


Figure 5.20 – All Orkney Mainland Bus Services



Summary of travel behaviour outcomes

- 5.51 The evidence about travel behaviour outcomes in Kirkwall comes from a number of sources and is 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 also offers a picture of any 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 34.1% of trips being made on foot to 34.4% is a 0.3 percentage point change.
- 5.52 The main conclusions and observations on travel behaviour that can be drawn are:
- The proportion of all trips made by car as a driver has dropped over the period of the SCSP intervention (by 2.7 percentage points) and this is backed up by the self-reported frequency data. This reduction is also slightly greater than the national trend as represented by data from the SHS for equivalent sized towns over a broadly similar timescale and is not statistically significant.

- According to the travel diary, car passenger journeys have significantly increased against a reducing background trend. The self-reported data does not back this up, however.
- Kirkwall has maintained its high mode share for walking and there has been a slight increase in walking in Kirkwall compared to a reduction in the comparable towns. However, this increase is not statistically significant.
- There has been a slight reduction in cycling compared to an increase in the comparable towns. However, this reduction is not statistically significant.
- There has been a slight reduction in bus use compared to an increase in the comparable towns. However, this reduction is not statistically significant. Nevertheless bus patronage data shows that the number of recorded trips on the enhanced services has more than doubled. It could be that the household survey data does not pick up the strong growth in bus patronage, perhaps as the number of residents making bus trips is not sufficient to register fully in the household survey.

Table 5.6 – Summary of Changes in Travel patterns

| | 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 | 34.1% | 34.4% | +0.3 | -1.9 | -2.8 | Walking mode share to school increased from 50% (2008) to 60% (2011) | N/A |
| Cycling | 1.8% | 1.2% | -0.5 | +1.7 | -3.3 | Cycling to school has not changed | N/A |
| Bus | 1.4% | 1.3% | -0.1 | +1.7 | +0.2 | Airport bus service patronage has more than doubled and all Orkney Mainland Services have increased by an average of 18% | N/A |
| Car as driver | 51.2% | 48.1% | -3.1 | -2.7 | -7.7 | N/A | N/A |
| Car as passenger | 9.4% | 12.3% | +3.0 | -0.6 | -0.4 | N/A | N/A |
| Train | 0.0% | 0.0% | 0.0 | -0.3 | 0 | N/A | N/A |
| Motorbike | 0.2% | 0.2% | 0.0 | +0.7 | -0.9 | N/A | N/A |
| Taxi | 0.9% | 0.8% | -0.1 | +1.4 | +0.5 | N/A | N/A |
| Notes | <p>Blue shading shows observed change is statistically significant at $p < 0.05$</p> <p>n/a means data not available or not collected</p> | | | | | | |

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. Although all changes (except (c)) are statistically significant, the overall pattern is one of relatively stable attitudes (although it should be noted that Figure 6.1 disguises some shifts between 'strongly (dis)agree' & '(dis)agree'). Note that question a – e were asked of the whole sample but questions f – l were asked of car users only.
- 6.2 The results suggest that car travel in 2012 is regarded as slightly *less* stressful than in 2009 (b). It appears from these results that the environmental impacts of car use are less of a concern in 2012 as there is a greater belief that people should be able to use their cars as much as they like (d) and car users are less inclined to be willing to pay higher taxes on car use, even if they know the revenue would be used to support public transport (l).
- 6.3 Changes to car use have been mixed. For car users, there is a reduction in the number saying they are actively trying to use their car less or that reducing their car use would make them feel good or would be easy (f & j & k). On the other hand, more car drivers acknowledge there are practical alternatives to most of the car trips they make (h) and that they are interested in reducing car use in the future (g) and fewer people saying they don't think about the car before they get in it (i). In summary, it appears that car drivers are becoming more aware of alternatives to car use, but still remain to be convinced that it is a possibility for them personally.

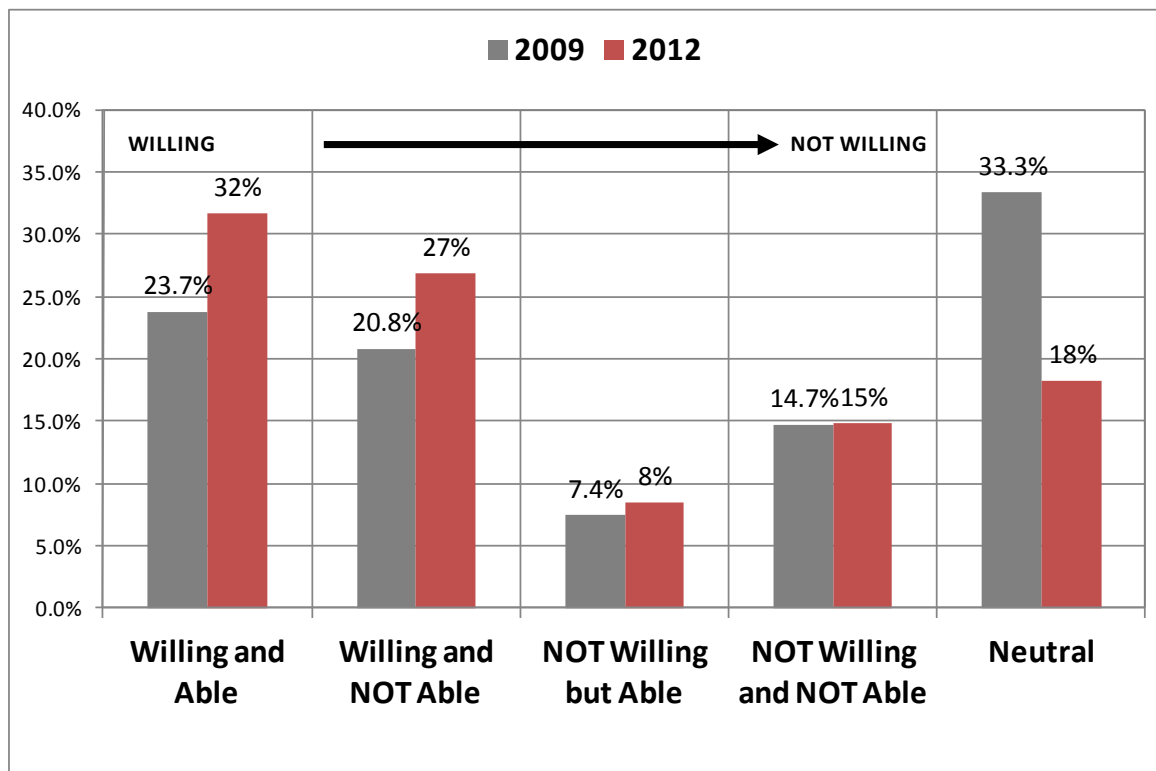
Figure 6.1 - Attitudes to car use in 2009 and 2012



Household survey samples of $N = 1009$, weighted for 2009 and $N = 772$ for 2012. Samples for individual questions vary. Differences between 2009 and 2012 proportions are significant at $p < 0.05$ for all questions marked with *.

6.4 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 fall into these four groups in 2009 and 2012. The change in the proportion of respondents in each segment was statistically significant between the two years and suggests a slight increase in the proportion of car users that say they are both willing and able to reduce their car but also an increase in those who say they are willing but not able.

Figure 6.2 – Segmentation of attitudes to car use reduction

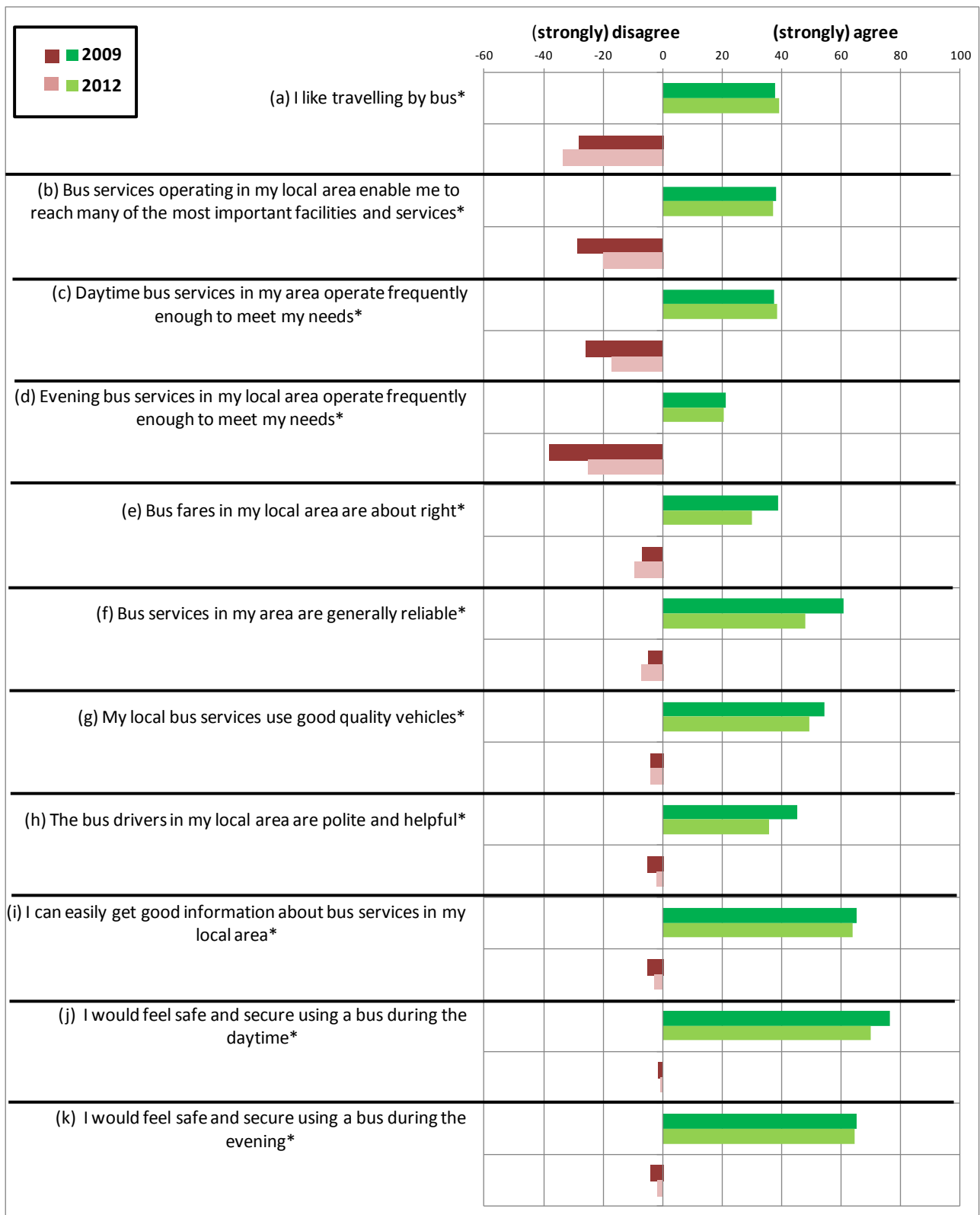


Household survey samples of $N = 1009$, weighted for 2009 and $N = 772$ for 2012. Samples for individual questions vary. Differences between 2009 and 2012 are statistically significant at $p < 0.05$.

Attitudes to the bus

- 6.5 Attitudes towards many aspects of bus travel appear to have either stayed the same or deteriorated since 2009 and this is consistent with either a desire for better bus services and/or a fall in satisfaction with existing services. Investment in marketing can result in higher expectations of the bus. Figure 6.3 displays the agree/disagree scores for all the attitude questions in 2009 and 2012. There is at least some reduction in the number of people that disagree that bus services operate frequently enough, but there is a clear albeit modest deterioration in the perception of reliability, bus fares and personal security. There has been no real improvement in the perception of information provision about buses in the town.

Figure 6.3 - Attitudes to bus travel in 2009 and 2012

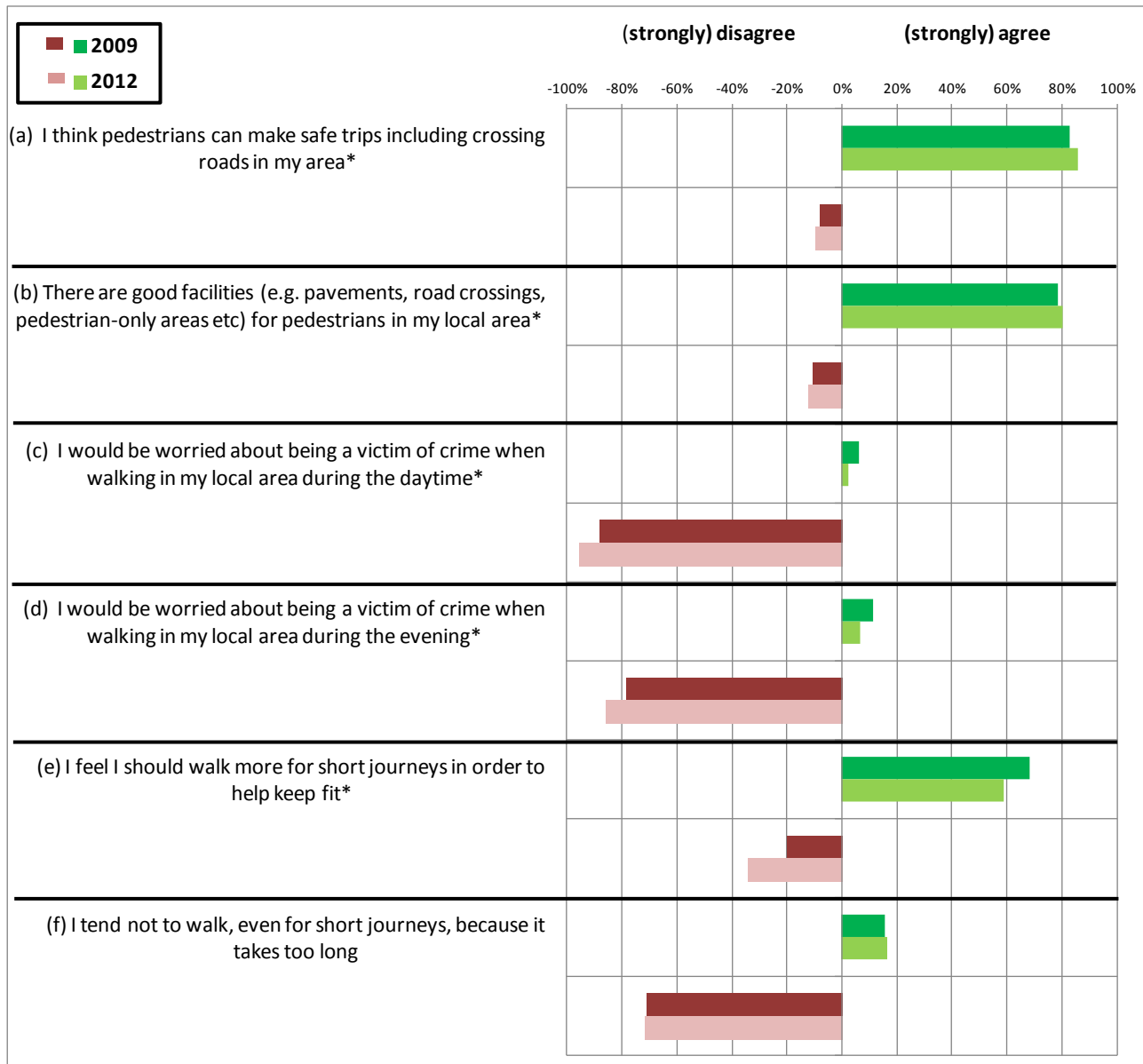


Household survey samples of $N = 1009$, weighted for 2009 and $N = 772$ for 2012. Samples for individual questions vary. Differences between 2009 and 2012 proportions are significant at $p < 0.05$ for all questions marked with *.

Attitudes to walking

- 6.6 As shown in Figure 6.4, attitudes to aspects of the pedestrian environment have stayed roughly the same over the period. Slightly more people agree, but also slightly more disagree that there are safer crossings and pedestrian facilities.

Figure 6.4 - Attitudes to walking in 2009 and 2012



Household survey samples of $N = 1009$, weighted for 2009 and $N = 772$ for 2012. Samples for individual questions vary. Differences between 2009 and 2012 proportions are significant at $p < 0.05$ for all questions marked with *.

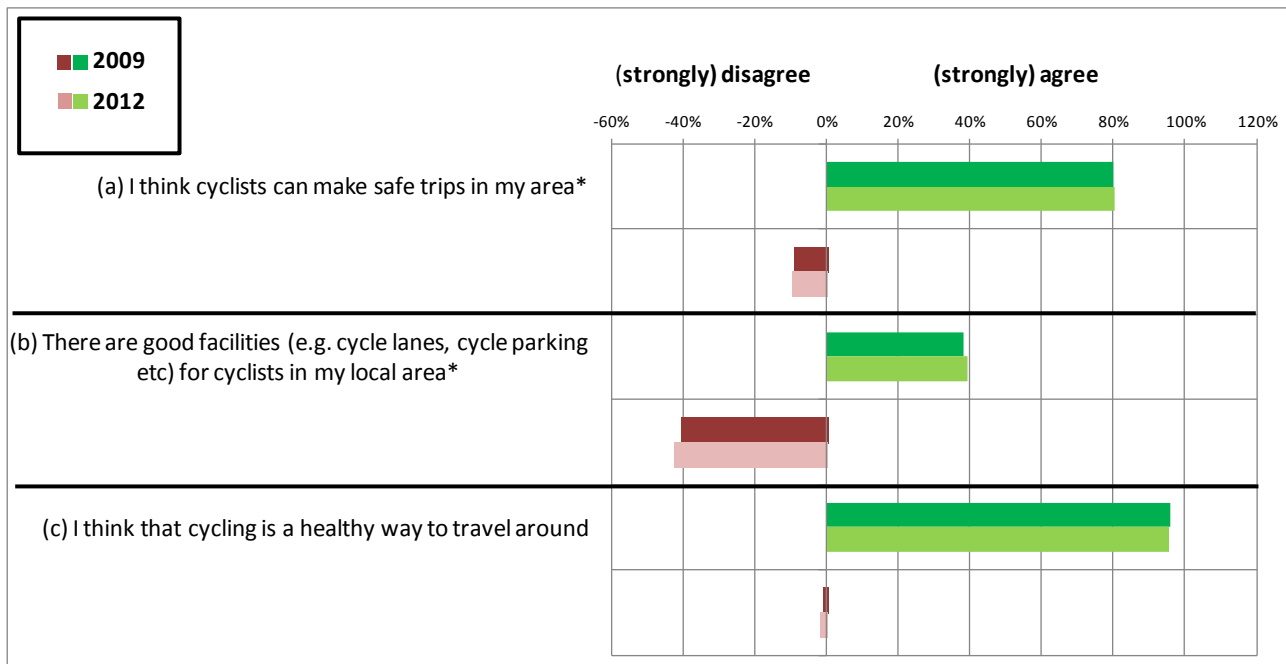
- 6.7 The favourable perceptions of personal security seen in the baseline have been maintained and slightly improved. Fewer people in 2012 agree (and more disagree) with the statement that they should walk more to keep fit although this is still a majority

opinion. Likewise, the majority of people reject the idea that they do not walk because it takes too long, but there has not been any statistically significant change in this attitude over the period.

Attitudes to cycling

6.8 Attitudes to cycling facilities have not changed over the period as shown in Figure 6.5.

Figure 6.5 Attitudes to cycling in 2009 and 2012

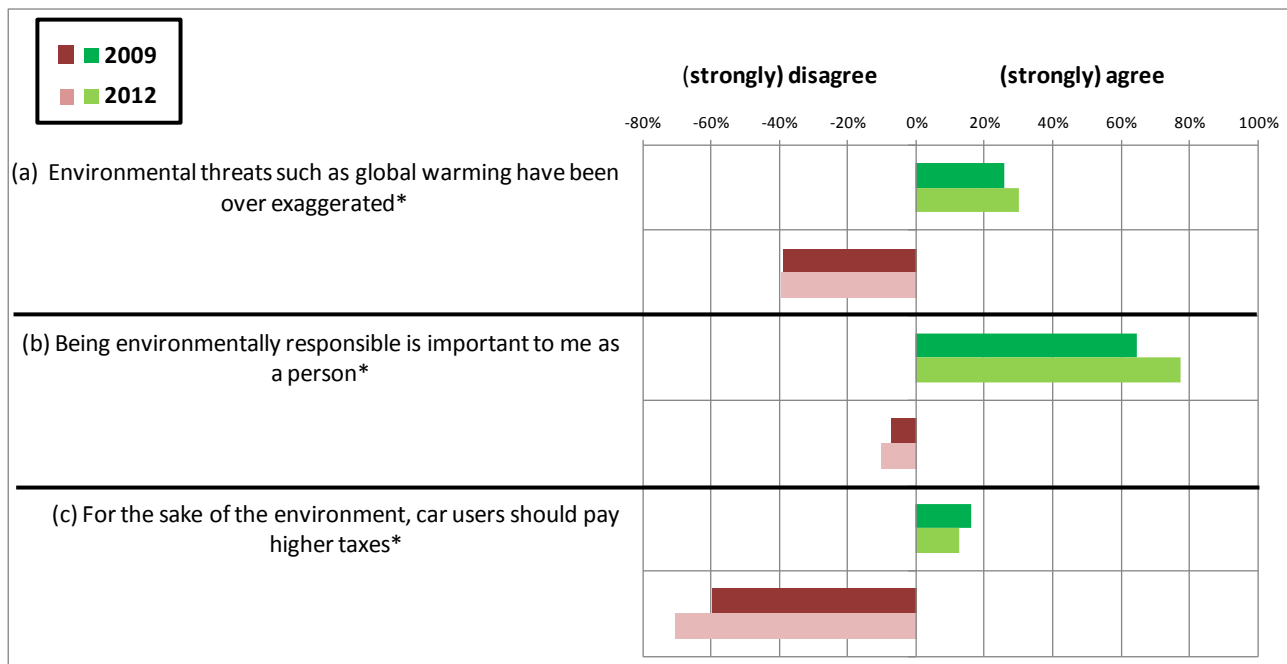


Household survey samples of $N = 1009$, weighted for 2009 and $N = 772$ for 2012. Samples for individual questions vary. Differences between 2009 and 2012 proportions are significant at $p < 0.05$ for all questions marked with *.

Attitudes to the environment

6.9 Kirkwall residents have become slightly more sympathetic to environmental issues in as much as more of them are inclined to say that being environmentally responsible is important to them in 2012. However, there is less sympathy to the idea that car drivers should pay higher taxes.

Figure 6.6 - Attitudes to the environment in 2009 and 2012

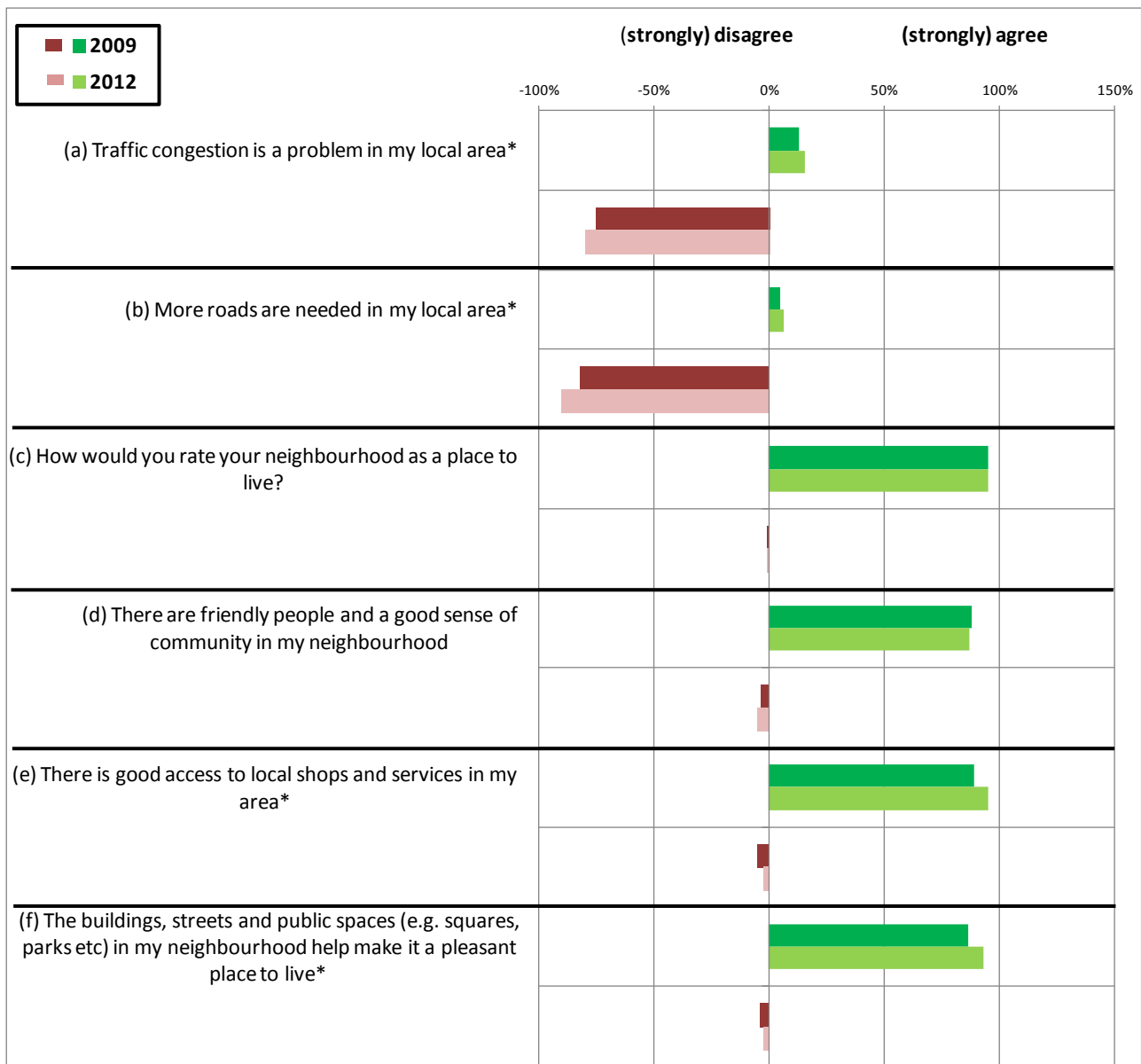


Household survey samples of $N = 1009$, weighted for 2009 and $N = 772$ for 2012. Samples for individual questions vary. Differences between 2009 and 2012 proportions are significant at $p < 0.05$ for all questions marked with *.

Attitudes to the local neighbourhood

- 6.10 Figure 6.7 shows once again that attitudes have stayed relatively stable over the period, this time in relation to many aspects of neighbourhood quality and amenity. There have been equal increases in agreement and disagreement that congestion is a problem and road building is needed so overall there has been no real change in these attitudes. There is no statistically significant change in overall assessment of overall rating of the neighbourhood or sense of community. There has been a slight improvement in perceptions of access to shops and the built environment.

Figure 6.7 Attitudes to the local neighbourhood in 2009 and 2012

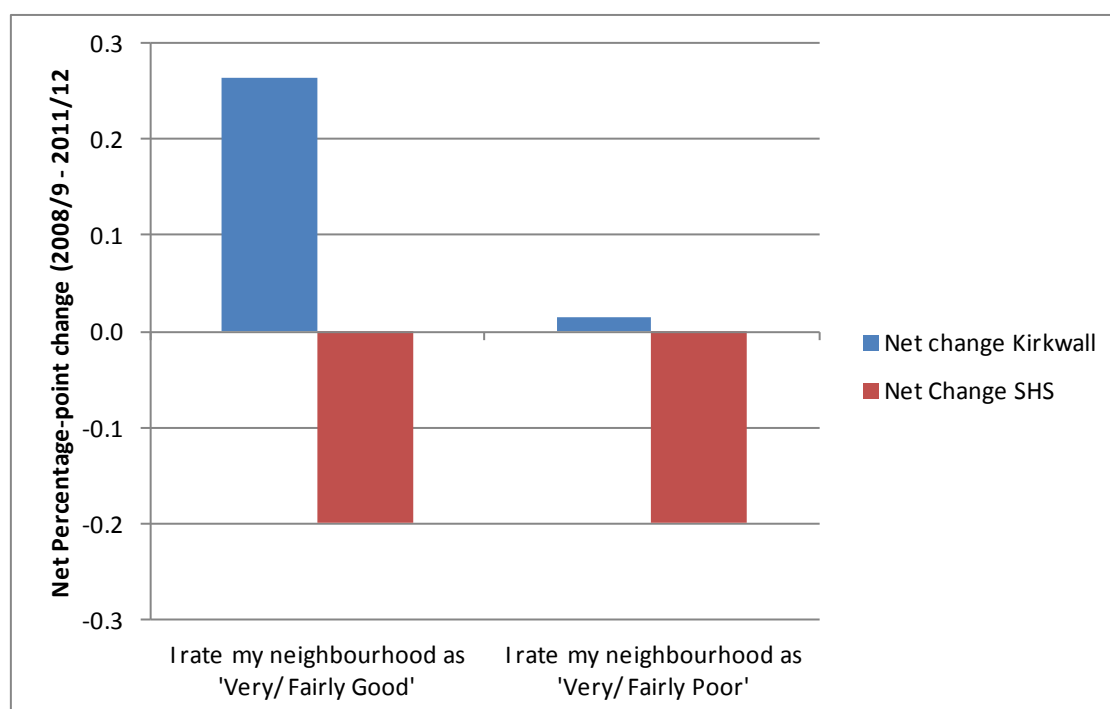


Household survey samples of $N = 1009$, weighted for 2009 and $N = 772$ for 2012. Samples for individual questions vary. Differences between 2009 and 2012 proportions are significant at $p < 0.05$ for all questions marked with *.

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 whereas it has decreased in equivalent sized locations in the SHS data. However, in the SHS data there has also been a reduction in the number of people saying they rate their neighbourhood as poor whereas there has been a small increase in Kirkwall.

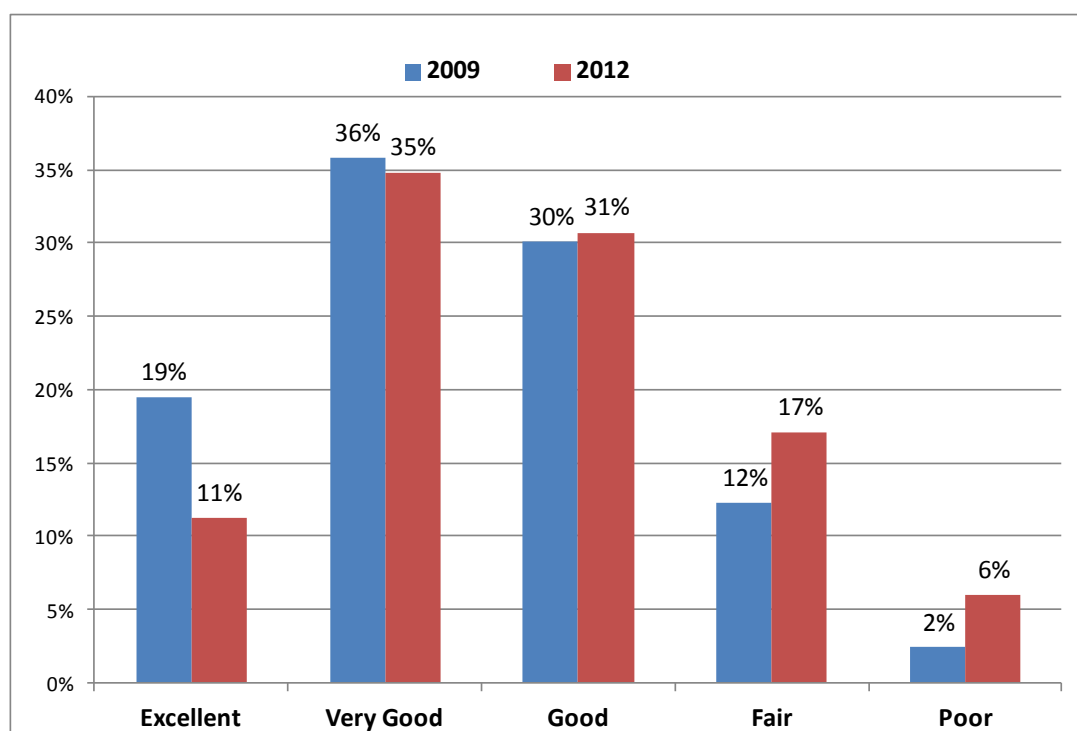
Figure 6.8 Comparison of SCSP and SHS trends in neighbourhood rating (net percentage-point changes 2008/9 – 2011/12)



Household survey samples of $N = 1009$, weighted for 2009 and $N = 772$ 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 drop in the proportion of people who say their health is excellent or very good (from 55% to 46% combined) and an increase in those who claim their health is only poor or fair (from 14% to 23% combined). When broken down by gender (Figure 6.10), men seem to have had the greatest drop in self assessed health.

Figure 6.9 - Ratings of general health in 2009 and 2012

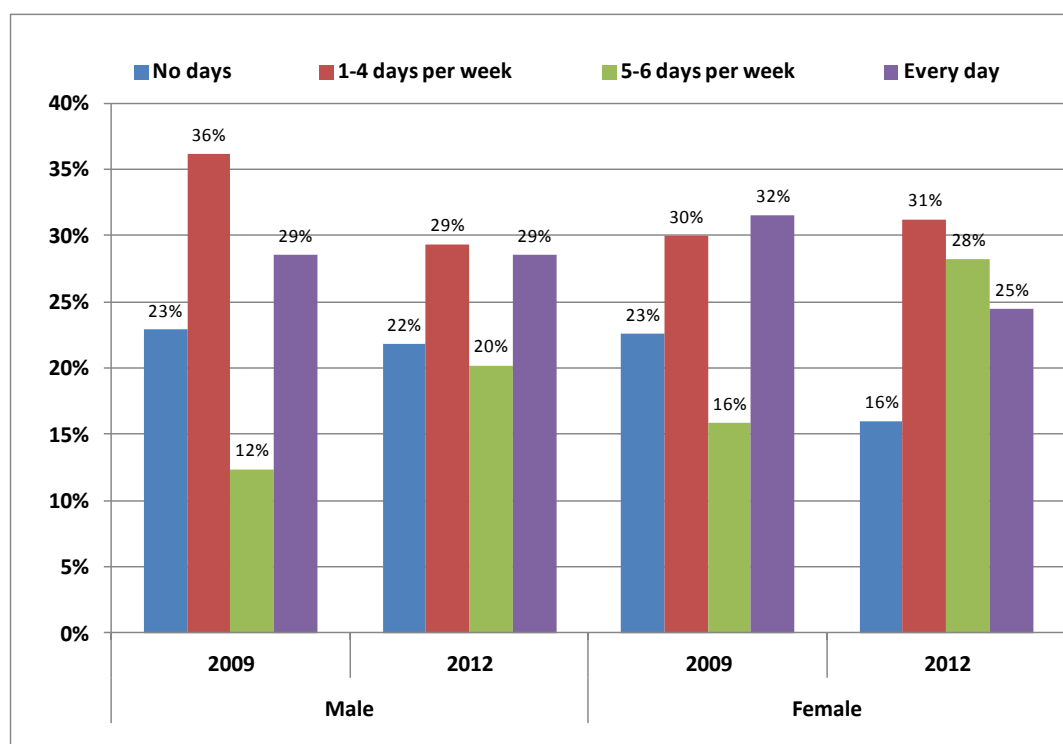
Household survey samples of $N = 1009$, weighted for 2009 and $N = 772$ for 2012. Differences between 2009 and 2012 proportions are significant at $p < 0.05$.

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

Household survey samples of $N = 1009$ (Male $N=478$, Female = 513), weighted for 2009 and $N = 772$ for 2012 (Male $N=371$, Female = 401). 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 week¹⁰. 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 44.1% of the sample undertook this level of exercise and this had increased to 50.8% in 2012. Also important is the reduction in the number of people who say they exercise on 'no days' which fell from 23.1% to 18.8%.
- 6.16 Figure 6.11 looks at physical activity levels by gender. Here we see that in both years, more women than men meet the target, but men closed the gap slightly over the period. However, the number exercising on 'no days' reduced more for women. Around a fifth of men and 16% of women in Kirkwall still undertake no physical exercise at all.

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

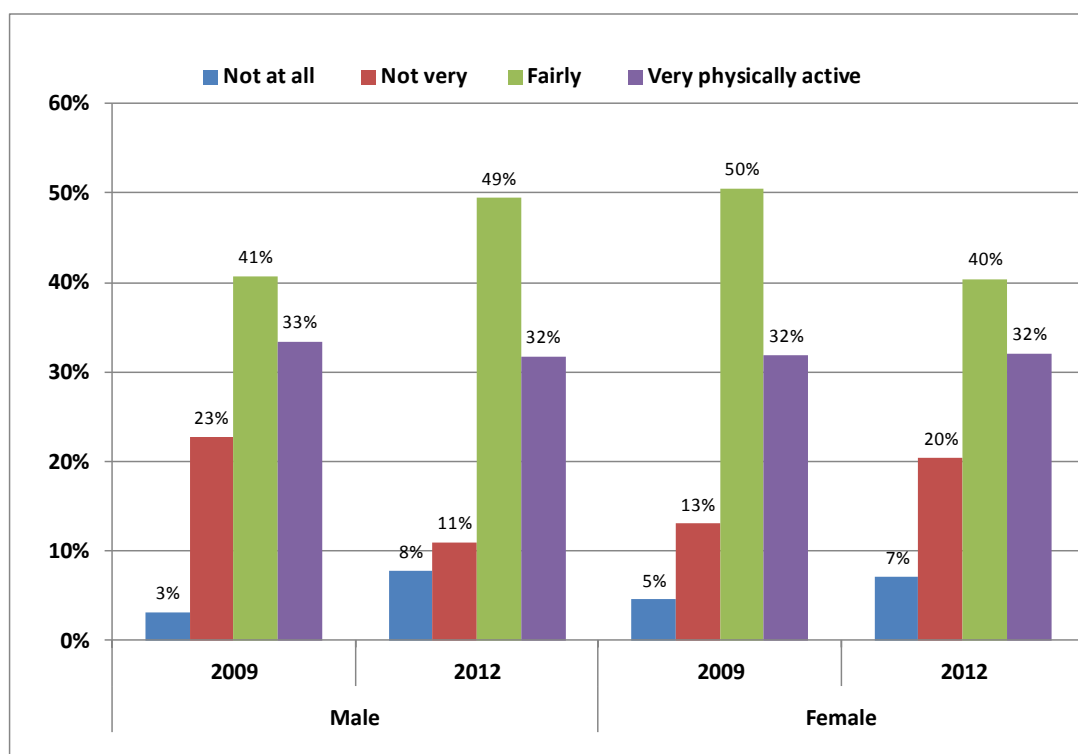


Household survey samples of $N = 1009$ (Male $N=478$, Female = 513), weighted for 2009 and $N = 772$ for 2012 (Male $N=371$, Female = 401). Differences between 2009 and 2012 proportions are significant at $p < 0.05$.

¹⁰ <http://www.scotland.gov.uk/Topics/Health/health/Introduction>

- 6.17 Respondents were also asked to record how physically active they are at work or college. Overall, there has been little change in the number of workers saying they are very physically active at work from 33% to 32%. However, when males and females are analysed separately, women have become overall less active compared to men.

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



Household survey samples of $N = 659$ in work, weighted for 2009 and $N = 495$ for 2012. 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 Kirkwall have shown a deterioration in 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 against an increase in the Health Board Region, and the number of people reporting poor health has increased in contrast to the regional figure.
- 6.19 However, Kirkwall has shown an increase in the proportion of people reaching the physical activity target in the SCSP sample compared to a reduction shown in the Health Board statistics.

Table 6.7 - Difference in self-reported health indicators in Kirkwall and Scottish Health Survey between 2009-12 or 2008-10

| | %point Change | |
|---------------------------------------|--------------------------------|--|
| | Kirkwall SCSP (2009 – 2012) | Scottish Health Survey^ (2008 – 2010) |
| How is your health in general? | | |
| <i>Excellent-/ Good/ Very</i> | -8.5 | 7% |
| <i>Fair</i> | 4.8 | -3% |
| <i>Poor</i> | 3.6 | -4% |
| Physical Activity Target | | |
| <i>% reaching the target</i> | +6.7 | -3.0 |

^ Orkney, Shetland and Western Isles 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 infrastructure 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 the comparator areas¹¹ from which we also collected data for this evaluation. 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 questions¹².

Perceptions of improvements to transport infrastructure and services

- 7.2 Figure 7.1 compares scores for Kirkwall and the comparator sample on various questions about infrastructure and service improvements. It can be seen that, compared to the comparator sample, Kirkwall residents are more convinced that their town has witnessed improvements to various transport related services. Most notable is the much greater acknowledgement that information for cycling, walking and public transport has improved. Pedestrian routes, cycle facilities and opportunities for lift sharing have also improved by comparison. Parking management and improvements to public spaces generated the most ambivalent or relatively poor response.

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 Kick Start Kirkwall action (or an equivalent campaign in the comparator sample)¹³. Figure 7.2 shows that over half (56%) said they had heard of the campaign, compared to only 9% in the comparator sample. Fewer people (49%) recognised the logo for these campaigns, compared to 21% in the comparator sample.
- 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 the campaign in Kirkwall was primarily thought to be about encouraging people to be more active, with slightly fewer people believing that it was about getting people to use cars less and just under a third saying they didn't know. In the comparator area, people thought the campaign was

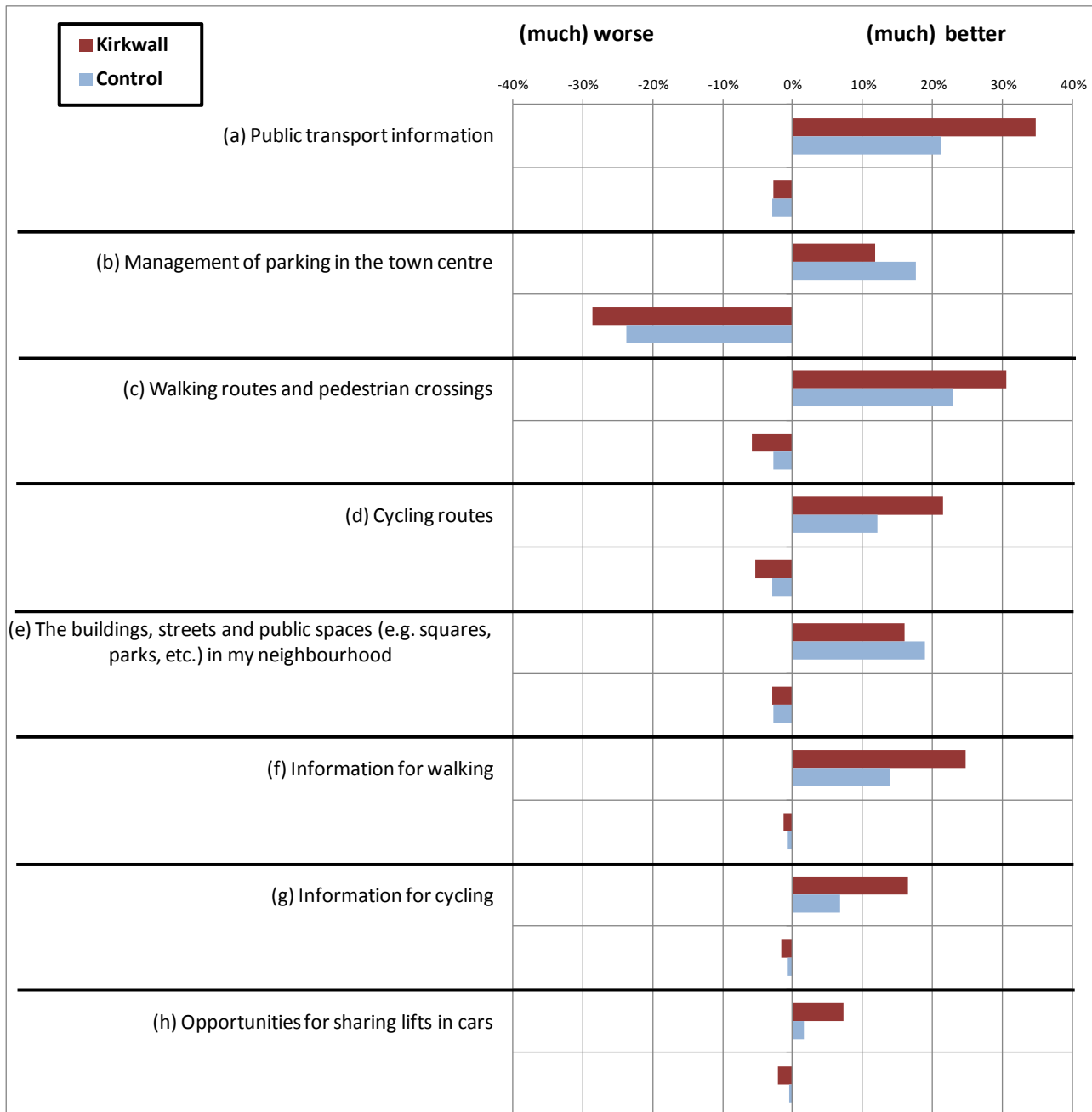
¹¹ With weightings applied so as to ensure the same demographic matching from the comparator samples. See the main report for an explanation.

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.

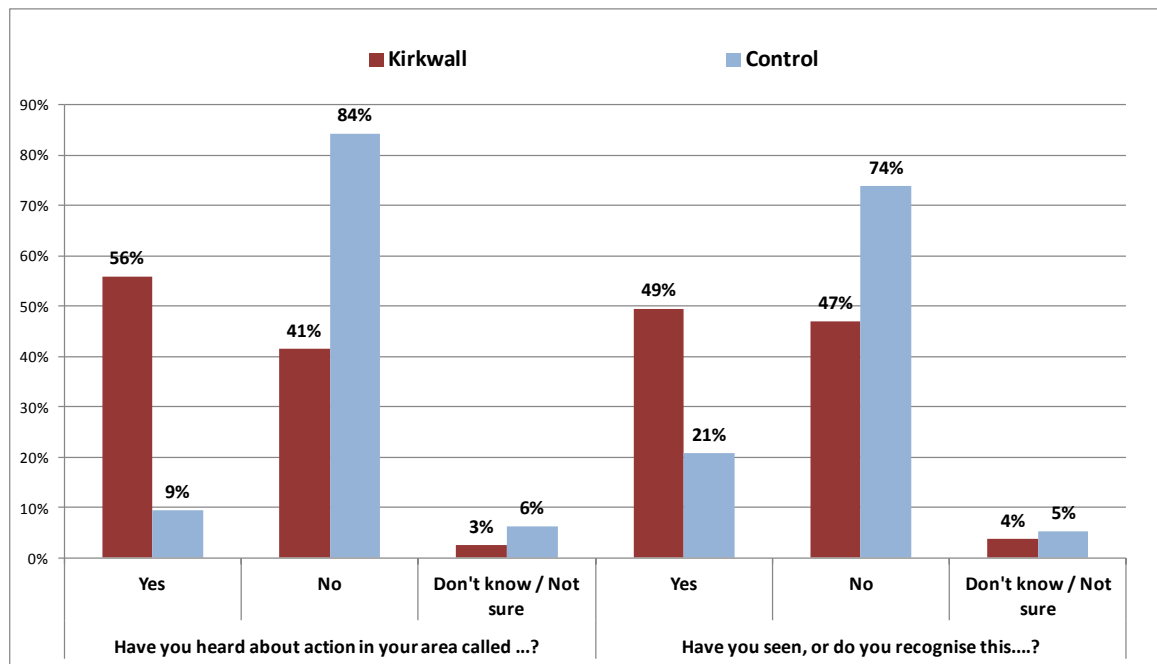
¹³ Arbroath: Travelwise Angus; Bearsden: Stepchange; Dalkeith: Travel wise.

more to do with encouraging bus use or reducing car use and much less to do with encouraging physical activity.

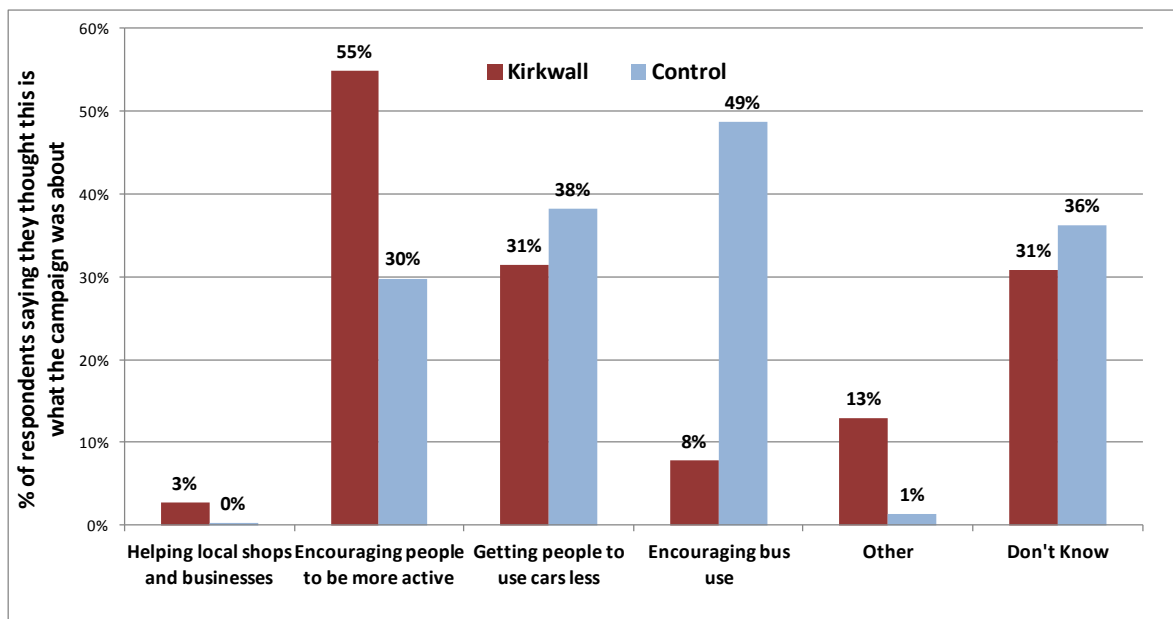
Figure 7.1 - Comparison of perceived changes to infrastructure and services in Kirkwall and comparator sample



Household survey samples of N = 1009 (for Kirkwall weighted in 2012) and N = 772 (for comparators sample 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 Kirkwall and in the comparator area

Household survey samples of $N = 1009$ (for Kirkwall 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 Kirkwall and in the comparator area

Household survey samples of $N = 1009$ (for Kirkwall weighted in 2012) and $N = 772$ (for comparator area weighted in 2012) Samples for individual questions vary.

8.0 Impacts of the Kirkwall SCSP programme

- 8.1 The SCSP programme implemented in Kirkwall 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 Kirkwall SCSP Programme

| Policy aim | Direction of impact relative to policy aims | Commentary |
|--|---|--|
| Economy | | |
| Reducing the cost of travel | Neutral/Positive | <ul style="list-style-type: none"> • Small savings have been made due to reduced use of cars but the change is not significant. |
| Travel time savings | Negative | <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • There have been substantial increases in bus patronage. |
| Wider economic benefits and location impacts | Positive | <ul style="list-style-type: none"> • Kirkwall town centre continues to perform quite well, although there have been some shop closures. The improved processes for the joined up approach to planning has helped to secure future development in the town centre, anchoring the local retail economy. |
| Accessibility | | |
| Access to opportunities | Positive | <ul style="list-style-type: none"> • Older, disabled people and people with health problems have particularly benefitted from the new bus services, and may benefit in the future from the travel training. |
| Social inclusion and community development | Positive | <ul style="list-style-type: none"> • The community has been actively involved in programme delivery helping to consolidate an already strong community capacity. |

| Policy aim | Direction of impact relative to policy aims | Commentary |
|---|---|--|
| Environment | | |
| Emissions | Neutral/Positive | <ul style="list-style-type: none"> Not significant reductions in car trips have led to small reductions in greenhouse gas emissions. |
| Air quality impacts | Neutral | <ul style="list-style-type: none"> None identified or likely. |
| Cultural heritage and townscape | Positive | <ul style="list-style-type: none"> The school children working on the information about the town for information boards helps to support the cultural heritage. |
| Integration with Health, Regeneration and other Policies | | |
| General health | Neutral | <ul style="list-style-type: none"> Self reported health has fallen slightly. |
| Physical activity levels | Positive | <ul style="list-style-type: none"> People are more active with increased walking playing an increasing role. |
| Regeneration and land use planning | Positive | <ul style="list-style-type: none"> The improved joint working will help to integrate future land use plans with transport. |
| Political value of changes | Neutral | <ul style="list-style-type: none"> Kick Start Kirkwall has delivered some positive media coverage for Councillors but also some negative coverage. |
| Safety | | |
| Personal security | Neutral | <ul style="list-style-type: none"> Not identified. |
| Road safety | Neutral | <ul style="list-style-type: none"> Not identified. |

9.0 Learning Points

- 9.1 Kick Start Kirkwall has been a cautious step forward in a town with a strong local community and high levels of walking and cycling. In the baseline situation Kirkwall had relatively sustainable travel patterns and part of the challenge for the SCSP programme was to retain this. It was important to respect the achievements already made by the community whilst promoting new policies to protect and enhance what had been achieved.
- 9.2 Key learning points have been:
- The enthusiasm of the local staff recruited as travel advisors was a key factor in driving the whole project forward. Using young people was a particular advantage.
 - Local 'champions' were needed to help lead the debate when changes in approaches were being planned. The role of SCSP was to support these champions so that local people could become more involved in the how their money was spent. The pilot showed that without the support from local communities little progress would have been made and initiatives like the Quoybanks traffic calming can even be totally rejected.
 - It is very hard for the Council to prioritise scarce public resources on data collection in a community where people generally feel they know what is going on. In small communities it is therefore particularly important to rely on local people for data collection. For example, lack of resources to count users of new facilities, and vandalism of cycle counters, demonstrate the challenge of collecting good quality local data.
 - Local people perceive that key gaps remain in the walking and cycling networks with increasingly busy roads leading to problems for more vulnerable road users increasing. The investment during this project has been welcomed but further investment is needed for Kirkwall to avoid levels of active travel declining. Many in the community perceive that the town will become more like 'down south' and could lose the key advantages that make it a good place to live. If Kirkwall is to maintain a high share of walking and cycling trips then it will need to invest in the path network.
 - Traffic calming measures can often be controversial and before implementing such measures it is important to have the local residents strongly behind the scheme. Although some residents had been concerned about speeding traffic, these residents were not closely identified at the time of project delivery so the public debate about the construction left the Council isolated. It is now recognised by the Council that they need to keep the local community engaged with the planning from inception to completion.

- There was significant effort required to establish joint working arrangements between departments in the Council and other public agencies. However, once relationships are established this helps to save time and conflict in administering Council programmes by fostering healthier working relationships.