





Smarter Choices, Smarter Places

CREATING GREENER TRAVEL



SUMMARY REPORT OCTOBER 2013





SMARTER CHOICES, SMARTER PLACES

Smarter Choices, Smarter Places (SCSP) was a £16 million Scotland-wide initiative to encourage more people to reduce their car use in favour of more sustainable alternatives such as walking, cycling and public transport.

Organised by the Scottish Government with support from COSLA, local authorities and regional transport partnerships, SCSP saw £11 million of Scottish Government funding being invested in a variety of initiatives across Scotland. A further £5 million of match funding was made available from local authorities, public transport operators and developers.

The money was spent on improving local facilities for walking, cycling and public transport alongside promotion and information campaigns (Smarter Measures).

Smarter Choices, Smarter Places was delivered in seven communities across Scotland:

DUMFRIES
DUNDEE
KIRKINTILLOCH AND LENZIE
BARRHEAD
LARBERT AND STENHOUSEMUIR
GLASGOW'S EAST END
KIRKWALL

The seven communities sought to implement interventions that would encourage local people to drive their cars less and try alternative ways of getting about. Each area had a detailed programme of activity that was delivered between May 2009 and March 2012.

Throughout the programme of delivery the projects were independently monitored and evaluated by Derek Halden Consultancy, University of Aberdeen and Integrated Transport Planning. The monitoring and evaluation report 'Going Smarter' outlines a number of findings.



MAIN FINDINGS

Observed Travel Behaviour Changes

- Walking the mode share for walking trips increased in all areas, with statistically significant increases in five of the seven areas and all with changes greater than those recorded in comparable areas in the Scottish Household Survey (SHS).
- Cycling cycling mode share increased in five
 of the seven areas. However, only the increase
 in Dumfries was statistically significant. Dumfries
 and Dundee were the only two areas to show
 increases in mode share greater than similar
 areas in SHS. This shows an inconclusive
 picture for cycling and it is not possible to
 draw strong conclusions.
- Bus use the mode share for bus trips decreased in five of the seven areas. The increase in Kirkintilloch/Lenzie and the decrease in Dundee and Glasgow were statistically significant. Bus use declined more among people in households without a car, and saving money by switching to active travel modes appears to have been a factor affecting this change.
- Car driving the mode share for car driving decreased in all seven areas, and there were statistically significant decreases in four areas.
 In all seven areas, the decrease in the number of trips as a car driver was greater that the change in comparable areas.
- Car passenger the mode share for car passenger trips increased in five of the seven areas, with the increases being statistically significant in three areas and the decrease being significant in one area.

Changes in Attitude

Changing attitudes can be a prelude to, or consequence of behaviour change, and well executed promotional measures have many positive consequences amongst residents, businesses and public agencies. The conclusions on attitudinal change in the SCSP pilot areas over the programme duration are:

- Attitudes towards the local community and neighbourhood generally become more positive in the SCSP pilot areas, particularly in relation to perceptions of the built environment. General ratings of the neighbourhood as a place to live improved more than in comparable locations as measured in national data.
- Attitudes towards walking and cycling and the associated infrastructure generally became more positive in the SCSP pilot areas, particularly in relation to investment in new cycle and pedestrian infrastructure.
- Attitudes to bus travel generally improved in the SCSP pilot areas, with the exception of perceptions of bus fares which generally declined markedly.
- Changes in attitudes towards car use were complex. Although it was clear in most areas that people had an increasingly positive attitude towards car use, there were also indicators in some areas that people increasingly recognised that reducing car use would be a good thing to do from a community or personal perspective.

The full evaluation and monitoring report on the Smarter Choices, Smarter Places programme, including the evaluation of the individual towns, can be found at:

www.transportscotland.gov.uk/roads/ sustainable-transport/funding-for-projects/ smarter-choices-smarter-places

Read on to find out more about the interventions delivered in each of the seven communities »

KIRKINTILLOCH AND LENZIE

I.0 Healthy Habits

- I.I Healthy Habits was a campaign created by East Dunbartonshire Council to achieve a shift in attitude that encouraged people in Kirkintilloch and Lenzie to get healthier by choosing more active forms of transport such as walking and cycling instead of the car for local journeys.
- 1.2 East Dunbartonshire Council was one of seven 'sustainable travel demonstration communities' across Scotland that showcased Smarter Choices, Smarter Places (SCSP) in action.
- 1.3 Delivered between 2009 and 2012 Healthy Habits represents an investment of over £1 million of which more than £600,000 came from the Scottish Government.
- 1.4 The investment delivered a package of localised measures comprising a mix of small infrastructure improvements, personalised travel planning and practical support for people wishing to adopt sustainable travel methods.



2.0 Aims of Healthy Habits

- 2.1 The overall aim of the Healthy Habits programme was to deliver interventions that would encourage people to adopt healthier lifestyles by choosing to walk or cycle more for local journeys.
- 2.2 The area of Kirkintilloch and Lenzie was identified as an area that would benefit from 'smarter interventions' due to a mix of local characteristics:
- Wide socio-economic variations.
- Differences in life expectancy, health and smoking statistics.
- Opportunities for active travel, with lots of outdoor attractions.
- 2.3 The area was also undergoing the construction of a new link road, connecting Kirkintilloch and Lenzie to the M80, which diverted traffic off local roads and provided an opportunity to further promote walking, cycling and public transport use for local journeys.





3.0 What Did Healthy Habits Deliver?

- 3.1 There were a series of interventions delivered as part of the Healthy Habits programme:
- Infrastructure improvements such as improved crossing points, signage and path enhancements.
- Travel Plan Central targeting the major employment areas with an integrated travel plan.
- Dissemination of local travel information to encourage the community to travel actively to local shops, services and parks.
- WEBSITE: www.eastdunbarton.gov.uk/healthyhabits
- * Evaluation of East Dunbarton's Healthy Habits project is contained within 'Going Smarter: Monitoring and Evaluation of the Smarter Choices, Smarter Places'. This report can be found at:

www.transportscotland.gov.uk/roads/ sustainable-transport/funding-for-projects/ smarter-choices-smarter-places

- 3.2 The Healthy Habits programme was successful* in delivering interventions that resulted in positive impacts through:
- Raised awareness of the benefits of active travel.
- Increased proportion of trips made by foot.
- Improved perceptions of the walking environment.
- Increased trips made by bus.

4.0 Healthy Habits 'Where Are They Now'?

- **4.1** The Healthy Habits programme has enabled sustainable transport to become strongly embedded within East Dunbarton Council's policies and programmes.
- 4.2 Further investment and numerous projects are taking place to create a comprehensive active travel network within the East Dunbarton area. Investment includes both physical infrastructure improvements and promotional activities in the form of forums, workshops, events and public consultations.
- 4.3 The continuation of the Healthy Habits programme will enable the communities of East Dunbartonshire to lead healthier and more active lives.



BARRHEAD

I.0 Go Barrhead!

- I.I Go Barrhead! is the campaign created by East Renfrewshire Council to increase sustainable travel, such as walking, cycling and public transport use.
- 1.2 The initiative was one of seven 'sustainable travel demonstration communities' across Scotland that showcased Smarter Choices, Smarter Places (SCSP) in action.
- 1.3 Delivered between 2009 and 2012 Go Barrhead! represented an investment of over £1.3 million – of which more than £800,000 came from the Scottish Government.

2.0 Aims of Go Barrhead!

- 2.1 The aim of the Go Barrhead! project was to combine the benefits of high quality infrastructure and a physical environment conducive to sustainable transport, alongside a variety of cultural and behavioural change projects to encourage healthier lifestyles.
- 2.2 Projects to encourage 'smarter choices' were delivered primarily to local children, residents and employees.
- 2.3 By engaging with the local community, and creating an environment that enabled more sustainable travel options, the project helped to tackle the challenge of climate change through reducing inappropriate car use, which in turn would contribute to a reduction in CO2 emissions and traffic congestion.



3.0 What Did Go Barrhead! Deliver?

- 3.1 In order to develop a high quality physical environment, and encourage local communities to adopt healthier lifestyles through participation in active and sustainable travel activities, a series of projects were delivered:
- Personalised Travel Planning (PTP).
- Walking and cycling for health initiatives.
- Information to encourage bus and rail travel.
- Bike parking at primary and secondary schools.
- Improving paths and pedestrian facilities at Dams to Darnley Country Park.
- Barrhead High school travel group and Smarter Barrhead schools project.
- East Renfrewshire Council travel plan pilot, which involved working with businesses to promote sustainable travel.
- Go Greener event and pilot project.
- Auchenback health and open space project, which involved the creation of a new Community Park as a result of innovative resident engagement.
- Cycling was put on the curriculum at Barrhead and St. Luke's High schools.
- Installation of pedestrian 'way finding' signage using time rather than distance.
- Local and strategic path improvements.
- Bus infrastructure improvements.





- 3.2 The projects were delivered through partnership working and support for the project was received from a variety of groups and organisations, including Sustrans, Cycling Scotland, SPT, NHS Greater Glasgow and Clyde, East Renfrewshire Chamber of Commerce and Strathclyde Police.
- 3.3 The Go Barrhead! project received awards for its achievements, including a Cycling Scotland Award for 'Outstanding Achievement in Cycling Promotion for the Go Barrhead! schools project' and a Bronze COSLA Excellence Award for the Go Barrhead! project in the category of 'Tackling Inequalities and Improving Health'.

WEBSITE: www.gobarrhead.co.uk

* Evaluation of East Renfrewshire's GoBarrhead! project is contained within 'Going Smarter: Monitoring and Evaluation of the Smarter Choices, Smarter Places'. This report can be found at:

www.transportscotland.gov.uk/roads/ sustainable-transport/funding-for-projects/ smarter-choices-smarter-places

4.0 Go Barrhead! 'Where Are They Now?'

- 4.1 The Go Barrhead! project was delivered successfully* with positive impacts on regeneration, accessibility, community development and active travel.
- 4.2 Independent research of the Go Barrhead! project demonstrated a number of positive findings:
- Local awareness of the Go Barrhead! initiatives was very high together with excellent brand recognition.
- Strong increase in walking trips.
- Trips made by car decreased.
- Perceptions of the local walking and cycling environment increased, as well as improved perceptions of pedestrian safety.
- 4.3 Local data collection carried out by East Renfrewshire Council showed that cycling levels had increased by an impressive 592% at ten count sites between March 2009 and March 2012.
- 4.4 The Go Barrhead! initiative is still continuing and building on the success of the project delivery. A number of projects are under way such as:
- Continuing to brand sustainable transport initiatives with the Go Barrhead! branding and making continuous incremental improvements to infrastructure.
- Expanding 'Smarter Measures' into other East Renfrewshire communities including Neilston and Clarkston.
- Taking action on the findings and suggestions gathered from the PTP project by working with Renfrewshire Council to create a link to Paisley.
- Continuing to deliver grassroots projects by providing support to local groups such as the Neilston Bike Hub and the Barrhead Metro Velo.

DUNDEE

1.0 Dundee Travel Active

I.I Dundee Travel Active was the campaign created by Dundee City Council to encourage residents and visitors to central Dundee to adopt healthier lifestyles by reducing their car use in favour of more sustainable and active modes of travel.

2.0 Aims of Dundee Travel Active

- 2.1 Led by Dundee City Council, in partnership with Tayside and Central Scotland Transport Partnership (Tactran), Sustrans, local bus companies, NHS Tayside and the University of Dundee, Dundee Travel Active worked with partners and the public within central Dundee to achieve a shift in attitude and behaviour towards healthier, more sustainable travel.
- 2.2 The initiative was one of seven 'sustainable travel demonstration communities' across Scotland that showcased Smarter Choices, Smarter Places (SCSP) in action.

3.0 What Did Dundee Travel Active Deliver?

3.1 Delivered between 2009 and 2012
Dundee Travel Active represented an investment of over £2.1 million – of which more than £1.4 million came from the Scottish Government,



- 3.2 The Dundee Travel Active team delivered a number of interventions. These included:
- Cycle training for families aimed at raising awareness of the inherent health benefits associated with cycling and encouraging greater bike use.
- Personalised Travel Planning (PTP) targeted at 13,000 households.
- Provision of information and resources to encourage the use of existing local services, and to promote shorter journeys by foot or bike and longer journeys by public transport.
- A Bike Loan Scheme aimed at encouraging people to try out cycling without the long term commitment of buying a bike.
- Identifying physical barriers such as poor surfacing and drainage, narrow pathways or poor lighting that would put people off walking.
- Public realm enhancements and small scale infrastructure improvements.
- Working with health providers to deliver advice on how to incorporate physical activity into daily travel activities.
- Targeting primary aged children and their parents through School Travel Plans.
- Promote sustainable transport options at local universities by working with students and staff.





4.0 Dundee Travel Active 'Where Are They Now?'

- 4.1 The Dundee Travel Active Team are still continuing with their SCSP work with the help of Air Quality Funding and mainstream revenue funding. Many of the interventions have been expanded beyond the demonstration area of central Dundee. These include:
- Aiming to work with every primary school in Dundee to deliver a programme of in-class 'sustainable travel' workshops.
- Working with a local Social Enterprise group, 'Positive Steps', to deliver Personal Travel Planning within the community.

WEBSITE: www.dundeetravelinfo.com

* Evaluation of Dundee City Council Travel Active project is contained within 'Going Smarter: Monitoring and Evaluation of the Smarter Choices, Smarter Places'. This report can be found at:

www.transportscotland.gov.uk/roads/ sustainable-transport/funding-for-projects/ smarter-choices-smarter-places 4.2 The Dundee Travel Active programme was delivered successfully* and has fostered a culture of joint working with partners such as local schools to encourage the public to adopt healthier travel habits. The project has had positive impacts in assisting with social inclusion, working with the community, helping to reduce emissions and working towards an integrated transport system.



GLASGOW EAST END



I.0 On the Move

- I.I Glasgow City Council's On the Move was an East End accessibility project to encourage residents and visitors in Glasgow's East End to foster healthier lifestyles by adopting sustainable and active modes of travel.
- 1.2 The initiative was one of seven 'sustainable travel demonstration communities' across Scotland that showcased Smarter Choices, Smarter Places (SCSP) in action.
- 1.3 Delivered between 2009 and 2012 the project represented an investment of £2.5 million of which more than £1.3 million came from the Scottish Government to deliver a package of localised measures that comprised a mix of infrastructure improvements, an intensive sustainable transport marketing campaign and practical support for people wishing to adopt sustainable travel methods.

2.0 Aims of On the Move

- 2.1 Glasgow's East End was chosen as a target area for the On the Move initiative in order to promote active travel with a particular focus on the Glasgow venues for the 2014 Commonwealth Games and to meet current challenges facing the area, which include:
- Income and social deprivation.
- Economic inactivity.

- Issues related to chronic ill health and child obesity.
- Male life expectancy 10 years lower than the Scottish average.
- Access to employment, education and leisure opportunities.
- Increased levels of Coronary Heart Disease, drug and alcohol related deaths.
- 2.2 The primary aims of the On the Move initiative were:
- To improve the health of Glasgow's East End residents and visitors by increasing physical activity through providing the means and encouragement to travel actively and safely as part of a regular daily routine.
- To promote active and sustainable travel in the East End and Commonwealth Games venues, with a primary focus on encouraging spectator trips to the Glasgow venues to be made by non-car modes in 2014.
- To increase levels of walking and cycling to work and study.
- To reduce car use and subsequent transport related CO2 emissions.
- To leave a lasting legacy for local residents and future venue users after the 2014 Commonwealth Games.





2.3 In order to achieve these aims, the On the Move initiative sought to deliver a programme of physical infrastructure improvements, and an intensive marketing and information campaign, supported with grant funding for community involvement projects aimed at removing some of the barriers to cycling.

3.0 What Did On the Move Deliver?

- 3.1 The On the Move initiative delivered a series of ambitious projects, including:
- Upgrade of the Clydeside National Cycle Network Route 75.
- Implementation of new cycle routes segregated from the traffic from Glasgow Green to Games Village via James Street and London Road, and the Merchant City to Parkhead Cross via Gallowgate.
- Installation of signage to direct cyclists and pedestrians.
- On the Move behaviour change campaign promoting the benefits of active and sustainable travel.
- Community outreach programme.

WEBSITE: www.glasgow.gov.uk

* Evaluation of Glasgow City Council's On the Move project is contained within 'Going Smarter: Monitoring and Evaluation of the Smarter Choices, Smarter Places'. This report can be found at:

www.transportscotland.gov.uk/roads/ sustainable-transport/funding-for-projects/ smarter-choices-smarter-places

4.0 On the Move 'Where Are They Now?'

- 4.1 The 'On the Move' project was delivered successfully* with positive impacts on the physical environment, supporting community development, reducing emissions, regeneration and improving road safety.
- 4.2 The cycling and walking routes that were installed as part of the Smarter Choices, Smarter Places project have now been supplemented by the construction of a new footbridge across the River Clyde at Dalmarnock, a Clyde Gateway road, which crosses at London Road, next to the Emirates Arena, and the provision of cycle lanes and links to the National Cycle Route 75 at Rutherglen Bridge.



LARBERT AND STENHOUSEMUIR



1.0 Take the Right Route

- I.I Take the Right Route was the campaign created by Falkirk Council to achieve a shift in attitude that encouraged people in the communities of Larbert and Stenhousemuir to reduce their car use in favour of more sustainable modes of travel.
- 1.2 Delivered between 2009 and 2012
 Take the Right Route represented an investment of over £1.3 million of which more than £900,000 came from the Scottish Government in a package of localised measures comprising a mix of small infrastructure improvements, personalised travel planning and practical support for people wishing to adopt sustainable travel methods.
- 1.3 The project was one of seven 'sustainable travel demonstration communities' across Scotland that showcased Smarter Choices, Smarter Places (SCSP) in action.

2.0 Aims of Take the Right Route

2.1 The area of Larbert and Stenhousemuir was identified due to the challenges it faced with 76% of residents travelling to work by car, high levels of car ownership and health issues related to obesity and sedentary lifestyles.

- 2.2 The area was also subject to new developments in the form of the new Forth Valley Hospital, a new school development and the regeneration of the town centre.
- 2.2 Falkirk Council's overall aim was to encourage people to 'Take the Right Route' by choosing more sustainable travel options such as walking, cycling and public transport in order to reduce car dependency, increase physical activity, reduce emissions and congestion and promote Larbert and Stenhousemuir as a sustainable place to live.

3.0 What Did Take the Right Route Deliver?

- 3.1 The communities of Larbert and Stenhousemuir were encouraged to travel more sustainably through a series of projects based on marketing the benefits of active and sustainable travel, and putting in place physical improvements in the form of paths, signage and cycle infrastructure. Projects included:
- High profile marketing campaign using the 'Take the Right Route' brand.
- Personal Travel Planning through door-to-door visits to all 8,309 households and 25 local travel clinics at public events, delivering 27,000 pieces of sustainable travel information.





- Welcome packs for new residents containing Personal Travel Planning materials to allow residents new to the area to travel sustainably.
- Developing a walking and cycling network by putting place cycling and walking infrastructure improvements.
- A network of signs to key destinations was put in place to encourage people to walk and cycle.
- New cycle storage was installed at key locations to provide secure trip-end facilities to encourage people to cycle.

4.0 Take the Right Route 'Where Are They Now?'

- 4.1 The 'Take the Right Route' project was delivered successfully* with impressive results in behavioural and attitudinal changes. Independent research demonstrated:
- Mode share for walking increased by 21.4%.
- Positive views increased towards local walking facilities and perceptions of safety and security.
- Perception of travelling by bus improved with people viewing accessibility, frequency, information and feelings of security positively.

WEBSITE: www.falkirk.gov.uk/taketherightroute

* Evaluation of Falkirk Council's Take the Right Route project is contained within 'Going Smarter: Monitoring and Evaluation of the Smarter Choices, Smarter Places'. This report can be found at:

www.transportscotland.gov.uk/roads/ sustainable-transport/funding-for-projects/ smarter-choices-smarter-places

- Attitudes toward cycling improved in the area particularly around facilities for cycling such as improved cycle paths and parking.
- Local awareness of the 'Take the Right Route' programme was good with 65% of respondents saying they were aware of the programme as 'getting people more active' and 'getting people to use cars less' and 71% of respondents recognising the 'Take the Right Route' logo.
- 4.2 The 'Take the Right Route' programme has created positive impacts in the local area through better access to local facilities, community development, support for the local economy, reduced emissions, regeneration and road safety.
- 4.3 The programme has now been expanded throughout the Falkirk area and interventions continue to be delivered in the form of school and business travel planning, infrastructure improvements to cycling and walking facilities and wide scale marketing, including the use of Cycling Scotland's 'Give Me Cycle Space' campaign in the Grangemouth area.



KIRKWALL

Rick Start Rirkwall

1.0 Kick Start Kirkwall

- 1.1 Kick Start Kirkwall was the campaign created by Orkney Islands Council to encourage both residents and visitors to Kirkwall to reduce their car use in favour of more sustainable modes of travel.
- 1.2 The initiative was one of seven 'sustainable travel demonstration communities' across Scotland that showcased Smarter Choices, Smarter Places (SCSP) in action.
- 1.3 Delivered between 2009 and 2012 the project represented an investment of £1.28 million of which more than £760,000 came from the Scottish Government in a package of localised measures comprising a mix of infrastructure improvements, promotion, information provision and practical support for people wishing to adopt sustainable travel methods.

2.0 Aims of Kick Start Kirkwall

2.1 The area of Kirkwall was identified due to local characteristics that made it favourable to 'Smarter Measures'. Most of Kirkwall's working age residents live within three miles of their place of work, but 43% drive to work and despite changeable weather and lack of winter daylight, Kirkwall already has walking (33%) and cycling (4%) levels significantly higher than the national average.

- 2.2 The Kick Start Kirkwall project sought to achieve a change in mind set by encouraging the philosophy that 'there is no such thing as bad weather, just bad clothing'.
- 2.3 The project sought to achieve more active and sustainable travel choices by delivering behavioural change campaigns and putting in place walking and cycling infrastructure improvements.

3.0 What Did Kick Start Kirkwall Deliver?

- 3.1 There was a series of interventions delivered as part of the Kick Start programme. These included:
- Created continuous path links by filling in missing links in the path network and improving footways in the Quoybanks area to Home Zone standards.
- Created better sustainable access to housing and schools.
- Developed travel maps and carried out personalised travel planning.
- Created a GP referral system for patients to take up active travel opportunities.
- Delivered cycle training and School Travel Planning in schools.
- Devised a system whereby road works do not disrupt access for pedestrians, cyclists, pushchairs and wheelchair users.





- Carried out bus service improvements, which included bike racks and connections to all fights.
- Way finding strategy to improve mapping and signing.
- Constructed a 'Path to Health' walking route.
- Travel training for young people with special needs, older people and visitors with disabilities
- Research carried out on Car Culture on the island communities.

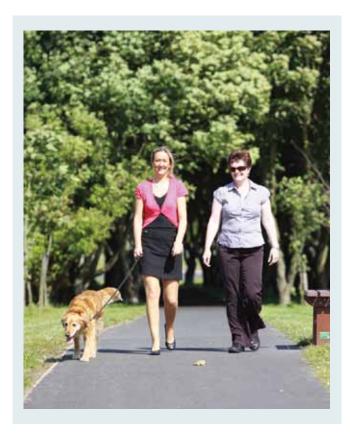
4.0 Kick Start Kirkwall 'Where Are They Now?'

- 4.1 The Kick Start Kirkwall programme was delivered successfully*. The programme helped create support for the local town centre, better access for older and disabled people, investment in information about the local area and created opportunities for health improvement by increasing physical activity.
- 4.2 Project monitoring has shown that Kirkwall has experienced positive changes since programme implementation. Most notably:
- Proportion of all trips made by car as a driver has dropped.

WEBSITE: www.kickstartkirkwall.co.uk

* Evaluation of Orkney Island Council's Kick Start
Kirkwall project is contained within 'Going Smarter:
Monitoring and Evaluation of the Smarter Choices,
Smarter Places'. This report can be found at:
www.transportscotland.gov.uk/roads/
sustainable-transport/funding-for-projects/
smarter-choices-smarter-places

- Kirkwall has maintained its high walking rates.
- Awareness of the 'Kick Start Kirkwall' programme was high.
- Frequency of the airport 'Jet' bus service has increased.
- Bus passenger figures have increased by 12% between 2010-11 and by 8% between 2011-12.
- Positive perceptions were recorded towards the built environment and access to services.
- 4.3 The Smarter Choices, Smarter Places programme in Orkney is still continuing with a number of projects being carried out such as:
- Weekly walking groups.
- Promotion of Cycle to Work scheme to Orkney Island Council and NHS Orkney.
- Walking Bus initiatives.
- Promotion of HITRANS car sharing scheme.
- Review of car parking strategy to encourage more sustainable modes.
- Review of bus services.



DUMFRIES



1.0 GoSMART Dumfries

- I.I GoSMART Dumfries was a partnership between Dumfries and Galloway Council and South West of Scotland Transport Partnership (SWestrans) to encourage both residents and visitors to Dumfries to reduce their car use in favour of more sustainable modes of travel.
- 1.2 The project represented an investment of £5.4 million of which more than £2.7 million came from the Scottish Government. A further £1.2 million was committed through European Union funding.
- 1.3 The initiative was one of seven 'sustainable travel demonstration communities' across Scotland that showcased Smarter Choices, Smarter Places (SCSP) in action.

2.0 Aims of GoSMART Dumfries

- 2.1 The overall aim of the GoSmart Dumfries project was to promote smarter travel choices by encouraging people to "GoBike, GoBus, GoWalk and GoShare".
- 2.2 The aim of encouraging people to increase their levels of walking, cycling and public transport use was intended to contribute to health improvement, social inclusion and economic prosperity.

2.3 Included within the project aims was the ambitious target of at least a 5% reduction in single occupancy car trips, with at least half of these journeys switching to walking and cycling.

3.0 What Did GoSMART Dumfries Deliver?

- 3.1 Delivered between 2009 and 2012
 GoSMART Dumfries delivered a package
 of localised measures comprising a mix of
 infrastructure improvements, promotion,
 information provision and practical support
 for people wishing to adopt sustainable
 travel methods.
- 3.2 These included:
- Travel demand management through parking control and 20 mph zones.
- Personalised Travel Planning.
- Bus network improvements.
- Introduction of a Car Club and promotion of salary sacrifice for cycle to work.
- Self-service cycle hire scheme.
- Promotion of journey sharing through use of Dumfries and Galloway Tripshare database.
- Improvement to transport interchanges in Dumfries.
- Introduction of park and choose sites.
- Development of high quality radial green commuter routes.
- Research on the carbon footprint of transport initiatives.





4.0 GoSMART Dumfries 'Where Are They Now?'

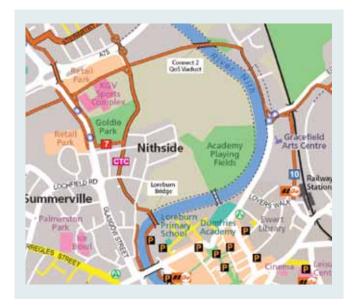
- 4.1 The GoSMART Dumfries project was delivered successfully* and had positive impacts. The project sought 'at least a 5% reduction in single occupancy car trips, with at least half of these journeys switching to walking and cycling'. The project exceeded this target with a 7.4% reduction in car driver trips and a similar increase in walking trips.
- 4.2 The project also resulted in encouraging signs of attitudinal change with improved perceptions towards the walking environment through better quality crossings and pedestrian facilities and increased connectivity within the local area. Attitudes toward cycling were improved with the help of an increase in cycle paths and cycling facilities such as cycle hubs and cycle parking at key destinations.

WEBSITE: www.gosmartdumfries.co.uk

* Evaluation of the Dumfries and Galloway Council/ SWestran's GoSMART Dumfries project is contained within 'Going Smarter, Smarter Places'. This report can be found at:

www.transportscotland.gov.uk/roads/ sustainable-transport/funding-for-projects/ smarter-choices-smarter-places

- 4.3 The GoSMART Dumfries project is still continuing through the support of European Union funding and improved partnership working and increased engagement with the public. The lessons learned and skills gained by staff from the GoSmart Dumfries project are embedded within Dumfries and Galloway Council's Integrated Transport function and will continue to inform delivery.
- 4.4 The team are also building on their success by seeking to develop new interventions and expanding the GoSMART project into other areas of Dumfries and Galloway within existing funding available and through partnership funding opportunities.



Further copies of this document are available, on request, in audio and large print formats and in community languages, please contact:

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