

ACTIVE TRAVEL BEHAVIOUR CHANGE PROGRAMME

ISSUE: The Scottish Government recently announced record funding for Sustainable and Active Travel in its draft budget proposal, with almost £190m allocated for 2023-24 to Active Travel and £6.6m to Sustainable Travel.

ISSUE: Evidence suggestsⁱⁱⁱ that infrastructure alone will not increase numbers of people walking, wheeling, and cycling, which is why, although the majority of the £190m Active Travel budget for 2023-24 is dedicated to delivering walking and cycling infrastructure, we will also invest in programmes that give people the knowledge, skills and confidence to use it. These support people to walk, wheel, cycle, and to use sustainable, shared, and public transport more often. We will continue to drive up our investment over 2023/24.

Top Lines

Budget

- The Scottish budget for 2022-23 increased investment in active travel to a record £150 million. The budget for 2023-24 is £189.2 million as we progress towards our commitment to invest at least £320 million or 10% of the transport budget by 2024-25. The Scottish Government spending levels sit at £27 per person, in 2024-25 this will rise to £58 per person.
- As of 13 June 2023, nearly £120m of active travel funding has been approved, with £95m already distributed.
- On 9 March UKG announced a £200m cut to the Active Travel budget in England. Currently, English Active Travel funding is £10 a year per person. Reflecting the recent budget cut, this is estimated over the next two years to fall to £1 a year per person (outside London), and £8.90 a year per person in London's funding settlement. Welsh funding for Active Travel is currently £23 a year per person. Ireland also funds in excess of 50 euros a year per person.

General

- The National Transport Strategy establishes the sustainable travel hierarchy as a guiding principle, embedded in all of our policy and investment decision-making, to promote walking, wheeling, cycling, public transport, and bike, car and ride sharing, over single-occupancy car use.
- We are investing in a range of active travel behaviour change activities to encourage more people to walk, wheel and cycle safely for short, everyday journeys.

[Redacted]

ACTIVE TRAVEL BEHAVIOUR CHANGE PROGRAMME

- We have kept supporting the most crucial behaviour change interventions on at least 22-23 levels, focusing on the uptake of child and adult cycle training and working with schools and communities to improving knowledge and capacity at a community level.
- We have allocated £6.6 million to the Sustainable Travel budget in 2023-24 to give people the knowledge, skills, and confidence they need to walk, wheel, cycle and use sustainable, shared, and public transport more often.
- We will continue to invest in active, public, and shared transport solutions which provide real journey options and can be adapted to suit all locations, needs, and lifestyles.
- By continuing to provide viable alternatives to single-occupancy car journeys, we will help make our villages, towns, and cities even better places to live, work, and enjoy.

In 2023-24 we are supporting a variety of active travel stakeholders to deliver active travel behaviour change programmes across Scotland

- We are investing up to £12.2 million through the **Smarter Choices Smarter Places (SCSP) behaviour change programme** to enable and encourage more people to choose sustainable transport.
- **The Sustrans Behaviour Change programme for 2023-24 includes more than £1.7 million funding to support schools and young people and also, organisations with cargo bike projects.**
- We are funding **Living Streets** more than £400k to support Behaviour Change programmes including Walk Once a Week (WoW) and community projects which will be delivered to over 100,000 children across 31 local authority areas and in 3 communities.

In 2023-24 we are funding Sustrans Scotland more than £1.768 million to deliver their behaviour change programme

- The Sustrans behaviour change programme for 2023/24 includes more than £1.7m for working with Primary and Secondary schools, nurseries and Local Authorities across Scotland to encourage, empower and inspire children and young people to choose an active and safer journey to school.
- The package of interventions includes well established programmes like I Bike, the Big Business Challenge and the Sustrans Big Walk and Wheel.

[Redacted]

[Redacted] Confirmation for the programme is still pending

ACTIVE TRAVEL BEHAVIOUR CHANGE PROGRAMME

They will also continue their Girl Guiding Support partnership with Girl Guiding Scotland.

- Sustrans will also continue to develop and publish the annual Hands Up Survey Scotland (HUSS), providing the Official Statistic for as to how pupils across Scotland travel to school and nursery.
- I Bike aims to develop a culture of walking, cycling and scooting in schools and drive up active travel in children, and is run in partnership with 9 Local Authorities. Recent impact evaluation shows that pupil active travel levels are 9 percentage points higher in I Bike schools than the HUSS national average.
- Sustrans will catalyse and promote uptake of schools streets projects across more areas in Scotland through their £250k School Streets fund and providing advice, support and case studies to Local Authorities.
- Building on the expertise gained from working with Cargo Bike Scotland, Sustrans will provide a £50k grant fund to support a cargo bike loan scheme in partnership with public sector and third sector organisations across Scotland. This will be a focused offer to employers, adjacent to new and planned active travel infrastructure investment, as part of encouraging people to utilise and benefit from this investment.

In 2023-24 we are funding Living Streets more than £400k to deliver their behaviour change programme in Scotland

- Living Streets work with schools, local authorities and community groups throughout Scotland to promote walking and active travel and reduce car use for short journeys.
- Living Streets' WOW project (Walk once a Week) will work with primary schools in 2023-24, encouraging pupils to walk more and to consider active travel as their main mode of transport to school. This is done through resources that provide incentives for pupils to travel actively and gain rewards.
- The most recent external evaluation of Living Streets' WOW programme showed that it remained one of the most effective active travel behaviour change interventions: delivering a 5-10% percentage increase in active travel from national averages.
- Living Streets have also carried out research into Inclusive Design for walking and cycling projects. This included consultation with all road users, including people with disabilities, regarding the use of floating bus stops and continuous

[Redacted]

ACTIVE TRAVEL BEHAVIOUR CHANGE PROGRAMME

footways. The research is due to be published in Summer 2023 and will provide feedback for the ongoing update of the *Cycling by Design* guidance developed, and will be used by active travel delivery partners.

- Living Streets also work with communities and Local Authorities to develop and address plans and street audits that improve the walking environment, supporting the development of 20-minute neighbourhoods.

In 2023-24 we are funding Paths for All £12.2 million to deliver their Smarter Choices Smarter Places (SCSP) Behaviour Change Programme

- SCSP is a multifaceted programme, with a **£5m Local Authority Fund** offered to all 32 Scottish local councils on a pro rata basis, a **£5m Open Fund** available to public, third and community sector organisations for projects at community level, and a new **£1.5 million Active Nation Fund** for projects on a national or multi-regional level.
- The three funds encourage people to drive less and to walk, wheel or cycle as part of their everyday short journeys to cut Scotland's carbon emissions and improve air quality.
- They will help contribute to reversing the trend of inactive lifestyles by tackling health inequalities throughout the country.
- The new **SCSP Active Nation Fund** invites public, community and third-sector organisations to apply for up to £200,000 to support projects which encourage everyday travel behaviour change on a national or multi-regional level in Scotland.
- The **SCSP Open Fund** will continue to grant communities and public and third-sector organisations up to £100,000, and encourages people to change their everyday travel behaviours – such as using sustainable travel for longer journeys.
- Through the **SCSP LA Fund** we have awarded £5 million to Local Authorities to encourage less car use and more journeys by foot, bicycle, public transport and car share. Funds are allocated on a population basis for projects that encourage and promote active and sustainable transport in a number of innovative ways including maps, apps, real time passenger information, guides, active travel challenges, walking and cycling festivals, and support to voluntary and community organisations supporting active travel.
- These funds will increase the pace and scale of active travel delivery across the country as we collectively work together to encourage active travel for a happier, healthier and greener Scotland.

[Redacted]

ACTIVE TRAVEL BEHAVIOUR CHANGE PROGRAMME

Transport Scotland support the integration of active and sustainable travel with the public transport network

- As part of our efforts to encourage more people out of their cars and onto public transport, we are working with industry partners to boost rail and cycling integration by improving facilities for cyclists, including providing more space for bikes on trains backed by better signage for travellers.
- The ScotRail Highland Explorer, for example, was launched to the general public in July 2021, and operates on the West Highland Line. Each carriage can carry up to 20 bikes, with extra room for large sports equipment. The new carriages can also carry e-bikes – and even tandems – boosting accessibility. These carriages will act as a pilot and provide lessons we can learn from to make future rolling stock even more active travel friendly.
- As set out in the Bute House Agreement, our support for the purchase of new buses will be, where appropriate, conditional on space being available for bike transport in addition to wheelchair and buggy space. ***[For more information please contact the Bus Policy team.]***
- Infrastructure projects have behaviour change programmes incorporated as and where needed. For example, as part of the Places for Everyone programme, run by Sustrans, cycle training in nearby schools, led rides and cycle training for the wider community will take place where new paths are being built, to make the community familiar with the new routes and improve confidence in using the routes.

What are Transport Scotland doing to support sustainable travel?

- In 2023-24 TACTRAN were awarded £72,180 to continue to deliver Travelknowhow Scotland (TKHS), a resource which offers organisations across Scotland access to a wide variety of travel planning solutions, including free consultancy time, to develop and implement workplace Travel Plans and engage with employees in order to start changing travel behaviour within organisations.
- TKHS provides a programme which facilitates direct engagement with workplaces, offering collaborative and hands-on support to organisations that delivers workable commuting and business travel solutions that compete with the car.
- They work in partnership with individual organisations to understand current travel patterns, and then develop meaningful and bespoke measures to encourage more active and sustainable travel. This helps reduce environmental

[Redacted]

ACTIVE TRAVEL BEHAVIOUR CHANGE PROGRAMME

impacts, improve the health and wellbeing of the workforce, and contribute to net-zero targets.

ⁱ Transport Research Institute, Essential Evidence 4 Scotland No. 20 Walking as a social behaviour - <https://blogs.napier.ac.uk/tri/wp-content/uploads/sites/56/2019/12/Essential-Evidence-4-Scotland-No-20-Walking-as-social-behaviour.pdf>

ⁱⁱ Transport Research Institute, Essential Evidence 4 Scotland No.32 Journey literacy: Walking & cycling despite the barriers - <https://blogs.napier.ac.uk/tri/wp-content/uploads/sites/56/2020/12/Essential-Evidence-4-Scotland-No-32-Journey-literacy-Walking-and-cycling-despite-the-barriers.pdf>

[Redacted]