

Item:
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Report to Partnership Board Meeting 7th February 2025

RESEARCH AND STRATEGY DELIVERY

PEOPLE AND PLACE PROGRAMME 2025/26

Purpose of Report

To update Board Members on the proposed People and Place Programme for 2025/26, funded by Transport Scotland.

PEOPLE AND PLACE PROGRAMME 2025/26

Our budget for the People & Place Programme in 2025-26 is set to increase to £2.4M, although the majority of this (£1.6M) is capital, making it challenging to deliver a comprehensive revenue-based behaviour change programme.

We have submitted our programme proposals to Transport Scotland and these will be confirmed following the Scottish Budget after 25th February. We will continue a dialogue with Local Authority partners and with community-based delivery partners through February.

Our draft proposal is included as an appendix to this report, with a summary below – please note that budget allocations may change as the programme develops & costs are finalised.

Themes

Active Schools & Young People	Active Workplaces & Communities	Capacity & Capability Building	Sustainable Transport
Accessibility & Inclusion <i>(worked into other themes)</i>			

Outcomes

As a result of the interventions delivered or funded through the People & Place Programme in 2025/26, we expect to see the following outcomes:

<p>In settlements with existing / planned infrastructure</p> <p>In AT Masterplan settlements</p> <p>In settlements with pockets of IMD</p>	<p>Increase in number of people choosing to walk / wheel / cycle for local journeys</p> <p>Increased perception of safety for walking / wheeling / cycling</p> <p>Increase availability of walking / wheeling / cycling to all</p>
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	Increase in number of people choosing sustainable transport for longer journeys
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Outputs

Active Schools & Young People	
Project	Activities / Outputs
School travel tracking	<ul style="list-style-type: none"> - Data on journeys to primary school - Children encouraged to walk/wheel/cycle
Support Bikeability pre-level 2	<ul style="list-style-type: none"> - Learn to Ride sessions - Bikeability level 1 sessions
Post-Bikeability 2 support in targeted school catchment areas	<ul style="list-style-type: none"> - Confidence building / transition sessions - Family cycling sessions - Activities with secondary school pupils; confidence building, cycling skills, ride/walk leader training, maintenance skills & qualifications
Accessibility & inclusion	<ul style="list-style-type: none"> - Provision of suitable cycles - Targeted support for ASN pupils

Active Workplaces & Communities	
Project	Activities / Outputs
Smart Travel Choices	Promote selected AT themed days/weeks through the year with delivery partners, employer contacts, Chambers of Commerce & BIDs
Confidence Building & Access to Bikes (Thorough Local Delivery Partners)	<ul style="list-style-type: none"> - Confidence building - Adult cycling skills - Ride/walk leader training - Led walks / rides - Route planning support
Bike Maintenance (Through Local Delivery Partners)	Maintenance skills & qualifications

Accessibility & Inclusion	
Region-wide	<ul style="list-style-type: none"> - Workplace and community pool / shared bikes - Inclusive comms & promotion
Argyll & Bute	- Dunoon Bothy inclusive cycling events and try-outs
CnES	- Embark Project inclusive cycling events and try-outs
Highland	<ul style="list-style-type: none"> - Inclusive Cycling HI-BIKE Membership - Fort William Wayfinding
Moray	- Inclusive Cycling HI-BIKE Membership

Sustainable Transport	
Region-wide	Funding to LA's and Partners for bus stop / travel hub facility improvements & Real Time Passenger Information
Highland & Moray	HI-BIKE eBike share scheme

Board Members are asked to approve the proposed People and Place Programme for 2025/26.

Risk Register

RTS Delivery

Impact – Positive

Comment – This work supports both relevant RTS objectives and those of the Active Travel Framework.

Policy

Impact – Positive

Comment – This work supports the development of our Active Travel policies.

Financial

Impact – Positive

Comment – This work is supported by Transport Scotland through the People and Place Programme (2025-26).

Equality

Impact – Positive

Comment – HITRANS support for active travel helps eliminate the barriers to travel for all and makes walking, cycling and wheeling available to all, including by providing access to bikes.

Report by: Vikki Trelfer
Designation: Active Travel Officer
Date: 22nd January 2025

APPENDIX I PROPOSED PEOPLE & PLACE PROGRAMME 2025-26

Background

The aim of HITRANS' People & Place Programme is to increase the mode share of active travel and decrease the number of short journeys made by private car, shifting behaviour and norms from driving for short, local, everyday journeys to walking, wheeling or cycling. It also aims to promote sustainable transport for longer and multi-modal journeys.

We have developed a Behaviour Change Strategy to guide our programme delivery to 2030, and this Programme is informed by the Strategy. With a very large geographical area containing many scattered settlements, but relatively little budget to deliver activities, our focus will be on targeting resource in key areas where local capacity exists for promoting behaviour change and where walking and cycling are a feasible option for everyday journeys. Effective behaviour change programmes are focused and targeted, with consistent messaging from a number of different sources. To this end, we will endeavour to link up all our projects and activities delivered in one area, so that the active & sustainable travel message is received right across the demographics of a community.

In addition to the projects and activities we will run ourselves, HITRANS is seeking local delivery partners with whom we can collaborate under a Service Level Agreement to deliver activities and projects aimed at increasing the mode share of walking, wheeling and cycling for local everyday journeys, and reducing the number of trips made by car. This will also impact on health and wellbeing by increasing levels of physical activity.

HITRANS Priorities for 2025-26:

Focus on targeting resource in key areas where local capacity exists for promoting behavior change:

- Where active travel infrastructure exists / is being developed
- Settlements with Active Travel Masterplans & travel to work areas
 - Settlements with higher populations (*Inverness, Fort William, Elgin, Kirkwall, Stornoway, Oban, Lochgilphead*)
 - Pockets of multiple deprivation (*Dunoon, Rothesay, Alness, Inverness, Oban, Wick*)
- Within whole school catchment areas

Target audiences:

1. Children & young people
2. Working age adults
3. Key life stage transitions at all ages

Active Travel Framework Outcomes:

1. Increase no. people walking, cycling, wheeling for short journeys (ATF1)
2. Increase no. people choosing sustainable transport for longer journeys ATF1)
3. Make walking, cycling, wheeling safer for all (ATF3)
4. Walking, cycling, wheeling available to all (ATF5)

All activities will fall under one of the two themes of Active Schools & Young People or Active Workplaces and Communities, with the Accessibility and Inclusion theme running through these and the addition of Sustainable Transport to the Programme in 25/26:



We have designed the Programme to be flexible in order to accommodate the available budget from Transport Scotland, with a minimum amount required to deliver a basic programme in a few key locations, and the ability to scale up and include additional locations and more activity through local community delivery partners if budget allows.

A key adjustment in Year 2 will be to focus our behaviour change programme and activities on targeted areas, rather than trying to spread our limited funds right across the huge HITRANS region. Behaviour change programmes are most effective when targeted down to specific behaviours in specific areas – eg. walking to school in Campbeltown, or cycling to work in Fort William.

Given that our budget is relatively small for the size of area we cover, but the cost of delivering behaviour change projects is the same or more than other RTP areas, we are including the HI-BIKE eBike share scheme as our sustainable transport project. This will free up budget in the active travel part of the programme for supporting community-level delivery of active travel behaviour change projects so that the good local work previously funded through Smarter Choices, Smarter Places and the Community Projects Transition Fund can continue and grow, and be absorbed into the HITRANS People & Place Programme through local delivery partners.

Outcomes

As a result of the interventions delivered or funded through the People & Place Programme in 2025/26, we expect to see the following outcomes:

In settlements with existing / planned infrastructure	Increase in number of people choosing to walk / wheel / cycle for local journeys
In AT Masterplan settlements	Increased perception of safety for walking / wheeling / cycling
In settlements with pockets of IMD	Increase availability of walking / wheeling / cycling to all
	Increase in number of people choosing sustainable transport for longer journeys

This will be measured through individual project evaluation and through local and national data gathering including: pedestrian & cycle counters, Hands Up Scotland Survey, Scottish Household Survey, census data.

Outputs

ACTIVE SCHOOLS & YOUNG PEOPLE		
Project	Activities / Outputs	Delivery Partner
School travel tracking	<ul style="list-style-type: none"> - Data on journeys to primary school - Children encouraged to walk/cycle 	Living Streets Local Authorities
Support Bikeability pre-level 2	<ul style="list-style-type: none"> - Learn to Ride sessions - Bikeability level 1 sessions 	Local delivery partners / Behaviour Change Officer
Post-Bikeability 2 support in targeted school catchment areas	<ul style="list-style-type: none"> - Confidence building / transition sessions - Family cycling sessions - Activities with secondary school pupils; confidence building, cycling skills, ride/walk leader training, maintenance skills & qualifications 	Local delivery partners / BCO Local delivery partners / BCO Local delivery partners / BCO
Accessibility & inclusion	<ul style="list-style-type: none"> - Provision of suitable cycles - Targeted support for ASN pupils 	HITTRANS - funding Local delivery partners

ACTIVE WORKPLACES & COMMUNITIES		
Project	Activities / Outputs	Delivery Partner
Smart Travel Choices	<ul style="list-style-type: none"> - Promote selected AT themed days/weeks through the year with delivery partners, employer contacts, Chambers of Commerce & BIDs 	HITTRANS – Smart Travel Choices Officers Local Delivery Partners
Confidence Building	<ul style="list-style-type: none"> - Confidence building - Adult cycling skills - Ride/walk leader training - Led walks / rides - Route planning support 	Local delivery partners
Bike Maintenance	Maintenance skills & qualifications	Local delivery partners
Confidence Building & Access to Bikes		
Argyll & Bute	Through ACT, Adventure Oban, Dunoon CDT, Fyne Futures: <ul style="list-style-type: none"> - Confidence building - Adult cycling skills - Ride/walk leader training - Led walks / rides - Route planning support - Bike loans and try-outs 	
CnES	Through Embark Project: <ul style="list-style-type: none"> - Confidence building - Adult cycling skills - Ride/walk leader training - Led walks / rides - Route planning support - Bike loans and try-outs 	
Highland	Through Velo City, LEG, SPIN Project, Local BCO's: <ul style="list-style-type: none"> - Confidence building - Adult cycling skills - Ride/walk leader training 	

	<ul style="list-style-type: none"> - Led walks / rides - Route planning support - Bike loans and try-outs
Moray	<p>Through Moray Bothy:</p> <ul style="list-style-type: none"> - Confidence building - Adult cycling skills - Ride/walk leader training - Led walks / rides - Route planning support - Bike loans and try-outs
Orkney	<p>Through BCO:</p> <ul style="list-style-type: none"> - Co-ordinate Cycle Awareness training for HGV / fleet drivers; young driver road safety training - Increase local capacity to deliver: <ul style="list-style-type: none"> o Adult cycling skills o Ride/walk leader training o Led walks / rides (volunteer led) o Route planning support

Bike Maintenance Skills & Qualifications

Argyll & Bute	<p>Through ACT, Adventure Oban, Dunoon CDT, Fyne Futures:</p> <ul style="list-style-type: none"> - Dr Bike sessions - Basic bike maintenance training - Bike maintenance qualifications
CnES	<p>Through Embark Project & other local partners:</p> <ul style="list-style-type: none"> - Dr Bike sessions - Basic bike maintenance training - Bike maintenance qualifications
Highland	<p>Through LEG, SPIN Project, Local BCO's:</p> <ul style="list-style-type: none"> - Dr Bike sessions - Basic bike maintenance training - Bike maintenance qualifications
Moray	<p>Through Moray Bothy:</p> <ul style="list-style-type: none"> - Dr Bike sessions - Basic bike maintenance training - Bike maintenance qualifications
Orkney	<p>Co-ordinated by BCO:</p> <ul style="list-style-type: none"> - Dr Bike sessions - Basic bike maintenance training - Bike maintenance qualifications

Accessibility & Inclusion

Region-wide	<ul style="list-style-type: none"> - Workplace and community pool / shared bikes - Inclusive comms & promotion
Argyll & Bute	- Dunoon Bothy inclusive cycling events and try-outs
CnES	- Embark Project inclusive cycling events and try-outs
Highland	<ul style="list-style-type: none"> - Inclusive Cycling HI-BIKE Membership - Fort William Wayfinding
Moray	- Inclusive Cycling HI-BIKE Membership

SUSTAINABLE TRANSPORT

Region-wide	Funding to LA's and Partners for bus stop / travel hub facility improvements & Real Time Passenger Information
Highland & Moray	HI-BIKE eBike share scheme

THE PROGRAMME

Overview & Draft Budget

Project Name	Local Authority and/or Delivery Partner	Investment		Theme(s)
		RDEL	CDEL	
Local & National Delivery Partners (3 rd Sector)	Local & National Delivery Organisations	552,902	195,931	Schools & Young People Workplaces & Communities
Smart Travel Choices; local capacity, employer grants, workplace engagement, event	All LA's HITRANS	35,000	150,000	Workplaces & Communities
HI-BIKE operational costs	THC Moray Council HITRANS		157,431	Workplaces & Communities Accessibility & Inclusion
HI-BIKE expansion / new equip			293,000	
Transport Integration; cycle parking, sustainable transport, RTPi, access to bikes	All LA's HITRANS		600,000	Workplaces & Communities
Fort William Wayfinding	THC HITRANS	16,458	29,878	Accessibility & Inclusion
RTP Programme Costs				
Smart Travel Choices Officer	HITRANS	50,000		Capacity and Capability Building
Transport Integration Manager	HITRANS		47,000	Capacity and Capability Building
Additional PM Post ?	HITRANS	47,000		Capacity and Capability Building
Local Behaviour Change Officers – Highland, CNPA	HITRANS, THC, Dunoon CDT	69,000	40,000	Capacity and Capability Building
HI-BIKE Operations Manager	HITRANS		47,000	Capacity and Capability Building
HI-BIKE Technicians	HITRANS		87,000	Capacity and Capability Building
HITRANS Resource Support	HITRANS	66,944		Capacity and Capability Building
	Subtotals	837,304	1,647,240	
	Total	2,484,544		