

**Report to Partnership Board Meeting 25<sup>th</sup> April 2025**

**RESEARCH AND STRATEGY DELIVERY**

**ACTIVE TRAVEL AND SUSTAINABLE TRANSPORT BEHAVIOUR CHANGE STRATEGY**

**Purpose of Report**

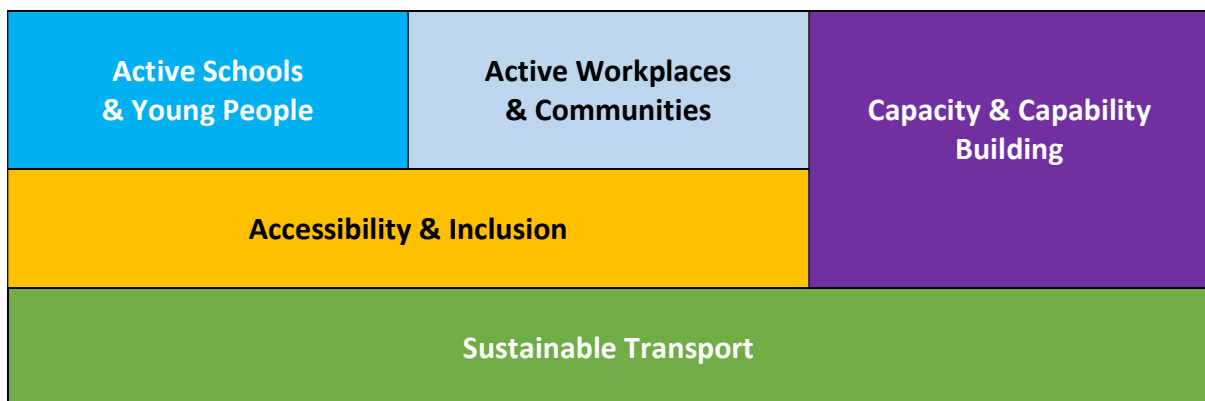
To present the final draft of the Active Travel and Sustainable Transport Behaviour Change Strategy Board Members, which will guide development of HITRANS' People and Place Programme in future years.

**Background**

As part of the 2024/25 People and Place active travel behaviour change programme, HITRANS has developed a strategy for behaviour change in active travel and sustainable transport. This work has been supported by ARUP, who produced the final version of the strategy appended to this report.

**Active Travel and Sustainable Transport Strategy**

This five year strategy has been developed to deliver Transport Scotland's People and Place Programme which focuses on the themes of:



***The Vision***

The strategy will support delivery of HITRANS' Regional Transport Strategy and the vision that:

“Our transport networks and services will act to realise the economic potential of our region through reducing the actual and perceived impacts of distance, poor resilience and low population density. By doing this, they will facilitate economically and socially valuable activities for all, provide equality of opportunity, enable people to live active and healthy lives and allow our region to contribute fully to the national net zero emissions target.”

***The Outcomes***

The specific outcomes of the Behaviour Change Strategy are aligned with the Active Travel Framework outcomes:

<p><b>01</b></p> <p>INCREASE THE NUMBER OF PEOPLE CHOOSING WALKING, WHEELING AND CYCLING FOR SHORT EVERYDAY JOURNEYS</p>	<p><b>02</b></p> <p>INCREASE THE NUMBER OF PEOPLE UNDERTAKING MULTIMODAL JOURNEYS (FOR EXAMPLE, WALKING TO A BUS STOP OR CYCLING TO THE RAILWAY STATION)</p>	<p><b>03</b></p> <p>MAKE WALKING, WHEELING AND CYCLING SAFER FOR ALL</p>
<p><b>04</b></p> <p>MAKE WALKING, WHEELING AND CYCLING AVAILABLE TO ALL</p>	<p><b>05</b></p> <p>INCREASE THE NUMBER OF PEOPLE CHOOSING PUBLIC TRANSPORT FOR LONGER JOURNEYS</p>	

The Strategy outlines the regional context in which we operate, highlighting the higher proportion of older age groups and a lower proportion of working age adults compared to Scotland as a whole. It sets out baseline data for travel and transport, access to a bicycle, travel to work habits, and bus use.

### **Behaviour Change Strategy**

To induce a shift in travel behaviour from private car use to walking, wheeling and cycling for shorter everyday journeys, and to sustainable transport for longer journeys, HITRANS will support partner local authorities, transport operators, delivery partners, employers, NHS and the third sector to link walking, wheeling, cycling and sustainable transport together for travelling to school, college, leisure and work across the region by focusing on the following priorities:

<p>Planned and implemented <b>infrastructure</b> improvements</p>	<p>Pockets of multiple <b>deprivation</b>, such as: Dunoon, Rothesay, Alness, Balintore, Inverness, Oban and Wick</p>	<p>Towns with active travel <b>masterplans</b> and areas defined as travel to work areas with a contained labour market</p>
<p>Smaller towns &amp; settlements: making walking, wheeling and cycling safer and integrating active travel with <b>public transport</b></p>	<p>Towns with <b>higher populations</b> in each region: Inverness, Elgin, Kirkwall, Stornoway, Oban and Lochbiphead</p>	<p>Improving <b>road safety</b> in rural areas and smaller settlements by addressing driver behaviour &amp; creating networks of Quiet Routes connecting communities</p>

### **Activities**

There are many behaviour change theories that can be applied to increase active travel and the use of public transport. We are not suggesting which approach to use, but will consider activities that meet the needs of the target audience, taking into account where they live, their need for travel, and how their journeys might be made. The strategy recognises that a packaged approach will be most effective where a combination of activities is delivered over a sustained period in the same location to the same target groups.

### **The Impact**

HITRANS will produce an annual delivery plan based on our allocation of funding to share our planned activities with partners, and we will produce an annual report on progress made to date, to

highlight which interventions are making an impact and how. The reports will be available on the HITRANS website on the People and Place Programme page.

**Board Members are asked to approve the Active Travel and Sustainable Transport Behaviour Change Strategy.**

**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: 19<sup>th</sup> April 2025**