



TRANSPORT  
SCOTLAND  
CÒMHDHAIL ALBA

# ACTIVE TRAVEL AND SUSTAINABLE TRANSPORT BEHAVIOUR CHANGE STRATEGY

2024 - 2030









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# THE VISION

This five-year active travel and sustainable transport Behaviour Change Strategy has been developed to deliver Transport Scotland's People and Place Programme, which focusses on the themes of:

ACTIVE SCHOOLS

ACTIVE WORKPLACES

ACCESSIBILITY AND INCLUSION

CAPACITY AND CAPABILITY

SUSTAINABLE TRANSPORT

This five-year Behaviour Change Strategy will support delivery of HITRANS' Regional Transport Strategy and the achievement of its vision:

“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 this Behaviour Change Strategy are to:

01

INCREASE THE  
NUMBER OF PEOPLE  
CHOOSING WALKING,  
WHEELING AND  
CYCLING FOR SHORT\*  
EVERYDAY JOURNEYS

02

INCREASE THE  
NUMBER OF PEOPLE  
UNDERTAKING  
MULTIMODAL  
JOURNEYS (FOR  
EXAMPLE, WALKING  
TO A BUS STOP OR  
CYCLING TO THE  
TRAIN STATION)

03

MAKE WALKING,  
WHEELING AND  
CYCLING SAFER  
FOR ALL

04

MAKE WALKING,  
WHEELING AND  
CYCLING AVAILABLE  
TO ALL

05

INCREASE THE  
NUMBER OF PEOPLE  
CHOOSING PUBLIC  
TRANSPORT FOR  
LONGER JOURNEYS\$

[\* Short journey = 15-20-minutes of walking, wheeling or cycling

\$ Longer journey = over 20 minutes of travel time

2km is an ideal walking or wheeling distance

5km is a comfortable cycling distance

10km is a reasonable cycling distance]

The Active Travel National Indicator in the Scottish Household Survey measures journeys under two miles by foot and under 5 miles by bicycle.





# THE REGIONAL CONTEXT

HITRANS is one of seven Regional Transport Partnerships in Scotland. It serves a unique and varied area covering Moray, Argyll and Bute, Highland, Western Isles and the Orkney Islands. It is a large region, accounting for around half of Scotland's land mass, and contains a diverse mixture of islands, remote mainland, rural and urban areas. Despite its size, the region is home to only 9% of Scotland's population, with more than 460,000 people residing there (Census 2022). Over 50% of this population live in the Highland Council area (over 235,000 people) and 10% live in the island groups of the Outer Hebrides (Na h-Eileanan) and Orkney (more than 26,000 and nearly 22,000 respectively). Over half of the region's population are classed as 'remote' or 'very remote' whilst around a quarter live in larger settlements. Inverness is the primary employment, retail and service centre for much of the region, along with several regionally important service centres such as Elgin, Lochgilphead, Kirkwall and Stornoway.



The region has a higher proportion of older age groups, and a lower proportion of working age adults compared to Scotland as a whole. This is typical of rural areas across the country and implies a greater demand for access to health and care services specifically. This is particularly pronounced in some areas, such as Dunoon, Rothesay, Colspie and Brora. The population of the region is projected to decline in the medium term, with fewer young and working age people and more people of pensionable age.

Safety and perceptions of safety are major barriers preventing more people from walking, wheeling and cycling in the region. This is especially the case in many rural locations, where walking, wheeling or cycling to nearby services is not an option due to the lack of footways and cycleways connecting settlements. Indeed, many residents live in locations where it is not possible to safely walk or cycle anywhere directly from their home. This has a disproportionate effect on many people with protected characteristics, such as the elderly, young people, people living with long-term health conditions or a disability, women and girls, LGBTQ+, ethnic minority and religious groups. This makes safety an important consideration.

Tourists visiting the region by car who may not be familiar with single-track and rural roads need to be targeted with messages on safer driving and Highway Code priority for pedestrians and cyclists.

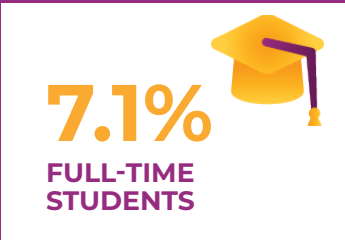
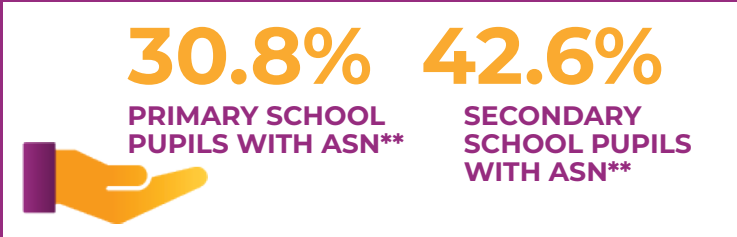
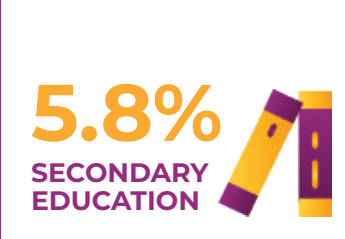
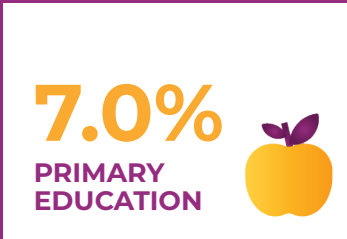
While the region sees less in the way of extremes of wealth and deprivation than other parts of Scotland, there are areas with pockets of multiple deprivation in Dunoon, Rothesay, Alness, Balintore, Inverness, Oban and Wick. Deprivation in rural areas is frequently hidden, in that standard indices often do not fully capture the impact of the higher cost of living and geographic isolation on these communities. Car ownership rates are higher than the Scottish average, implying a high degree of car dependence. Forced car ownership will undoubtedly have a significant negative impact on some households' finances. Dependence on private cars is also reflected in public transport use across the HITRANS region, where public transport use is significantly lower than the national average.

The following pages contain regional census data with Appendix Population Data Tables on page 24 containing the data used to create the graphics.



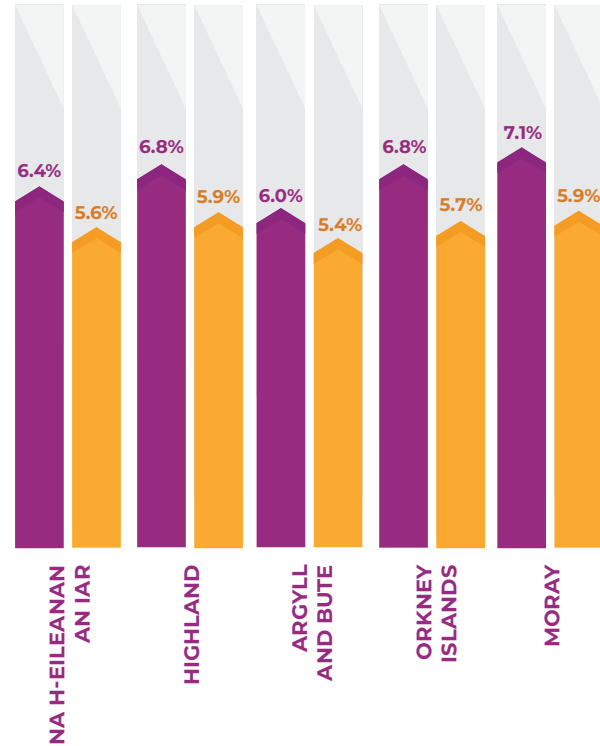
# YOUNG PEOPLE AND EDUCATION

## NATIONAL AVERAGE \*...

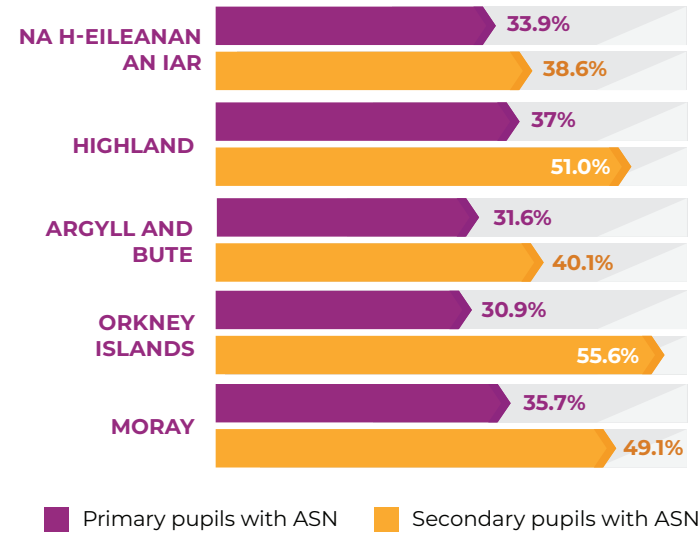


## PROPORTION OF POPULATION IN PRIMARY AND SECONDARY EDUCATION (2024)

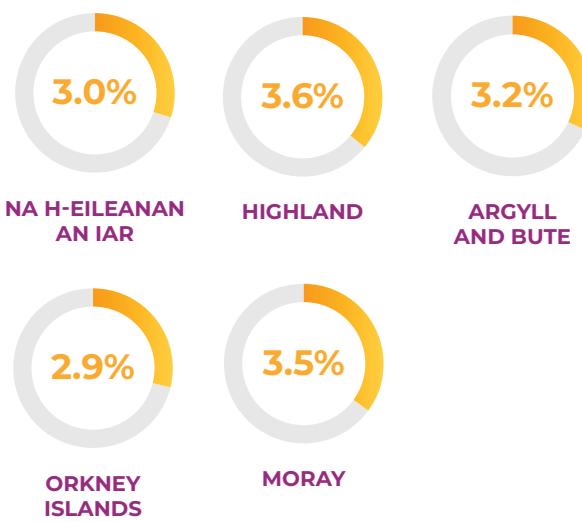
Primary school pupils Secondary school pupils



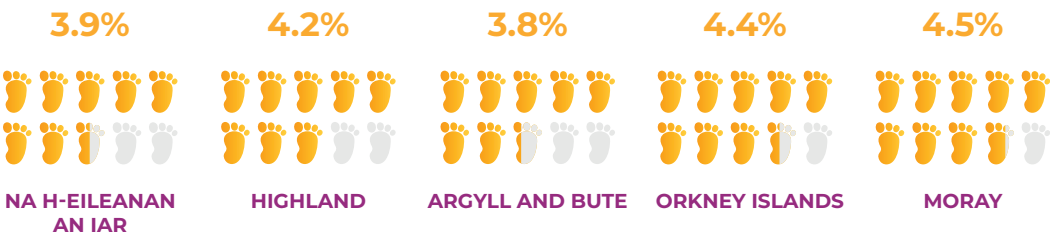
## PROPORTION OF PRIMARY AND SECONDARY SCHOOL PUPILS WITH ASN\*\* (2023)



## PROPORTION OF POPULATION THAT ARE FULL-TIME STUDENTS (2022)

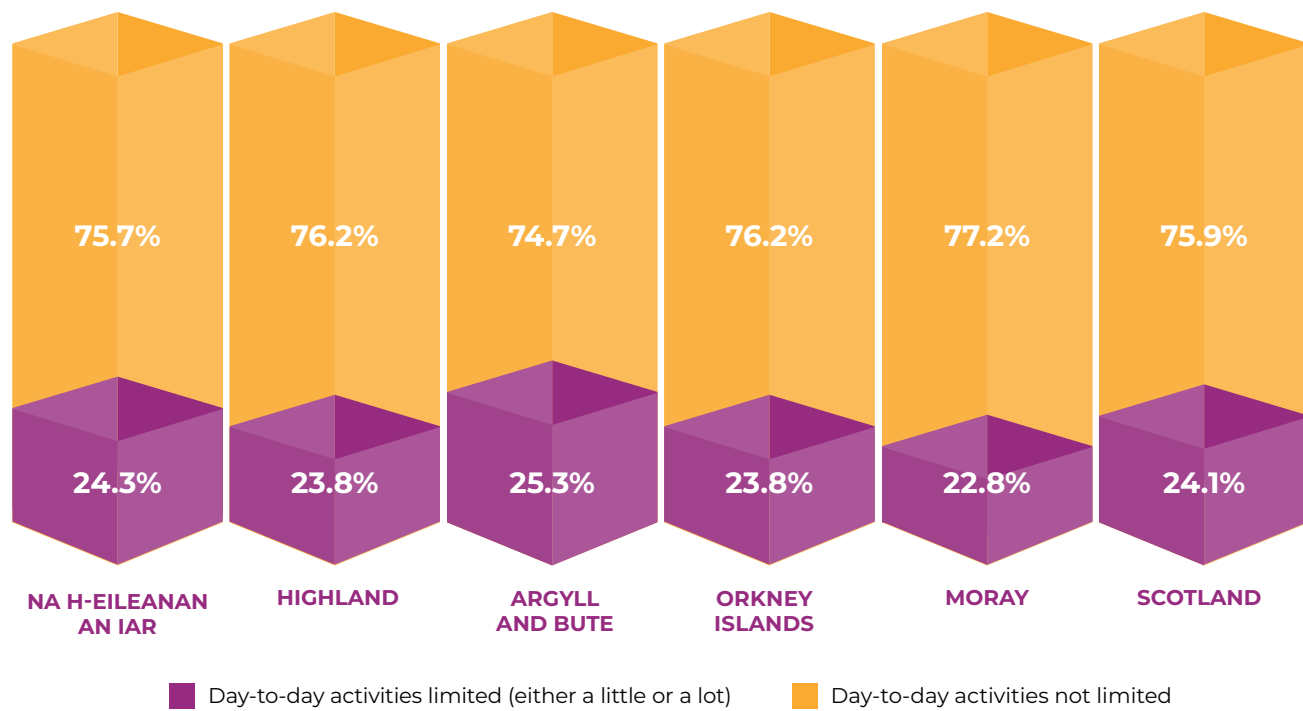


## PROPORTION OF POPULATION AGED 0-4 (2022)

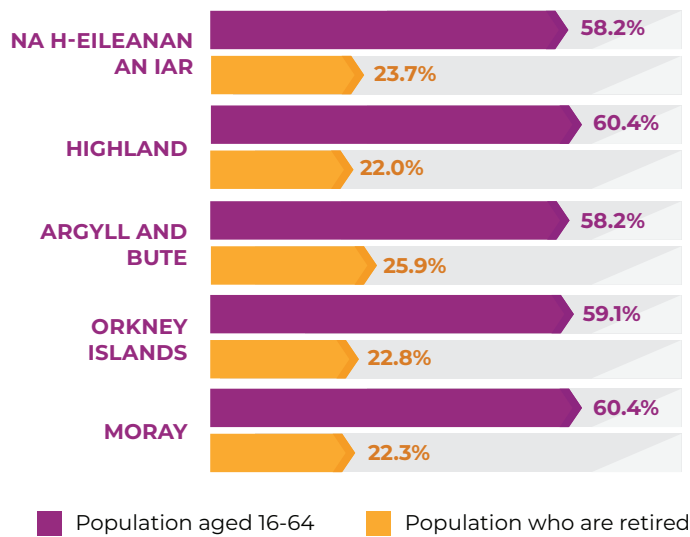


# POPULATION DEMOGRAPHICS

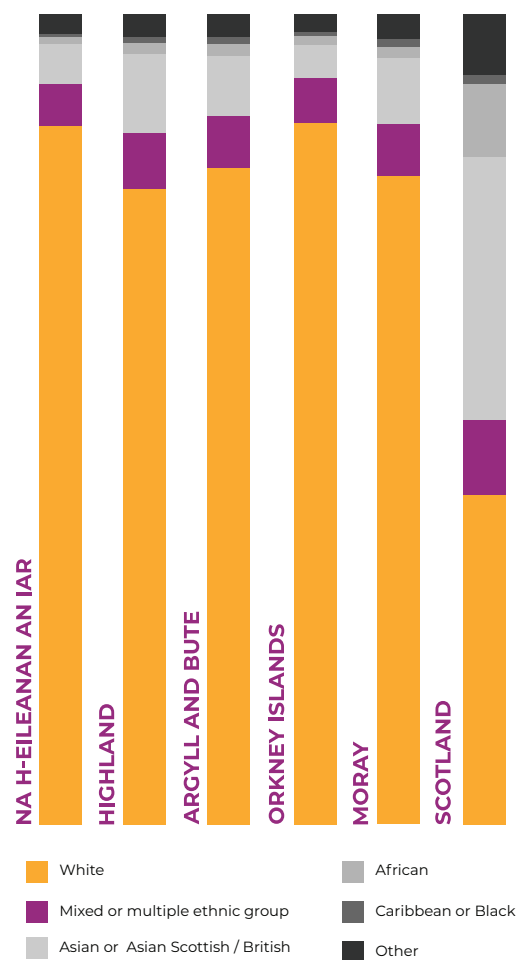
PROPORTION OF POPULATION WITH A DISABILITY (2022)



WORKING AGE AND RETIRED POPULATION (2022)



ETHNIC DIVERSITY OF POPULATION (2022)



NATIONAL AVERAGE \* ...



63.6%  
WORKING AGE



19.5%  
RETIREES

\* SCOTLAND ONLY



# TRAVEL & TRANSPORT

NATIONAL AVERAGE \* ...



7.3%  
WALK TO WORK



1.4%  
CYCLE TO WORK

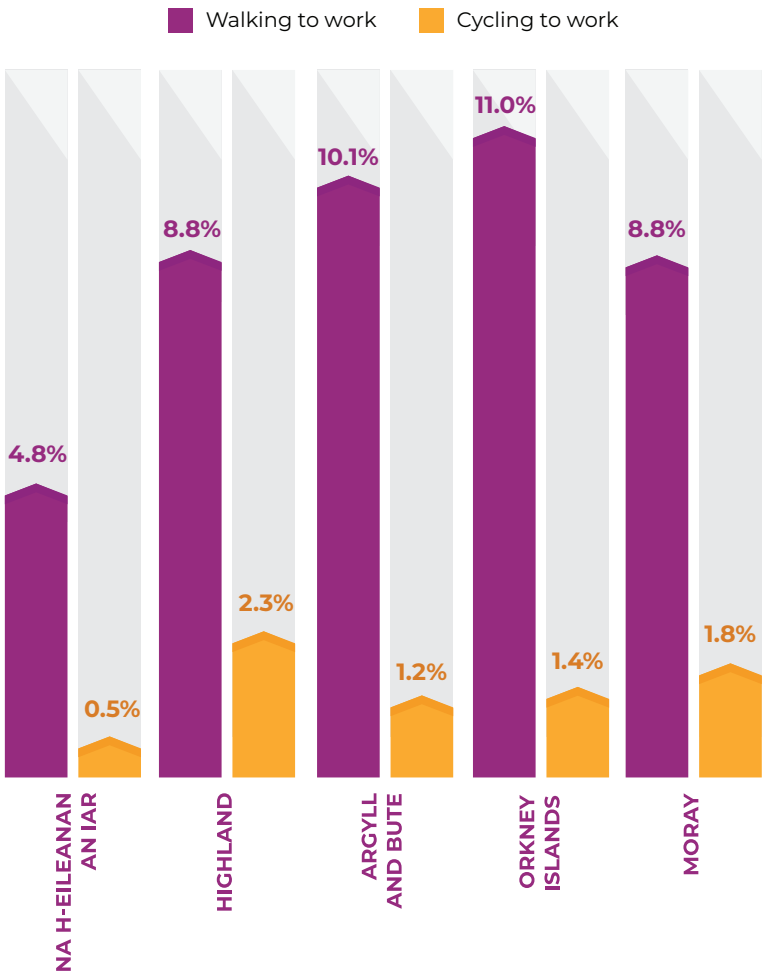


5.7%  
BUS, MINIBUS  
OR COACH  
TO WORK

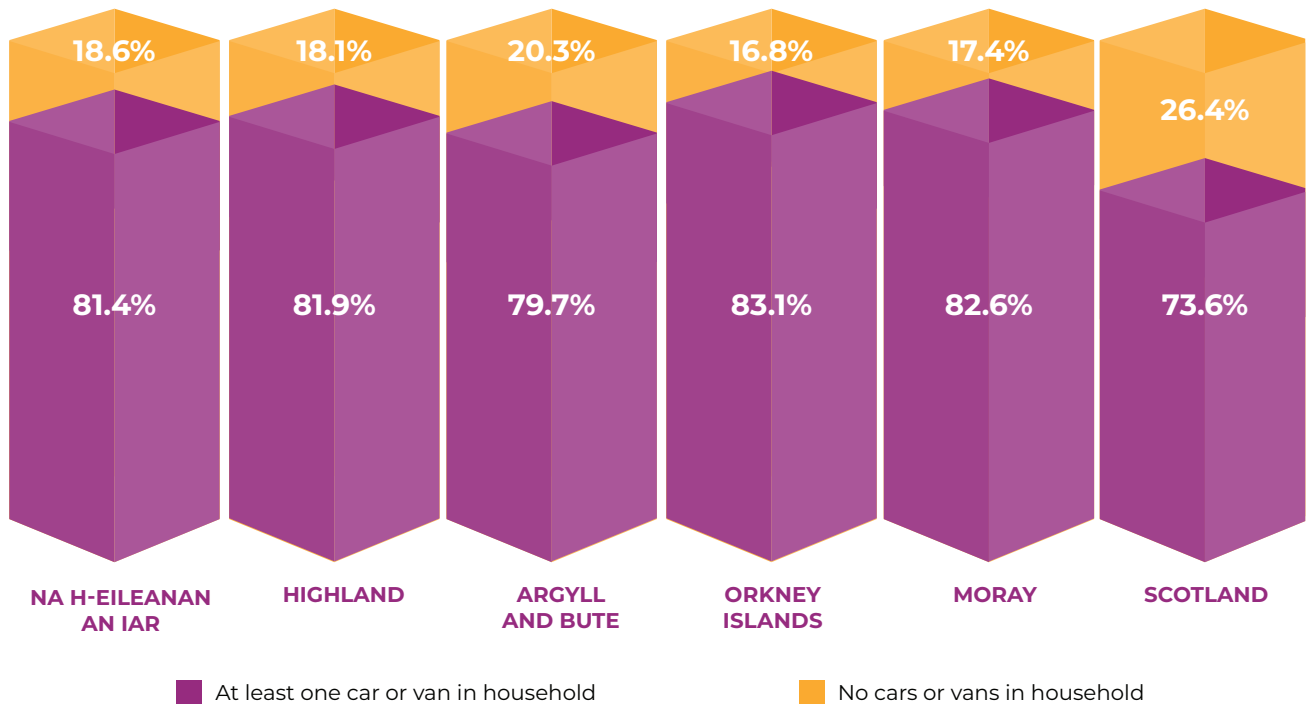


2.3%  
TRAIN TO WORK

PROPORTION OF POPULATION WALKING  
AND CYCLING TO WORK (2022)

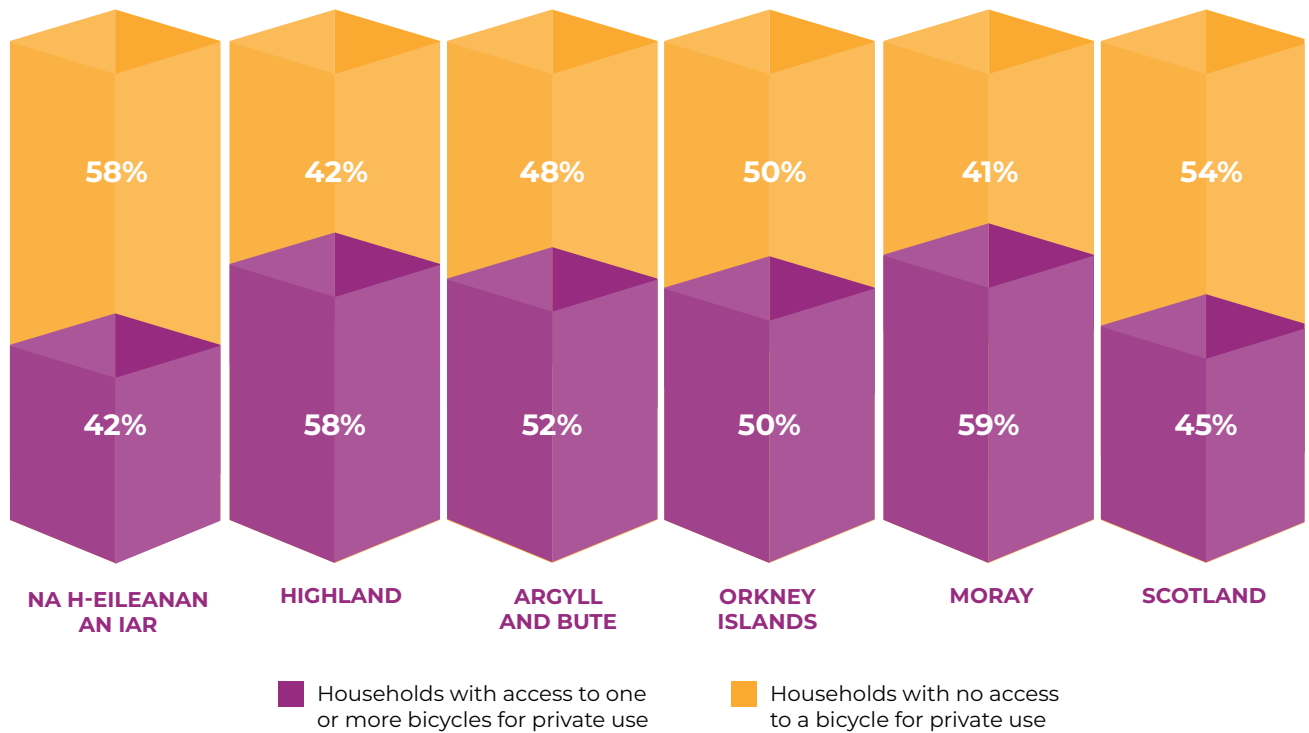


PROPORTION OF POPULATION WITH A PRIVATE VEHICLE (2022)

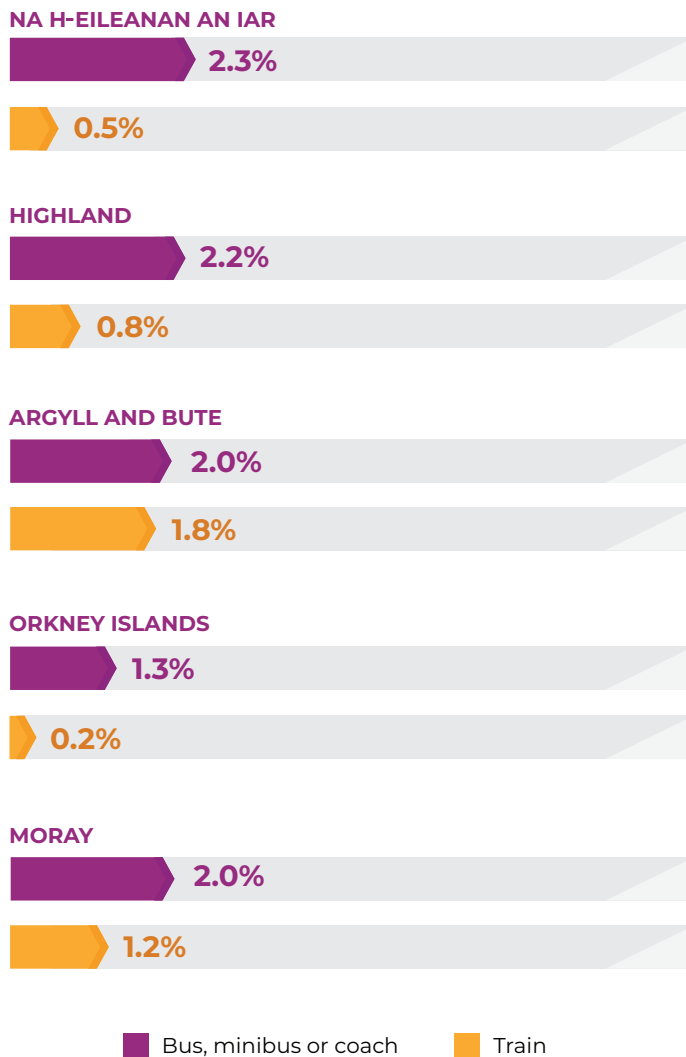


\* SCOTLAND ONLY

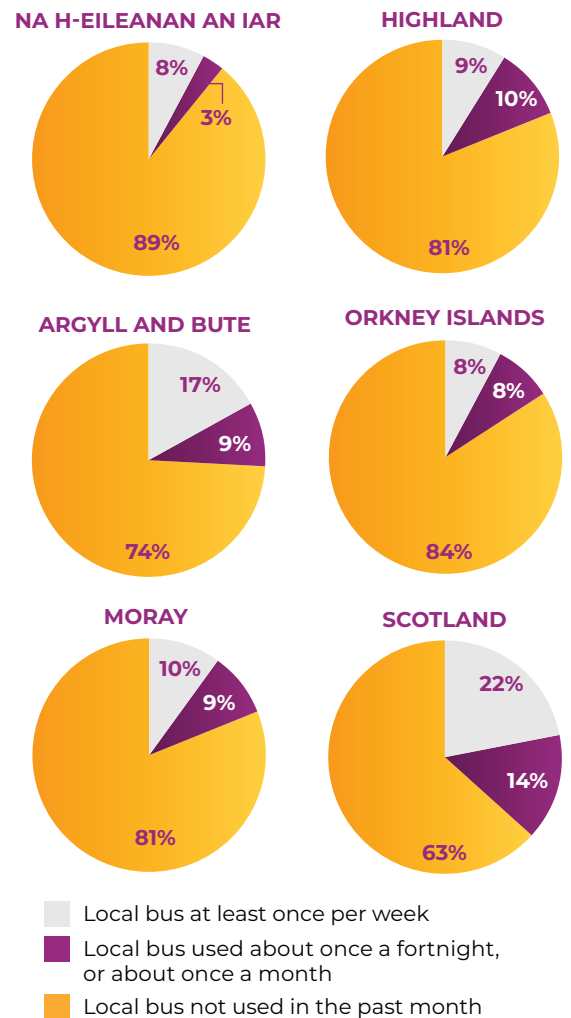
## PROPORTION OF POPULATION WITH ACCESS TO A BICYCLE (2022)



## PROPORTION OF POPULATION TAKING PUBLIC TRANSPORT TO WORK (2022)



## PROPORTION OF POPULATION USING A LOCAL BUS SERVICE IN THE PREVIOUS MONTH (2022)





We 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:

Planned and implemented infrastructure improvements





Areas where there are pockets of multiple deprivation: such as Dunoon, Rothesay, Alness, Balintore, Inverness, Oban and Wick

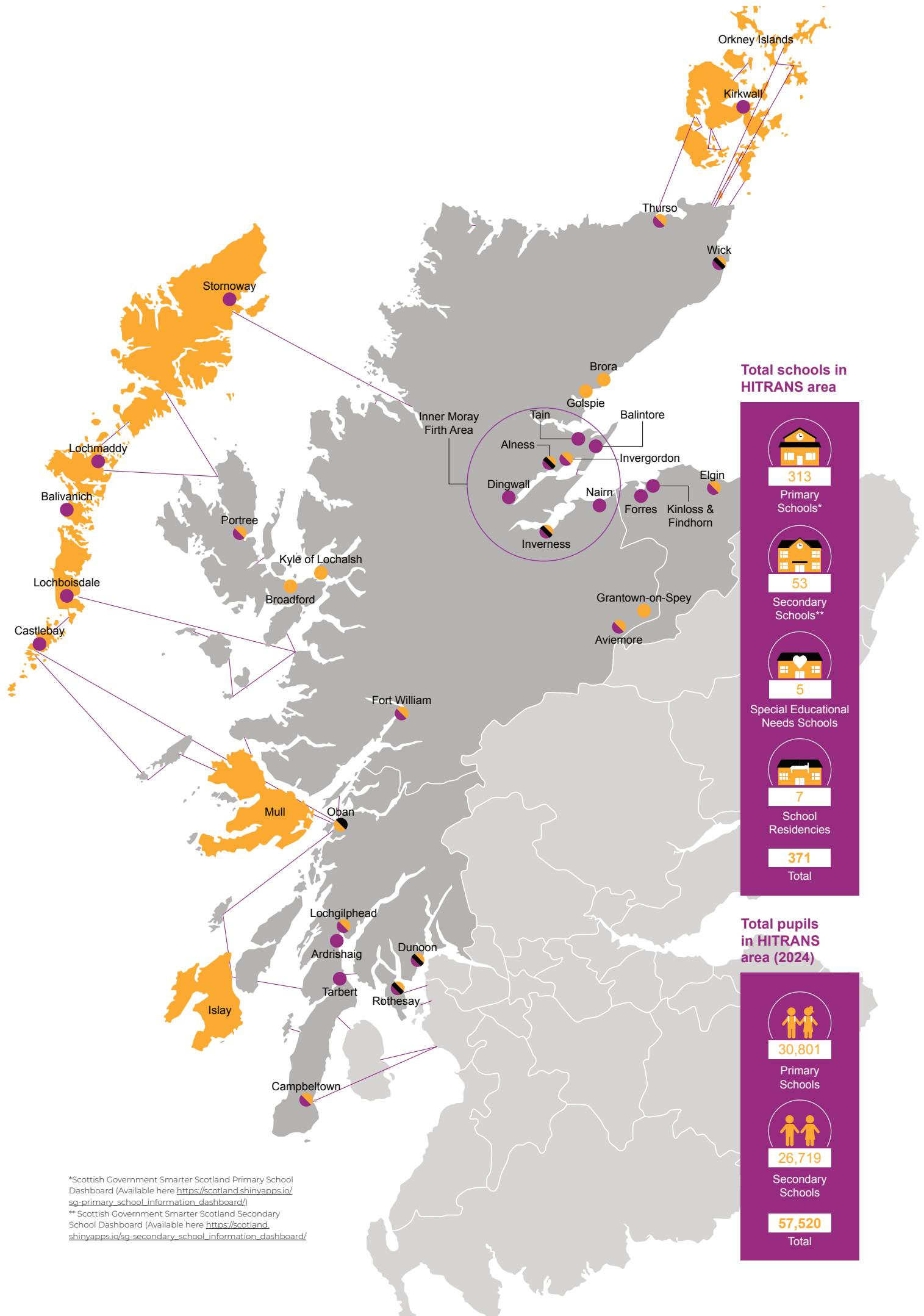
Towns with active travel masterplans and areas defined as travel to work areas with a contained labour market

Smaller towns and settlements to make walking, wheeling and cycling safer and to look at ways to integrate walking, wheeling and cycling with public transport

Towns with higher populations in each region: Inverness, Elgin, Kirkwall, Stornoway, Oban and Lochgilphead

Rural areas and smaller settlements to improve road safety, vehicle driver behaviour and use of shared spaces to create a network of Quiet Routes for walking, wheeling and cycling and using public transport between communities

-  Masterplan towns
-  Areas with multiple deprivation
-  Travel to work area
-  Ferry routes

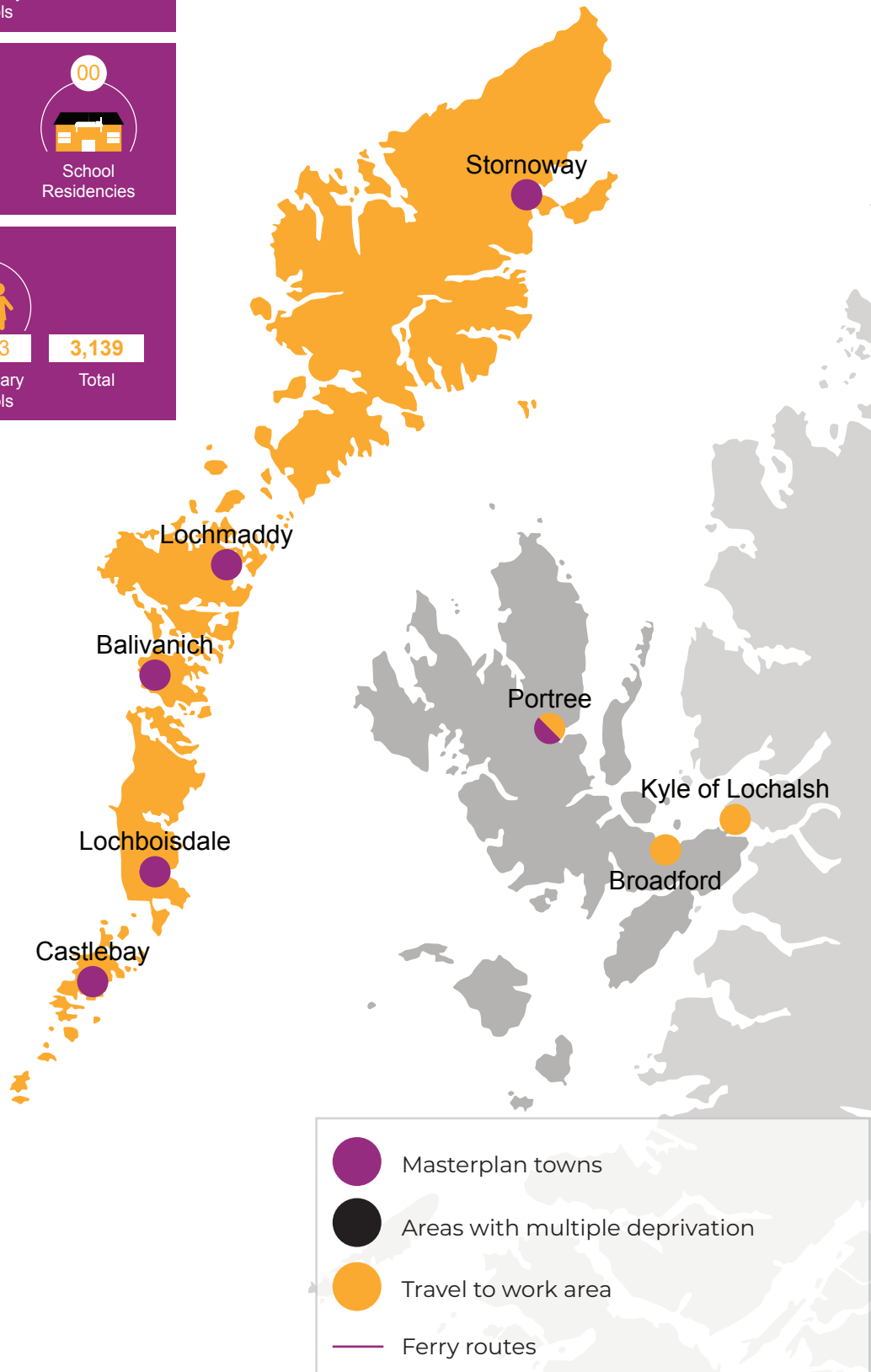
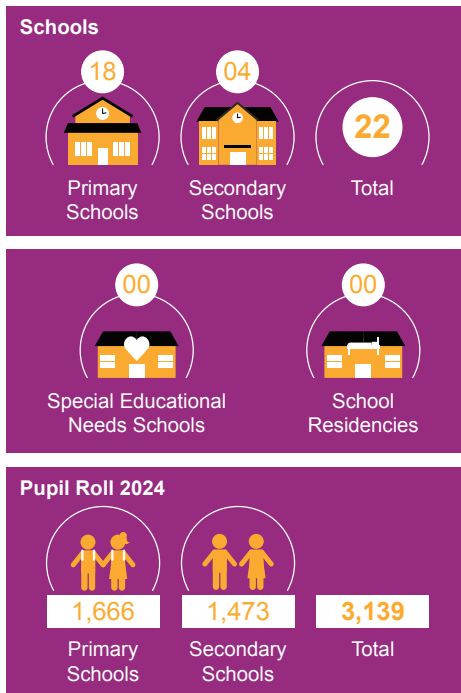


\*Scottish Government Smarter Scotland Primary School Dashboard (Available here <https://scotland.shinyapps.io/sg-primary-school-information-dashboard/>)

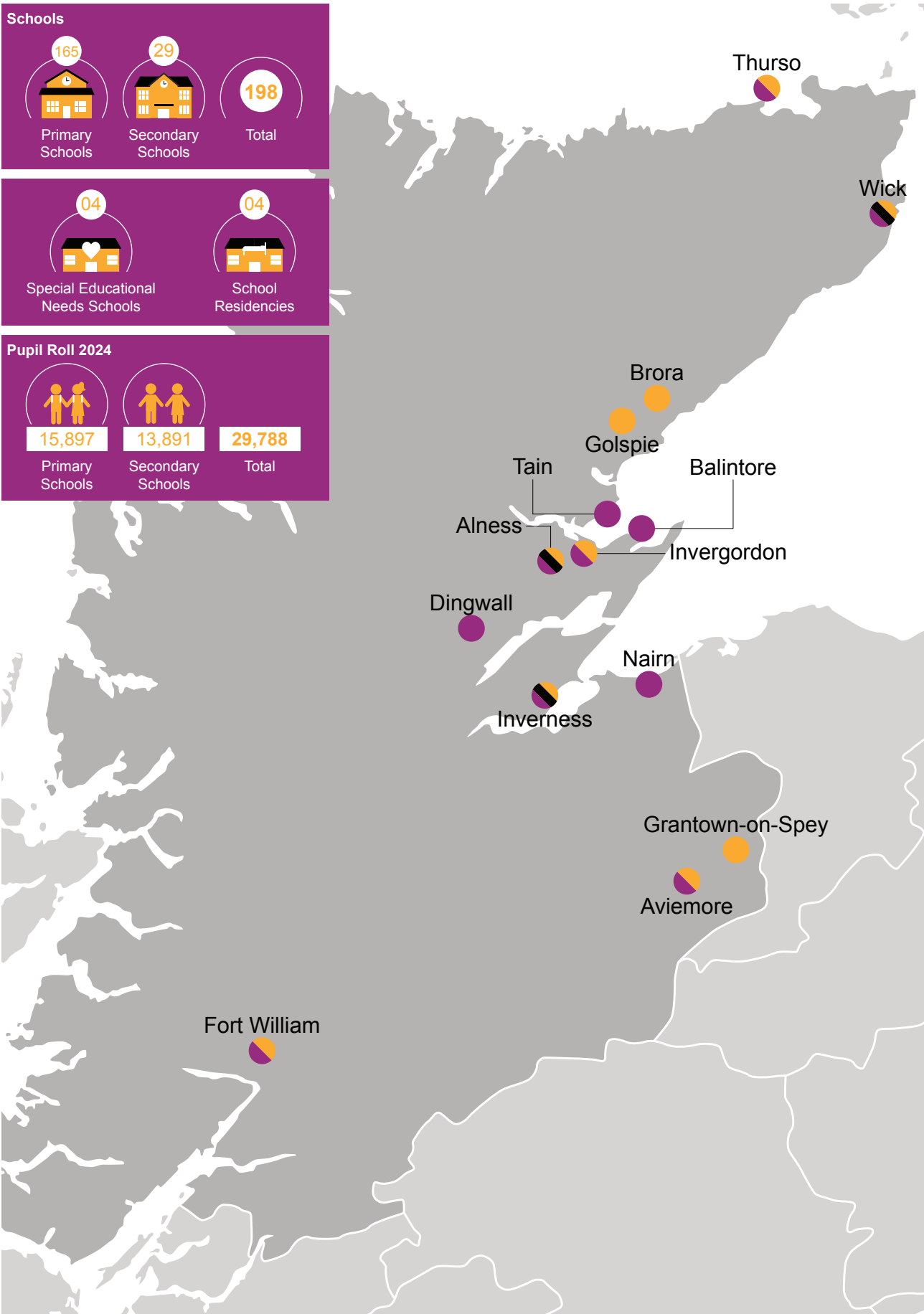
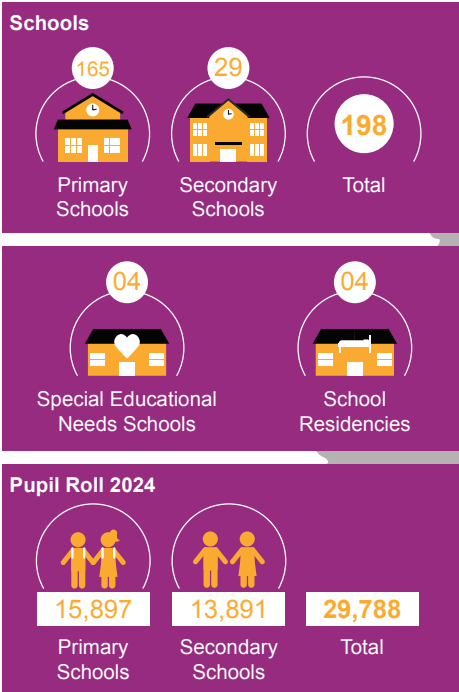
\*\* Scottish Government Smarter Scotland Secondary School Dashboard (Available here <https://scotland.shinyapps.io/sg-secondary-school-information-dashboard/>)

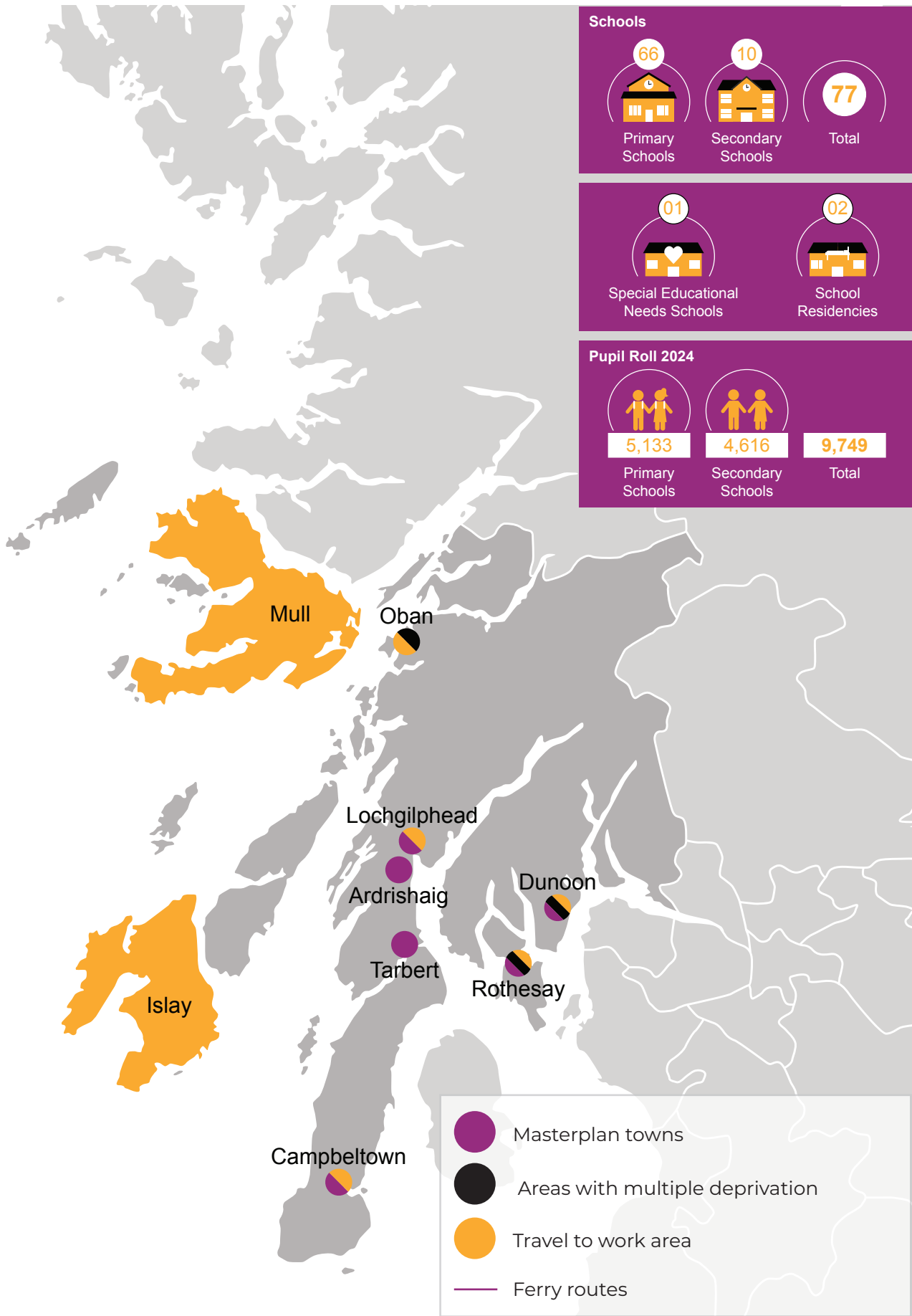


## NA H-EILEANAN AN IAR



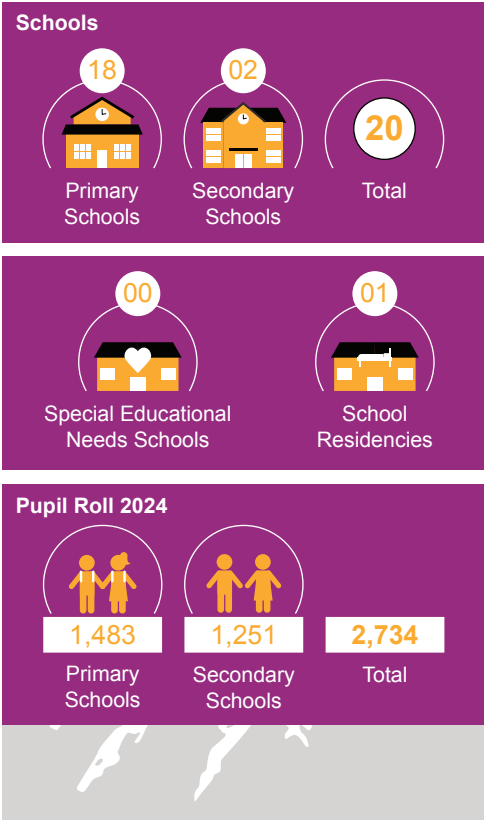
HIGHLAND



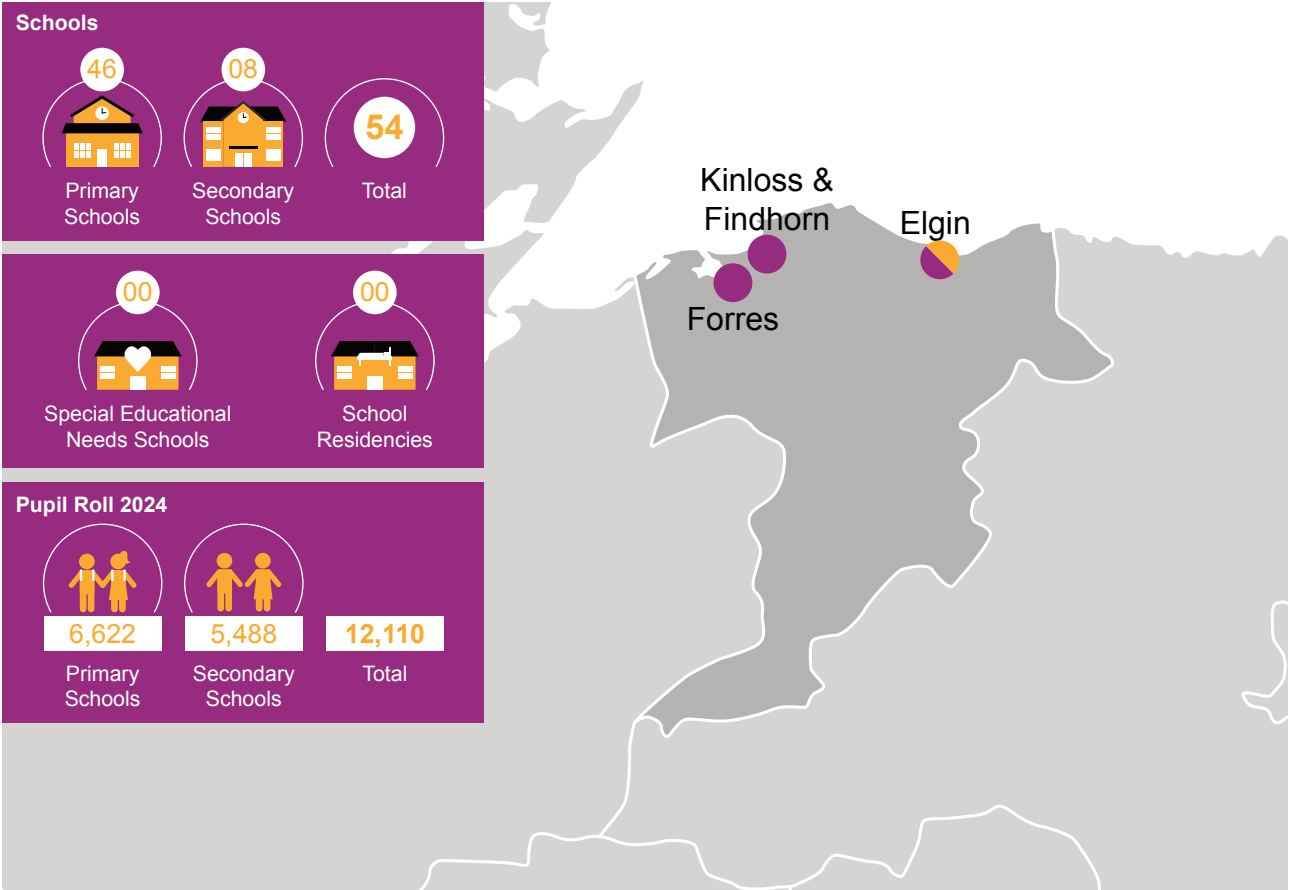




ORKNEY ISLANDS

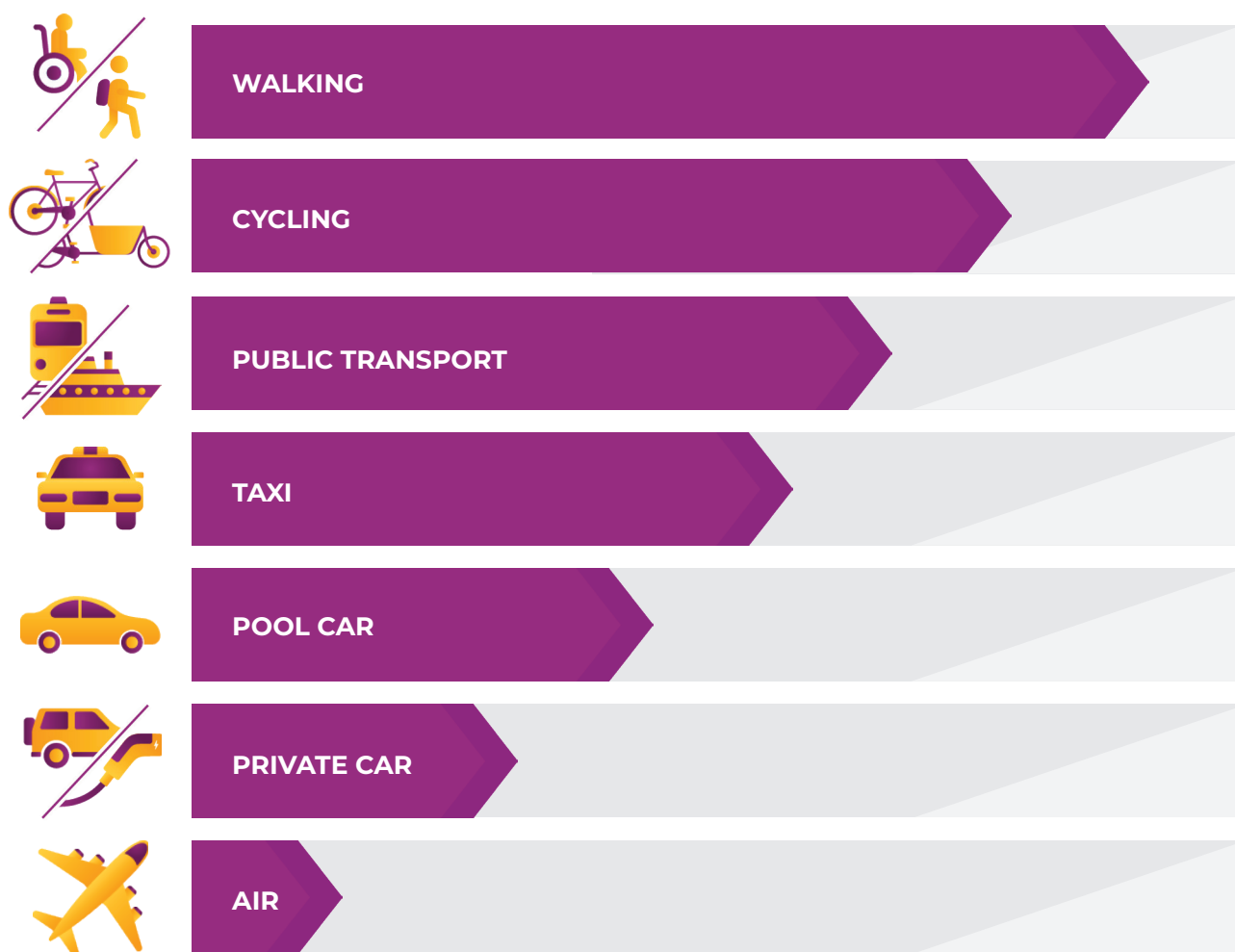


MORAY



# THE TRANSPORT PRIORITIES

We will prioritise behaviour change activities based on the sustainable travel hierarchy and look to integrate transport modes across the region to increase multimodal journeys.



# THE TARGETED AUDIENCES

The key audiences within the People and Place Programme are nursery, primary and secondary school-aged children, and working-aged adults in workplaces, colleges or university. Taking a wider family-centred approach to supporting travel change in school and workplace settings during key life-stage transitions, such as starting school, changing school, starting work, college or university, changing jobs or retiring will involve reaching into communities.

It is important to involve under-represented groups – which face the greatest barriers to walking, wheeling, cycling and using public transport – to ensure that all behaviour change activities are inclusive through being co-designed from inception to delivery. Therefore, priority must be given from the outset to those within the targeted audiences who are living with a disability or long-term health condition, low-income families and individuals, the elderly, women and girls, LGBTQ+ and minority ethnic and religious groups. Working with communities will be important to identify volunteers who can help deliver activities that encourage an uptake of active travel and public transport across the region, particularly among these vulnerable groups.

The HITRANS region features an influx of tourists, especially in the summer months, many of whom could be encouraged to use active travel and public transport rather than private car to explore our area.

There is a network of Quiet Routes across the region, that use roads with varying traffic speeds. Those that drive may not be familiar with single track roads or the presence of pedestrians on the roads with no footways. Therefore, tourists and their transport needs are included within this strategy, although they are not part of Transport Scotland's People and Place Programme.

## CHILDREN

- Pre-school children
- Primary school-aged children
- Secondary school-aged children
- Carers, parents and family members of pre- and school-age children
- School and local authority staff

## ADULTS

- Working-aged adults
- Students
- Current and potential volunteers to lead activities
- Retired adults

## TOURISTS

- Couples
- Families
- UK visitors
- International visitors

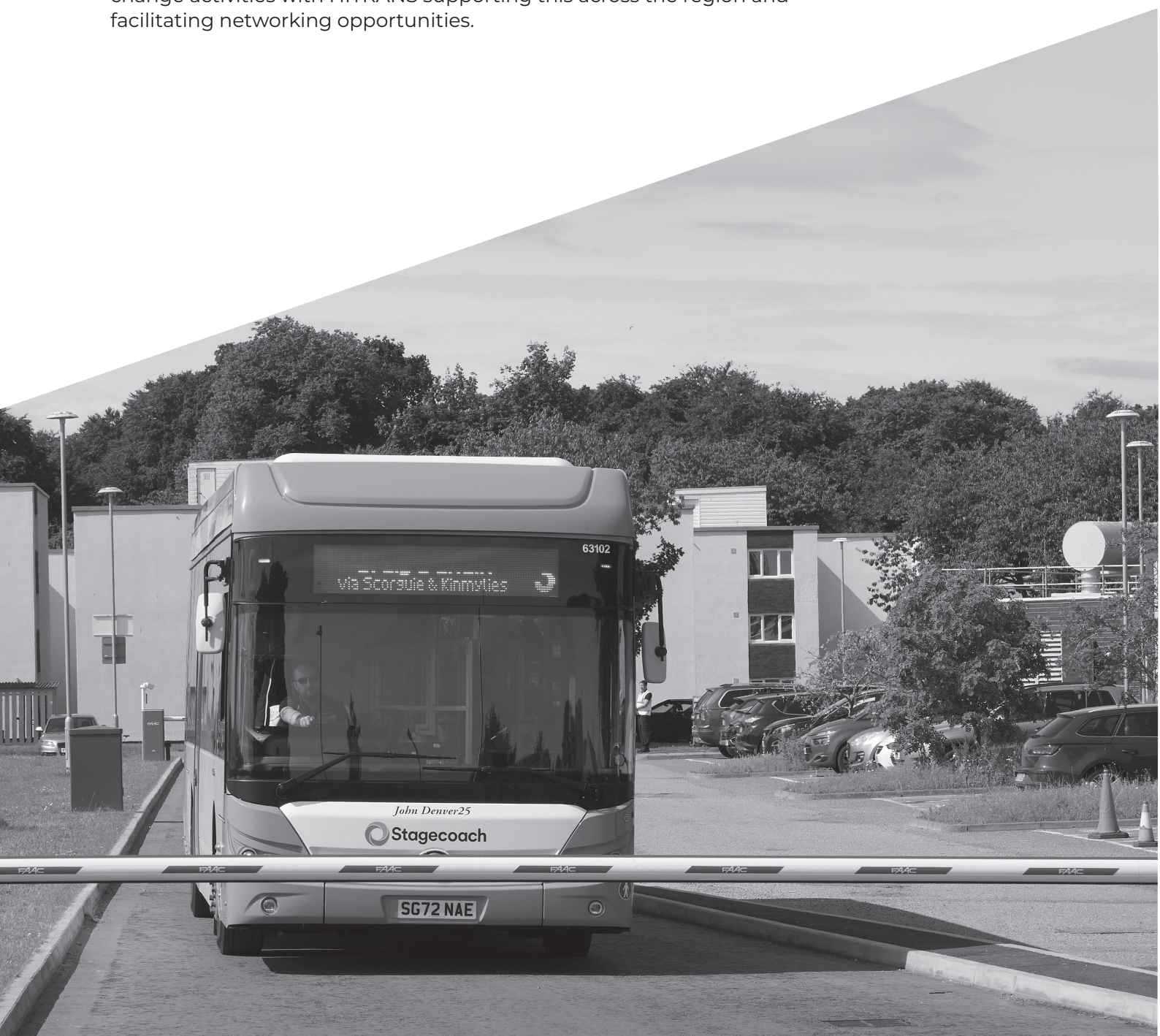
## VOLUNTEERS

- School pupils
- Adults



# THE SKILLS BASE

Reaching specific audiences, in their respective settings, will require developing the capabilities and capacity of the local workforce and volunteers. Skills development needs to be a key element of all behaviour change activities with HITRANS supporting this across the region and facilitating networking opportunities.







# THE NEED FOR ONGOING COMMUNICATIONS

Sustained communications about the opportunities and benefits of active travel and public transport are a vital part of any behaviour change activity and need to be included in all local activity plans. HITRANS will support campaigns to increase awareness of the benefits of active travel and public transport, as well as safer driving on rural roads.

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# THE BEHAVIOUR CHANGE ACTIVITIES

There are many behaviour change theories that can be applied to increase walking, wheeling, cycling and the use of public transport. We are not suggesting which approach to use, but instead 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 by walking, wheeling, cycling, using public transport or driving more safely. We recognise a packaged approach will be most effective where a combination of activities is delivered over a sustained period in the same location and to the same target groups.

## THE IMPACT

We will produce an annual delivery plan based on our allocation of funding to share our planned activities with partners, and we will produce a subsequent annual report on progress made to date, to highlight which interventions are making an impact and how.

The reports can be found on the HITRANS website at [www.hitrans.org.uk](http://www.hitrans.org.uk)





# **APPENDIX**

# **POPULATION**

# **DATA TABLES**

## PRIMARY AND SECONDARY SCHOOL PUPILS (SCOTTISH PUPIL CENSUS 2024)

LOCAL AUTHORITY	PUPILS IN PRIMARY SCHOOLS	PERCENTAGE OF TOTAL POPULATION	PUPILS IN SECONDARY SCHOOLS	PERCENTAGE OF TOTAL POPULATION
NA H-EILEANAN AN IAR	1,666	6.4%	1,473	5.6%
HIGHLAND	15,897	6.8%	13,891	5.9%
ARGYLL AND BUTE	5,133	6.0%	4,616	5.4%
ORKNEY ISLANDS	1,483	6.8%	1,251	5.7%
MORAY	6,622	7.1%	5,488	5.9%
SCOTLAND	<b>379,354</b>	<b>7.0%</b>	<b>315,072</b>	<b>5.8%</b>

## PUPILS WITH ADDITIONAL SUPPORT NEEDS (ASN) (SCOTTISH PUPIL CENSUS 2023)

LOCAL AUTHORITY	PUPILS WITH ASN IN PRIMARY SCHOOLS	PERCENTAGE OF PRIMARY SCHOOL PUPILS WITH ASN	PUPILS WITH ASN IN SECONDARY SCHOOLS	PERCENTAGE OF SECONDARY SCHOOL PUPILS WITH ASN
NA H-EILEANAN AN IAR	565	33.9%	568	38.6%
HIGHLAND	5,908	37%	7078	51.0%
ARGYLL AND BUTE	1,624	31.6%	1853	40.1%
ORKNEY ISLANDS	458	30.9%	696	55.6%
MORAY	2,365	35.7%	2693	49.1%
SCOTLAND	<b>116,923</b>	<b>30.8%</b>	<b>134,371</b>	<b>42.6%</b>

## EARLY YEARS (CENSUS 2022)

LOCAL AUTHORITY	CHILDREN AGED 0-4	PERCENTAGE OF POPULATION AGED 0-4
NA H-EILEANAN AN IAR	1,011	3.9%
HIGHLAND	9,835	4.2%
ARGYLL AND BUTE	3,251	3.8%
ORKNEY ISLANDS	960	4.4%
MORAY	4,210	4.5%
SCOTLAND	<b>248,405</b>	<b>4.6%</b>



## WORKING AGE ADULTS (CENSUS 2022)

LOCAL AUTHORITY	PEOPLE AGED 16-64	PERCENTAGE OF POPULATION AGED 16-64
NA H-EILEANAN AN IAR	15,223	58.2%
HIGHLAND	142,266	60.4%
ARGYLL AND BUTE	50,022	58.2%
ORKNEY ISLANDS	12,975	59.1%
MORAY	56,346	60.4%
SCOTLAND	<b>3,458,000</b>	<b>63.6%</b>

## RETIRED (CENSUS 2022)

LOCAL AUTHORITY	TOTAL PEOPLE RETIRED	PERCENTAGE OF TOTAL POPULATION WHO ARE RETIRED
NA H-EILEANAN AN IAR	6,204	23.7%
HIGHLAND	51,704	22.0%
ARGYLL AND BUTE	22,228	25.9%
ORKNEY ISLANDS	5,001	22.8%
MORAY	20,758	22.3%
SCOTLAND	<b>1,060,570</b>	<b>19.5%</b>

## FULL-TIME STUDENTS (CENSUS 2022)

LOCAL AUTHORITY	ALL FULL-TIME STUDENTS AGED 16 AND OVER	PERCENTAGE OF TOTAL POPULATION THAT ARE FULL-TIME STUDENTS	PERCENTAGE OF PEOPLE AGED 16 AND OVER THAT ARE FULL-TIME STUDENTS
NA H-EILEANAN AN IAR	783	3.0%	3.5%
HIGHLAND	8,563	3.6%	4.3%
ARGYLL AND BUTE	2,723	3.2%	3.7%
ORKNEY ISLANDS	641	2.9%	3.5%
MORAY	3,297	3.5%	4.2%
SCOTLAND	<b>3,879,00</b>	<b>7.1%</b>	<b>8.5%</b>

## DISABILITY - DAY-TO-DAY ACTIVITIES (CENSUS 2022)

LOCAL AUTHORITY	ALL PEOPLE	LIMITED A LOT	PERCENTAGE OF TOTAL POPULATION	LIMITED A LITTLE	PERCENTAGE OF TOTAL POPULATION	NOT LIMITED	PERCENTAGE OF TOTAL POPULATION
NA H-EILEANAN AN IAR	26,140	2,745	10.5%	3,607	13.8%	19,787	75.7%
HIGHLAND	235,351	23,040	9.8%	32,936	14.0%	179,375	76.2%
ARGYLL AND BUTE	85,970	9,140	10.6%	12,591	14.6%	64,239	74.7%
ORKNEY ISLANDS	21,958	2,084	9.5%	3,148	14.3%	16,726	76.2%
MORAY	93,293	8,486	9.1%	12,817	13.7%	71,989	77.2%
SCOTLAND	<b>5,439,842</b>	<b>585,467</b>	<b>10.8%</b>	<b>725,445</b>	<b>13.3%</b>	<b>4,128,930</b>	<b>75.9%</b>

## RELIGION (CENSUS 2022)

	NA H-EILEANAN AN IAR	HIGHLAND	ARGYLL AND BUTE	ORKNEY ISLANDS	MORAY	SCOTLAND
CHURCH OF SCOTLAND	35.3%	23.4%	27.0%	26.7%	22.1%	<b>20.4%</b>
ROMAN CATHOLIC	12.1%	6.3%	9.2%	2.7%	5.0%	<b>13.3%</b>
OTHER CHRISTIAN	16.2%	7.6%	6.6%	6.9%	7.2%	<b>5.1%</b>
BUDDHIST	0.2%	0.3%	0.3%	0.2%	0.3%	<b>0.3%</b>
HINDU	0.1%	0.1%	0.1%	0.0%	0.1%	<b>0.6%</b>
JEWISH	0.0%	0.0%	0.1%	0.1%	0.1%	<b>0.1%</b>
MUSLIM	0.2%	0.5%	0.4%	0.2%	0.3%	<b>2.2%</b>
SIKH	0.0%	0.0%	0.1%	0.0%	0.0%	<b>0.2%</b>
PAGAN	0.5%	0.5%	0.6%	0.9%	0.5%	<b>0.4%</b>
OTHER RELIGION	0.3%	0.3%	0.2%	0.3%	0.3%	<b>0.2%</b>
NO RELIGION	29.9%	54.3%	48.5%	56.3%	58.1%	<b>51.1%</b>
RELIGION NOT STATED	5.1%	6.6%	7.0%	5.7%	6.0%	<b>6.2%</b>

## METHOD OF TRAVEL TO WORK (CENSUS 2022)

	NA H-EILEANAN AN IAR	HIGHLAND	ARGYLL AND BUTE	ORKNEY ISLANDS	MORAY	SCOTLAND
WORK MAINLY AT OR FROM HOME	28.9%	30.5%	33.0%	29.0%	26.7%	<b>31.6%</b>
DRIVING A CAR OR VAN	54.2%	49.6%	45.8%	49.8%	51.9%	<b>45.9%</b>
PASSENGER IN A CAR OR VAN	4.6%	3.7%	3.8%	3.3%	3.6%	<b>3.6%</b>
TAXI OR PRIVATE HIRE	0.5%	0.3%	0.2%	0.2%	0.6%	<b>0.6%</b>
MOTORCYCLE, SCOOTER OR MOPED	0.2%	0.2%	0.2%	0.2%	0.2%	<b>0.2%</b>
ON FOOT	4.8%	8.8%	10.1%	11.0%	8.8%	<b>7.3%</b>
BICYCLE	0.5%	2.3%	1.2%	1.4%	1.8%	<b>1.4%</b>
BUS, MINIBUS OR COACH	2.3%	2.2%	2.0%	1.3%	2.0%	<b>5.7%</b>
TRAIN	0.5%	0.8%	1.8%	0.2%	1.2%	<b>2.3%</b>
UNDERGROUND, SUBWAY OR TRAM	0.0%	0.0%	0.1%	0.0%	0.0%	<b>0.2%</b>
OTHER	3.5%	1.6%	1.9%	3.6%	3.2%	<b>1.3%</b>

## PUBLIC TRANSPORT USE (SHS TABLE LA11: ADULTS (16+) (CENSUS 2022) - USE OF LOCAL BUS SERVICES, AND TRAIN SERVICES IN THE PREVIOUS MONTH)\*

LOCAL AUTHORITY	LOCAL BUS AT LEAST ONCE PER WEEK	LOCAL BUS USED ABOUT ONCE A FORTNIGHT, OR ABOUT ONCE A MONTH	LOCAL BUS NOT USED IN PAST MONTH	TRAIN AT LEAST ONCE PER WEEK	TRAIN AT LEAST ONCE PER MONTH
NA H-EILEANAN AN IAR	8%	3%	89%	89%	89%
HIGHLAND	9%	10%	81%	83%	85%
ARGYLL AND BUTE	17%	9%	74%	76%	78%
ORKNEY ISLANDS	8%	8%	84%	85%	85%
MORAY	10%	9%	81%	81%	81%
SCOTLAND	<b>22.0%</b>	<b>14.8%</b>	<b>63.2%</b>	<b>67.1%</b>	<b>70.9%</b>

\*Scottish Household Survey

## VEHICLE OWNERSHIP (CENSUS 2022)

LOCAL AUTHORITY	NO CARS OR VANS IN HOUSEHOLD	ONE CAR OR VAN IN HOUSEHOLD	TWO CARS OR VANS IN HOUSEHOLD	THREE CARS OR VANS IN HOUSEHOLD	FOUR OR MORE CARS OR VANS IN HOUSEHOLD
NA H-EILEANAN AN IAR	18.6%	43.9%	27.5%	7.4%	2.7%
HIGHLAND	18.1%	45.3%	27.5%	6.7%	2.5%
ARGYLL AND BUTE	20.3%	45.6%	26.0%	5.9%	2.2%
ORKNEY ISLANDS	16.8%	44.3%	28.5%	7.1%	3.2%
MORAY	17.4%	45.4%	27.8%	6.8%	2.6%
SCOTLAND	<b>26.4%</b>	<b>43.1%</b>	<b>23.6%</b>	<b>5.2%</b>	<b>1.8%</b>

## BICYCLE OWNERSHIP (CYCLING SCOTLAND ANNUAL CYCLING MONITORING REPORT 2023)

LOCAL AUTHORITY	HOUSEHOLDS WITH ACCESS TO ONE OR MORE BICYCLES FOR PRIVATE USE	HOUSEHOLDS WITH NO ACCESS TO A BICYCLE FOR PRIVATE USE
NA H-EILEANAN AN IAR	42%	58%
HIGHLAND	58%	42%
ARGYLL AND BUTE	52%	48%
ORKNEY ISLANDS	50%	50%
MORAY	59%	41%
SCOTLAND	<b>45%</b>	<b>55%</b>



