

Item:
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Report to Partnership Board Meeting 25th April 2025

RESEARCH AND STRATEGY DELIVERY

ACTIVE TRAVEL UPDATE

Purpose of Report

To update Board Members on development of the People and Place Programme funded by Transport Scotland, and other Active Travel projects in which HITRANS and our Partner Local Authorities are involved.

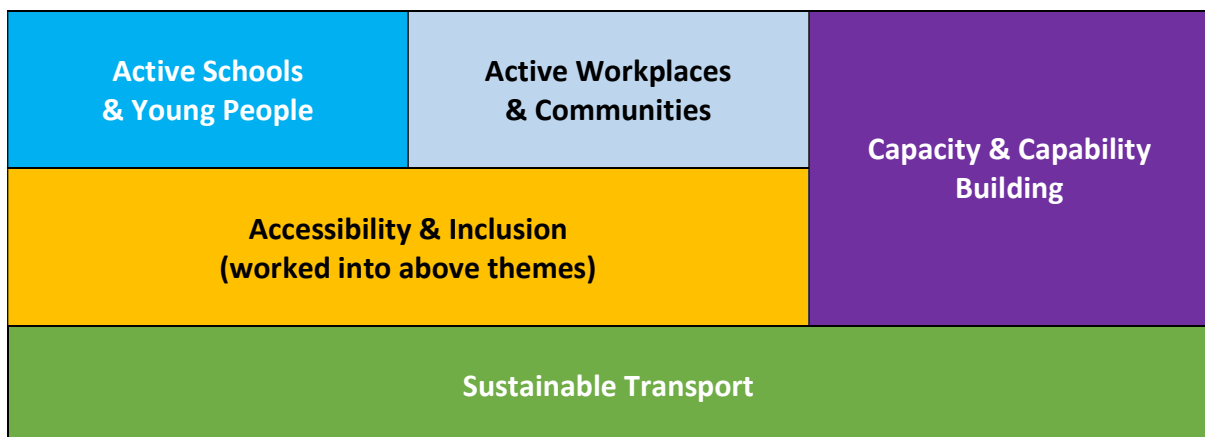
- **PEOPLE AND PLACE PROGRAMME 2025/26**

At the time of writing we have still not received confirmation from Transport Scotland of our grant allocation for 2025/26, but we are working on the assumption that it will be as submitted in our proposal in January. The overall People and Place Programme in Scotland carries a budget of £23.45M in 25/26 with £2,48M allocated to HITRANS. The revenue/capital split is again challenging for what is essentially a revenue-based programme, with just over one-third of the budget split being revenue and the remainder as capital.

Our 2024/25 programme is currently being evaluated, with a report due to Transport Scotland in June, which will be presented to the next HITRANS Board meeting in September.

Themes

The 2025/26 programme has been informed by the emerging Behaviour Change Strategy which is detailed in the next paper. It covers the same four themes as the 2024/25 programme, with the addition of sustainable transport:



Outcomes

Our outcomes are linked to the Active Travel Framework and the programme has 5 priority areas which we will use to prioritise projects supported through the programme:

OUTCOMES

More people walk/wheel/cycle for local journeys

Walking/wheeling/cycling is safer

Walking/wheeling/cycling is available to all

More people use sustainable transport for longer journeys

PRIORITY AREAS

Link to infrastructure

AT Masterplan Settlements

Pockets of IMD

Public Transport Connections & getting around in smaller settlements

Rural Road Safety

Outputs

We will support partner local authorities, the Cairngorm National Park Authority, and local and national delivery partners to achieve these outcomes as well as managing grant funds and programmes within our own staff capacity.

The outputs of the 2025/26 Programme will be as follows:

ACTIVE SCHOOLS & YOUNG PEOPLE		
Project	Activities / Outputs	Delivery Partner
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 (BCO)
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 	HITRANS - 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 	HITRANS – 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 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 loans and try-outs
CnES	Through 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 loans and try-outs
Highland	Through Local Delivery Partners, Local BCO's: <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
Moray	Through 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 loans and try-outs
Orkney	Through Behaviour Change Officer: <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	Through Local Delivery Partners: <ul style="list-style-type: none"> - Dr Bike sessions - Basic bike maintenance training - Bike maintenance qualifications
CnES	Through Local Delivery Partners: <ul style="list-style-type: none"> - Dr Bike sessions - Basic bike maintenance training - Bike maintenance qualifications
Highland	Through Local Delivery Partners and Local Behaviour Change Officers: <ul style="list-style-type: none"> - Dr Bike sessions - Basic bike maintenance training - Bike maintenance qualifications
Moray	Through Local Delivery Partners:

	<ul style="list-style-type: none"> - Dr Bike sessions - Basic bike maintenance training - Bike maintenance qualifications
Orkney	Co-ordinated by Behaviour Change Officer: <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 on the Move 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

Budget

The budget breakdown is as follows (please note that budget allocations this may change once we receive confirmation from Transport Scotland and as the year progresses):

Budget Line	Project/Programme	Budget		
		RDEL	CDEL	Total
Local Delivery Partners	Local and National Delivery Partners	490,425	254,038	744,463
Smart Travel Choices Programme	Campaigns / local capacity & capability building Funding for employers TravelKnowHow Travel Planning Monitoring & Evaluation Conference	35,000	150,000	185,000
Transport Integration	Cycle Parking Programme Sustainable transport / transport integration Real Time Passenger Information Access to Bikes		600,000	600,000
HI-BIKE	Shared eBike scheme: Inverness, Fort William, Elgin		313,804	313,804
Local Behaviour Change Officers	Working budget for BCOs		30,000	30,000
Fort William Wayfinding	Implementation of wayfinding system in Fort William		46,000	46,000
HITRANS Resource Support and Programme Staff Costs		282,802	202,550	485,352
Still to be allocated		29,077	50,849	79,926
Totals:		837,304	1,647,241	2,431,884

- **CAPITAL PROJECTS: ACTIVE TRAVEL INFRASTRUCTURE FUND**

HITRANS has bid for 5 projects within the Tier 2 Active Travel Infrastructure Fund, totaling just under £3M. If successful, the projects will be delivered in partnership with the respective Lead Partner community organisation or Network Rail.

Project	Lead Org.	LA Area	Stage	Est. Cost	Notes
lochdar Paths	lochdar CC	CnES	Construct	£850,000	Connecting school, housing and shop within crofting community on S Uist.
Skye Cycle Way	Broadford & Strath CC	Highland	Detailed design	£520,000	Key initial section of Skye Cycle Network connecting Kyleakin with Broadford. Consider design & build application spanning 2 FYs.
Skye Cycle Network	Edinbane CC	Highland	Construct	£1.2M	Edinbane section of Skye Cycle Network connecting village with campsite.
Oban Interchange	Network Rail / HITRANS	A&B	Construct	£302,000	HITRANS project to better connect Oban transport interchange

- **OTHER PROJECTS**

The Active Travel Officer continues to co-ordinate the Active Travel Advisory Group, bringing together our Local Authority partners and other partners and stakeholders. This group will meet in Stornoway in June.

The Active Travel Officer also co-ordinates or participates in active and sustainable travel working groups in CnES, Orkney, Moray, and Highland.

Board Members are asked to note the report.

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: 10th April 2025

APPENDIX I – DESIGN DRAFT OF ACTIVE TRAVEL BEHAVIOUR CHANGE STRATEGY 2024 - 2030

Front page

Title: Active travel and sustainable transport behaviour change strategy 2024 - 2030

Logo: HITRANS

Alternative format statement: If you require this publication in an alternative format such as large print, coloured background, audio, Braille, an easy-to-understand version, or a language translation please email: info@hitrans.org.uk or phone: 01463 719 002.

Please provide your contact details along with the publication's title plus the format you require.

Cover: Photograph montage illustrating walking, wheeling, cycling, buses, trains and ferries in the area or create a very simple graphic.

Date and version number: March 2025, Version 1

Contents [Add hyperlinks and page numbers]

- The Vision
- The Outcomes
- The Regional Priorities
- The Target Audiences
- The Need for Ongoing Communications
- The Activities
- The Impact

Our Vision

This five-year active travel and sustainable transport behaviour change strategy shares HITRANS vision to increase the number of people choosing walking, wheeling and cycling for short and multi modal journeys and sustainable transport for longer journeys across Argyll and Bute, Western Isles, the Orkney Islands, Highland, Moray and the Cairngorms National Park.

The Outcomes

The outcomes of the strategy are to:

1. Increase the number of people choosing walking, wheeling and cycling for short everyday journeys and as part of multi modal journeys
2. Make walking, wheeling and cycling safer for all
3. Make walking, wheeling and cycling available to all
4. Increase the number of people choosing sustainable transport for longer journeys

The Regional Priorities

[Create an illustrative map of the HITRANS area featuring 1 – 10 below as an overall map and detailed x 5 maps for each local authority]

1. Settlements with active travel masterplans [see diagram below]

2. SIMD towns [see diagram below]
3. Travel to work areas (towns and area) [see diagram below]
4. Ferry routes
5. Airports
6. National cycle routes / national long distance walking routes
7. Hospitals
8. Nursery, Primary and Secondary Schools
9. Colleges and universities
10. Council HQs

[Design Diagram to accompany map]

Diagram: List of towns with active travel masterplans and/or areas of high deprivation/ travel to work areas

M = Masterplan

SIMD – Areas with multiple deprivation

T – Travel to work area

1. Alness (M/SIMD/T)
2. Ardrishaig (M)
3. Aviemore (M/T)
4. Balintore (SIMD)
5. Balivanich (M)
6. Broadfrod (T)
7. Brora (T)
8. Castlebay (M)
9. Campbeltown (M/T)
10. Dingwall (M)
11. Dunoon (M/SIMD/T)
12. Elgin (M/T)
13. Forres (M)
14. Fort William (M/T)
15. Golspie (T)
16. Grantown-on-Spey (T)
17. Inner Moray Firth Area (M)
18. Invergordon (M/T)
19. Inverness (M/SIMD/T)
20. Islay (T)
21. Kinloss & Findhorn (M)
22. Kirkwall (M)
23. Kyle of Lochalsh (T)
24. Lochboisdale (M)
25. Lochgilphead (M/T)
26. Lochmaddy (M)
27. Mull (T)
28. Nairn (M)
29. Oban (SIMD/T)
30. Orkney Islands (T)
31. Portree (M/T)
32. Rothesay (M/SIMD/T)
33. Stornoway (M)
34. Tain (M)

35. Tarbert (M)
36. Thurso (M/T)
37. Western Isles (T)
38. Wick (M/SIMD/T)

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:

1. Planned and implemented infrastructure improvements
2. Towns with active travel masterplans and areas defined as travel to work areas with a contained labour market
3. Towns with higher populations in each region: Inverness, Elgin, Kirkwall, Stornoway, Oban and Lochgilphead
4. Areas where there are pockets of multiple deprivation: such as Dunoon, Rothesay, Alness, Balintore, Inverness, Oban and Wick
5. 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
6. 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

Safety and perceptions of safety is a major barrier preventing more people to walk, wheel, cycle and use public transport. This is especially the case on rural and single-track roads connecting settlements with no pavements or cycleways and for the elderly, young people, people living with long term health conditions or a disability, women and girls, LGBTQ+ and ethnic minority and religious groups who feel less safe walking, wheeling, cycling and using public transport. This makes safety an important consideration. Tourists visiting the region by car need to be targeted with messages on safer driving and Highway Code priority for pedestrians and cyclists.

The Targeted Audiences

Involving under-represented groups, who face the greatest barriers to walking, wheeling, cycling and using public transport, will help to ensure that all delivered behaviour change activities are inclusive through being co-designed from inception to delivery. Therefore, the priority targeted audiences in the region are people 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 reach those most in need of tailored approaches to increase their uptake of active travel and sustainable transport across the region. It must be noted that the area 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 more rural areas across the country and implies a greater demand for access to health and care services. This makes transport to and from health settings and promotion of active travel, including social prescribing, a priority.

Nursery, primary and secondary school aged children and working aged adults in workplaces, college or university are key audiences to reach by taking a family centred approach to support travel change during key life stage transitions, such as starting school, changing school, starting work, college or university, changing jobs or retiring.

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

[Statistics: add population from Census 2022 etc. for 5 x regions (early years, primary school, secondary school, additional support needs, working age adults, retirees, disabilities, long term health conditions, ethnic / religious groups, public transport use / car ownership / bike ownership / walk, cycle to work statistics]

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 deliver regional wide campaigns to increase awareness of the benefits of active travel and sustainable transport and safer driving on rural roads.

Diagram xx: Active travel and sustainable transport behaviour change strategy 2024 - 2030 overview

Vision	To increase the number of people choosing walking, wheeling and cycling for short and multi modal journeys and sustainable transport for longer journeys across Argyll and Bute, Western Isles, the Orkney Islands, Highland, Moray and respective areas of the Cairngorms National Park.					
Outcomes	Regional Priorities	Priority Target Audiences	Main Target Audiences	Settings to Reach Target Audiences	Capacity and Capability of Staff and Volunteers	Communications
<ul style="list-style-type: none"> - Increase the number of people choosing walking, cycling and wheeling for short everyday journeys and as part of multi modal journeys (ATF 1) - Make walking, wheeling and cycling safer for all (ATF 3) - Make walking, wheeling and cycling available to all (ATF 5) - Increase the number of people choosing sustainable 	<ul style="list-style-type: none"> - Planned and implemented infrastructure improvements - Towns with active travel masterplans and areas defined as travel to work areas with a contained labour market - Towns with higher populations in each region: Inverness, Elgin, Kirkwall, Stornoway, Oban and Lochgilphead - Areas where there are pockets of multiple deprivation - Smaller towns and settlements to make walking, wheeling and cycling safer and to look at 	<ul style="list-style-type: none"> - People with a disability or long-term health condition - Families and individuals on low incomes - The elderly - Women and girls - LGBTQ - Minority ethnic and religious groups 	<ul style="list-style-type: none"> Schools - Pre-school children - Primary school aged children - Secondary school aged children - Carers and family members of pre and school age children - School and local authority staff Workplaces - Working aged adults - Students Communities - Parents and carers of young children - Carers - Non-working adults - Retired adults 	<ul style="list-style-type: none"> - Nursery, primary, secondary schools and schools for pupils with additional support needs - Offices, colleges and universities, business parks, industrial estates - Hospitals, GP Surgeries, Community groups e.g. youth groups, health support groups 	<ul style="list-style-type: none"> - Training - Coaching - Mentoring - Networking - Skills development - Coordination of activities - Cascade training/train the trainer - Succession planning - Upscaling reach 	<ul style="list-style-type: none"> - Promote active travel infrastructure and public transport - Promote behaviour change activities - Normalise sustainable travel - Provide a range of information in different formats and across different channels to reach specific audiences - Amplify regional and national campaigns

<p>transport for longer journeys</p> <p>ATF = Transport Scotland Active Travel Framework</p>	<p>ways to integrate walking, wheeling and cycling with public transport</p> <ul style="list-style-type: none"> - Rural areas and smaller settlements to improve road safety, 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 		<ul style="list-style-type: none"> - Current and potential volunteers to lead school, workplace and community activities <p>Tourists</p> <ul style="list-style-type: none"> - Couples - Families - UK visitors - International visitors 	<ul style="list-style-type: none"> - accommodation providers - tourist providers - transport operators <p>Transport interchanges</p>		
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Transport Behaviour Change Activities

There are many behaviour change theories that can be applied to increase walking, wheeling and cycling and use of public transport. Therefore, we are not suggesting which approach to use, instead, we have listed a range of activities that could be considered to meet the specific needs of the target audience, where they live and their need for travel and how this might be made by walking, wheeling, cycling or using public transport or driving safer. We recognise a packaged approach will be the most effective where a combination of activities is delivered over a sustained period in the same location and to the same target groups. These activities will include but are not limited to those listed in the table below.

Key: S – Schools / W – Workplaces / C – Communities / V – Visitors

[Hyper link to providers. The .pdf document will be updated if links break or providers change]

Setting	Activity	Providers	Regional examples
S/W/C/V	Travel planning Personalised travel planning: 1:1 / group / travel diary / using online tools / reading timetables / school or workplace travel plans Travel promotion sessions / roadshows Travel support for anyone living with a disability / impairment or additional support need	Traveline website and app Travel Know How (W) Independent travel training Community Rail Station travel planning Cycle Rail ScotRail station travel plans	
S/W/C/V	Park and ride or stride promotion / free ticket / subsidy		
S/W/C	Travel / walking / cycling / physical activity challenges	Paths for All Step Count Challenge Love to Ride	NHS Western Isles Challenge
S/W/C/V S/W/C S/W/C S	Road safety initiatives Highway Code priority for pedestrians and cyclists 20 mph zone promotion Park Smart	Road Safety Scotland: Schools / Campaigns Brake Junior Road Safety Officers DVLA Plus Pass standards Operation close pass Police Scotland	Highland Advanced Motorist Park Smart
C/V	Improving public transport accessibility and usability	Mencap	

		Interchange	
S/W/C/V	Active travel / transport / community / accessibility / climate hubs (physical / online)		The Dunoon Bothy Velocity Active Travel Hub Accessible travel hub
S/W/C	Sustainable travel champions / ambassadors	Forth Environment Link	
W/C	Sustainable travel vouchers	Transport operators	
S/W/C	Promotion of cycle to work schemes	UK Government	
S/W/C	Cycle training Play on Pedals for nursery schools Bikeability for primary and secondary schools Adult cycle training for parents / carers	Cycling Scotland Training Brochure	Hythehill Primary School, Moray
S/W/C	Dr Bike session / fix your own bike / cycle maintenance courses / qualifications	SOA Bike Maintenance Cycle Maintenance courses	Glenmore Lodge Velotech Training
S/W/C	Driver cycling awareness training to staff / pupils / carers / families Road Safety	Cycling Scotland Road Safety Academy GB	
S/W/C	Cycle loan scheme / cycle library inc. adaptive & cargo cycles		Cycling UK Inverness
S/W/C	Cycle accessories / water bottles / cycle repair kits / buffs / lock / helmets / gloves	Brightwayz	
S/W/C	Cycle repair / recycling / restoration scheme		ACT ReCycle Project, Mid-Argyll SPIN Project, Aviemore, Highland Outfit Moray, Lossiemouth, Moray Lochaber Environmental Group, Fort William, Highland Embark Project in Stornoway, Isle of Lewis
S/W/C	Cycle security measures	Bike register Police Scotland	
S/W/C/V	Commercial cycle share schemes		Hi-Bike

C	Walking / cycling festival		Inverness Walking and Cycling Festival
S/W	Cycle breakfast		
C	Car free days		
C	Play streets	Playing Out Play Scotland	Charles Street, Inverness
S/C	Street closure		
S/W/C	Pop-up mobility hub / parklet creation	CoMoUK	Inverness
S/W/C	Led rides and walks inc. buddy 1:1 opportunities		Cycling UK Rural Connections
S	Walk leader training for secondary school pupils	Paths for All Health Walks	
S	Cycling and walking buses / trains		Noss Primary School Cycling UK
S	School active travel hubs School cycling clubs School cycling activities	Forth Environment Link Scottish Cycling Midlothian Council	
S/W/C	Design, produce and distribute active travel maps / walking route maps / cycle route maps / public transport maps / bus routes / including those specific for schools, workplaces and communities and new housing developments.	Pindar Creative	Local Active Travel Maps Scottish Community Tourism
S/W/C	Public transport timetables / community transport timetables or information on walking and cycling groups	Health Walks timetable	
C	Bicycle friendly buses	Bike Friendly Buses	Aviemore Adventurer
S/W/C	Car share / car hire / e-vehicle scheme	Liftshare Enterprise Car Hire	
C	Social prescribing		Community Link Workers Highland
S/W/C	Route improvements Signage / counters / cycle stands / shelters / repair stations / bus stop improvements / car park changes / dropped kerbs / zebra crossings / safety signage		
S	Safer Routes to Schools audit and improvement		

S	Walking to School Little Feet – early years settings Walk once a Week (WoW) / Travel Tracker – primary schools Next Steps - pupils transitioning to secondary school and university/college	Living Streets	
S	School streets	School Streets Living Streets	Moray Council
S/W/C	Campaigns	Walk to School Week each May Walking Month Big Walk and Wheel Bike Week	
S/W/C	PR / advertising / leaflets / posters / flyers / brochures / website		
S/W/C	Street audit / disability audit / age and dementia friendly audit / Healthy Streets	Living Streets Healthy Streets Centre for Ageing Better	
S/W/C/V	Indoors and outdoor sustainable travel notice boards		
S/W/C	Audit / repair/ install walking and cycling infrastructure such as bike shelters / lockers / drying rooms		
S/w/C	Tailored interventions for children or staff living with a disability or long-term health condition		
S/C	Creation of bespoke fun walking, wheeling and cycling resources and activities for children		
S/W/C	Promotion of concessionary travel U22 bus scheme / over 60s free bus scheme / disabled card / rail discount cards / transport offers	Transport Scotland Concessionary Travel	
S/W/C	Priority car share parking / car sharing promotion		
S/W/C	Car parking management	Climate Xchange	
S/W/C/V	Promotion of assistance services	Thistle Assistance Card	

		Thistle Assistance APP Sunflower Lanyard Guide Dog ID Sign Video Welcome Passenger Assist Recite Me Preparing to travel	NorthLink Ferries CalMac
W	Workplace walking challenges, walk leader training, walking meetings, accreditation, walking APPS	Living Streets Paths for All GoJauntly	Argyll and Bute Council Active Travel Apps
S/W/C	Gamification	Beat the Street	Better Points
C	Community transport training - MiDAS	Community Transport Association	GoGolspie Interloch Community Transport Badenoch and Strathspey Community Connexions
C	Demand Responsive Transport		MooveFlexAPP
W/C/V	Tourist site discounts	Good Journey	
W/C/V	Promotion of integrated train and bus ticketing schemes	PlusBus	Inverness Elgin
W/C/S/	Adopt a station Adopt a bus stop	Community Rail ScotRail	West Highland Community Rail Partnership Highland Mainline
W	Staff benefits	Climate Perks	

The Impact

Every year we will produce a delivery plan based on our allocation of [People and Place Programme](#) funding from **Transport Scotland** to share our planned activities with partners and produce a subsequent annual report on progress made to date to understand which interventions are making an impact and how.

Last page

Logo

How to get in touch

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Transport Scotland logo

[Monitoring and Evaluation logic model – not be included in the strategy but used here to see whether local targets could be devised for the strategy]

The Local Metrics – worked out by using the logic model below

1. Number of staff and volunteers upskilled to deliver activities or training courses for schools, workplaces and communities
2. Number of accessible activities focussing on walking, wheeling, cycling and sustainable transport
3. Number of cycle / wheeling / walking facilities in schools / workplaces / communities
4. Number of nursery schools offering Play on Pedals or using Living Streets Little Feet resource
5. Number of primary schools offering on-road cycle training (Level 2) to their pupils
6. Number of primary schools using the WOW Travel Tracker and Hands Up Survey
7. Number of workplaces with sustainable travel plans
8. Number of people feeling safer to walk / wheel / cycle / use public transport
9. Number of drivers reached with educational messages on driving safely around pedestrians and cyclists
10. No of Hi-Bike members
11. No. of cycles refurbished, and carbon saved
12. Reduction in the number of car trips and the amount of traffic
13. Increase in walking, cycling and bus trips

June 3 National Bicycle Day – count all bikes in stands we have installed.

Year on year counter data

The Outcomes	The active travel indicators	The national data	The theme / setting / audience	The local metrics	The local data sources (quantitative)	The local data sources (qualitative)	The activities
<p>Increase the number of people choosing walking, cycling and wheeling for short everyday journeys and as part of multi modal journeys</p>	<p>Proportion of short everyday journeys by walking and cycling (1)</p>	<p>Scottish Government National Performance Reporting 2023</p> <p>SHS</p> <ul style="list-style-type: none"> - The percentage of journeys less than 2 miles that are made by walking. - The percentage of journeys less than 5 miles that are made by cycling. <p>Living Streets Pedestrian Pound 2024</p>			<p>Route counter data across region</p>	<p>Narrative on any new infrastructure or PPP activities adjacent to counters</p>	

		<p>Transport Scotland Transport and Travel in Scotland 2022 2023</p> <p>Scottish Transport Statistics All editions</p>	<p>Capacity and capability</p>	<p>Number of staff and volunteers upskilled to deliver activities or training courses for schools, workplaces and communities</p>	<p>Project reports</p> <p>Training provider local data, if made available, by Cycling Scotland, Paths for All, C:UK et al</p> <p>HITRANS networking events</p>	<p>Case studies on benefits of skilling up rural workforce / volunteers</p>	
		<p>Transport Scotland Transport and Travel in Scotland 2022 Transport Scotland Disability and Transport</p>	<p>Accessibility and Inclusion</p>	<p>Provision of accessible information and activities on walking, wheeling, cycling and sustainable transport</p>	<p>Project reports</p>	<p>Narrative Case studies</p>	

	Proportion of journeys to school by walking, cycling and wheeling (3)	2021	Schools	<p>Infrastructure Number of cycle / wheeling / walking facilities in schools</p> <p>Initiatives Number of nursery school offering Play on Pedals or using Living Streets Little Feet resource</p> <p>Number of primary schools offering on-road cycle training (Level 2) to their pupils</p> <p>Number of primary schools</p>	<p>Project reports Cycle counts Map of cycle stands / shelters in each region (24/25)</p> <p>Cycling Scotland data Living Streets data</p> <p>Cycling Scotland data Living Streets data</p> <p>WOW Travel Tracker (Living Streets)</p>	<p>Narrative</p> <p>Link to Cycling Scotland Link to Living Streets</p> <p>Link to Cycling Scotland Link to Living Streets</p>	
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				using the WOW Travel Tracker	Hands Up Survey (Sustrans)	Link to Sustrans	
Frequency of walking and cycling for pleasure/exercise (4)			Workplaces	Infrastructure Number of cycle / wheeling / walking facilities at workplaces Initiatives Number of workplaces with sustainable travel plans	Project reports Project reports	Narrative	
		Walking and Cycling Index (Sustrans) Inverness Orkney Travel Matters: walking, wheeling and cycling in Orkney	Communities	Infrastructure Number of cycle / wheeling / walking facilities in communities Initiatives	Project reports Cycle counts Project reports		
	Attitudes towards/propensity to walking,	Paths for All National Survey of attitudes to walking			Project reports		

	cycling and wheeling (2)	<p>and wheeling in Scotland</p> <p>2023 data / summary</p> <p>2019 data / summary</p> <p>Cycling Scotland</p> <p>Annual Cycling Monitoring report</p> <p>2023 data</p> <p>2022 data</p> <p>2021 data</p>					
Make walking, wheeling and cycling safer for all	Casualties by mode of transport and distance travelled (number and proportion (8))	<p>Cycling Scotland</p> <p>Annual Cycling Monitoring report</p> <p>2023 data</p> <p>2022 data</p> <p>2021 data</p> <p>Transport Scotland</p> <p>Key reported road casualties Scotland</p> <p>2023</p> <p>2022</p> <p>Reported Road Casualties Scotland</p>	Safety	n/a	n/a	Narrative	

	Perceptions of safety of walking, wheeling and cycling (9)	Cycling Scotland Annual Cycling Monitoring report 2023 data 2022 data 2021 data Paths for All National Survey of attitudes to walking and wheeling in Scotland 2023 data / summary 2019 data / summary		Number of drivers reached with educational messages on driving safely around pedestrians and cyclists	Project reports	Narrative	
Walking, wheeling and cycling available to all	Household access to a bike (with focus on regional and socio-economic variation) (14) Proportion of people identifying barriers to walking, cycling and wheeling (15)	Cycling Scotland Annual Cycling Monitoring report 2023 data 2022 data 2021 data Cycling Scotland Annual Cycling Monitoring report 2023 data 2022 data 2021 data	Accessibility and inclusion	No of Hi-Bike members No. of cycles refurbished, and carbon saved	Hi-Bike platform Project reports	Case studies SROI Case studies on volunteers, clients	

		<p>Paths for All National Survey of attitudes to walking and wheeling in Scotland</p> <p>2023 data / summary</p> <p>2019 data / summary</p>					
<p>Increase the number of people choosing sustainable transport for longer journeys (HITRA NS outcome)</p>	<p>Indicators from the Accessible Travel Framework can be reported for this outcome</p> <p>More disabled people make successful door-to-door journeys, more often</p> <p>Disabled people feel comfortable and safe using public transport</p> <p>Everyone involved in delivering transport information, services and</p>	<p>Scottish Transport Statistics 2023</p>	<p>Public transport for longer journeys</p>	<p>Number of people choosing sustainable transport for longer journeys</p>	<p>Project reports</p>	<p>Transport operator data</p>	

	<p>infrastructure will help to enable disabled people to travel</p> <p>Transport Scotland Disability and Transport 2021</p> <p>https://www.transport.gov.scot/our-approach/statistics/#75058</p>						
<p>General</p> <p>Capture other impacts reported:</p> <p>Carbon reduced</p> <p>Health and wellbeing</p> <p>See Me</p> <p>https://www.seemscotland.org/media/11118/see-me-</p>							

<p>scottish-mental-illness-stigma-study-final-report-sep-2022.pdf</p> <p>Placemaking</p> <p>Skills development</p> <p>Community development</p>							
<p>Progress</p>		<p>Transform Scotland A review of the Scottish Government's performance on its sustainable transport commitments 2024 2023 2022</p>					

Data – to review

<https://www.transport.gov.scot/progress-update/bulletin-december-2024-active-travel-transformation/>