



People and Place Programme 2024-25

HITRANS Evaluation Report



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SECTION 1: EXECUTIVE SUMMARY

In 2024-25 Transport Scotland changed the way that active travel behaviour change funding is distributed, funding the seven Regional Transport Partnerships (RTPs) to each develop a programme of behaviour change activities with due regard to Regional Transport Strategies, local authority programmes of active travel infrastructure delivery, Community Planning Partnerships and Local Outcomes Improvement Plans (LOIPs), and in line with the national Active Travel Framework. The emerging People and Place Programme aims to make progress towards the outcome indicators identified in the Active Travel Framework below.



Diagram 1: Active Travel Framework: Key policy approaches to improving the uptake of walking and cycling in Scotland for travel. Source: Transport Scotland 2020 <https://www.transport.gov.scot/publication/active-travel-framework-1>

In 2024–25, the HITRANS People and Place Programme funded and supported over 20 projects across the four strategic themes identified by Transport Scotland: Active Schools & Young People, Active Workplaces, Accessibility & Inclusion, and Capacity & Capability Building. Projects ranged from cycle parking infrastructure to behavioural interventions, all designed to increase walking,

wheeling and cycling. Collectively, these initiatives engaged thousands of participants, improved cycling and walking facilities, and helped build a more inclusive active and sustainable travel culture across the region.

For HITRANS, it was quite a challenge to pivot from the previous model supported by Transport

Scotland's Regional Active Travel Fund (RATF), to develop a behaviour change programme within a very short timescale, with limited staff capacity, and while still completing the 2023-24 RATF activity. The previous model had focussed on small scale infrastructure, feasibility and design, and piloting innovative projects like bike socks on Citylink services, the HI-BIKE e-bike share scheme, and Quiet Routes. The need to recruit additional team members to deliver the £1.6M People and Place Programme meant that delivery did not begin in earnest until the summer of 2024. As a result several projects were funded late on in the financial year, and reporting on these will be captured as part of the 2025-26 Programme evaluation. Through the People and Place Programme we were able to continue and build on some of the projects begun through the Regional Active Travel Fund, such as HI-BIKE and cycle parking provision.

Another challenge has been the revenue versus capital split of the People and Place Programme, with two thirds of the available budget allocated as capital; this means that our ability to support revenue-based activities is constrained; for example, learn to ride sessions for children, adult cycle confidence, and workplace and community travel planning. Providing infrastructure like cycle parking facilities and access to bikes will only go so far towards changing travel habits; it needs to be backed up with education, practical support, and capacity within our local authorities and other partners to deliver transformational change.

One of our key outputs in 2024-25 was to develop a [Behaviour Change Strategy](#) for active and sustainable travel, which has informed and guided the development of our 2025-26 Programme.

It prioritises behaviour change activity to align with:

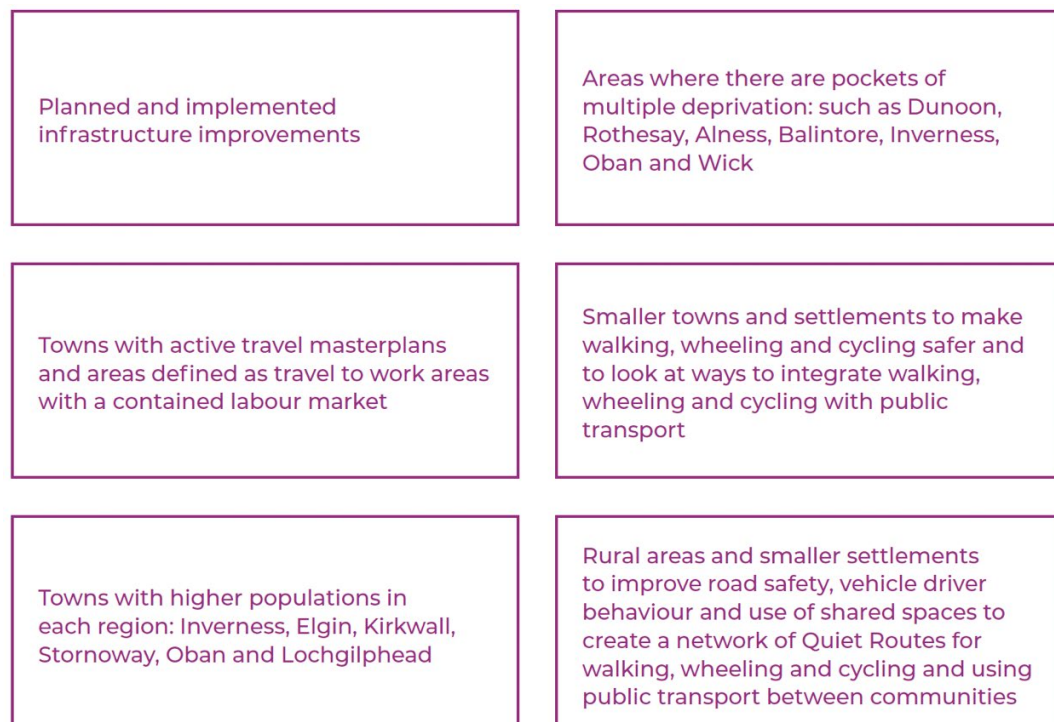


Diagram 2: Active Travel and Sustainable Transport Behaviour Change Strategy 2024-2030 priorities. Source: HITRANS <https://hitrans.org.uk/wp-content/uploads/2025/04/Active-travel-and-sustainable-transport-behaviour-change-strategy-2024-2030-final.pdf>

Delivering an impactful transport behaviour change programme requires a matrix of long-term interventions adapted to address individual, social and environmental factors that influence the target audience's need to travel, and choose their route and mode.

SECTION 2:

SUMMARY OF OVERALL PROGRAMME

Programme Overview

Programme Themes:

1. Active Schools & Young People
2. Active Workplaces
3. Accessibility & Inclusion
4. Capacity & Capability Building

Delivery Partners: local authorities, health boards, National Park Authorities, community organisations, and private sector partners.

Scope: Projects delivered across the HITRANS region, including Highland, Moray, Orkney Islands, the Western Isles and Argyll and Bute, with an emphasis on inclusive access and sustaining behaviour change.

Summary of Results

Overall Reach:

- 14,000 participants across age groups from preschool to 50+
- Strong engagement from schools, workplaces, and community groups
- New or upgraded infrastructure (bike parking, adapted bikes, counters) installed in more than 30 locations

Key Outputs:

- 80+ inclusive cycling sessions delivered
- Over 2,900 total attendances in cycling initiatives (Outfit Moray alone)
- 130 bikes refurbished and rehomed either free or at low cost (Strathspey, Argyll, Fort William)
- Workplace travel plans implemented in NHS and private sector
- Engagement with over 8,000 employees (Travelknowhow, NHS Dr Bike)

Thematic Analysis

Active Schools & Young People

- Common Initiatives: Bikeability training (Learn to Ride and Bikeability Level 1), Learn to Cycle sessions, school infrastructure like shelters, walking challenges.
- Outcomes: Increased cycling to school (e.g. West End Primary: 3% → 10%), improved road safety awareness among pupils, expanded access to inclusive cycling (Outfit Moray).

Active Workplaces

- Common Initiatives: Workplace Dr Bike sessions, cycle parking, staff travel surveys and planning.
- Outcomes: Increased bike usage and safety awareness, better understanding of staff commuting patterns, infrastructure upgrades (e-bike charging, lockers) supporting modal shift.

Accessibility & Inclusion

- Common Initiatives: Bike reuse schemes, adaptive cycling equipment, volunteer training.
- Outcomes: Increased access to cycles, trained volunteers, high engagement in community-led schemes like SPIN and Dunoon Community Development Trust.

Capacity & Capability Building

- Common Initiatives: Installation of active travel counters, Play Streets programme, regional delivery infrastructure.
- Outcomes: Better data for planning and evaluation, community empowerment, improved stakeholder collaboration.

Case Studies

Outfit Moray – Inclusive Cycling & Bike Revolution

- Delivered 113 sessions with 2,900+ attendances, including 566 in ASN (Additional Support Needs) sessions. Demonstrated measurable increases in inclusion, safety, and long-term engagement with cycling.

Travelknowhow – Lifescan Staff Travel Planning

- Surveyed 227 staff (38% response rate), identified key barriers and opportunities, and delivered facilities upgrades and planning support for behaviour change.

SPIN Project – Bike Reuse Programme

- Refurbished/sold 48 bikes and another 34 provided free to those in need. Empowered volunteers with formal training, saved 520kg of waste, and expanded access to affordable transport.

Lessons Learned

- Access to bikes is essential: Free or low-cost access to bikes and adaptive equipment increases uptake dramatically.
- School engagement is a gateway: Early engagement builds lifelong habits and normalises active travel.
- Workplace support needs to go beyond surveys: Facilities and visible encouragement matter.
- Community-based organisations are well placed to reach a wide demographic across the community.
- Monitoring infrastructure is critical to measure changes in travel behaviour over time, but local authorities often lack the capacity to install counters and analyse the data.

Funding Breakdown

Project	Theme	Description	Amount
Mobility Hubs	Accessibility & Inclusion	Centred on our flagship project, HI-BIKE; a public on-street e-bike share scheme operating in Inverness and Fort William since October 2021 offering secure parking and charging. Bikes are accessed via an app with 24/7 access. There are 13 docking stations around Inverness and 12 in Fort William offering 90 bicycles.	£692,483
Smart Travel Choices	Active Workplaces	Co-ordinated messaging, comms, workplace travel planning, and grant programme for employers to promote active travel to workplaces.	£215,024
Transport Integration	Active Workplaces	Collaboration with Local Authorities and other partner organisations to deliver a cycle parking programme and bikes on buses project.	£344,669
Access to Bikes	Accessibility & Inclusion	8 community-based organisations funded to increase access to bikes & providing non-standard cycles for HI-BIKE membership.	£137,686
Living Streets Programme	Active Schools & Young People	3 of our 5 local authority areas participated in this national walking programme.	£134,448
Cycling UK	Accessibility & Inclusion	Connecting Communities in Moray, Dunoon and Caithness to deliver inclusive cycling and walking opportunities for everyday journeys, leisure, and adventure.	£90,000
Local Authority/ Partner Capacity Building	Capacity & Capability	Orkney Islands Council and Comhairle nan Eilean Siar part-funded HITRANS Behaviour Change Officer posts through their Local Authority Direct Award. We also supported the Behaviour Change Officer at the National Park Authority through the Cairngorms 2030 project.	£123,960
HITRANS Resource Support & Programme Delivery	Capacity & Capability	HITRANS would not have been able to deliver the People and Place Programme without taking on additional staff and now has a team of 9 fte staff dedicated to Programme delivery.	£86,909
TOTAL			£1,825,179

SECTION 3:

SUMMARY OF PROGRAMME BY THEME

This section provides a summary of outputs delivered under each of the four People and Place Programme themes, evidenced against the Active Travel Framework Outcome Indicators.

Theme: Active Schools & Young People

A. Description

Active Schools & Young People covers interventions focussed around schools to deliver holistic solutions for creating an environment where active and sustainable travel choices are not only an option, but the most desirable way to travel for young people and families. It provides a relatively well-defined and targetable community to focus on. Schools are collectively one of the largest trip generators in Scotland, and there is strong evidence that social norms play a crucial role in behaviour change, so that helping children establish healthy travel behaviours should be a core activity of programmes seeking to promote sustainable travel behaviour. This theme supports interventions such as Living Streets' Walk Once a Week challenge, where participating schools have markedly higher rates of walking to school journeys than those that do not engage with the programme.

B. Method

We engaged National Delivery Partner Living Streets to continue the Walk Once a Week (WOW) programme and School Travel Tracker in schools across Moray and Highland, with a new school joining the programme in the Western Isles. We also made grants to partner local authorities and third sector organisations to deliver projects.

Projects included:

- Living Streets WOW and Travel Tracker
- Outfit Moray Bike Revolution & Inclusive Cycling
- Moray Council: West End Primary School Cycle Parking
- Orkney Islands Council: Papdale Nursery January Walking Challenge

C. Population Reached

Living Streets Programme: 36 schools participated across Moray, Highland, and the Western Isles <ul style="list-style-type: none">• Moray – 18 schools from of a total of 46 (39%)• Highland – 17 schools from a total of 171 (10%)• Western Isles – 1 school from a total of 19 (5%)	Outfit Moray: 2,900 attendances from preschool age to 50+ 55% of these were male and 45% were female
West End Primary Cycle Parking: School roll of 202. Classes P3 – P6 had received Bikeability following the completion of the project, so more than 50% of the school was reached and engaged with. Currently, 10% of pupils are cycling to school.	Papdale Nursery: Just under 100 children attend the nursery, and there are 24 members of staff. Almost 100% of children and staff engaged with the project.

D. Timing

Projects ran from May 2024 to the end of March 2025, with the Living Streets programme continuing to the end of the school year in June 2025.

E. Baseline

As this is the first year of delivery of the People and Place Programme, data gathered this year will form the baseline for many of our projects. Some data is available for continuing projects, for example:

<p>Living Streets Programme:</p> <p>January 2024 - 38 schools registered reaching 7,365 pupils</p>	<p>Outfit Moray: 2023 – 2024</p> <ul style="list-style-type: none"> • All 44 Primary Schools were offered Bikeability 1, Bikeability 2 and Learn to Cycle sessions <p>Bikeability 1</p> <ul style="list-style-type: none"> • 39 schools booked the Bikeability 1 programme (87% of Moray schools) • 997 pupils completed Bikeability 1 <p>Bikeability 2</p> <ul style="list-style-type: none"> • 40 schools booked the Bikeability 2 programme (89% of Moray schools) • 927 pupils completed Bikeability 2 <p>Learn to Cycle</p> <ul style="list-style-type: none"> • 39 schools booked the Bikeability 1 programme (87% of Moray schools) • 245 pupils took part in Learn to Cycle sessions
<p>West End Primary Cycle Parking:</p> <p>2021</p> <p>% of pupils walking to school – 51.5%</p> <p>% of pupils cycling to school – 3%</p> <p>2022</p> <p>% of pupils walking to school – 49.2%</p> <p>% of pupils cycling to school – 3.9%</p> <p>2023</p> <p>% of pupils walking to school – 44.2%</p> <p>% of pupils cycling to school – 6.6%</p> <p>2024</p> <p>Preliminary results indicate 10% of all pupils cycling to school post intervention.</p>	<p>Papdale Nursery:</p> <p>N/A</p>

Data taken from Hands Up Survey Scotland (HUSS). Source: Sustrans. See Table 15.

Section 3: Active Schools & Young People

F. Output

<p>Living Streets Programme: 35 active schools across the HITRANS region 6,630 pupils logging journeys 229,930 journeys logged Pupil engagement ranged from <50% to >90% depending on school.</p>	<p>Outfit Moray: Learn to Cycle sessions 60 Learn to Cycle sessions in 12 schools. 1,492 participants of which 45% were in primary 1-4 and 55% in primary 5-7. Bikeability sessions 30 Bikeability 1 sessions in 7 schools. 714 participants, of which 39% were in primary 1-4 and 61% in primary 5-7. Led Rides 10 Led Ride sessions with pupils who had completed Bikeability 2 programme. 128 participants, of which 2% were in primary 1-4 and 98% in primary 5-7. ASN/Inclusive Cycling sessions 53 ASN/Inclusive Cycling sessions. 566 participants.</p>
<p>West End Primary Cycle Parking: Cycle shelter installed – capacity 14 bikes Bikeability Level 1 and Level 2 delivered the week following installation of the shelter to promote cycling to school.</p>	<p>Papdale Nursery: 100 hi-viz vests provided to nursery attendees. 10 helmets available for loan to children for Play on Pedals training. Bikes available for children to borrow and practice on.</p>

G. Outcomes

Outcome Indicator 3: Proportion of journeys to school by walking, wheeling and cycling		
Project	Evidenced	Supporting Details
Living Streets Programme	✓ Yes	229,930 journeys logged by 6,630 pupils; ~82% of journeys were active travel (walk/wheel/cycle). Engagement varied by school (12–91%).
Outfit Moray – Bike Revolution	✓ Yes	2,434 pupils participated in cycling training across 3 programmes; ASN sessions expanded inclusivity. Strong emphasis on building long-term habits.
West End Primary Cycle Parking	✓ Yes	Cycling increased from 6.6% (2023) to 10% (2024, HUSS data); Living Streets data also showed increase from 1% to 3% cycling post-intervention.
Papdale Nursery Walking Challenge	✓ Yes	100% of children engaged. Feedback shows strong influence on family routines; more walking/cycling reported, including school journeys and leisure.

Section 3: Active Schools & Young People

Outcome Indicator 9: Perceptions of safety of walking, wheeling & cycling		
Project	Evidenced	Supporting Details
Living Streets Programme	+ Implicit	Pupils helped design signage for car parks. JRSOs promoted helmet and hi-vis use.
Outfit Moray – Bike Revolution	✓ Strong evidence	Comprehensive training on safe cycling, road awareness. Inclusive access and bike maintenance enhanced safety perception.
West End Primary Cycle Parking	⚠ Limited direct evidence	No qualitative data provided; Bikeability was delivered post-installation.
Papdale Nursery	✓ Strong evidence	Hi-vis vests and safety lessons led to increased confidence in winter conditions.

Outcome Indicator 15: Proportion of people identifying barriers to walking, cycling and wheeling		
Project	Evidenced	Supporting Details
Living Streets Programme	⚠ Limited data	Barriers not explicitly discussed, though positive culture shift in schools reported.
Outfit Moray – Bike Revolution	✓ Yes	Addressed cost, physical access and equipment availability. Adapted bikes and recycled bike access directly targeted known barriers.
West End Primary Cycle Parking	✓ Yes	Infrastructure addressed storage/safety barrier to cycling; demonstrated modal shift post-installation.
Papdale Nursery	✓ Yes	Equipment (hi-vis, helmets, bikes) addressed financial and safety-related barriers. Borrow-a-bike scheme increased access.

Summary Across Active Schools & Young People Projects:

- Behaviour change: Strong focus across all projects on increasing active travel habits, particularly cycling.
- Empowerment and leadership: Pupil-led roles (e.g. JRSOs) and family engagement were key success factors.
- Inclusion: Outfit Moray and Papdale Nursery excelled in addressing inclusion (ASN, access to appropriate cycles and equipment).
- Infrastructure + Education: Projects that combined these elements (e.g., West End Primary cycle parking + Bikeability) showed stronger outcomes.

Theme: Active Workplaces

A. Description

This theme covers interventions focussed in and around places of work (including further and higher education), that make active and sustainable travel choices a realistic solution for commuting. Places of work are significant trip generators, with statistics showing commuting as the second most frequent reason for personal travel. There is a strong societal drive to get the private sector to do more to take climate action and protect the wellbeing of their employees and this theme supports interventions such as workplace travel planning that enable businesses to do that.

B. Method

Making use of our in-house team, we made grants for cycle parking provision at workplaces and Dr Bike sessions, offered a Sustainable Travel Grant to employers in Highland, and engaged Travelknowhow to carry out workplace engagement and travel planning at three large employers in Highland as part of the National programme.

C. Population Reached

NHS Western Isles – Cycle Parking 100 employees at 3 sites	NHS Highland – Dr Bike Sessions 22 bikes assessed and attended to.
Travelknowhow 3 organisations in Highland supported with travel planning; Highlands & Islands Enterprise – 300 employees based at the Inverness Campus. All sent a travel survey. Highland Council – 7,500 employees in total, but focusing on those based at HQ, Glenurquhart Road, Inverness. None reached as survey on hold. Lifescan – 227 of the 600 staff members completed a staff travel questionnaire, representing a 38% response rate.	HITRANS – Sustainable Travel Grant for Employers 25 workplaces were contacted and received information about the grant. 5 employers in Highland awarded grants.

D. Timing

Projects ran from August 2024 once we had recruited a full team to manage the various aspects of the People and Place Programme, to March 2025.

E. Baseline

As this is the first year of delivery of the People and Place Programme, data gathered this year will form the baseline for many of our projects.

NHS Western Isles – Cycle Parking Programme A 2023 Active Travel survey of staff indicated that reasons for not walking or cycling to work included lack of bike shed/covered bike storage.	NHS Highland – Dr Bike Travel survey for 2025 not yet undertaken.
Travelknowhow – Workplace Engagement Lifescan <ul style="list-style-type: none"> • Collect modal share data at start of the project • Re-run snapshot travel survey at end of 2024-25 – not undertaken • Monitor engagement – through usage of various interventions – not reported • Identify individual case study examples – none for Highland 	HITRANS – Sustainable Travel Grant for Employers This was the first year HITRANS delivered a dedicated active travel workplace grant as part of the People and Place Programme. No formal baseline data existed; informal scoping identified 10 potential interested organisations via previous Cycling Scotland engagement and internal contacts.

F. Output

NHS Western Isles – Cycle Parking Programme <ul style="list-style-type: none"> • Installed/upgraded shelters at 5 locations • Pool bike scheme launched with booking system and staff inductions • Promoted active travel through Bike Week and a “come-and-try” day • Active travel surveys conducted before and after intervention • Created Teams channel to support engagement • A March 2025 staff survey (25 respondents) indicated that 64% of respondents were female, with the majority falling within the 55+ age group. 80% of participants work full-time, and 36% either walk or cycle to work. 64% own a reliable bike, and 50% of the respondents indicated that the new cycle shelters and pool bikes have encouraged them to cycle more. 	NHS Highland – Dr Bike <ul style="list-style-type: none"> • Delivered Dr Bike sessions at 4 hospital sites • 22 bicycles assessed; minor repairs provided • Staff received feedback on safety and maintenance needs • Qualitative feedback collected through post-session survey • Raised awareness of NHS active travel initiatives
Travelknowhow – Workplace Engagement <ul style="list-style-type: none"> • Travel survey and travel plan for Lifescan (38% response rate) • Travel plan for Highlands & Islands Enterprise - An Lochran site • Recommendations developed to reduce barriers and encourage active travel • Identified infrastructure needs (e.g. lockers, e-bike charging, safe cycling routes) 	HITRANS – Sustainable Travel Grant for Employers <ul style="list-style-type: none"> • 5 workplace grants awarded for active travel infrastructure • Developed and shared new application process, guidance and FAQs • Coordinated promotion with other HITRANS programmes • Informed improvements for the 2025-26 round

Section 3: Active Workplaces

G. Outcomes

Outcome Indicator 1: Proportion of short everyday journeys by walking, wheeling and cycling		
Project	Evidenced	Supporting Details
NHS Western Isles – Cycle Parking	✓ Yes	Pool bike scheme, new infrastructure and survey feedback showed increased cycling and reduced work travel by car.
NHS Highland – Dr Bike	✓ Yes	Cyclists reported increased use and confidence in cycling for commuting and everyday journeys after minor repairs.
Travelknowhow – Workplace Engagement	+ Partial	Workplace survey showed 21% active travel at Lifescan. Follow-up plans in place, but impact not yet measured.
HITRANS – Sustainable Travel Grant	+ Partial	5 grants awarded, infrastructure installed, but no modal shift data collected in year one.

Outcome Indicator 9: Perceptions of safety of walking, wheeling and cycling		
Project	Evidenced	Supporting Details
NHS Western Isles – Cycle Parking	✓ Yes	Sheltered parking and safety equipment improved practical and perceived safety for commuting cyclists.
NHS Highland – Dr Bike	✓ Strong evidence	Participants directly stated increased safety and confidence as outcomes of Dr Bike checks.
Travelknowhow – Workplace Engagement	+ Partial	62% of respondents agreed they feel safe walking/wheeling/cycling; concerns about A9 and on-site safety were noted.
HITRANS – Sustainable Travel Grant	⚠ Not directly measured	Improved infrastructure expected to support safety perception but not yet assessed.

Outcome Indicator 15: Proportion of people identifying barriers to walking, cycling and wheeling		
Project	Evidenced	Supporting Details
NHS Western Isles – Cycle Parking	✓ Yes	Shelters, equipment, booking systems and pool bikes addressed access, infrastructure and equipment barriers.
NHS Highland – Dr Bike	✓ Yes	Free mechanical checks and advice enabled access to safe, working bikes.
Travelknowhow – Workplace Engagement	✓ Yes	Survey identified barriers (e.g. distance, weather, safety) and informed workplace-specific action plans.
HITRANS – Sustainable Travel Grant	✓ Yes	Grants to employers helped remove physical and resource-based barriers.

Summary of Themes Across Active Workplaces Projects:

- Practical support (e.g. bike shelters, repairs) helped increase access and reduce barriers.
- Infrastructure alone is not sufficient – pairing it with engagement and incentives was key to increasing levels of walking, wheeling and cycling.
- Dr Bike sessions provided tangible benefits with minimal investment – highly valued by staff.
- Travel planning highlighted barriers and supported targeted behaviour-change efforts.

Theme: Accessibility & Inclusion

A. Description

This theme covers interventions focussed on supporting accessibility and inclusion, and creating opportunities for everyone to make the choice to travel actively and sustainably. Barriers to participation can include cost, social perceptions, culture, health, ability and geographical location. The theme recognises our moral and legal duty to ensure that people with different abilities, or people without the knowledge or skills, are not forced into car dependency and can choose walking, wheeling and cycling for everyday journeys. This theme supports interventions such as providing affordable access to bikes (including adaptive bikes).

B. Method

We funded several community-based initiatives to deliver a range of activities including access to bikes, Dr Bike sessions, trials, taster sessions and confidence building. We also funded Cycling UK to deliver Connecting Communities/Bothy projects in Moray, Dunoon and Caithness. We were also able to continue operating the HI-BIKE on-street electric bike share scheme, which HITRANS took over following the bankruptcy of the operator Bewegen in 2023. Through HI-BIKE we have also started to pilot an Inclusive Cycling Membership which enables subscribers to access a non-standard or adapted cycle on loan for 2 – 12 months.

C. Population Reached

<p>Dunoon Community Development Trust – Building Cycle Confidence</p> <ul style="list-style-type: none"> 82 families had contact with the Bike Doctor (100% of target). 82 bikes were checked and repaired (100% of target). 40 children took part in Bikeability sessions (100% of target). 4 families took part in a safe cycling opportunity (10% of target). 22 people tested out adapted cycles (200% of target). 2 people had their bikes security marked by Police Scotland (10% of target). 82 families were reached through the Bike Doctor sessions in 4 primary schools (100% of target). 	<p>Argyll Countryside Trust – reCycle Project</p> <p>A total of 64 bicycles were supplied free or at low cost across Argyll and Bute.</p>
<p>Strathspey Pedal Initiative – SPIN Project</p> <ul style="list-style-type: none"> 18 volunteers have received access to training in bike maintenance. 5 volunteers received a formal qualification. 48 people were able to access a low-cost bike. 7 people received a bike free of charge. 	<p>Lochaber Environmental Group – Fort William Bike Shed</p> <ul style="list-style-type: none"> 11 people received free bikes during this period. The population of Fort William (where most referrals take place) is 10,000.
<p>Cycling UK – Connecting Communities</p> <p>Moray Target 1,000/Actual 945 Dunoon Target 1,000/Actual 1,345 Caithness Target 1,000/Actual 1,563</p> <p>Target 3,000/Actual 3,853</p>	<p>HI-BIKE</p> <p>Membership Data 2024-25</p> <ul style="list-style-type: none"> 1 Hour Pass - 564 3 Hour Pass - 1,169 Annual Membership - 54 Free Membership - 6 Inclusive Cycling Membership - 2 Monthly Membership - 866 Oban Mòd 8th - 20th October - 3 Pay Per Ride Pass - 1,359 Redistributor Annual - 15 Student Membership Fort William - 87 Student Membership Inverness - 112 <p>Total Memberships 4,237</p>

D. Timing

HI-BIKE has been running since 2021 and operations continued through the 2024-25 financial year. The Cycling UK projects ran for the full year, from April 2024 to March 2025. Other projects were funded as the year progressed, with delivery between July 2024 and March 2025.

Section 3: Accessibility & Inclusion

E. Baseline

As this is the first year of delivery of the People and Place Programme, data gathered this year will form the baseline for many of our projects.

<p>Dunoon Community Development Trust – Building Cycle Confidence</p> <p>Information gathered from local services supporting children and adults with additional support needs revealed very few people have access to an adapted cycle in Dunoon and those who have struggle to find a safe space to use them effectively. For example, there are two tricycles available to the class of 20+ young people in Dunoon Grammar School Learning Centre.</p> <p>Previous Bike Doctor programmes in local primary schools showed that only a small proportion of parents have the skills needed to maintain their children's bikes.</p>	<p>ACT – reCycle Project</p> <p>Most recent Cycling Scotland Annual Monitoring data from 2023 indicates that 52% of households in Argyll & Bute have access to one or more bikes for private use (45.1% is the national average in Scotland). Therefore, our baseline is that 48% of households in Argyll & Bute do not have access to a bike. The need for this project comes from year-on-year demand for access to bicycles, and our pre-intervention application form establishes that our 64 participants did not have access to a bike.</p>
<p>SPIN Project</p> <p>The project's initial trial period of July 2023 to March 2024 saw 50 bikes donated, 20 bikes refurbished and sold and 11 volunteers engaged with.</p>	<p>Lochaber Environmental Group</p> <p>In the previous project year from November 2023 to October 2024, 19 Access Bikes were issued.</p>
<p>Cycling UK – Connecting Communities</p> <p>Not supplied</p>	<p>HI-BIKE</p> <p>Membership Data 2023-24</p> <ul style="list-style-type: none"> • 3 Hour Pass - 2,351 • Annual Membership - 43 • Monthly Membership - 712 • Pay Per Ride Pass - 1,899 • Redistributor Annual - 13 • Student Membership Fort William - 26 • Student Membership Inverness - 30 <p>Total Memberships 5,074</p>

F. Output

<p>Dunoon Community Development Trust – Building Cycle Confidence for All</p> <ul style="list-style-type: none"> • Bike Doctor sessions in 4 primary schools; 82 bikes checked and repaired. • 4 Bikeability sessions with P6 pupils; 40 participants. • Pilot Walking Bus involving Kirn Primary School pupils. • Cycling for All event with 106 participants including families and people with additional support needs. • Adapted cycle try-outs, e-bike rides, mindful walk, and Police Scotland bike marking. 	<p>Argyll Countryside Trust – reCycle Project</p> <ul style="list-style-type: none"> • 64 refurbished bikes supplied to residents across Argyll & Bute. • Ongoing tech support, helmets, lights and multitools provided to recipients. • Cycle reuse workshops delivered in 3 schools. • E-bike/eCargo bike loans and repair services delivered. • Promotional outreach through local media, QR-coded fliers, and networking events.
<p>Strathspey Pedal Initiative – SPIN Project</p> <ul style="list-style-type: none"> • 48 refurbished bikes sold; 7 donated; 34 stripped for recycling. • 18 active volunteers, 5 achieved Velotech Bronze qualifications. • 216 hours of volunteer mechanic time contributed. • Ongoing Dr Bike sessions in local schools. 	<p>Lochaber Environmental Group – Fort William Bike Shed</p> <ul style="list-style-type: none"> • 11 refurbished bikes distributed via Access Bikes referral scheme. • Partnership-based referral system engaging health, education and social care services. • Follow-up survey used to collect outcomes and improve service design.
<p>Cycling UK – Connecting Communities</p> <ul style="list-style-type: none"> • 3,853 individuals reached across Moray, Caithness and Dunoon. • Inclusive led rides, Bikeability support, balance bikes, adapted cycles, e-bike loans. • Surveys indicated increased use of cycling for everyday travel and improved perceptions of safety. • School fleet loans and secure storage/maintenance coordinated regionally. 	<p>HI-BIKE</p> <ul style="list-style-type: none"> • 90 bikes available for use • 25 stations • 13 docking stations in Inverness • 12 docking stations in Fort William • 1 manager, 2 technicians • 3 pop-up hubs were used to trial the popularity of potential new station locations in Inverness • 4,875 trips in May 2024 (highest) • 964 trips in February 2025 (lowest) • 60,081km travelled saving 12,612kg of CO2 (based on 54g of CO2 per km and a car at 166kg of CO2) • Average trip distance is 2.11km • Complete closure across Inverness in July 2024 due to vandalism had a major impact on usage. However, there is an increase in student membership, monthly and annual memberships as awareness of the scheme is raised.

Section 3: Accessibility & Inclusion

G. Outcomes

Outcome Indicator 1: Proportion of short everyday journeys by walking, wheeling and cycling		
Project	Evidenced	Supporting Details
Dunoon Community Development Trust	+ Partial	Bikeability sessions & walking bus.
Argyll Countryside Trust – reCycle Project	✓ Yes	Access to refurbished bikes.
Strathspey Pedal Initiative – SPIN Project	✓ Yes	Access to refurbished bikes.
Lochaber Environmental Group – Fort William Bike Shed	+ Partial	Access to refurbished bikes.
Cycling UK – Connecting Communities	✓ Yes	Surveys indicating increased use of cycling for everyday travel.
HI-BIKE	✓ Yes	Number of users/trips made.

Outcome Indicator 15: Proportion of people identifying barriers to walking, cycling and wheeling		
Project	Evidenced	Supporting Details
Dunoon Community Development Trust	✓ Yes	Bike Dr sessions in primary schools.
Argyll Countryside Trust – reCycle Project	✓ Yes	Access to refurbished bikes and ongoing support, e-bike/eCargo bike loans and repair services.
Strathspey Pedal Initiative – SPIN Project	✓ Yes	Access to refurbished bikes, Dr Bike sessions.
Lochaber Environmental Group – Fort William Bike Shed	✓ Yes	Access to refurbished bikes and referral system.
Cycling UK – Connecting Communities	✓ Yes	Inclusive led rides and access to different types of cycles.
HI-BIKE	✓ Yes	E-bikes available for use as required.

Summary of Themes Across Accessibility & Inclusion Projects:

- All 5 projects contributed to reducing barriers to walking, wheeling and cycling.
- Several projects reported measurable increases in everyday and leisure cycling.
- Providing access to refurbished or non-standard cycles was central to impact.
- Partner networks (schools, health, social care) were key to identifying and reaching those in need.
- Some projects encountered limitations in data collection due to participant circumstances.

Theme: Capacity & Capability Building

A. Description

The Capacity & Capability Building theme covers work focussed on building the knowledge base and delivery capacity, and capability of the sector itself, including within RTPs, local authorities, the third sector and private companies. The long-term effectiveness of the programme is directly dependent on the existence of sufficient delivery capacity and capability. Scotland's Climate Emergency Skills Action Plan (CESAP) highlights that the transition to net zero will require investment in supporting stakeholders to take action to drive behaviour change and develop the leadership and skills that will be required for a net zero future.

B. Method

HITRANS had previously funded our partner local authorities to install cycle parking through the Regional Active Travel Fund, so decided to continue and expand this provision rather than engage the National Delivery Partners. This enabled us to expand capacity within the team to develop a cycle parking programme in collaboration with local authorities and other partner organisations, and to offer an Access to Bikes fund. We created a second new post for Smart Travel Choices to enable co-ordinated messaging, communications, workplace travel planning and to manage a grant programme for employers to promote active travel to the workplace. We worked with Orkney Islands Council and Comhairle nan Eilean Siar who part-funded HITRANS Behaviour Change Officer posts through their Local Authority Direct Award, in a set-up similar to Sustrans' Embedded Officer scheme. We also supported the Behaviour Change Officer post created at the Cairngorms National Park Authority through the Cairngorms 2030 project. Some of our funding was used to support Highland Council to increase the network of counters to collect baseline and post-intervention data to monitor the impact of infrastructure projects and add to the database for active travel in the region.

Section 3: Capacity & Capability Building

C. Population Reached

<p>Highland Council – Play Streets</p> <ul style="list-style-type: none"> • 19 adults and 44 children enjoyed playing on their street with no cars. 81 cars were diverted off the road during both events. • Fliers were delivered to every household. • Temporary Traffic Regulation Orders (TTRO) were publicised by the Council. • Events were reported on social media and local newspaper. • Several residents undertook professional Traffic Management signage training. 	<p>Highland Council – Monitoring Capacity (Counters)</p> <p>The 3 counters are located on key walking/wheeling/cycling routes in Wick, Thurso and Alness - Invergordon. They will capture everyday journeys as well as tourist and leisure trips.</p>
<p>Cairngorms National Park Authority – Cairngorms 2030 Project</p> <ul style="list-style-type: none"> • 366 people engaged with via meetings, events or activities. The park population is 18,000 with 1.9 million visitors per annum. 	<p>HITRANS – Cycle Parking Programme</p> <ul style="list-style-type: none"> • 23 sites across 13 settlements in all 5 local authority areas as follows: • Western Isles: Stornoway, Tarbert, Balivanich. • Highland: Inverness. • Argyll and Bute: Oban. • Moray: Elgin, Mosstodloch, Dunphail. • Orkney: Kirkwall, Flotta, Graemsay, Stronsay, Papa Westray.

D. Timing

Play Streets were held in October and November, with the January event being cancelled due to weather. The three data counters were to be operational in summer to track pedestrians and cyclists, and provide future data on infrastructure improvements planned for Wick High Street and between Alness and Invergordon. During the first year of the Cairngorms 2030 Project the focus has been on planning. The Cycle Parking Programme opened in July 2024, and all funding was allocated by January 2025. Some delivery took place in September 2024 for early applicants who were able to order infrastructure and arrange installation quickly. The bulk of delivery took place in early 2025 and into Spring, as many applicants experienced delays with installation due to poor weather conditions.

E. Baseline

Highland Council – Play Streets A successful resident-led pilot event was held in September 2023 informing these events.	Highland Council – Monitoring Capacity (Counters) No data available.
Cairngorms National Park Authority – Cairngorms 2030 Project A biannual resident and visitor survey with a question on transport choices and barriers to using public transport will be used. [Report published April 2025]. Hands Up Scotland Survey (HUSS) data to be used for bike bus interventions. Cycling Open Data Portal year-on-year comparison of walking and cycling at key locations. 2023 – 2024 Scottish People and Nature Survey reports on frequency of walking and cycling for recreation/pleasure.	HITRANS – Cycle Parking Programme This was the first year of delivery.

F. Output

Highland Council – Play Streets 2 Play Streets events delivered in Inverness with temporary road closures using new signage. Events were well attended by local children and families, receiving community support and no complaints. Led to changes in the council's Traffic Management and TTRO process, enabling smoother approval for future events.	Highland Council – Monitoring Capacity (Counters) Procurement and installation of 3 pedestrian and cycle counters in Wick, Thurso, and the Alness-Invergordon route to improve data collection. Counters are strategically placed to capture data on everyday journeys and leisure travel, supporting infrastructure planning and evaluation.
Cairngorms National Park Authority – Cairngorms 2030 Project A 5-year programme with a focus on modal shift through community engagement, data baseline development, strategic planning and partnership working. Over 360 people engaged in active travel activities in the first year. Outputs included community rides, Dr Bike events, and preparation for future workplace and school-based active travel interventions.	HITRANS – Cycle Parking Programme Cycle parking grants delivered infrastructure across 23 locations in 5 local authority areas. Included Oban railway station, Stornoway bus station, and Raigmore Housing Estate in Inverness. Developed grant guidance, application process and scoring matrix for future delivery. HITRANS is working with partners in local authorities, NHS and others to identify a rolling programme of funding for cycle parking.

Section 3: Capacity & Capability Building

G. Outcomes

Outcome Indicator 1: Proportion of everyday journeys by walking, wheeling or cycling		
Project	Evidenced	Supporting Details
Highland Council – Play Streets	+ Implicit	Play Streets support a modal shift through engagement and planning for active travel.
Highland Council – Monitoring Capacity (Counters)	✓ Yes	Data from counters will provide baseline and post-intervention evidence of effectiveness of infrastructure improvements designed to influence short journeys within communities, including school commutes and trips to local services.
Cairngorms National Park Authority – Cairngorms 2030 Project	✓ Yes	Projects like Cairngorms 2030 support a modal shift through engagement and planning for active travel.
HITRANS – Cycle Parking Programme	+ Implicit	Increased cycling facilities will provide secure storage addressing some of the barriers to active travel uptake.

Outcome Indicator 2: Attitudes towards/propensity to walking, wheeling and cycling		
Project	Evidenced	Supporting Details
Highland Council – Play Streets	✓ Yes	Play Street events have fostered positive attitudes, as evidenced by community participation and repeat interest despite poor weather.
Highland Council – Monitoring Capacity (Counters)	✓ Yes	Data not yet available to measure active travel behaviour until subsequent years. Attitudes will be inferred from statistics.
Cairngorms National Park Authority – Cairngorms 2030 Project	✓ Yes	Initial engagement indicates increased awareness and interest. The biannual resident and visitor survey with questions on transport choices will provide insight over the five years of the project.
HITRANS – Cycle Parking Programme	+ Implicit	Implicit that infrastructure will lead to more cycling if supported with behaviour change activities.

Outcome Indicator 4: Frequency of walking, wheeling and cycling for pleasure/exercise		
Project	Evidenced	Supporting Details
Highland Council – Play Streets	✓ Yes	Play Streets support outdoor physical activity and more liveable streets without cars.
Highland Council – Monitoring Capacity (Counters)	✓ Yes	Data from counters will provide baseline and post-intervention evidence of effectiveness of infrastructure improvements designed to influence short journeys within communities, including school commutes and trips to local services.
Cairngorms National Park Authority – Cairngorms 2030 Project	✓ Yes	The SPIN Project and Cairngorms 2030 have already delivered multiple led rides and confidence-building sessions. These activities are designed to build habits of regular active travel and contribute to increased physical activity.
HITRANS – Cycle Parking Programme	+ Implicit	Implicit that infrastructure will lead to more cycling if supported with behaviour change activities.

Outcome Indicator 9: Perceptions of safety of walking, wheeling and cycling		
Project	Evidenced	Supporting Details
Highland Council – Play Streets	✓ Yes	Play Streets events, facilitated through temporary road closures, provided safe spaces for children and families. Community feedback indicated strong support, and organisational efforts to simplify TTRO processes suggest recognition of the need for safe infrastructure and environments.
Highland Council – Monitoring Capacity (Counters)	✓ Yes	Whilst no data is currently available, in the long-term, data analysis can provide insight on the popularity of routes and support maintenance routines to prioritise routes for snow clearance, gritting and lighting in winter, in addition to monitoring town centre footfall.
Cairngorms National Park Authority – Cairngorms 2030 Project	✓ Yes	Whilst no data is currently available, project activities will address and report on safety issues.
HITRANS – Cycle Parking Programme	✓ Yes	Secure cycle storage facilities will increase confidence in cycling for journeys.

Section 3: Capacity & Capability Building

Outcome Indicator 15: Proportion of people identifying barriers to walking, cycling and wheeling		
Project	Evidenced	Supporting Details
Highland Council – Play Streets	✓ Yes	Play Streets raise awareness of the impact cars and traffic have on neighbourhoods, thereby encouraging residents to walk, cycle or use public transport to make their communities more liveable.
Highland Council – Monitoring Capacity (Counters)	✓ Yes	Data analysis can provide insight on infrastructure use to suggest improvements that might overcome barriers such as poor lighting in winter.
Cairngorms National Park Authority – Cairngorms 2030 Project	✓ Yes	The biannual resident and visitor survey question on barriers to public transport will provide insight over the five years of the project.
HITRANS – Cycle Parking Programme	✓ Yes	Barriers related to lack of secure cycle parking are being addressed through the cycle parking programme. Feedback from delivery partners has informed improved processes and broader distribution of facilities across urban and rural locations.

People & Place Programme-Specific Outcome: Increase the delivery capacity and capability of the active travel sector to better achieve these outcomes		
Project	Evidenced	Supporting Details
Highland Council – Play Streets	✓ Yes	There is an increase in signage, simplified processes, new guidance and trained traffic management volunteers.
Highland Council – Monitoring Capacity (Counters)	✓ Yes	Monitoring infrastructure is critical to measure changes in travel behaviour over time, but local authorities often lack the capacity to install counters and analyse the data. This is a key area for staffing resource allocation.
Cairngorms National Park Authority – Cairngorms 2030 Project	✓ Yes	Projects like Cairngorms 2030 have established robust partnership working, and HITRANS has been able to expand to deliver a value for money programme.
HITRANS – Cycle Parking Programme	✓ Yes	Infrastructure facilitates more opportunities for active travel, though staff capacity to manage works will limit scale of infrastructure developments.

Summary of Themes Across Capability & Capacity Projects:

- All projects contributed to increased capacity through staff appointments, improved guidance and infrastructure deployment.
- Targeted infrastructure can enable behaviour change but needs to be supported by culture-building activity.
- Monitoring infrastructure is critical to measure changes in travel behaviour over time, but local authorities often lack the capacity to install counters and analyse the data.

SECTION 4: DATA

Bikeability Scotland - Schools delivering Level 1 and/or Level 2			
Local Authority	Number of schools delivering Bikeability Scotland Training	Total number of schools	% of schools
Argyll & Bute	28	77	36 %
Highland	77	198	39 %
Moray	43	54	80 %
Na h-Eileanan Siar	20	22	91 %
Orkney Islands	18	20	90 %
TOTAL NUMBER OF SCHOOLS	186	371	50 %

Table 1: Bikeability Scotland - Schools delivering Bikeability Scotland Level 1 and/or Level 2 - 2023/24: Source: Cycling Scotland <https://usmart.io/org/cyclingscotland/discovery/discovery-view-detail/144768af-b5bb-4a3b-a13c-b457e5599788>

Living Streets Programme				
January 2024			April 2025	
Local Authority	WOW Schools	Registered pupil numbers	WOW Schools	Registered pupil numbers
Moray	18	3,823	19	3,999
Highland	17	3,159	15	2,234
Argyll & Bute	2	177	1	66
Orkney	1	206	0	0
Western Isles	0	0	1	331
TOTAL	38	7,365	36	6,630

Table 2: Schools tracking travel to school. Source: Living Streets

Free and/or low-cost bikes distributed in 2024-25		
Local Authority	Project	Number of free or low-cost bikes distributed
Highland	SPIN	55
	Lochaber Environment Group	11
Argyll & Bute	Argyll Countryside Trust	64
TOTAL		130

Table 3: Number of free and/or low-cost bikes distributed in 2024-25. Source: HITRANS

Number of cycling facilities installed (workplace and community)							
Location	Shelters	Spaces	Repair stands	E-bike charging stations	Upgraded facilities	Cost	Total cost
Western Isles							£59,985.50
NHS Western Isles	7	104	1			£53,506.50	
Health Board Office – Stornoway							
Health Centre – Stornoway							
Harris Hub – Tarbert							
Uist & Barra Hospital – Balinvanich							
Western Isles Hospital – Stornoway							
Stornoway Primary School – Stornoway	1	14				£6,479	
Highland							£103,901.00
The Highland Council – Mackintosh Road, Raigmore estate, Inverness	17	102				£75,000	
Lifescan – Inverness				4	1		
CALA – Inverness	1	6				£5,850	
The Highland Council – Cromwell Road	1	10				£7,284	
Nairn Community & Arts Centre – Nairn	1	10	1			£9,792	
The Highland Council – Castle Wynd	1	6				£5,975	
Moray							£20,941.00
Logie Steading – Dunphail			1			£9,440	
Service Station – Mosstodloch	1	4	1				
West End Primary	1	14				£11,501	
Orkney							£41,708.60
Papa Westray Community Bike Shed	1						
Flotta, Graemsay & Kirkwall Pier Cycle Shelters (13 bikes per shelter)	3	36				£27,192.60	
Stronsay	3					£14,516	

Section 4: Data

Location	Shelters	Spaces	Repair stands	E-bike charging stations	Upgraded facilities	Cost	Total cost
Argyll and Bute							£34,748.00
LiveActive Argyll – Oban (shipping containers for 30 bikes)	4	120					
Oban Lora View	1	10					
Oban Railway Station	1	10				£14,750	
Oban Mossfield Stadium	1	10				£19,998	
TOTAL	45	456	4	4	1	£261,284.10	£261,284.10

Table 4: Number of cycling facilities installed (workplace and community): Source: HITRANS

Sustainable Travel Grant for Employers	
Highland	Amount
CALA – Inverness	£5,850.00
Highland Council bus depot Cromwell Rd – Inverness	£7,284.00
Lifescan – Inverness	£6,450.86
The Highland Council, Castle Wynd - Inverness	£5,975.00
Nairn Community & Arts Centre – Nairn	£9,792.00
TOTAL	£35,351.86

Table 5: Sustainable Travel Grant for Employers. Source: HITRANS

Number of people reached and engaged	
Project	Number of people reached and engaged
Outfit Moray	2,900
West End Primary School	100
Papdale Primary School	124
Living Streets	6,630
NHS Western Isles	100
Lifescan	227
Dunoon Development Trust	76
SPIN	73
C:UK	3,853
Play Streets	63
CNPA	366
TOTAL	14,512

Table 6: Number of people engaged. Source: HITRANS

Cycling Scotland Annual Report Data (2024)					
National Data (2022)					
Mode share % (2022)		1.7	Vehicle km cycled on all roads in Scotland		422
Participation in cycling %	Total	12	Cycle hire schemes	Awareness %	41.2
	Men	17		Uptake %	4
	Women	9	Regularly cycle for transport or leisure %		32
Frequency of cycling	Age 16-34	17	Safety (2023)		
	Age 35-59	17	Killed or seriously injured while cycling (no.)		165
	Age 60+	7	Vehicles in collisions (no.)		86
	Non-disabled	14			
	Disabled	7			

Table 7: Cycling Scotland Annual Report Data (2024). Source: Cycling Scotland

Reasons for not cycling to work, college or university

2021

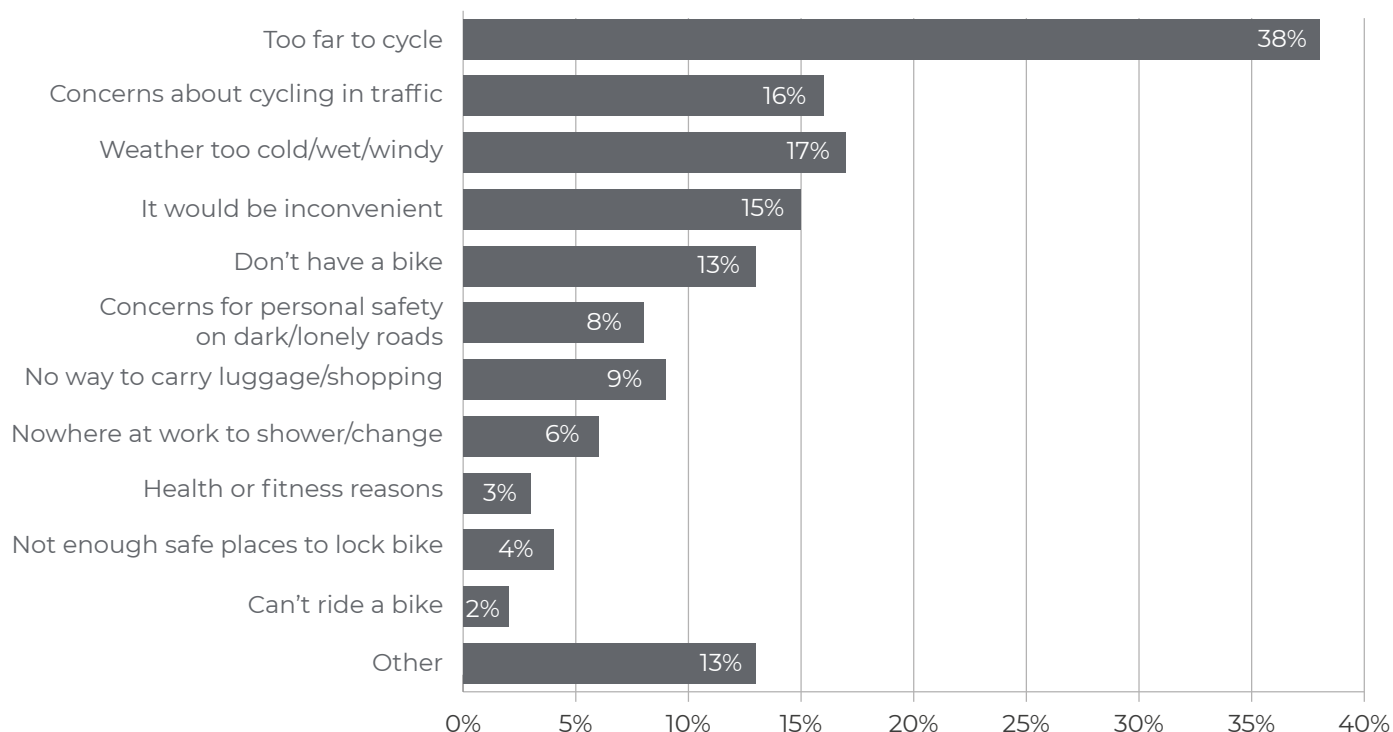


Table 8: Reasons for not cycling to work, college or university. Source: Transport & Travel in Scotland – Social Survey – asked in alternate years 2021.

Section 4: Data

HITRANS Region						
	Argyll & Bute	CnES	Highland	Moray	Orkney	Scotland
Proportion of journeys <5km (2022)	64%	52%	65%	60%	49%	53%
Households with access to one or more cycles % (2022)	40	35	54	51	44	37.5
Households without access to a private car % (2022)	21	17	16	15	13	
Employees cycling to work usually / regularly % (2021 & 2022)	17.7	3.3	11.3	9.2	6.7	5
Children cycling to primary school % (2023)	4	5	9.7	8.9	6.9	6.6
Children cycling to secondary school % (2023)	0.9	0.6	5.3	4.9	2	1.4
Primary schools providing Bikeability Level 2 % (2023/24)	26	100	26	96	100	
Cycling Mode Share % (from 48 hour counts May 23)	1.01	0.72	1.74	1.13	0.99	1.14
Cycling Mode Share % (from 48 hour counts Sept 23)	0.8	0.39	1.65	1.04	1.23	0.91

Table 9: Cycling Scotland Annual Report (2024). Source: Cycling Scotland

Census Data – Main mode of travel to work						
Local Authority	Driving %	Passenger %	Motorcycle / Moped %	Walking %	Bike %	Bus / Train %
Argyll & Bute	45.8	3.8	0.2	10.1	1.2	3.8
CnES	54.2	4.6	0.2	4.8	0.5	2.8
Highland	49.6	3.7	0.2	8.8	2.3	3
Moray	51.9	3.6	0.2	8.8	1.8	3.2
Orkney	49.8	3.3	0.2	11	1.4	1.5

Table 10: Main mode of travel to work. Source: Scotland's Census 2022

Cairngorms National Park Authority Resident and Worker Survey 2024-25

Frequency with which residents use...

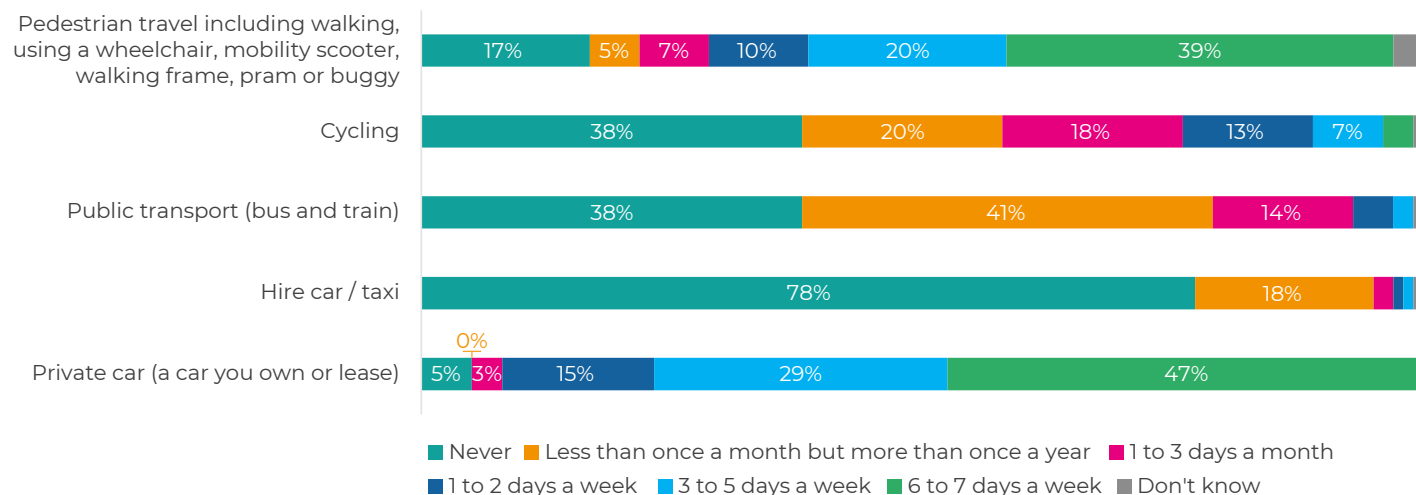


Table 11: On average how often do you use each of the following as a means of transport in the National Park?

Source: Cairngorms National Park Authority Resident and Worker Survey 2024-25

Amenities residents would like better access to

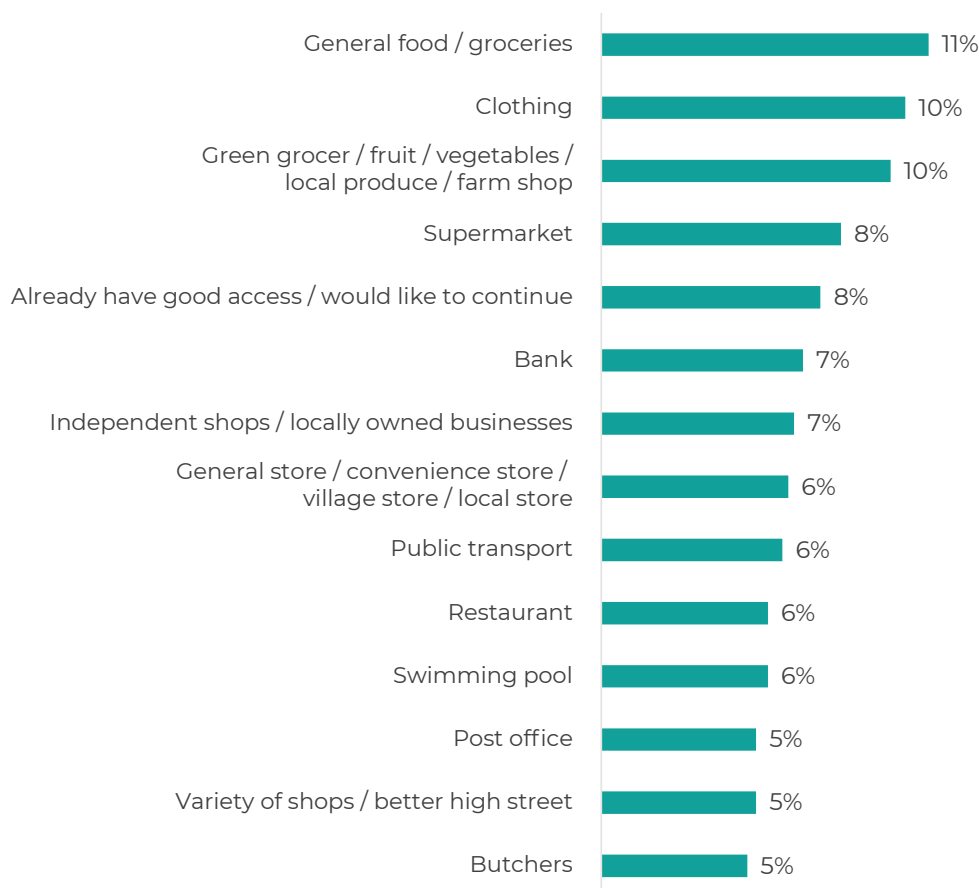


Table 12: What, if anything discourages you from using public transport more than you do in the National Park? Source: Cairngorms National Park Authority Resident and Worker Survey 2024-25

The majority of residents have participated in some form of outdoor activity, including walking, in the last 12 months

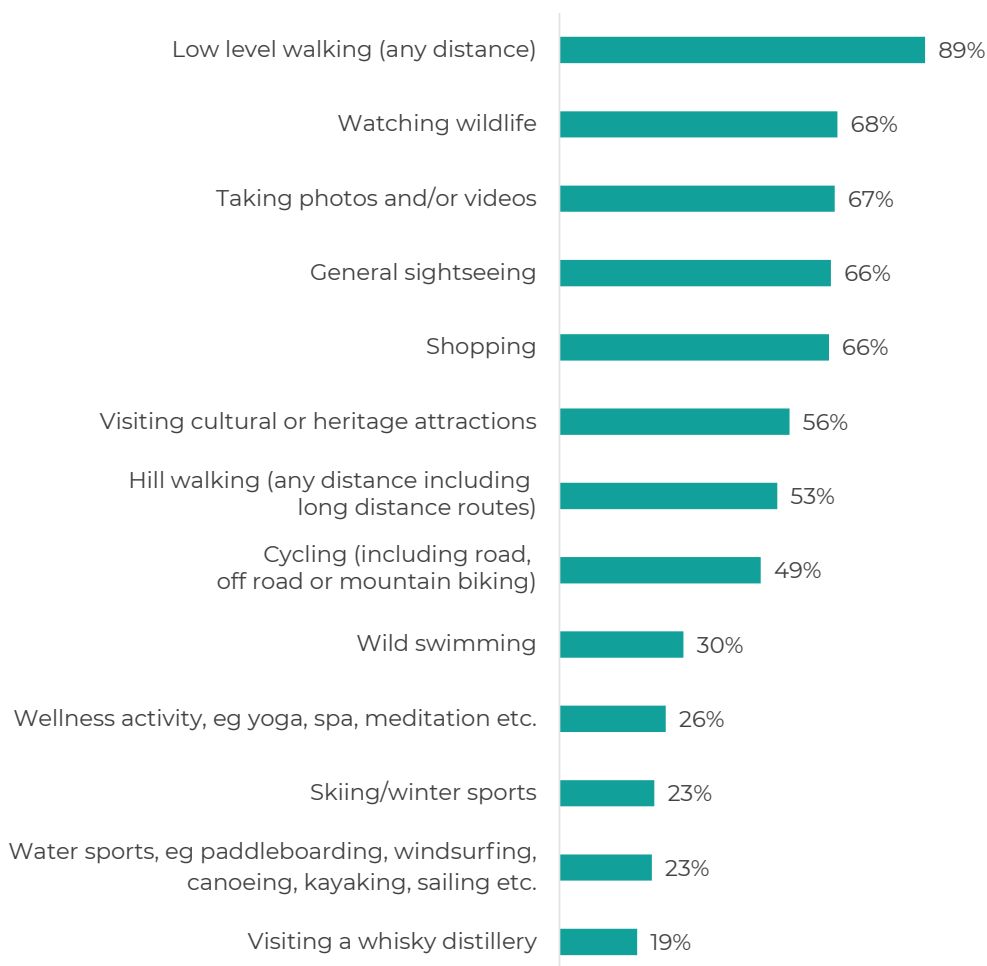


Table 13: Have you done any of the following within the National Park in the last 12 months? Showing results for residents only? Source: Cairngorms National Park Authority Resident and Worker Survey 2024-25

Source: CNPA <https://cairngorms.co.uk/uploads/documents/Resident-survey-report-Summary-report-v7.pdf>

Active travel and recreation	
Activities	Percentage of visits
Walking	93%
Sightseeing/visiting attractions	27%
Wildlife watching	23%
Outdoor photography	18%
Running/ jogging	13%
Picnicking	13%
Cycling/ mountain biking	11%
Watersports (including outdoor swimming)	4%
Camping	4%
Fishing	3%
Wheeling	2%
Horse riding	1%
Rock climbing	1%
Orienteering	1%

Table 14: Activities undertaken on most recent outdoor visit. Source: NatureScot: Scotland's People and Nature Survey 2023/24 - outdoor recreation report

West End Primary School HUSS Data (Hands Up Scotland Survey):		
Year	% of pupils walking	% of pupils cycling
2021	51.5%	3.0%
2022	49.2%	3.9%
2023	44.2%	6.6%

Table 15: West End Primary School HUSS Data (Hands Up Scotland Survey). Source: Sustrans

Section 4: Data

HI-BIKE Membership Data	2024-25	2023-24
1 Hour Pass	564	
3 Hour Pass	1,169	2,351
Annual Membership	54	43
Free Membership	6	
Inclusive Cycling Membership	2	
Monthly Membership	866	712
Oban Mòd 8th - 20th October	3	
Pay Per Ride Pass	1,359	1,899
Redistributor Annual	15	13
Student Membership Fort William	87	26
Student Membership Inverness	112	30
Total Memberships	4,237	5,074

HI-BIKE Trip Data	2024-25	2023-24
Number of Trips	27,707	37,999
Total Distance Travelled (km)	60,081	89,737
Average Trip Distance (km)	2.11	1.93
Average Trip Duration (min)	55	84
Income	£12,539	£18,234

Table 16: HI-BIKE Membership Data. Source: HITRANS <https://hi-bike.co.uk/about>

SECTION 5: LESSONS LEARNED

Active Schools & Young People

- School engagement is a gateway: Early engagement builds lifelong habits and normalises active travel.
- Empowerment and leadership: Pupil-led roles (e.g. JRSOs) and family engagement were key success factors.
- Inclusion: Supporting people with Additional Support Needs (ASN) and ensuring access to appropriate cycles and equipment is important.
- Infrastructure + Education: Projects that combined these elements (e.g. school cycle parking + Bikeability) showed stronger outcomes.

West End Primary School, Moray, Cycle Parking & Training

Classes P3 – P6 received Bikeability Scotland training following the installation of a cycle shelter, for 14 bicycles. Over 50% of the school was engaged, from a roll of 202. Hands Up Scotland Survey 2024 data states 10% of pupils are cycling to school. Previously, it was 3% in 2021 and 6.6% in 2023.

Papdale Nursery, Orkney, January Walking Challenge & Play on Pedals

A whole-family approach involved just under 100 children and 24 members of staff provided with hi-viz vests and challenged to collectively walk, wheel or cycle Orkney's coastline (570 miles) from January to mid-February. A Play on Pedals week involving families to support their children riding balance and pedal bicycles included road safety awareness and maintenance tips.

Active Workplaces

- Workplace support needs to go beyond surveys. Facilities and visible encouragement matter.
- Practical support (e.g. bike shelters, repairs) helped increase access and reduce barriers.
- Infrastructure alone is not sufficient, pairing it with engagement and incentives was key to increasing levels of walking, wheeling and cycling.
- Dr Bike sessions provided tangible benefits with minimal investment and were highly valued by staff.
- Travel planning highlighted barriers and supported targeted behaviour change efforts.

Case study: Travelknowhow – Lifescan Staff Travel Planning

277 staff surveyed on barriers and opportunities to active travel with a 38% response rate leading to a Travel Plan Strategy and upgraded facilities including 4 e-bike charging stations, improved locker rooms with dry changing cubicles, extra benches and hooks and an area for drying wet clothing.

NHS Western Isles Cycle Parking

Bike shelter installation, at a range of sites, was supported with cycling equipment including pool bikes, helmets, high visibility jackets, locks and pannier bags, plus themed events including staff tours of the shelters and pool bike come-and-try sessions

Accessibility & Inclusion Projects

- Providing access to refurbished or non-standard cycles was central to impact.
- Partner networks (schools, health, social care) were key to identifying and reaching those in need.
- Some projects encountered limitations in data collection due to participant circumstances.
- Community-based organisations are well placed to reach a wide demographic across the community.

Outfit Moray – Inclusive Cycling & Bike Revolution

Delivered 113 sessions with 2,900+ attendances, including 566 Additional Support Needs sessions. Demonstrated measurable increases in inclusion, safety, and long-term engagement with cycling through a range of schools and community cycle training.

SPIN Project – Bike Reuse Programme

48 bikes have been refurbished and sold with 7 bikes refurbished and donated, thereby expanding access to affordable transport. 34 bikes have been stripped and recycled, saving 520kg of waste from landfill. 5 volunteers have completed the Velotech Bronze bicycle maintenance course. 18 volunteers have been active in the programme, donating a total of 216 hours of time.

Capacity & Capability

- All projects contributed to increased capacity through staff appointments, improved guidance, training and infrastructure deployment.
- Targeted infrastructure can enable behaviour change but needs to be supported by culture-building activity.
- Monitoring infrastructure is critical to measure changes in travel behaviour over time, but Local Authorities often lack the capacity to install counters and analyse the data.

Highland Council Play Streets

Two Play Streets events were delivered by residents of Charles Street in Inverness, with temporary road closures using new signage. The events were well attended by local children and families, receiving community support and no complaints after 81 cars were diverted. Changes were made to the council's Traffic Management and Temporary Traffic Regulation Orders process, enabling smoother approval for future events and residents' guidance created for future Play Streets events.



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