

Charter 15.1 Active Travel - Cycling

Improvement Project Title Increasing active travel - Delivering Practical Cycle Awareness Training to organisations to improve safety and increase cycling rates.
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Aim statement Our stretch aim is to increase the proportion of people who cycle as their main mode of travel to 3% by 2021 and 5% by 2026 (baseline 2.4% 2017/18).
Link to Local Outcome Improvement Plan Stretch Outcome 15 of the LOIP is directly related to this project charter and is about increasing active travel rates: 15.1 Supporting different ways for active travel in everyday journeys, using partners and volunteers to address safety, infrastructure, fitness, well-being and confidence There will be a separate charter to increase walking rates – an integral part of active travel. This proposed Charter links with another stretch target as part of our sustainable city: 14.1 Reducing emissions across the city through delivery of Aberdeen’s Sustainable Energy Action Plan ‘Powering Aberdeen’. The two improvement aims here include reducing carbon emissions by 30% by 2021, and reducing the generation of waste.
Why this is important Active travel is good for the environment and a shift from car dominated transport is needed for population health ^{i ii} . There are many national and local strategies to promote and support active travel efforts ⁱⁱⁱ with considerable effort already happening or underway. This Charter, with its range of change ideas, seeks to complement existing work either by testing new ideas or by learning from local implementation of good practice elsewhere. Aberdeen has relatively low cycling rates compared to other European Cities but has great potential to increase. The city is compact and there are cycle routes and lanes available and increasing all the time. In the long term we aim to benefit communities through a modal shift in travel from cars to more active forms of transport such as cycling and walking. This will improve public health and the environment, making

Aberdeen a nicer place to be, with reduced congestion, reduced pollution and a healthier population.

Our driver diagram (attached) illustrates our theory of change and a number of ideas for improvement that were identified through multi-agency and stakeholder group work. This charter outlines the specific changes we plan to test throughout the life of the LOIP. These have been prioritised based on a combination of potential impact and our readiness/ability to test. Essentially the changes we have chosen seek to improve access to facilities and equipment and awareness/education.

All organisations within the Sustainable City group are involved in promoting active travel but these efforts were not well known by Partners and certainly not joined up. We plan to address this as one of the change ideas in this charter. The rationale is that by making our efforts in active travel and information about them more visible, we will reduce overlap and improve impact. We will promote our respective organisational efforts on a single information platform to provide a comprehensive picture of services and support for active travel. This will help our organisations to collaborate better and make it easier for users to access support. Knowing that providing information alone may not lead to behaviour change, evidence suggests that it can help when used alongside some of the other interventions we plan.

Active travel hubs exist in other parts of Scotland but not in Aberdeen. They take different forms but most are concerned with providing information, engagement opportunities and facilities aimed at encouraging the local community to travel more actively. As part of this charter, our aim is to establish a number of physical (and virtual) hubs which are developed to take account of the local situation and opportunities. The new city bike hire scheme, support for personalised travel routes, bike repairs, links with community pantries etc are some of the features that will be considered and tested as part of our active travel hub network.

Increasing access to bikes is another driver for change. We plan to repair and recycle bikes and to make them available to people for whom cost can be a barrier (this will be included in the 'Reducing Generation of Waste' Charter later this year). A focus within this Charter however is on eBikes where there is considerable growth in popularity in cities across the UK. Encouraging people to try eBikes and to support them in obtaining grants or loans is one of the change ideas we plan to test during the life of this Charter.

The perception that cycling is not safe due to other motorised vehicles in particular is a key barrier to change. We aim to address this by encouraging and supporting fleet managers to train their drivers in practical cycle awareness. This training is available at a cost from Cycle Scotland but as far as we know, it is not taken up by many

organisations and no-one is actively pushing it. There is evidence of its effectiveness and the change we wish to test are our methods to facilitate uptake of this training with public sector organisations; test centres and city based hauliers. This will involve enabling access to funding, incorporating cycle awareness training into mandatory training programmes and supporting organisations to be role models for cycling and road safety. In doing this, we hope this will lead to an improved perception and real experience of cycling safety as well as helping to increase the corporate responsibility of organisations.

Measures

Outcome measures

- Increased numbers of cyclists on key routes, through data on cycle counters
- Reported change in attitude and behaviour - 'hands up' survey that happens once a year in schools and call-logs for personalised active travel support (SCARF support line)
- Scottish Household Survey results on travel
- City voice specific questions on active travel
- Census data (after next census)
- Road traffic collisions involving cyclists
- Carbon emissions

Process measures (relating to cycle awareness training)

- No. of visits to online single information platform
- No. of active travel hubs established
- No. of people supported to own a bike
- Number of organisations signed up to receive cycle awareness training
- Number of drivers that are trained

Change ideas

Improve access to information and support: Collect, collate and publish details of all active travel support on one information platform aiming to improve co-ordination, impact and value for organisations and users

Personalised nudge towards behaviour change: Establish active travel hubs based on particular local circumstances and opportunities integrating these with city bike hire scheme

Improve bike ownership: Trials of eBikes and information support about loans and grants

Improve safety: Increasing practical cycle awareness as routine training for public sector organisations, test centres and city based hauliers

Potential risks and/or barriers to success & actions to address these

- Seed funding for some ideas depending on scale of ambition (active travel hubs). We will look for external funding and grants
- Potential costs to deliver cycle awareness training from Cycling Scotland

Project Team

Kelly Wiltshire, Nestrans, Jon Barron, Nestrans, Alan Simpson, Aberdeen City Council, Andrew Stewart (Health and Transport Action Plan Manager), Jillian Evans, NHS Grampian, Joanne Riach, NHS Grampian, David Selkirk, Sport Aberdeen and Chris Rae, Scarf.

Outline Project Plan – Active Travel Cycling

Project Stage	Actions	Timescale
Getting Started (Project Score 1-3)	<ul style="list-style-type: none"> • Sustainable City Group research into Active Travel • Sustainable City group have a workshop to come up with change ideas and complete a driver diagram • A project team is compiled • Project Charter Drafted 	September to December 2019
Designing and Testing Changes (Project Score 4-7)	<ul style="list-style-type: none"> • Team decide for first test of change to encourage driver cycling awareness to try and break down some of the barriers to cycling and improve road safety. • Investigate what training is available • Ask Cycling Scotland to undertake Practical Cycle Awareness Training • Encourage organisations (fleet managers) to sign up for the training • Look at potential funding opportunities to pay for the training if required • Gather info from each organisation on active travel endeavours/support and identify best platform to publish • Capture data on uptake of eBikes trials • Work with local communities to design active travel hubs 	<p>January to March 2020</p> <p>Beginning May 2020</p>

<p>Implementing and sustaining changes that demonstrate improvement (Project Score 7-10)</p>	<ul style="list-style-type: none"> • Drivers carry out the training • Get feedback from the training • Create case studies of the organisations that have taken part in the training • Collate and measure using all available data • Ongoing iteration of development, implementation and evaluation of active travel hubs 	<p>April to September 2020</p> <p>Throughout 2020 and beyond</p>
<p>Spreading Changes (Project Score 9-10)</p>	<ul style="list-style-type: none"> • Promote the training further within the current organisation • Encourage other organisations to sign up using the previous examples to promote • Promote good road safety for all road users. 	<p>October 2020 to Jan 2021</p>

ⁱ <https://www.sportengland.org/media/13943/active-travel-full-report-evidence-review.pdf>

ⁱⁱ https://bettertransport.org.uk/sites/default/files/research-files/Take_action_on_active_travel.pdf

ⁱⁱⁱ [National Transport Strategy](#) - Currently being refreshed with strong focus on active travel

[Regional Transport Strategy](#) – Currently being refreshed with strong focus on active travel

[Local Transport Strategy](#)

[Nestrans Active Travel strategy](#) – currently being refreshed as part of new Regional Transport Strategy.

[Aberdeen City Council - Active Travel Strategy](#)

[Core Paths Plan](#)

[Civitas Portis Sustainable Transport EU project](#) – Bike Hire Scheme for city is moving forward

[SUMP – Sustainable Urban Mobility Plan](#)

[City Centre Masterplan](#)

[Grampian Health and Transport Action Plan](#)

[This project charter should complement the work already happening locally on behavioural change and implementing new cycling infrastructure and the work that is planned over the next few years without duplicating effort.](#)

[Other research that has helped to shape this project includes:](#)

The Scottish Health and Inequality [Impact](#) Assessment Network (SHIAN) report – Health and Transport: A Guide 2018

[Are we nearly there yet? Sustrans 2018](#)

[Annual Cycling Monitoring Report 2019](#)