



Community Planning Aberdeen

Progress Report	Project End Report 14.2: Increase % of People who cycle as one mode of travel by 2% by 2023
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Governance Group	CPA Board – 29 February 2024

Purpose of the Report

This report presents the results of the LOIP Improvement Project Aim which aimed to increase % of people cycling as one mode of travel by 2% by 2023.

Summary of Key Information

1 BACKGROUND

- 1.1 Links to LOIP Stretch Outcome 14, Increase Sustainable Travel, 38% of people walking and 5% of people cycling as main mode of travel by 2026.
- 1.2 Active travel is good for the environment and a shift from car dominated transport is needed for population health. There are many national and local strategies to promote and support active travel efforts with considerable effort already happening or underway. This project, 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.
- 1.3 Aberdeen has relatively low cycling rates compared to other European Cities but has great potential to increase. The city is compact and there are some 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.

2 IMPROVEMENT PROJECT AIM

- 2.1 Against this background, on in September 2020 the CPA Board approved the [project charter](#) for the initiation of an improvement project which aimed to increase % of people who cycle as one mode of travel by 2% by 2023.

2.2 The aim links to policies in Aberdeen City Council’s Local Transport Strategy, Nestrans’ Regional Transport Strategy, and the Scottish Government’s National Transport Strategy and associated active travel delivery plans. There are specific health and well-being impacts associated with increased levels cycling and associated reduction of sedentary behaviours. There can also be wider community benefits associated with increased levels of cycling, particularly if this replaces trips previously made by private car at a local level.

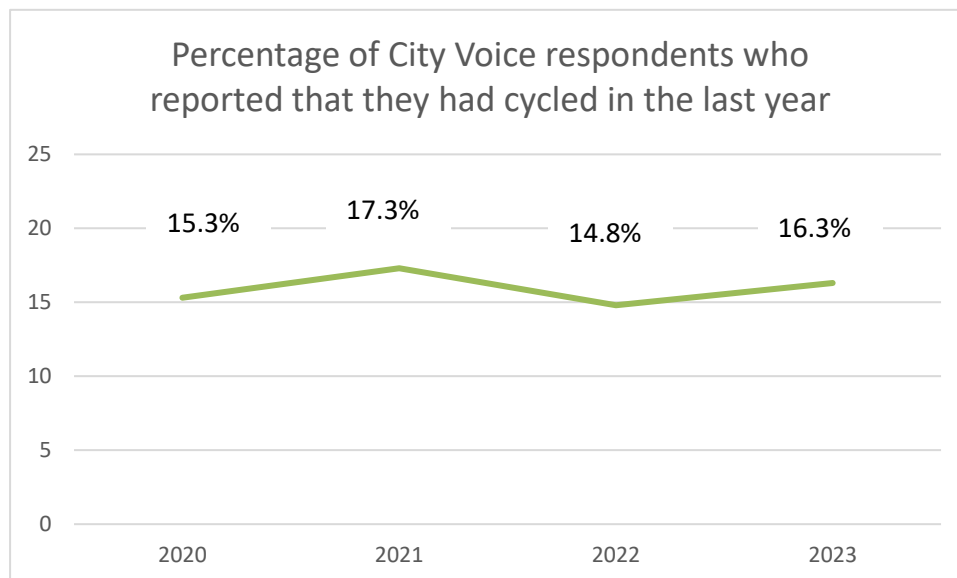
3 WHAT CHANGES DID WE MAKE?

3.1 The following improvements were tested:

- a) Be “Bright at Night” Road Safety Campaign on radio, posters on social media will begin again at the end of October to coincide with the clocks changing;
- b) Promotion of active travel and safe cycling across media and at specific events;
- c) Bike recycling project; and
- d) Cycle training for adults to be cycling trainers.

4 HAVE OUR CHANGES RESULTED IN IMPROVEMENT?

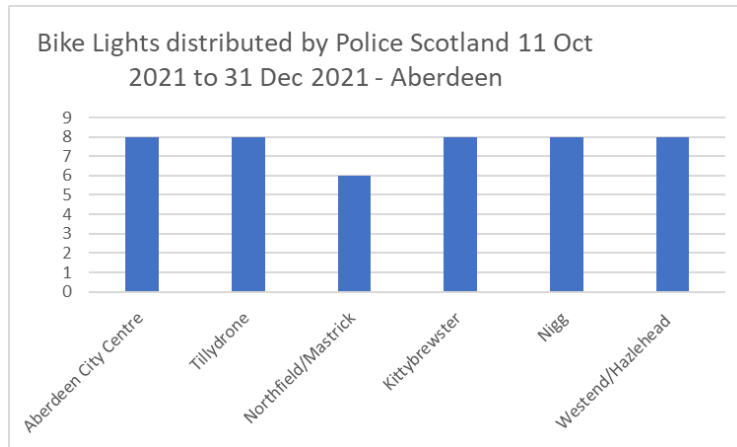
4.1 City Voice shows there has been a 1.0% increase in the % of City Voice respondents who reported that they had cycled in the last year from 15.3% in 2020 to 16.3% in 2023. In 2021, the relevant figure was 17.3%, dropping to 14.8% in 2022.



4.2 The results may in part be a levelling out linked to the pandemic and the large increase in people walking and cycling that was seen during the Covid-19 restrictions. There is also a statistical variability in the relatively low base levels of cycling.

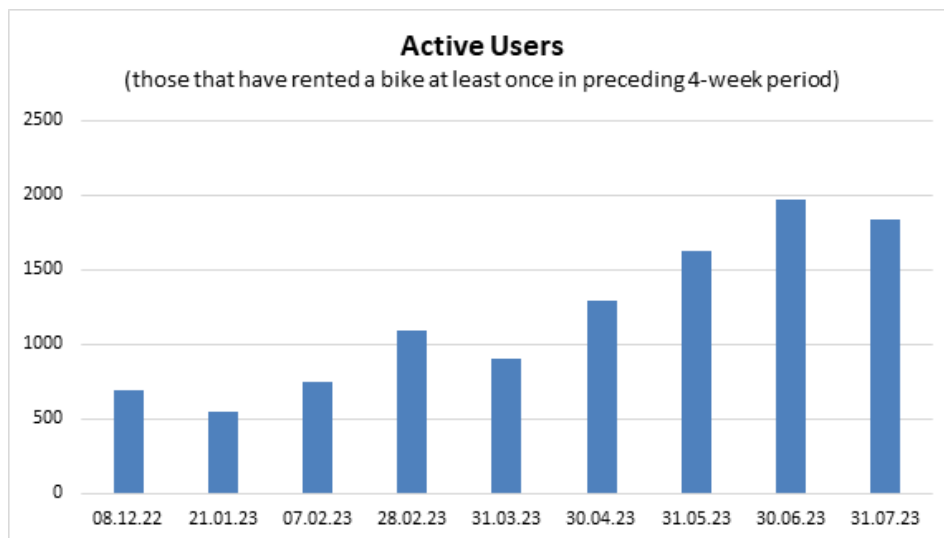
4.3 In terms of the projects tested, the following impacts were measured.

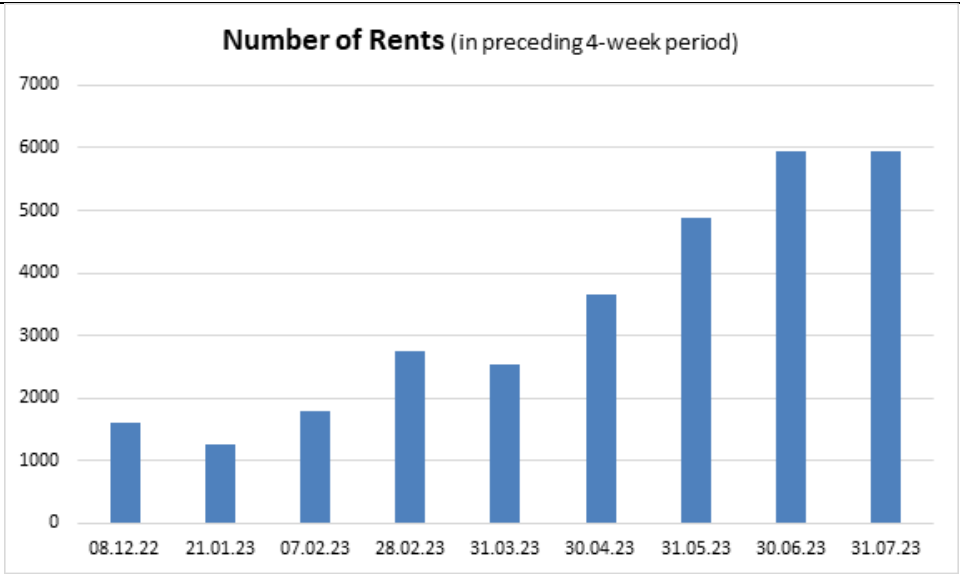
Bike Lights/ Be “Bright at Night” Road Safety Campaign



Big issue E-Bike Hire Scheme:

4.4 The scheme was launched in early November 2022. This is progressing well, with the number of sites across the city increasing. Usage profiles are also positive in terms of active users and number of rents (measured between Dec 22 and July 23)





The Bike Recycling Project

4.5 We also recognised that not everyone has access to a bike comes at a cost and not all can make this financial commitment, particularly with the cost-of-living crisis. In response to this and to support our reduction of waste project, a new bike recycling initiative commenced from June 2023 which saw bikes recycled, repaired, and reused and also provided discounted and affordable bikes, as well as a referral scheme for those who otherwise may not be able to own their own bike. As well as making bike ownership accessible, it helps the circular economy, reducing the needless waste of unwanted bikes going to landfill. This was launched on 10 June 2023 as part of ‘Bike Week’ Data. Numbers of bikes being upcycled will be available soon.

Cycle Training for adults to be cycling trainers

4.6 This is currently ongoing. 7 people have currently completed their training to be certified to conduct risk assessments, plan, develop and deliver cycling sessions based on the National Standard for cycling to anyone that wants to cycle. They are now qualified to deliver this training to children (i.e. Bikeability). This course is SCQF accredited at Level 7 with 3 credit points. It came at no-cost to any of the attendees/organisations and is being paid for through monies set aside by Scottish Government, through Cycling Scotland, on the back of the UCI World Championships.

4.7 Other recent courses in Aberdeen are for cycle-ride-leader/assistant-cycle ride leader hosted, 6 students, and adult-cycle-training organised at RGU with 5 students.

5. HOW HAVE OUR COMMUNITIES/PROTECTED GROUPS PARTICIPATED IN THE PROJECT AND THE IMPACT OF THIS

5.1 Through many consultations on active travel projects (not just community planning ones) and our social media posts we receive information that many are not aware of the new rules in the Highway Code. In particular for cycling and the new sustainable travel hierarchy. As such have promoted the new rules to

educate and inform and hopefully help to avoid conflict between people using different modes.

6 HOW WILL WE MONITOR AND SUSTAIN THESE IMPROVEMENTS?

- 6.1 Performance of the bike recycling scheme, and bike hire scheme will continue to be monitored on a project level, alongside indicators relating to bike training. Recent changes in funding active travel behaviour change projects regionally will provide more control of the deployment of these and similar projects helping to sustain local action and progress.
- 6.2 Wider surveys on prevalence of cycling will continue to be undertaken and monitored, and supplemented by wider information gathered locally by local, regional and national partners.
- 6.3 Data will continue to be reported to the Sustainable City Group and through the Outcomes Framework.

7 OPPORTUNITIES FOR SCALE UP AND SPREAD

- 7.1 Opportunity 1: Wider improvements in cycling facilities are being implemented across the City and City Centre as part of ACC's ongoing investment in active travel, and this is being supported by wider behaviour change initiatives. Continued investment in infrastructure, facilities, and behaviour change programmes will be closely monitored to understand how these can better encourage increased levels of cycling participation across different communities, replicating outcomes elsewhere.
- 7.2 Opportunity 2: Closer tie in to Behaviour Change initiatives. ACC and partners are involved in a wide range of active travel behaviour change initiatives, there is an opportunity to closer tie these activities into areas seeing infrastructure etc improvements to deliver enduring change.

Recommendations for Action

It is recommended that the CPA Board:

- i) Agree that whilst the aim has not been achieved there remain indications from project monitoring regarding the wider potential of cycling; and
- ii) Agree that increasing cycling remains a priority note that the Sustainable City Group was developing a revised aim as part of the refreshed LOIP to build on the improvements to date with new innovative improvements, as well as taking forward the opportunities for scale up and spread as detailed.

Opportunities and Risks

A key opportunity is the strong policy and funding availability for the implementation of active travel measures (walking, wheeling and cycling) in the City. There is an opportunity for the Community Planning Process to be more effective in complementing

and influencing the existing number of ongoing active travel infrastructure and behaviour change initiatives currently in development across the City.

Risks relate to availability of appropriately skilled human resource to deliver measures and establish sustainable delivery pathways. There is also a risk arising from the difficulty in quantifiably measuring cycling levels as an activity, and furthermore establishing the causal links between activity levels and interventions. There are also risks relating to the effective communication of benefits arising from the promotion of active travel measures.

Consultation

Members of the Sustainable City group have been consulted on this report.

Background Papers

The following papers were used in the preparation of this report.

14.2 Sustainable City Cycling Charter and Associated Updates.

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