



sustrans

JOIN THE MOVEMENT

A woman with short brown hair is riding a bicycle towards the camera on a paved path. She is wearing a light green cardigan over a dark top and a dark skirt. A black bag is slung across her chest. The path is lined with large, leafy trees on the left and a row of dark, cylindrical bollards on the right. In the background, other people are walking on the path. The scene is bright and sunny, with dappled shadows on the ground.

## Vision

Our vision is a world in which people can choose to travel in ways that benefit their health and the environment.



# Mission

Mission: enabling people to travel by foot, bike or public transport for more of the journeys we make everyday.

 Genedlaethol  
Welsh Government  
The National Lottery\*



# Aims

The background image shows a modern urban environment. In the foreground, there is a paved road with yellow double lines, a green grassy area, and a few people walking. In the middle ground, a multi-level pedestrian bridge with a white railing spans across the road. Behind the bridge, a tall, modern office building with a glass facade and a sign on top is visible. To the left, several construction cranes are positioned against a blue sky with light clouds. The overall scene is bright and clear, suggesting a sunny day.

- the environmental impacts of transport, including its contribution to climate change and resource depletion, are significantly reduced
- people can choose more often to travel in ways that benefit their health
- people have access to essential local services without the need to use a car
- local streets and public spaces become places for people to enjoy.



# Objectives

- to make local environments safe and more attractive for walking and cycling
- to support and encourage individuals to make more sustainable and healthy travel choices, through motivational and information programmes
- to influence policy and practice by communicating the outcomes of our own work, and the benefits of sustainable and healthy travel, to a wide audience.





# Sustrans history 1977-2014



1977 CycleBag,  
Bristol



1984 York-Selby 1996 Trailblaze



  
**sustrans**  
JOIN THE MOVEMENT



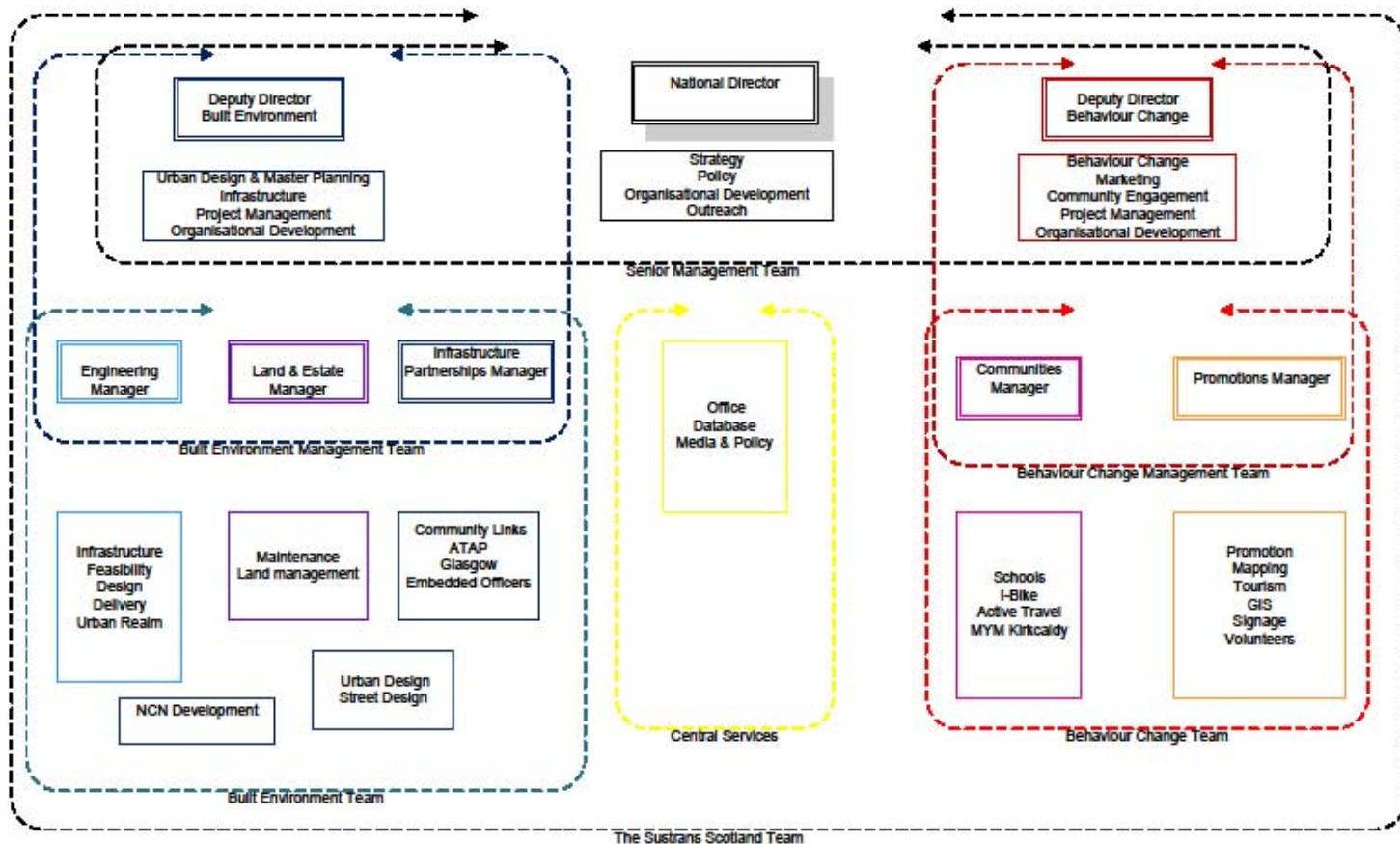
# Sustrans Scotland in 2015

- 62 staff delivering high quality projects in partnership with local government, other partners and communities.
- Annual budget of £27m from Transport Scotland: £23m match funding from Community Links. Total £50m or £10 per capita
- Other funding of £1M from Climate Change Dept., SNH,
- 2,000 supporters in Scotland (20K UK) and 400 Volunteers



# Sustrans Scotland: 2015

## Sustrans Scotland Team Structure







# Project portfolio: Behaviour Change

I – Bike

Hands up Scotland

Support for Schools

Make your Move Kirkcaldy

Signage

GIS

Tourism & recreation

Web site & social media

Policy & Media

Volunteers







# I Bike

- Over 5 years I Bike has delivered:
- an avg. 7% increase in cycling
  - an avg. 4% reduction in car use
  - 3,311 activities delivered, engaging with 104,285 pupils
  - 125 schools across five local authorities
  - Hands Up Scotland:
    - 467,000 pupils took part, 70% of entire school roll
    - over 50% of pupils in Scotland now travel actively



## **Over 5 years I Bike has delivered:**

- an avg. 7% increase in cycling
  - an avg. 4% reduction in car use
- 3,311 activities delivered, engaging with 104,586 pupils
- 125 schools across five local authorities
- Hands Up Scotland:
  - 467,000 pupils took part, 70% of entire school roll
  - over 50% of pupils in Scotland now travel actively



- Empowering employees through training support and resources
- 84 Champions across private, public, and 3rd sector organisations
- 11,500 people engaged





# Volunteering for Sustrans



# Volunteers

- 400+ volunteers
- Active Travel Champions
  - Workplaces
  - Further and Higher Education
- Greener Greenways
- NCN Rangers
- I Bike Champions
- Advisory Board



# Monitoring





# Cyclists this year

113,649

- 79 automatic counters, RUIS, manual counts, 9 totem poles:
- Clydebank, Glasgow, Coatbridge, Stirling, Benderloch, Inverness, Perth & 2 in Edinburgh
- Hands up Scotland (HuS)
- Workplace & Community surveys
- RMU staff embedded office
- CAPS monitoring sub-group



# National Cycle Network in Scotland

- Mapped, signed, standardized, 8-80
- P/T Officer for tourism embedded in Cairngorms Nat Park Authority
- Cycle Tourism Forum Project Manager
- Embedded Officers in RTP's



The Value of  
Cycle Tourism

Opportunities for the Scottish economy

SUMMARY REPORT

Ivan Zovko  
JUNE 2013  
www.scotlandscotland.com

11 June 2013 Last updated at 00:57

Scotland should be 'must visit' for cycle tourism says report



Transform Scotland wants more to be done to unlock the economic potential of cycle tourism

Cycle tourism is worth up to £239m per year to the Scottish economy, according to a new report.

Related Stories



## Active Travel Strategies

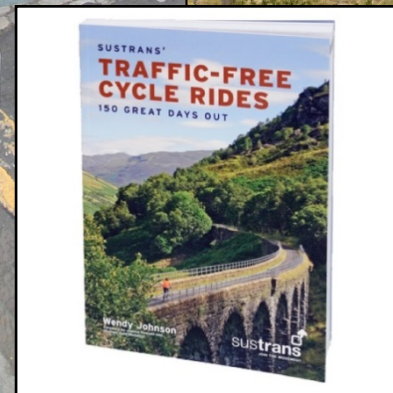
- 16 of 32 local authorities have, or will have, by March 2015
- 16 expressed an interest
- All RTPs in development





# Signing & mapping National Cycle Network

- Signage: the glue holding 2,000 mile network together
- GIS underpins mapping online and printed form



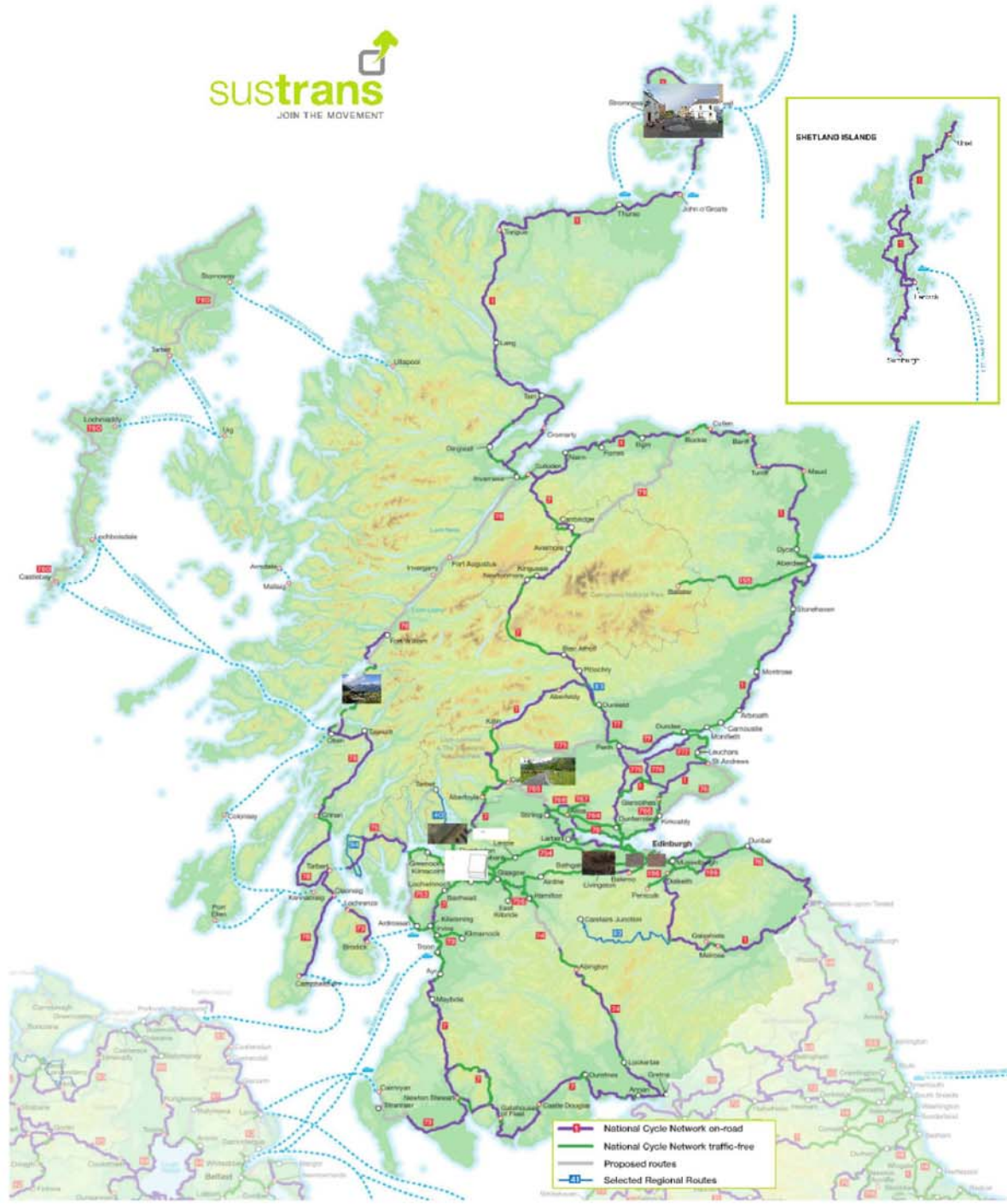


# Project portfolio: Built Environment

Community Links  
NCN Development  
Urban design & master-planning  
Land & Estate management  
Active Travel Action Plan  
Street Design: Kirkcaldy, Dumfries & Kirkintilloch









# National Cycle Network

- 2,000 miles long
- Within 1 mile of 70% of population
- 600 miles traffic free
- 103m trips in 2013
- 24% of cyclists, 9% pedestrians commuting
- Generated £280m revenue
- Health benefits of £100m
- Benefit to cost ratios 13.5:1
- Supported by Transport Scotland
- Developed through Community Links



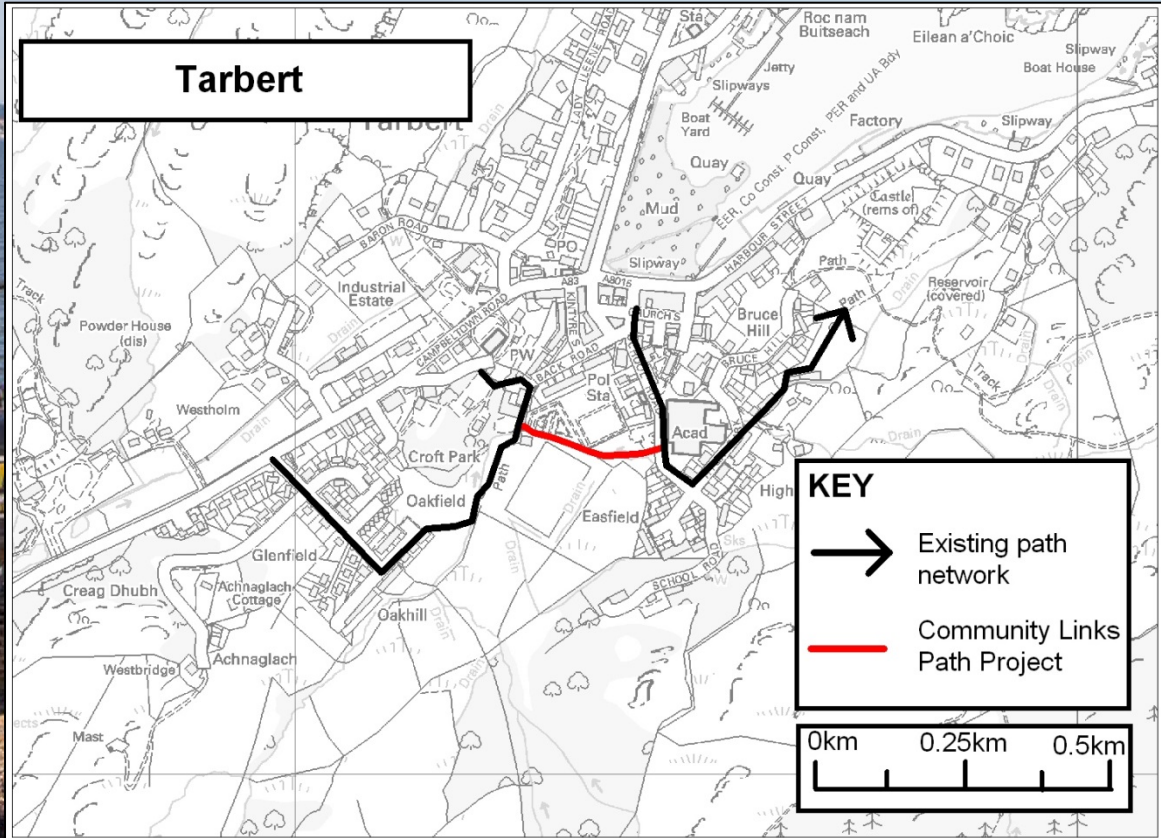






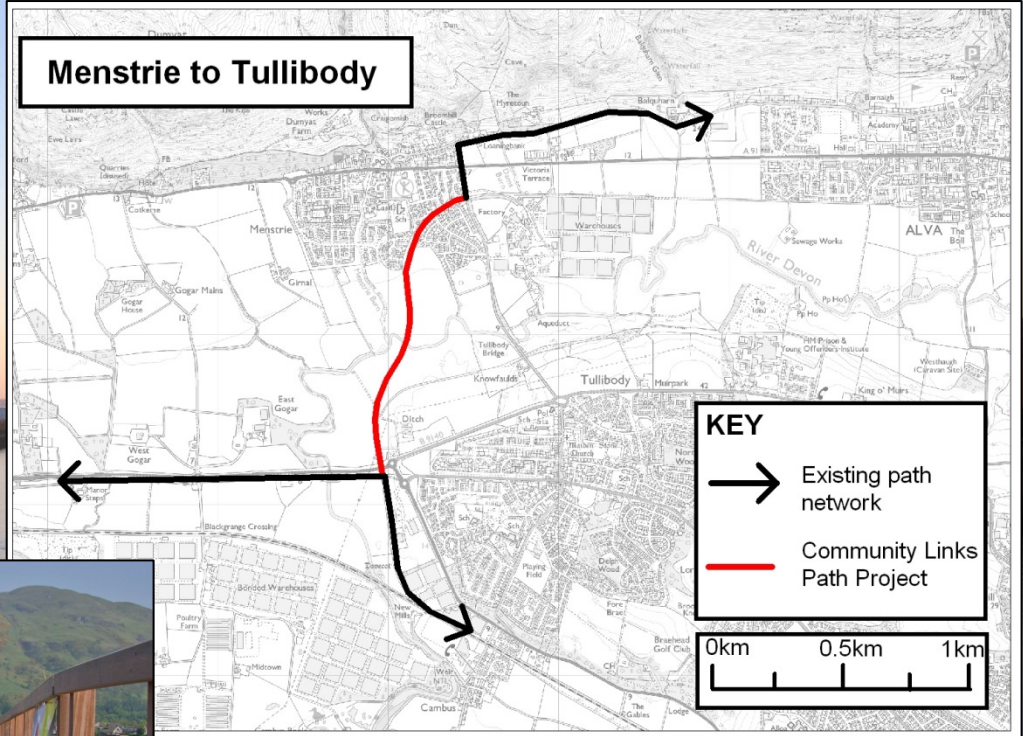
# Community Links: 1) urban networks for active travel

## Tarbert Argyll



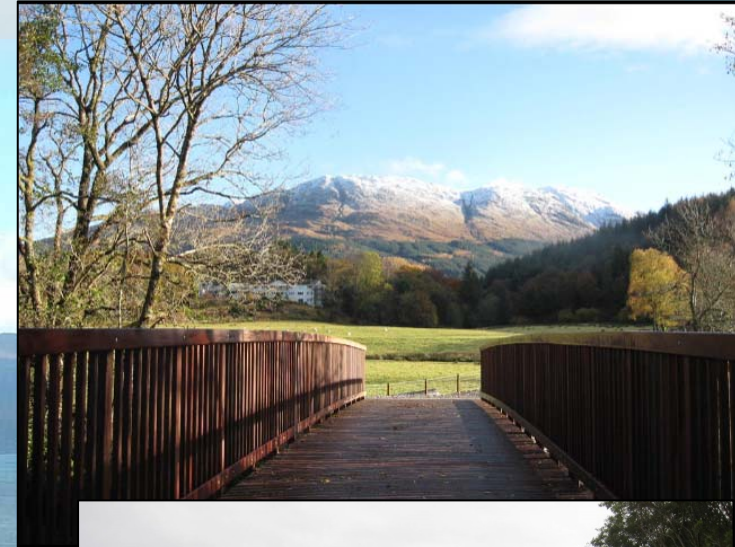
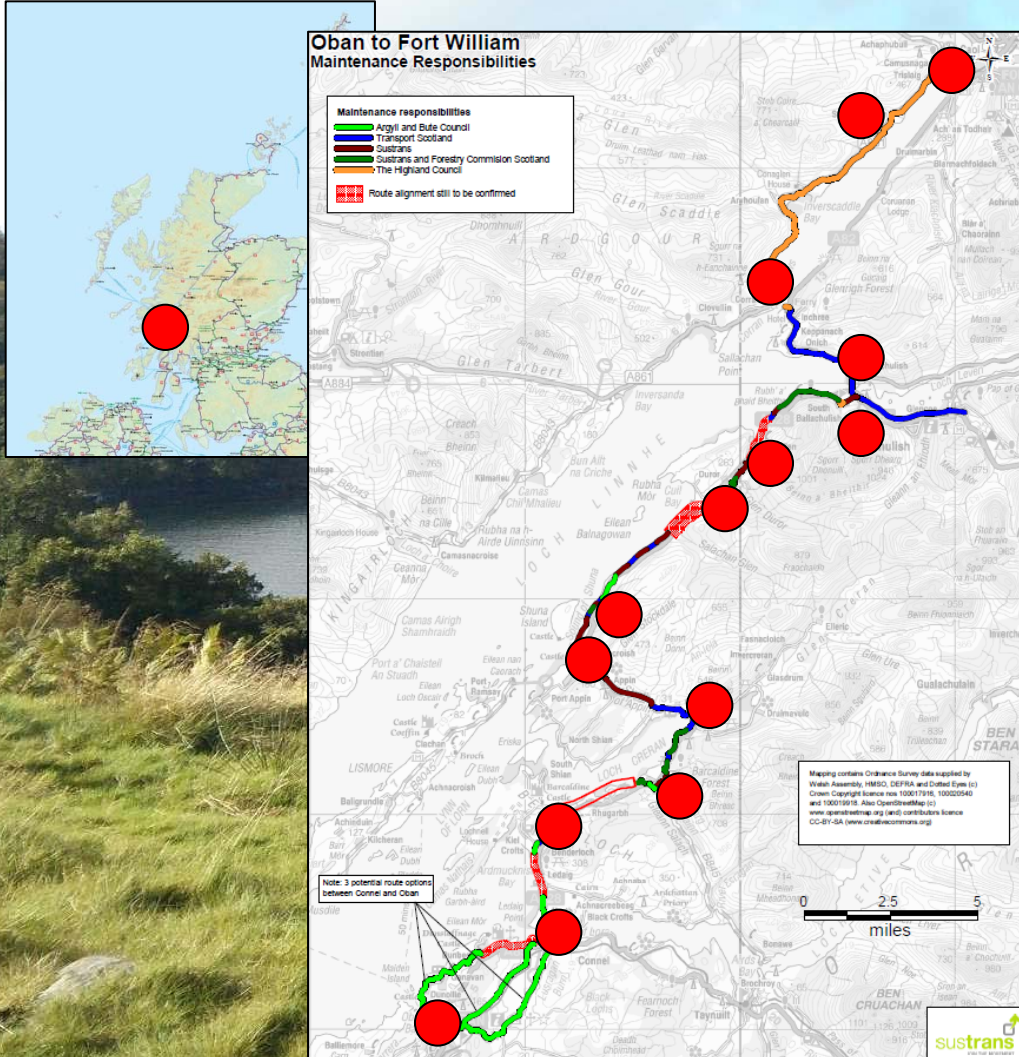


# Community Links: 2) suburban networks for active travel & recreation: Cambus to Menstrie, Clackmannanshire





# Community Links: 3) rural networks for active travel, recreation & tourism: Oban – Fort William





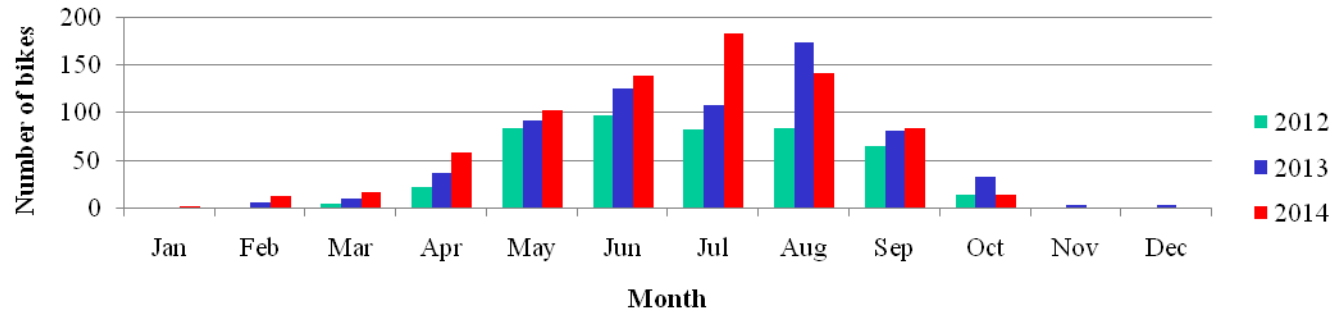
# Community Links: 3) rural networks for active travel, recreation & tourism: Oban – Fort William



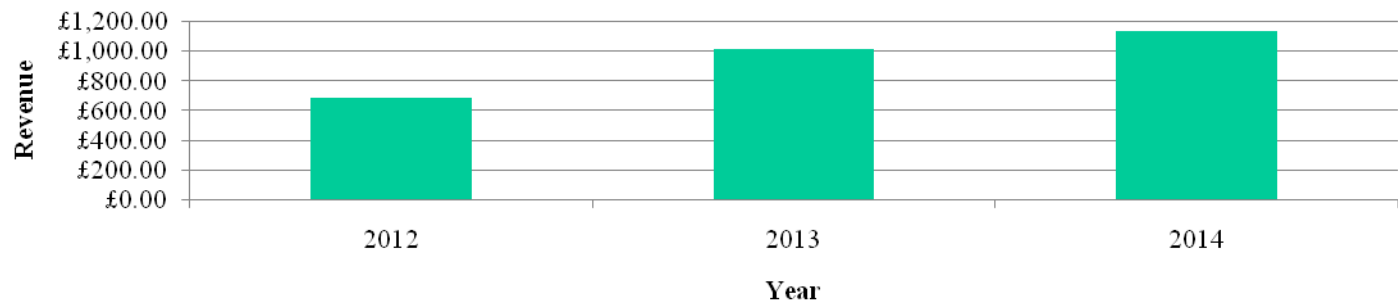


# Camasnagaul Ferry

## Number of bikes per year



## Bike Revenue 2012-14





Community Links 4)  
City network  
Glasgow City Council  
Bridge to Nowhere  
(Connect2) (1/3)





City network  
Glasgow City Council  
Bridge to Nowhere  
(Connect2) (2/3)





# City network Glasgow City Council Bridge to Nowhere (Connect2) (3/3)





# Street Design Queen St, Dumfries





Leith Walk - Edinburgh



During

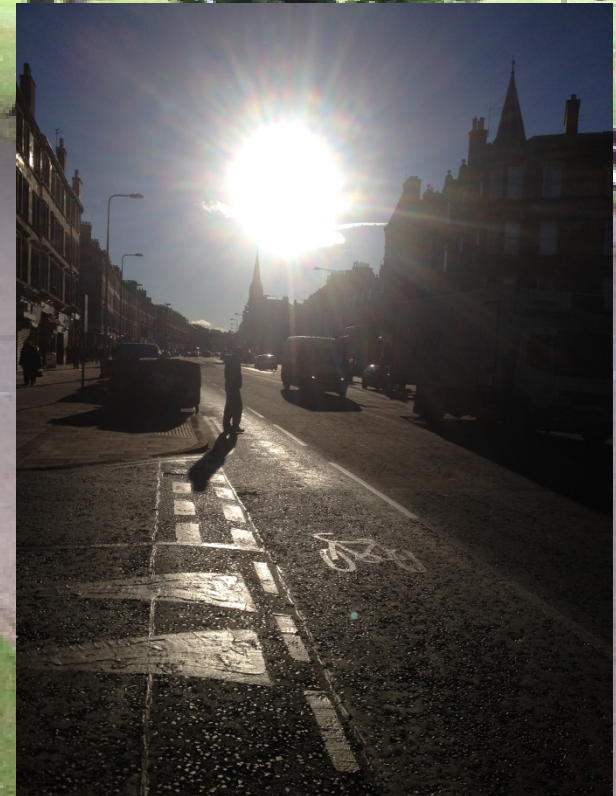
After



Leith Walk  
public realm  
programme  
2014 – 2015 (1)



# Leith Walk public realm programme 2014 – 2015 (2)





# Kirkintilloch: concept design

Before



After







Dunblane  
Station  
concept design  
for consultation



# Does Scotland have a sustainable and effective transport network? (1/3)

A sustainable transport network is.....:

people friendly, fuel efficient and health enhancing.

fair, equitable, environmentally friendly and supports a competitive economy.

accessible, provides choice and improves peoples' quality of life



# Does Scotland have a sustainable and effective local transport network? (2/3)

- Half of all car trips less than 5 miles (NTS 2006)
- Congestion will cost £16Bn by 2025 (CBI)
- Obesity now costing £550m a year (NHS Scotland)
- Carbon emissions from transport rising (Scottish Govt)  
Air pollution fines rising (EC & Scottish Govt)
- Bus provision mixed



# Does Scotland have a sustainable and effective active travel network? (3/3)

- Cycle trips in Scotland 2% (Scottish Household Survey)
- Walking trips in Scotland 23% (Scottish Household Survey)
- 50% of children travel to school actively (Sustrans Hands Up)
- 8% of commuting by bike in Edinburgh (CEC)
- Community Links benefit to cost ratios from 2:1 to 9.5:1
- Scottish Government funding at £10 per person in Scotland



# How might Scotland create a sustainable and effective local transport network?

- Deliver policy:
  1. Cycling Action Plan for Scotland
  2. Designing Streets
  3. Let's make Scotland more physically active
  4. Smarter Choices: Smarter Places initiative
  5. NPF3
- Focus on urban networks:
  1. Design
  2. Maintenance
  3. Shared space, road space re-allocation, road speed, minor road traffic calming, public transport prioritisation
  4. Behaviour change programmes



# Does Scotland want a sustainable and effective local transport network?

- Can Scotland afford not to want an active travel network:
- Negative impacts of current network: sedentary lifestyles, increased obesity, congestion, emissions, fuel poverty, pollution, mixed bus provision.
- Positive impacts of changing the network: combating the negatives, income generation, cost benefit analysis, preventative spend, jobs - growth and retention, public opinion, modern living, aspiration



# Could transport bankrupt the NHS?

## Call to treat inactivity as seriously as smoking



Fifteen medical organisations in Scotland have called for radical action to improve levels of physical activity.

Physicians, surgeons, psychiatrists, dentists, anaesthetists and GPs joined together as the Scottish Academy of Medical Royal Colleges and Faculties.

They said as much effort should be made to increase activity as was already put into encouraging people to stop smoking or drinking.

## Air pollution in Scotland 'creating public health crisis'



Air pollution in Scotland's towns and cities is creating a public health crisis, according to environmental campaigners.

The claim by Friends of the Earth Scotland came after they analysed official data for two toxic pollutants.

The group said the latest figures showed pollution levels were continuing to break Scottish and European limits.

### Related Stories

[Air pollution 'caused 2,000 deaths'](#)

['Most polluted streets' identified](#)



# Current Trends

## 20mph speed limit for Edinburgh passed by councillors



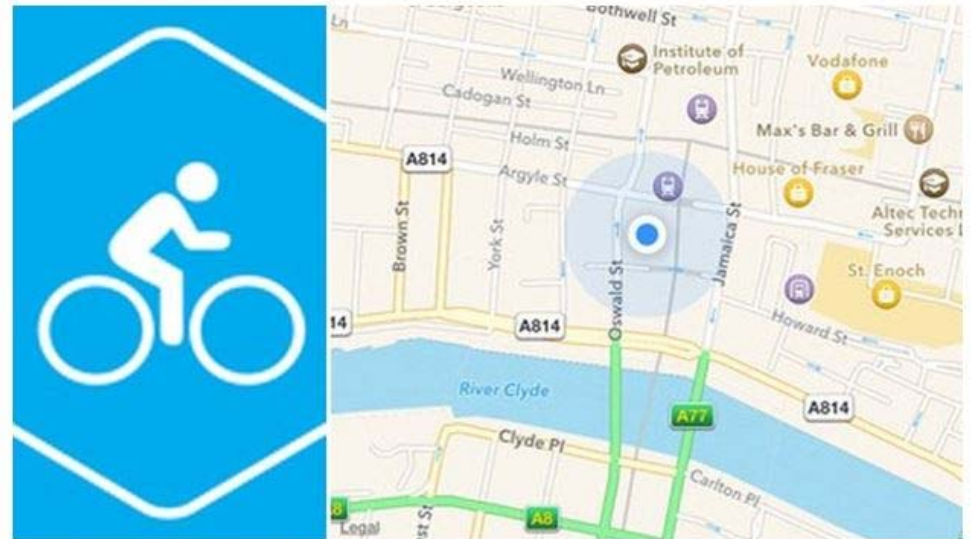
Details of cost, sign posting, and enforcement of the scheme are due in a report in March

**Councillors have passed plans for more than 80% of Edinburgh's roads, including the whole of the city centre, to have a 20mph (32kmph) speed limit.**

Details of the cost, sign posting, and enforcement are due in a report in March.

Work on the scheme is due to begin later this year with it being completed

## New app launched to boost cycling routes in Glasgow



The new app is available via the Apple store. An android version will soon be available via Google Play

**Cyclists in Glasgow are being urged to share their routes via a new mobile phone app in a bid to improve the city's bike network.**



# Conclusions



- A sustainable network for local trips is achievable
- Funding must match rhetoric and policy
- Preventative spend: health, environment, quality of life
- Good business: cost benefit analysis
- Good enough for them, too good for us?





sustrans

JOIN THE MOVEMENT

