

Connecting Communities

# Glasgow's Active Travel Strategy

2022 – 2031



# What is “active travel”?



“Active travel” means moving around using your own effort to get from place to place, usually by walking, wheeling or cycling, and is for everyday journeys such as going to school, to the shops or to work, as well as for exercise and recreation.



Active travel is good for individual health and wellbeing, reducing traffic congestion and carbon emissions, and tackling climate change.



In this strategy we define “wheeling” as using a wheelchair or other mobility aid, but also include in this tricycles, adapted bikes, other non-standard cycles, and children’s push scooters.



Glasgow City Council is committed to the Scottish Government’s sustainable travel hierarchy and to enabling our citizens to have a choice of travel modes, which includes cars as mobility aids.

To learn more about Glasgow City Council’s other transport-related plans and strategies, follow the links below:

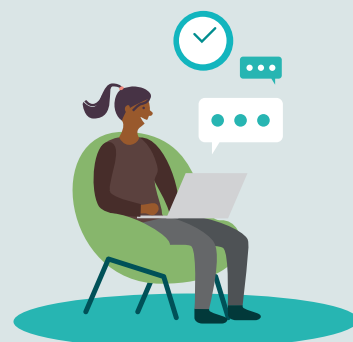
[Glasgow Transport Strategy](#)

[Active Travel Strategy StoryMap](#)

[Liveable Neighbourhoods StoryMap](#)

[Liveable Neighbourhoods Toolkit](#)

[Glasgow City Centre Transformation Plan](#)





## Contents

<b>Foreword .....</b>	<b>4</b>
<b>Introduction.....</b>	<b>6</b>
<b>Benefits of active travel .....</b>	<b>8</b>
<b>Policy context .....</b>	<b>13</b>
<b>Strategic vision and outcomes .....</b>	<b>16</b>
<b>Connectivity, people and place: rebalancing our streets and spaces .....</b>	<b>18</b>
<b>Unlocking change: enabling everyone to walk, wheel or cycle .....</b>	<b>26</b>
<b>Thinking differently: encouraging, motivating and sustaining change.....</b>	<b>32</b>
<b>Implementation .....</b>	<b>38</b>

# Foreword



**Councillor  
Anna Richardson**

Since the publication of the council's Strategic Plan for Cycling in 2016, a great deal has changed. The declaration of a climate emergency has brought all modes of sustainable transport to the forefront.

Glasgow has committed to achieving net zero carbon, a minimum reduction of 30% of car kilometres travelled by 2030, and a commitment to achieve 'Vision Zero' where no-one is killed or seriously injured on our roads, streets, cycle ways and footpaths. This Active Travel Strategy has a fundamental role to play in achieving these targets. It builds on the Public Conversation on Glasgow's transport future in 2020, which showed overwhelming support for four outcomes:

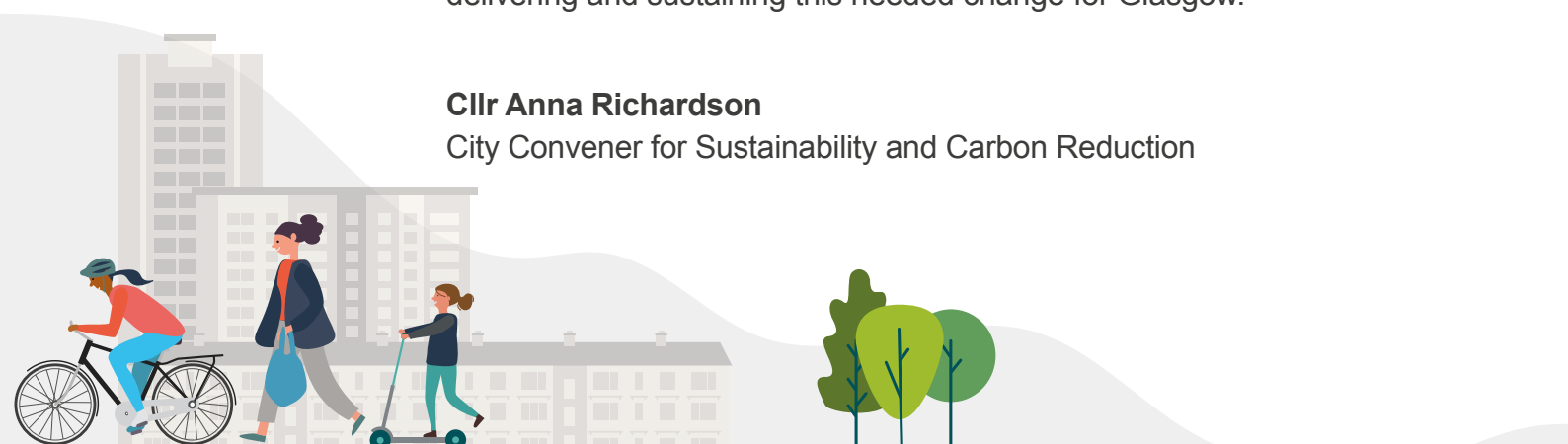
- Transport contributes to a successful and just transition to a net-zero carbon, clean and sustainable city.
- Transport has a positive role in tackling poverty, improving health and reducing inequalities.
- Transport contributes to continued and inclusive economic success and a dynamic, world class city.
- Places are created where we can all thrive, regardless of mobility or income, through liveable neighbourhoods and an inclusive city centre.

This strategy places active travel as a meaningful and crucial element of our daily journeys. It responds to the challenges that many Glaswegians have told us they face in their everyday lives. It addresses the barriers to walking, wheeling, and cycling, and the barriers that prevent people from taking up cycling in the first place. In conjunction with the Liveable Neighbourhoods Plan, it will help to make our streets feel safer to walk, wheel, play and spend time in. That will contribute to Glasgow's health, economy, connectivity, and wellbeing as well as helping to deliver on our climate commitments.

The climate crisis requires us to deliver the ambitious actions laid out in this strategy. Nothing less will create the step change our city and our communities need. Each and every one of us has our part to play in delivering and sustaining this needed change for Glasgow.

**Cllr Anna Richardson**

City Convener for Sustainability and Carbon Reduction





**Executive Director**  
**George Gillespie**

This Active Travel Strategy represents a step change for Glasgow in how we will move around our city and in the design of our streets and public spaces.

The Covid-19 pandemic has demonstrated our ability to adapt and make changes to our everyday lives. Changes to the local transport network helped in the Council's response to the crisis. With the temporary Spaces for People cycle lanes now due to be made permanent, we are already well on our way to building a more comprehensive active travel network at an unprecedented pace. In parallel to this is the national focus on 20-minute neighbourhoods, bringing new opportunities to put people at the heart of our streets and communities.

Walking, wheeling, and cycling must be facilitated in ways that complement one another, and equally importantly, provide seamless links with local public transport services. Active travel can reduce transport inequalities and offer residents greater independence to move around Glasgow.

Accessibility and inclusion are core to this strategy. The proposed City Network will provide safe active travel at all times of day, for people of all abilities. Walking and wheeling infrastructure and our public spaces must provide easy access for everyone, so that nobody feels disconnected from public transport, local services, and their community.

While recent years have seen significant progress with our active travel network, and a corresponding increase in the number of cycle journeys, there is still a great deal to do. The proposed City Network and other components of this Strategy set out the scale of the task, and the pace of delivery necessary to achieve this by 2031.

### **George Gillespie**

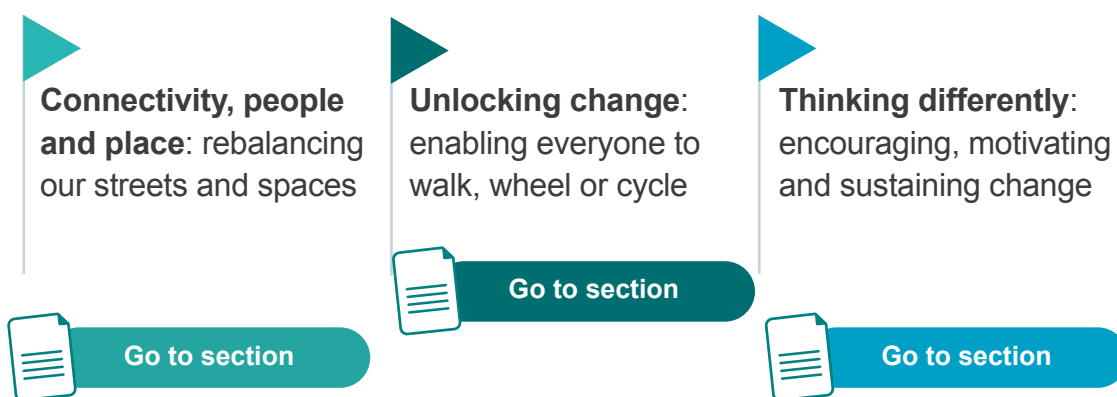
Executive Director of Neighbourhoods,  
Regeneration and Sustainability



# Introduction

## About this Strategy

This Strategy sets out the vision to make active travel the natural first choice for everyday journeys and describes through the three themes (below) how we will increase walking, wheeling and cycling across Glasgow.



The Strategy defines how active travel contributes to the transport needs of the city whilst incorporating priorities for the city in light of the climate emergency and Glasgow's commitment to achieving net-zero carbon by 2030,. It also recognises the important contribution all forms of active travel can make towards achieving the city's wider policy framework, including around health and social equity.

This strategy is supported by a number of more detailed documents:

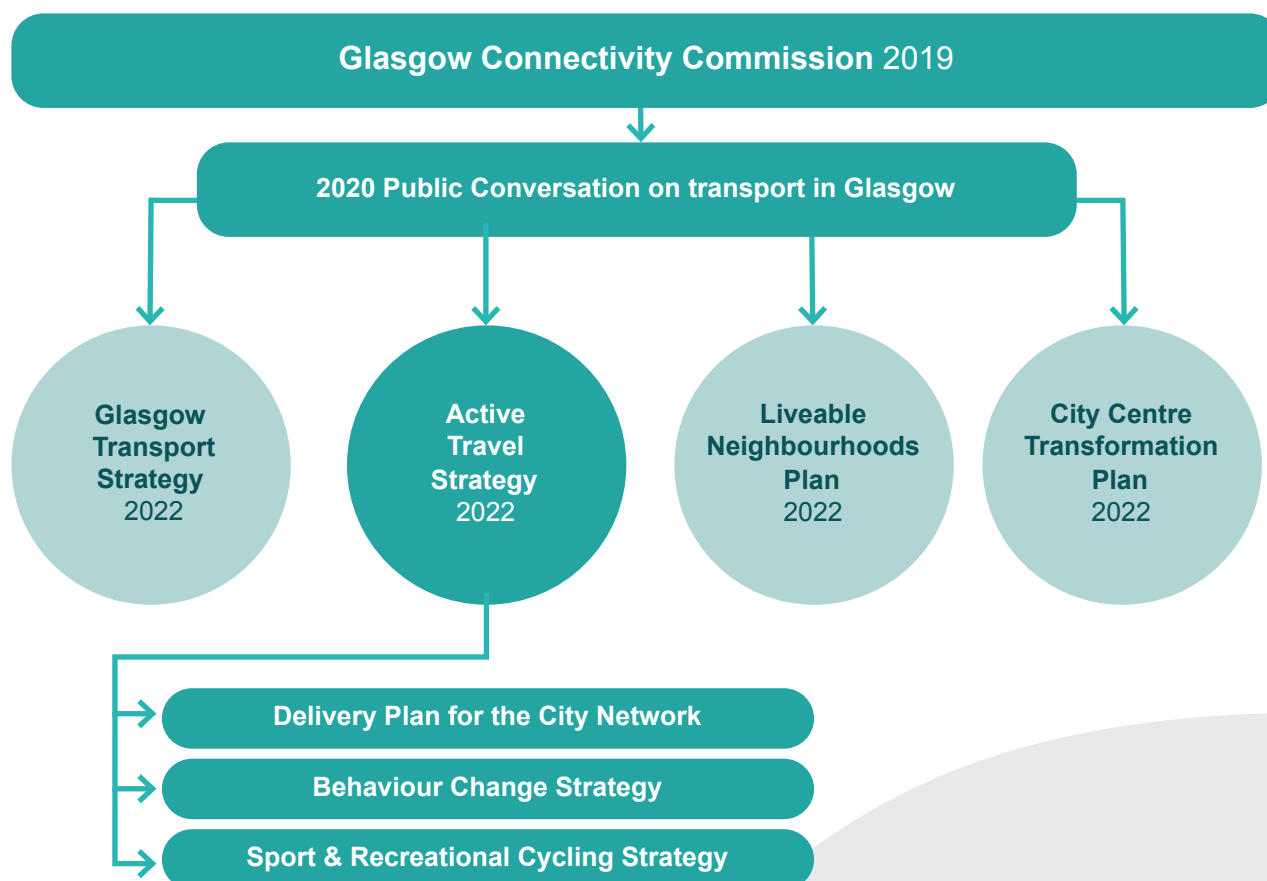
- ▶ [Connectivity, People and Place: Interim Delivery Plan for the City Network](#)
- ▶ [Sustainable Travel Behaviour Change Strategy](#)
- ▶ [Sport and Recreational Cycling Strategy](#)



## A new approach to transport in Glasgow

To turn the Active Travel Strategy's vision, outcomes and actions into reality it can only happen through collaboration. The Council will lead, but successful delivery will only be achieved by everyone playing their part - individual citizens, community organisations and other public sector bodies.

This strategy is just one element of a new approach to transport planning in Glasgow, as the diagram shows. This suite of new strategic documents will create a modern, resilient and sustainable transport system for Glasgow, to help transform the city into a more inclusive, liveable and attractive place for residents, businesses and visitors:

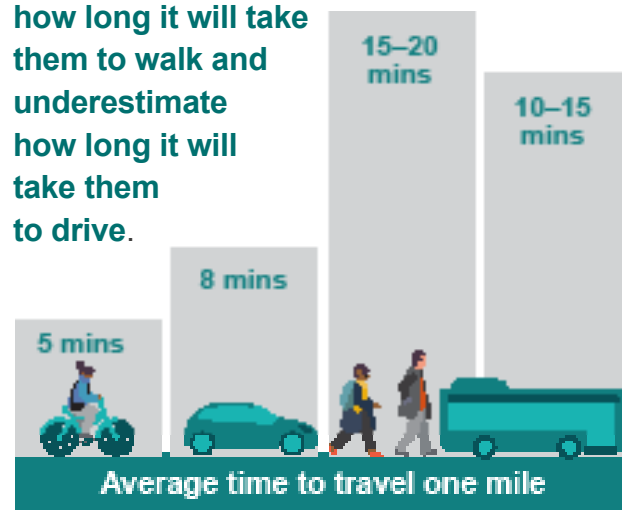


# Benefits of active travel

Let's start with **walking**. It is the most natural physical activity that most of us can do. It is simple and convenient for most people - free year-round exercise that can be incorporated into our daily routines at our own pace.

Whilst walking suits shorter journeys, its role in the city's transport system should not be underestimated: it forms the 'glue' that links people's homes to public transport and on to their destination. Its very convenience and simplicity could be the key to getting more people to use their car less often.

**Most people over estimate how long it will take them to walk and underestimate how long it will take them to drive.**



**Cycling** is an amazingly efficient form of transport. It is possible to cycle far greater distances than walking using much less effort, e.g. someone cycling may use less than a third of the energy that they would use to briskly walk a similar distance. But while cycling is an easy way to travel, there are some barriers for people to overcome, such as learning to ride, and getting and storing a cycle.

Other forms of “**wheeling**” like wheelchairs or push scooters enable active travel and can also provide similar benefits of exercise and efficiency.



**Walking is “the most likely way all adults can achieve the recommended levels of physical activity”**

(NICE Public Health Guidance, 2012)

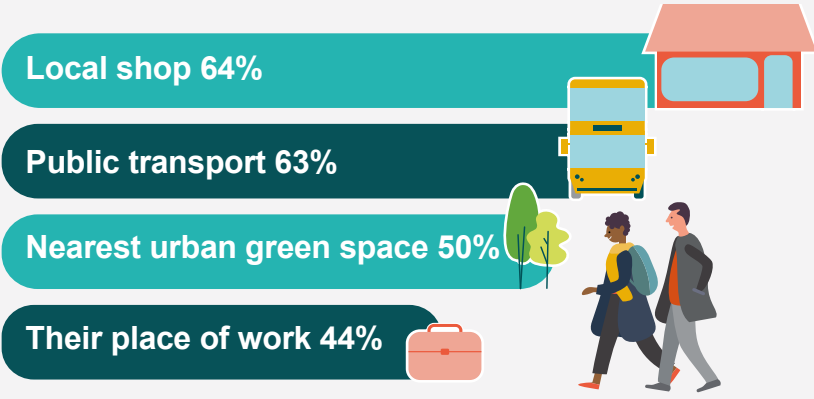






Being active can improve your energy levels, general fitness, bone and muscle health and general wellbeing.

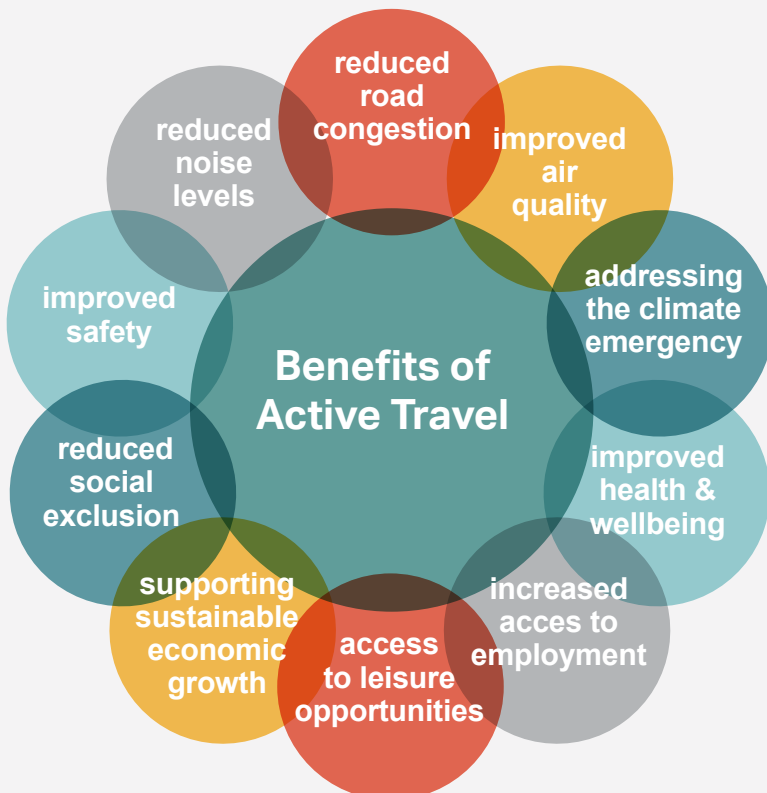
Scottish adults would be prepared to walk to:



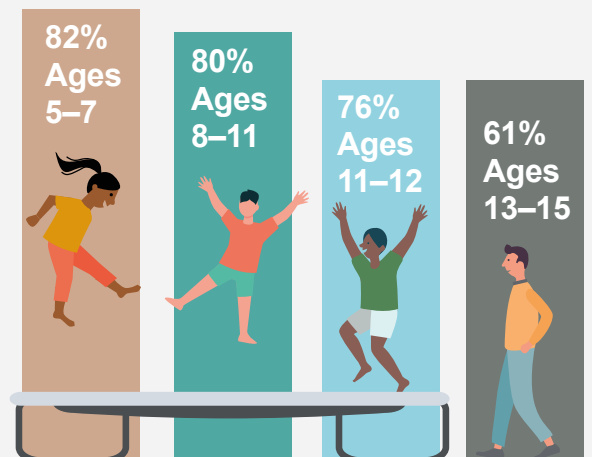
Health professionals recommend children and young people get at least 60 mins of vigorous activity every day.

Health professionals recommend we all get at least 20–30 mins of physical activity a day to stay healthy.

Whatever form active travel takes, there are many positive health, economic and environmental benefits from participating in active travel, as the diagram shows.



The proportion of children meeting the physical activity guidelines declines with age



Proportion of children meeting the physical activity guidelines



### Climate and environment


Climate change is our biggest global threat. Transport – when including international aviation and shipping – accounted for more than one third (36%) of Scotland's greenhouse gas emissions in 2018. Surface transport emissions were 70% of total transport emissions in 2018.

Results from the 2020 Public Conversation on Glasgow's future transport strategy showed that almost 60% of survey respondents would consider walking or cycling rather than using their car for shorter journeys (up to approximately 2 kilometres). Given that about 50% of journeys in Glasgow are less than 3 kilometres, this represents a huge opportunity to reduce carbon emissions - quite apart from the other health, social and economic benefits to be gained.


### Health and wellbeing

Incorporating walking or cycling journeys into our daily routines should be one of the easiest ways to improve our individual health and wellbeing. This could be particularly beneficial in Glasgow, where many people do not meet their recommended weekly level of physical activity.

The government makes clear that more walking and cycling provides individual health benefits including reduced risk of coronary heart disease, stroke, cancer, obesity and type 2 diabetes, improved musculoskeletal health and mental wellbeing. Evidence of the real health benefits of active travel, from personal exercise, reduced air pollution and reductions in traffic accidents can be found here.



People aged 55-74 in the poorest neighbourhoods are more than twice as likely to be physically inactive than people in the wealthiest.



9 in 10 Business Improvement Districts say walking and cycling creates vibrant areas.

### **Inclusion and equality**

Residents in some parts of the city still experience unacceptably low life expectancy. Good active travel links can help tackle social exclusion by improving affordable access to jobs, schools, facilities and opportunities, particularly benefiting those on lower incomes who rely on walking, or disabled people who are challenged by poor infrastructure. In short, improving public realm and better access to walking, wheeling and cycling helps to increase social equity.

### **Wealth and inclusive growth**

In Sustrans' [Making the economic case for active travel toolkit](#) (2019) and Living Streets' [The Pedestrian Pound: the business case for better streets and places](#) (updated 2018), a range of evidence of the economic and travel benefits of active travel projects around the UK is highlighted, including greater consumer spend, job creation and travel time savings. Further data and cost benefits are available in the [Cycling and Walking: the economic case for action](#) (UK Department of Transport, updated 2018).

[Research](#) has estimated the annual health economic benefit for walking to work in Scotland at almost £600 million and £68 million for cycling to work.

**Short car journeys impact most on air quality.**

Exhausts stay cold on short journeys which leads to more pollutants being emitted close to your home.

Idling vehicles stuck in traffic release pollutants that can cause harm to pedestrians and cyclists.

Even a small amount of exposure can worsen asthma symptoms and cause coughs and shortness of breath

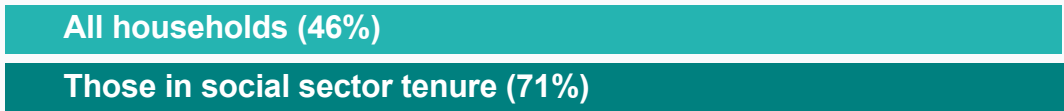
70% of journeys in Glasgow are less than **5km**



**Every £1 spent on walking and cycling leads to £13 of benefits returning to the economy.**

Cycling and walking offer very high value for money

**Households without access to a car in Glasgow**



**Households without access to a bike**



**Businesses using cycle freight save up to**

**64%**

**on delivery costs**



Source: Raje and Saffrey, 2016.

**Many businesses are also benefitting from reputational and marketing benefits.**

**Retail vacancy was 17% lower after high street and town centre improvements.**

# Policy Context

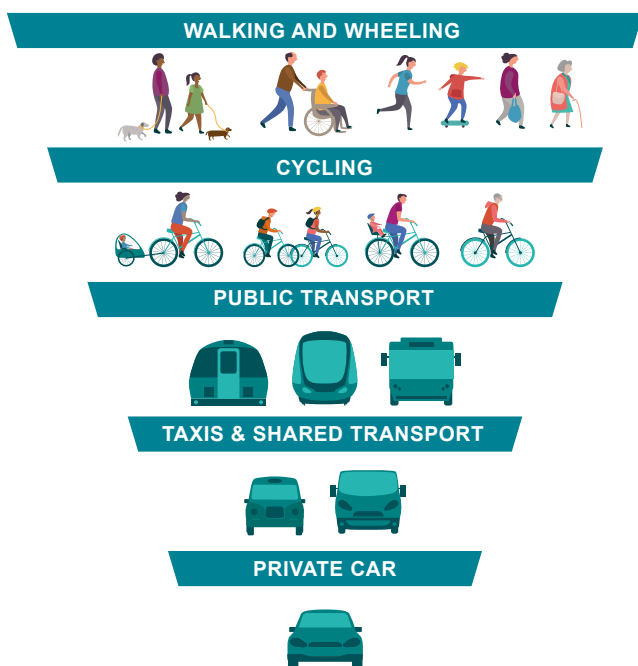


## National travel policy

The [National Transport Strategy 2 \(NTS2, 2020\)](#) contains a vision for Scotland’s transport over the next 20 years. A sustainable, inclusive, safe and accessible transport system, helping to deliver a healthier, fairer and more prosperous Scotland for communities, business and visitors.

The importance of walking, wheeling and cycling is identified through the national ‘Sustainable Travel Hierarchy’. They are prioritised above all other forms of transport (see diagram).

## The Sustainable Travel Hierarchy



## Liveable Places

Scottish Government’s [Scotland 2045 – Fourth National Planning Framework Draft \(Nov 2021\)](#), identifying Liveable Places as a central theme, and the 20 Minute Neighbourhood approach as being the key development opportunity to influence the way we plan places together with everyday local infrastructure to significantly reduce the need to travel.

‘20 Minute Neighbourhoods are a method of achieving connected and compact neighbourhoods designed in such a way that all people can meet the majority of their daily needs within a reasonable walk, wheel or cycle (within approx. 800m) of their home’

Glasgow has developed a Liveable Neighbourhoods Plan (LNP) to deliver this concept for the city (see the LNP [Storymap](#) and [Toolkit](#)). The vision is to reduce the city’s dependency on cars and make walking, cycling and public transport the first choice. It’s essential that residents benefit from safer, quieter streets that facilitate play, walking and cycling.

## Policy alignment

This Active Travel Strategy is designed to reflect and align with a range of plans and strategies. That is because transport, and active travel in particular, can contribute to a whole range of policy outcomes as shown in the table.

The Scottish Government’s [2030 Vision for Active Travel](#) is that  
**“Scotland’s communities are shaped around people, with walking or cycling the most popular choice for shorter everyday journeys”**

Climate and environment	<a href="#">Climate Change Plan 2018-32, Scottish Government</a>
	<a href="#">Glasgow's Climate Plan</a>
	<a href="#">Decarbonising the Scottish Transport Sector</a>
	<a href="#">Glasgow City Development Plan</a>
Health and wellbeing	<a href="#">A More Active Scotland: Scotland's Physical Activity Delivery Plan</a>
	<a href="#">Active Travel Framework, Transport Scotland</a>
	<a href="#">Cycling by Design, Scottish Government</a>
	<a href="#">Let's Get Scotland Walking - The National Walking strategy Plan</a>
Inclusion and equality	<a href="#">Glasgow Community Planning Partnership</a>
	<a href="#">Glasgow Strategic Plan</a>
	<a href="#">Fairer Scotland Duty</a>
	<a href="#">A Connected Scotland: our strategy for tackling social isolation and loneliness and building stronger social connections</a>
Wealth and inclusive growth	<a href="#">Scotland's Economic Strategy</a>
	<a href="#">STPR2 Case for Change for the Glasgow City Region</a>
	<a href="#">Glasgow City Region's Economic Strategy</a>
	<a href="#">Glasgow Connectivity Commission</a>

[Glasgow's Climate Plan](#) sets out how the city will achieve its goal of net-zero carbon by 2030, which was set following the City Council's declaration of a Climate and Ecological Emergency in 2019. The actions in the Climate Plan include preparation of this Active Travel Strategy.

[Glasgow Traffic and Road Safety Plan](#) sets out the city's vision of no-one being killed or seriously injured in road accidents by 2030. The Plan sets out a number of actions to achieve this target, which include prioritising active travel across the city.

# Strategic Vision

Our vision for active travel in Glasgow

Walking, wheeling and cycling will be the first and natural choice for everyday journeys, for people of all ages and ability, to travel locally to schools, to shops, to work, or to the city centre.



## The Claypits Glasgow Inner City Nature Reserve

The Claypits, which over 200 years ago supplied clay to line the Forth & Clyde Canal, has been transformed into an accessible urban nature reserve, connected to Scotland's sustainable transport network and located just a mile from the city centre, at Hamiltonhill in North Glasgow.

The wider Claypits project has provided more than 13,000 homes in North Glasgow with direct access to quality green and blue space within a 10-minute walk, transforming the area to include new walkways, a new canal bridge and drainage infrastructure.

Forming a critical part of North Glasgow's ongoing regeneration, it also crucially connects canal side communities, including Hamiltonhill, Firhill, Panmure Gate and Woodside, and creates access to the National Walking and Cycling Network (NWCN) along the Forth & Clyde Canal. With this new access provided to active travellers, local businesses will feel the benefits of the connection.

The 'Garscube Link' provides a new 'Front Door' from Garscube Road to the canal by way of an accessible ramp, stairs and a fun set of big and small slides.





Image courtesy Sustrans

### Aleezah, aged 15,

“I first started cycling in Primary 7. I was going on a residential trip with YCSA (Youth Community Support Agency Pollokshields) and one of the activities included cycling. I didn’t want to be the only one unable to cycle so my brother taught me for a while, then I practiced for 30 minutes every day after school. Finally, on the trip I was able to do the cycling activity, but had to miss out the more challenging bits like narrow paths.

“I liked cycling a lot and practiced riding around our house, but once I went into S1 I was hit with a lot of hard schoolwork, so I kind of just let cycling go to keep up with it.

“I ‘rediscovered’ cycling when I attended a short cycling club in 2020, which was the best thing ever because I had forgotten how much I enjoyed cycling. They taught us important skills like cycling with one hand so you’re able to signal turns on the road, navigating through tricky paths and more road safety which was great. It was also the first time I had actually ridden through streets around my area so that was fun too!”

# Outcomes for Glasgow and its citizens

- ▶ Transport contributes to a successful and just transition to a net-zero carbon, clean and sustainable city.
- ▶ Transport has a positive role in tackling poverty, improving health and reducing inequalities.
- ▶ Transport contributes to continued and inclusive economic success and a dynamic, world-class city.
- ▶ Places are created where we can all thrive, regardless of mobility or income, through liveable neighbourhoods and an inclusive City Centre.

# Connectivity, people and place: rebalancing our streets and spaces



### What's this about?

This section of the Strategy details the changes to the city's street environments which are required to enable people to walk, wheel, or cycle more for everyday journeys.

These changes directly follow from the 2020 [Public Conversation](#) where top changes people would like to see included:

- ▶ Better environments for walking
- ▶ More restrictions on traffic
- ▶ More segregated cycle tracks/safer places to cycle
- ▶ Better access to cycles and cycling support

We know from the benefits of active travel that Glasgow will function better, and people's lives will be better, if it is easier to walk, wheel and cycle. We need to address how barriers to everyday active travel will be tackled through traffic reduction, reallocation of road space, more safe crossing points, and better neighbourhood environments.

Streets also work best when designed for everyone, through ongoing dialogue. This process of collaborative design with local communities will be guided by the Liveable Neighbourhoods Plan working in tandem with this strategy, resulting for example in removal of unnecessary street clutter and new dropped kerbs where needed.

**86% of respondents agreed we should do more to ensure our streets are accessible to all through actions like clearer footways and more dropped kerbs.**

(Active Travel Strategy Consultation, 2021)

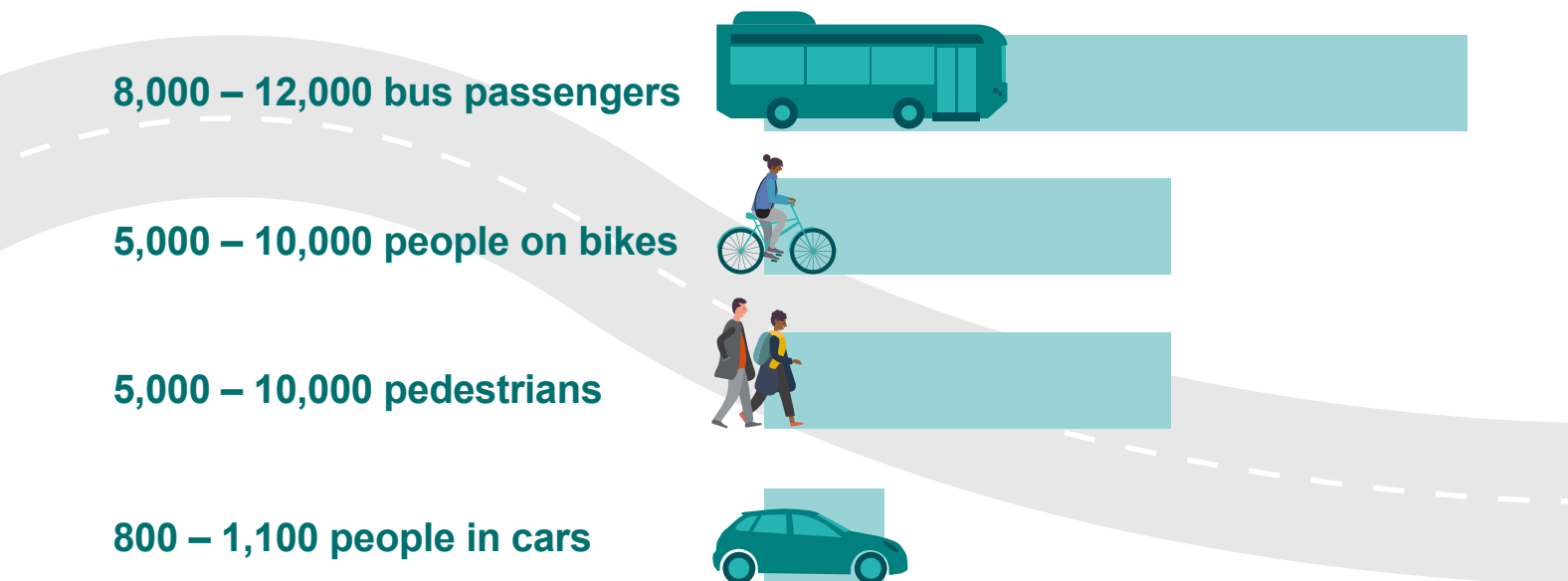


### Why is this important?

Our car-based transport network has led to serious inequalities for the 46% of households in Glasgow who do not have access to a car. [Evidence shows](#) that infrastructure to enable easy low cost walking and cycling journeys helps to tackle these inequalities, alongside other initiatives like affordable access to cycles.

As the city region's population increases, more and more journeys are taken on a daily basis. If we are to avoid increasing traffic levels with resulting increased congestion, air pollution and traffic danger, then we must provide alternatives. Increasing the uptake of active travel can improve the efficiency of the road network to move people and goods. Having a more balanced mix of different transport modes (walking, cycling, public transport and car) will enable everyone to move around the city more easily.

### Transport capacity of a 4m wide lane per hour

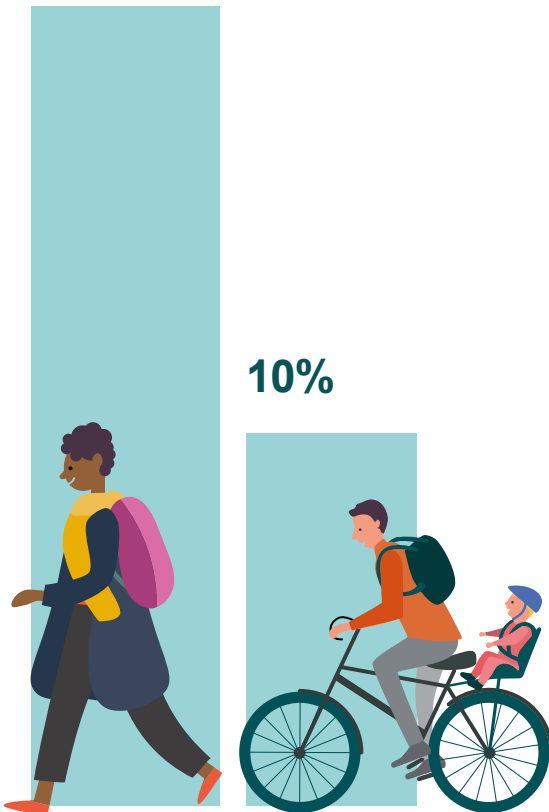


Source: Litman, 2017. Evaluation Transportation Land Use Impacts.  
Based upon Eric Bruun and Vuchic, 1995. The Time-Area Concept.

Equally, the Vision Zero in [Glasgow's Road Safety Plan](#) for no walking or cycling deaths on our streets by 2030 can only be achieved through fewer vehicle journeys.

A safe coherent network enabling direct routes around the city is a prerequisite to enable more people to cycle for everyday journeys and leads to a wider [distribution of road users](#). Repeated issues were raised in the 2020 Public Conversation about the deterrent impact of lack of access to cycles and storage, lack of safe places to cycle and uneven distribution of cycle infrastructure across the city:

37%



10%

**“37% agreed or strongly agreed that Glasgow is a place where they feel that they can walk for everyday journeys as much as they would like to, dropping to 10% for cycling”**

South City Way on Victoria Road shows the opportunities created by improving active travel through our local high streets. Many studies show that people walking and cycling make more trips to local shops, spending more over time than those who drive (although businesses need support during infrastructure construction as it can take time to realise the potential benefits).



### Remade Network

Remade Network wanted to relocate in order to become more visible. They chose Victoria Road which had become busier since the installation of the South City Way segregated cycle path and pavement improvements. These active travel enhancements dovetail with the Remade Network’s ethos, so their move was a great success.

When customers are offloading heavy electrical goods to be fixed they often arrive by car. However, the staff have noticed that many of their customers now come from other parts of Glasgow, thanks to the new cycle route.

“When we were located at the Deep End in Strathbungo there was no doubt that we were more than a bit hidden away. However, now that we are situated on Victoria Road we are on a lot more people’s radar, especially the cyclists.”

# NETWORK AND CONNECTIONS

We will work to better connect communities through new walking, wheeling and cycling links by creating new connections and reducing physical barriers.

## Inclusive and accessible design

Our networks and connections need to be planned and designed to create inclusive, enabling environments for all to enjoy the benefits of active travel across the city. This means more benches and resting opportunities, clearer footways, dropped kerbs and level footways, and better road crossings: these are all key pieces of infrastructure to make a more accessible Glasgow. We will also ensure that accessible parking and drop-off locations are available in our streets and destinations.

## Connecting neighbourhoods

We will work with communities to identify everyday destinations for active travel, highlight barriers such as excessively long multiple pedestrian waits at junctions, and identify opportunities for new links between neighbourhoods.

We will make better use of open space connections such as along [Core Paths](#), canals, rivers, old railway lines and through green spaces. Routes to public transport hubs should will be accessible, well-lit and with good widths. To provide a comfortable environment.

### Aims of the City Network

- ▶ **Enable direct, clear active travel journeys to everywhere in Glasgow for everyone in Glasgow.**
- ▶ **Eliminate traffic danger as a reason not to cycle.**
- ▶ **Improve ability of Glasgow's road network to enable movement of people and goods.**
- ▶ **Be usable all year round.**
- ▶ **Encourage demographic use which is representative of Glasgow (e.g. 50% women)**
- ▶ **Provide easy access to Glasgow's green network of canals and rivers, parks and old railways.**

**“70% of respondents agreed that Glasgow should pursue rapid delivery of a linked-up citywide functional well-maintained cycle network by 2031”.**

(Active Travel Strategy Consultation, 2021)

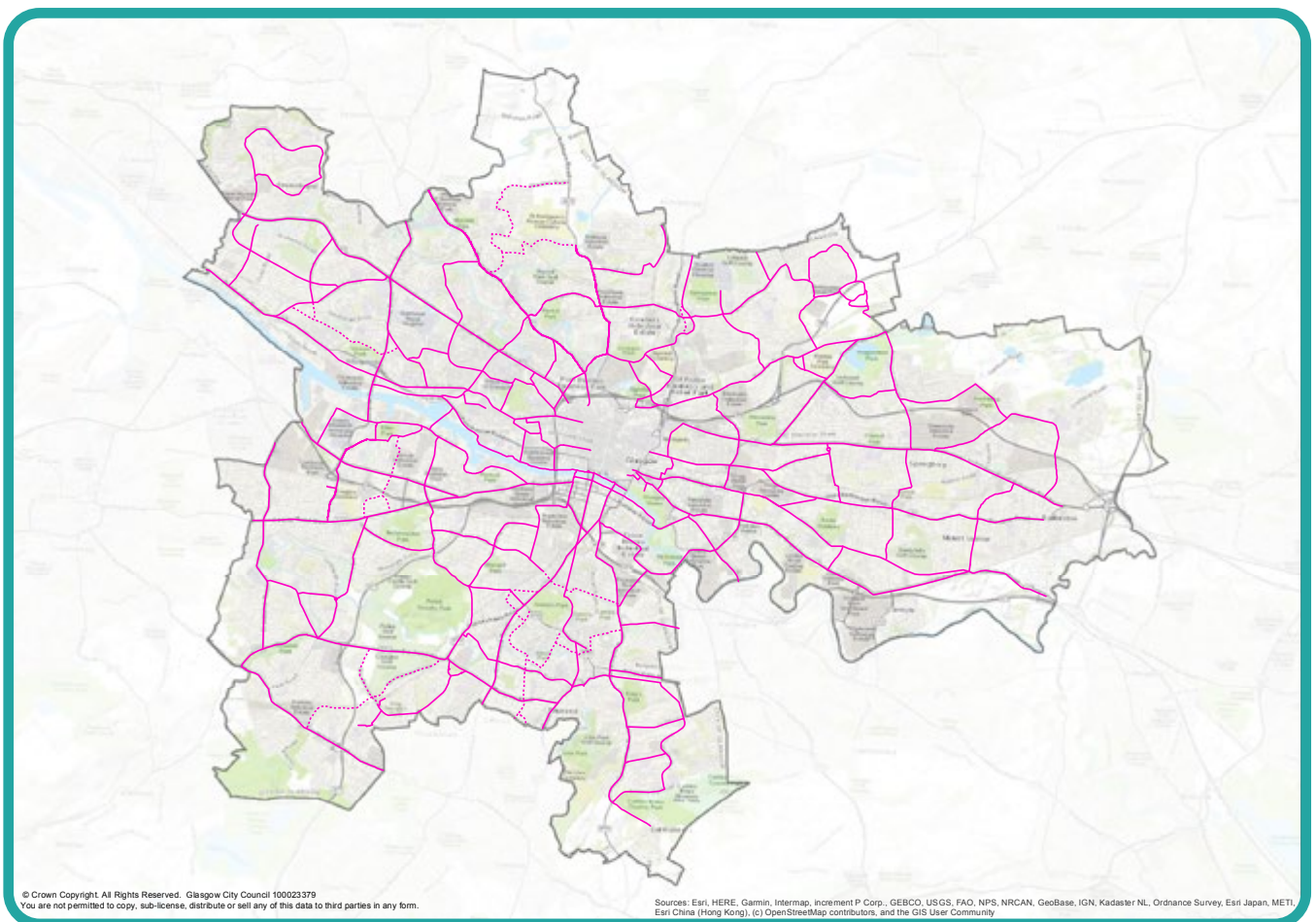


## City Network

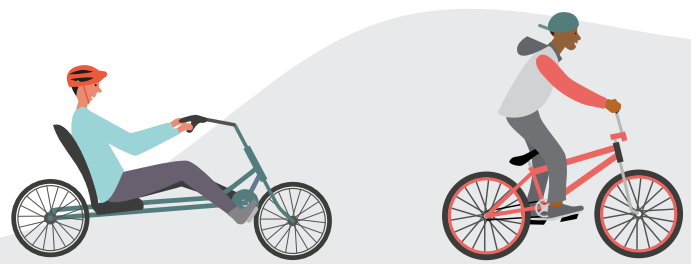
The City Network will provide people with high quality infrastructure that keeps them safe from motor traffic and provides direct, comfortable and smooth journeys. The network will be delivered alongside significant improvements to bus journey times and reliability as well as the emerging Metro+ which will require careful design and prioritisation to best deliver desired outcomes for all sustainable transport modes.

The City Network will be well lit and generally routed through busier areas so people feel safe using active travel at night. Where necessary, space for the City Network will be reallocated from [less sustainable transport modes](#), whilst taking a balanced approach to work with improving public transport and footways.

The City Network will be consulted on, designed, and implemented to achieve a functional coherent citywide network by 2031. It will build out from existing and planned infrastructure and tie in with the regional [Active Freeways programme](#) and [National Cycle Network](#) upgrades.



Glasgow's City Network







Achieving this will involve a collaborative approach working hand in hand with communities and neighbourhood groups, to identify and co-create projects through the [Liveable Neighbourhoods Plan](#) process.

### Streets for people

We will revamp Glasgow's neighbourhood streets to be more people-friendly, pleasant and attractive places. Our starting point will be to reallocate space from private motor vehicles to improve the pedestrian environment.

### Road safety

Death and serious injury should not be accepted as an inevitable by-product of transport. We will work towards [Glasgow's Road Safety Plan](#) commitment to no traffic-related deaths or serious injuries by 2030, to build on Glasgow's signature to the [POLIS statement](#) on "the new paradigm for safe city streets".

We will introduce a 20mph limit on the vast majority of streets across Glasgow. Streets will be designed to be 'low speed environments' and traffic will be significantly reduced on the majority of Glasgow's streets. Neighbourhood streets which are one-way will allow contra-flow cycling as standard.

### Accessibility

Our aim is for neighbourhood environments to be inclusive and welcoming to all. This will require constant dialogue within neighbourhoods and across the city to ensure we are hearing voices that need to be heard.

We recognise that pavement parking and anti-social parking affects some people more than others. We aim to use design to minimise anti-social parking and target enforcement.

### Safe secure cycle parking

We will set minimum standards of provision to ensure that safe secure cycle parking will be available across the city.

### Monitoring success

A targeted monitoring programme will measure success of infrastructure delivery and understand changing behaviours, and give us the ability to identify and change anything that is not working.

**“Most of my family want to cycle but because of the roads they are not comfortable cycling”**

(response to [Public Conversation](#), 2020)



# Unlocking change: enabling everyone to walk, wheel or cycle



## What's this about?

To complement the redesigning of our streets to prioritise walking, wheeling and cycling, we need to further support citizens to make the switch to active travel and achieve modal shift for the city.

Our choices around active travel are affected not only by the existence of safe walking and cycling routes, but other factors such as accessing a cycle, skills and confidence, security concerns, or individual health conditions.

There are groups of people across Glasgow currently under-represented in walking, wheeling and cycling. Research shows, for example, that there are [specific barriers to women and girls](#) being more involved in physical activity, and that walking and cycling are simply "[not safe or attractive enough](#)" for many people in their 50s and 60s.

## "9% of women cycled at least once a week in comparison to 21% of men"

([Sustrans/Arup, 2019](#))

The more we do to build the knowledge, [skills and confidence](#) of people of all ages and abilities, the more active journeys we will unlock. So we will work collaboratively with established community organisations to tackle the inequalities and barriers that people face, and deliver outreach programmes to members of our communities who currently walk and cycle less, to support diversity, inclusion and equality.

To make sure our next generation is one of active travellers, this Strategy includes a focus on young people. [Bikeability cycle training](#), designed for the final years at primary school, helps children to develop a life-long skill, while programmes like Scottish Cycling's [Rock up and Ride](#) can instil in children a passion for cycling.

As we develop the City and Neighbourhood Networks we will also give consideration to the movement and delivery of goods. With the steady increase in internet shopping and home delivery, e-cargo bikes can transform [business delivery transport](#) as well as being quick and clean for the environment.

This section of the Strategy now explains how we will build confidence and capacity for more people to walk and cycle by improving access to cycles or other mobility equipment, training, buddy programmes, social prescribing, better end-of-journey facilities and other initiatives.



## TRAINING AND EDUCATION

### Walking and cycling training for all

We will make a range of training programmes available across the city to enable people of all ages and abilities to start and continue cycling.

This will be complemented by training for cycle mechanics (including for e-bikes, non-standard and adapted cycles).

Training more Walk and Ride Leaders, coaches and volunteers will lead to more group activities in communities and workplaces, supporting a targeted and inclusive community-led approach to increasing participation.

### Support children to walk, wheel and cycle more

We will work with other stakeholders to ensure that every school pupil in Glasgow can [access a cycle](#), and that [Bikeability cycle training](#) is delivered to every pupil during curricular time. We will continue to support 'out of school hours' skills development training programmes.

The continued roll out of [School Streets](#), and further improvements to local streets and spaces through the City Network and the Liveable Neighbourhoods Plan, will help facilitate active school journeys. These actions will complement the road safety education initiatives in the [Glasgow Road Safety Plan](#).



Image courtesy Sustrans

### Nahla

"I am from Sudan, and arrived in Glasgow in February 2020 to seek asylum.

"I knew little about the city of Glasgow and when the pandemic restricted my movement I found myself in a new city with no idea of what this place actually looked like.

"Five months after arriving, I started to volunteer with several charities and eventually joined a cycling training class which was great for me. This programme saved me from isolation and helped me to explore Glasgow.

"I met new people, made friends and improved my English. I think that my involvement in different activities makes me feel that I belong to Glasgow more than before. Now that I learned how to cycle, I have another way to move about this city."

### Provide easier access to cycles and push scooters for all

There are many barriers to buying or accessing cycles, especially for those on lower incomes. It is therefore essential we continue the expansion of the city's bike rental schemes into new areas and increasing e-bike availability, as well as encouraging [outreach projects](#) which reduce the access costs or other barriers for targeted under-represented or excluded groups.

We will continue to support community and work-based solutions which improve access to cycles, such as cycle 'libraries' or 'pools', 'swap fleets' for children's cycles, monthly subscription / purchase schemes, and the availability of low-cost refurbished cycles.

We will work with our government partners to ensure all children have access to a bike, and support schemes like [Equality Bikes](#) being piloted in the north east of the city. We will support improved access to adapted cycles and training for disabled people. [Research](#) has shown that although 76% of disabled people can cycle, only 15% do so.

**“For disabled people, cycling has potential for improving transport opportunities by providing direct, door-to-door means of travelling and could bring a wider benefit of tackling the socio-economic and health inequalities resulting from disability simultaneously”**



#### Freewheel North: social inclusion

Freewheel North is a member of the [Glasgow Community Cycling Network](#). From their community bases in east and north Glasgow, they support people to cycle as part of their everyday lives, focussing particularly on people with disabilities.

Facilities include a Cycle Centre with tarmac learning track and a fleet of adapted and non-standard cycles. Other services include training courses, led rides, events and cycle loans.

“The loan of the bike has been extremely important to both my physical and mental health, wellbeing and support. To me and many others the service has quite literally been a life saver.”



## COLLABORATION & ENGAGEMENT

We must engage with people from communities right across the city, in particular encouraging people from groups currently under-represented in active travel to walk, wheel and cycle more.

As a Council, we can only achieve success by collaborating with national, third sector and community-based partners who are already delivering walking and cycling activities 'on the ground'. They understand peoples' lived experiences and are able to develop and deliver activities that help individuals achieve better health and wellbeing and tackle isolation.

### Supporting individuals within our communities

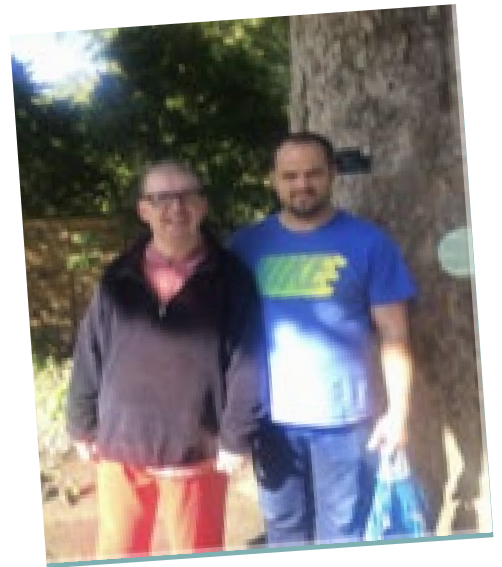
We will continue to work with and support partners such as the NHS, Living Streets, Paths for All/Good Moves and others to continue delivering ['social prescribing'](#), ['buddy' programmes](#), [Health Walks](#) and other programmes which support people to overcome individual barriers to daily activity.

To reduce the inequities experienced by Glasgow's more isolated and disconnected neighbourhoods, we will support development of community or sports hubs as focal points to host community active travel champions, disseminate sustainable travel information and deliver activities and training to individuals and groups.

### Engage with under-represented, disengaged and seldom-heard groups

We will continue to work closely with established organisations on targeted engagement with women, asylum seekers, people from ethnic minority backgrounds and older people on behaviour change and activity programmes, particularly for cycling.

Regular monitoring of use of the proposed City Network will establish whether we are tackling inequalities and new initiatives should be developed with our partners.



### Neil's Health Walks

Walking has become a big part of Neil's daily routine since joining his local Health Walk at Glasgow Botanic Gardens. He now attends every Friday with one of the staff from Community Integrated Care. Neil heard about the health walks from one of his support workers, who found the information on the [Good Move Walking](#) website.

Neil was keen to get started—he said he wanted to get out for some fresh air, get more active and knew it would be good for his health. Now, as well as attending the health walk, Neil walks up to 20 miles per week as part of his daily routine, often walking from his home to the city centre and even further afield to Clydebank.

## Investing in Active Travel where people work, live and study

We will continue to encourage businesses, institutions and public services across Glasgow to develop [Sustainable Travel Planning](#) that supports active travel for customers, staff, students and visitors, including facilities, training and cycle purchase or rental initiatives.

## Increasing use of e-cargo bikes for local logistics

We will support trials of e-cargo bikes to promote their use by businesses, community organisations and families to move goods, materials, shopping and people. They can outperform light vans in terms of investment and running costs, speed in congestion and environmental impact. In the Netherlands, [DHL already makes 60% of inner city deliveries by cargo bike](#). The increased use of e-cargo bikes will be facilitated by the design of the City Network and identification of local delivery hubs through the [Liveable Neighbourhoods Plan](#).



NGFGI team at work tidying a member's garden

## SUSTAINABLE TRAVEL BEHAVIOUR CHANGE STRATEGY

The Council is preparing a **Sustainable Travel Behaviour Change Strategy** to accompany this Active Travel Strategy and the overarching [Glasgow Transport Strategy](#). It will include the action plan for the Active Travel Strategy's Unlocking Change theme.

The Strategy will ensure that the Council and other stakeholders are working together to deliver coordinated, relevant and targeted outreach activity, identify funding opportunities to maximise delivery, and provide a positive communications framework for informing the public about sustainable and active travel choices.

### E-Cargo Bike Library

Bike for Good launched their [E-Cargo Bike Library](#) to provide affordable access to a range of cargo bikes and trailers for businesses and organisations, complete with training.

In the first year, 14 organisations took part, undertaking over 2,600 deliveries, and reporting increased staff health, wellbeing and productivity, reduced freight delivery costs and lower carbon emissions.

[North Glasgow Community Food Initiative](#) loaned the largest of the e-bikes for a month to collect donations and deliver fresh food across the north of the city. They also used it for their gardening team to transport tools to help local residents keep their gardens tidy. All in all, the e-cargo bike covered 145 kilometres during the trial.

“We are now actively looking to get funding for our own e-cargo bike, we want to reduce our reliance on hiring a van and volunteers driving their cars”

# Thinking differently: encouraging, motivating and sustaining change





## What's this about?

This section of the Strategy explains how we will use communications and events to help sustain people's new active travel behaviours.

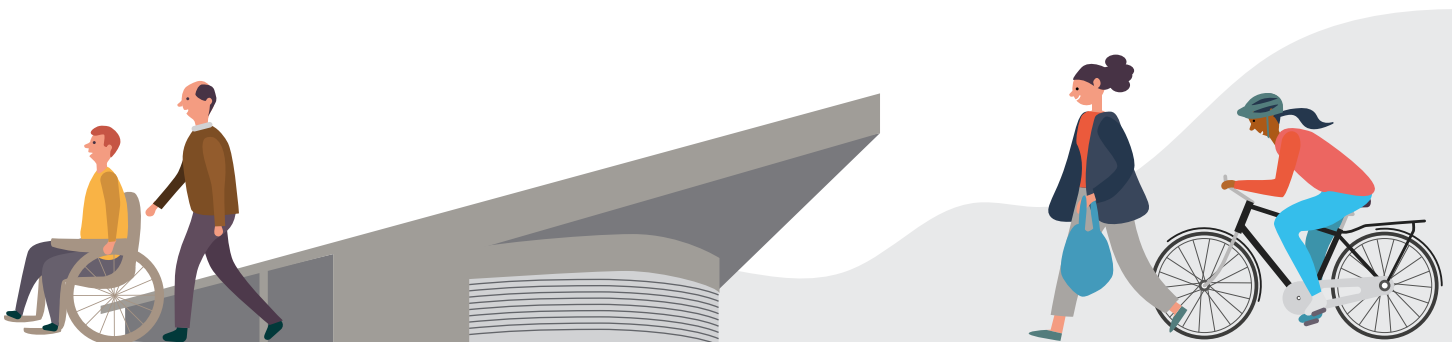
To make active travel the first choice for everyday journeys we need to bring the people of Glasgow with us: explain why change is needed, how it will look, and what our city will gain. Our messages must be carefully targeted to reflect the different lifestyles and motivations of our diverse communities and help people overcome social and cultural barriers to active travel.

Glasgow has successfully built upon the legacies of past major international cultural and sporting events, and the [2023 UCI Cycling World Championships](#) are an opportunity to promote cycling and to become a catalyst for longer-term travel behaviour change.

Our major cycling venues - the [Sir Chris Hoy Velodrome](#), [Knightswood BMX](#) and [Cathkin Braes mountain biking](#) - are important hubs from where Glasgow Life and others already deliver grassroots training, clubs and events across the city. But we can do more to create opportunities for people to participate locally. The new Sport and Recreational Cycling Strategy - to replace [Glasgow's Strategic Plan for Cycling](#) - will have an increased focus on community hubs and everyday community-based events and activities.

Popular 'urban sports', like BMX and skateboarding, can [help reduce inequalities around access to physical activity](#), and attract people who are less engaged with more traditional sports. We also have an opportunity to help young people turn these leisure activities into everyday journeys, particularly girls, whom we [know often turn away from physical activity once they start high school](#).

Taking a lead from the enormous [popularity of traffic-free Sundays events](#) in cities around the world, we want to see regular 'open streets' events across Glasgow, where everybody can come together to sociably walk, wheel or cycle, perhaps linked with other cultural or community activities. Kelvin Way - now a safe and open space in the heart of the city for children's play as well as walking, wheeling and cycling – may be the ideal trial location.



## PROMOTION AND MESSAGING

### Promote walking, wheeling and cycling as a viable first choice for everyday journeys

Develop targeted campaigns for Glasgow's diverse communities that promote active travel, the activities in this Strategy and the associated Liveable Neighbourhoods Plan.

There is considerable discussion and momentum around the benefits of active travel. We will build upon this and continue to support existing and new national and local campaigns promoting walking and cycling, as well as challenge and incentive schemes, such as the recent [Better Points](#) initiative in Easterhouse and now covering the wider city.

GCC and its partners will promote good news stories and real-life case studies that speak to our communities and highlight the positive benefits of active travel.

### Improved information, wayfinding and navigation

The 2020 Public Conversation on Glasgow's Transport Future highlighted that people want more information on routes for walking and cycling, and better signage. We will develop an online centralised information hub describing active, sustainable and multi-modal travel options for residents and visitors. The ambition is to include information on walking and cycling routes, training and group activity programmes, links with public transport, and information on cycle and car-share schemes. More detail will be provided in the accompanying Behaviour Change Strategy and overarching Glasgow Transport Strategy.

We will develop signage, wayfinding for walking, cycling and wheeling (including City Network branding) which is consistent and accessible, to improve navigation and raise awareness across the city.

### City Council leading by example

We will revise the City Council's own travel planning and review our own strategies, plans and operations to encourage staff to walk, wheel and cycle and promote active travel. This could include the removal of staff parking subsidies and enhanced incentives for cycling, for example an increase in the upper limit of the Cycle to Work scheme to enable the purchasing of e-bikes.

We will encourage partner organisations to follow suit by helping them to develop sustainable travel plans and provide appropriate infrastructure such as cycle parking.



## ACTIVITIES, EVENTS AND LEGACY

### Traffic-free ‘open streets’ events

Car-free Sundays have become popular around the world and help to create a cultural shift towards active travel. We will develop a city-wide programme of regular monthly traffic-free ‘open streets’ events. These will include family cycling, walking, wheeling and related community and business activity, such as food stalls and play activities.

We will work with communities to develop a year-long programme of community events such as pop-up cycle roadshows and walking events, aiming to reach out to new audiences.

### Urban sports

Urban sports like BMX, skateboarding, free-running and skating are an opportunity to engage primarily younger people, who may be disinterested in more traditional sports, in being active. We will continue to support venues such as the [Loading Bay](#) in Port Dundas and other initiatives to develop venues that animate underused areas, and ensure that they are connected to the City Network, so that they provide inspiration to others.

### Major events and legacy activities

We will continue to work with other stakeholders to maximise opportunities from Glasgow hosting events such as the 2023 [UCI Cycling World Championships](#). The [UCI Bike City](#) label will be used to promote active travel in Glasgow and help to market the city as a cycling destination.



### The Loading Bay

The [Loading Bay](#) is a world class indoor BMX and skatepark in the North of Glasgow which was conceived and delivered through a local organisation, Vision Ramps, in partnership with Scottish Canals and Glasgow City Council.

The focus of regeneration of this area is about reconnecting North Glasgow to the city centre and creating cultural and employment opportunities.

“We work closely with community groups, as well as our sports’ governing bodies to align ourselves with and achieve wider goals. We designed and built our own entrance and payment system which uses the Scottish Index of Multiple deprivation to allow users from deprived areas to use the facility free of charge”.

## SPORT AND RECREATIONAL CYCLING STRATEGY

A new Glasgow Sport and Recreational Cycling Strategy is being prepared. Building on the previous [Strategic Plan for Cycling 2016-2025](#), it will promote active travel by building on the extensive range of community facilities and activities delivered by Glasgow Life and others particularly in areas of multiple deprivation.

The new Strategy will help people move from cycling for sport and leisure to using it for everyday journeys, develop the city's major cycling venues as hubs for active travel, incorporate training, extra-curricular youth activities, community events and activities, and attract future major events to the city.

Adrienne, a participant, said:

**“The whole Glasgow Gals set-up is ideal, everyone doing things at their own pace, loads of encouragement and laughs along the way.”**



### Glasgow Gals

[Glasgow Gals](#) lead social rides to help women of all abilities start cycling.

Carol, a ride leader and coach, explains: “We started in 2017 with three of us, now we’re a haven for ladies who want to get on their bikes and just have a good time! We focus on inclusion - it doesn’t matter where you’re from or what you’ve done, we’re here to help get you started in the sometimes daunting world of cycling.

“It’s always great to be able to say to ladies, ‘we have a bike you can borrow, we can teach you skills, and we can help you get confident. It’s only an hour and you don’t have to be fit’.

“The bikes provided by [Glasgow Life](#) are a great asset and really help women to enjoy cycling again.”



## Street Play traffic-free fun

Through the Street Play programme, neighbourhoods across Glasgow have enjoyed traffic-free fun days.

The events resulted in neighbours meeting each other after years of living on the same street, children learning to ride a bike for the first time, businesses doing a roaring trade from extra footfall, ideas being hatched by community groups for even bigger, bolder events in the future, and residents just grateful to have some respite from passing traffic on a lovely day.

The success of the programme has stimulated similar events, like the Skirling Street Fair held as part of the 'playing out' initiative. My Shawlands and local businesses held a day of family fun with the street closed to traffic, creating a safe environment for kids to play outdoors.



Photograph Courtesy Cllr Richardson

## Jackie's Health Walks

"My name is Jackie. I have been attending the Pollok Park Health Walk for several years. I started walking to help save my life as my health levels were moving downwards and also to get back to being me.

"From day one, I knew the Health Walk was the right fit for me. I started on the slow walk but later progressed onto the more challenging brisker walk, feeling so pleased when I managed it.

"It's daunting to start something new, but I can honestly say our walk will welcome you! The chatter never stops from start to finish - the social side is every bit as important as the physical benefits from the walk itself. It's a real community."



# IMPLEMENTATION

To complement delivery of this Active Travel Strategy and accompanying action plan, a number of other documents will be prepared early in the lifetime of the Strategy:

- ▶ Connectivity, People and Place: Delivery Plan for the City Network
- ▶ Sustainable Travel Behaviour Change Strategy
- ▶ Sport and Recreational Cycling Strategy

## Delivery Framework and Governance

Working in partnership and collaboration will be crucial for the successful delivery of this Active Travel Strategy. Action will be carried out by a range of organisations with complex timelines and funding mechanisms in play. The accompanying action plan provides more detail.

An accountable governance group will be established at directorate level. This will include a mechanism to involve the Active Travel Forum and the Inclusive Design Forum.

## Funding

Different funding sources will be identified and pursued for different activities. External funding opportunities include the Scottish Government, Transport Scotland and Sustrans; others will be identified over the 10 year lifetime of the Strategy. Developing long term sustainable revenue funding sources will be particularly important, not least for the City Network. At the time of preparing this Strategy in 2021, the City Council was in dialogue with Transport Scotland on potential funding for delivery and maintenance of the City Network.

## Monitoring & Reporting

Monitoring will be undertaken to gather data and information to assess the impacts of individual projects and the Strategy as a whole. The first step will be to review existing data and monitoring sources to see what is already being gathered, before commissioning any new data gathering. Data and analysis will be made available to all interested parties and stakeholders.



# Theme 1: Connectivity, people and place – rebalancing our streets and spaces

This theme describes the necessary changes to the physical environment required to support more walking, wheeling and cycling

## Sub theme 1.1 Network and connections

Theme & Policy Objectives

Key Actions

### 1.1.1 Inclusive and accessible design

**Our networks and connections need to be planned and designed to create inclusive enabling environments for all to enjoy the benefits of active travel.**

- We will continue to work with disabled people to assess the impacts of design proposals and layouts on different user groups. We will learn lessons transparently and constantly update our own best practice.

- Transport modes will be appropriately segregated and designed to be intuitive and easy to follow.

- Shared space will be avoided and only be used in specific appropriate situations where interaction between modes is unavoidable. Any necessary shared space will be designed to emphasise priority according to sustainable transport hierarchy

- The cycle routes of the city network will be designed for a range of cycles to use. People using adaptive and/or all-ability cycles will find the city network smooth and easy to navigate.

- Appropriate parking and drop-off locations are included in street design and destinations.

### 1.1.2 Connecting Neighbourhoods

**We will work with communities as part of the Liveable Neighbourhoods Plan process, to improve active permeability within and between neighbourhoods.**

- The complementary green route network (e.g. off-street paths, walkways, canal towpaths) will be linked to the on-street City Network and neighbourhood networks. We will add to the green network by exploring opportunity to bring former railway routes into use as part of the Green Network.

- Examine options for upgrading core paths to improve available space and pedestrian-cycle interactions. We will identify and consult on required and proposed changes to the Core Paths Plan, including technical amendments and additional routes.

- Identify opportunities for new and enhanced routes through development sites and regeneration areas as part of the Network Plan development.

- We will work with communities to identify everyday destinations for active travel and highlight barriers to active travel such as long multiple waits at junctions or for opportunities to provide new community links through greenspace or brownfield land.

- We will review and design junctions to reduce active travel wait time and remove double pedestrian stages which create excessive crossing times. We will ensure comfortable crossing times through junctions.

### 1.1.3 Improve active travel links with public transport

**Improve walking and cycling links to bus stops, rail stations and public transport hubs, to create an integrated and sustainable travel network.**

- As part of streets for people, we will ensure that routes to bus stops are free of clutter and are well-lit to reduce social safety issues.

- Review access around bus stops and railway stations to ensure adequate footway quality, drop kerb, crossing provision, and social safety near all bus stops and pavement widths beside bus stops.

- Develop Active Travel Mobility Hubs at city and neighbourhood level in relation to existing public transportation, taking cognisance of emerging plans for the bus network and Metro+.



## 1.1.4 City Network

**A City Network which creates an inclusive enabling environment that enables easy cycling across the city. The City Network will be developed alongside improved bus routes and the development of a Metro system to offer improved performance and choice for sustainable transport. The City Network must be delivered by 2031 to contribute significantly to Glasgow's net-zero carbon commitments, which will require a challenging and achievable roll-out of infrastructure.**

The City Network will be delivered alongside measures to reduce side street turning traffic, such as targeted modal filtering or low traffic neighborhoods.

We will work to ensure long term sustainable funding of the infrastructure so that sufficient council staff resource can deliver on proposed actions.

The City Network will link in with the regional network proposed under the Active Freeways programme.

Space for the city network will be reallocated from unsustainable transport modes while taking a balanced approach to route and space to work with improving public transport and footways.

Review and update the Network Plan on a bi-annual basis, including lessons learned, to ensure each stage of the City Network best suits Glasgow's evolving needs alongside public transport.

## 1.1.5 Maintenance

**To be successful, active travel infrastructure must be well maintained. We recognise that we will need to meet the challenges of transitioning to the different maintenance requirements of active travel.**

As part of the funding mechanism for City Network and other infrastructure we will ensure there is long-term plan for maintenance and snow/debris clearing after installation.

We will work cross council departments and with contractors to develop standard works practices for active travel routes during works (diversion, closures, thinning).

We will work with GCC Services to bring the stretches of city streets and off-street paths passing above or below a motorway (M8/M80/M74/M77) up to an adoptable standard and adopt these routes. We will maintain these stretches of street and off-street paths to a good standard.

We will develop and promote a responsive reporting system for overgrown hedges and vegetation intruding onto footways.

We will develop a work plan identifying and targeting critical pedestrian routes including schools, doctors surgeries and sheltered housing.





# Theme 1: Connectivity, people and place – rebalancing our streets and spaces

This theme describes the necessary changes to the physical environment required to support more walking, wheeling and cycling.

## Sub theme 1.2 Neighbourhoods

Theme & Policy Objectives

Key Actions

### 1.2.1 Streets for people

**We will revamp Glasgow’s neighbourhood streets to be focussed on the needs of people in order that streets can become more people-friendly, enjoyable and attractive places.**

- During City Network and Liveable Neighbourhoods delivery, we will identify locations where pedestrian crossings will enhance permeability and comfort across distributor roads, taking into account desire lines where people naturally want to walk.

- Any redesign of streets will aim to reduce overall vehicular space to ensure increased space for pedestrian movement and place making.

- We will work with Scottish Government on trials to assess potential positive benefits from simple side street zebras which give pedestrians priority.

- We will continue to engage with people to ensure that any changes lead to a more inclusive enabling environment even through periods of change. Through the LNP we will identify more areas for benches and other resting opportunities for our streets. Walking will also be made easier through clearer footways, dropped kerbs/level footways, and better road crossings.

- We will identify opportunities and deliver place making and greening as part of the LNP.

- We will begin an active programme of guardrail removal where it is unnecessary, at the same time if guard railing is deemed necessary we will investigate if speed and traffic reductions can enable removal by creating a safer overall environment.

### 1.2.2 Safe secure cycle parking

**A vital piece on infrastructure for cycling at either end of a journey is somewhere appropriate to park cycles.**

- Appropriate cycle parking will be available at/near home, at destinations, or at public transport hubs.

- Avoid cycle related clutter on pavements and prioritise cycle parking on carriageway.

- We will continue to strategically and sustainably expand city’s bike rental scheme provision.

- Ensure that adequate parking for adaptive and cargo cycles is included as standard.

### 1.2.3 Safer walking and cycling to schools

**Routes to school should be safe for people to choose active travel as an easy option.**

- We will continue the roll out of School Streets. At locations where we have not been able to deliver school streets due to surrounding traffic impacts, we will investigate if wider traffic reduction measures could allow schools streets to go ahead

- We will ensure that all schools are within 400m of the City Network and/or have low traffic safe streets connecting to the city network.

- We will work with GCC Services (e.g. Education and NRS (Roads)) to ensure schools are provided with good quality active travel approach routes, with a particular focus on improving links through vacant sites lying adjacent to or surrounding existing schools.



## 1.2.4 Road Safety

**Work with the road safety plan to build on Glasgow's signature to the POLIS statement on "new paradigm for safe city streets". Death and serious injury should not be accepted as an inevitable by-product of urban mobility. Traffic crashes and risk behaviours have underlying structural causes that we can act upon.**

We will introduce a 20mph limit on the vast majority of streets across Glasgow.

Streets will be designed to be low speed environments where it is difficult to inadvertently break the speed limit.

We will introduce measures to ensure neighbourhoods have significantly reduced traffic volumes and that the majority of our streets are access-only for motor vehicles through measures such as targeted modal filtering and low traffic neighborhoods.

Neighbourhood streets which are one-way will allow contra-flow cycling as standard.

Continue to evaluate changes and streets to work towards a Vision Zero of no active travel deaths on our road network.

Work with Police on best targeting of enforcement, e.g. close pass, traffic speeds.

## 1.2.5 Monitoring Success

**We will set up a targeted monitoring programme to measure success of delivery of the infrastructure and understand changing behaviours leading to desired outcomes.**

Develop annual targets for number of key locations connected to city network (schools, healthcare centres etc.) to inform City Network delivery.

Continue to support Bike Life report (or iterations thereof) to understand the overall picture of cycle use in Glasgow.

Continue to develop and use new technology to better monitor pedestrian footfall and cycle numbers outwith city centre as well as equity of use.



## Theme 2: Unlocking Change – Enabling everyone to walk, wheel and cycle

This theme looks at unlocking new active journeys by providing people with confidence through training, engaging with under-represented groups to ensure equity of access and working collaboratively with organisations – which are already established within and knowledgeable of their communities – to help us achieve this.

### Sub theme 2.1 Training and education

Theme & Policy Objectives

Key Actions

#### 2.1.1 Deliver walking & cycling training for all

**Provision of a range of training programmes within our communities which support walking & cycling, so that people of all ages and ability are equipped with the skills, confidence and competence to make active travel part of their everyday lives.**

- With partners and stakeholders, explore the opportunities to create a city-wide adult cycle skills and confidence building training programme. Publicise more widely existing training options.

- In partnership with Cycling UK, scale up the delivery of Play Together on Pedals to all 2-5 year olds, and utilising Glasgow Life venues for this.

- Scale up provision of Walk and Ride Leader training to volunteers and coaches, to increase capacity for group activities in communities. Target populations living on or near new infrastructure with incentivised package of ongoing support.

- Support a bottom-up training delivery process through community hubs, Active Travel Mobility Hubs and/or community organisations for a targeted, inclusive and relevant approach in each community.

- Continue to support GCC's Road Safety Unit training programmes, which includes Essential Cycling Skills, Driver Awareness, and other bespoke training for businesses.

- With key partners, increase capacity for cycle repair within community environments: provide a rolling programme of basic cycle maintenance classes for the public; identify opportunities for training cycle mechanics, including for the repair of nonstandard cycles, and; target mobile Dr.Bike on new parts of the network and busy commuter routes.

- Identify opportunities within the British Cycling / Glasgow Life partnership to increase the number of coaches and resources to support Glasgow Life cycling venues and outreach / pilot projects within schools.

- Encourage active travel modes to and from nurseries and day care services, e.g. through Living Streets Little Feet education programme.

- Establish an educational and creative design workshop - to build and recycle cycles and adaptive cycles – as a technical cycling centre of excellence and education.



## 2.1.2 Support school-age children to walk, wheel and cycle more

**Work with partners and local schools to ensure every school pupil in Glasgow is enabled through training and a range of other measures to walk, cycle or wheel for all or part of their everyday journeys.**

Identify funding and delivery partners and establish a framework for delivering Bikeability to all P5 and P6 pupils in the city. Explore options to incorporate cycling into secondary schools curriculum.

Roll out a programme for regular walking bus / bike trains at every primary school, implementation of which to be supported by the involvement of parents to ensure its sustainability.

Support the initiatives outlined in GCC's Road Safety Plan 2020-2030 seeking to improve children's road safety skills and encouraging safe active journeys to schools.

Encourage schools to nominate an 'Active Travel Coordinator' to take forward school travel plans, coordinate the involvement of active travel partners/ volunteers and phase active travel activities.

Host an annual shared learning event across school networks, to promote active travel, share good practice and celebrate success.

Encourage all schools to complete the Sustrans Hands up Scotland survey annually for regular monitoring of travel mode to school.

Work in partnership with Active Schools teams to incorporate school travel data into Sport Scotland data collection, to recruit volunteers and support campaign promotion.

Encourage participation in walking and cycling challenges throughout the year, such as Living Streets' Walk of Fame and Walk to School Week, Beat the Streets, Sustrans' Bike to School Week.

Seek opportunities to build campaigns, including inter-school challenges, into school curriculum activity calendars via PEPASS.

## 2.1.3 Provide easier access to cycles and mobility equipment for all

**Cycle ownership/access to use of a cycle remains low in Glasgow compared to other Scottish cities and barriers to access are complex. We will support a range of schemes seeking to improve access.**

Create easier access to cycle, (including nonstandard cycles, through development of localised cycle libraries & hubs.

Support continued expansion of the cycle hire scheme, where possible prioritising locations within the most deprived 20% of communities. Additionally supporting outreach projects which reduce costs for those facing socio-economic barriers..

Work with Scottish Government to provide free cycles to all children.

Identify delivery partners and a funding framework to establish an ongoing maintenance programme for school cycle fleets, typically used for Bikeability training.

Support development of an affordable and sustainable 'swap fleet' for children's cycles, which facilitates upgrades as children grow.

Support cycle subscription services for quality adult cycles.

Support cycle refurbishment schemes which provide cycles for sale at low cost while contributing to Scotland's circular economy.

Support projects providing increased access to (e-) cargo cycles, adapted cycles and other nonstandard cycles.



## Sub theme 2.2 Collaboration and engagement

### 2.2.1 Help Individuals to build walking, wheeling or cycling into their everyday journeys

**Support individuals to improved health, wellbeing and social inclusion through close-contact working to identify and break down their barriers to being active, and developing a 'pathway' for them to every day activity, through community-based group activities.**

- Investigate opportunities to support and expand on Social Prescribing, working in collaboration with the NHS / HSCP/Community Link workers and community organisations for delivery.

- Continued support for free and accessible walking and/or cycling programmes for all ages and abilities, either group activities, e.g. Good Move Glasgow Health Walks or individual 'personal partnerships' programmes offering a walk or cycle 'buddy'.

- Support the development of a programme of activities city-wide but facilitated at community / local level, e.g. support Community Sports Hubs to incorporate Active Travel-related events.

- Support the recruitment of community champions at Active Travel Mobility Hubs to provide information on sustainable and active travel options, and coordinate and deliver activity programmes.

- Through the City and Neighbourhood networks, develop recreational green and park-based routes to introduce people to walking and cycling. Provide additional support through provision of inclusive and accessible facilities.

### 2.2.2 Engage with under-represented, disengaged and seldom-heard people and groups

**Work collaboratively to implement initiatives that encourage currently non-active people to start walking or cycling, and to engage with typically under-represented groups: BME (black and ethnic minority) groups, women, older people, people from more deprived neighbourhoods and those with disabilities.**

- Gather baseline data on an ongoing basis to fully understand usage of our new infrastructure and identify under-represented groups.

- Work collaboratively to identify the perceived barriers to walking, wheeling or cycling of these under-represented groups; support increased design and delivery of targeted programmes to help overcome these barriers.

- Support training of volunteers/staff to enable increased delivery of programmes to these targeted groups. Use established models / organisations where appropriate, e.g. Free Wheel North cycling programmes for disabled people; walking programmes such as Living Streets Out and About model or Cycling Without Age Scotland, both delivering intergenerational project work.

- Work collaboratively to monitor and review progress in this engagement.

- Support development of community-led activity campaigns through localised engagement.

### 2.2.3 Encourage organisations to invest in Active Travel where people work, live and study

**We will revamp Glasgow's neighbourhood streets to be focussed on the needs of people in order that streets can become more people-friendly, enjoyable and attractive places.**

- We will encourage organisations across Glasgow to prioritise and embed the principle of sustainable and active travel in their everyday activities and interactions with the public.

- Encourage organisations to develop Sustainable Travel Plans, to reduce the impact of free or low cost car parking, and incorporating mechanisms for personal travel planning and active travel champions/buddies within organisations.

- Encourage organisations to invest in end-of-journey and other facilities at their sites to support active travel, including workplace pool cycles. Increased engagement with all large corporate organisations to achieve 'cycle-friendly' status accreditation.

- Support employees to better access to cycles through assisted purchase schemes.

- Encourage businesses to organise and/or support local walks and cycle rides (within or outwith their organisation) and promote participation in the challenge/incentive schemes, e.g. Paths for All Step Count Challenge.



## 2.2.4 Investigate and support opportunities to further develop the use of e-cargo bikes within the economic and social activities of the city

**Cargo/E-cargo cycles have great potential to transform the movement of people and goods within our city, consequently reducing congestion and carbon emissions. We will look to support investment in cargo cycles by businesses, community organisations and individuals.**

- Support projects/events offering organisations and the public an opportunity to trial an e-cargo cycle for free.

- Support the development of e-cargo cycle lending libraries across the city, to include a range of cycle models with different carrying capacities, and supporting users with training.

- Support growth in the use of e-cargo cycles for home deliveries within local neighbourhoods, from central travel hubs. Additional support for growth and performance of e-cargo cycles through filtered permeability measures as part of the City and Neighbourhood networks.

- Work collaboratively to investigate ways to incentivise e-cargo cycle investment for business transport, e.g. businesses promote their corporate responsibility or offer customers the option of delivery by e-cargo cycle.

- Investigate how to increase capacity in the maintenance of e-cargo cycles.

## Associated Document: Sustainable Travel Behaviour Change Strategy 2.3 Develop an overarching Behaviour Change strategy for the City

**We wish to match the scale of the changes we will be making to our city's transport and street scape through the overarching Glasgow Transport Strategy, the Liveable Neighbourhoods Plan and City Network development with significant modal shift across the city. This work will be taken forward in the Sustainable Travel Behaviour Change Strategy**

- We will work collaboratively with internal and external partners to deliver a strategy that will help facilitate significant modal shift, and contribute to the overarching outcomes for the city

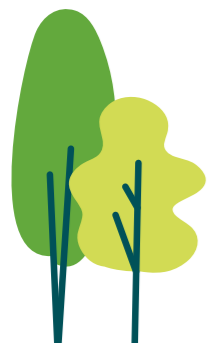
- Set up a short-life working group of key internal and external stakeholders, including Active Travel Forum members, to identify the main inputs to the strategy and agree the outcomes.

- Change the public's perception and understanding of sustainable and active travel through a centralised and coordinated series of educational and promotional campaigns.

- Identify funding opportunities and coordinate activity programmes to ensure we maximise on opportunities provided by the funding.

- Further support through clarity around travel information provision.

- Support the hosting of workshops using the Scottish Government's Theory of Change model to identify different groups behaviour change triggers and design interventions accordingly.



## Theme 3: Thinking differently – encouraging, motivating and sustaining change

Once we have unlocked new active travel journeys, we will need to further encourage and motivate people to remain on the behaviour change pathway so levels of active travel continue to grow and are sustained.

### Sub theme 3.1 Promotion and messaging

Theme & Policy Objectives

Key Actions

#### 3.1.1 Promote walking, wheeling and cycling as a viable first choice for everyday journeys

**Promotion and messaging to communicate the vision of the Active Travel Strategy and supporting the behaviour change activities within the ATS. Also aligning with the Glasgow Sustainable Travel Behaviour Change Strategy and to the outcomes for Glasgow from Transport.**

- Use a coordinated 'single voice' approach to develop messaging and promotional campaigns linked to the main outcomes for Glasgow from transport, with particular focus on outcomes from this Active Travel Strategy. Ensure alignment with the objectives of the Glasgow Sustainable Travel Behaviour Change Strategy.

- Develop targeted motivational programmes with on-going support that facilitates progress, e.g. helping people form good habits.

- Resource the formation and ongoing management of a centralised online information hub that all delivery organisations formally sign up to, including Glasgow Life, for provision of clear and comprehensive information on where to find a led walk or ride, cycling-related training and programmes of community-based activities. Opportunity to develop [ayecycleglasgow.org.uk](http://ayecycleglasgow.org.uk) further for this.

- Publish positive news stories and case studies, developing good relations with local press to ensure positive coverage of our changing streetscape

- Glasgow Life to work with a consortium of partners to strengthen more local city messaging and promotion through Aye Cycle website.

- Develop public access to automatic monitoring figures as this evidences the success. Build outcomes into promotional messaging.

- Promote cycle hire / loan schemes, including to visitors to the city

- Strengthen local promotional campaigns by linking to national active travel trends and campaigns.

- Plan for early communications and promotion within neighbourhoods in advance of new active travel infrastructure being delivered, to ensure community engagement and input to the design process, and to identify local social barriers to active travel to be tackled.

- Ensure clear imagery and understandable design layouts when engaging and consulting on infrastructure designs

- Develop and apply an audit methodology for determining opportunities for promoting cycling in major investment decisions and infrastructure projects.

#### 3.1.2 Develop improved information, wayfinding and navigation

**Provide clear and consistent wayfinding and direction signs between key destinations for on-street navigation while also providing an online source of travel planning information.**

- Provide clear and consistent wayfinding and direction signs between key destinations, and investigate use of digital technologies to assist blind and partially sighted people

- Review the consistency of this provision in incorporating walking & cycling time to destinations, and within this investigate potential to build on success of 'tombstone' boards with radial distances.

- Investigate the potential of developing City Network branding.

- Develop a central online information hub on active and multi-modal travel options, journey planning advice and links to public transport. Investigate provision of accessible information.

- Support community groups to produce their own active travel maps.



### 3.1.3 GCC leading by example to embed active travel across the Council and its partner organisations

**GCC leading by example to ensure consideration of Active Travel is integral to all our strategies / plans and operations, as well as encouraging our own staff to travel more sustainably and actively.**

- Review GCC's working practices and make recommendations for building in commitment to principles of Active Travel and the Travel Hierarchy at a higher level within Planning decisions.

- All GL venues where practicable, to achieve cycle friendly status award through Cycling Scotland, and incentivised to do so.

- Ensure an Active Travel theme is included when key city strategies are refreshed, e.g. City Development Plan; Strategic Plan.

- Remove staff subsidies for driving and parking, meanwhile enhancing incentives to staff to cycle and supporting social walking and cycle groups within GCC staff sites.

- Ensure all council venues have websites that promote active travel and public transport as the first option for arrival.

- Include active travel related training to staff throughout the Council family, e.g. offer Cycling by Design guidance training to engineers, planners & Councillors. Train Active Schools team on the availability of support and resources from organisations like Living Streets.

- The ATS will have a clear governance structure to ensure collaboration, accountability and that agreed actions will be delivered.

## Sub theme 3.2 Activities, events and legacy

### 3.2.1 Support larger events that encourage people to walk, wheel or cycle

**Develop a rolling programme of larger-capacity open street events at different locations across the city, including neighbourhoods, which present residents with more opportunities for walking, wheeling and cycling in a safe environment.**

- Support an ongoing programme of monthly closed road events, at a variety of geographic locations, to include family cycling and walking as well as local cultural or business activity.

- Support development / resourcing of a year-long programme of community events across the city, formed in consultation with communities as part of a consenting process. These may not have a purely walking/cycling focus in order to reach out to new audiences.

- Support resourcing and delivery of a comprehensive timetable of coordinated citywide localised pop-up cycle events e.g. a Cycle Roadshow

- Continue to support an annual mass participation event, e.g. Let's Ride, developed through the Glasgow Life partnership with British/Scottish Cycling and their sponsor partnership. Increase accessibility of such events, including improving access to cycles.

- Seek to improve collaboration between key delivery organisations (including GCC departments and external organisations) at Let's Ride activation events to ensure maximising on their potential.

### 3.2.2 Investigate and support opportunities to further develop Urban Sports within the City

**Urban sports can appeal to new audiences including those who are disengaged from more traditional sports activity. As participants already use equipment (e.g. BMX bikes) which can also be used to travel to practice locations, there is a natural link to active travel. Developing safe routes and connections to and between existing venues could broaden their appeal to more people as well as helping promote active travel to a new audience.**

- Support proposals to develop more of a variety of urban sports venues, including collaborative ventures combining different sports into 'urban playgrounds' e.g. Pinkston location at North Canal Bank Street.

- Support proposals to develop inclusive, multi-use, outdoor urban sports facilities, utilising urban public realm, e.g. GUS M74, ensuring these active leisure spaces connect with and further enhance active travel routes to create overall safer environments and help drive-up usage.

- Investigate design and delivery that makes urban sports venues and spaces more appealing to groups more generally disengaged from more traditional sports or active lifestyles.





### 3.2.3 Build on opportunities and legacy of major events to increase everyday active travel

**The hosting of major sporting (or other) events in the city can act as a catalyst for change and present an opportunity for people to reconnect with their communities. We must build on the awareness and momentum generated by these events through complementary measures such as activation events and careful targeting of legacy funding towards opportunities for residents to improve and sustain their levels of physical activity.**

- Build on promotional opportunities from the UCI 'Bike City' label and the marketing campaign surrounding the UCI 2023 World Cycling Championships.

- Work with partners and stakeholders to deliver a city-wide activation programme in 2023, built around sport and community engagement events to increase participation in cycling ahead of the city hosting the UCI 2023 CWC.

- Investigate partnering with other cities (UK or international) to identify mutual learning opportunities from experiences of hosting major events and creating complementary legacy measures to support active travel. Including hosting the UCI Bike City Mobility Forum in 2023.

- Promote Glasgow's European Capital of Sport accolade and Glasgow as a global cycling destination. Collate and promote the cycling programming and participation initiatives within the overall European Capital of Sport programme and promotion. Glasgow Life to take a lead on increasing awareness and messaging around this.

- Scale up deliverables within the British Cycling/Glasgow Life Partnership by increasing coaches to deliver and resources to support activation on or around venues and active travel networks.

### Associated document: Sport and Recreation Cycling Strategy

### 3.3 Develop an overarching Sport and Recreational Cycling Strategy for the City

**Glasgow's successful record of hosting major sporting and cycling events has resulted in three major world class sport cycling venues (the Sir Chris Hoy Velodrome, Glasgow's BMX Centre and Cathkin Braes mountain bike trails) and the awarding of the UCI Bike City label and European Capital of Sport 2023. The legacy from this has been the development of coaches, clubs and riders, with Glasgow Life and partners delivering a broad programme of training, activities and events, with a focus on supporting grassroots sport and working with disadvantaged communities. Development of a separate sport and recreational cycling strategy will ensure the continued development and delivery of these multi-disciplined activities, while additionally exploring opportunities to encourage and support active travel.**

- Seek to attract new / major events to Glasgow's venues in the future, as a legacy of hosting the UCI 2023 CWC.

- Continue to support Ride Coaches within Glasgow Life to deliver discipline-specific training and pilot projects within schools, and out of school hours (OOSH) activities, and activities held at Glasgow Life venues.

- Continue to support group or community activities and clubs at Glasgow Life facilities.

- Support the capacity-building of peer led, friendly, welcoming, local, cycling groups e.g. CYC (Castlemilk Youth Complex).

- Continue monitoring of venue numbers, ride participants, ride leader demographics.



Published February 2022

Neighbourhoods, Regeneration & Sustainability  
Glasgow City Council  
231 George Street  
Glasgow G1 1RX  
[www.glasgow.gov.uk](http://www.glasgow.gov.uk)

