Connecting Communities

Travel Behaviour Change Strategy

Contents

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Convener for Climate, Glasgow Green Deal,
Transport and City Centre Recovery

I am delighted to present Glasgow's first ever dedicated Travel Behaviour Change Strategy, which will have a key role in unlocking a new era for travel in our city.

Glasgow has changed significantly in the past decade - we have undergone a huge shift in the ways we work and live, meaning that we have come to demand greater options to travel sustainably around our city.

This strategy is part of a suite of documents supported by the Glasgow Transport Strategy and flows directly from the Active Travel Strategy; it outlines the 'soft' interventions that will work alongside the 'hard' measures outlined in the City Network Delivery Plan. These aspects must work in tandem to deliver not only the visible infrastructure changes to our streets, but also the nudges required to generate modal shift and accessible conditions needed to enable uptake of sustainable transport choices. It addresses the barriers to active and sustainable transport and in conjunction with our Liveable Neighbourhoods programme will make our streets feel safer and allow easier journeys throughout the city.

The document considers the personal choices we make and why we need to travel, in addition to the structural challenges that influence our movements. This plan will also take cognisance of the materials needed to empower citizens and deliver an equitable transport system in the city. We are developing a monitoring and evaluation framework for our transport strategies so that we can assess progress; allowing us to expand mechanisms that are working well or make changes to initiatives that perhaps are not meeting the desired outcomes.

Our success will rely on a holistic approach and partnership working, and all of us need to consider the part we can play. I know the Travel Behaviour Change Strategy, and all of the important work contained within it, will have a significant impact on how we get about Glasgow more sustainably in future.

George Gillespie
Executive Director of Neighbourhoods,
Regeneration and Sustainability

Changing the way we travel, and reducing unnecessary private vehicle journeys, will be crucial in achieving our aspirations to become a net zero carbon city by 2030.

It won't be sufficient to simply upgrade our private vehicles to lower-carbon versions – we need a step change in the way we get about the city and to support people to make sustainable travel choices such as walking, wheeling, and cycling or utilising public transport. Achieving that shift means more than just building new infrastructure, it requires us to be proactive on encouraging positive behaviour change throughout the city.

In addition to the health benefits, active travel is more cost-effective than private car travel and our strategies will allow it to become first choice for short everyday journeys. For longer trips within or out with Glasgow, our efforts to support improved public transport will get you where you need to go quickly and conveniently in a sustainable manner.

Our city has committed to a minimum 30% reduction in private car kilometres travelled by 2030 and outlined a commitment to achieve 'Vision Zero' where no-one is killed or seriously injured on our roads, streets, cycle ways and footpaths.

The mechanisms and conditions which influence the choices we make about travel, have a vital role in contributing to our own and Glasgow's health and wellbeing. Travel behaviour change will have cross-cutting benefits; strengthening the economy and connectivity of the city, as well as helping to deliver on climate action.

Introduction

1 Changing How We Travel – The Challenge

In 2019, Glasgow City Council declared a climate and ecological emergency. Because around one third of the city's carbon emissions are from transport, and most of these from private cars, a shift towards low-emission travel modes has been recognised as vital for the city's contribution to the fight against global warming. Reducing the number of trips made by car and other motor vehicles will also address a range of other challenges associated with current travel patterns, such as air and noise pollution, low levels of physical activity, road danger, congestion and delays, social isolation, and issues related to inclusivity and equity.

For these reasons, we have set the following targets for 2030:

- Net-zero carbon emissions (see Glasgow's Climate Plan)

- At least a 30% reduction in car km travelled (see the Glasgow Transport Strategy)

- Zero deaths or serious injuries on our roads, streets, paths and cycle lanes (the Council's Road Safety Plan 2020 - 2030)

- Delivery of the 'City Network' active travel network (see the Council's Active Travel Strategy 2022-2031 and Connectivity, People and Place: Interim Delivery Plan for the City Network)\
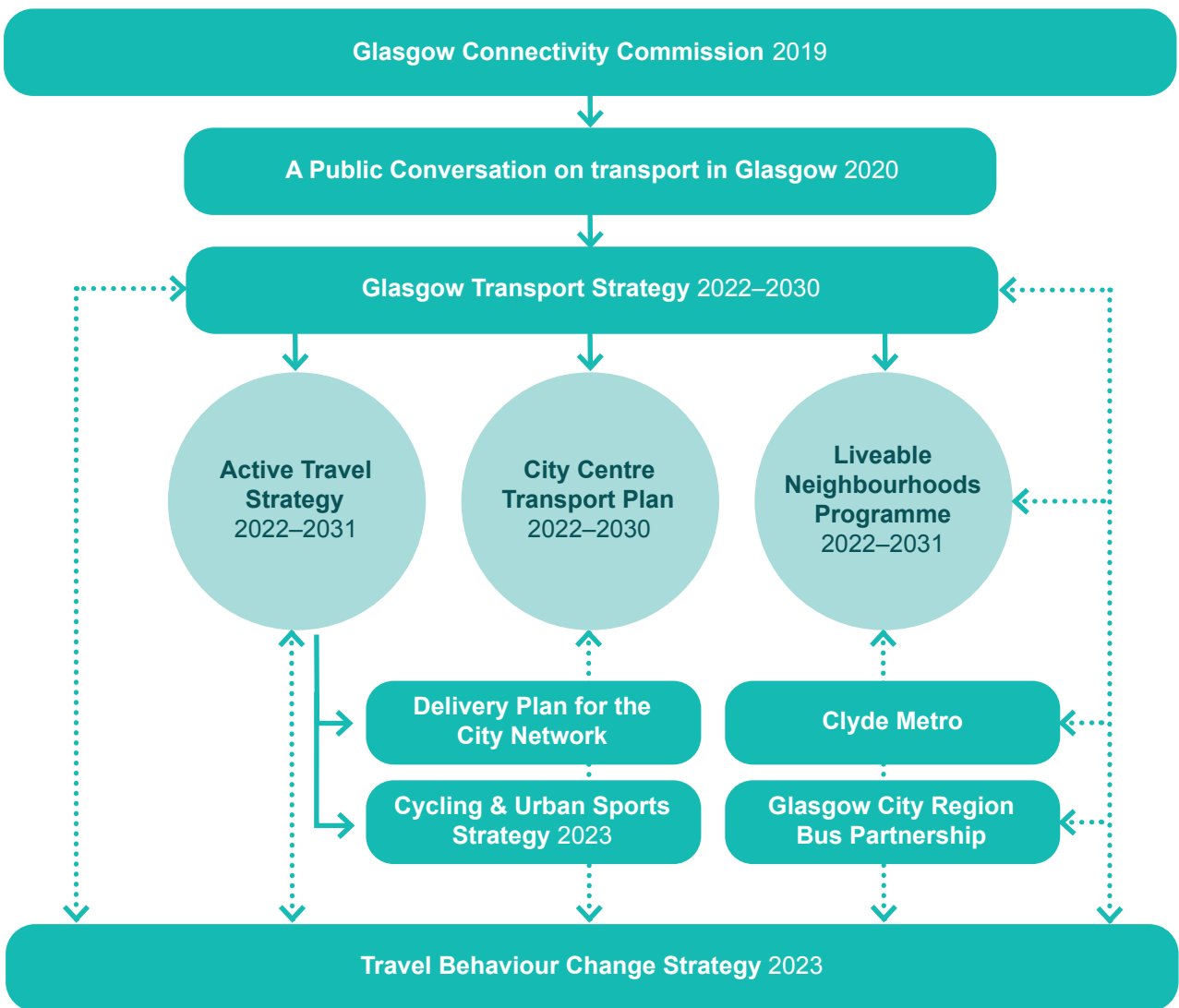
In order to achieve these targets, action will be needed on many fronts and by many agencies. Moreover, it will require widespread change in the travel habits of ordinary people, and we recognise that, for many people, reducing their car use means rethinking how they go about their everyday lives. That's why, in 2020, we opened the Public Conversation on Glasgow's Transport Future which has led to our suite of new transport strategies; and it's why we want to continue working with the people of Glasgow to support them in making change. This Travel Behaviour Change Strategy (TBCS) is part of the process.

Glasgow's Transport Strategies

The TBCS sits under the overarching Glasgow Transport Strategy (GTS), which identifies the key issues we need to tackle, and sets out the following transport outcomes for the city:

- 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.

Cars account for
38%
of all transport emissions and our daily commute is a major contributing factor.

The diagram below explains the relationship between Glasgow's transport strategies. Together with the TBCS they will create an inclusive, modern, resilient, sustainable low-carbon transport system for the city. For more information about the wider national, regional and city policy context, see Appendix 2.

Glasgow Connectivity Commission 2019

A Public Conversation on transport in Glasgow 2020

Glasgow Transport Strategy 2022–2030

Active Travel Strategy 2022–2031

City Centre Transport Plan 2022–2030

Liveable Neighbourhoods Programme 2022–2031

Delivery Plan for the City Network

Cycling & Urban Sports Strategy 2023

Clyde Metro

Glasgow City Region Bus Partnership

Travel Behaviour Change Strategy 2023
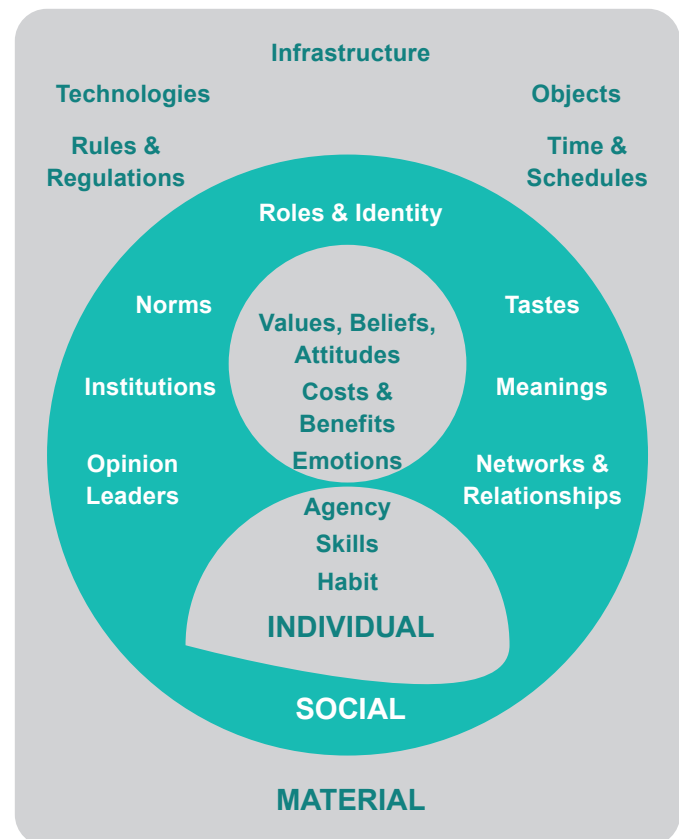
Travel Behaviour Change

There are complex reasons behind people's travel choices, often influenced by interrelated factors such as attitudes, habits and structural factors. Enabling people to change their current travel behaviour is correspondingly complex, and traditional approaches that focus on communication and raising awareness have been shown to be of limited value. Most people will not take up new behaviours just because they know they should, and especially not if they're just told they should. Rather, people change their behaviour in response to changes in their environment, their understanding of the world around them, and their perceptions of themselves within that wider environment.

In terms of travel, the behaviour change that we are seeking to promote comprises two closely linked elements:

- increasing 'wanted' behaviours (e.g. walking, cycling and the use of public and shared transport) through people adopting these as new activities or undertaking them more often than they currently do; and

- reducing 'unwanted' behaviours (e.g. using a car for short local journeys) through people refraining from taking up these activities or undertaking them less than they currently do.

With this in mind, it is useful to think of behaviour change as a methodology that starts with understanding how and why people currently travel as they do and then identifies the steps needed to address the underlying issues so as to achieve the behaviour change sought. [1] [2]

ISM (Individual-Social-Material) Model of Behaviour Change

The Scottish Government's ISM model

In adopting such a methodology, the TBCS has been influenced and shaped by the Scottish Government's ISM model of behaviour change (above). This is based on the premise that behaviour is influenced by three contexts: the Individual, the Social and the Material:

- Individual refers to factors influencing us at a personal level.

- Social factors influence our behaviours and decisions through our interactions with others.

- Material factors in our wider environment can constrain or shape our behaviour.

Action is required in all three areas to bring about lasting change. Appendix 3 provides further information on the ISM model as well as outlining other relevant theories and models which have helped inform the development ofthe TBCS and its supporting documents.

Collaborative Delivery

Partnering with community, third sector and other stakeholder organisations will be needed if travel behaviour change interventions are to be successful in making a positive difference on a city-wide scale. Collaboration with knowledgeable and experienced local partners will be especially important in reaching all Glasgow's residents, particularly seldom heard and commonly under-represented groups.

Enabling people with a habitual reliance oncar travel to shift towards low-carbon, less polluting and more healthy and efficient forms of transport is a significant challenge that must be achieved in an inclusive and equitable way. Since we know that not everyone can easily change to sustainable travel options, putting local residents at the heart of our behaviour change work and co-designing interventions that address specific barriers to sustainable travel will help to ensure buy-in from our communities, and provide motivation and empowerment to help people change their travel behaviour.

Work is currently ongoing through the Council's Centre for Civic Innovation on developing Citizens' Panels to enable Glaswegians to codesign the city they wish to live in. Because, however, it will take more than just our resources to deliver the changes needed in local communities, we will continue to work with a range of organisations on the design

and delivery of travel behaviour change interventions, drawing on their existing experience and expertise.

This Document

By bringing together all the behaviour change policies from the wider suite of city transport strategies (see also Appendix 2), the TBCS is designed to:

- Support and promote the infrastructure and service changes our new transport strategies will bring about, to increase their overall impact in delivering on the outcomes for the city.

- Help tackle the broad range of issues identified in our transport-related consultations, responding to barriers to using sustainable travel modes.

- Use effective communications to prepare the public for changes across the city, also normalising and championing sustainable travel choices.

- Create informed citizens, knowledgeable about the impact their transport choices have on the world around them.

- Achieve significant and sustained modal shift to low-carbon travel options.

- Broaden the diversity of those travelling sustainably, while achieving equitable use of sustainable transport modes.

- Provide an overarching framework for internal transport-related project streams.

- Guide collaborative working with partner organisations delivering in communities.

The main strategy document is supported by a number of additional documents, which are attached as Appendices.

1. **Travel Behaviour Change Plan Template**. This is a practical resource for project teams and is intended as a useful starting point for developing TBC Plans for individual projects. See also Section 6 – Delivery.

2. **Policy Context**. This provides a brief account of the national, regional and city policies upon which Glasgow's transport strategies are founded, as well as describing the relationship between the latter and the TBCS.

3. **Technical appendix on behavioural theory and behaviour change tools**. This is a document giving more detail on the ISM model and the theory behind changing behaviours, which can be adopted for transport. For project teams engaging with communities, this document includes some guidance on developing individual interventions and what to consider in their development to ensure they are effective and successful.

Michele – active commuter who ditched his car.

Case study:

Ditch the car, use active travel and car-share

Michele and his family moved to Glasgow in 2018 for a new job at one of the city's universities. Living very close to the university, combined with the campus parking policy, means that driving to work has never been an option. Michele and his wife instead use active travel for the nursery, school and work runs. They recently gave up their family car, opting instead for the convenience of the Co-Wheels car share scheme for bigger trips, such as family weekends away from the city.

Michele is impressed by Glaswegian attitudes to walking compared to people in his native Italy:

"Walking feels big in Glasgow, people don't mind walking half an hour. People would not consider that in Italy!"

2 Communications

"Communications is a powerful and flexible lever to create and sustain behaviour change."[4]

Communicating effectively with people about travelbehaviour change is an essential part of the package of actions needed to bring about change in practice.

It is key to informing people and inspiring them to participate; issues can be reframed; it can promote normalisation of a new behaviour; and it can build up people's confidence in their ability to change.[3] Now is the time to build on the existing dialogue with the people of Glasgow, to create a culture change around travel choices.

We are clear that communication alone is unlikely to change people's travel behaviour. However, as recognised by **Policies 97-98 of the GTS and by Theme 3 of the ATS** (Thinking differently – encouraging, motivating and sustaining change) communications nevertheless have a vital role to play alongside specific behaviour change interventions (which are the focus of sections 3 to 5) and, of course, the provision of better infrastructure and services related to walking, cycling and public transport.[5]

Research by CAST (Centre for Climate Change and Social Transformations) shows that people do not connect their knowledge of low carbon travel behaviours with changing their own behaviour. For example, so far few people consider car-free living, despite knowing the positive effect it would have on carbon emissions. Promoting low-carbon travel to our target audiences across the city requires clear messaging which is consistent with our policies.

Often the most effective messages to change travel choices are those communicating benefits, such as the financial savings or fitness gains from active travel. Paths for All's "The Future's On Foot" promotion illustrated below uses simple eye-catching colour and text to show the audience sociable walking to reduce their carbon footprint.

Paths for All – "The Future's on Foot" promotion

Providing information can help to alter people's preconceptions about sustainable travel. For example: explaining how public transport fares compare favourably to the often ignored running costs of cars (which are, on average, parked for 96% of the time); showing how easy it is to get reliable, real-time information about public transport services and fares; and myth-busting about door-to-door journey times. Over time, this kind of information may help new travel habits to form.

Our consultations have shown us that we need to provide a range of information via different channels to increase people's knowledge about sustainable transport choices. Printed or digital maps and route finders; smartphone apps; visible public transport timetables and real time passenger information; web-based information 'hubs' detailing training and other active travel opportunities and on-street route signage.

Communications and the ISM lens

Individual: changing attitudes. A key role of communications is to reach individual people: growing their knowledge and awareness; giving them persuasive messages that may shift attitudes and values, and thereby influence behaviour; and helping them to make conscious decisions rather than just following old habits.

Social: changing norms. The values, attitudes, and beliefs of other people – our friends, neighbours and others we respect – can have a strong influence on our own behaviour. Social norms define 'acceptable' group rules of behaviour, prompting and encouraging individuals to modify their own thoughts and behaviours in ways that help them feel part of the group. Recruiting respected opinion leaders and/or institutions as ambassadors or champions to spread the message on new behaviours can slowly shift behavioural norms. Peer-to-peer networks can play a similar role.

Material: changing the context. Communications can play an important role in supporting strategic policy interventions. For example, good information and simpler ticketing arrangements supports the use of enhanced public transport services; and publicity about new regulations or legislation (e.g. Highway Code changes) can help frame the dialogue on some issues. Communications can also be used to recruit people to participative approaches to change, such as our forthcoming Citizens' Panels, which aim to give residents influence over how their environment is changed and create a momentum for change.

The case studies below highlight that challenge and incentives programmes can reach all three areas of the ISM model. Opportunities to try out new travel modes may help to change people's attitudes towards sustainable travel (I); they learn that new travel mode can fit into their lifestyles (M); and they see others also undertaking the same travel behaviour (S).

Case Study:

Different types of incentive promotions

The University of Strathclyde has had enormous success in promoting the Step Count Challenge (Paths for All), which encouraged staff to get out walking more. Participation rates took off during partial lockdown while many staff were still primarily working from home. The University continues to encourage staff engagement with the challenges, which occur several times per year. The infographic below shows the success in numbers from spring 2022.

There are several challenge schemes operating, such as: Living Streets Walk once per Week (throughout the year); Beat the Street, a virtual community-based game; GCC has supported Love to Ride. Drumchapel Cycle Hub (below) held a Get Active family cycling challenge (EventScotland, Community Cycling Fund, 2023 UCI CWC) for the local community. These types of activities often 'reward' participants with free bike checks, refreshments or other free gifts. Challenge schemes can appeal to people's competitive nature or to their sense of achievement and wellbeing.

In general, communications activities should not be viewed in isolation as policy objectives set the purpose of the policy and the objectives of the communication activity set out how identified behaviours will support in realising these wider policy objectives.[6]

Public and stakeholder consultation and engagement activities for our transport strategies identified that, to help in creating the 'culture change' required to help drive travel behaviour change, we as the Council need to:

- Build on our own existing behaviour change campaigns including through linking in better with regional and national campaigns.

- Re-think our own messaging and deliver targeted promotional campaigns so that new audiences who previously would not have considered sustainable or active travel modes are reached – essentially 'unlocking' new journeys.

- Provide clear and comprehensive information for all travel modes on ticketing, journey planning and other support.

Communications will occur at these three levels:

- **Strategic level**: promoting the strategies and the outcomes for the city that need to be achieved, and specific topics within this.

- **Project level**: Travel Behaviour Change Plans to target local populations and help them overcome their specific barriers and ensure efficacy of projects.

- **Intervention level**: promote the specific interventions to the target audiences to encourage participation in them. A behaviour change intervention may be a form of communication.

Aligning with Wider Campaigns and Events

We can collaborate with external partners, such as transport operators and employers, on campaigns to inform and promote season tickets; promote car and bike-share schemes; improve perceptions of personal safety and security on public transport.

An example safety campaign, shown below, was from the Suzy Lamplugh Trust in 2021, aligning with the National Personal Safety Day. We support the Get ME Home Safely campaign by Unite.

Driving Out campaign by the Suzy Lamplugh Trust

While major events, a form of promotion in themselves, are discussed in section 4, there is an additional promotional opportunity to focus activities and events around a few UK-wide (or international) promotional campaigns to help encourage sustainable travel. Tying into higher profile promotional campaigns could bring several potential benefits:

- Advertising assets already created and able to be used.

- Wider media coverage.

- Longer lead-in time supports full planning for funding spend.

- Builds the profile and visibility of the campaigns across the city year-on-year.

- Learn from past events to amend and improve the city's approach to the next event, building on the experience gained through multi-year participation.

There is also an opportunity at the strategic or city level to frame the city's priorities for messaging and promotions around Transport Scotland's 20% car kilometre reduction route map themes, as some examples below show:

- Reducing the need to travel: Awareness of transport and travel choices in climate change: Ways to reduce car use, and Choose local destinations

- Living well locally: Inform and promote 20mph speed limit: Inform on bus gates: Inform on LEZ: Promoting an active school run: Sharing space in the City and Promote flexible and local working

- Switching modes: Raise awareness of public transport season tickets and concessionary travel schemes (link with SPT and employers): Provide information on how to plan sustainable or active travel journeys

- Combining or sharing car trips: Promote the benefits of car sharing or car-pooling and Promoting community transport

Action at the Strategic Level

The following highlights just some of the type of journeys, audience, mode type and issues that we may seek to tackle through our promotion and messaging.

Journey targets:
Local neighbourhood; to /from place of education; to from /work; for business / deliveries; leisure.

Audience targets:
EqIA protected characteristics; women; older people; younger people; family; businesses, event-specific audiences; shift workers; hybrid / office workers.

Mode targets:
Multi-modal; cycling / adaptive cycles; walking / wheeling; cargo-bike logistics; van deliveries / last mile; essential car journey; transition to e-vehicles; community transport; shared transport.

Issues:
Climate; ticketing options; accessibility; safety; health and wellbeing; economic benefits; social inclusion; travel hierarchy; legislation and restrictions.

Mass communications have an important role in providing information about new legislation and, in supporting policy interventions, helping to frame the dialogue on issues.[7]

We need to inform and educate about legislation and rules that impact at the city level. For example, informing citizens about the operation of the Low Emission Zone, bus gates and parking restrictions. Simple messaging via road signage (pictured below) can be very helpful here, but other forms of communication, such as posters on billboards, may be necessary. Changes to national-level legislation, such as the pavement parking ban and possible forthcoming changes concerning e-scooters or other micro-mobility options, also need to be communicated.

Low Emission Zone on street signage

In response to the changes effected in 2022, the Council's Road Safety unit issued a Road Safety Bulletin as part of the communication plan. The Council will continue to engage with partners to consider how the updated Highway Code, including drivers' responsibilities, can be communicated and how to support driver education.

Strategic level activity can be supported with promotions aiming at shifting cultural and social norms: informing us about how our transport choices impact on the climate; the need for reduced car use; and promoting considerate parking' and improving behaviours within shared walking and cycling areas in the city to encourage more walking, wheeling and cycling. Sample campaign posters are shown alongside.

The SmarterTravelGla web page

Cycling at bus stops behaviour campaign

Project and Intervention level

Most project activity delivered through the Council requires development of their own communications and engagement plans. Transport Scotland notes in its Climate Change – Net Zero Nation: Public Engagement Strategy that its strategic objectives are for people to: Understand, Participate and Act.

Early engagement with communities directly affected by an infrastructure project is the start of the participative process to define what issue the project is trying to solve and what behaviour needs to change to achieve the project's aims and intended outcomes.

Project teams must work with local communities to identify barriers to the target audience(s) changing their travel behaviours and co-design behaviour change interventions with them to tackle those barriers. Promotion and engagement will form an important part of this process.

An example of project-level informing, and educating is shown in the case study from the South City Way project, on Glasgow's Victoria Road.

Leaflet delivered to all local addresses

On-street information on real-time monitor

Case Study:

South City Way Protected Junction Trial – project level education

The Council's South City Way project, which is delivering a high-quality active travel route from the heart of the Glasgow's south side to the city centre, achieved a Scotland-first in 2021 when 'protected junctions' were introduced.

Protected junctions are designed to separate people travelling by car, by cycle and on foot. Most significantly, those travelling by cycle have dedicated lights to pass through the junction, or perform a right-hand turn, without having to re-enter the road carriageway.

Although commonly used in Europe, the two junctions on Victoria Road at the intersections with Calder Street and Allison Street, were billed as trail infrastructure and subject to monitoring for up to two years.

To help ensure the smooth introduction of the junctions to the local community and beyond, the Council, with its funding partner Sustrans Scotland, developed an information and

education campaign for roll-out just prior to the junctions formally opening to use.

The education campaign included:

- An animated 'user guide', accessible on-line

- A 'user guide' leaflet delivered to all residential and businesses in the locale – approximately 5,000 addresses. The leaflet gave guidance to all road users in how to navigate the junctions

- On-street information / user guide signboard incorporated into real-time monitor

- Bus shelters and bus rears adverts, run in conjunction with the 'floating bus stops' behaviour change poster

- Posters in local shops and local community spaces

- Information on Council and Sustrans websites

- Newspaper adverts (Metro

Audiences and Key Messages

A similar approach can be used at all three levels of communication (Strategic; Project; Intervention):

- Identify the audience

- Set the objectives for the audience

- Identify key messages

- Develop the communications strategy and tactics – the details of how to achieve the communications objectives.

Although individual projects should identify their audience through their engagement activities, at a more strategic level, research shows us that there has been much work to segment audiences to target different groups and which could therefore be used to as a basis for planning.

Sustrans recently commissioned Jump Research to carry out the first nationally representative segmentation of the Scottish population on their active travel and transport choices. Jump identified five segments within the adult population, as shown in the graphic opposite.

The University of Exeter in their 'Promoting Sustainable Travel', looked at the four characteristics of 'sustainable travel behaviours', 'sustainable travel practices', 'lifestyle groups' and 'motivators and barriers', and used the results to assist local and national policy makers in promoting sustainable lifestyles.

The 5 Segments

Segment 1

22%
of adult population in Scotland

Busy lives; car is a cocoon; may be persuaded to active travel (walking) in time

Segment 2

21%
of adult population in Scotland

Set in their ways; reliant on car; active travel rejectors

Segment 3

17%
of adult population in Scotland

Fitness enthusiasts; committed to active travel, especially walking

Segment 4

21%
of adult population in Scotland

Environmental champions; active travel – walking & cycling – ingrained in everyday life

Segment 5

19%
of adult population in Scotland

Love active travel walking; potential advocates

Jump Research's transport choices by Scottish population segment

Council short-term priority focus areas identified for Communication

- Refresh of the Smarter Travel Gla website to improve provision of information on sustainable travel choices and promote Traveline Scotland journey planner.

- **Bus Stop enforcement** campaign aiming to educate vehicle drivers about the impact to journeys caused by incorrect stopping / parking within the bus stop restricted area. In partnership with the Glasgow City Region Bus Partnership and GlasGo Alliance, private vehicle drivers will be reminded that even stopping for two minutes at a bus stop can:

  — Delay buses, lengthening journey times for passengers,

  — Prevent the bus docking correctly, preventing safe boarding/alighting, particularly for disabled and elderly people.

- **"Look out for others" campaign**, in partnership with Police Scotland. With a main focus on reducing road casualties, the campaign will also aim to create generic messaging around "looking out for others" which could be adopted by all road users within the modal hierarchy and remind them of their responsibilities to others. GCC will continue to engage with Police Scotland to deliver on the emerging Local Policing Plan commitment to preventative approaches to road safety.

- Develop a city-wide **filming project** linked to the School Travel and Road Safety (STARS) website, to promote road safety and active school travel in schools and across the wider school community.

- Programme of **community workshops on active travel**: delivered through the city centre Avenues programme, to increase awareness of the benefits of active travel, and improve the perception of walking, cycling, and wheeling. Includes a proposal for a potential "Walking Festival" within the City. The scope would be developed in collaboration with communities with likely delivery in partnership with Glasgow Life, the NHS, and a range of third sector organisations.

3 Strategic Action Area 1: Individual

The **Individual** context area of the ISM model is about the factors that affect the choices that individual people make and the behaviours that they undertake.[8]

Much of our behaviour is affected by the beliefs, values, and attitudes that we hold, as well as our skills (or our belief in our own skills), as well as our sense of agency – that is, our confidence in our ability to perform a behaviour. We all make calculations as to what we think the costs and benefits will be to us of acting out a new behaviour, or in sticking to our familiar behaviour instead. This might be the costs or benefits to our emotions, financially, to our health or costing us in time. It's also very hard to break ingrained habits and we often operate on 'autopilot' and fall back on old behaviours simply because they are familiar, and we barely need to think about them.

Imparting the skills through training and education and other supportive programmes will give people the confidence to carry out a new / desired behaviour, which in turn will impact on the other factors within the Individual zone, such as a change in cost and benefits, new habits formed, and a sense of agency developed. Programmes tailored towards the specific needs of individuals are also key here.

Policy 2.1.1 of the Active Travel Strategy (ATS), which is linked to Policy 97 of the Glasgow Transport Strategy (GTS), is to **Deliver walking and cycling training for all**. Cycling training needs to take individuals from total beginner level to being road-confident and knowledgeable about planning routes and basic level maintenance. A possible training pathway for this essential life skill is Play Together on Pedals for pre-school children, Bikeability Scotland on-road training for school children, and cycling skills development for adults.

Instilling road safety skills starts at a young age. Our Road Safety Unit provides programmed road safety lessons and training to every child in every school in the city. The Skills for Life programme aligns with the curriculum for excellence, helps children develop positive road safety attitudes and behaviours, and is creating the next generation of active travellers. Pedestrian safety promotional campaigns reinforce these behaviours, also reminding parents of their role in setting the example for their children to emulate. See examples of the activities in schools at the social media link #GCCRoadSafety. Children's Bikeability Scotland training, a Council priority, is discussed in more depth in Section 4: Social.

Values, Beliefs, Attitudes

Costs & Benefits

Emotions

Agency

Skills

Habit

INDIVIDUAL

Provision of training opportunities for the end-user is vital but if we are to successfully develop a 'sustainable travel culture' in Glasgow, training also needs to grow capacity within the services supporting end users. For example, more trained cycle mechanics in turn keeps more cycles in daily use and increases capacity for onward maintenance training throughout communities. Higher numbers of trained ride leaders and Bikeability Scotland instructors/assistants also has a knock-on positive effect through communities.

Walk Leader volunteers develop some important skills through their training which includes managing group pace, hazard awareness and undertaking risk assessments.

Providing training as part of an incentives package can help both in the recruitment and retention of staff and/or volunteers, and in improving their employability.

A key deliverable from ATS Policy 2.1.1 is to establish a programme of cycling training activities within the city's Liveable Neighbourhoods as the City Network is developed within these areas. A pilot scheme to test this was run during Autumn 2022. This multi-partner intervention was organised by Glasgow Life in liaison with our ATS team, delivered by the charity Bike for Good and funded by Scottish Cycling and the UCI 2023 Cycling World Championships legacy and activation fund.

The project monitoring will allow for both quantitative and qualitative data to be collected and analysed, for example the number of training courses and numbers attending, but also participants' perception of their health and wellbeing improvement resulting from the course, and their changed perceptions towards their travel choices. The monitoring will also allow for adjustment to the training course content. See the Case Study for more details.

Case Study:

Cycling Training Pilot Project

It is essential as part of the supporting initiatives to help increase sustainable travel, that cycling training is available for all ages and abilities, so that people can follow a pathway from total beginner to having road-confidence.

As the City Network is developed, adjacent neighbourhoods will be targeted with provision of cycling training so that new routes are promoted and local people can learn how to get the most from the infrastructure, for example:

- where is the infrastructure located and how does it link to trip generators

- where are the permeability features and how do they work

- additional cycling skills development including basic on-road maintenance

Bike for Good and Glasgow Life piloted a 10-week programme in Govan, during which participants gained a range of cycling-skills and graduated from solely park-based activities to cycling on quiet roads to make local connections.

Bike for Good delivering cycling training

The pilot participants wanted to learn about local cycle-friendly routes as well as improve mental and physical health and make social connections. All participants agreed that the course had encouraged them to cycle more as a mode of transport. Annie, a participant, said:

"I feel my physical and mental health have improved since taking part in the cycling project and I feel more confident about cycling on roads and trying to cycle longer distances than I would previously have done.

The course has been good for networking other local community projects, and I feel more empowered to share my experience from the group with others including those in recovery, older age groups and people with different abilities."

ATS Policy 2.2.1, linked to GTS Policy 13, is to **Help Individuals to build walking, wheeling, or cycling into their everyday journeys.** One focus of this policy is on supporting 'social prescribing' / 'community referral'. This growing area, which takes a 'whole person' approach by considering the social, environmental and economic considerations of individuals, is about finding an alternative to medical interventions to improve health. Participants can be referred through health services or may self-refer.

Paths for All's Health Walks programme is an example of this kind of intervention. The walks have the potential to make a significant positive impact on both the physical and mental wellbeing of participants, helping people connect with others in their communities while growing their confidence to walk locally.

Some walking groups specifically promote active and sustainable travel, ensuring all their walks start close to public transport routes, with walk leaders actively encouraging participants to change their everyday travel behaviours.

'Buddy walks' in particular can focus on the specific needs of an individual and over a period of time, through the developing relationship between 'buddy' and participant, work together to achieve agreed outcomes for the participant. This may, for example, include helping someone end a period of isolation, encouraging them to leave their home, and supporting them to gain confidence to walk to their local shops or other local services, or to connect to public transport.

Although the activities described relate to the ISM **Social** sphere by helping people develop relationship networks across their community, they also strongly relate to the **Individual** realm.

A Glasgow Life supported Health Walk

As with training discussed further above, these interventions can influence people's emotions and their beliefs and attitudes and help them form new travel habits. By connecting people to local community opportunities, this helps to switch an individual's motivation to change their behaviour into actual action, with support to sustain the new behaviour also coming from within the community.[9] These types of activity may help to address issues of equity, and further socio-economic benefits may also result:

"The benefits of using sustainable travel modes are not limited to the positive health effects, as they could enhance individuals' subjective well-being and social cohesion by potentially increasing their access to life opportunities and facilitating better integration in society"

(Schwanen et al., 2015)[10]

Paths for All note that Health Walk groups "can play a significant role in developing social inclusion and cohesion in communities". Walk leader volunteers help to create trusted and safe spaces for participants and this impacts positively on public health by playing a "significant role in tackling physical inactivity, poor mental wellbeing, health and transport inequalities".

There is an extensive programme of Health Walks across Glasgow, many delivered through Glasgow Life Good Move. Health Walks also form part of the Live Well Community Referral offer – a pilot programme developed by Glasgow Life. This programme, launched in the Calton ward area in July 2022, was expanded during 2023 to the Shettleston ward area in response to demand and need.

Council short-term priority focus areas identified for Individual:

- **Training for Cycling:** in partnership with the organisations of the Glasgow Community Cycling Network (GCCN) with the Smarter Choices Smarter Places fund by Paths for All, and additionally through the Avenues programme (City Deal funded), cycling skills training will be provided to individuals with diverse demographic characteristics and experiencing inequalities. Programmes will cover:

  — learn to cycle,
  — increase confidence to cycle in the City (using standard and non-standard cycles),
  — learn to repair and maintain cycles, thereby reducing the cost of this mode of transport.

- **Training of Health Walk Leaders** to ensure the continuation and growth of the Glasgow Life Health Walks programme, supported by Paths for All through the Smarter Choices Smarter Places fund.

- In partnership with Cycling UK and the Smarter Choices Smarter Places fund by Paths for All, support the **Play Together on Pedals Development Officer role.** This ensures the training of staff from multiple organisations to themselves deliver Play together on Pedals sessions across Glasgow, which teach pre-school children to cycle. Focus is on sessions delivered in areas of deprivation.

- Continued delivery of **Road Safety education** in Glasgow's schools. The bespoke education service provides young school children with practical road safety lessons and training, part of the skills for life programme.

- With support through Glasgow Life, ongoing delivery of programme of activity from the multi-year **Community Cycling Fund** (funded by 2023 UCI Cycling World Championships, Sport Scotland and Event Scotland). The focus is on provision of training of and for coaches and volunteers, with the outcome the growing of capacity and sustainability of activities delivery across Glasgow's communities and reaching new audiences including to under-represented groups.

4 Strategic Action Area 2: Social

The Social context area of the ISM model focuses on the roles, relationships and social networks that influence how individuals behave, both separately and within groups. The social sphere can create an environment where it is 'normal' to do a certain thing.

Photo: Ross Sneddon / Unsplash
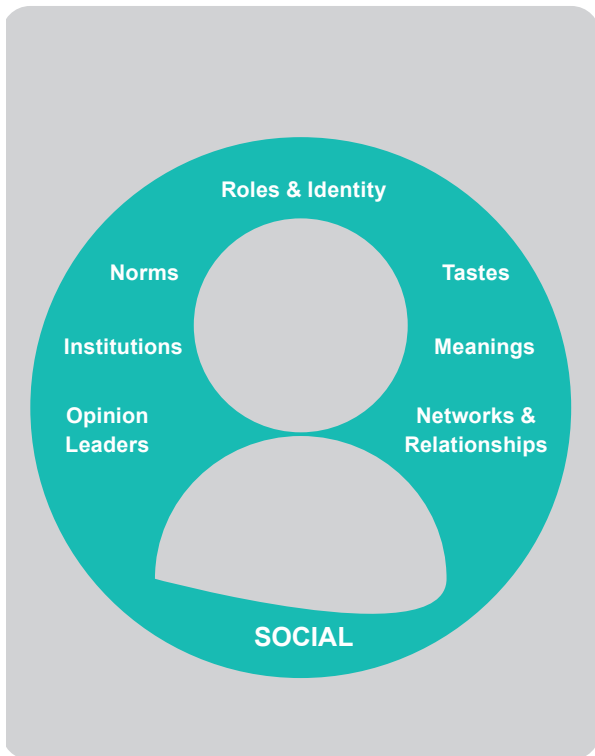
These influences on our behaviour come from shared group understandings and expectations, such as social norms and opinions, the meanings that are applied to certain behaviours. For example, is it the 'done thing', is it 'cool'? Our networks and relationships also impact on how we view our own roles (or those of others) and identity within our networks or wider society.

Social norms differ across cultures and understanding this when identifying actions with / for people of different cultural backgrounds and belief systems will be key to the success of this strategy.

Institutions exert influence over how groups of individuals behave and interact with each other formally or informally, or set expectations for behaviour, and often play a leading role in facilitating activities. Institutions may be families, or more formally may be businesses influencing their employees, well-regarded community organisations, schools and colleges or the Council itself. Programmes of community-based interventions can help in building new Networks and Relationships between individuals as well as across communities, and to promote innovations and new behaviours.

This strengthening of social connections can pinpoint opinion leaders who influence the behaviours of others and can gradually shift social and cultural norms and create new 'meanings'.

ATS Policy 2.1.2, linked to GTS Policies 14 and 97, is to **Support children to walk, wheel and cycle more,** including active journeys to school and nursery. The significant positive relationship between physical activity, improved cognitive performance and academic achievement has been widely reported. An active journey to school can help children gain some mobility independence and increase their familiarity with their neighbourhood, while more broadly it fosters connectedness between school and community.

Schools and other education settings play an important role in influencing habits and beliefs. Their promotion of active and healthy lifestyles can help embed a culture of sustainable travel among children and young people (and onwards to parents / guardians), which will contribute in the longer term to improved health and wellbeing, a reduction in carbon-emissions and positively impact on future travel behaviour.

A key deliverable of both the GTS and ATS is to support active journeys to school or nursery where possible, and to additionally encourage sustainable travel for secondary school children. This is beyond the physical interventions of School Streets and other traffic demand measures (e.g. parking controls), the City Cycling Network connections and quieter neighbourhood streets which will enable active travel modes.

Road safety and active and sustainable modes of travel are promoted to young people through Glasgow's Road Safety Plan 2020-2030 interventions. Road safety lessons and training are delivered by the Council's Road Safety Unit, ensuring every child knows how, for example, to watch out for hazards on pavements and to cross the road safely, before they reach the stage of starting to navigate their area independently. The Road Safety Unit also coordinates the delivery of Bikeability Scotland training across Glasgow (see Case Study further below), and we further support this through the installation of cycle /scooter shelters in schools.

The Council's PEPASS (Physical Education, Physical Activity and School Sports) service, part of our Education Service, plays an important role in getting children more active. Its key programmes, delivering dance and football within the curriculum to every primary pupil, may provide the basis of a model to deliver cycling activity. Fun challenges and events throughout the school year, often use major sporting and other events, form a basis for learning and create legacy; this can impact on travel behaviour. An example class challenge online learning resource is shown below. The PEPASS-organised Schools Cycling Working Group, a mixture of internal and external stakeholders, meets regularly to discuss approaches to incorporating cycling into school sports and linking it with other school activities.

PEPASS example Monthly Activity Calendar

**Bikeability training
in Glasgow**

Case Study:

Bikeability

The benefits of children cycling to school are well known; it is good for the environment, reduces the congestion from the school run, making streets around school gates safer, and an active start helps children arrive at school more alert and ready to learn.

Bikeability is the national cycle training programme operated through Cycling Scotland, designed for children to learn practical cycling skills, including cycling on roads. The training is part of the process of normalising and embedding active travel behaviour among our youngest citizens and is imperative to the City's fight against climate change.

This training will be delivered in conjunction with other physical measures enacted by the Council to create a 'joined up' approach: the School Streets programme limits traffic in the streets immediately adjacent to schools at drop-off and pick-up times; the City Network will pass within 400m of every primary school meaning safe, connected journeys to school will be achievable; meanwhile our Liveable Neighbourhoods will support on-road cycling in a quieter and lower traffic environment.

The Council retains an ambition to deliver Bikeability to 100% of primary schools and pupils. This a challenging proposition, with current provision reaching approximately 40 schools and around 11% of P6 pupils each year. The significant logistical and resource barriers to achieving 100% delivery are recognised. Key to this is:

- Cycles: availability, storage and maintenance of; transportation logistics to/from schools

- Premises for cycles and support staff

- Trainers: training and retaining the trainers; staff vs volunteers

- Staff/other resource to coordinate the programme

ATS Policy 2.2.3, linked to GTS Policies 5, 10 and 32, is to **Encourage organisations to invest in Active Travel where people work, live and study**, with one of the identified actions being to 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.

Travel plans enable larger organisations / employers to strategically plan to reduce the impact their commuter or fleet travel may have on traffic volumes and congestion on the roads, local parking pressures and carbon emissions. This can be done through encouraging and supporting people to travel more sustainably and in line with the sustainable travel hierarchy. Enabling more homeworking through digital support measures potentially reduces the need to travel, and introducing supporting measures to encourage active travel, shared transport or public transport reduces the number of private vehicles on the roads. This might be a train season ticket loan, a bike purchase scheme, a company lift-share scheme or investing in other on-site infrastructure to encourage cycling and walking. In-work travel can follow the same principles, supported through low/no-carbon fleets.

Good facilities on site have the additional benefits of potentially improving employee work/ life balance (impacting positively on productivity) and organisations may appeal to a broader range of prospective employees. The Case Study by Cycling Scotland (on the next page) shows how investment in St Vincent Plaza in Glasgow is encouraging more staff to travel actively.

The Council, as a large employer itself, also bears responsibility for ensuring its staff are encouraged to travel sustainably, as well as for leading other employers by our example. A refresh to the Glasgow City Council staff travel plan is being undertaken in 2023/24.

ATS Policy 3.2.1, linked to GTS Polices 67 and 97, is to **Support larger events that encourage people to walk, wheel or cycle** and other community events that may not have a purely walking/cycling focus in order to reach out to new audiences and to enable residents to reimagine how their neighbourhood space is used.

'Open streets', 'car-free days', or even the Council's 'Street Play' initiative, which temporarily close streets to vehicular traffic, enable a variety of activities to take place in a car-free environment. Whether a smaller community day, or larger city centre event, they help facilitate more walking, wheeling, scooting, running, and cycling by promoting and raising awareness of these activities and providing an area for practice.

Broadening the theme of events widens their appeal, presenting an opportunity for a larger audience to interact with their local area and neighbours in new ways. Additional benefits may result, such as increased social inclusion, or the local economy may be boosted.

The city of Bordeaux, France, hosts an event every Sunday. "My Street Breathes", shown above, welcomes "bicycles, rollerblades, scooters, skateboards, pedestrians and users of public transport" to an area of the city closed to traffic. The image conveys that the 'closed space' is open to everyone to enjoy, and to breathe cleaner air.

Staff members utilising cycling facilities at St. Vincent Plaza.

Case Study:

Cycle Friendly Employer Award (Cycling Scotland)

The Wood Group / Lambert Smith Hampton in Glasgow: "better motivated staff, healthier and happier people"

Working within the clean energy industry meant that Robert Lockhart, the Operational Manager, was well placed to approach his employer, Wood, about getting more staff to cycle, in line with Wood's policy on Healthy Working Lives.

An office relocation to St Vincent's Plaza in the centre of Glasgow helped to facilitate progress. Through the cooperation of four of the businesses within this new office block, grant funding of more than £90,000 was secured to improve cycling facilities within the building.

The cycle spaces inside the building were increased to 78, with a further 30 covered racks outside, 40 lockers, a repair station located inside, and CCTV monitoring. Staff have a safe and secure place to lock up bikes and other valuables and bikes can safely be left alone.

The cycle facilities have proved to be a selling point for prospective tenants, with the expansion in bike racks helping to future-proof the building.

Supporting behaviour change activities such as cycle days and special events which include bike check-ups and day trips create a social atmosphere and encourage more to bring their bike to work, with (pre-pandemic) cycle-to-work rates among the staff at about 20%.

The organisations within the building benefit from healthier, happier, and better motivated staff. "People go from rarely cycling to becoming avid fans and not just for commuting to work; they also see the positive impact on both their health and their pockets."

Glasgow has hosted several 'Let's Ride' events, attracting thousands of participants over the years. The closed road cycling circuit in the city centre led to Glasgow Green for a festival atmosphere with food, music and stunt displays (see 2019's event map below). Additional 'pop-up' events at local parks around the city increased participation by a mainly family audience.

In 2023, Glasgow is host to the UCI World Cycling Championships and is the European Capital of Sport. These events are being used to support underrepresented groups, such as women and girls, ethnic minorities, those with disabilities and low-income families to be more active. School sport is also a focus, to embed activity in young people from an early age and ensure the legacy from the events.

Some funding opportunities for community projects exist around such events. The GoCycle Glasgow fund in the Case Study (right) has supported 29 organisations during 2023 to deliver programmes of interventions.

Case Study:

GoCYCLE GLASGOW

The Go Cycle Glasgow Fund was created for communities across Glasgow to both celebrate and create a lasting legacy from the City's hosting of the 2023 UCI World Cycling Championships.

Funding of up to £10,000 per organisation, is supporting community groups to develop sustainable cycling projects that inspire new and existing cyclists alike and help them make cycling an activity for life, whether for leisure, sport or active travel.

Almost 30 organisations were successful in applying for grant funding in autumn 2022, for project delivery starting in spring 2023. The aim is for projects to be inclusive and accessible by addressing some of the inequalities and barriers that people face to participating in cycling.

The successful projects cover all geographic areas of the city and have a range of target audiences, including young people, New Scots, disabled people, BAME and those from areas of high deprivation.

The fund is delivered in partnership with Glasgow Life, Clyde Gateway and Paths for All through their Smarter Choices Smarter Places grant fund.

Council short-term priority focus areas identified for Social:

- **Refresh the Glasgow City Council staff travel plan** in 2023/24, including the consideration of:

  — promoting active and sustainable travel, with improvements to cycle fleet,

  — rationalising staff car parking,

  — incorporating existing approaches to hybrid working practices where feasible,

  — explore feasibility for subsidised public transport offer.

- Work via Sustainable Glasgow to roll out the Corporate Mobility Pact amongst organisations in Glasgow to influence sustainable travel behaviour change.

- Continue to coordinate and support the **delivery of Bikeability Scotland**, the on-road cycling skills and safety training for children, throughout Glasgow's schools. Ensuring demand is met as a priority, utilising mentors, community organisations, school staff and volunteers as part of the delivery mechanisms. Continue dialogue with Cycling Scotland to strengthen resourcing to increase the availability of the training for Glasgow school children. Continue dialogue with Cycling Scotland to strengthen resourcing to increase the availability of the training for Glasgow's school children.

- With support through Glasgow Life, ongoing delivery of the **Go Cycle Glasgow** (funded by 2023 UCI Cycling World Championships, Clyde Gateway and Paths for All through their Smarter Choices Smarter Places grant fund) accessible and sustainable community cycling projects. The 29 projects reach across all geographic areas of Glasgow and a range of end users, including those with protected characteristics.

- With support through Glasgow Life, grow and develop the existing extensive activities centred around **Community Sports Hubs**, which include a range of cycling-based activities targeted towards a range of audiences.

- Raise the profile of the new "**Learning through Cycling**" learning tool for schools, created in partnership with Education Services and Glasgow Life, during the approach of the 2023 UCI Cycling World Championships. The resource explores cycling through the eyes of the curriculum, including links to the Developing Young Workforce.

- Work with Glasgow Life to **further develop the Street Play initiative**, allowing local residents the opportunity to close their street to traffic within a set time period. The scheme prioritises getting children active, playing games and having fun with their friends, while also aiming to bring communities together. The council provides a range of free support for Street Play, including traffic management equipment.

- Through Glasgow Life, deliver the **GO LIVE** curated programme of events and activity taking place in the city during the 2023 UCI Cycling World Championships. Covering the City's 23 wards, the programme will work with community groups across sport and culture to offer citizens the chance to engage with activity in their local area.

5 Strategic Action Area 3: Material

The Material context area of the ISM model relates to the wider environment; this material world can both shape and constrain our behaviour.

While it is perhaps the traditional 'hard' interventions that may be thought of as key to encouraging people to change their travel behaviours, it is the combination of these infrastructure and service improvements alongside 'softer' behaviour change measures that is the most effective approach and likely to lead to sustained change.

Technologies
Infrastructure
Objects

Rules & Regulations
Time & Schedules

MATERIAL

People may not choose to cycle, for example due to the lack of safe and connected cycle **Infrastructure**; or they may not choose public transport due to infrequent services or unsuitable timing. Infrastructure can also be in the form of **Technologies**, such as digital ticketing or online service timetables, which can help encourage people to travel by public transport as they have the information and means at their fingertips. This brings benefits in terms of their **Time & Schedules**. Technology, fed by 'big data', will also help the development of a Smart City, with the Internet of Things (IoT) consider by many to be a future transformer of transport.

Many behaviours involve the use of **Objects**. In terms of travel, this may mean using a cycle or cycle storage facilities, renting a car through a car-share club, or booking on to a community bus service. Less tangible examples include discount or multi-journey travel cards. A lack of these objects can prevent travel behaviour change, indeed 73% of households in Glasgow are without access to a bike. Meanwhile around 45% of households overall do not have access to a car, thus presenting an opportunity for sustainable travel choice growth if this demand is met with improved access to services.

73%
of households in Glasgow are without access to a bike.

around

45%

of households overall do not
have access to a car

Rules and Regulations are most often set by formal institutions, such as local or national government, to prohibit or prescribe a behaviour. For example, Glasgow operates a Low Emission Zone, bus lanes and bus gates to restrict the type of vehicles moving through certain areas of the City. At the national level, e-scooters are prohibited, apart from approved trials for rental-only scooter schemes in certain towns and cities. The evaluation of these trial schemes, which ran between July 2020 and November 2022, will inform any future national policy.

ATS Policy 3.1.2, linked to GTS Policies 5, 17, 18, 49, 53, 58 and 59, is to **Develop improved information, wayfinding, and navigation**, which is a regular topic emerging from our transport strategy consultations. Our SmarterTravelGla website hosts information on sustainable travel modes. The site has the potential, with refreshed and improved content and wider promotion, to become an important information portal on how to travel sustainably around Glasgow.

Our on-street signage for active travel already incorporates times to walk or cycle to destinations, which is particularly important for helping the public understand how quick active travel journeys can be. Opportunities to review and improve this must be pursued, for example informing of better links to public transport or highlighting quiet or interesting routes.

We have set up the Accessibility and Inclusive Design Forum to ensure that designs for place and infrastructure consider the views expressed by a range of organisations representing people with mobility and sensory impairments. As technology advances, there may be opportunity to incorporate digital interactive technology, aiding people with sensory impairments.

Signage encouraging considerate behaviour in shared walking and cycling spaces may improve the experience for end-users; while improving the provision and accuracy of real time passenger information is a key priority of the Glasgow City Region Bus Partnership.

Recent technology we have installed has helped improve safety for people cycling: cycle activated signage alerts drivers to the presence of cycles at certain locations. The case study on the Shawlands Bike Bus, (right) describes how a 3-D printed button to adjust the timing of traffic lights has helped improve the safety of the popular bus.

Shawlands Bike Bus image courtesy Katherine Cory, and the 3D printed 'button' attached to the lead riders' cycle

.

Case Study:

Technology increasing cycling safety

The **Shawlands Bike Bus** route in Glasgow has been made safer thanks to an innovative, remote-controlled device that holds traffic at an extremely busy junction, letting the children cross all together, and arrive in good time for the start of the school day.

The Ultra-Smart Cycle System, mounted on the lead rider's bike, uses a military-grade encrypted signal that, when pressed on approach to the junction, sets a specially timed traffic light cycle in motion to hold traffic for 45 seconds, enough time to get all the riders through together.

The signal is only accepted by the traffic pole-mounted control unit on a pre-programmed day, during an agreed period - so it is perfect for the once-a-week bike ride that passes through the junction between 8:30am and 9:00am, on Fridays. Once the bike bus has passed, the adaptive signals at the junction adjust the timing of the green light phases to ensure that any resultant build-up of traffic is quickly dissipated.

The Council's TRAFFCOM traffic management service worked with Preston-based Sm@rt Technology to develop the new Ultra Smart Cycle System, which is based on existing technology to sense the presence of bikes at certain junctions in Glasgow. A prototype 3D printed 'wireless button' was then tested over the summer of 2022, being used by the Bike Bus since late August 2022.

The prototype device is 'future-proofed' as the three buttons mean that in future up to three junctions could be controlled.

News of the scheme has reached as far as the Washington Post and Sm@rt Technology have been approached by several local authorities in England for assistance on similar schemes.

ATS Policy 2.1.3, linked to GTS Policy 61, is to **Provide easier access to cycles and mobility equipment for all**, and we provide support for and development of a range local schemes including 'cycle libraries', swap schemes, refurbished cycles, salary sacrifice schemes. In 2021/22, the Scottish Government trialled a pilot scheme to provide free bikes to children who need one, with local third sector organisations helping in the delivery of this. The final evaluation report for the scheme was published in 2023. We also support improved access to adapted cycles, which can provide mobility options for people with physical disabilities. This may be though community organisations or other identified schemes.

Glasgow's bike-share scheme, operated by Nextbike and currently sponsored by Ovo Energy, has gone from strength-to-strength since its introduction in 2014. With a growing number of e-assist bikes within the fleet, total overall rentals passed the 2 million mark in November 2022.

ATS Policy 2.2.4, linked to GTS Policies 3 and 104, is to **Investigate and support opportunities to further develop the use of e-cargo cycles within the economic and social activities of the city.** E-cargo cycles will form part of the solution to the city's transport issues, positively impacting on its economy by helping reduce congestion caused by deliveries and decarbonising the movement of goods. However, the investment required to purchase an e-cargo cycle is significant and beyond the means of many people and organisations. Opportunities to trial use of cargo cycles to check they meet with organisational requirements will be necessary.

Charitable cycling organisation Bike for Good already hosts an e-cargo bike library, accessible for individuals or organisations, with training and support included in the package. The development of mobility hubs in locations across Glasgow will also likely make e-cargo cycles available to a range of users for short time periods. Cycling infrastructure development across the city must take cognisance of these vehicles within the design.

We can also potentially support the development of e-cargo bike use by private companies through more transparent information on available sites in the city for this purpose, as well as continuing to enhance safe cycling opportunities through investment in infrastructure.

Policies 25-38 of the Glasgow Transport Strategy (GTS) come under the heading of **Shared mobility, community and on-demand transport: a range of measures to help reduce the need to own a car and adapt to changing travel needs**. Shared mobility usually refers to transport services that are shared among users rather than owned privately. These primarily include:

● **Car share** in the form of a car club such as Co Wheels in Glasgow, but may also include peer-to-peer car sharing through an online platform or a community-based club.

● **Bike share such as** Ovo Bikes rental scheme in Glasgow, but may also include, for example, work pool bikes.

12%
of community transport
in Scotland is based in
Glasgow (20 operators)

- **Lift share** in which two or more people will share a car journey. Often assisted by established platforms such as SPTs <u>Journey Share</u>, but may also be through more informal networks at workplace or community level.

- **Digital/demand responsive transport** (DDRT) refers to bus services which are linked to the demand from their users, usually operating where there are few or no conventional bus services. Within the Strathclyde region SPT operates the <u>MyBus</u> service.

- **E-scooter share** is an addition to the 'micro mobility' offer (which also includes bike-share) in countries around the world and the UK government is reviewing their use here following trial schemes in England during 2020-2022.

Broader availability of these services is particularly important in helping people to break their travel habits and reduce their dependency on privately owned cars, and longer term may result in lower levels of car ownership. Use of these services also lessens the environmental impact of single occupancy vehicle use and frees up road space. GTS Policy 23, encouraging more Park and Ride facilities, may also go some way to tackling the high levels of cross-boundary car trips that Glasgow experiences.

Mobility Hubs are potentially an important addition to support some of the services listed above and we will conduct a feasibility study into their development in Glasgow. Successful examples of these hubs from across Europe bring together shared transport options, usually alongside public transport, and often including parcel delivery/collection points, to a single access point. Their enhanced public realm and reclaiming of space from private vehicles can also provide a safer environment for 'dwell time' for service users.

The high visibility of mobility hubs helps to raise the profile and status of sustainable travel mode options and acts as a behaviour change motivator to people as they gain confidence in the potential of being able to undertake smooth, 'joined-up' multi-modal journeys.

Community transport (CT) can be an important lifeline for communities in Glasgow, "<u>providing flexible and accessible community-led solutions in response to unmet local transport needs</u>". CT operators often use a mix of vehicles, including minibuses, school transport or personal cars, to transport people through both demand responsive and scheduled services. <u>Decarbonisation</u> of the CT fleets is a priority for many of the operators.

Operators are often reliant on a large pool of volunteers while for some isolated service users, in a similar way to the social prescribing model described earlier in 'Social', the services enable them to make crucial connections with people in their community.

CT representation in Glasgow is strong with <u>12% (20)</u> of the total number of CT operators in Scotland based in the City. New <u>mapping</u> shows the distribution of operators. See the Community Transport Glasgow Case Study below.

Part of Community Transport Glasgow's e-fleet

Case Study:

Community Transport Glasgow

Community Transport Glasgow (CTG), a charity established in 2005, provides affordable, reliable, and accessible transport to communities across the city, serving older adults and people with mobility issues and physical disability. CTG offers a range of transport options, from group transport to local community groups, a community bus timetabled service, to door-to-door solutions for helping people attend health appointments.

With an ageing fleet of 16 diesel minibuses, and Glasgow's Low Emission Zone (LEZ) introduction nearing, CTG felt it essential to develop a sustainable fleet replacement strategy to ensure it could continue with its vital transport solutions to the communities it serves.

Combined funding of £1.2m from Scottish Power Energy Network's Green Economy Fund, Social Investment Scotland and Strathclyde Partnership for Transport enabled replacement of its vehicles, meaning CTG now has one of Scotland's first zero-emissions Community Transport fleets.

CTG's all-electric fleet, now comprising 7 low floor minibuses, 4 standard minibuses, 2 people carriers, 1 van and 1 car, serves over 75,000 passengers every year in some of the least-affluent and -connected parts of the city – such as Drumchapel, Easterhouse and Shettleston – and reduced carbon emissions by 188 tonnes over 18 months.

CTG's Graham Dunn, said: "We will be focusing on climate change at the heart of our vision to reduce CO2 emissions as our main environmental ethos and building on our social purpose."

Policies 82-96 of the GTS come under the heading of **Traffic Demand Management: a range of measures to limit access by private cars particularly during the peak periods**. According to the Department for Transport (DfT) in its TDM toolkit, Travel Demand Management "is an umbrella term for the application of strategies and policies to reduce travel demand or to redistribute this demand in space, mode or in time". It further explains that TDM is often based around the 'three pillars' of Capacity Creation, Network Management and Behaviour Change. The diagram (right) shows examples of initiatives that belong within each of these areas.

The GTS requires that our TDM activity responds to Transport Scotland's sustainable travel hierarchy (see opposite), by managing vehicle use in the city to ensure that those choosing to use public transport, active travel modes, as well as shared transport and taxis, are supported within an overarching spatial framework. Although there will continue to be specific requirements for journeys by private vehicles, their use must not be a significant barrier to shared and sustainable forms of travel.

The Sustainable Travel Hierarchy

WALKING AND WHEELING

CYCLING

PUBLIC TRANSPORT

**TAXIS & SHARED TRANSPORT**

PRIVATE CAR
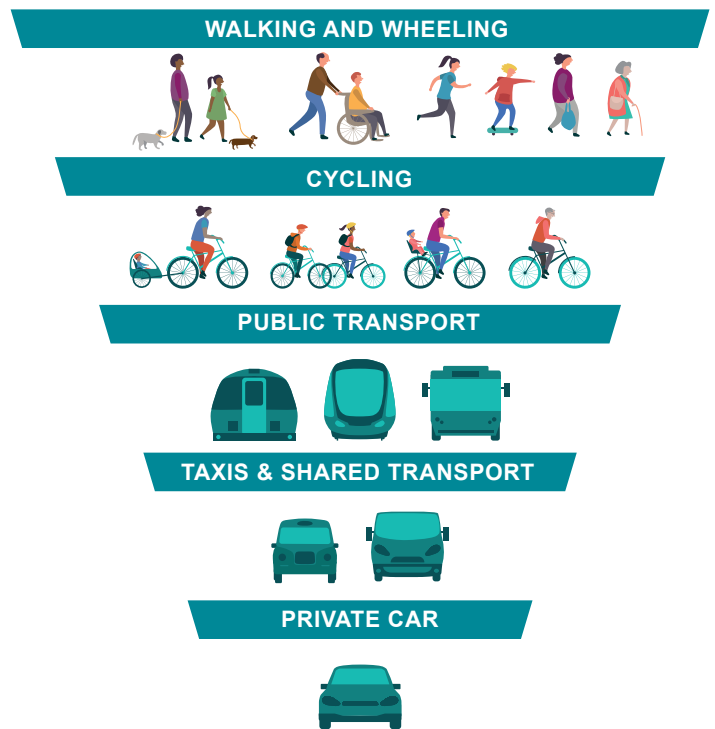
Transport Scotland notes that currently car travel is relatively cheap and easy and therefore action is required to provide the motivation for people to reduce their car usage. Transport Scotland has therefore made a commitment to develop and publish a Demand Management Framework by 2025 in its route map to reduce car kilometres by 20% by 2030.

Case Study:

Pedestrian Footfall
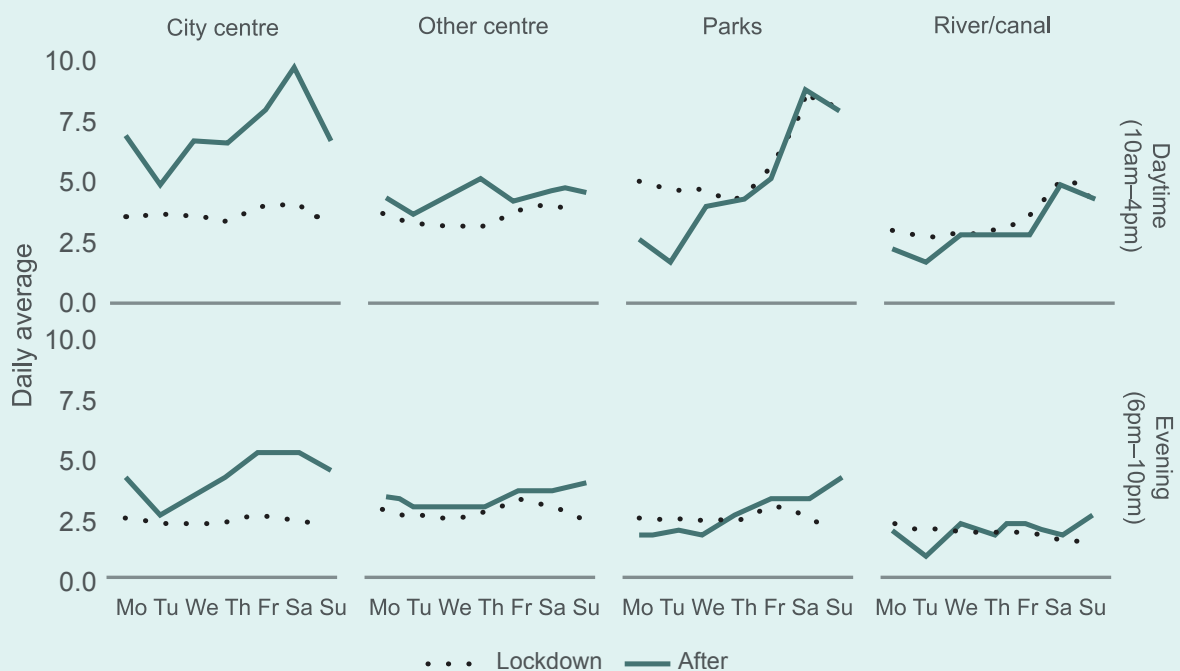
The Council has been working with the Urban Big Data Centre (UBDC) and Glasgow Centre for Population Health (GCPH) to develop methods for measuring pedestrian and vehicle activity.

The project uses spare capacity in the Glasgow's CCTV system to generate counts from regularly captured images. Initially developed to help us understand the impacts of major public realm, the project has expanded to monitor activity levels across a much broader range of settings.

With the onset of the pandemic in March 2020, we and UBDC worked to rapidly scale up to cover a wider range of areas with 37 cameras.

The focus widened to include local high streets and major parks as well as a greater number of central locations. These data are now openly available through an API (Application Planning Interface) on the UBDC website.

The project produced the above graphs which show pedestrian footfall in the week after lockdown eased to the average for the previous 16 weeks. Such monitoring allows us to better understand how people get around and spend time in different kinds of locations and at different times of day, right across Glasgow.

Council short-term priority focus areas identified for Material:

- Evaluation and delivery of **city wide mandatory 20mph speed limit**, with continuing delivery of road safety / speed reduction engineering interventions.

- Launch the **STARS (School Travel and Road Safety) online resource** webpage during 2023 which includes support for schools to develop School Travel Plans. Within this context, and additionally where requested, continue to assist parents and schools with the process of **developing a walking or cycling bus**. Support may vary from provision of materials such as high-vis vests to more bespoke elements for safer navigation of local roads.

- Continue to deliver improvements to **active travel infrastructu**re across the City, incorporating the **redesign of carriageway space** and the **improvement of public realm** in order to rebalance the traffic hierarchy and improve conditions for wheeling, walking and cycling.

- Continue to deliver **improvements for bus users** via ongoing infrastructure investment by the Council, SPT and the Bus Partnership Fund.

- Expansion in the provision of **secure cycle parking** through:

  — Existing on-street secure cycle shelter programme,

  — In partnership with Cycling Scotland and Housing Associations to provide larger capacity cycle storage units adjacent to social housing,

  — Avenues programme 'storage hubs' within or adjacent to the city centre during 2023, for standard and non-standard cycles.

- Continued support for expansion and promotion of **shared-transport** programmes:

  — On-street car club scheme,

  — Nextbike cycle hire scheme.

- Continued support, provided through the Smarter Choices Smarter Places fund by Paths for All, for the **Electric Cargo Bike Lending Library** developed and launched by Bike for Good.

  — A range of bikes, trailers and other accessories for loan / trial use,

  — Training in use of the equipment,

  — Route planning and advice.

- Continued development of the Council's **Accessible and Inclusive Design Forum**. The forum includes representation from a number of user groups and provides the opportunity to feedback on accessibility issues within the designs of infrastructure projects.

6 Delivery

The previous sections have identified a range of measures designed to promote an increase in sustainable travel through their support for improved transport infrastructure and services. These measures aim to inform, encourage, motivate, educate, and impart skills to enable travel behaviour change. But how will they be delivered?

People will have different mindsets in relation to their travel behaviour, depending on whether they already use sustainable travel modes on a regular basis, do so less often, have considered alternate transport options, or have given no consideration to sustainable travel modes at all. Accordingly, actions arising from the TBCS respond to each of the Stages of Change summarised in the table below.

Collaboration and Partnership

Implementation of the TBCS must be a collaborative process as we, the Council, cannot deliver this ambition alone. We have established relationships with many partners and will continue to work in collaboration with public and private organisations and Key Agencies to deliver the aims of this strategy.

Key partners include Transport Scotland, Strathclyde Partnership for Transport (SPT) and transport operators including ScotRail, bus and community transport operators via the Glasgow City Region Bus Partnership and shared mobility providers.

Stage of Change	Individuals' Perception	Action
Precontemplation	Not aware or thinking seriously that a change needs to be made	Raising awareness
Contemplation	Begins to think about changing but feel ambivalent about taking the next step	Resolving ambivalence / helping to choose change
Preparation	Intends to act – they identity benefits of continuing and less ambivalent.	Provide the skills, tools and motivation to change
Action	Change behaviour is initiated and taking steps towards maintaining change.	Provide the opportunity to access and try alternative modes of travel.
Maintenance	Keep up the desired behaviour	Provide encouragement and positive reinforcement.

As the Roads Authority we are not only responsible for roads, but also for taxi licencing, cycle hire schemes, parking, and walking, cycling and wheeling infrastructure. SPT manages and operates the Subway service, ticketing, timetabling, subsidised buses, bus stations, and a significant number of non-advertisement bus shelters (on our behalf).

The education sector is a crucial partner in assisting in delivering travel behaviour change through influencing, embedding norms and upskilling from early years through to advanced education. This sector also includes parents, carers and guardians, and the example they set to children and young people. Glasgow's schools, colleges and universities will perform an essential role in informing, providing skills and embedding positive routines.

Partnerships with charitable organisations/ NGOs like Sustrans Scotland, Paths for All, Cycling Scotland and Living Streets are also vital. They are experts in advising on and delivering active travel behaviour change initiatives. Some also require robust travel behaviour change plans as a condition of their funding to local authorities for new infrastructure development.

Third sector organisations such as charities, social enterprises and voluntary groups have embedded knowledge of our communities, as well as the skills and experience of delivering behaviour change activities. We will form, build and/or maintain partnerships with these organisations to help deliver the TBCS.

We aim to work with major workplaces/ employers to encourage behaviour change in travel to and from work.

This includes parking related policies, Staff Travel Plans, and the provision of facilities that support sustainable travel by staff. We will also encourage workplaces of all sizes to consider sustainable travel opportunities for customers, servicing and deliveries. Key partners here include the NHS and tertiary education providers.

Travel behaviour change priorities will be embedded in masterplans for new development, through design and through planning conditions. A wide range of measures can be delivered in this way, including travel packs for new homeowners, the provision of convenient and secure cycle parking, car-free developments, and design that enables sustainable access to local town centres, facilities, and travel networks. Development contributions can also be utilised for Material measures.

Glasgow is a city that has hosted, and is continuing to host, many major national and international events such as the Commonwealth Games, COP26, the TRNSMT music festival, and the 2023 UCI Cycling World Championships. Such events give visibility to the city and its transport facilities and can create a positive sustainable transport legacy. We will therefore work with event organisers to encourage and enable the use of sustainable modes for travel to event locations. Glasgow Life is a key partner for events, including managing the city's leisure and sporting facilities. The opportunities for inspiring utility cycling through events and recreational cycling will be developed in the **Cycling and Urban Sports Strategy**.

Travel Behaviour Change Plans

As guided by this Strategy, detailed Travel Behaviour Change Plans (TBCPs) are needed for relevant transport-related projects. Each neighbourhood in Glasgow is unique and requires an understanding of the area, its communities and key actors within them, the issues that sustainable travel might help to address and, importantly, the barriers to participating in sustainable travel. TBCPs comprising area-specific interventions can be co-designed with residents to help overcome these issues.

Using the ISM model, a TBCP template has been developed to provide a resource for project officers (see Appendix 1). This template incorporates city-wide behaviour change initiatives, local (project-specific) opportunities, and the need for collaborating with partners to achieve delivery. Local opportunities may include School Street programmes, events, Cycle Libraries, community walking groups and/or led rides, and other initiatives.

A project specific TBCP will not be required in all situations. The scale and complexity, alongside any external funding requirement, should be considered when deciding whether a plan is required. Routine or small projects such as installation of accessibility measures including pedestrian crossings, dropped kerbs, ramps and small infrastructure, for example cycle stands and bus stops, will not require a specific TBCP as the resources required in implementation and ongoing management would add very little associated value.

Funding

Dedicated funding for behaviour change measures is needed alongside funding for better infrastructure and services. We will continue to apply for external funding as well as assigning a proportion of infrastructure project budgets to behaviour change. This proportion will depend on the nature and scale of the project.

Transport Scotland Cycling, Walking and Safer Routes (CWSR) capital funding is made available annually to each local authority to utilise for active travel and road safety. This allows a variety of active travel projects to be delivered alongside an assortment of behaviour change initiatives, and we will continue to utilise this funding as it is made available.

We will also continue to apply to Path for All's Smarter Choices, Smarter Places (SCSP) Open Fund. This is to support local authorities in encouraging more journeys by foot, bicycle, public transport and shared mobility, and hence in reducing car use.

Projects that are seeking to be delivered through the Sustrans Places for Everyone programme require a TBCP at an early stage to allow the planning of targeted activities to be included in project funding bids.

Alongside planning conditions for new developments, developer contributions may also be able to assist in delivery of the Material aspects of behaviour change. The details of the policy known as ENV 2 - IPG12 and information on how to apply for funding can be found at our IPG12 Delivering Development information web page.

7 Monitoring and evaluation

Only 48% of women and 58% of men in Glasgow walk or cycle five times a week

Monitoring progress is essential to understand the effectiveness of actions put in place to enable people to switch to sustainable modes. Through the policy framework of the Glasgow Transport Strategy, we will report regularly on several core indicators. There are also ongoing monitoring processes related to other transport areas of policy in Glasgow, such as the Road Safety Plan work, Air Quality Management Areas and the Glasgow City Region Bus Partnership work.

Monitoring of both outputs and outcomes will be undertaken. Examples of outputs are km of cycleway delivered, number of new pedestrian crossings, or number of children trained through Bikeability. Examples of outcomes are proportion of journeys to school walked or cycled, air quality impacts, high street footfall, and public transport usage. Longer term impacts can be in relation to health, environment, the economy, social equity and inclusion.

Building activity into people's everyday journeys can be one of the biggest impacts of travel on health outcomes. Currently only 48% of women and 58% of men in Glasgow walk or cycle five times a week. Being physically active in everyday life helps to prevent a range of illnesses including heart disease and strokes, depression, type 2 diabetes, and breast and colon cancer.

Minimum moderate activity recommendations for adults are the equivalent to walking for ten minutes five times a week. Monitoring of indicators such as this can help give a clear picture of the effect of combined infrastructure and behaviour change measures.

Monitoring is key in demonstrating value for public investment by determining if projects are achieving desired outcomes. It also allows for better comparison of the effects of different types of interventions, thereby identifying which are most effective. For example, the Glasgow city-wide Active Travel Strategic Business Case includes Health and Wellbeing benefits associated with increased levels of active travel.

For future monitoring to be meaningful, a reliable record of existing or prior indicators is key, so that an understanding of the changes that interventions have led to can be developed. Benefits can be valued through tools that monetise walking and cycling for health benefits, such as the World Health Organisation's Health Economic Assessment Tool for Walking and Cycling (HEAT). This is embedded within the Scottish Transport Analysis Guide Guidance (Scot-TAG) which provides access to the latest information and also guidance to be utilised when developing and assessing transport schemes and strategies. (N.B. Scot-TAG is distinct from the Scottish Transport Appraisal Guidance – STAG.)

Some beneficial health outcomes from sustainable travel (as opposed to outputs) are more challenging to assess through standard techniques. These include improvements in long-term conditions and mental health, reductions in noise and air pollution, and reductions in social isolation and stress. For example, although some outcomes from the Belfast Glider public transport project are obviously positive – it led to a 70% increase in patronage on its routes with a corresponding

modal shift of 9% from private car to public transport – the effects of the project in terms of wider health and social benefits cannot be calibrated so straightforwardly.

Despite these challenges, however, health and wellbeing outcomes are not only important to allow comparison of intervention investment but also to ensure social equity is being realised. Socio-economic status is known to be strongly linked with health outcomes in Scotland, and so the potential equity benefits of enabling more everyday activity are clear.

Planning monitoring and evaluation from the early stage of a project will allow for progress checks at key milestones, and for assessing the project's impact and the outcomes achieved at its close. Funding bodies generally require monitoring and evaluation plans to be submitted as part of funding applications, which helps to ensure that this is considered from the outset.

Monitoring and evaluation programmes should be adapted to the scale and needs of any given project. Some projects may not require a TBCP – which embed monitoring – if they are routine or small scale. Where a monitoring and evaluation plan is considered necessary, this should cover the following three stages of work.

- **Formative evaluation** is carried out at the earliest stage and will help in developing the project overall, as well as the monitoring and evaluation plan. This may include, for example, qualitative research to test outcome behaviours with a target audience, and the likelihood that the project will be effective in motivating the target audience to the new behaviour.

- **Process evaluation** reviews whether the project was delivered as planned and how outcomes were achieved. Ongoing monitoring through information collection enables assessment of whether the project is on track and provides evidence / explanation for how the outcomes were achieved.

- **Outcome evaluation** post-project examines the impacts and changes in behaviour that have occurred. Being able to demonstrate success in the achievement of the original goals will have ongoing impact on further funding and project development.

Key considerations within a monitoring and evaluation plan are:

- Planning for data collection from the outset of the project, taking consideration of the required form of information.

- Setting clear and measurable behavioural goals allowing evaluation to assess that they have been achieved.

- Identifying the resulting impacts on behaviour.

- Finding out if stakeholders already hold information that may be useful for monitoring and evaluation.

Monitoring and evaluation plans should identify how activities are related to Individual, Social, or Material outputs and outcomes. This will enable project reporting to be in line with the wider TBCS and annual reporting requirements.
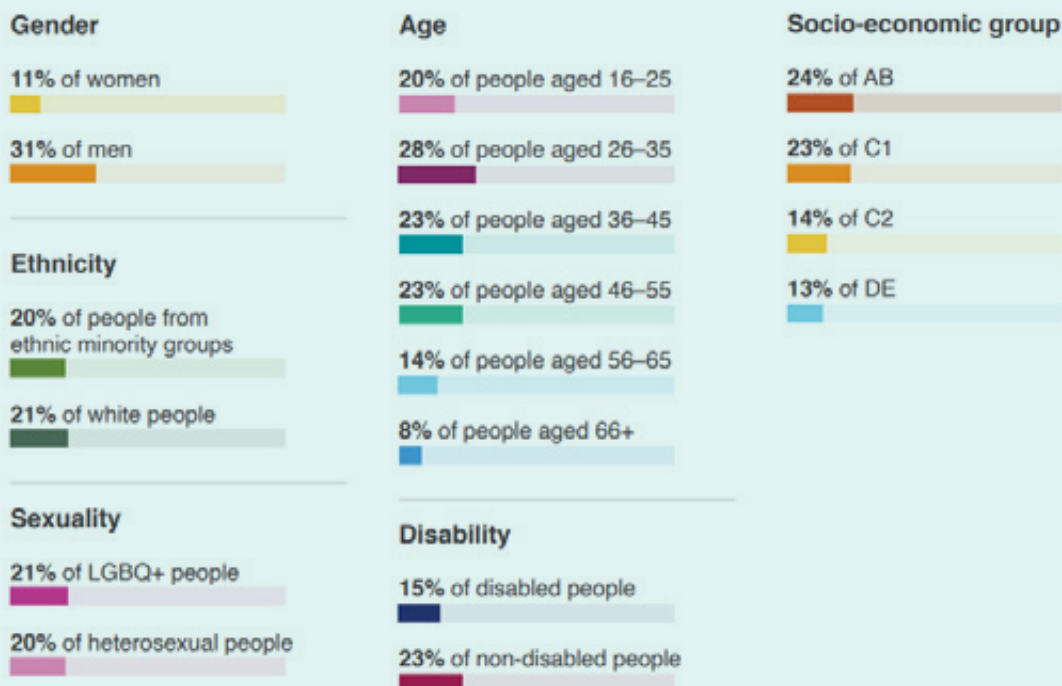
Case Study:

Walking and Cycling Index

The Walking and Cycling Index is the largest assessment of walking and cycling in urban areas in the UK. It is delivered by Sustrans in collaboration with 18 cities and urban areas, of which Glasgow is one.

The Walking and Cycling Index reports every two years, 2021 was the second time that Glasgow is included in the Index. The data in the Index report includes local walking and cycling data, modelling and an independent survey of 1303 people aged 16 or above resident in Glasgow.

Proportion of residents who cycle at least once a week

Gender

11% of women

31% of men

Ethnicity

20% of people from
ethnic minority groups

21% of white people

Sexuality

21% of LGBQ+ people

20% of heterosexual people

Age

20% of people aged 16–25

28% of people aged 26–35

23% of people aged 36–45

23% of people aged 46–55

14% of people aged 56–65

8% of people aged 66+

Disability

15% of disabled people

23% of non-disabled people

Socio-economic group

24% of AB

23% of C1

14% of C2

13% of DE

They survey is particularly valuable as it allows Glasgow to monitor and understand city wide outcomes in demographic trends in participation in walking and cycling. An example is the above which shows demographic differences in people cycling at least once a week across Glasgow.

The value in the survey also allows latent demand to be evaluated, for example data in the 2021 report shows that although people who regularly cycle in Glasgow (12%) and occasionally cycle (16%) might represent a quarter of the city's population, 32% of surveyed people do not currently cycle but would like to.

8

Appendices

1. Travel Behaviour Change Plan Template

2. Appendix on Policy Context

3. Technical Appendix on behavioural theory and behaviour change tools

References

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