

SEStran People and Place Plan: summary

Introduction

Transport Scotland have invited Regional Transport Partnerships to apply for People and Place funding. The funding is intended to enable the delivery of behavioural change projects which would increase rates of active travel (walking, wheeling and cycling).

The funding largely replaces that currently provided by Transport Scotland to the Active Travel Delivery Partners (Cycling UK, Cycling Scotland, Living Streets, Paths for All, Scottish Cycling and Sustrans) to achieve similar outcomes, and is expected accompanied by some further direct funding for related projects to be awarded by Transport Scotland directly to Local Authorities.

A total of £5.3M is available to SEStran for the 2024/25 financial year, of which 40% is funding for revenue expenditure and 60% for capital investment.

This note:

- Outlines the approach to the development of the People and Place Plan for South East Scotland
- Describes the Plan for 2024/25
- Summarises the benefits that the Plan will deliver
- Lists the key risks which SEStran has identified and is mitigating

Approach to plan development

In order to develop a delivery plan for 2024/25 that details individual projects, SEStran has taken a robust strategic approach that meets Transport Scotland's objectives, as well as those of the Regional Transport Strategy and Local Authorities' plans, and carried out extensive background research on current delivery of active travel behaviour change in the region.

SEStran's guiding principle is that we want to work collaboratively with our Local Authority partners and others to develop and implement a plan that benefits the region and each Local Authority, and the communities that we serve, rather than acting purely as a grant funder. We do not simply wish to run the same projects in the region as have been run previously and defining the most effective and best value new projects, along with the right delivery agent for them, is a significant task. Much work on this has been completed during the development of this plan, including many helpful discussions with all eight of our Local Authorities, the six Active Travel Delivery Partners, as well as a small number of larger community based organisations, and it will continue as we move into the delivery phase.

By so doing, we will realise a collaborative approach between SEStran and our regional People and Place plan, the local behaviour change projects led by Local Authorities and other partners, and other transport projects that promoting active travel through behaviour change could complement.

Summary of proposed investment

SEStran's People and Place plan will deliver measures that encourage and enable more people to walk, wheel and cycle more often. It will enable a significant contribution to be made to the region's transport priorities, including the Regional Transport Strategy's actions to deliver safe active travel which include (section 7.3, page 62):

- "Promotional and communication campaigns to highlight the benefits of active travel across the region and encourage people to adopt it where possible"
- "Expand the provision of bike-sharing initiatives across the region"

and policies to reduce car kilometres which include (section 15.2, page 107):

- “Support behaviour change and the use of more sustainable modes of transport by a combination of enhanced infrastructure, information provision, innovation and measures to discourage car use”
- “The RTS will support the national, regional and local behaviour change and demand management Route Map interventions to encourage a long-term, sustainable change to daily public transport/active travel habits”

The plan will work in all of the region’s eight Local Authority areas to provide a balanced package, based on the regional priorities, targeted at each of the four themes which Transport Scotland has suggested should form part of People and Place plan:

- Schools and young people
- Workplaces
- Developing accessible and inclusive communities
- Capacity and capability building within the public sector and community-based organisations

The plan includes both capital and revenue elements. It has been developed mindful of the need to deliver investment of the full grant award within the 2024/25 year and achieve best value.

Our plan has been formed based on a comprehensive review of all types of investments that might offer good value, and collaboration with our partners, and is based on a prioritisation process of potential measures which combines:

- Guidance provided by national, regional and local policies and strategies
- A review of extant and planned behaviour change activities in the region, seeking to ensure that the regional plan complements them
- A review of evidence of what works to support a change in behaviour towards active travel, in order that better value measures can be identified

The plan seeks to combine best practice and experience (to drive value for money) with innovation, recognising that the 2024/25 year is one of transition before what we hope will be a long-term plan in future years.

SEStran and our Local Authority partners are receptive of the changes to the investment mechanisms for delivering active travel behaviour change interventions and are looking to progress new pathways in order to increase the efficiency of delivery of relevant outcomes.

Affordability and value for money

SEStran understands the imperative of driving increased value from investment in active travel behaviour change. Additional value for money will be achieved through growing and utilising community capacity to deliver change, and also by SEStran facilitating exchange of knowledge between our Local Authority partners and with other Regional Transport Partnerships. We will also explore the opportunity to achieve greater value by working across RTPs following finalisation of each region’s plan.

We are seeking, within the 2024/25 transition year, to get the right balance of projects which bring proven high value with the aspiration to give the opportunity for some new approaches to be trialled where they are likely to support regional objectives.

We have learned the lessons from delivery of active travel behaviour change projects to date, which suggests that better value is achieved if:

- Local stakeholders are actively supportive of projects
- Interventions are targeted towards specific audiences (and not spreading investment too thinly)
- Project messages and the tools used are closely aligned to objectives and specifically relevant to target audiences

- Projects provide cohesive packages of measures that both encourage and enable changes in behaviour
- Interventions are focussed on life events that can influence travel choices (such as starting or changing school or job) or that complement existing active travel infrastructure
- The target audience(s) perceive the projects to be delivered to high quality
- The projects are of sufficient scale to achieve value
- Sufficient time is available to for a project to become embedded within its target community, not least as people are at different stages of change at any given time
- Monitoring and evaluation processes are of appropriate scale and in-built from the outset

We will seek to ensure that all these factors are incorporated into the planning and delivery of every aspect of our People and Place plan.

We will ensure that financial spend is fully completed within the financial year, with the required split of capital and revenue investment.

SEStran People and Place Plan 2024/25

SEStran's funding proposals are outlined in the table below. They are the outcome of the detailed strategic work undertaken as described above, which has guided the distribution of investment between the different proposals in the following ways:

- We seek to invest in robust project management and monitoring & evaluation in the plan's transition year of 2024/25. This will ensure that the programmes are properly embedded, working well alongside complementary projects and programmes, that lessons are learned and that there is a good basis for future years' work
- Investment in activities for school pupils and young people emerged from our research and engagement as a high priority, as they have been demonstrated to be able to offer good value and are supported by all Local Authority partners. This therefore forms the largest focus of our plan, noting that Transport Scotland's guidance suggests that capital measures outwith schools but which could encourage active travel to them should be included in the accessibility and inclusion theme; and similar with providing access to bikes for young people.
- The workplace theme forms a relatively modest component of our 2024/25 plan. This is because recent (post-covid) experience suggests to us and our partners that workplaces are less keen to engage in active travel promotion than they had been previously, so we are unable to ensure best value is delivered in those settings in the coming year. However, we are keen to retain the opportunity for some investment as we identify signs that employers may be becoming more enthusiastic, which will enable us to pilot focused measures with a small number of high trip volume workplaces (such as universities and NHS sites) that can be used to support a further development of work in future years

SEStran People and Place Plan: summary

Investment Proposal (Project Name)	Local Authority (and/or Delivery partner if applicable)	Total Investment (RDEL/CDEL)	Theme
<p>Active Ways to School This proposal will provide a programme of intensive support, delivered using embedded officers, for eight secondary schools and all of their associated feeder primary schools (a total of around 50 schools across the region). It will deliver tailored support packages depending on schools' needs and circumstances, and will include provision of bikes and associated equipment to pupils, improved cycle/scooter storage and signage/information, as well as walking/wheeling/cycling training (depending on needs and across a wide range of age groups), campaigns, challenges and events, and support with travel planning to encourage and enable pupils and other members of the schools' communities to travel actively more often.</p>	<p>Third party orgs to be invited to apply to a grant funding pot and all applications assessed against set criteria and funding awarded accordingly</p>	<p>£490,450 RDEL £405,849 CDEL</p>	<p>Schools and Young People</p>
<p>Encouraging Active Travel: Young People This proposal will support more young people to travel actively in settings apart from the school environments referenced above by delivering tailored support packages to nurseries, youth groups and schools which are outwith the eight clusters of the Active Journeys to School project. It will deliver tailored support packages for facilities which are likely to include provision of bikes and associated equipment for young people, improved cycle/scooter parking, as well as walking/wheeling/cycling training, campaigns, challenges and events.</p>	<p>Local Authority</p>	<p>£246,500 RDEL £231,650 CDEL</p>	<p>Schools and Young People</p>
<p>Access to Bikes: Young People This proposal will enable continued delivery of the Access to Bikes for Young People Programme, to increase affordable access to bikes (including adaptive bikes) for young people who need a bike and wish to access one. Funding could support Local Authorities, schools, community groups and third sector organisations who work with young people. There will be a focus in this work package on provision of adapted bikes.</p>	<p>Combination of local authority and third-party orgs to be invited to apply to a grant funding pot and all applications assessed against set criteria and funding awarded accordingly</p>	<p>£558,795 CDEL</p>	<p>Accessibility and Inclusion</p>

Investment Proposal (Project Name)	Local Authority (and/or Delivery partner if applicable)	Total Investment (RDEL/CDEL)	Theme
<p>Active Ways to Work: Large Employers This proposal will deliver a pilot project to support the promotion of active travel to work now that employers in the region are starting to understand the post-Covid "new normal" travel patterns of their staff. It will support two large employers that currently have high rates of unsustainable travel to increase rates of walking and cycling. It will deliver tailored support packages which are likely to include provision of bikes and associated equipment to staff, improved cycle storage, changing areas/lockers and signage/information, as well as training, campaigns and events, and support with travel planning. Private sector employers may be asked to match fund the investment.</p>	Third party orgs to be invited to apply to a grant funding pot and all applications assessed against set criteria and funding awarded accordingly	£25,000 RDEL £80,000 CDEL	Workplaces
<p>Active Ways to Work: Other Employers This proposal will improve facilities for active travel at workplaces including cycle parking and changing areas, as well as funding for active travel campaigns, challenges, training and travel plan development to encourage and enable active travel. Private sector employers may be asked to match fund the investment. This proposal will also enable the continuation of schemes which accredit workplaces as supporting active travel use.</p>	Local Authority	£46,524 RDEL £135,000 CDEL	Workplaces
<p>Street Audits and Enabling Facilities This proposal will enable audits of areas with high pedestrian, wheeling and cycling potential, likely including town centres, shopping streets, and routes to schools, public transport hubs, leisure facilities and parks, including engagement with residents, pupils, cyclists, pedestrians to understand their concerns and priorities. It will also enable removal of barriers to active travel and installation of signage and small enabling interventions e.g. dropped kerbs, handrails and cycle parking, where these are identified by the audits. There will be a focus in this work package on aligning these measures to those being delivered elsewhere in the regional plan, to add further value and generate additional modal shift.</p>	Local Authority	£500,000 CDEL	Accessibility and Inclusion

Investment Proposal (Project Name)	Local Authority (and/or Delivery partner if applicable)	Total Investment (RDEL/CDEL)	Theme
<p>Active Travel Hubs This proposal will provide two new active travel hubs, located in communities in which significant potential for increased active travel is identified and where there is an existing lack of provision of support. Each will deliver a tailored range of services for local people to encourage and enable walking, cycling and wheeling as modes of transportation including access to bikes and associated equipment, cycle training, events and challenges.</p>	<p>Third party orgs to be invited to apply to a grant funding pot and all applications assessed against set criteria and funding awarded accordingly</p>	<p>£150,000 CDEL</p>	<p>Accessibility and Inclusion</p>
<p>Existing Active Travel Communities support This proposal will provide support to existing larger organisations with a track record of delivering effective active travel interventions in their local communities. This will specifically support these organisations to expand their support further. This could include setting up satellite locations to increase reach, 'consultancy style' support to other organisations to deliver their own interventions or add capacity, and shared learning/training opportunities.</p>	<p>Third party orgs to be invited to apply to a grant funding pot and all applications assessed against set criteria and funding awarded accordingly</p>	<p>£100,792 RDEL £334,390 CDEL</p>	<p>Accessibility and Inclusion</p>
<p>Encouraging Active Travel: Communities This proposal will deliver initiatives which address existing barriers that disproportionately affect people that are often excluded from walking, wheeling and/or cycling, making active travel options more accessible and enjoyable for everyone. Initiatives could include training and events for community groups, social prescribing, buddy schemes and access to bikes.</p>	<p>Combination of local authority and third party orgs to be invited to apply to a grant funding pot and all applications assessed against set criteria and funding awarded accordingly</p>	<p>£566,600 RDEL £485,500 CDEL</p>	<p>Accessibility and Inclusion</p>
<p>Access to Bikes This proposal will improve access to bikes, particularly for those people for whom cost is a barrier and that are not able to access provision through schools, workplaces or other community projects. It will include low cost access to bikes (including adaptive bikes for children/families and disabled people), cycle training and low-cost maintenance of bikes. There will be a focus in this work package on provision of adapted bikes.</p>	<p>Combination of local authority and third party orgs to be invited to apply to a grant funding pot and all applications assessed against set criteria and funding awarded accordingly</p>	<p>£481,016 CDEL</p>	<p>Accessibility and Inclusion</p>

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Investment Proposal (Project Name)	Local Authority (and/or Delivery partner if applicable)	Total Investment (RDEL/CDEL)	Theme
<p>Regional AT Comms Campaign This proposal will enable SEStran's existing comms and marketing resource to expand the provision of campaign work to promote the benefits of active travel and the opportunities to walk, wheel and cycle at a regional level. Partnerships are likely to be sought with national organisation to ensure consistency of messaging with assets also made available for LAs.</p>	Direct delivery by SEStran	£50,000 RDEL	Accessibility and Inclusion
<p>Behaviour Change Project Officers This proposal will provide two FTE project officers to support behaviour change strategy development in two local authorities. Their work will support delivery of behaviour change from 25/26 onwards, but direct delivery will not be a focus of their roles.</p>	Third party orgs to be invited to apply to a grant funding pot and all applications assessed against set criteria and funding awarding accordingly	£129,506 RDEL	Capacity and Capability Building
<p>Plan Management for 2024/25 This proposal will provide the resource to enable strong and effective management of SEStran's People and Place plan for 2024/25, and will provide resource from existing SEStran officers and specialist external advisors as appropriate. This line includes 20% contingency.</p>	SEStran PM Costs	£100,000 RDEL	Capacity and Capability Building
<p>Plan Preparation for 2025/26 onwards This proposal will provide the resource for the planning of SEStran's People and Place plan in future years and will provide resource from existing SEStran officers and specialist external advisors as appropriate. A key remit will be coordination with Local Authorities' projects and joint planning with delivery partners. Its aim will be to develop a 5-year plan for delivery going forward, so this budget line will be significantly less/non-existent in future years. This line includes 20% contingency.</p>	Direct delivery by SEStran	£80,000 RDEL	Capacity and Capability Building
<p>Capability and capacity building development This proposal will provide support for the development of knowledge sharing and capacity building across the region and will be used to cover the costs incurred to enable community capacity to be developed.</p>	Direct delivery by SEStran	£15,000 RDEL	Capacity and Capability Building

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Investment Proposal (Project Name)	Local Authority (and/or Delivery partner if applicable)	Total Investment (RDEL/CDEL)	Theme
Plan Level Monitoring & Evaluation This proposal will support the overall monitoring and evaluation of SEStran's People and Place plan. The budget will be allocated to compiling project-by-project data, using this to inform future plans, plus the plan and regional wide monitoring that is required. The capital element of this will be used to add to the regional network of counters to support the evaluation of the regional plan.	Combination of SEStran, local authority and consultant acting on behalf of SEStran	£40,000 RDEL £50,000 CDEL	Capacity and Capability Building
Contingency Revenue contingency	tbc	£23,582 RDEL	Capacity and Capability Building
Total		£1,913,954 RDEL £3,412,200 CDEL	

Expected benefits

SEStran's People and Place plan will:

- Deliver increases in walking, wheeling and cycling, by both enabling and encouraging people that don't make these choices to start to do so, and those that do so already to do more
- Raise awareness of the benefits of active travel to many other people, making them more likely to change in future
- Work in many of the region's communities, schools, and residential settings, plus build capacity and capability for further change

Its focus will be on active travel for utility journeys, though increased active travel for leisure may also be supported where this can be demonstrated to contribute to regional health and/or economic development objectives. It will promote use of both existing and newly completed infrastructure, and will seek increased use of active travel to connect to other sustainable transport modes as well as for end-to-end journeys.

SEStran and our Local Authority partners recognise that active travel provides huge benefits to the region's economy, public health, the environment and social inclusion. It is understood that high quality, attractive and accessible infrastructure is a prerequisite for people to walk, wheel and/or cycle, but that it is not sufficient to maximise the benefits for everyone, and behaviour change measures are needed alongside this.

The People and Place plan is therefore welcomed as an opportunity to enable and encourage more people to walk, wheel and cycle more often, which can contribute to many of the objectives of the Regional Transport Strategy:

- Strategy Objective 1: Transitioning to a sustainable, post-carbon transport system
 - Climate Change and Net Zero
 - Air Quality Transformed
 - Equitable Access to Transport
- Strategy Objective 2: Facilitating healthier travel options
 - Improved Physical & Mental Health and Activity
 - Increased Wellbeing
 - Transformed, Liveable Neighbourhoods
- Strategy Objective 3: Transforming public transport connectivity and access across the region
 - Greater Equality of Opportunity
 - Travel Barriers Removed
 - Reduced Social Isolation
- Strategy Objective 4: Supporting safe, sustainable and efficient movement of people and freight across the region
 - Reduced Road Casualties
 - A Just Transition in Inclusive Economic Growth
 - Improved Regional Competitiveness
 - Climate Change Adaptation

By enabling more people to walk, wheel and cycle more often, the People and Place plan will help realise many of the broad-ranging benefits of active travel to the region, as shown in the diagram.



The benefits will be delivered throughout the region, in our cities, towns large and small, villages and rural areas.

Robust monitoring and evaluation of interventions will be provided in order to assess the value of what has been provided and feedback into improved project design/delivery.

Prepared by Jacobs on behalf of SEStran 20 February 2024.