

SEStran People and Place Delivery Plan

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Foreword

Following on from the first year of the People and Place programme in 2024/25, this Delivery Plan will guide our implementation of People and Place in the coming years. It will contribute to our objectives, as outlined in the Regional Transport Strategy, to support a transition to a sustainable, post-carbon transport system and facilitate healthier travel options. Our plan represents a bold new direction for sustainable transport behaviour change in the region. Year by year funding that is spread widely with little coordination has led to a proliferation of relatively small single year projects. This has not provided the certainty needed to deliver at scale nor enabled the level of change required.

To deliver meaningful change, we firmly believe that we need to target funding where it is most likely to have an impact and at communities who need this change the most. We need to present a longer term vision to support certainty in delivery. This plan will do just that.

It takes a policy and evidence led approach to set out key priorities for investment over the next 1-3 years. This includes investing in Levenmouth which will build on the regionally significant investment in the reopened railway line and active travel network, and supporting the development of journey hubs to facilitate multi-modal journeys in East Lothian.

Alongside this prioritisation, we will directly fund Local Authorities to build internal capacity and deliver projects that are important to them locally. We will support access to cycles and cycle storage through funding that will be available across the region and that will aim to provide everyone that cannot otherwise access an appropriate cycle to be able to. We will work with local groups by running a community grant fund to support them to deliver change in their communities.

This plan cannot be delivered without the support of our 8 partner Local Authorities. We commit to working with them to develop programmes of projects that will deliver change within the regional priority areas, and then funding the delivery of these programmes appropriately. We also welcome the input and experience of the various delivery organisations, from national to community level, who will play a key role in delivering projects on the ground, and look forward to continuing to work with them.

It is important to stress that this is not a fixed document, it will be a living document that adapts over time as new priorities emerge and the funding landscapes change. We will work with our partners to review progress annually, learn lessons from robust monitoring and evaluation, and make the necessary changes.

Finally, we'd like to thank everyone that has contribute to the development of this plan, from our partner Local Authorities to current delivery partners and wider stakeholders. We'd also like to thank Transport Scotland for their continued funding to develop this plan and to deliver on its aspirations.

Brian Butler
Partnership Director

1. Introduction

SEStran's People & Place (P&P) commenced in 2024/25 and is a key part of the regional delivery of travel behaviour change in South East Scotland. It utilises funding from Transport Scotland to encourage and enable more people to make active and sustainable travel choices.

This document sets out the Delivery Plan for P&P for future years. It establishes the regional priorities for change, how funding will be prioritised, and how SEStran will work with Local Authorities and delivery partners to provide a holistic approach to support broader transport outcomes.

The Delivery Plan is structured as follows:

- Section 2 provides an overview of the evidence base for behaviour change; the policy context, success factors, complementary activity and capacity to deliver
- Section 3 sets out the plan objectives, the funding pots that deliver on these, and the expected roles and responsibilities of SEStran and its partners for planning, delivery and evaluation of interventions
- Section 4 provides detail on the Regional Priority Intervention Fund, including the regional priorities for change and how these priorities are intended to be delivered across the region
- Section 5 provides a framework for how the process, inputs, outputs and outcomes of P&P investment will be monitored and evaluated
- Section 6 highlights issues related to uncertainty and risk
- Section 7 provides a summary of the Integrated Impact Assessment
- Appendix A summarises current status of each Local Authority's Local Transport Strategy and Active Travel Strategy
- Appendix B summarises available evidence of behaviour change interventions
- Appendix C is the full Integrated Impact Assessment for this Delivery Plan

2. The evidence base for behaviour change

2.1 Defining behaviour change

There are well-understood prerequisites for more people to walk, wheel, cycle and use other sustainable transport modes more often. Transport Scotland's 2016 Review of Active Travel Policy Implementation¹ states:

"The projects that policies are seeking to deliver in order to increase active travel rates typically rely on investment to be made in four types of initiatives, to be able to provide for the target individual or location:

- *The right infrastructure (footways and cycle routes that are of good quality and connect the right places, along with associated infrastructure, such as cycle parking);*
- *The right information, so that people know what routes and opportunities to travel actively are available to them;*
- *The right enablers of change so that people who feel unable to travel actively can try it (access to bikes, cycle training, led walks, etc.); and*
- *The right attitudes, so that more people perceive active travel options as attractive and relevant to their journey choices or leisure time activities."*

Behaviour change activities within P&P are relevant to the last three of these points. Similar considerations are also relevant for the promotion of other sustainable transport modes which are within the scope of P&P.

Transport Scotland's definitions of active and sustainable travel

Active travel is walking, wheeling or cycling for a purposeful journey. Wheeling includes using a wheelchair or mobility aid as an alternative to walking.

Sustainable travel can be defined as including active, public and shared transport modes. However, in the context of P&P, the focus is on projects that involve solutions that can specifically improve travel planning and encourage more joined-up journeys. Eligible sustainable travel projects should include at least one of the following elements:

- Shared transport (such as introduction or expansion of car clubs, bike and e-bike share schemes, as well as car share/lift-share)
- (Digital) Demand Responsive Transport schemes
- Mobility Hubs (full and pop-up)
- Real Time Passenger Information (RTPI) provision
- Support for MaaS project roles

2.2 A supportive policy framework

Active and sustainable travel behaviour change contributes to delivering the First Minister's priorities as set out in the Programme for Government²:

- **Eradicating child poverty:** initiatives to promote sustainable travel including improving access to bikes for children and their family groups can help overcome the barriers to accessing opportunities (including for education, training and employment) and services amongst more deprived households
- **Growing the economy:** people travelling by active and sustainable travel modes commonly spend more in local shops than those that use other modes³; good access to public transport and facilities for active travel can help many businesses access more customers, and also to expand the pool of labour that is available to them
- **Tackling the climate emergency:** active travel modes are the most sustainable transport choices with no carbon emissions at the point of use, and the marginal carbon cost of public transport use is often very low
- **Ensuring high quality and sustainable public services:** this Delivery Plan aims to improve quality and efficiency of delivery of behaviour change activities across the SEStran region

National, regional and local policies are supportive of active and sustainable travel behaviour change.

Transport Scotland's National Transport Strategy 2⁴ outlines a vision that *"we will have a sustainable, inclusive, safe and accessible transport system, helping deliver a healthier, fairer and more prosperous Scotland for communities, businesses and visitors"*. The vision is underpinned by four priorities:

- Reducing inequalities
- Taking climate action
- Helping deliver inclusive economic growth
- Improving our health and wellbeing

Transport Scotland's Active Travel Framework⁵ lists five outcomes for improving the uptake of walking, wheeling and cycling for travel:

- Increase the number of people choosing walking, cycling and wheeling in Scotland
- High-quality walking, cycling and wheeling infrastructure is available to all
- Walking, cycling and wheeling is safer for all
- Walking, cycling and wheeling is available to all
- Delivery of walking, cycling and wheeling is promoted and supported by a range of partners

SEStran's Regional Transport Strategy⁶ includes actions to 'deliver safe active travel' (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"* and
- *"Expand the provision of bike-sharing initiatives across the region"*.

¹ <https://www.transport.gov.scot/media/10302/tp-active-travel-policy-implementation-review-october-2016.pdf>

² <https://www.gov.scot/publications/programme-government-2024-25-serving-scotland/>

³ https://www.dundee.gov.uk/sites/default/files/publications/benefits_of_active_travel_in_dundee_final.pdf

⁴ <https://www.transport.gov.scot/media/47052/national-transport-strategy.pdf>

⁵ <https://www.transport.gov.scot/media/47158/sct09190900361.pdf>

⁶ <https://sestran.gov.uk/sestran-2035-regional-transport-strategy/>

Policies to 'enhance access to and accessibility of public transport' include (section 8.2, page 66):

- "Public transport information should be provided in a variety of formats to meet the specific needs of all users" and
- "Shared mobility solutions should be implemented to provide enhanced access to a wider range of transport options without the requirement for ownership".

Policies to 'reduce car kilometres' 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" and
- "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".

Every Local Transport Strategy (LTS) and Active Travel Strategy (ATS) which has been published by the region's eight Local Authorities is supportive of progressing behaviour change measures to promote active travel and other forms of sustainable travel⁷. The current status of LTS and ATS documents by Local Authority, along with other relevant policy documents, is summarised in Appendix A.

2.3 Evidence of what works best

Systematic reviews have reported that behaviour change programmes can decrease private motor vehicle trips by 5–15%⁸. Research undertaken for the Department for Transport showed that even modest measures are likely to increase sustainable transport use in a target community by 7%, and the most effective by 34%⁹.

Appendix B provides a summary of available evidence of the types of interventions that can be successful at achieving active and sustainable travel behaviour change. Evidence is summarised by theme; schools, workplaces and community settings.

However, in general, the evidence base for which types of behaviour change measures offer better or worse value is not strong at a scheme comparative level. Though evaluation data is available from many previous projects, those projects mostly have too many specific nuances in their design and delivery to make it possible to draw robust conclusions that some types of projects usually perform better than others.

2.4 Key success factors

Previous experience and best practice (some of which is contained within the evidence review in Appendix B) should help ensure that investment in behaviour change is targeted towards higher value projects. However as noted above, there are limitations in the available evidence to provide a steer towards particular types of projects and not others. Instead, evidence suggests that behaviour change measures have the potential to be effective in almost any setting, but there are factors which are likely to improve cost-effectiveness. P&P is building on lessons from the delivery of other travel behaviour change projects across Scotland and the UK, which suggests that better value is achieved if:

- Key stakeholders (elected members, school staff, community leaders) and a majority of the target audience are actively supportive of projects, as without this its effectiveness is likely to be undermined

- Project messages, communications tools and activities are closely aligned both to outcome objectives and target audience's needs/aspirations, to ensure that they are properly targeted and resonate with the audiences
- Interventions should be targeted towards specific audiences (not spreading investment too thinly)
- Projects provide cohesive packages of measures which support the same behavioural outcome (for example providing cycle training to school pupils and improved cycle parking immediately following improvements to cycle routes to the school, and concurrently with campaign activity to communicate with parents/carers)
- Delivery is of high quality (as perceived by the target audience and key stakeholders) to build confidence in what is being delivered and thus elicit change
- Interventions are focussed on life events that can influence travel choices (such as moving house or starting or changing school or job) or that complement new/improved/existing active travel infrastructure or transport services
- Projects are of sufficient scale to achieve value
- Sufficient time is available for the project to become embedded within its target community (and for efficiencies of staffing and delivery to be realised), 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

2.5 Complementary programmes and capacity

There is a range of other projects and programmes, both national and local, that P&P will seek to integrate with where appropriate, including but not exclusively those listed below. Many of these complementary projects and programmes can provide capacity support and help to expand the scope and reach of PP interventions, helping to drive efficiency of project planning and delivery.

- Local Authority funded initiatives
- Bus Partnership Fund funded improvements
- Young Persons' (Under 22s) Free Bus Travel Scheme and other public transport promotions
- Bikeability Scotland
- Active travel infrastructure improvement projects, including those funded by Places for Everyone, the National Cycle Network and Ian Findlay Path Fund
- NHS Scotland Climate Emergency and Sustainability Strategy 2022-2026 measures
- Local bicycle recycling schemes
- Local adult cycle training initiatives
- Local health/group walks initiatives
- Local social prescribing programmes

⁷ Though not all Local Authorities have current Local and/or Active Travel Strategies in place

⁸ Brög et al., 2009, Chatterjee, 2009, Möser and Bamberg, 2008, Petrunoff et al., 2016, Scheepers et al., 2014

⁹ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/938915/tag-m5-2-modelling-smarter-choices.pdf

- Other types of local behaviour change initiatives (including schools programmes, workplace programmes, community programmes and training)

2.6 Ongoing active and sustainable travel infrastructure improvements

As noted previously, behaviour change interventions can often be more effective if they complement enhancements to active travel infrastructure or transport services. Local Authorities are undertaking a range of improvement projects and schemes across the region that seek to create high-quality routes for walking, wheeling and cycling, and to improve public transport services and associated facilities. P&P will seek to maximise the value of this investment where appropriate, through complementary behaviour change projects that raise awareness and encourage use of new or improved routes, services and facilities.

3. Delivery Plan

SEStran's P&P seeks to deliver measures that encourage and enable more people to walk, wheel, cycle and use other sustainable transport modes more often. It will enable a significant contribution to be made to the region's transport priorities.

The programme seeks to work in all of the region's eight Local Authority areas to provide a balanced package targeted at all the four themes as set by Transport Scotland:

- Behaviour change theme: Schools and Young People
- Behaviour change theme: Workplaces
- Behaviour change theme: Accessibility and Inclusion
- Underpinning theme: Capacity and Capability

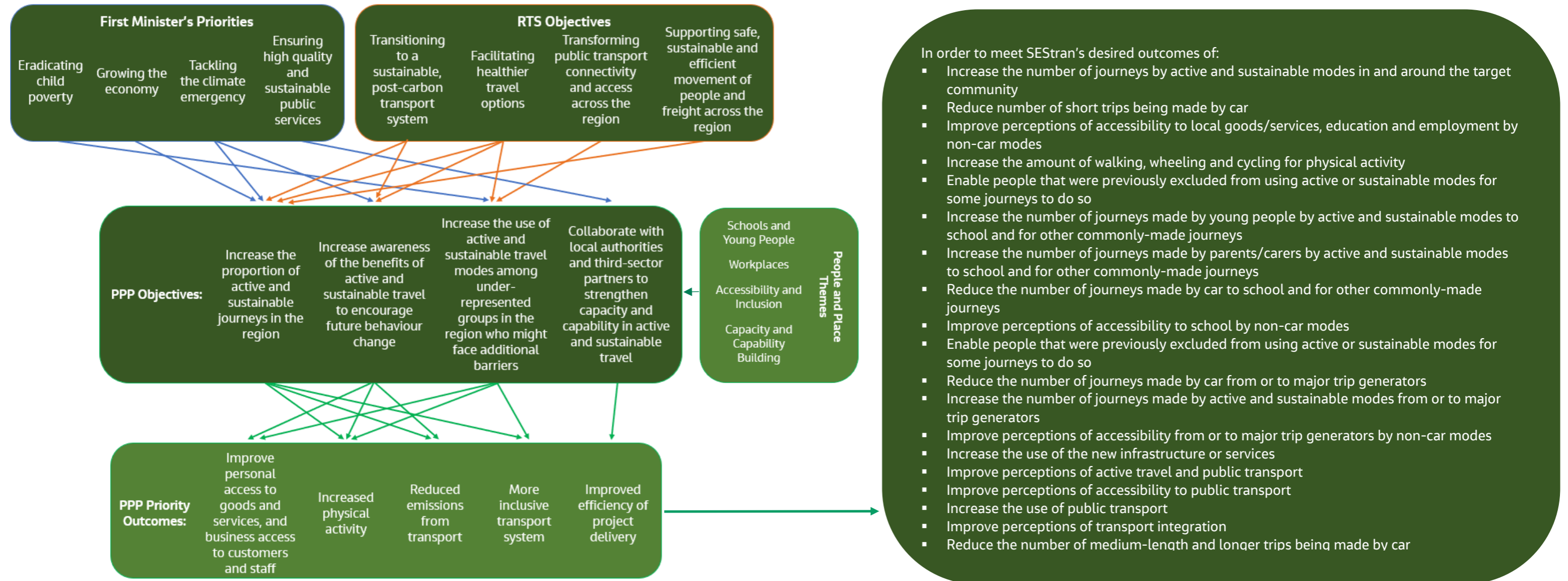
3.1 Programme objectives

SEStran's P&P will:

- Increase the proportion of active and sustainable journeys in the region
- Increase awareness of the benefits of active and sustainable travel to encourage future behaviour change
- Increase the use of active and sustainable travel modes among underrepresented groups in the region who might face additional barriers
- Collaborate with local authorities and third-sector partners to strengthen capacity and capability in active and sustainable travel

Its focus will be on travel for functional journeys though changed travel habits for leisure may also be supported where this can be demonstrated to contribute to regional health and/or economic development objectives.

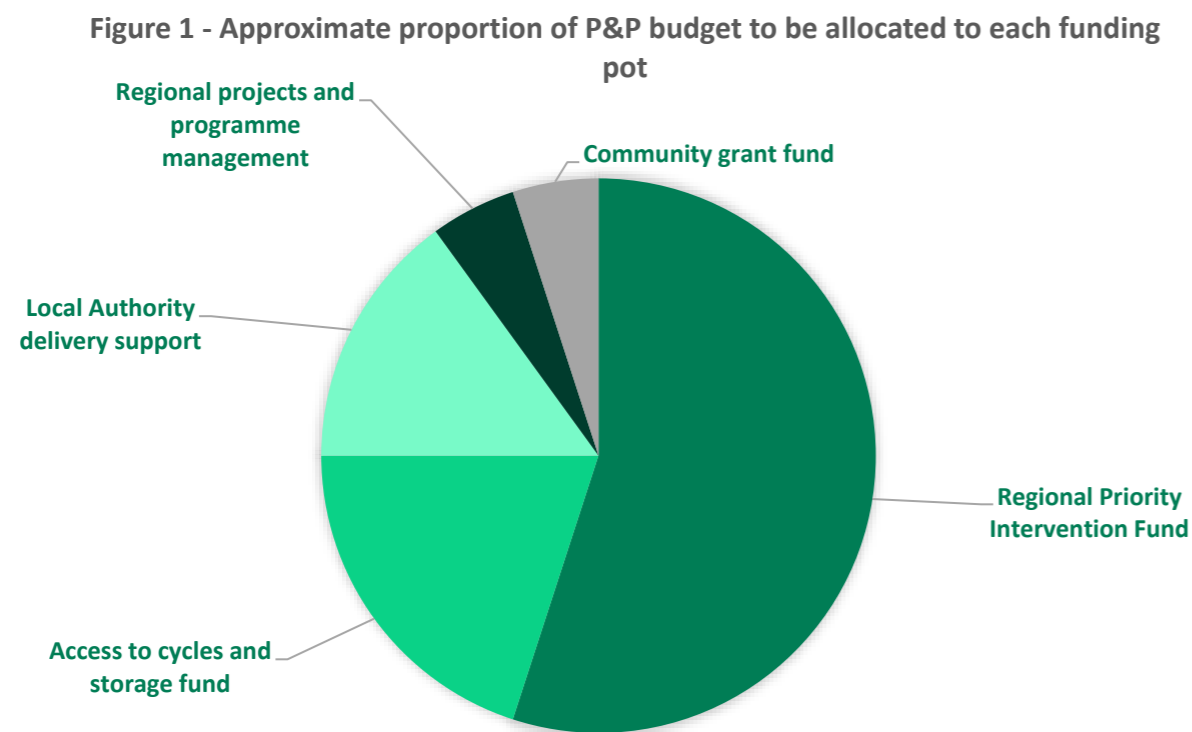
The logic map below shows how the objectives for SEStran's P&P have been developed from key national and regional priorities and how they will be measured:



3.2 How funding will be allocated

SEStran will distribute the P&P budget across five funding areas as outlined in the list below. In alignment with this Delivery Plan, the majority of the budget will be allocated to the priority interventions. The four other funding pots are in place to address other key areas of delivery to support sustainable transport behaviour change across the region:

- Regional Priority Intervention Fund
- Local Authority delivery support
- Community grants fund
- Access to cycles and storage fund
- Regional projects and programme management



3.2.1 Regional Priority Intervention Fund

Description: This fund supports the main programme delivery. Project proposals will be invited to deliver according to the priority interventions and key outcomes of the Delivery Plan, as detailed within this document. These interventions are designed to be delivered over 1-3 years as detailed in Table 5. One of the key drivers for developing a plan that identifies interventions for a number of future years is to be able to provide some degree of funding certainty for people and projects. As part of this, SEStran is investigating the potential to offer grant agreements that have extension clauses built in that can be activated subject to performance and funding availability.

Eligibility: Local Authorities and other public bodies, along with community groups, CICs, and charities who have experience of delivering sustainable transport behaviour change projects at scale and so it is assumed that projects will have a minimum value of £50,000.

3.2.2 Local Authority delivery support

Description: This will be used to support Local Authorities to deliver sustainable transport behaviour change projects, to supplement Transport Scotland funding direct to Local Authorities (Local Authority People & Place). SEStran recognises the key role played by Local Authorities in active and sustainable travel behaviour change and the funding and resource pressures that they are facing. To support the benefits they can provide, SEStran will provide a funding top-up to each Local Authority, which will be available for Local Authorities to spend to support local project delivery.

This funding will have both capital and revenue elements, and it is SEStran's intention that, over the course of this Delivery Plan, the revenue element of this top up (combined with the Local Authority People & Place award) will match or exceed each Authority's revenue allocation under the previous Smarter Choices Smarter Places LA Fund. Given the lack of certainty on future revenue allocation to P&P, a timescale on achieving this cannot currently be given.

Eligibility: Local Authorities in the SEStran region.

3.2.3 Community grant fund

Description: This is a grant fund to support community organisations looking to deliver sustainable transport projects within the SEStran region. Project outcomes should align with the P&P objectives and should relate to one or more of the three behaviour change People and Place themes: schools and young people, workplaces and accessibility and inclusion.

Eligibility: Community groups, CICs and charities delivering within the SEStran region. It is assumed that projects in this fund will be in the region of £5,000 to £50,000.

3.2.4 Access to cycles and storage fund

Description: A fund to support access to cycles and cycle storage in the SEStran region. Access to cycles includes the purchase of new cycles, cycle share schemes, recycling of cycles and repair of cycles.

Eligibility: Local Authorities and other public bodies, community groups, CICs, and charities.

3.2.5 Regional projects and programme management

Description: This area will consist of a small number of projects that are run regionally and managed by SEStran. This will also cover regional programme management and evaluation.

3.3 P&P roles and responsibilities

This section details how the funding described above will be managed; recognising that Local Authorities are SEStran's key partners in the delivery of a successful programme for the region.

Funding and delivery of behaviour change has changed significantly since the start of 2024, from a long-standing previous position. The complexities of funding and delivery pathways are recognised, and therefore a clearly-defined set of roles and responsibilities is an important element of the Delivery Plan; to

ensure that SEStran and Local Authorities understand how behaviour change interventions in the region will be managed over the timeframe of the Delivery Plan.

P&P will support the achievement of financial savings in project planning and delivery through improved synergies and partnership working across Local Authority boundaries across the region. SEStran will work with Local Authorities and partners to identify where these opportunities exist.

Table 1 sets out the anticipated roles and responsibilities of SEStran and Local Authorities to manage the requirements of the overall P&P programme. Responsibilities are noted in **bold** text.

SEStran recognises the importance of a broad range of partners who can provide support to deliver projects. Although not noted in the table below, it is recognised that delivery organisations commissioned to deliver projects within each of the priority interventions have a responsibility to SEStran to deliver the requirements of their brief/scope, and can also use their experience and local knowledge to provide valuable inputs to the scoping and development of projects. SEStran and Local Authorities look forward to working with a range of delivery partners through these development and delivery phases.

Table 1. Roles and responsibilities

Theme	Roles and responsibilities of SEStran	Roles and responsibilities of Local Authorities
Programme planning & management	Planning of P&P programme and interventions Could lead regional approach to national projects where relevant	Planning of Local Authority People & Place projects and interventions Support SEStran in the planning of P&P interventions
Project funding	Allocation and management of funding through P&P and small grants community fund	Management of funding awarded through Local Authority People & Place and other funding schemes, where relevant
Project procurement	Procurement of priority regional interventions (as stated in Section 4 below) Could provide procurement support to Local Authorities, for example through centralised procurement models and recommended supplier lists	Procurement of local interventions awarded through Local Authority People & Place and other funding schemes, where relevant
Project delivery	Manage delivery of interventions (although expected that most delivery would be undertaken by a range of delivery organisations) Support co-ordination of projects across region where relevant (through improved communications and knowledge-sharing)	Support delivery of P&P interventions (although expected that most delivery would be undertaken by a range of delivery organisations, including Local Authorities) Other local project delivery as appropriate
Project monitoring & evaluation	Lead the monitoring and evaluation of P&P (overall programme and by intervention) Programme and project risk management and mitigation Could assist Local Authorities with monitoring and evaluation of Local Authority People & Place interventions Could provide standardised template for impact assessments	Support the monitoring of P&P interventions Monitoring and evaluation of Local Authority People & Place (depending on local priorities)
Communications and knowledge-sharing	Lead cross-Local Authority/cross-RTP/cross-partner communications and knowledge-sharing activities Update Local Authorities on news/relevant information from Transport Scotland Communicate Local Authority issues, concerns, successes to Transport Scotland Hold regular one-to-one progress meetings with Local Authorities	Participate in communications and knowledge sharing activities led by SEStran Respond to requests for feedback via SEStran to Transport Scotland Participate in progress meetings

4. Priority interventions

This section provides further detail of how the Regional Priority Intervention Fund will be allocated.

4.1 Delivery priorities

Whilst P&P enables the investment of significant public funds into behavioural change, it cannot deliver every possible project in the region. As noted in 'A guide to delivering effective SCSP projects'¹⁰, transport behaviour change projects "cannot hope to encourage everyone in a local authority area to adopt every type of sustainable and active travel choice. In order to target and develop appropriate and effective interventions, segmentation of the whole potential market into manageable portions is essential".

The guide also notes that "Focussed transport initiatives on particular target groups work much better than initiatives based on 'wishful thinking'. Initiatives that have not nailed down whose behaviour they are trying to tackle consequently end up being 'all things to all people' and often result in little sustainable impact or effect".

Because of this evidence and that given in section 2, SEStran's P&P will take a targeted approach in order to achieve the programme's objectives, prioritising funding between intervention types, locations and target groups.

There is no single clear-cut mechanism to do this, not least because:

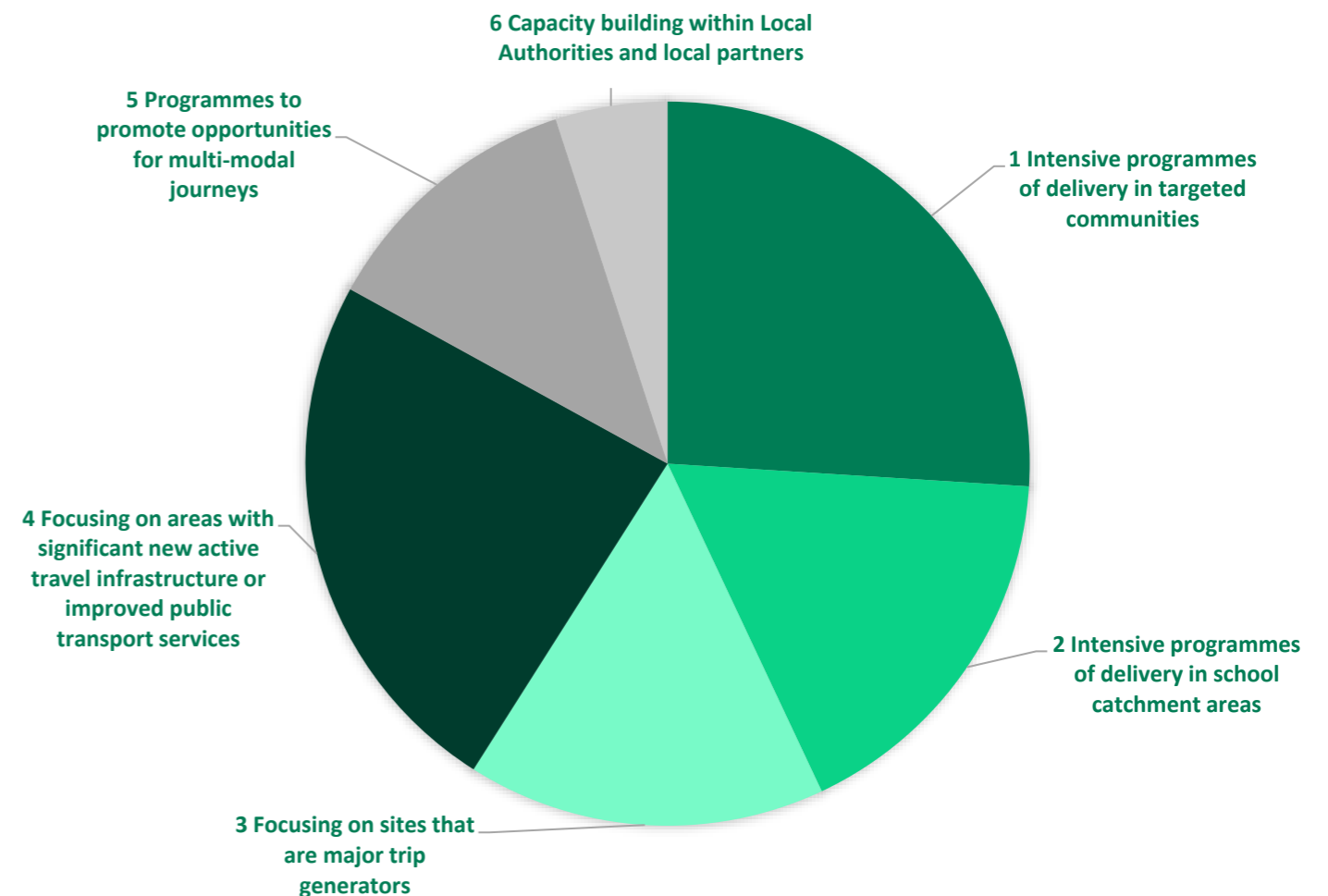
- Whilst policy is supportive of behaviour change towards active and sustainable travel choices, it does not give guidance towards any one outcome being more important than others in all settings in the region
- The evidence base of which types of interventions offer best value is relatively weak, as value is often determined by local factors including those listed in section 2
- The region is diverse, and SEStran wants to ensure that investment is distributed across its geography and types of community

SEStran will therefore prioritise initial delivery of P&P towards six intervention types; informed by the base of available evidence, as well as knowledge of other ongoing activity and available capacity, as described in section 2. The experiences and lessons learned from the 2024/25 transition year so far have also been used to inform decision-making. These interventions types are intended to:

- Ensure investment is provided into all four of the P&P themes
- Provide opportunities for all of the region's Local Authorities to engage with P&P, through projects that support local needs and priorities
- Deliver projects in early years of the programme which deliver a wide range of interventions with a broad range of target audiences such that, supported by effective monitoring and evaluation, the programme can be refined towards focus on the most impactful projects

The six priority intervention types are shown in the figure below, which also shows an anticipated allocation of funding between them. Table 2 provides more detail, along with the expected outcomes and rationale for selection for intervention type.

Figure 2 - Approximate proportion of Priority Fund budget to be allocated to each priority intervention type



SEStran understands the imperative of driving increased value for money in behaviour change and will seek to ensure that the key success factors described in section 2 are incorporated into the planning and delivery of every aspect of P&P. SEStran will work in partnership with Local Authorities and delivery partners to undertake scoping and planning to develop projects under each intervention type.

¹⁰ www.pathsforall.org.uk/medialibrary/other/english/a-guide-to-delivering-effective-scsp-projects.pdf

Table 2. Priority intervention types and outcomes

Priority intervention	Priority outcomes	Rationale for selection
<p>1. Intensive programmes of delivery in targeted communities This intervention will target specific geographic communities classed as disadvantaged, and which have an identified community need for promoting active and sustainable travel</p>	<ul style="list-style-type: none"> ▪ Increase the number of journeys by active and sustainable modes in and around the target community ▪ Reduce number of short trips being made by car ▪ Improve perceptions of accessibility to local goods/services, education and employment by non-car modes ▪ Increase the amount of walking, wheeling and cycling for physical activity ▪ Enable people that were previously excluded from using active or sustainable modes for some journeys to do so 	<ul style="list-style-type: none"> ▪ Helps create more accessible and inclusive communities, one of the four key P&P themes ▪ Supports broader policy outcomes aimed at tackling deprivation ▪ Enables improved targeting of interventions, by focussing on a specific geographic community ▪ Can deliver multiple outcomes (inclusion, health, reduced emissions, etc) in any given area
<p>2. Intensive programmes of delivery in school catchment areas This intervention will target specific schools/school clusters to target pupils, their family groups and broader communities in the vicinity of schools</p>	<ul style="list-style-type: none"> ▪ Increase the number of journeys made by young people by active and sustainable modes to school and for other commonly-made journeys ▪ Increase the number of journeys made by parents/carers by active and sustainable modes to school and for other commonly-made journeys ▪ Reduce the number of journeys made by car to school and for other commonly-made journeys ▪ Improve perceptions of accessibility to school by non-car modes ▪ Enable people that were previously excluded from using active or sustainable modes for some journeys to do so 	<ul style="list-style-type: none"> ▪ Focuses on schools and young people, one of the four key P&P themes ▪ Interventions to influence travel choices can be more effective when focussed on a time of change such as starting, changing or leaving school ▪ Schools offer an effective conduit to reach out to broader communities, through parents/carers ▪ Builds upon ongoing activity by Local Authorities to engage with schools ▪ Schools often offer effective settings for good value behaviour change projects
<p>3. Focusing on sites that are major trip generators This intervention will target large sites that generate a significant proportion of trips by car, such as new residential and commercial developments, large employers, tertiary education and major NHS facilities</p>	<ul style="list-style-type: none"> ▪ Reduce the number of journeys made by car from or to major trip generators ▪ Increase the number of journeys made by active and sustainable modes from or to major trip generators ▪ Improve perceptions of accessibility from or to major trip generators by non-car modes ▪ Enable people that were previously excluded from using active or sustainable modes for some journeys to do so 	<ul style="list-style-type: none"> ▪ Large sites can offer a good conduit to reach out to many individuals at one time ▪ Interventions to influence travel choices can be more effective when focussed on a time of change such as moving house, changing job or starting university/college ▪ Can support other ongoing work such as improving access to healthcare, reducing NHS staff travel, improving accessibility of new developments ▪ Helps create more accessible and inclusive communities, one of the four key P&P themes
<p>4. Focusing on areas with significant new active travel infrastructure or improved public transport services This intervention will target areas where new routes for walking, wheeling and cycling, or where new public transport services, have recently been introduced</p>	<ul style="list-style-type: none"> ▪ Increase the use of the new infrastructure or services ▪ Improve perceptions of active travel and public transport ▪ Enable people that were previously excluded from using active or sustainable modes for some journeys to do so 	<ul style="list-style-type: none"> ▪ Interventions to influence travel choices can be more effective when timed to coincide with the introduction of new infrastructure or services ▪ Maximises the value of the investment made in construction of new infrastructure or support for new services
<p>5. Programmes to promote opportunities for multi-modal journeys This intervention will focus on locations where improvements have been or are being made to improve integration between transport modes</p>	<ul style="list-style-type: none"> ▪ Improve perceptions of accessibility to public transport ▪ Increase the use of public transport ▪ Improve perceptions of transport integration ▪ Reduce the number of medium-length and longer trips being made by car ▪ Enable people that were previously excluded from using active or sustainable modes for some journeys to do so 	<ul style="list-style-type: none"> ▪ Supports efforts to improve integration of transport modes ▪ Helps create more accessible and inclusive communities, one of the four key P&P themes

Priority intervention	Priority outcomes	Rationale for selection
<p>6. Capacity building within Local Authorities and local partners This intervention will help to build capacity and capability to deliver behaviour change, through enhanced support such as targeted advice, training, provision of additional resources and sharing of knowledge and best practice</p>	<ul style="list-style-type: none"> Local Authorities are better able to establish and manage effective behavioural change projects Local partner organisations have increased willingness, capacity and skills to establish and implement effective behavioural change projects 	<ul style="list-style-type: none"> Is one of the four key P&P themes Some Local Authorities have resource challenges that can often hamper efforts to deliver There is an interest and enthusiasm for active and sustainable travel within many local communities which, with the right support, can unlock greater capacity to deliver Local partners often have established relationships and trust within the community, as well as a deep understanding of the community's specific needs and concerns. Collaborating with local partners can boost community participation and help make projects more effective

4.2 Priority intervention types, projects and locations

SEStran proposes to focus delivery of the six P&P priority intervention types (as described in Table 2) in the locations and/or by project focus shown in Table 3. The rationale for selection for each is provided, along with potential measures that could be delivered (by Local Authorities and/or delivery organisations) within each location/project.

These locations have been selected as, between them, they are felt to provide the best balance of investment across the range of priority intervention types and across the range of prioritisation criteria outlined in section 4.1. In each case, these locations offer the potential for multiple priority intervention types to be delivered. This is demonstrated in Table 4 which outlines how priority interventions have been allocated to each Local Authority and which intervention type it is expected they will realise.

The exact balance of projects to be delivered under each intervention theme will be subject to more detailed scoping in partnership with Local Authorities. The priority interventions for each Local Authority will be reviewed annually with partners. This review will consider how well the intervention is delivering against the priority outcomes and the delivery plan objectives and whether any changes are required.

Table 3. Priority intervention locations/projects

Local Authority	Location and/or project focus	Rationale for selection	Potential types of measures to be prioritised
City of Edinburgh	A broad-ranging behavioural change programme in line with the City Mobility Plan that focuses on projects that impact on health and wellbeing of two priority groups: Third age (Retired, active people) and Mobility restricted (mobility restrictions due to age, health or disability) Promotion of the use of the newly completed infrastructure, in particular the areas around the Canal-Roseburn-City Centre West East Link (CCWEL)-Leith Walk active travel corridor and the connections to this Promotion of active and sustainable travel to NHS sites	Improves inclusiveness and accessibility of transport for groups often excluded from active and sustainable travel, and for whom the health benefits of more physical activity are significant Increases the benefits that can be realised from recent/new investment NHS sites are some of the region's largest trip attractors, and access to healthcare is one of the most important journey purposes	Access to cycles, including cycle hire/share schemes, bike recycling, adapted cycles, and associated equipment Cycle and scooter storage Cycle skills training (including support for Bikeability Scotland, bike maintenance, adult cycle training, and ride leader) Walk leader training Promotional activities (including campaigns, challenges and events) Signage and information Travel plans Dr Bike Social prescribing Street audits and installation of recommended facilities Community engagement and education Incentive programmes Multi-modal hubs

Local Authority	Location and/or project focus	Rationale for selection	Potential types of measures to be prioritised
Clackmannanshire	An engagement programme with school communities: pupils, their family members/carers and others that travel to or live near school sites Promotion of active and sustainable travel to NHS sites	Sustains and builds on Clackmannanshire Council's existing schools programme, supporting the Council's priorities for investment to target young people and the wider communities in which they live and travel NHS sites are some of the region's largest trip attractors, and access to healthcare is one of the most important journey purposes	Access to cycles, including cycle hire/share schemes, bike recycling, adapted cycles, and associated equipment Cycle and scooter storage Cycle skills training (including support for Bikeability Scotland, bike maintenance, adult cycle training, and ride leader) Walk leader training Promotional activities (including campaigns, challenges and events) Signage and information Travel plans Community engagement and education Incentive programmes Capacity building (local authority and local partners)
East Lothian	A programme to improve and promote multi-modal journeys at specific hubs Promotion of active and sustainable travel to NHS sites	The nature of travel in East Lothian means that interchange (walk, cycle, bus, train, private car) is essential for many journeys. This project enhances and promotes opportunities to do so, and supports East Lothian Council's priorities NHS sites are some of the region's largest trip attractors, and access to healthcare is one of the most important journey purposes	Access to cycles, including cycle hire/share schemes, bike recycling, adapted cycles, and associated equipment Cycle and scooter storage Cycle skills training (including support for Bikeability Scotland, bike maintenance, adult cycle training, and ride leader) Walk leader training Promotional activities (including campaigns, challenges and events) Signage and information Travel plans Community engagement and education Incentive programmes Dr Bike Street audits and installation of recommended facilities Multi-modal hubs Capacity building (local authority and local partners)
Falkirk	A programme to build capacity to deliver change A broad-ranging behavioural change programme with a focus in more deprived communities, in schools, and providing continuity with existing activities Promotion of active and sustainable travel to NHS sites	A short-term priority is to build capacity within Falkirk Council and community-based partners to develop and deliver behavioural change projects Supports change in some relatively deprived communities across a range of trip types, and sustains and builds on the longstanding Take the Right Route campaign NHS sites are some of the region's largest trip attractors, and access to healthcare is one of the most important journey purposes	Access to cycles, including cycle hire/share schemes, bike recycling, adapted cycles, and associated equipment Cycle and scooter storage Cycle skills training (including support for Bikeability Scotland, bike maintenance, adult cycle training, and ride leader) Walk leader training Promotional activities (including campaigns, challenges and events) Signage and information Travel plans Dr Bike Social prescribing Street audits and installation of recommended facilities Community engagement and education Incentive programmes Capacity building (local authority and local partners)

Local Authority	Location and/or project focus	Rationale for selection	Potential types of measures to be prioritised
Fife	<p>A broad-ranging behavioural change programme in and around Leven</p> <p>A programme of investment focused on children and young people's journeys to and from schools and higher education</p> <p>Promotion of active and sustainable travel to NHS sites</p>	<p>The focus on Leven enables additional support to the work of the Leven Programme, building on existing community capacity for change and the nationally important priorities for the community, as recognised by the new journey opportunities of the rail link and investment in active travel</p> <p>The focus on schools and higher education supports the Council's priorities to enable young people to make more active and sustainable travel choices, sustaining and building upon ongoing work with this target group</p> <p>NHS sites are some of the region's largest trip attractors, and access to healthcare is one of the most important journey purposes</p>	<p>Access to cycles, including cycle hire/share schemes, bike recycling, adapted cycles, and associated equipment</p> <p>Cycle and scooter storage</p> <p>Cycle skills training (including support for Bikeability Scotland, bike maintenance, adult cycle training, and ride leader)</p> <p>Walk leader training</p> <p>Promotional activities (including campaigns, challenges and events)</p> <p>Signage and information</p> <p>Travel plans</p> <p>Dr Bike</p> <p>Social prescribing</p> <p>Street audits and installation of recommended facilities</p> <p>Community engagement and education</p> <p>Incentive programmes</p> <p>Multi-modal hubs</p>
Midlothian	<p>A programme to improve and promote sustainable travel to new developments</p> <p>Promotion of active and sustainable travel to NHS sites</p>	<p>Significant new developments are being built-out and occupied, and this project supports Midlothian Council's aspirations for as many journeys to and from them as possible to be made by sustainable modes</p> <p>NHS sites are some of the region's largest trip attractors, and access to healthcare is one of the most important journey purposes</p>	<p>Access to cycles, including cycle hire/share schemes, bike recycling, adapted cycles, and associated equipment</p> <p>Cycle and scooter storage</p> <p>Cycle skills training (including support for Bikeability Scotland, bike maintenance, adult cycle training, and ride leader)</p> <p>Walk leader training</p> <p>Promotional activities (including campaigns, challenges and events)</p> <p>Signage and information</p> <p>Travel plans</p> <p>Dr Bike</p> <p>Street audits and installation of recommended facilities</p> <p>Community engagement and education</p> <p>Incentive programmes</p> <p>Multi-modal hubs</p> <p>Capacity building (local authority and local partners)</p>

Local Authority	Location and/or project focus	Rationale for selection	Potential types of measures to be prioritised
Scottish Borders	A broad-ranging behavioural change programme in and around Hawick Promotion of active and sustainable travel to NHS sites	Initial focus in Hawick has been chosen because it supports multiple objectives (some relatively deprived communities, location of regeneration project, key areas of progress include the Hawick Action Plan ¹¹ and Town Centre Marketing Pilot) and because of the recent improvements to active travel infrastructure accompanying the Hawick Flood Protection Scheme NHS sites are some of the region's largest trip attractors, and access to healthcare is one of the most important journey purposes	Access to cycles, including cycle hire/share schemes, bike recycling, adapted cycles, and associated equipment Cycle and scooter storage Cycle skills training (including support for Bikeability Scotland, bike maintenance, adult cycle training, and ride leader) Walk leader training Promotional activities (including campaigns, challenges and events) Signage and information Travel plans Dr Bike Social prescribing Street audits and installation of recommended facilities Community engagement and education Incentive programmes Capacity building (local authority and local partners)
West Lothian	A programme to build capacity to deliver change A broad-ranging behavioural change programme with a focus in more deprived communities and schools Promotion of active and sustainable travel to NHS sites	A short-term priority is to build capacity within West Lothian Council and community-based partners to develop and deliver behavioural change projects Other work will support West Lothian Council's aspirations to enable more people in deprived communities to benefit from active and sustainable travel choices NHS sites are some of the region's largest trip attractors, and access to healthcare is one of the most important journey purposes	Capacity building (local authority and local partners) Street audits and installation of recommended facilities Access to cycles, including cycle hire/share schemes, bike recycling, adapted cycles, and associated equipment Cycle and scooter storage Cycle skills training (including support for Bikeability Scotland, bike maintenance) Walk leader training Promotional activities (including campaigns, challenges and events) Signage and information Travel plans Community engagement and education Incentive programmes

¹¹ Three key themes; making Hawick a 'Great Place for Working and Investing'; a 'Great Place for Living and Learning'; and a 'Great Destination to Visit'. Adopted Local Development Plan 2, Scottish Borders Council, [Adopted Local Development Plan 2 | Local development plan | Scottish Borders Council](https://www.scotborders.gov.uk/adopted-local-development-plan-2) ([scotborders.gov.uk](https://www.scotborders.gov.uk))

Table 4. Allocation of priority intervention types by location

Priority intervention type/location	City of Edinburgh	Clackmannanshire	East Lothian	Falkirk	Fife	Midlothian	Scottish Borders	West Lothian
1 Intensive programmes of delivery in targeted communities								
2 Intensive programmes of delivery in school catchment areas								
3 Focusing on sites that are major trip generators								
4 Focusing on areas with significant new active travel infrastructure or improved public transport services								
5 Programmes to promote opportunities for multi-modal journeys								
6 Capacity building within Local Authorities and local partners								

Core project focus/location
Supporting project focus/location
Not a current priority

4.3 Timescales for the Plan

This Delivery Plan is effective from 1st April 2025.

It is not expected that all of the intervention types listed in 2 will be priorities during the lifetime of the Plan, but that broadly, projects within them will be delivered on a two- to three-year cycle before this Delivery plan is refreshed.

Similarly, not all projects will necessarily receive the same funding allocation in each year. This is especially true for those for which some scoping and capacity building activity may be needed before intensive interventions commence. Additionally, SEStran may choose to allocate some funding to projects after intensive delivery has ceased in order to maintain a legacy of capacity and/or sustained behaviours.

An annual review will be undertaken to ensure that projects are making progress towards desired objectives and outcomes (further details are provided in section 5), and it is expected that new projects emerge later in the Delivery Plan period..

Table 5. Anticipated delivery timeframe by Local Authority

	2025/ 26				2026/ 27				2027/ 28				Longer-tem			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4				
City of Edinburgh																
Develop and deliver programme for priority communities and locations																
Sustain programme for priority communities and locations																
Define priorities for later engagement																
Develop programme for later engagement																
Deliver programme for later engagement																
Clackmannanshire																
Schools community programme																
Develop programme for later engagement																
Deliver programme for later engagement																
East Lothian																
Multi-modal journey promotion programme																
Develop programme for later engagement																
Deliver programme for later engagement																
Falkirk																
Build capacity to deliver change																
Deliver programme for change																
Define priorities for later engagement																
Deliver programme for later engagement																
Fife																
Develop and deliver programme for Leven																
Sustain programmes for Leven																
Develop and deliver programme for priority schools/ higher education institutions																
Sustain programmes for priority schools/ higher education institutions																
Define priorities for later engagement																
Develop programme for later engagement																
Deliver programme for later engagement																
Midlothian																
Develop programme for engagement																
Deliver programme for engagement																
Define priorities for later engagement																
Deliver programme for later engagement																
Scottish Borders																
Hawick programme: develop																
Hawick programme: deliver																
Hawick programme: legacy actions to sustain																
Define priorities for later engagement																
Develop programme for later engagement																
Deliver programme for later engagement																
West Lothian																
Build capacity to deliver change																
Deliver programme for change																
Define priorities for later engagement																
Deliver programme for later engagement																

5. Monitoring and evaluation

5.1 Introduction

Effective monitoring and evaluation (M&E) of P&P is essential to:

1. Demonstrate to SEStran, funders and other stakeholders that the programme is delivering on its objectives
2. Assess the value of project delivery, and enable refinement of the programme towards higher-value delivery
3. Ensure improvement is being made against the objectives and outcomes of the regional plan and by individual projects year on year

5.2 Key Performance Indicators and Outcome Monitoring

Table 6 below sets out how the performance of P&P will be monitored and evaluated against its priorities.

Table 6. Key Performance Indicators and Outcome Monitoring

Priority intervention	Outcomes	Key performance indicators	Monitoring method	Data source (Existing = E, Requires new data = N)	Estimated cost of data collection (low=<10k, medium=10-50k, high=>50k)	Frequency of data collection	Responsibility
Intensive programmes of delivery in targeted communities	Increase the number of journeys by active and sustainable modes in and around the target community	Proportion of journeys in and around target community made by sustainable modes to be greater than the proportion on their existing equivalent journeys	Monitoring of changes in walking and cycling count data	E/N (existing counts in places, but may need to be complemented by new)	High	Annual	SEStran to lead, with support from Local Authorities where appropriate
			Monitoring of changes in public transport patronage levels	E	Low	Annual (or in line with operator reporting)	Data already collected by operators (though details may not be made available); SEStran to evaluate
	Reduce number of short trips being made by car	Traffic levels in the target community to be lower than existing levels	Self-completion surveys of people that live in the vicinity of the town/community (Face-to-face surveys for people unable to self-complete)	N	Medium	Annual	SEStran to lead, with support from Local Authorities where appropriate
	Improve perceptions of accessibility to local goods/services, education and employment by non-car modes	For residents to have more positive perceptions of accessibility to local goods/services, education and employment by non-car modes	Self-completion surveys of people that live in the vicinity of the town/community (Face-to-face surveys for people unable to self-complete)	N	Medium	Annual	SEStran to lead, with support from Local Authorities where appropriate
	Increase the amount of walking, wheeling and cycling for physical activity	Proportion of people participating in walking, wheeling and cycling to be greater than existing levels	Monitoring of changes in walking and cycling count data Self-completion surveys of people that live in the vicinity of the town/community (Face-to-face surveys for people unable to self-complete)	N	Medium	Annual	SEStran to lead, with support from Local Authorities where appropriate
	Enable people that were previously excluded from using active or sustainable modes for some journeys to do so	Increase in the proportion of people using sustainable modes who previously did not Increased diversity among users of sustainable modes	Self-completion surveys of people that live in the vicinity of the town/community (Face-to-face surveys for people unable to self-complete)	N	Medium	Annual	SEStran to lead, with support from Local Authorities where appropriate

Priority intervention	Outcomes	Key performance indicators	Monitoring method	Data source (Existing = E, Requires new data = N)	Estimated cost of data collection (low=<10k, medium=10-50k, high=>50k)	Frequency of data collection	Responsibility
Intensive programmes of delivery in school catchment areas	Increase the number of journeys made by young people by active and sustainable modes to school and for other commonly-made journeys	Proportion of journeys to/from school made by sustainable modes to be greater than the proportion on their existing equivalent journeys	Monitoring of Hands Up Survey data	E	Low	Annual (in line with Sustrans reporting)	Data already collected by Sustrans; SEStran to evaluate
	Increase the number of journeys made by parents/carers by active and sustainable modes to school and for other commonly-made journeys	Proportion of journeys in the school catchment area made by sustainable modes to be greater than the proportion on their existing equivalent journeys	Self-completion surveys of parents/carers (Face-to-face surveys for people unable to self-complete)	N	Medium	Annual	SEStran to lead, with support from Local Authorities where appropriate
	Reduce the number of journeys made to school and for other commonly-made journeys by car	Traffic levels in the school catchment area to be lower than existing levels	Self-completion surveys of parents/carers (Face-to-face surveys for people unable to self-complete)	N	Medium	Annual	SEStran to lead, with support from Local Authorities where appropriate
	Improve perceptions of accessibility to education by non-car modes	For young people and their parents/carers to have more positive perceptions of accessibility to education by non-car modes	Self-completion surveys of pupils, parents/carers (Face-to-face surveys for people unable to self-complete)	N	Medium	Annual	SEStran to lead, with support from Local Authorities where appropriate
	Enable people that were previously excluded from using active or sustainable modes for some journeys to do so	Increase in the proportion of people using sustainable modes who previously did not Increased diversity among users of sustainable modes	Self-completion surveys of people that live in the school catchment area (Face-to-face surveys for people unable to self-complete)	N	Medium	Annual	SEStran to lead, with support from Local Authorities where appropriate
Focusing on sites that are major trip generators	Reduce the number of journeys made by car from or to major trip generators	Traffic levels within and in vicinity of the site to be lower than existing levels	Self-completion surveys of people that live in the vicinity of the site (Face-to-face surveys for people unable to self-complete)	N	Medium	Annual	SEStran to lead, with support from Local Authorities where appropriate
	Increase the number of journeys made by active and sustainable modes from or to major trip generators	Proportion of journeys to/from major trip generators made by sustainable modes to be greater than the proportion on their existing equivalent journeys	Monitoring of changes in walking and cycling count data	E/N (existing counts in places, but may need to be complemented by new)	High	Annual	SEStran to lead, with support from Local Authorities where appropriate
			Monitoring of changes in public transport patronage levels	E	Low	Annual (or in line with	Data already collected by operators (though details

Priority intervention	Outcomes	Key performance indicators	Monitoring method	Data source (Existing = E, Requires new data = N)	Estimated cost of data collection (low=<10k, medium=10-50k, high=>50k)	Frequency of data collection	Responsibility
						operator reporting)	may not be made available); SEStran to evaluate
	Improve perceptions of accessibility from or to major trip generators by non-car modes	For people that live in the vicinity of the site to have more positive perceptions of accessibility to major trip generators by non-car modes	Self-completion surveys of people that live in the vicinity of the site (Face-to-face surveys for people unable to self-complete)	N	Medium	Annual	SEStran to lead, with support from Local Authorities where appropriate
	Enable people that were previously excluded from using active or sustainable modes for some journeys to do so	Increase in the proportion of people using sustainable modes who previously did not Increased diversity among users of sustainable modes	Self-completion surveys of people that are resident in or travel to major trip generators (Face-to-face surveys for people unable to self-complete)	N	Medium	Annual	SEStran to lead, with support from Local Authorities where appropriate
Focusing on areas with significant new active travel infrastructure or improved public transport services	Increase the use of the new infrastructure or services	Usage of new active travel routes or improved public transport services to be greater than current usage	Monitoring of changes in walking and cycling count data	E/N (existing counts in places, but may need to be complemented by new)	High	Annual	SEStran to lead, with support from Local Authorities where appropriate
			Monitoring of changes in public transport patronage levels	E	Low	Annual (or in line with operator reporting)	Data already collected by operators (though details may not be made available); SEStran to evaluate
	Improve perceptions of active travel or public transport	For residents to have more positive perceptions of active travel or public transport	Self-completion surveys of residents, ensuring a range of demographics across the region are captured (Face-to-face surveys for people unable to self-complete)	N	Medium	Annual	SEStran to lead, with support from Local Authorities where appropriate
	Enable people that were previously excluded from using active or sustainable modes for some journeys to do so	Increase in the proportion of people using sustainable modes who previously did not Increased diversity among users of sustainable modes	Self-completion surveys of people that live in the vicinity of the new infrastructure or services (Face-to-face surveys for people unable to self-complete)	N	Medium	Annual	SEStran to lead, with support from Local Authorities where appropriate

Priority intervention	Outcomes	Key performance indicators	Monitoring method	Data source (Existing = E, Requires new data = N)	Estimated cost of data collection (low=<10k, medium=10-50k, high=>50k)	Frequency of data collection	Responsibility
Programmes to promote opportunities for multi-modal journeys	Improve perceptions of accessibility to public transport	For residents to have more positive perceptions of accessibility to public transport	Self-completion surveys of residents, ensuring a range of demographics across the region are captured (Face-to-face surveys for people unable to self-complete)	N	Medium	Annual	SEStran to lead, with support from Local Authorities where appropriate
	Increase the use of public transport	Proportion of journeys made by public transport across the region to be greater than existing levels	Monitoring of changes in public transport patronage levels	E	Low	Annual (or in line with operator reporting)	Data already collected by operators (though details may not be made available); SEStran to evaluate
	Improve perceptions of transport integration	For residents to have more positive perceptions of transport integration	Self-completion surveys of residents, ensuring a range of demographics across the region are captured (Face-to-face surveys for people unable to self-complete)	N	Medium	Annual	SEStran to lead, with support from Local Authorities where appropriate
	Reduce the number of medium-length and longer trips being made by car	Proportion of journeys made by car across the region to be lower than existing levels	Self-completion surveys of residents, ensuring a range of demographics across the region are captured (Face-to-face surveys for people unable to self-complete)	N	Medium	Annual	SEStran to lead, with support from Local Authorities where appropriate
	Enable people that were previously excluded from using active or sustainable modes for some journeys to do so	Increase in the proportion of people using sustainable modes who previously did not Increased diversity among users of sustainable modes	Self-completion surveys of people that live in the target area (Face-to-face surveys for people unable to self-complete)	N	Medium	Annual	SEStran to lead, with support from Local Authorities where appropriate
Capacity building within Local Authorities and local partners	Local Authorities are better able to establish and manage effective behavioural change projects	For Local Authorities to express positive views towards P&P and manage effective projects	Schedule regular meetings with Local Authorities	N	Low	Annual	SEStran
	Local partner organisations have increased willingness, capacity and skills to establish and implement effective behavioural change projects	For local partner organisations to actively engage with P&P and implement effective projects	Schedule regular meetings with partner organisations	N	Low	Annual	SEStran

PP will be evaluated at a programme level, but specific project-level M&E plans will also be developed, based on their specific objectives. These will include the stages and items listed in Table 7 below.

Table 7. Project-level M&E

M&E Stage	Items to be monitored and reported
Inputs	<ul style="list-style-type: none"> Financial investment by P&P Financial investment by others Time input by SEStran Time input by Local Authority officers Time input by others
Outputs	<ul style="list-style-type: none"> Number of people directly engaged (e.g. through events), and by what processes Number of people indirectly engaged (e.g. through marketing), and by what means Descriptions of infrastructure delivered Descriptions of any other outputs
Outcomes	<ul style="list-style-type: none"> Changes in the use of walking, wheeling, cycling and use of other sustainable transport modes, as a result of P&P – quantitative research on usage, supported by qualitative research as to the reasons why usage has changed Changed awareness of the benefits of active and sustainable travel, as a result of PP – qualitative research into awareness of and attitudes to active and sustainable transport choices Work in many of the region’s communities (deprived areas, schools, strategic development sites, and areas with new infrastructure), plus build capacity and capability for further change – qualitative research into where change has occurred and into capacity/capability amongst partners (including Local Authorities and community-based organisations)
Process	<ul style="list-style-type: none"> Financial spend cf. allocation Project deliverers’ opinions on lessons learned Stakeholders’ opinions of the effectiveness of project planning and delivery Participant satisfaction

Each P&P project will be evaluated annually, with priority to data collection and analysis in autumn, so that findings are available to enable reshaping of projects and/or overarching programme for the following funding year.

5.3 Baseline Monitoring

Establishing a robust baseline from which to assess the impacts of P&P will be challenging, as not all of the required mechanisms for data collection (e.g. traffic and walking/cycling counters at priority locations) are in place yet. This will make it difficult to obtain accurate and comprehensive baseline data on current travel behaviours and patterns.

To mitigate the risks of an unreliable baseline being available, the following approaches will be used to collect baseline data:

- Conduct manual counts at priority locations to gather baseline data on walking, wheeling and cycling participation; mode share; and traffic levels;

- Self-completion and face-to-face surveys with participants at priority locations to collect baseline data on travel patterns, mode share, and attitudes towards active travel and public transport;
- Utilise existing data sources where possible, such as Census data, public transport patronage, household surveys, and health surveys, to supplement collected baseline data.

5.4 Reporting

SEStran will collate findings and publish an annual P&P M&E report, and complementary project reports; the latter of which can be used by Local Authorities to report local outputs. SEStran’s dashboard will be used as a data repository.

All data exchanged between Local Authorities, delivery organisations and SEStran will be collected, processed, stored and erased according to SEStran’s data management processes and to meet General Data Protection Regulations (GDPR) regulations.

5.5 Dissemination Plan

SEStran will publish annual P&P M&E reports on its website. All key decision makers, delivery partners and other stakeholders who have provided their contact details will be made aware of the availability of these reports, as will the general public through SEStran’s regular communications channels. This will help cement their support and/or guide how lessons learned can be incorporated into future decision making.

6. Uncertainty and risk

This Delivery Plan for P&P is intended to guide investment by SEStran and partners towards high-value behaviour change projects which reflect the diversity and geographic spread of the region.

It sets some initial priorities for that investment, and how work will be monitored and evaluated in order that its costs and effects can be understood. The plan recognises that there is much uncertainty surrounding the programme, so that it will need to be agile to respond to as yet unforeseen circumstances. The key risks and uncertainties are provided in Table 8.

SEStran will respond to the risks associated with funding and with other external uncertainties through maintenance of a risk register for the P&P programme and subsequently for each project that the programme supports. It will mitigate risks where possible and implement risk management actions when appropriate. This will be supported by an annual review of the Plan, so of the programme and of each project it supports, in order that future risks can be identified and mitigated.

Table 8. Risks and Uncertainties

Risk/Uncertainty	Likelihood	Impact	Mitigation
Changes to funding, or funders' requirements, for PP, Local Authority People & Place or other behavioural change programmes			
Cessation of funding streams	Medium	High	Engage with Transport Scotland/policymakers and raise public awareness to advocate for continuation of funding.
Changes to funding amounts, including of capital/revenue split requirements	High	High	Prioritise essential activities and identify areas where costs can be reduced. Maintain regular communication with Transport Scotland to stay informed about potential changes and adjust programme accordingly.
Changes to funding objectives or conditions	Medium	High	Ensure that delivery priorities are closely aligned with Transport Scotland policy objectives to reduce the risk of misalignment and minimise the need for significant changes to priorities. Stay updated on funding conditions and promptly adapt programme where necessary.
Changes to monitoring/evaluation and/or reporting requirements	Medium	Medium	Stay updated on any changes to M&E/reporting requirements and adapt accordingly.
Annual funding rounds and delays to funding awards reduces ability for long-term planning and delivery partner interest/capacity	High	High	Early and continued dialogue with delivery partners who are committed to P&P. Plan for phased implementation of interventions, allowing for adjustments based on availability of funds.
Other external uncertainties			
Changes to the capacity and/or capability of Local Authorities and other partners to plan and/or deliver and/or support P&P projects	Medium	High	Consider resource sharing, where capable local authorities/partners can support those with less capacity, including sharing expertise. Identify gaps in capacity and capability early and address these proactively.
Changes to the delivery programmes of related projects (e.g. of infrastructure improvements) hamper effectiveness of P&P projects	Medium	High	Early and continued communication with local authorities/delivery partners to stay informed about progress and any potential changes to infrastructure improvements.
P&P delivery risks			
There is too little innovation in programme design (so delivery is stale)	Medium	Medium	Use robust M&E to assess the impact of interventions. Seek feedback from stakeholders to identify areas where innovation is needed and gather new ideas. Use evidence from successful innovations elsewhere to inform new interventions.
There is too much innovation in programme design (so limited benefits achieved)	Medium	Medium	Ensure new ideas are tested by evidence. Implement small-scale interventions to test innovative ideas before delivering them more widely. Use robust M&E to assess the impact of innovative approaches and ensure they deliver real benefits. Communicate with stakeholders to ensure new ideas align with their needs.
Lack of data on effectiveness of projects hampers decision making and/or ability to evidence success	High	High	Invest in comprehensive data collection systems to gather the required information on project outcomes and enable effective M&E. Consider partnering with other organisations to share data.
SEStran, Local Authorities and other delivery partners do not properly coordinate P&P and Local Authority People & Place projects, or other complementary projects, such that delivery is inefficient	Medium	High	Ensure all partners are fully aware of their responsibilities to avoid duplication of efforts and ensure efficient use of resources. Establish regular communication channels for project updates, addressing challenges, and ensuring alignment of efforts.

7. Integrated Impact Assessment

An Integrated Impact Assessment (IIA) of P&P has been undertaken to identify the benefits/opportunities, potential impacts and proposed mitigation measures to reduce potential negative impacts where appropriate. This section provides an overview of the process and outcomes of the IIA; the complete assessment is contained in Appendix C.

An IIA approach was chosen due to the overlapping nature of the assessments required for P&P and the person categories under them. As such, this IIA consists of a combined framework of the following assessments:

- Equalities Impact Assessment (EqIA)
- Children's Rights and Wellbeing Impact Assessment (CRWIA) Fairer Scotland Duty Assessment (FSDA)
- Health Inequality Impact Assessment (HIIA)

This approach has the benefit of enabling effective analysis of the impacts on all relevant person categories whilst avoiding duplication in assessment. The person categories used in the assessment are:

- Age:
 - Children under 12
 - Children aged 12 – 18
 - Young people aged 18 – 25
 - Older people aged 65 and above
- Disability:
 - People with a mobility disability (wheelchair user or who can walk only with significant difficulty, often with a walking aid)
 - People who are blind/have visual impairment
 - People who are Deaf/BSL user/have hearing impairment
 - People with a learning disability or cognitive impairment (such as dementia)
 - People who are neurodivergent (such as autism, ADHD, dyslexia)
- Gender Reassignment
- Marriage and Civil Partnership
- Pregnancy and Maternity
- Race
- Religion or Belief
- Sex
- Sexual Orientation
- Socio-Economic Disadvantage

The assessment has demonstrated that P&P will provide positive impacts for many groups of people across the region.

It has the potential to deliver broad-ranging benefits, by creating an active and sustainable travel behaviour change programme that is accessible, equitable, and effective in encouraging many more people to participate in a healthier and more sustainable way of travelling.

However there are some risks to realising these benefits, highlighting that projects should promote use of active and sustainable transport options that are of good quality, and that effort needs to be made to ensure that activities do not inadvertently exclude certain individuals due to age, faith, race, gender, income or other factors. SEStran will continue to work together with its Local Authority and other partners to identify and mitigate these risks/impacts as P&P projects are brought forward, cognisant of the following factors:

- Working closely with the community will help further understanding of the needs and barriers faced by different demographics. This includes people with disabilities, older people, children and young people, people from ethnic minority groups, low-income residents and those with childcare responsibilities
- Promoting a variety of active and sustainable travel options like walking, wheeling, cycling and public transport will cater to different abilities and preferences
- Providing flexible and accessible activity and support offers will encourage participation from a wider range of individuals
- Offering materials in a variety of formats, including online content, printed brochures, easy-read versions, audio recordings and British Sign Language videos, as well as providing materials in multiple languages or offering access to translation services, will ensure materials are accessible for all
- Involving the community in design and implementation ensures it will reflect local needs and will help foster a sense of ownership. Showcasing a variety of people from different backgrounds using active and sustainable travel in programme materials will inspire and motivate others
- All organisations that work with or come into contact with children should have safeguarding policies and procedures to ensure that every child, regardless of their age, disability, gender reassignment, race, religion or belief, sex or sexual orientation, has a right to equal protection from harms
- Collecting data on programme participation disaggregated by demographics to identify any unintended exclusion and ensure the programme reaches everyone
- Regularly monitoring and evaluating the programme's effectiveness for different groups and make adjustments as needed to promote continuous improvement and inclusivity

Appendix A. Local Authority Local Transport Strategies and Active Travel Strategies

City of Edinburgh

[City Mobility Plan 2021-2030](#)

[Active Travel Action Plan 2030](#)

[Behaviour Change Programme Delivery Plan](#)

[City Plan 2030](#)

Clackmannanshire

At the time of publication, Clackmannanshire's Local Transport Strategy, Active Travel Strategy, and Local Development Plan are in development.

East Lothian

[Local Transport Strategy 2018-2024](#)

[Active Travel Improvement Plan 2018-2024](#)

Fife

[Local Transport Strategy 2023-2033](#)

Falkirk Council

[Local Transport Strategy 2023-2033](#)

[Active Travel Strategy](#)

[Local Development Plan 2](#)

Midlothian

At the time of publication, Midlothian's Local Transport Strategy and Local Development Plan are in development.

[Active Travel Strategy 2024-2034](#)

Scottish Borders

At the time of publication Scottish Borders' Local Transport Strategy and Active Travel Strategy are in development.

[Local Development Plan – Volume 1](#)

[Local Development Plan - Volume 2](#)

West Lothian

At the time of publication, West Lothian's Local Transport Strategy and Local Development Plan are in development.

[Active Travel Strategy 2024-2029](#)

Appendix B. Evidence of success in schools, workplaces communities

This appendix summarises some of the evidence of the effectiveness of travel behaviour change projects. The evidence is presented for each of the three target audience groups for P&P projects (schools/young people, workplaces and communities) in turn.

Schools and young people

Research for the Department for Transport on the impact of School Travel Plans in English schools¹² showed positive results. Among 30 case study schools, there was an average reduction in total car use by 23%. Most schools saw an increase in walking, and cycling grew by over a quarter on average, resulting in 10% of all pupils cycling to school. Additional benefits included improved safety, reduced congestion, better attendance and punctuality, and increased alertness and readiness to learn, as well as benefits for pupils' personal development and the wider community.

The study found that successful school travel plans typically implement a variety of complementary interventions and have mechanisms in place to ensure they are sustained over time; for example, ongoing publicity and information, new infrastructure and safety measures, staff enthusiasm, and embedding travel work within school frameworks. It was also acknowledged that the success of school travel plans is dependent on various factors, such as the school's characteristics and catchment area (including crime rates and car ownership levels), the average distance between pupils' homes and the school, and the level of marketing and publicity efforts.

Department for Transport research on the impact and perceptions of cycle training (particularly Bikeability) in English schools also revealed positive outcomes¹³. Surveys indicated that 93% of children who participated felt more confident riding their bikes in general, and 86% felt more confident riding on the road. Parents also expressed positive views, with 98% saying they were satisfied with the Bikeability scheme and 93% feeling it had a positive impact on their child's safety when cycling on the road.

Similarly, Cycling Scotland's research on Bikeability showed encouraging results¹⁴. Interviews from their 2016 Give Everyone Cycle Space campaign evaluation found that nearly half (45%) of children cycled more frequently and 36% cycled to school more after Bikeability training. Bikeability training was also found to enhance children's personal development by encouraging greater independence and improving social skills, with 38% of children cycling more on their own and 41% cycling more with their friends.

Sustrans' I-Bike programme also demonstrated success. Data from the 2022-23 academic year showed that active travel levels in I-Bike schools were 8.4 percentage points higher than the national average¹⁵.

Moreover, School Camps delivered by Cycling Scotland, which task pupils with developing projects to promote cycling in their schools and include initiatives such as bike maintenance, first aid, and cycle training, found that 72% of participants said they would cycle more frequently as a result¹⁶. Upon returning

to their schools, pupils are encouraged to implement their project ideas and participate in broader activities, such as led rides.

Surveys conducted by Living Streets indicate that their year-round Walk Once a Week (WOW) school challenge typically results in a 23% increase in the number of children walking to school and a 30% reduction in car journeys¹⁷. A 2023 evaluation in Scotland¹⁸ found that walking mode share is between 5 and 9 percentage points higher in WOW participating schools compared to non-WOW schools, and active travel levels are between 12 and 20 percentage points higher.

Living Streets' Walk to School week has also shown positive results. A 2013 evaluation in Scotland¹⁹ found that the percentage of children travelling to school actively (as reported by parents) increased from 81% to 89%. The campaign also benefitted parents and other family members: 22% walked more than previously, 18% spent more time with family, 15% were encouraged to walk more in the future, and 15% became more aware of the benefits of walking. The most significant impact was on children who were previously driven to school, as many opted to be dropped off further away so they could walk the rest of the journey.

Workplaces

A study analysing 20 case studies of UK workplace travel plans²⁰ found that, on average, the plans nearly doubled the proportion of staff commuting by walking, cycling and public transport. The highest levels recorded were 23% of staff walking, 21% cycling, and 53% using public transport. Employers also achieved an average reduction of 18% in the proportion of car commuting journeys.

The study also found that successful workplace travel plans often include a combination of complementary measures, such as improved cycling facilities, public transport incentives, and flexible working arrangements. Additionally, plans benefit from tailored approaches and from considering the specific needs and context of each workplace.

As part of the Department for Transport's Walk To scheme, Living Streets has supported 95 workplaces, including council offices, universities, hospitals, and private sector companies, reaching an average of 1,300 employees per year²¹. The interventions delivered include promotional campaigns, walking pledge events, led walks, walk leader training sessions, and one-to-one walking advice sessions. Participant surveys found that 59% regularly meet their walking pledge and 72% now walk more than before, with 19% walking a lot more and 53% walking a bit more. On average, those who increased their walking credited about half of this change to Living Street activities.

Similarly, a trial involving 295 employees from three workplaces in Glasgow²² found that the intervention group had achieved twice the increase in walking compared to the control group after six months, and 25% of the intervention group were regularly walking to work one year later.

Workplace challenges have also shown positive results. A follow-up survey conducted three months after nine workplace challenges delivered by Cycling UK²³, which took the form of a competition between

¹² Making School Travel Plans Work: Effects, benefits and success factors at English schools, S Cairns and C Newson, 2003, [Making school travel plans work: effects, benefits and success factors at English schools](#)

¹³ Evaluation of the Impact and Perceptions of Cycle Training, Department for Transport, 2010

¹⁴ Give Everyone Cycle Space Evaluation, Cycling Scotland, 2016

¹⁵ Impact of I Bike, Sustrans, 2023, [Impact of I Bike](#)

¹⁶ Tackling the School Run Research Study, Scottish Government, 2016, [Scottish Government Tackling the School Run Research Study](#)

¹⁷ WOW – the walk to school challenge, Living Streets, [WOW – the walk to school challenge](#)

¹⁸ Evaluation of School Travel Behaviour Change Programme, Living Streets, DHC, 2023, [Evaluation of School Travel Behaviour Change Programme](#)

¹⁹ Walk to School Evaluation, Living Streets, 2013

²⁰ Understanding successful workplace travel initiatives in the UK, S Cairns, C Newson, and A Davis, 2010

²¹ Promoting walking to work, Department for Transport, 2020, [Promoting walking to work - Case study - GOV.UK](#)

²² "Walk in to Work Out": a randomised controlled trial of a self help intervention to promote active commuting, N Mutrie et al, ["Walk in to Work Out": a randomised controlled trial of a self help intervention to promote active commuting | Journal of Epidemiology & Community Health](#)

²³ Programmes to promote cycling – evidence for NICE from CTC, CTC, <https://www.nice.org.uk/guidance/ph4/1/evidence/expert-testimony-3-ctc-pdf-430220125>

different workplaces and departments to see how many staff members could be encouraged to ride a bike, found that 40% of previous 'non-cyclists' were cycling at least once a week, 43% of occasional cyclists (those who cycled once a month) were cycling regularly (at least twice a week), and 12% of people who primarily commuted by car had switched to cycling.

Communities

From 2004 to 2009, Darlington, Peterborough and Worcester Sustainable Travel Towns (STTs), working in partnership with their communities, explored the effectiveness of Smarter Choices measures to influence travel behaviours in their areas in favour of more sustainable modes. Interventions were packages of measures tailored to each local area, comprising both 'soft' measures such as marketing and information to encourage people to use sustainable transport modes, and 'hard' measures such as improvements to infrastructure and services.

Soft measures implemented by the STTs included personal travel planning, travel awareness campaigns, promotion of walking and cycling, and public transport marketing and information. Hard measures included cycle parking facilities, cycle lanes and signage, traffic management improvements (such as better crossings and dropped kerbs), pedestrianisation of the town centre (in Darlington), bus service improvements, including more frequent buses and real-time information, and bus stop improvements (including new bus shelters, better lighting, an express services to and from the park and ride).

Measured outcomes from the STTs compared with control group towns without the programme included reductions in the number of car trips and the amount of traffic and increases in cycling and bus trips²⁴.

Sustrans' Personalised Travel Planning project, Travel Smart, has, on average, delivered an 11.6% reduction in car mileage, a 15% increase in walking trips, and a 35% increase in cycling trips across targeted areas²⁵. Personalised Travel Planning has been shown to be more effective when targeted at people in transitional points in their lives (for example, moving house, changing job, or going to university), as people tend to be more receptive to change at these stages. It has also been shown that Personalised Travel Planning is more effective when delivered at the same time as infrastructure improvements, as well as in urban areas, where there are typically more modal options for journeys.

Cycle training programmes delivered to adults in local communities can be equally as effective as those delivered in workplace and school settings. Data from a Department of Health evidence review²⁶ found that 60% of people increase their cycling significantly after training, with their main journey purposes being commuting and leisure. An early pilot project in Bristol suggested that 25% of people reduced their car use following the training. Cycle maintenance courses have also been found to increase cycling, with 81% of people attending courses cycling more afterwards.

An evaluation of 750 participants from the Walking the Way to Health initiative in England and the Paths to Health Project in Scotland²⁷ found that led health service walks can be successful in increasing physical activity and encouraging walking for other trips. Analysis found that 65% of participants were meeting current recommended levels of physical activity just from walking, with the amount of leisure walking significantly contributing to overall physical activity levels. Furthermore, after 12 months, 17% of

participants reported doing more everyday walking around their own neighbourhood and 9% walked more to the shops.

Social prescribing is another method for increasing physical activity in communities. A US study²⁸ found that the loan of step counters to patients at GPs can be an effective way of encouraging walking and improving health. Data from the six-week programme found that 71% of users said they walked more after six weeks, and participants were walking, on average, 1500 steps a day more by the end of the programme.

Local walking information packs have also been shown to increase physical activity, despite being a low-cost intervention. The independent Doorstep Walks initiative in Salisbury aimed to encourage home-based brisk walks and increase people's physical activity; packs detailing ten local walks in the area and information on the benefits of physical activity were issued through public outlets, including GPs²⁹. An 18-month follow-up questionnaire found that 41% of people said they did more everyday walking in their local neighbourhood as a result of the walking packs, and one in six people reported that they continue to use the resource provided³⁰.

Access to public transport is seen as a strong determinant of walking for transport. A literature review by Transport Scotland³¹ found residents with 30 or more bus stops in a 1.6km radius of their homes were twice as likely to walk for transport as those who had 0-14 bus stops, and having a train station within a 1.6km radius increased the odds of walking by 50%.

²⁴ The Effects of Smarter Choice Programmes in the Sustainable Travel Towns: Research Report, Department for Transport, 2010, [The Effects of Smarter Choice Programmes in the Sustainable Travel Towns: Research Report](#)

²⁵ Soft measures – hard facts, the value for money of transport measures which change travel behaviour, a Review of the Evidence, Department for Health, 2011, [DoH_Soft_Measures_Hard_Facts.pdf](#)

²⁶ Soft measures – hard facts, the value for money of transport measures which change travel behaviour, a Review of the Evidence, Department for Health, 2011, [DoH_Soft_Measures_Hard_Facts.pdf](#)

²⁷ Evaluation of changes to physical activity amongst people who attend the walking the way to health initiative, J Dawson et al, 2006, [report](#)

²⁸ Using pedometers to increase physical activity and improve health: a systematic review, DM Bravata et al, 2007

²⁹ Doorstep walks, Travel West, 2010, [61: Doorstep walks - WEST](#)

³⁰ Sustainability and evidence of success: An 18-month follow-up study of the Doorstep Walks initiative, M Vernon, MJ Brewin, and D Vernon, 2002

³¹ Best practice in active travel and its associated benefits, Transport Scotland, [Best practice in active travel and its associated benefits](#)

Appendix C. Integrated Impact Assessment

C.1 Introduction

This document presents the findings of the Integrated Impact Assessment (IIA) of P&P. The assessment identifies the benefits/opportunities, potential impacts and proposed mitigation measures to reduce potential negative impacts where appropriate.

SEStran's P&P will:

- Increase the proportion of active and sustainable journeys in the region
- Increase awareness of the benefits of active and sustainable travel to encourage future behaviour change
- Increase the use of active and sustainable travel modes among underrepresented groups in the region who might face additional barriers
- Collaborate with local authorities and third-sector partners to strengthen capacity and capability in active and sustainable travel

Its focus will be on travel for utility journeys, though changed travel habits for leisure may also be supported where this can be demonstrated to contribute to regional health and/or economic development objectives.

SEStran's People and Place programme covers four themes:

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

And comprises six priority intervention types:

- Intensive programmes of delivery in targeted communities
- Intensive programmes of delivery in school catchment areas
- Focusing on sites that are major trip generators
- Focusing on areas with significant new active travel infrastructure or improved public transport services
- Programmes to promote opportunities for multi-modal journeys
- Capacity and capability building within Local Authorities and local partners

The IIA will consider the likely impacts and propose mitigation measures for each of the six priority intervention types.

C.2 Assessment Framework

The purpose of the IIA is to meet legal requirements related to The Equalities Act 2010 (Specific Duties) (Scotland) 2012 (specifically the Public Sector Equality Duty), the Fairer Scotland Duty, and the Children and Young People (Scotland) Act 2014. An IIA method was chosen due to the overlapping nature of the assessments and the person categories under them. As such, this IIA consists of a combined framework of the following assessments:

- Equalities Impact Assessment (EqIA)
- Children's Rights and Wellbeing Impact Assessment (CRWIA)
- Fairer Scotland Duty Assessment (FSDA)
- Health Inequality Impact Assessment (HIIA)

This approach has the benefit of enabling effective analysis of the impacts on all relevant person categories whilst avoiding duplication in assessment. Table C1 shows the person categories considered in this IIA and the individual assessments each person category is relevant to.

Table C9: Person categories and relevant assessments

Person category / included within impact assessment category	Equalities Impact Assessment (EqIA)	Children's Rights and Wellbeing Impact Assessment (CRWIA)	Fairer Scotland Duty Assessment (FSDA)	Health Inequality Impact Assessment (HIIA)
Age	✓			✓
Children under 12	✓	✓		✓
Children aged 12 – 18	✓	✓		✓
Young people aged 18 – 25	✓			✓
Older people aged 65 and above	✓			✓
Disability	✓			✓
People with a mobility disability (wheelchair user or who can walk only with significant difficulty, often with a walking aid)	✓			✓

People who are blind/have visual impairment	✓			✓
People who are Deaf/BSL user/have hearing impairment	✓			✓
People with a learning disability or cognitive impairment (such as dementia)	✓			✓
People who are neurodivergent (such as autism, ADHD, dyslexia)	✓			✓
Gender Reassignment	✓			✓
Marriage and Civil Partnership	✓			✓
Pregnancy and Maternity	✓			✓
Race	✓			✓
Religion or Belief	✓			✓
Sex	✓			✓
Sexual Orientation	✓			✓
Socio-Economic Disadvantage (people without access to regular income or savings, such as unemployed, single parents, people with lower education or literacy, looked after children, those with protected characteristics)			✓	✓

C.3 Evidence Base

A literature review has been undertaken, utilising public survey data, government policy documents, the SEStran Regional Transport Strategy and academic sources to inform the identification of potential differential impacts on protected characteristic groups.

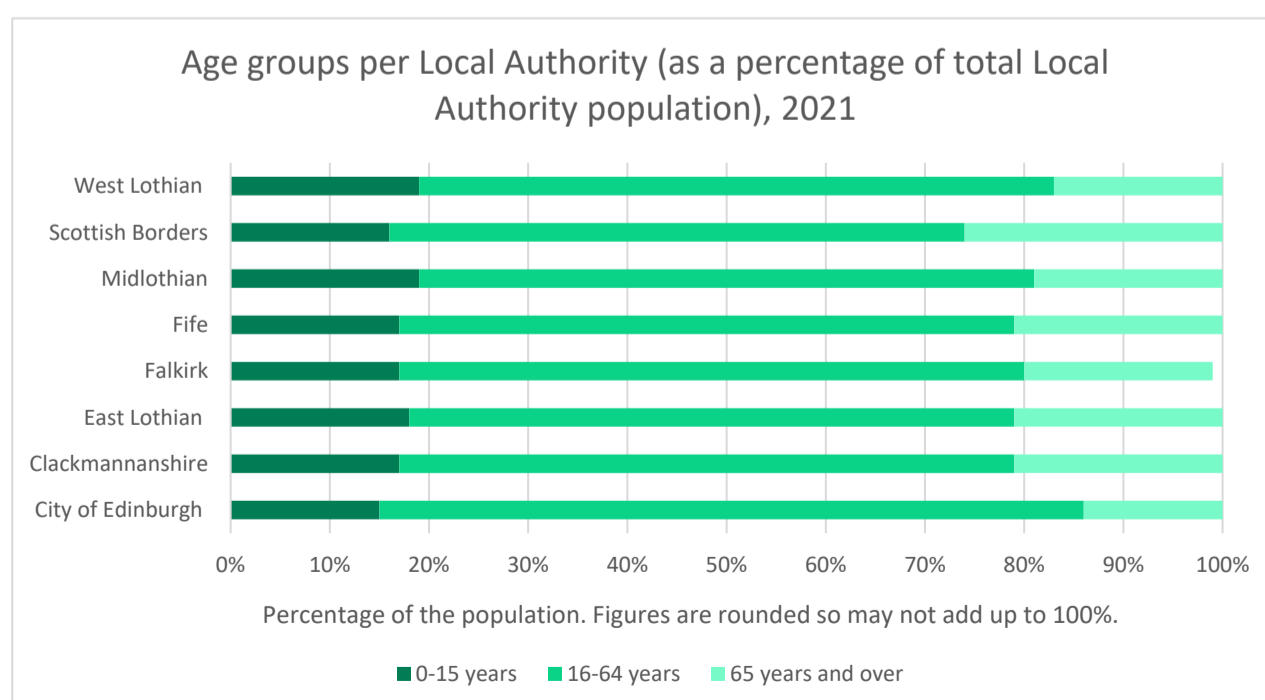
Population statistics - SEStran Region

The SEStran region covers 8,400km², which is just over 10% of Scotland’s landmass. It is hugely diverse and includes areas which fall into every one of the Scottish Government’s six-fold urban-rural classification. The total population of the SEStran area was estimated as 1,609,070 in 2019. The majority of the population is concentrated in the centre of the SEStran area, with a large, sparsely populated rural area to the south, particularly the remote rural areas in the Scottish Borders and East Lothian. The greatest concentration of population is within the City of Edinburgh, which accounts for approximately 33% of the total SEStran region’s population.

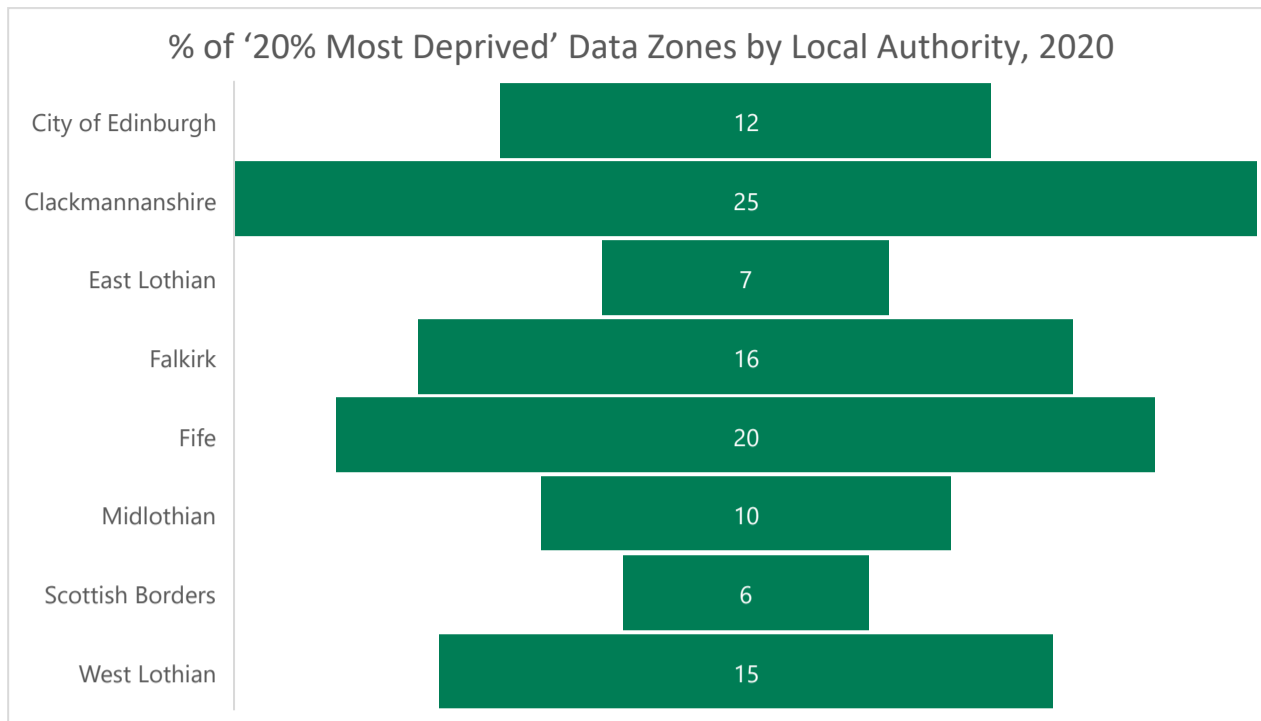
The population within the SEStran region is ageing, with the number of people in the region aged 65 or more increasing by 23.6% between 2009-2019. West Lothian has seen the highest growth in the elderly population (34.3%).

There are variations in levels of employment across the region, although only Clackmannanshire, Falkirk and Fife have an employment rate below the national average. All local authorities have experienced a growth in their employment rates since 2009, with the highest growth being in West Lothian.

Levels of walking as a means of transport and as a way to keep fit or for exercise are higher in the SEStran region than the national average. This suggests higher levels of physical activity, which is beneficial for health, and is further reflected in higher life expectancy rate, compared to the national average.



Source: NRS (2022) Mid-year population estimates Scotland 2021



Source: Scottish Government (2020) Scottish Index of Multiple Deprivation (SIMD20)

Table C10: Evidence

Person category	What is known currently about the experiences of people under this category?	Source
Age	<p>The Scottish population is ageing and in 2020, there were an estimated one million Scotland residents aged sixty-five years or older. By 2040, this will rise to an estimated 1.4 million, or 25% of our population.</p> <p>Scottish Borders has the highest percentage population of people aged 65 and over of all the authorities in the SEStran region.</p> <p>Access to services, such as shops, post offices and healthcare centres, as well as visiting friends and relatives can be difficult for older people, particularly in rural areas. Older people who do not have access to their own car or who have may have lost the right to drive due to eyesight deterioration or other medical problems, are particularly vulnerable to social isolation in rural areas, where services, such as GP surgeries, are too far away to walk, and public transport options are limited.</p> <p>Accessibility issues are more likely to affect older people than other age groups with some older people having limited mobility, hearing or vision impairments, difficulties in understanding information or accessing digital resources and difficulties in alighting to and from transport services or standing for long periods of time.</p> <p>Walking is the most popular mode of travel across all age groups with 67% percent of adults saying they walked more than a quarter of a mile in the past 7 days, slightly higher than the proportion (64%) who said they drove at least once a week, and significantly higher than the proportion (25%) who use the bus at least once a week (Scottish Household Survey, 2019, reported in Scottish Transport Statistics no.39, 2020). Young adults were more likely to have walked to go somewhere (78%) compared with two-thirds of people aged 40-69 and 40% of those aged 80 or over.</p>	<p>Scottish Health Survey, Scottish Government, 2022</p> <p>A More Active Scotland: Scotland's Physical Activity Delivery Plan, Scottish Government, 2018</p> <p>Hands up Survey Scotland, Sustrans, 2020</p>
Children under 12	<p>Data from a 2019 national attitude survey shows that walking participation may be lower amongst those who are 'age and health restricted'. However, a significant proportion still make walking trips, with 48% walking to local shops or services in the past month, compared to 63% of the total survey sample.</p>	<p>Department for Transport (DfT), National Travel Survey, 2014</p>
Children aged 12 – 18	<p>Interventions to improve the walking environment, such as unobstructed and well-maintained footpaths may be particularly important for those who are 'age and health restricted'. In response to the Travel and Transport in Scotland Survey (2020), older residents (55+ years old) were more dissatisfied than younger residents (16-24 years old) with road maintenance (77% vs 46%), pavement maintenance (62% vs 25%) and street cleaning (49% vs 30%). Older residents are more susceptible to safety risks associated with these transport features, where poor pavement maintenance could increase risks of injuries.</p>	<p>National Records of Scotland, Census 2011: Release 3M - Detailed characteristics on Transport in Scotland, 2014</p>
Young people aged 18 – 25	<p>Walking and cycling are both low impact forms of physical activity that are encouraged across all age groups and may be particularly beneficial for those in older age groups who are unable to engage in more strenuous forms of physical activity.</p>	<p>Transport Scotland, 2020d</p>
Older people aged 65 and above	<p>Walking is the most popular mode of travel for children to school (52%, compared with 25% travelling by car or van, 19% travelling by bus and 2% cycling). Although this differs by age, with younger children more likely to walk to school than older children, who are more likely to travel by bus.</p> <p>Child pedestrian casualties accounted for 44% of all pedestrian casualties across all age groups. The journey home from school in the afternoon has been found to have more risks than the journey to school in the morning, especially when walking or cycling. Safety concerns are also heightened for children and young people accessing public transport facilities, such as bus or rail stations, particularly when these are unstaffed or in remote locations.</p> <p>Cycling as a means of transport is more common amongst younger people (age 16-19) than in any other age group, with the lowest levels of cycling seen amongst those age 50+ (Transport and Travel in Scotland, 2019). The provision of quality, segregated and maintained cycle paths is identified as the single biggest enabler of cycling in people aged 50-70, and indicators suggest e-bikes may have a significant role to play in facilitating increased levels of cycling in this age group (Centre for aging better. Exploring the barriers and enablers to active travel among 50-70 year olds).</p> <p>30% of older people (aged over 65) do not associate cycling as an activity for people like them, 18% do not cycle but would like to.</p> <p>Older people are more likely to use public transport for journeys in comparison to other age groups and there has been a 2% increase in the number of people aged 60+ in possession of a concessionary bus pass between 2009 and 2019.</p>	<p>Transport Scotland 2020c</p> <p>Transport and travel in Scotland, 2019</p>

		<p>Mid-year population estimates Scotland 2021, NRS, 2022</p> <p>Scottish Household Survey, 2019, reported in Scottish Transport Statistics no.39, 2020</p> <p>Scottish Government, 2021 Health and social care strategy for older people: Consultation analysis, 2022</p> <p>Paths for all. National survey of attitudes and barriers to walking in Scotland</p> <p>Department for Transport. Active Travel Investment Models: Overview of evidence on increasing active travel, 2019</p> <p>UK Chief Medical Officers' physical activity guidelines,</p>
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		<p>Scottish Government, 2019</p> <p>Cycling for Everyone, Sustrans, 2020</p> <p>Travel and Transport Survey, Scottish Government, 2020</p>
<p>Disability</p> <p>People with a mobility disability (wheelchair user or who can walk only with significant difficulty, often with a walking aid)</p> <p>People who are blind/have visual impairment</p> <p>People who are Deaf/BSL user/have hearing impairment</p> <p>People with a learning disability or cognitive impairment (such as dementia)</p> <p>People who are neurodivergent (such as autism, ADHD, dyslexia)</p>	<p>Around 24% of Scotland's population live with a long-term physical or mental health condition that limits their daily life. Yet, those with long-term limiting illnesses, including disabled, people often experience higher levels of inequality. In areas with a higher level of deprivation, more people live with a limiting condition. In the most deprived areas in Scotland, 33% of adults live with a limiting condition, while 15% of adults lived with a limiting condition in the least deprived areas. Only about 5% of disabled people of working age are in work compared to 80% of non-disabled people of working age. Employment rates vary greatly according to the type of impairment a person has. People with a mental health condition considered a disability have the lowest employment rate of all impairment categories (21%) and the employment rate for people with learning disabilities is 26%.</p> <p>Accessible transport is an important aspect of enabling disabled people to enjoy equal access to full citizenship. Disabled adults are more likely to use the bus than non-disabled adults (11% of journeys vs 7%). In terms of requiring affordable transport options, whilst the National Concessionary Travel Scheme is available to all those who qualify, disabled people are more likely to face transportation cost issues than non-disabled people.</p> <p>Disabled people can face several accessibility issues when using public transport services. These include steps or multi layered stations, lack of pre-journey and real time information, inaccessible transport information, lack of trained support staff, and lack of accessible connectivity between modes. Disabled people tend to have slightly less positive experiences with public transport compared to those who are not disabled. Only 58% of disabled people feel safe and secure on buses or trains at night, in contrast to 73% of non-disabled people. Safety concerns are particularly heightened when public transport facilities are unstaffed or located in relatively remote areas.</p> <p>Disabled people are less likely to hold a driving licence than non-disabled people (51% compared with 75%); they are less likely to have household access to a car (52% compared with 77%), and are less likely to drive everyday (25% compared with 47%). They are more likely to select car / van passenger as their main mode of travel than non-disabled people (18% compared with 12%). Overall, they are still slightly less likely to use car / van as their main mode of travel as either a driver or passenger (60% compared to 66%).</p> <p>A smaller proportion of disabled people meet physical activity recommendations than non-disabled people and providing safe and accessible opportunities for disabled people to be physically active through travel could play an important role in reducing this inequality.</p> <p>Disabled people are slightly more likely to walk as their main mode of transport than non-disabled people (24% of disabled people selected walking as their main mode of transport compared to 21% of non-disabled people). Inaccessible and hostile pedestrian environments that inhibit walking and wheeling can restrict accessibility.</p> <p>23% of disabled people do not associate cycling as an activity for people like them, 31% do not cycle but would like to start.</p> <p>Disabled people may face several barriers to cycling, including inaccessible cycle infrastructure, cost of non-standard cycles, cycles not being legally recognised as mobility aids, lack of cycle facilities to accommodate parking and storage of non-standard cycles, and lack of inclusion in imagery and language used to describe cycling.</p>	<p>Transport Scotland. Disability and Transport, findings from the SHS, 2021</p> <p>Scottish Government. Scotland's Wellbeing – Measuring the National Outcomes for Disabled People, 2019).</p> <p>Cycling for Everyone, Sustrans, 2020</p> <p>Wheels for wellbeing. A guide to inclusive cycling, 2020</p> <p>Transport for All, 2020</p> <p>Scottish Crime and Justice Survey, Scottish</p>

	<p>Cycling rates amongst disabled people are lower than those who are not disabled even though 75% of disabled cyclists use their cycle as a mobility aid, with the same proportion finding cycling easier than walking. However, disabled cyclists cite inaccessible cycle infrastructure, cost of non-standard cycles and the inability to cycle in places where a mobility scooter would be allowed as the biggest barriers to cycling.</p> <p>Disability is one of the five groups of protected characteristics covered by the hate crime legislation. Attacks against disabled people are often different from other hate offences in that they might be perpetrated by friends, family members or carers. In 2021/22, 12.9% of adults who reported being a victim of crime were from disabled, compared to 9.1% of non-disabled adults.</p>	<p>Government, 2023</p>
<p>Gender Reassignment</p>	<p>There is limited data and evidence available on the experiences of transgender people. A 2007 survey of 71 transgender people in Scotland found that 30% of respondents had an income of over £20,000, and 48% of respondents had an income under £10,001. While this dataset covers only a small sample, it is considered reasonable to assume that trans people have lower income, and experience structural disadvantages in accessing employment and training opportunities, and are therefore at a higher risk of transport poverty.</p> <p>Transgender identity is one of the five groups or protected characteristics covered by the hate crime legislation. Nearly half of transgender persons in Scotland experienced a transphobic hate crime or incident in the year previous to 2017, according to estimates. This can impact mental health such as anxiety when using active modes of travel or public transport services. These individuals may feel forced to hide/ modify their identities to avoid discrimination which could exacerbate negative mental health impacts.</p> <p>Transgender or gender non-conforming people may feel less safe, particularly during hours of darkness when places may be poorly lit, and when public transport facilities are unstaffed or in remote locations, for fear of harassment or discrimination.</p> <p>Young people who identify as transgender or non-binary are more likely to have negative experiences with public transport, with 45% experiencing bullying or discrimination while travelling on the bus.</p>	<p>Scottish Transgender Alliance, 2008</p> <p>Stonewall Scotland, 2017</p> <p>Life in Scotland for LGBT Young People, 2020</p> <p>Baseline data report - Young Persons' Free Bus Travel Scheme, Transport Scotland, 2022</p>
<p>Marriage and Civil Partnership</p>	<p>No research has been identified.</p>	
<p>Pregnancy and Maternity</p>	<p>Pregnant women or parents travelling with pushchairs and young children may find journeys are uncomfortable or difficult, especially without rest stops, and may find certain types of public transport options are inaccessible.</p> <p>Pregnant women may have safety concerns about travelling at night or during isolated times of day, and when public transport facilities are unstaffed or in remote locations. They may also find it difficult to travel comfortably by active travel or public transport during peak hours.</p> <p>The unborn children of pregnant women are more vulnerable to the harmful effects of air pollution than others.</p> <p>Walking and cycling are both safer forms of exercise in pregnancy and can provide an important way for pregnant women to maintain good health and wellbeing.</p>	<p>Scottish Health and Inequality Impact Assessment Network. Health and Transport: A guide, 2018</p> <p>UK Chief medical officers report: Physical activity guidelines, 2019</p> <p>NTS2 SEQIA Screening report, Scottish</p>

		Government, 2021
Race	<p>Evidence suggests that people from ethnic minority groups tend to live in low-income urban areas where the risk of assault is higher.</p> <p>Levels of walking for transport are similar amongst white Scottish; white British and Asian, Asian Scottish or Asian British groups (with 65%; 64% and 68% reporting walking as a means of transport in the previous 7 days); however there are higher levels of walking amongst white Polish; Other white and Other groups (75%; 82% and 77% respectively).</p> <p>Levels of cycling are similarly low across all ethnic groups, with slightly higher levels seen amongst white other British; other white; and other groups (with 7%; 14% and 7% respectively saying they had cycled for transport in the past 7 days) compared with the 4%; 5% and 3% of white Scottish; white Polish and Asian, Asian Scottish or Asian British groups.</p> <p>One in five people from ethnic minority groups (20%) state the cost of a suitable cycle as being a barrier for not cycling.</p> <p>Levels of bus use are similar amongst white Scottish and white British groups, with 24% and 19% reporting using the bus in the previous seven days; however there are higher levels of bus use amongst Asian, Asian Scottish or Asian British; white Polish; Other white and Other groups (35%, 36%, 32%, and 42% respectively). Levels of train use are similarly low across all ethnic groups. Those in white Scottish and white other British groups are more likely to use cars, with 45% and 46% respectively reporting car use daily, compared with 37%; 23%; 28% and 29% of white Polish; other white; other and Asian, Asian Scottish, or Asian British respectively.</p> <p>White Scottish (72%) and white other British (81%) groups are also more likely to hold a driving licence than white Polish (50%); other white (53%); other (54%) and Asian, Asian Scottish or Asian British groups (57%). Ethnic minority groups may therefore be more reliant on public transport and active travel. Consequently, issues of cost and safety may disproportionately impact these groups, affecting their outcomes and opportunities.</p> <p>Certain ethnic groups have higher prevalence of disease such as diabetes and cardiovascular disease where increased levels of physical activity and reduced levels of exposure to air pollution would be of benefit.</p> <p>Race is one of the five groups or protected characteristics covered by the hate crime legislation and racial crime is the most commonly reported hate crime with 3,249 charges reported in Scotland in 2017-18. Racial discrimination, harassment or abuse can create a barrier to travel for ethnic minority groups who are more likely to be subject to hate crimes.</p> <p>People from some ethnic groups may feel less safe, particularly during hours of darkness when places may be poorly lit, and when public transport facilities are unstaffed or in remote locations, for fear of harassment or discrimination.</p> <p>Young people from ethnic minority groups are more likely to have experienced bullying or discrimination on buses than those from white ethnic groups: 25% compared to 17%.</p> <p>16% of people from ethnic minority groups do not associate cycling as an activity for people like them, 55% do not cycle but would like to start.</p> <p>33% of people from ethnic minority groups (in comparison to 24% of White people) are not confident in their cycle skills.</p>	<p>Cuthbertson, 2018</p> <p>Scottish Household Survey, 2019, reported in Scottish Transport Statistics no.39, 2020</p> <p>Public Health Scotland. Scottish Migrant and Ethnic Health Research Strategy Group Report, 2014</p> <p>Scottish Government, 2021</p> <p>Cycling for Everyone, Sustrans, 2020</p> <p>Bike Life, Sustrans, 2019</p> <p>Baseline data report - Young Persons' Free Bus Travel Scheme, Transport Scotland, 2022</p>
Religion or Belief	<p>Religion is one of the five groups or protected characteristics covered by the hate crime legislation. Safety, and perceptions of safety, are important for people from particular religious or faith communities, for whom concern about hate crime is a particular issue. For religious people who have a marked religious identity through clothing there is an increased risk of harassment or discrimination.</p>	<p>Department for Transport, 2020</p> <p>Scotland's Census, Scottish</p>

	<p>Over a third of the Scottish population (36.6%) do not have a stated religion and this is the largest category within the 2011 census. Next to this 32.4% of people identified the Church of Scotland as their main belief and 15.9% identified the Roman Catholic Church. There are a number of other religious minorities in Scotland, with Muslim being the largest of these at 1.5%.</p> <p>With regards to poverty, 52% of Muslim adults are living in relative poverty after housing costs. This is more than double the percentage of the next highest group 'Other Religion' for which 21% are living in relative poverty. Muslims had significantly lower median hourly earnings (£9.19) than those of no religion or Christians (both £11.39). As such, this group might be more vulnerable to the costs of transport and face barriers in accessing employment, education, healthcare and other services as a result.</p>	<p>Government, 2011</p> <p>Scottish Government, 2021</p>
<p>Sex</p>	<p>Women are more likely to make multi-stop and multi-purpose trips, combining travel to work with trips for other purposes such as taking children to school, looking after family members or shopping.</p> <p>The proportion of men and women who report walking as a means of transport is similar (68% of men compared with 65% of women).</p> <p>A higher proportion of men cycle, with 6% of men having done so as a means of transport in the last week compared to 3% of women.</p> <p>Women are more likely to use the bus, with 26% of women taking the bus at least once a week compared to 23% of men.</p> <p>Women's concerns when travelling by public transport largely relate to gender-based violence and assault, including sexual harassment when travelling, especially at night.</p> <p>A slightly higher proportion of young women (17%) have experienced bullying or discrimination on buses than men (15%).</p> <p>Women report feeling less safe than men when cycling, particularly during hours of darkness, and road-space reallocation to provide dedicated space for cycling is cited as being more important to women than men.</p> <p>17% of women do not associate cycling as an activity for people like them, 36% of women do not cycle but would like to start.</p> <p>20% of women stated that having to travel with children, other passengers or too much stuff to carry was a barrier that stops them from cycling. 39% of women would find access to a cargo cycle helpful for them to cycle more or start cycling.</p> <p>35% of women (in comparison to 15% of men) are not confident in their cycle skills.</p> <p>Teenage girls have reported they choose not to cycle because of negative stereotypes, a lack of role models and low levels of cycle confidence. A Sustrans study conducted in Brighton and Hove found that just 0.4 percent of secondary school-aged girls' cycle to school regularly, compared to 4.7 percent of boys.</p>	<p>Scottish Household Survey, 2019, reported in Scottish Transport Statistics no.39, 2020</p> <p>Sustrans. Inclusive city cycling: Reducing the gender gap, 2019</p> <p>NTS2 SEQIA screening report, 2021</p> <p>Cycling for Everyone, Sustrans, 2020</p> <p>Bike Life, Sustrans, 2019</p> <p>Girls' Bike Club: building confidence and self belief for secondary school girls, Sustrans, 2021</p> <p>Baseline data report - Young Persons' Free Bus Travel Scheme,</p>

		Transport Scotland, 2022
Sexual Orientation	<p>Sexual orientation is one of the five groups of protected characteristics covered by the hate crime legislation and the most pertinent issue faced by this group relates to fears about intimidation, violence and/or abuse. It is estimated that 17% of LGBT people, and one in four disabled LGBT people, experienced a hate crime in the twelve months prior to 2017, an increase from 9% in 2013.</p> <p>LGBTQ+ people may feel less safe, particularly during hours of darkness when places may be poorly lit, and when public transport facilities are unstaffed or in remote locations, for fear of harassment or discrimination.</p> <p>Young people who identify as LGBT are more likely to have experienced bullying or discrimination while travelling on buses: 43% compared to 18% of those who identify as straight/heterosexual.</p>	<p>Stonewall Scotland, 2017</p> <p>Baseline data report - Young Persons' Free Bus Travel Scheme, Transport Scotland, 2022</p>
Socio-Economic Disadvantage (People without access to regular income or savings, such as unemployed, single parents, people with lower education or literacy, looked after children, those with protected characteristics)	<p>National trends indicate that income poverty disproportionately impacts groups who face existing structural disadvantages, including disabled people, women and specific ethnic groups. This can lead to poor health and wellbeing outcomes, and detrimentally affect the equality of opportunity a person experiences.</p> <p>There are variations in levels of employment across the SEStran region, although only Clackmannanshire, Falkirk and Fife have an employment rate below the national average. All local authorities have experienced a growth in their employment rates since 2009, with the highest growth being in West Lothian.</p> <p>When looking at the main method of travel to school by SIMD quintiles, those in the lower two quintiles (i.e. the 40% most deprived) are more likely to walk to school or travel by bus while those in the upper two quintiles (i.e. the 40% least deprived) are more likely to travel by car or by school bus.</p> <p>Those living in the 10% most deprived areas of Scotland are more likely to walk or take the bus to work.</p> <p>People living in deprived areas tend to have higher levels of exposure to road traffic risk, with greater proximity to high volumes of fast-moving traffic and on-street parking.</p> <p>Being able to access education, employment and training are critical for low-income households as a means of escaping poverty, as well as for their general wellbeing and improved access to transport is a key enabler to this. Evidence indicates that the jobs that can be more easily done at home are also better paid on average than those that cannot. 15% of employees work fully from home (2022), a significant drop from 38% in 2021. In direct contrast, 39% are working hybrid, compared with 16% in 2021. The majority of these work from home for 50% or more of their time. An unchanged 46% of employees don't work from home at all. Those on the lowest salaries most likely to be in occupations where homeworking is not available. Over 9% of those in 'caring, leisure and other service', 'process, plant and machine operatives' and 'elementary' occupations don't work from home at all.</p> <p>There is a significant difference in objective pay between key and non-key workers, with a median of £25,837 and £31,200 respectively.</p> <p>Affordable and accessible transport can allow children from low-income households to access education and recreational opportunities, and allow parents to balance their parenting with their own educational or employment commitments. Furthermore, recent research by Transport Scotland found that travel cost is also an issue for families with young people pursuing further education. Yearly travel passes are expensive and can diminish considerable portions of most household budgets with nearly one third of respondents to a recent survey (31.4%) stating that they pay more than £12 to travel to school, college, or university each week.</p> <p>Evidence shows that access to bikes also increases with household income and household size with bicycle access being higher in rural areas than urban areas.</p> <p>People more likely to be at risk of deprivation (19%) state the cost of a suitable cycle as being a barrier for not cycling.</p> <p>15% of people more likely to be at risk of deprivation think that cycle security is good in their local area.</p>	<p>Labour Market Statistics, Scottish Government, 2021, Poverty Alliance, 2018</p> <p>Scottish Youth Parliament, 2019</p> <p>Scottish Government, 2021</p> <p>Christie et al, 2010</p> <p>Transport Scotland, 2020</p> <p>Cycling for Everyone, Sustrans,</p> <p>Bike Life, Sustrans, 2019</p> <p>Scottish Crime and Justice Survey, Scottish</p>

	<p>'20% Most Deprived' SIMD Data Zones are the least likely to go into 'Positive Destinations' (e.g. higher education, further education, training, employment, voluntary work and activity agreements) (90.4%) compared to those from the '20% Least Deprived' areas (97.2%). Notably the '20% Most Deprived' Data Zones are primarily located within Urban Areas and their suburbs.</p> <p>Of those more likely to be at risk of deprivation (socio-economic groups D and E), 20% do not associate cycling as an activity for people like them, and 38% do not cycle but would like to start.</p> <p>There is strong relationship between deprivation and pedestrian casualties. In particular, children and young people from deprived areas were found to be involved in traffic injuries, for whom the risk was highest on main roads and on residential roads near shops and leisure services.</p> <p>In 2021/22, 13.7% of adults who reported being a victim of crime were from 15% most deprived areas in Scotland, compared to 9.4% from the rest of Scotland.</p>	<p>Government, 2023 Working Lives Scotland, CIPD, 2022</p>
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C.4 **Assessment of Impacts**

Tables C3-C8 present an assessment of potential impacts on each person category from projects within each of the six SEStran People and Places priority intervention types. These impacts were identified taking account of the evidence available at the time of the IIA. For each person category, the likely benefits from active and sustainable travel behaviour change initiatives, the risks of not delivering initiatives, and potential mitigation measures identified, as well as whether any further research, data collection, or engagement work required.

Priority intervention 1: Intensive programmes of delivery in targeted communities

The intended outcomes of this priority intervention are to:

- Increase the number of journeys by active and sustainable modes in and around the target community
- Reduce number of short trips being made by car
- Improve perceptions of accessibility to local goods/services, education and employment by non-car modes
- Increase the amount of walking, wheeling and cycling for physical activity
- Enable people that were previously excluded from using active or sustainable modes for some journeys to do so

Potential measures include:

- Access to cycles, including cycle hire/share schemes, bike recycling, adapted cycles, and associated equipment
- Cycle and scooter storage
- Cycle skills training (including support for Bikeability Scotland, bike maintenance, adult cycle training and ride leader)
- Walk leader training
- Promotional activities (including campaigns, challenges and events)
- Signage and information
- Travel plans
- Dr Bike
- Social prescribing
- Street audits and installation of recommended facilities
- Community engagement and education
- Incentive programmes
- Multi-modal hubs

Table C11: Impact assessment - Intensive programmes of delivery in targeted communities

Person category	What are the anticipated benefits/opportunities that active and sustainable travel behaviour change can deliver for this person category?	What are the risks/impacts of not delivering inclusive active and sustainable travel behaviour change, and hence exacerbating inequalities, for this person category?	Assessment impact (H = high negative impact, M = medium negative impact, L = low negative impact, N = no impact, P = positive impact, U = unsure)	Recommendation for short-term action by SEStran/partners to mitigate risks? (Yes / to consider / no)
<p>Age</p> <p>Children under 12</p> <p>Children aged 12 – 18</p> <p>Young people aged 18 – 25</p> <p>Older people aged 65 and above</p>	<ul style="list-style-type: none"> • Increased levels of physical activity • Active and sustainable travel behaviours embedded from an early age • Improved concentration and educational attainment • Increased awareness of road safety • Improved cycle skills and road safety confidence • Increased social interactions • Increased independence • Improved access to employment, education and training • Increased access to bikes • Reduce reliance on digital devices for wayfinding • Improved safety, comfort, and accessibility as a result of improved pedestrian infrastructure • Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> • Not everyone has access to the internet, reliable devices or the digital literacy skills to participate in online consultations, or ability to participate in street audits or related activities. If these aren't accessible, this will create barriers to participation for particular groups, including older people. • If communications language and imagery is not inclusive, younger people and older people may feel excluded. • In areas with poor cycling infrastructure, inadequate footways, or heavy traffic, safety concerns may discourage people from using active travel options. This could disproportionately affect people who lack confidence cycling in heavy traffic, including older adults. 	<p>P</p>	<p>Yes</p>
<p>Disability</p> <p>People with a mobility disability (wheelchair user or who can walk only with significant difficulty, often with a walking aid)</p> <p>People who are blind/have visual impairment</p> <p>People who are Deaf/BSL user/have hearing impairment</p> <p>People with a learning disability or cognitive impairment (such as dementia)</p> <p>People who are neurodivergent (such as autism, ADHD, dyslexia)</p>	<ul style="list-style-type: none"> • Increased awareness of road safety • Improved cycle skills and road safety confidence • Increased access to bikes (including adaptive bikes) • Improved safety, comfort and accessibility as a result of improved pedestrian infrastructure • Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> • Not everyone has access to the internet, reliable devices or the digital literacy skills to participate in online consultations, or ability to participate in street audits or activities. If these aren't accessible, this will create barriers to participation for particular groups, including older people. • People with disabilities who are excluded from active travel may miss out on the numerous health benefits associated with active travel. This can also limit social interaction and increase feelings of social isolation. • If communications language and imagery is not inclusive, disabled people may feel excluded. • In areas with poor cycling infrastructure, inadequate footways, or heavy traffic, safety concerns may discourage people from using active travel options. This could disproportionately affect people who lack confidence cycling in heavy traffic, including older adults. • Safety concerns of protected groups like disabled people need to be considered. 	<p>L</p>	<p>Yes</p>

Gender Reassignment	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence Increased awareness of public transport and other sustainable transport options Community groups can leverage their existing networks to reach out to diverse populations within the community, this ensures that people from protected groups have the opportunity to benefit from active and sustainable travel. 	<ul style="list-style-type: none"> Safety concerns of protected groups like transgender people need to be considered, particularly given they already express safety concerns and are more likely to be victims of discrimination and hate crimes. 	N	To consider
Marriage and Civil Partnership	There is no evidence that, in isolation, married people or people in civil partnerships will be affected differently by the programme		N	No
Pregnancy and Maternity	<ul style="list-style-type: none"> Maintain/increase levels of physical activity Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> Some women might feel intimidated cycling in a co-educational group. In areas with poor cycling infrastructure, inadequate footways, or heavy traffic, safety concerns may discourage people from using active travel options. This could disproportionately affect people who lack confidence cycling in heavy traffic. 	P	No
Race	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence Improved access to bikes Increased awareness of public transport and other sustainable transport options Community groups can leverage their existing networks to reach out to diverse populations within the community, this ensures that people from protected groups have the opportunity to benefit from active and sustainable travel. 	<ul style="list-style-type: none"> If communications language and imagery is not inclusive, people from ethnic minority groups may feel excluded. 	P	Yes
Religion or Belief	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence Increased awareness of public transport and other sustainable transport options Community groups can leverage their existing networks to reach out to diverse populations within the community, this ensures that people from protected groups have the opportunity to benefit from active and sustainable travel. 	<ul style="list-style-type: none"> Safety concerns of protected groups like religious people, particularly those who have a marked identity through clothing, need to be considered. 	P	Yes
Sex	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence for women. Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> In areas with poor cycling infrastructure, inadequate footways, or heavy traffic, safety concerns may discourage people from using active travel options. This could disproportionately affect people who lack confidence cycling in heavy traffic. Some women, especially beginners, might feel intimidated cycling in a co-educational group. 	P	Yes
Sexual Orientation	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence. Increased awareness of public transport and other sustainable transport options Community groups can leverage their existing networks to reach out to diverse populations within the community, this ensures that people from protected groups have the opportunity to benefit from active and sustainable travel. 	<ul style="list-style-type: none"> Safety concerns of protected groups like LGBTQ+ people need to be considered, particularly given they already express safety concerns and are more likely to be victims of discrimination and hate crimes. 	N	To consider
Socio-Economic Disadvantage (people without access to regular	<ul style="list-style-type: none"> Increased awareness of road safety Improved cycle skills and road safety confidence Improved access to training and employment 	<ul style="list-style-type: none"> Not everyone has access to the internet, reliable devices or the digital literacy skills to participate in online consultations, or ability to participate in street audits or related activities. If 	P	Yes

<p>income or savings, such as unemployed, single parents, people with lower education or literacy, looked after children, those with protected characteristics)</p>	<ul style="list-style-type: none"> • Increased access to bikes • Reduce reliance on digital devices for wayfinding • Increased awareness of public transport and other sustainable transport options • Incentives could make public transport more affordable • Community groups can leverage their existing networks to reach out to diverse populations within the community, this ensures that people from protected groups have the opportunity to benefit from active and sustainable travel. 	<p>these aren't accessible, this will create barriers to participation for particular groups, including older people.</p> <ul style="list-style-type: none"> • Requiring income proof risks excluding low-income individuals who could benefit from access to bike programmes. Financial incentives for active and sustainable travel, like bicycle subsidies and discounted transport passes, might not be helpful for low-income employees who can't afford a bicycle or public transport in the first place. • Not having somewhere safe to store a bike might deter individuals from getting a bike. • Many key workers work outside of traditional business hours (9am to 5pm), including shift work, weekend work and long hours, meaning they may be excluded from attending activities routinely run at certain times during the day/week. 		
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Priority intervention 2: Intensive programmes of delivery in school catchment areas

The intended outcomes of this priority are to:

- Increase the number of journeys made by young people by active and sustainable modes to school and for other commonly-made journeys
- Increase the number of journeys made by parents/carers by active and sustainable modes to school and for other commonly-made journeys
- Reduce the number of journeys made by car to school and for other commonly-made journeys
- Improve perceptions of accessibility to school by non-car modes
- Enable people that were previously excluded from using active or sustainable modes for some journeys to do so

Potential measures include:

- Access to cycles, including cycle hire/share schemes, bike recycling, adapted cycles, and associated equipment
- Cycle and scooter storage
- Cycle skills training (including support for Bikeability Scotland, bike maintenance, adult cycle training and ride leader)
- Walk leader training
- Promotional activities (including campaigns, challenges and events)
- Signage and information
- Travel plans
- Community engagement and education
- Incentive programmes

Table C12: Impact assessment - Intensive programmes of delivery in school catchment areas

Person category	What are the anticipated benefits/opportunities that active and sustainable travel behaviour change can deliver for this person category?	What are the risks/impacts of not delivering inclusive active and sustainable travel behaviour change, and hence exacerbating inequalities, for this person category?	Assessment impact (H = high negative impact, M = medium negative impact, L = low negative impact, N = no impact, P = positive impact, U = unsure)	Recommendation for short-term action by SEStran/partners to mitigate risks? (Yes / to consider / no)
Age Children under 12 Children aged 12 – 18 Young people aged 18 – 25 Older people aged 65 and above	<ul style="list-style-type: none"> Increased levels of physical activity Improved access to education and training Active and sustainable travel behaviours embedded from an early age Improved concentration and educational attainment Improved access to bikes Increased awareness of road safety Improved cycle skills and road safety confidence Increased social interactions Increased independence Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> If the school is located in an area with poor cycling infrastructure, inadequate footways, or heavy traffic, safety concerns may discourage parents/carers from allowing their children to actively travel to/from school. Engaging with secondary schools and their associated feeder primary schools could result in faith schools and additional support needs schools not being able to access the same support offers. If communications language and imagery is not inclusive, carers (such as grandparents) may feel excluded. 	P	Yes
Disability People with a mobility disability (wheelchair user or who can walk only with significant difficulty, often with a walking aid) People who are blind/have visual impairment People who are Deaf/BSL user/have hearing impairment People with a learning disability or cognitive impairment (such as dementia) People who are neurodivergent (such as autism, ADHD, dyslexia)	<ul style="list-style-type: none"> Improved access to bikes Increased awareness of road safety Improved cycle skills and road safety confidence Increased social interactions Increased independence Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> Lack of appropriate equipment (for example adapted bikes), could exclude children with disabilities from participating in activities. Cycling only challenges will exclude those unable to cycle. Engaging with secondary schools and their associated feeder primary schools could result in additional support needs schools not being able to access the same support offers. If communications language and imagery is not inclusive, individuals with disabilities may feel excluded. Safety concerns of protected groups like disabled children and young people need to be considered. 	L	Yes
Gender Reassignment	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> Safety concerns of protected groups like transgender young people need to be considered, particularly given they already express safety concerns and are more likely to be victims of discrimination and hate crimes. 	N	To consider

Marriage and Civil Partnership	There is no evidence that, in isolation, married people or people in civil partnerships will be affected differently by the programme		N	No
Pregnancy and Maternity	<ul style="list-style-type: none"> Maintain/increase levels of physical activity Increased awareness of public transport and other sustainable transport options 		P	No
Race	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence Improved access to bikes Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> Safety concerns of protected groups like ethnic minorities need to be considered, particularly given they already express safety concerns and are more likely to be victims of racial discrimination and hate crimes. If communications language and imagery is not inclusive, children and young people, and their parents and carers from ethnic minority groups might not feel cycling is an activity for people like them. Lack of appropriate equipment (for example bikes), could exclude children and young people from participating in activities. 	P	Yes
Religion or Belief	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> In accordance with their religion, baptised Sikhs are required to wear their hair uncut and wrapped in a turban. During activities where helmets are mandated, children and young people who wear a turban may feel excluded from taking part. Safety concerns of protected groups like religious children or young people, particularly those who have a marked identity through clothing, need to be considered. 	P	Yes
Sex	<ul style="list-style-type: none"> Increased levels of physical activity in teenage girls Improved cycle skills and road safety confidence for teenage girls Increased independence for teenage girls Improved access to higher education and training for teenage girls Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> If communications imagery is not inclusive, teenage girls may not feel cycling is an activity for them. Some young women might feel intimidated cycling in a co-educational group. 	P	Yes
Sexual Orientation	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> Safety concerns of protected groups like LGBTQ+ young people need to be considered, particularly given they already express safety concerns and are more likely to be victims of discrimination and hate crimes. 	N	To consider
Socio-Economic Disadvantage (People without access to regular income or savings, such as unemployed, single parents, people with lower education or literacy, looked after children, those with protected characteristics)	<ul style="list-style-type: none"> Increased levels of physical activity Active and sustainable travel behaviours embedded from an early age Improved concentration and educational attainment Increased awareness of road safety Improved cycle skills and road safety confidence Increased social interactions Increased independence Improved access to education and training Improved access to bikes Increased awareness of public transport and other sustainable transport options Incentives could make public transport more affordable 	<ul style="list-style-type: none"> Lack of appropriate equipment (for example bikes), could exclude children and young people from participating in activities. 	P	Yes

Priority intervention 3: Focusing on sites that are major trip generators

The intended outcomes of this priority are to:

- Reduce the number of journeys made by car from or to major trip generators
- Increase the number of journeys made by active and sustainable modes from or to major trip generators
- Improve perceptions of accessibility from or to major trip generators by non-car modes
- Enable people that were previously excluded from using active or sustainable modes for some journeys to do so

Potential measures include:

- Access to cycles, including cycle hire/share schemes, bike recycling, adapted cycles, and associated equipment
- Cycle and scooter storage
- Cycle skills training (including support for Bikeability Scotland, bike maintenance, adult cycle training and ride leader)
- Walk leader training
- Promotional activities (including campaigns, challenges and events)
- Signage and information
- Travel plans
- Dr Bike
- Street audits and installation of recommended facilities
- Community engagement and education
- Incentive programmes
- Multi-modal hubs

Table C13: Impact assessment - Focusing on sites that are major trip generators

Person category	What are the anticipated benefits/opportunities that active and sustainable travel behaviour change can deliver for this person category?	What are the risks/impacts of not delivering inclusive active and sustainable travel behaviour change, and hence exacerbating inequalities, for this person category?	Assessment impact (H = high negative impact, M = medium negative impact, L = low negative impact, N = no impact, P = positive impact, U = unsure)	Recommendation for short-term action by SEStran/partners to mitigate risks? (Yes / to consider / no)
Age Children under 12 Children aged 12 – 18 Young people aged 18 – 25 Older people aged 65 and above	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence Improved access to employment, education and training Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> If the site is located in an area with poor cycling infrastructure, inadequate footways, limited public transport or heavy traffic, safety concerns may discourage people from using active travel and sustainable options. 	P	Yes
Disability People with a mobility disability (wheelchair user or who can walk only with significant difficulty, often with a walking aid) People who are blind/have visual impairment People who are Deaf/BSL user/have hearing impairment People with a learning disability or cognitive impairment (such as dementia) People who are neurodivergent (such as autism, ADHD, dyslexia)	<ul style="list-style-type: none"> Increased awareness of road safety Improved cycle skills and road safety confidence Increased social interactions Increased independence Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> Cycling only activities will exclude those unable to cycle. Projects that heavily promote cycling or walking might disadvantage people with disabilities, injuries or chronic health conditions that limit their mobility. Lack of appropriate equipment (for example adapted bikes), could exclude those with disabilities from participating in activities. If communications language and imagery is not inclusive, individuals with disabilities may feel excluded. Safety concerns of protected groups like disabled people need to be considered. 	L	Yes
Gender Reassignment	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> Safety concerns of protected groups like transgender young people need to be considered, particularly given they already express safety concerns and are more likely to be victims of discrimination and hate crimes. 	N	To consider
Marriage and Civil Partnership	There is no evidence that, in isolation, married people or people in civil partnerships will be affected differently by the programme.		N	No

Pregnancy and Maternity	<ul style="list-style-type: none"> Maintain/increase levels of physical activity Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> People with inflexible work hours or childcare responsibilities may find it difficult to commit to an active or sustainable commute that is less convenient than other modes. This could impact working parents, particularly mothers. 	P	Yes
Race	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence Improved access to bikes Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> Racial discrimination, harassment or abuse can create a barrier to travel for ethnic minority groups who are more likely to be subject to hate crimes. If communications language and imagery is not inclusive, people from ethnic minority groups might not feel cycling is an activity for people like them. Lack of appropriate equipment (for example bikes), could exclude people from ethnic minority groups from participating in activities. 	P	Yes
Religion or Belief	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> Safety concerns of protected groups like religious people, particularly those who have a marked identity through clothing, need to be considered. 	P	To consider
Sex	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence for women Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> Some women might feel intimidated cycling in a co-educational group. 	P	Yes
Sexual Orientation	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> Safety concerns of protected groups like LGBTQ+ people need to be considered, particularly given they already express safety concerns and are more likely to be victims of discrimination and hate crimes. 	N	To consider
Socio-Economic Disadvantage (People without access to regular income or savings, such as unemployed, single parents, people with lower education or literacy, looked after children, those with protected characteristics)	<ul style="list-style-type: none"> Increased awareness of road safety Improved cycle skills and road safety confidence Improved access to training and employment Improved access to bikes Increased awareness of public transport and other sustainable transport options Incentives could make public transport more affordable 	<ul style="list-style-type: none"> Financial incentives for active and sustainable travel, like bicycle subsidies, might not be helpful for low-income employees who can't afford a bicycle in the first place. Key workers may travel during low-light hours, which can feel less safe for cyclists and pedestrians, especially without proper infrastructure like streetlights or dedicated cycle tracks, as well as public transport users. 	P	Yes

Priority intervention 4: Focusing on areas with significant new active travel infrastructure or improved public transport services

The intended outcomes of this priority are to:

- Increase the use of the new infrastructure or services
- Improve perceptions of active travel and public transport
- Enable people that were previously excluded from using active or sustainable modes for some journeys to do so

Potential measures include:

- Access to cycles, including cycle hire/share schemes, bike recycling, adapted cycles, and associated equipment
- Cycle and scooter storage
- Cycle skills training (including support for Bikeability Scotland, bike maintenance, adult cycle training and ride leader)
- Walk leader training
- Promotional activities (including campaigns, challenges and events)
- Signage and information
- Travel plans
- Dr Bike
- Social prescribing
- Street audits and installation of recommended facilities
- Community engagement and education
- Incentive programmes

Table C14: Focusing on areas with significant new active travel infrastructure or improved public transport services

Person category	What are the anticipated benefits/opportunities that active and sustainable travel behaviour change can deliver for this person category?	What are the risks/impacts of not delivering inclusive active and sustainable travel behaviour change, and hence exacerbating inequalities, for this person category?	Assessment impact (H = high negative impact, M = medium negative impact, L = low negative impact, N = no impact, P = positive impact, U = unsure)	Recommendation for short-term action by SEStran/partners to mitigate risks? (Yes / to consider / no)
Age Children under 12 Children aged 12 – 18 Young people aged 18 – 25 Older people aged 65 and above	<ul style="list-style-type: none"> Increased levels of physical activity Active and sustainable travel embedded from an early age Improved concentration and educational attainment Increased awareness of road safety Improved cycle skills and road safety confidence Increased social interactions Increased independence Improved access to employment, education and training Reduce reliance on digital devices for wayfinding Improved safety, comfort, and accessibility as a result of improved infrastructure Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> If communications language and imagery is not inclusive, younger people and older people may feel excluded. 	P	Yes
Disability People with a mobility disability (wheelchair user or who can walk only with significant difficulty, often with a walking aid) People who are blind/have visual impairment People who are Deaf/BSL user/have hearing impairment People with a learning disability or cognitive impairment (such as dementia) People who are neurodivergent (such as autism, ADHD, dyslexia)	<ul style="list-style-type: none"> Increased awareness of road safety Improved cycle skills and road safety confidence Increased access to bikes (including adaptive bikes) Improved safety, comfort and accessibility as a result of improved pedestrian infrastructure Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> People with disabilities who are excluded from active travel may miss out on the numerous health benefits associated with active travel. This can also limit social interaction and increase feelings of social isolation. If communications language and imagery is not inclusive, disabled people may feel excluded. Safety concerns of protected groups like disabled people need to be considered. 	L	Yes
Gender Reassignment	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> Safety concerns of protected groups like transgender people need to be considered, particularly given they already express safety concerns and are more likely to be victims of discrimination and hate crimes. 	N	To consider

	<ul style="list-style-type: none"> Community groups can leverage their existing networks to reach out to diverse populations within the community, this ensures that people from protected groups have the opportunity to benefit from active and sustainable travel. 			
Marriage and Civil Partnership	There is no evidence that, in isolation, married people or people in civil partnerships will be affected differently by the programme		N	No
Pregnancy and Maternity	<ul style="list-style-type: none"> Maintain/increase levels of physical activity Increased awareness of public transport and other sustainable transport options 		P	No
Race	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence Improved access to bikes Increased awareness of public transport and other sustainable transport options Community groups can leverage their existing networks to reach out to diverse populations within the community, this ensures that people from protected groups have the opportunity to benefit from active and sustainable travel. 	<ul style="list-style-type: none"> If communications language and imagery is not inclusive, people from ethnic minority groups may feel excluded. 	P	Yes
Religion or Belief	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence Increased awareness of public transport and other sustainable transport options Community groups can leverage their existing networks to reach out to diverse populations within the community, this ensures that people from protected groups have the opportunity to benefit from active travel. 	<ul style="list-style-type: none"> Safety concerns of protected groups like religious people, particularly those who have a marked identity through clothing, need to be considered. 	P	Yes
Sex	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence for women. Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> Some women, especially beginners, might feel intimidated cycling in a co-educational group. 	P	Yes
Sexual Orientation	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence. Increased awareness of public transport and other sustainable transport options Community groups can leverage their existing networks to reach out to diverse populations within the community, this ensures that people from protected groups have the opportunity to benefit from active and sustainable travel. 	<ul style="list-style-type: none"> Safety concerns of protected groups like LGBTQ+ people need to be considered, particularly given they already express safety concerns and are more likely to be victims of discrimination and hate crimes. 	N	To consider
Socio-Economic Disadvantage (people without access to regular income or savings, such as unemployed, single parents, people with lower education or literacy, looked after children, those with protected characteristics)	<ul style="list-style-type: none"> Increased awareness of road safety Improved cycle skills and road safety confidence Improved access to employment, education and training Increased access to bikes Reduce reliance on digital devices for wayfinding Increased awareness of public transport and other sustainable transport options Incentives could make public transport more affordable Community groups can leverage their existing networks to reach out to diverse populations within the community, this ensures that people from protected groups have the opportunity to benefit from active and sustainable travel. 	<ul style="list-style-type: none"> Requiring income proof risks excluding low-income individuals who could benefit from access to bike programmes. Financial incentives for active and sustainable travel, like bicycle subsidies, might not be helpful for low-income employees who can't afford a bicycle in the first place. Not having somewhere safe to store a bike might deter individuals from getting a bike. Many key workers work outside of traditional business hours (9am to 5pm), including shift work, weekend work and long hours, meaning they may be excluded from attending activities routinely run at certain times during the day/week. 	P	Yes

Priority intervention 5: Programmes to promote opportunities for multi-modal journeys

The intended outcomes of this priority are to:

- Improve perceptions of accessibility to public transport
- Increase the use of public transport
- Improve perceptions of transport integration
- Reduce the number of medium-length and longer trips being made by car
- Enable people that were previously excluded from using active or sustainable modes for some journeys to do so

Potential measures include:

- Access to cycles, including cycle hire schemes, bike recycling, adapted cycles, and associated equipment
- Cycle and scooter storage
- Cycle skills training (including support for Bikeability Scotland, bike maintenance, adult cycle training and ride leader)
- Walk leader training
- Promotional activities (including campaigns, challenges and events)
- Signage and information
- Travel plans
- Community engagement and education
- Incentive programmes
- Dr Bike
- Street audits and installation of recommended facilities
- Multi-modal hubs

Table C15: Impact assessment - Programmes to promote opportunities for multi-modal journeys

Person category	What are the anticipated benefits/opportunities that active and sustainable travel behaviour change can deliver for this person category?	What are the risks/impacts of not delivering inclusive active and sustainable travel behaviour change, and hence exacerbating inequalities, for this person category?	Assessment impact (H = high negative impact, M = medium negative impact, L = low negative impact, N = no impact, P = positive impact, U = unsure)	Recommendation for short-term action by SEStran/partners to mitigate risks? (Yes / to consider / no)
Age Children under 12 Children aged 12 – 18 Young people aged 18 – 25 Older people aged 65 and above	<ul style="list-style-type: none"> Improved travel skills and confidence Improved access to employment, education and training Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> Not everyone has access to the internet, reliable devices or the digital literacy skills to participate in online consultations, or ability to participate in street audits or related activities. If these aren't accessible, this will create barriers to participation for particular groups, including older people. If hubs are located in areas with poor cycling infrastructure, inadequate footways, or heavy traffic, safety concerns may discourage people from using the hub. This could disproportionately affect people who lack confidence cycling in heavy traffic, including older adults. 	P	Yes
Disability People with a mobility disability (wheelchair user or who can walk only with significant difficulty, often with a walking aid) People who are blind/have visual impairment People who are Deaf/BSL user/have hearing impairment People with a learning disability or cognitive impairment (such as dementia) People who are neurodivergent (such as autism, ADHD, dyslexia)	<ul style="list-style-type: none"> Increased awareness of road safety Improved cycle skills and road safety confidence Increased social interactions Increased independence Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> Not everyone has access to the internet, reliable devices or the digital literacy skills to participate in online consultations (e.g. street audits) or activities. If these aren't accessible, this will create barriers to participation for particular groups, including older people. If communications language and imagery is not inclusive, disabled people may feel excluded. If hubs have poor active travel connections or are in highly trafficked areas, individuals who are less confident cycling in traffic, or have mobility issues, may be discouraged from using the hub. The ability to run activities (led walks, rides, cycle skills) would also be limited. Safety concerns of protected groups like disabled people need to be considered. 	L	Yes
Gender Reassignment	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> Safety concerns of protected groups like transgender people need to be considered, particularly given they already express safety concerns and are more likely to be victims of discrimination and hate crimes. 	N	To consider
Marriage and Civil Partnership	There is no evidence that, in isolation, married people or people in civil partnerships will be affected differently by the programme.		N	No

Pregnancy and Maternity	<ul style="list-style-type: none"> Maintain/increase levels of physical activity Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> People with inflexible work hours or childcare responsibilities may find it difficult to commit to an active or sustainable commute that is less convenient than other modes. This could impact working parents, particularly mothers. 	P	Yes
Race	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence Improved access to bikes Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> Racial discrimination, harassment or abuse can create a barrier to travel for ethnic minority groups who are more likely to be subject to hate crimes. If communications language and imagery is not inclusive, people from ethnic minority groups might not feel cycling is an activity for people like them. 	P	Yes
Religion or Belief	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> Safety concerns of protected groups like religious people, particularly those who have a marked identity through clothing, need to be considered. 	P	To consider
Sex	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence for women Increased awareness of public transport and other sustainable transport options 		P	Yes
Sexual Orientation	<ul style="list-style-type: none"> Improved cycle skills and road safety confidence Increased awareness of public transport and other sustainable transport options 	<ul style="list-style-type: none"> Safety concerns of protected groups like LGBTQ+ people need to be considered, particularly given they already express safety concerns and are more likely to be victims of discrimination and hate crimes. 	N	To consider
Socio-Economic Disadvantage (People without access to regular income or savings, such as unemployed, single parents, people with lower education or literacy, looked after children, those with protected characteristics)	<ul style="list-style-type: none"> Increased awareness of road safety Improved cycle skills and road safety confidence Improved access to training and employment Improved access to bikes Increased awareness of public transport and other sustainable transport options Incentives could make public transport more affordable 	<ul style="list-style-type: none"> Requiring income proof risks excluding low-income individuals who could benefit from access to bike programmes. Financial incentives for active and sustainable travel, like bicycle subsidies, might not be helpful for low-income employees who can't afford a bicycle in the first place. Key workers may travel during low-light hours, which can feel less safe for cyclists and pedestrians, especially without proper infrastructure like streetlights or dedicated cycle tracks, as well as public transport users. 	P	Yes

Priority intervention 6: Capacity building within Local Authorities and local partners

The intended outcomes of this priority are to:

- Local Authorities are better able to establish and manage effective behavioural change projects
- Local partner organisations have increased willingness, capacity and skills to establish and implement effective behavioural change projects

Potential measures include:

- Capacity building (local authority and local partners)
- Street audits and installation of recommended facilities

Table C16: Impact Assessment - Capacity building within Local Authorities and local partners

Person category	What are the anticipated benefits/opportunities that active and sustainable travel behaviour change can deliver for this person category?	What are the risks/impacts of not delivering inclusive active and sustainable travel behaviour change, and hence exacerbating inequalities, for this person category?	Assessment impact (H = high negative impact, M = medium negative impact, L = low negative impact, N = no impact, P = positive impact, U = unsure)	Recommendation for short-term action by SEStran/partners to mitigate risks? (Yes / to consider / no)
N/A	N/A	N/A		

C.5 Conclusions and Action Plan

By considering the following factors, SEStran with support from its Local Authority partners can create an active and sustainable travel behaviour change programme that is accessible, equitable, and effective in encouraging everyone to participate in a healthier and more sustainable way of travelling.

- Working closely with the community will help further understanding of the needs and barriers faced by different demographics. This includes people with disabilities, older people, children and young people, people from ethnic minority groups, low-income residents and those with childcare responsibilities
- Promoting a variety of active and sustainable travel options like walking, wheeling, cycling and public transport will cater to different abilities and preferences
- Providing flexible and accessible activity and support offers will encourage participation from a wider range of individuals
- Offering materials in a variety of formats, including online content, printed brochures, easy-read versions, audio recordings and British Sign Language videos, as well as providing materials in multiple languages or offering access to translation services, will ensure materials are accessible for all
- Involving the community in design and implementation ensures it will reflect local needs and will help foster a sense of ownership. Showcasing a variety of people from different backgrounds using active and sustainable travel in programme materials will inspire and motivate others
- All organisations that work with or come into contact with children should have safeguarding policies and procedures to ensure that every child, regardless of their age, disability, gender reassignment, race, religion or belief, sex or sexual orientation, has a right to equal protection from harm
- Collecting data on programme participation disaggregated by demographics to identify any unintended exclusion and ensure the programme reaches everyone
- Regularly monitoring and evaluating the programme's effectiveness for different groups and make adjustments as needed to promote continuous improvement and inclusivity

Table C9: Action Plan

Risk	Mitigation	1 Intensive programmes of delivery in targeted communities	2 Intensive programmes of delivery in school catchment areas	3	4	5 Programmes to promote opportunities for multi-modal journeys	Stage
If an area has poor cycling infrastructure, inadequate footways, or heavy traffic, safety concerns may discourage people from using active travel options. This could disproportionately affect people who lack confidence cycling in heavy traffic.	Consider whether delivery of behaviour change measures would be appropriate in this location. Identify opportunities to support infrastructure improvements.	✓	✓	✓		✓	Inception
If hubs are located in areas with poor active travel connections, or highly trafficked areas, individuals who are less confident cycling in traffic, or have mobility issues, may be discouraged from using the hub.	Consider accessibility factors from the outset. Ensure facilities are accessible and not located in locations poorly served by active travel connections, or in highly trafficked areas.					✓	Inception
Engaging with schools could result in faith schools and additional support needs schools not being able to access the same support offers.	Consider if school programmes could support neighbouring faith or additional support needs schools.		✓				Inception
If communications language and imagery is not inclusive, older people, disabled people, people from ethnic minority groups, teenage girls/women may feel excluded.	<p>People are more likely to connect with messages that feature people who look like them or who they can identify with. Seeing others from similar backgrounds enjoying active and sustainable travel can be inspiring and motivating. Include diverse selection of 'real life' people within campaign images.</p> <p>Community groups can leverage their existing networks to reach out to diverse populations within the community, this ensures that people from protected groups have the opportunity to benefit from active and sustainable travel.</p>	✓	✓	✓	✓	✓	Throughout

Lack of appropriate equipment (including adapted cycles), could exclude people from participating in activities.	Embedding processes which ensure support reaches intended audiences. Work with community groups who have existing connections with target population groups. Ensure adaptive cycles are included within cycle offerings.	✓	✓	✓	✓	✓	Inception
Cycling only challenges will exclude those unable to cycle.	Deliver multi-modal challenges which encourage participation for walking, cycling, wheeling and public transport use.	✓	✓	✓	✓	✓	Inception
Safety concerns of protected groups like disabled people, transgender people, people from ethnic minority groups, people from different religious backgrounds, LGBTQ+ young people and young people need to be considered.	Working closely with the community will help further understanding of the needs and barriers faced by different demographics. Deliver activities targeted at specific groups, for example women and ethnic minority groups. This can allow individuals to discuss topics specific to their experiences. This sense of community and shared understanding can be motivating. Work with community groups who have existing relationships and an existing level of trust with protected groups.	✓	✓	✓	✓	✓	Throughout
In accordance with their religion, baptised Sikhs are required to wear their hair uncut and wrapped in a turban. During activities where helmets are mandated, children and young people who wear a turban may feel excluded from taking part.	Ensure school activity providers have procedures in place to enable participation from children and young people who are unable to wear a helmet as a result of religious beliefs.		✓				Project start
Some women might feel intimidated cycling in a co-educational group.	Women-only groups can provide a supportive environment to learn and build confidence. Women-only groups can allow women to discuss topics specific to their experiences. This sense of community and shared understanding can be motivating.	✓	✓	✓	✓		Throughout
Financial incentives for active and sustainable travel, like cycle subsidies, might not be helpful for low-income employees who can't afford a cycle in the first place.	Provide fully funded access to cycle packages for low-income groups.	✓		✓	✓	✓	Inception
Requiring income proof risks excluding low-income individuals who could benefit from access to cycle programmes.	Remove this requirement by working with community organisations who have existing relationships and an existing level of trust with low-income groups.	✓		✓	✓	✓	Inception
Key workers may travel during low-light hours, which can feel less safe for cyclists and pedestrians, especially without proper infrastructure like streetlights or dedicated cycle tracks, as well as public transport users.	Identify opportunities to support active travel infrastructure improvements. Promote public transport options alongside active travel.	✓		✓		✓	Throughout
Not everyone has access to the internet, reliable devices or the digital literacy skills to participate in online consultations, or ability to participate in street audits and related activities. If these aren't accessible, it will create barriers to participation for particular groups, including older people, disabled people and low-income households.	Consider accessible consultations and activities: available in multiple formats (online, offline, easy-read versions), online platforms are accessible for users with visual impairments. Consider offering translation services and alternative communication methods, for example phone, in-person meetings, sign language interpretation. Consider different needs, for example if holding in-person meetings, choose accessible venues. Schedule meetings at convenient times and locations, be mindful of neurodiversity by providing options for quieter spaces or breaks during meetings.	✓				✓	Throughout
Not having somewhere safe to store a cycle might deter individuals from getting a cycle.	Integrate the provision/identification for cycle storage with access to cycle measures.	✓		✓	✓		Throughout

<p>Many key workers work outside of traditional business hours (9am to 5pm), including shift work, weekend work and long hours, meaning they may be excluded from attending activities routinely run at certain times during the day/week.</p>	<p>Vary the time and location of activities according to the needs of the community.</p>	<p>✓</p>		<p>✓</p>	<p>✓</p>	<p>Throughout</p>
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