

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

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

Sub theme 2.1 Training and education

Theme & Policy Objectives

Key Actions

2.1.1 Deliver walking & cycle training in our communities

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

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

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

Scale up delivery of Walk and Ride Leader training – to volunteers or Coaches – to support group activities in communities, and targeting populations living on or near new infrastructure with incentivised package of ongoing support.

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

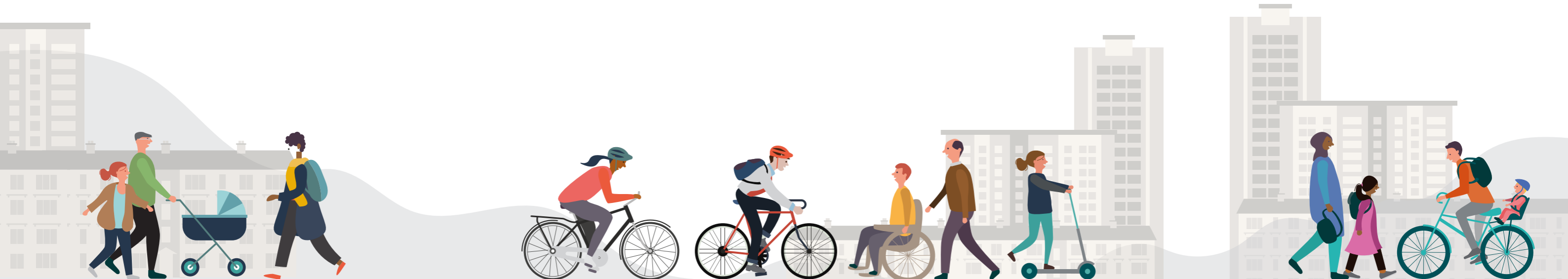
Continue to support GCC's Road Safety Unit training programmes, which includes Essential Cycling Skills, Driver Awareness, and other bespoke training for businesses.

With key partners, increase the capacity for cycle repair within community environments through: identifying opportunities for training cycle mechanics, including for the repair of non-standard bicycles; provide a rolling programme of basic cycle maintenance classes for the public at all Cycle Hubs, and; target mobile Dr.Bike on new parts of the network and busy commuter routes.

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

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

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



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

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

<ul style="list-style-type: none">Identify funding and delivery partners and establish a framework for delivering Bikeability to all P5 and P6 pupils in the city. Explore options to incorporate cycling into secondary schools curriculum.	<ul style="list-style-type: none">Roll out a programme for regular walking bus / bike trains at every primary school, implementation of which to be supported by the involvement of parents and teachers.	<ul style="list-style-type: none">Support the initiatives outlined in GCC's Road Safety Plan 2020-2030 seeking to improve children's road safety skills and encouraging safe active journeys to schools.	<ul style="list-style-type: none">Encourage schools to nominate an 'Active Travel Coordinator' to take forward school travel plans, coordinate the involvement of active travel partners/ volunteers and phase active travel activities.	<ul style="list-style-type: none">Host an annual shared learning event across school networks, to promote active travel, share good practice and celebrate success.
<ul style="list-style-type: none">Encourage all schools to complete the Sustrans Hands up Scotland survey annually for regular monitoring of travel mode to school.	<ul style="list-style-type: none">Work in partnership with Active Schools teams to incorporate school travel data into Sport Scotland data collection, to recruit volunteers and support campaign promotion.	<ul style="list-style-type: none">Encourage participation in walking and cycling challenges throughout the year, such as Living Streets' Walk of Fame and Walk to School Week, Beat the Streets, Sustrans' Bike to School Week.	<ul style="list-style-type: none">Seek opportunities to build campaigns into school curriculum activity calendars via PEPASS.	

2.1.3 Provide easier access to cycles and push-scooters

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

<ul style="list-style-type: none">Create easier access to cycles (including non-standard bikes) through development of localised cycle libraries & hubs.	<ul style="list-style-type: none">Support continued expansion of the nextbike (Ovo Bikes) cycle-sharing scheme, where possible prioritising locations within the most deprived 20% of communities.	<ul style="list-style-type: none">Work with Scottish Government to provide the same concessionary platform as bus travel for the nextbike (Ovo Bikes) scheme, e.g. over 60's free. Additionally supporting outreach projects which reduce access costs for those facing socio-economic barriers.	<ul style="list-style-type: none">Support development of an affordable and sustainable 'swap fleet' for children's bikes, which facilitates upgrades as children grow.
<ul style="list-style-type: none">Support cycle subscription services for quality adult cycles.	<ul style="list-style-type: none">Support cycle refurbishment schemes which provide cycles for sale at low cost while contributing to Scotland's circular economy.	<ul style="list-style-type: none">Work with Scottish Government to provide free cycles to all children.	<ul style="list-style-type: none">Identify delivery partners and a funding framework to establish an ongoing maintenance programme for school bike fleets, typically used for Bikeability training.
			<ul style="list-style-type: none">Support projects providing increased access to E-cargo bikes and other non-standard cycles, such as adapted bikes.



Sub theme 2.2 Collaboration and engagement

2.2.1 Help individuals to build walking, wheeling or cycling into their everyday journeys by supporting group activities in communities

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

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

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

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

- Support the recruitment of Community Active Travel advocates/champions at Community Transport Hubs (LNP), to coordinate provision of information on sustainable and active travel options, and other activity and training programmes in the community.

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

2.2.2 Engage with under-represented, disengaged and seldom-heard people and groups, to walk and cycle

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

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

- Work collaboratively to identify the perceived barriers of these under-represented groups and support increased delivery of targeted programmes to these under-represented groups to overcome these.

- Deliver specific cycle/walking training for volunteers or staff to work with targeted groups and roll out these programmes – e.g. Work with existing groups such as Free Wheel North cycling programmes for people with disabilities, walking-focussed programmes such as Living Streets Out and About model or Cycling Without Age, both delivering intergenerational project work.

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

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

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

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

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

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

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

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

- Support auditing the street environment near major places of work including hospitals, business parks and colleges to identify where measures could be implemented in support of active travel.



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

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

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

- Support the development of e-cargo bike lending libraries across the city, to include a range of bike models with different carrying capacities.

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

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

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

Associated Document: Behaviour Change Strategy

2.3 Develop an overarching Behaviour Change strategy for the City

We wish to match the scale of the changes we will be making to our city's street scape through the Liveable Neighbourhoods Plan and City Network development with significant modal shift across the city. This will be effected through the development of this comprehensive behaviour change plan, to be replicable across the different areas of the city.

- We will work collaboratively with internal and external partners to deliver an overarching city strategy that will deliver significant modal shift.

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

- Host workshops to identify behaviour change triggers and theory of change for different groups.

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

