

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

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

### Sub theme 3.1 Promotion and messaging

Theme & Policy Objectives

Key Actions

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

**Promotion and messaging to accompany our behaviour change activities, communicating the vision of the ATS and aligned to the outcomes for Glasgow from Transport, which this strategy supports.**

- Develop promotional campaigns linked to the main outcomes for Glasgow from transport, with particular focus on personal health and wellbeing, and environmental benefits.

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

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

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

- Single organisation / team to lead on local and national campaigns. GL to work with a consortium of partners to strengthen more local city messaging and promotion through Aye Cycle website.

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

- Promote bike hire / loan schemes, including to tourists to the city

- Review national trends relating to AT and adjust promotions accordingly, e.g. popularity of push-scooters among school aged children.

- Plan for early comms / promotion in neighbourhoods in advance of new active travel infrastructure being delivered, to ensure local community engagement and input to the design process.

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

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

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

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

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

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

- Investigate the potential of developing City Network branding.

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

- Support community groups to produce their own active travel maps e.g. Scottish Canals group, South Seeds.



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

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

- Review GCC's sustainable procedures and working practices and make recommendations for changes, e.g. build in commitment of Active Travel and Travel Hierarchy at a higher level within Planning decisions.

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

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

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

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

- Offer cycling design guidance training to GCC engineers, planners & Councillors. Train Active Schools team on the availability of support and resources from NGOs like Living Streets.

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

### Sub theme 3.2 Activities, events and legacy

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

**Develop a rolling programme of larger-capacity safe-street events at different locations across the city, giving residents the opportunity to participate in walking, wheeling and cycling in a safe environment within their own neighbourhoods, or in the city centre.**

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

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

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

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

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

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

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

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

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

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



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

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

- Build on opportunities from the existing marketing campaign surrounding the UCI 2023 World Cycling Championships, including utilising the 'Bike City' label and programme of 'activation events' in the run-up to the Championships, e.g. support Glasgow Women on Wheels cycling festival – and other activation events for UCI 2023 – at 2 and 1 years to go.

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

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

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

- Scale up deliverables within the BC/GL Partnership – increase coaches to deliver and resources to support activation on or around venues and active travel networks.

### Associated document: Sport and Recreation Cycling Strategy

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

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

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

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

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

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

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

