

Connecting Communities

# Glasgow Travel Behaviour Change Strategy



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**Published April 2023**

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### Acronyms

ATS	Active Travel Strategy
CCTP	City Centre Transport Plan
CT	Community Transport
GCC	Glasgow City Council
GTS	Glasgow Transport Strategy
IoT	Internet of Things
ISM	Individual / Social / Material
LEZ	Low Emission Zone
LN	Liveable Neighbourhoods
SPT	Strathclyde Partnership for Transport
STPR2	Scottish Transport Project Review
TBCS	Travel Behaviour Change Strategy
TBCP	Travel Behaviour Change Plan
TDM	Travel Demand Management
WACI	Walking and Cycling Index



Councillor Angus Millar

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

I am delighted to present Glasgow's first ever dedicated Travel Behaviour Change Strategy, which will have a key role in unlocking a new era for travel in our city. Glasgow has changed significantly in the past decade - we have undergone a huge shift in the ways we work and live, meaning that we have come to demand greater options to travel sustainably around our city.

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

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

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



George Gillespie

Executive Director of Neighbourhoods, Regeneration and Sustainability

Changing the way we travel, and reducing unnecessary private vehicle journeys, will be crucial in achieving our aspirations to become a net zero carbon city by 2030. It won't be sufficient to simply upgrade our private vehicles to lower-carbon versions – we need a step change in the way we get about the city and to support people to make sustainable travel choices such as walking, wheeling, and cycling or utilising public transport. Achieving that shift means more than just building new infrastructure, it requires us to be proactive on encouraging positive behaviour change throughout the city.

In addition to the health benefits, active travel is more cost-effective than private car travel and our strategies will allow it to become first choice for short everyday journeys. For longer trips within or out with Glasgow, our efforts to support improved public transport will get you where you need to go quickly and conveniently in a sustainable manner. Our city has committed to a minimum 30% reduction in private car kilometres travelled by 2030 and outlined a commitment to achieve 'Vision Zero' where no-one is killed or seriously injured on our roads, streets, cycle ways and footpaths.

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

# 1. Introduction

## 1.1 What is behaviour change?

1.1.1 Changing the way, we travel plays a central role in helping us to meet our carbon reduction targets and to tackling public health and other issues.

1.1.2 Behaviour change is the practice of encouraging a change in people's actions. In terms of travel this might entail people:

- adopting new / maintaining or increasing existing 'wanted' behaviours, such as walking regularly,
- refraining from adopting new / stopping or reducing existing 'unwanted' behaviours, such as using a car for short local journeys where walking, wheeling, or cycling or public transport could be used instead.

1.1.3 There are complex reasons behind people's travel choices, influenced by interrelated factors such as attitudes, habits and structural factors. The traditional approach to behaviour change focussed largely on communication and raising awareness, but most people will not take up new behaviours just because they know they should. People instead change their behaviour in response to changes in their environment, their understanding of the world around them, and their perceptions of themselves within that wider environment.

1.1.4 We should think of behaviour change as a methodology which starts with understanding how and why a behaviour occurs and then defines the steps to try and tackle the issues, which will then lead to changed behaviours.<sup>1 & 2</sup>

## 1.2 Glasgow's 2030 commitments

1.2.1 The climate and ecological emergency, as recognised by Glasgow City Council's declaration in 2019, has brought attention on transport to the fore. Around a third of the City's carbon emissions are from transport, and in particular private cars, so a modal shift to sustainable travel modes is vital for the City's contribution to the fight against global warming.

1.2.2 In recent strategies the City has committed to achieving, by 2030:

- Net-zero carbon emissions – [Glasgow's Climate Plan](#)
- At least a 30% reduction in car km travelled – [Glasgow Transport Strategy](#)
- Zero deaths or serious injuries on our roads, streets, paths and cycle lanes – [Road Safety Plan 2020 - 2030](#)
- Delivery of the 'City Network' active travel network – [Active Travel Strategy 2022 – 2031](#) and [related delivery plans](#).

<sup>1</sup> <https://behaviourchange.org.uk/what-are-we>

<sup>2</sup> <https://www.gov.uk/government/publications/transport-business-case/enabling-behaviour-change-information-pack#what-makes-people-change-their-behaviour>

### 1.3 Outcomes for the City from Transport

1.3.1 Making radical changes to the way people and goods move around our city is part of developing a resilient future-ready and sustainable transport system for Glasgow. In turn this will help to transform the City into a more inclusive, liveable and attractive place for residents, businesses and visitors. Positive impacts will be made on health, wellbeing, and economic activity. But the changes must not come at a greater or disproportionate cost to those in our communities who are least able to adapt to or take advantage of them.

1.3.2 Our transport-related public and stakeholder consultations began in 2020 with the Public Conversation on our Transport Future. This identified issues that the Council needs to tackle and the establishment of the four outcomes for the City from transport. As set out in the overarching Glasgow Transport Strategy (GTS), these are:

- Transport contributes to a successful and just transition to a net-zero carbon, clean and sustainable city.
- Transport has a positive role in tackling poverty, improving health, and reducing inequalities.
- Transport contributes to continued and inclusive economic success and a dynamic, world class city.
- Places are created where we can all thrive, regardless of mobility or income, through liveable neighbourhoods and an inclusive City Centre.

#### **Case study: Ditch the car, use active travel and car-share**

Michele and his family moved to Glasgow in 2018 for a new job at one of the city's universities. Living very close to the university, combined with the campus parking policy, means that driving to work has never been an option. Michele and his wife instead use active travel for the nursery, school and work runs, and have recently given up the family car, opting for the convenience of the [Co-Wheels](#) car share scheme when they really need a car, such as for a family weekend away from the city.

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

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

*Michele – active commuter*



## 1.4 Glasgow's Transport Strategies

1.4.1 Our suite of new transport strategies provides a new approach to transport planning in the City, ensuring that an inclusive, modern, resilient, and sustainable transport system for Glasgow is created. The strategies are together working to deliver on the commitments and outcomes outlined above, by unlocking greater capacity for low and no-carbon travel options in Glasgow. In this, the GTS provides the overarching framework for transport investment and delivery decisions in the City:

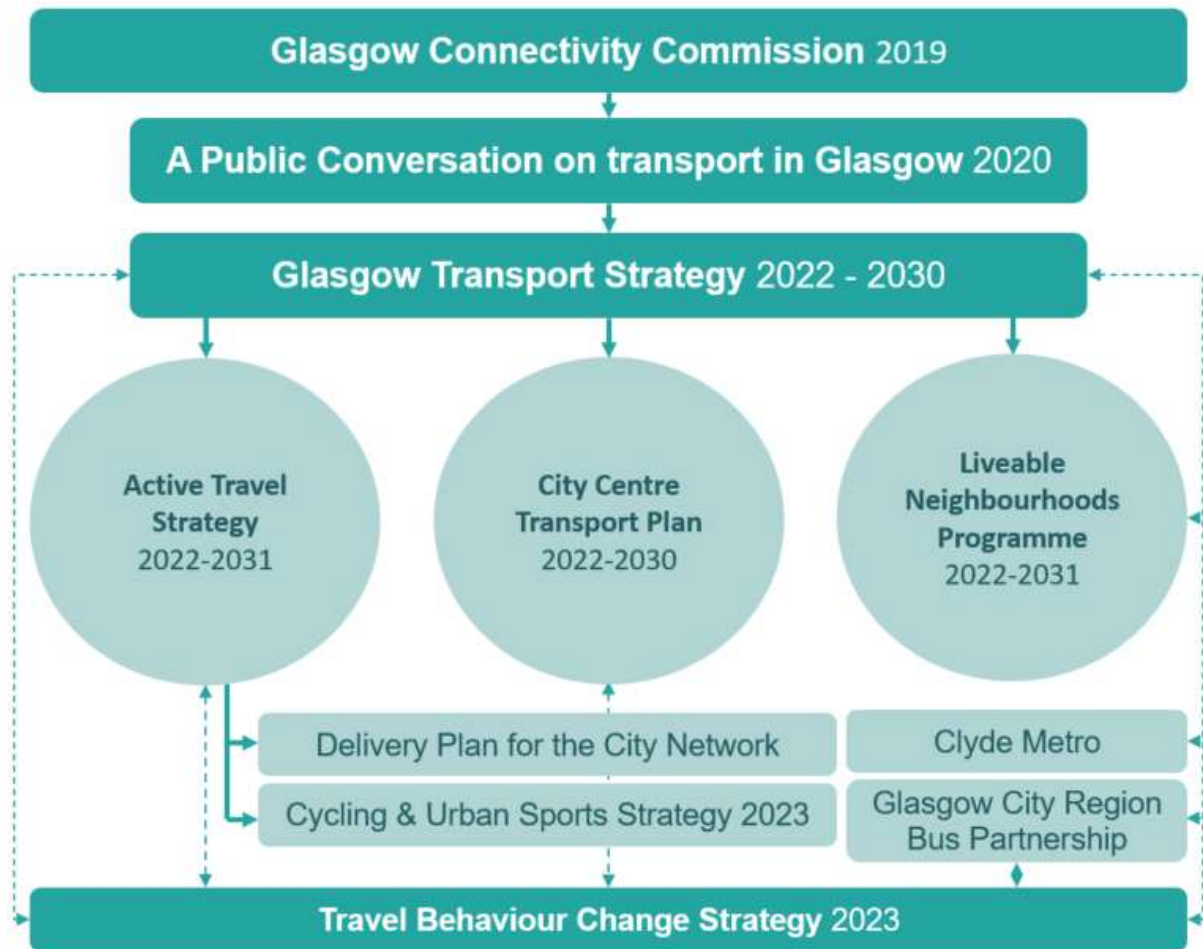


Figure 1 – Glasgow Transport Strategies

## 1.5 Role of the Travel Behaviour Change Strategy

1.5.1 Our transport strategies detail measures which are designed to increase as much as possible the rates of active travel (walking, cycling, and wheeling), public transport use, and other low-carbon forms of transport such as shared mobility. Simultaneously, measures seek to minimise the use of private vehicles.

1.5.2 While infrastructure changes and service improvements will go a large way to achieving this, the “build it and they will come” mantra cannot be relied on. Implementing a complementary set of ‘hard’ (e.g., infrastructure) and ‘soft’ (e.g.,



walking groups) behaviour change interventions is likely to be the most effective approach.<sup>3</sup>

*An infrastructure only approach is ineffective. [...] There must be investment in behaviour change programmes for the longer term”*

*[Transport Scotland Active Travel Task Force](#) (2018)*

1.5.3 Both the GTS and the Active Travel Strategy (ATS) recognised the importance of and identified the need for a travel behaviour change strategy; to complement the measures within our other strategies and develop a common narrative that pulls them together. Hence, this Travel Behaviour Change Strategy (TBCS) is integral to our suite of transport-related strategies, and the narrative within it provides us with the opportunity to focus on supporting people and communities to travel more sustainably.

1.5.4 As well as helping to set the overall course of direction for changing people’s travel behaviour in the City, the strategy aims to be a practical resource and guide for teams within the Council family working on individual infrastructure projects with a requirement to produce a project-level travel behaviour change plan.

1.5.5 For this purpose, a Behaviour Change Plan Template has been developed. The template sets out the steps to take in developing behaviour change plans for individual projects and is described in more detail in Section 9. The template can be found in Appendix 1.

## **1.6 Development of the Travel Behaviour Change Strategy**

1.6.1 The policies and actions referenced in this strategy have been drawn from our suite of transport-related strategies, which in turn were informed through extensive public and stakeholder consultation.

1.6.2 Assistance in developing and informing this strategy has come from several different quarters, including input from key internal and external stakeholders and delivery partners.

- A short life working group comprising internal and external stakeholders was established during the spring of 2022, to be informed of and contribute to the latest progress in its development.
- A workshop was held with a broad range of stakeholders with representatives from local universities, local shared transport organisations, neighbouring local authority staff, Glasgow City Council (GCC) officers and active travel partner organisations.

*“Not all communities, households and individuals are equal. Some will have more choice and capacity to reduce car use than others and this must be reflected in the distribution of interventions and of expectation.”*

*[Professor Glenn Lyons](#) – Future mobility*

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

1.7.1 Theories and models of behaviour and behaviour change can be helpful in understanding behaviour, to identify the underlying factors that shape it, and to learn how and why changes in behaviour may occur. This strategy has been influenced and shaped in part by the Scottish Government’s ISM model of behaviour change.

1.7.2 The ISM model recognises that behaviour is influenced by three contexts: the **I**ndividual, the **S**ocial and the **M**aterial:

- Individual refers to factors influencing us at a personal level
- Social factors influence our behaviours and decisions through our interactions with others
- Material factors in our wider environment can constrain or shape our behaviour

1.7.3 The ISM has provided the framework through which the behaviour change-related policies and actions from Glasgow’s transport strategies have been further developed.

1.7.4 A Technical Appendix for this strategy provides further information on the ISM as well as outlining other relevant theories and models which have helped shape and inform the development of this strategy (Appendix 2).

- the **Stages of Change theory**, which notes the thought and action stages individuals go through as they change their behaviour.
- the **ISM model**, used to understand influences on behaviour and to develop interventions (developed for the Scottish Government).
- the **COM-B** and behaviour change wheel model, often used in the development of interventions primarily targeting individuals. **C**apability-**O**pportunity-**M**otivation results in **B**ehaviour (used by Transport Scotland in addition to the ISM).
- the **APEASE** criteria, which is a useful assessment and evaluation tool at any stage of developing a behaviour change plan but is often used at the point of developing interventions. **A**ceptability-**P**racticability-**E**ffectiveness-**A**ffordability-**S**ide-effects-**E**quity
- the **NEAR** and **EAST** acronyms are also used in designing interventions: NEAR recognises that behaviours are more likely to be performed if they

are **N**ormal-**E**asy-**A**tractive-**R**outine; similarly, EAST recognises that in principle behaviour needs to be **E**asy-**A**tractive-**S**ocial-**T**imely.

## **1.8 Collaborative Delivery**

- 1.8.1 Partnering with multiple community, third sector and other stakeholder organisations is needed for delivery of successful travel behaviour change interventions which make a difference to and improve people's lives.
- 1.8.2 This collaboration with knowledgeable and experienced local partners based in the heart of our communities is fundamental to reaching all Glasgow's residents, particularly those seldom heard and under-represented groups.
- 1.8.3 Encouraging people to break their travel habits of reliance on private motorised vehicles and shift away from high-carbon transport is a significant challenge. It also needs to be achieved in an inclusive and equitable way as not everyone can easily change to sustainable transport options. Putting local residents at the heart of this work, and co-designing interventions that address their specific barriers to sustainable travel, will help to ensure buy-in from our communities, and provide motivation and empowerment to enable them to change their behaviours.
- 1.8.4 Work is currently ongoing through the Council's Centre for Civic Innovation on developing Citizen's Panels to ensure our citizens co-design the City they wish to live in. However, much of the work required in communities can require dedicated resources which is beyond the capacity of the council's direct resources.
- 1.8.5 Therefore, for this TBCS the Council will continue to partner with a range of organisations on the design and delivery of travel behaviour change interventions, drawing on their existing experience and expertise. To ensure that inclusive and equitable access to sustainable travel opportunities are achieved; this will be reviewed as part of the ongoing monitoring programme.
- 1.8.6 The next section looks at the aims of this strategy and what success will look like for the City, before looking at the influence on the strategy by other local and wider policies.

## **1.9 How to use this Strategy**

- 1.9.1 The main strategy document provides an overarching strategic view of travel behaviour change in Glasgow. It details the local context of the Council's suite of transport strategies and what they need to achieve; the wider policy context and the requirement to decarbonise transport; the resulting co-benefits that this will result in; current and future planned activity is described within the framework of the Scottish Government's model of behaviour change, the ISM (Individual – Social – Material).
- 1.9.2 The strategy is supported by a number of additional documents: 1) a technical document which gives more detail on the ISM and the theory behind changing behaviours that can be adopted for transport. For project teams engaging with communities, this document includes some guidance on developing individual interventions to ensure they are effective and successful. And 2) a Travel Behaviour Change Plan Template that aims to provide a useful starting point for project teams developing a travel behaviour change plan for an individual infrastructure project.

## 2. Aims / Purpose / What will success look like

### 2.1 Vision and aims

2.1.1 In a time of a declared climate crisis our city roads and streets suffer from congestion and pollution because of high volumes of motor vehicles, in turn slowing public transport journeys and forming a physical and psychological barrier to many choosing to travel more sustainably or actively.

2.1.2 The GTS vision for transport in the City is:

**“A sustainable transport system for people and for goods, which is affordable and inclusive, accessible and easy to use, clean and safe, integrated and reliable”.**

2.1.3 As such the suite of transport strategies define how the Council will improve transport services and infrastructure across the City to create better outcomes for residents. These strategies will ensure that the sustainable transport hierarchy is embedded across the City: to reduce journeys overall, reduce the use of private cars, reduce the number of car vehicle kilometres travelled and significantly increase the modal share of sustainable modes.

2.1.4 The GTS technical policies groupings which particularly relate to behavioural change are:

Reducing the need to travel, reducing the need to travel by car
Encouraging more journeys on foot, by cycles and creating quality places which support this (includes an action to deliver the ATS)
Supporting more people to travel by public transport by creating a world class, integrated system
Shared mobility, community and on-demand transport to help reduce the need to own a car and adapt to changing travel needs
Developing more affordable sustainable transport choices with integrated ways to pay
Creating a barrier-free transport system that supports those with disabilities or who have additional mobility needs.
Creating a step-change in personal security and safety
A fair and equitable transport system
Creating a transport system that supports Glasgow’s strong and inclusive economy
A smart and digital city
Managing the demand to use a car including parking and pricing
<b>Changing behaviour, communications, and engagement</b>

Reducing air pollution from transport

Reducing the environmental impacts of transport, enhancing the environment and adapting to climate change

Our everyday but crucial policies on designing and maintaining our infrastructure.

2.1.5 The ATS has a strong focus on behavioural change within its Unlocking Change and Thinking Differently themes. The relevant policy objectives from within these themes are:

Deliver walking and cycling training for all

Support school aged children to walk, wheel and cycle more

Provide easier access to cycles and mobility equipment for all

Engage with under-represented, disengaged and seldom-heard people and groups

Encourage organisations to invest in active travel where people work, live and study

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

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

Develop improved information, wayfinding and navigation

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

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

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

2.1.6 Both the City Centre Transport Plan (CCTP) and the Liveable Neighbourhoods (LN) programme focus on a rebalancing of street space in favour of people before vehicles, creating quality public spaces that are better for dwelling and socialising in, are better suited to commercial activity, and prioritising movement by active travel and public transport:

Promoting behavioural change through support, education, engagement and co-design.

The City Centre Transport Plan looks to re-balance the use of our streets and public spaces by re-purposing road space through a range of policy and place-based initiatives. Fundamental to delivering these changes are managing the demand for road space and encouraging shared transport and modal shift to more sustainable modes. This includes reducing the needs for travel (digital working /communications), reducing single use vehicle use (promoting public transport/shared use /taxi) and supporting behavioural change.

- 2.1.7 Glasgow's transport policies aim to support Glasgow's residents to replace short/local car journeys by choosing sustainable travel for these types of trips, and for this behaviour to become second nature. Where cars are required, single occupancy vehicle journeys should be reduced as far as possible.
- 2.1.8 As the transport strategies and related policies are delivered, the TBCS will help in tackling the problems associated with high car use and the resultant congestion and assist on delivering wider benefits to residents of Glasgow.
- 2.1.9 The TBCS is an additional resource to help ensure that the Council gains the most return from our investments in infrastructure and service improvements; providing an overarching framework ensures that travel behaviour change interventions are effective. Building infrastructure is not enough as the Council needs to also create a culture change in Glasgow and ensure that high volumes of sustained modal shift to low-carbon travel modes are achieved.

## 2.2 The TBCS is designed to:

- Support the infrastructure and service changes our new transport strategies will bring about.
- Promote usage of new infrastructure and improved transport services to increase their overall impact and help deliver on the outcomes for the City.
- Improve the diversity of the users of new and improved infrastructure and services.
- Help tackle the broad range of issues identified in our transport-related consultations, responding to barriers to sustainable or active travel.
- Prepare the public for changes across the City through effective communications.
- Achieve significant modal shift to sustainable, low/no carbon transport.
- Provide an overarching framework for internal transport-related project streams.
- Guide collaborative working with partner organisations delivering in communities.

*"It will take a coordinated, collective effort to achieve a whole systems change in favour of active travel, but the potential rewards for us as individuals, for society, and for the planet, make this change absolutely essential."*

[Scotland's Active Travel Ambassador](#)

## 2.3 Strategy Outcomes

2.3.1 By 2030, Scotland aims to have reduced greenhouse gas emissions by 75% and be heading towards achieving its target of net zero emissions by 2045. Glasgow will make a very significant contribution towards meeting this target. Yet our city targets are more ambitious, with net zero carbon and a reduction in the volume of car trips and the distance travelled by cars reduced by at least 30% - by 2030. This TBCS must help deliver the step-change in our transport network that our city requires.

2.3.2 By 2030, the TBCS, in supporting our wider suite of transport strategies will have helped to create:

- Informed citizens, knowledgeable about the impact their transport choices have on themselves, their community, and the world around them.
- Sustained modal shift to low carbon transport: increased walking, wheeling, and cycling for shorter journeys and increased public transport & shared-mobility options for longer journeys.
- Sustainable travel mode choices are championed, normalised and equitable, rather than stigmatised.
- Reduced need to travel unsustainably, reduced car usage, particularly on single occupancy and short journeys, with fewer overall cars on our roads, more people engaging with active, public and shared mobility modes. Supported by walkable, cyclable and wheelable neighbourhoods.
- Information on travel choices and journey planning is easily understandable and in a range of accessible formats.



### 3. Policy Context

3.1 Transport Scotland's [Active Travel Task Force report of 2018](#) presented recommendations in how to tackle barriers to delivering new, innovative and popular infrastructure which encourages walking and cycling. The report noted that: "there must be investment in behaviour change programmes for the longer term, in order to normalise walking and cycling for everyday journeys, including walking to public transport venues as part of a multi-modal journey. These should be balanced and coordinated with infrastructure/place making, media campaigns and must include enforcement of road safety and parking legislation in favour of pedestrians and cyclists." Since this time, national transport policy in Scotland has been updated to reflect the sustainable travel hierarchy, and this is reflected in Glasgow's new transport strategies. The city is now proceeding towards addressing and exceeding the recommendations made in this Task Force report.

#### 3.2 National Policy context

3.2.1 [National Planning Framework](#) (NPF4) adopted by Scottish Ministers in February 2023. It is the long-term plan for Scotland setting out where development and infrastructure is needed. Alongside any relevant LDP it forms part of the statutory development plan for any given area. It supports sustainable and liveable places. Sustainable transport is supported through Policy 13, which is intended to "encourage, support and facilitate developments that prioritise walking, wheeling, cycling and public transport for everyday travel and reduce the need to travel unsustainably."

3.2.2 [Scotland's Climate Change Plan](#) (2018-32, updated 2021) commits Scotland to reduce CO2 emissions by 75% by 2030 (from 1990 base levels) to achieve net zero by 2045. It notes the high contribution made by transport to overall emissions, and the ambitious actions within the new National Transport Strategy to counter this and the need to improve active travel within and between towns/cities. It also embeds measures to prioritise positive behaviour change towards climate action, including in transport.

3.2.3 [Net Zero Nation: Public Engagement Strategy for Climate Change](#) (2019). This sets out a vision for everyone in Scotland to recognise and understand the implications of the global climate emergency and embrace their own role in Scotland's response. It sets out an approach to meaningful public engagement, incorporating the ISM tool (see later) within this, that will support the societal behavioural change that will be needed to reach net zero. It notes that the ISM tool needs to be embedded within the policymaking process to ensure behavioural science is considered throughout.

3.2.4 [Reducing car use for a healthier, fairer and greener Scotland](#) - in early 2022, Transport Scotland (TS) released a route map to achieving their target of

a 20% reduction in car kilometres by 2030. The route map identifies four desired behaviours to reduce car usage:

- Reducing the need to travel
- Living well locally
- Switching modes
- Combining or sharing car trips

3.2.5 The route map also describes several ‘behaviour change’ actions to help people switch travel mode, including piloting free bikes for children, e-cycle purchase loans and support for bus operators to incorporate bike, buggy and wheelchair space. Local authorities are supported to expand School Streets schemes.

3.2.6 [Scotland’s National Transport Strategy 2](#) (NTS2) contains a vision of a sustainable, inclusive, safe, and accessible transport system, helping to deliver a healthier, fairer and more prosperous Scotland for communities, business and visitors over the next 20 years. The ‘Sustainable Investment Hierarchy’ advocates the concept of reducing the need to travel unsustainably, while walking, wheeling, and cycling are prioritised over other forms of transport through the ‘Sustainable Travel Hierarchy’. While recognising the often-complex reasoning behind people’s transport choices, it upholds that in order to tackle emissions, getting people to change their travel behaviour to both reduce travel demand and change how journeys are made, is key. The aim is to ensure public transport and active travel options are the preferred choice for people making short journeys.

3.2.7 Transport Scotland finalised the second [Strategic Transport Projects Review](#) (STPR2) in 2022. This is to inform transport investment in Scotland up to 2042 and delivering on the priorities and vision of the NTS2. The STPR2 recommendations are grouped into six themes including “Influencing Travel Choices and Behaviours”. This theme includes recommendations around behaviour change initiatives, changing road user behaviour, increasing active travel to school, improving access to bikes and expansion of 20mph limits and zones. The review sees behaviour change initiatives as including information provision, promotional activities, incentives, and community events to encourage and enable use of active and sustainable transport modes. It notes these initiatives can play a key role in raising awareness of new infrastructure and services, including those delivered by other STPR2 recommendations.

3.2.8 The [Active Travel Framework](#) outlines the Scottish Government’s 2030 Vision for Active Travel that “Scotland’s communities are shaped around people, with walking or cycling the most popular choice for shorter everyday journeys” and states the need to drive behaviour change to achieve this, by changing attitudes towards walking and cycling, so that people recognise these modes as everyday safe, healthy and environmentally friendly choices, and by providing the means for that choice to be made.

- 3.2.9 [Accessible Travel Framework](#) (2016) and its [Annual Delivery Plan](#) is to support disabled people's rights by removing barriers and improving access to travel, and to ensure that disabled people are fully involved in work to improve all aspects of travel, so that "All disabled people can travel with the same freedom, choice, dignity and opportunity as other citizens". The Framework is a first step in changing cultures, noting for example that to tackle disability hate crime requires identifying the root of people's attitudes and behaviours to then re-shape them.
- 3.2.10 Additionally, "[Let's Get Scotland Walking, The National Walking Strategy](#)" (2014) notes the need "to tackle both the behavioural and wider determinant issues that influence walking, whether for travel or recreation" and that "Infrastructure alone will not be enough to transform people's habits and change their behaviour".
- 3.2.11 Transport Scotland's "[Cycling Framework and Delivery Plan for Active Travel in Scotland 2022-2030](#)" (Draft for Consultation, August 2022) focuses purely on developing cycling, having been informed by relevant strategies and concepts from around the world to help align Scotland with good practice. The need for behaviour change activity to support use of new cycling infrastructure is woven through its six themes, which include Fair Access and Training and Education.

### 3.3 Regional Policy

- 3.3.1 Strathclyde Partnership for Transport (SPT) has a statutory duty to produce a Regional Transport Strategy (RTS). [The Regional Transport Strategy for the west of Scotland – 2022-2037](#) (consultation draft) sets the vision and direction for transport in the region for the next 10-15 years. Its policies and priorities align closely to those of the National Transport Strategy (NTS2), thus supporting delivery of the NTS2 within the regional context.
- 3.3.2 The (draft) RTS recognises the need to facilitate a step-change in active travel and public transport and increase healthier travel behaviours for everyone. A specific policy (P.R7) on Behavioural Change supports the broader related Policy Theme on 'Reducing the need to travel and managing demand for car travel'. Policy R7 seeks to change behaviours and attitudes towards travelling by car, particularly for school journeys where quality active travel and public transport alternatives are available. It also supports the promotion of sustainable travel behaviours for all journey types

## 3.4 City Policy / Strategy documents

### 3.4.1 [Glasgow Strategic Plan 2022-2027](#)

3.4.1.1 The Council's Strategic Plan outlines four 'Grand Challenges' to: 1. Reduce poverty and inequality in our communities; 2. Increase opportunity and prosperity for all citizens; 3. Fight the climate emergency in a just transition to a net zero Glasgow; 4. Enable staff to deliver essential services in a sustainable, innovative, and efficient way for our communities.

3.4.1.2 The 'Missions' are initiatives which seek to address these Grand Challenges. In meeting Grand Challenge 3, Mission 1 is to "Deliver sustainable transport and travel aligned with the city region". The suite of transport strategies is both supported and referenced throughout the Plan, noting that a cleaner and greener transport system is vital in a just transition to a net zero Glasgow.

3.4.1.3 The 'Commitments' include support for measures which relate to this TBCS, such as: maximising on the impact of the [2023 UCI \(Union Cycliste Internationale\) Cycling World Championships](#) by increasing sports facilities for marginalised groups; developing a new Events Strategy which considers provision of free transport within event ticket costs; introduce community referrals to encourage wider participation in sport and physical education programmes and improve collaboration with the health and wellbeing sector; expand the safer school streets programme; promote access to Bikeability training; embed the sustainable travel hierarchy in all transport decisions; engage with Strathclyde Partnership for Transport (SPT) to support the introduction of a 'guide to using Glasgow buses' sign at every bus stop; work with the bus sector to promote safety, and work on ways to enable remote enforcement so that cameras can be used on buses to identify illegal parking in bus lanes, on footways and on active travel routes.

3.4.2 [Glasgow's Road Safety Plan 2020-2030](#) through a safe systems approach, sets a commitment to Vision Zero, meaning nobody being killed or seriously injured (KSI) on our roads, streets, cycle ways and footpaths by 2030.

3.4.3 Key to Vision Zero is to: reduce car-based traffic, particularly for short to medium term journeys and at peak travel times; encourage safe active travel and sustainable transport options and explore new modes of travel such as e-bikes; and supporting all this with the '4E's and 4P's': Education, Enforcement, Engineering and Encouragement; Prioritise, Prevent, Protect and Plan.

3.4.4 The Plan includes a commitment to prioritise and protect pedestrians and cyclists and all other vulnerable road users and to promote active travel through, for example, implementing a city-wide 20mph speed limit, creating more School Streets, and planning road space reallocation to create safer, more enabling conditions for active travel.

- 3.4.5 'Safe Active Travel' is the new theme for the delivery of a combined road safety and active school travel service in Glasgow.
- 3.4.6 [Glasgow's Climate Plan](#) - GCC declared a climate and ecological emergency in 2019 and the subsequent Climate Plan, adopted in 2021 in response, commits the City to achieving net zero carbon emissions by 2030. The plan recognises the scale of the transformation required to address the emergency, noting the behavioural change required, and not just in relation to transport. The Council's suite of transport strategies are core mechanisms for delivering the behavioural change required to reduce the City's reliance on private motor vehicles, and to create access to equitable, affordable, and reliable public transport. It further highlights that making active travel first choice can be nudged through the development of the City and Neighbourhood networks.
- 3.4.7 A **just transition** is one of the key themes of the Climate Plan, stating that transitioning to a net-zero society must be a catalyst for building a fairer, healthier, prosperous, resilient, and greener city for all.
- 3.4.8 Theme 1 of the Climate Plan, Communication and Community Empowerment, aims to co-create a Climate Change communications strategy with communities, community organisations and other stakeholders. This strategy will be the overarching framework for engaging Glaswegians in the transition to a climate ready and net zero carbon city and will seek to foster local action. There is the potential to build in synergy by linking to communications around travel behaviour change.
- 3.4.9 Theme 2, a Just and Inclusive Place, aims to 'equip people with the skills and education they need to benefit from the transition to net-zero and empower and invigorate our communities', again aligning closely with the education, informing and skills development elements of this TBCS.
- 3.4.10 [Glasgow's Circular Economy Route Map 2020-2030](#) - The Circular Economy Route Map sets out a framework to allow Glasgow to truly embrace a sustainable economic future and to meet its commitment to becoming a circular city by 2045. There is the potential for mutual learning and to develop synergies between the Route Map and the TBCS; the Route Map notes the "circular economy offers significant local opportunities that can directly benefit our citizens especially through education and upskilling prospects" and that sustainable behaviour change is one of several guiding principles of a Circular Economy and required for the City to achieve its targets. Connecting education and skills across communities is core to the whole systems approach of the Route Map Action Plan, an approach which can be applied equally as well to active and sustainable travel.
- 3.4.11 **GCC's Customer Strategy and Citizen's Panels** - A GCC Customer Strategy is currently in development and Glasgow's Centre for Civic Innovation is

working alongside Community Empowerment Services in co-designing Citizens Panels. Any implementation of Citizens' Panels will have an overall aim of increasing participatory democracy and demonstrate the influence of local people's input to the allocation of local resources and citizen led service redesign. It will be important that the Council works with Citizen's Panels on transport decisions, and they may be an important stakeholder helping local people to embrace travel behaviour change.

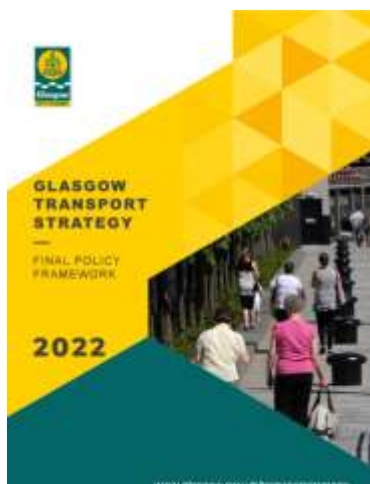
### 3.5 Glasgow's suite of Transport Strategies

- 3.5.1 The [Glasgow Transport Strategy](#) Part 1 (Policy Framework) - Adopted in 2022, the GTS is the overarching transport strategy for the City. It contains more than 100 policies guided by a long-term, whole systems approach which embeds the sustainable travel hierarchy to prioritise walking, wheeling, cycling, public transport and shared mobility ahead of private cars, to provide a comprehensive vision for the future of transport in Glasgow. To support the City's climate targets, the GTS **aims to reduce car vehicle kilometres travelled in Glasgow by at least 30% by 2030**. Specifically, through **policy 97**, the GTS identifies the need to change behaviour on travel choices in addition to enhancing communications and engagement with residents regarding transport. This highlights the importance of linking the City's 2030 targets with travel choices and supporting people to make informed choices on transport; enabling them to make the shift to active and sustainable everyday journeys.
- 3.5.2 [Glasgow's Active Travel Strategy 2022-2031](#) aims to match the scale of the necessary changes to our streets, realised through the development of the City Network, Liveable Neighbourhoods and other programmes, with significant modal shift supported through behaviour change initiatives.
- 3.5.3 The City Network, described within the Connectivity, People and Place theme of the ATS, will provide an accessible, safe, coherent, and direct active travel network across Glasgow, connecting key amenities and drivers of travel such as education, business, retail, and culture; more detail is outlined within the Interim Delivery Plan and the Final Delivery Plan.
- 3.5.4 The City Network will develop in tandem with the Liveable Neighbourhoods activity. It is this programme that will see the development of the more informal Neighbourhood Network, which will focus on improvements for walking, cycling and wheeling to enable easy everyday active journeys within neighbourhoods, but also providing easy connections to the City Network and public transport networks.
- 3.5.5 The behaviour change activity to support the City Network is woven throughout the narrative of the Unlocking Change and Thinking Differently themes of the

ATS, with the development of a Travel Behaviour Change Strategy stated as a key output.

3.5.6 **Liveable Neighbourhoods Programme** is Glasgow's approach to blending the 20-minute neighbourhood concept with the Place Principle. LN, through six tranches of work, is working with communities across Glasgow to improve their areas, and the plans will both identify existing activity and propose new interventions which align with the four themes of LN: Local Town Centres, Everyday Journeys, Active Travel and Streets for People. Development of the more informal Neighbourhood Network will focus on improvements for walking, wheeling, and cycling to enable easy everyday active journeys.

3.5.7 **City Centre Transformation Plan 2023-2032** looks to re-balance the use of our streets and public spaces by re-purposing road space through a range of policy and place-based initiatives. Fundamental to delivering these changes are managing the demand for road space and encouraging shared transport and modal shift to more sustainable modes. This includes reducing the need for travel (digital working /communications), reducing single occupancy vehicle use (promoting public transport/ shared mobility), and supporting behavioural change. The CCTP includes “promoting behavioural change through support, education, engagement and co-design.”



## 4. Action Areas Overview

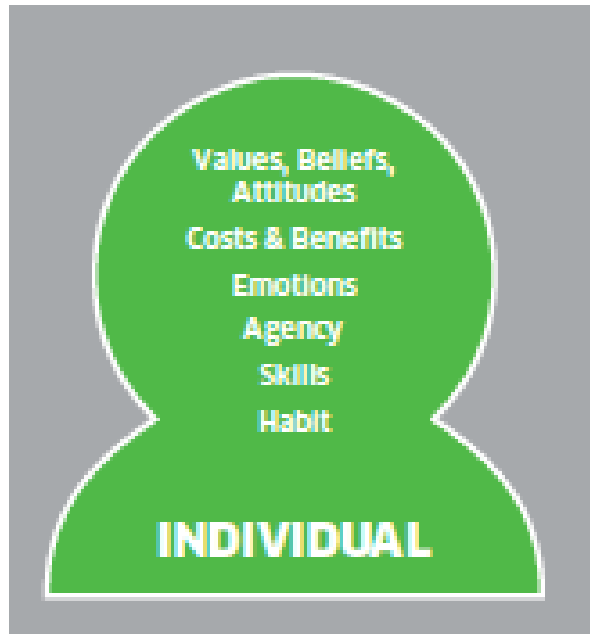
- 4.1 Our transport strategies and supporting documents describe the public and stakeholder communication and consultation stages each has been through to inform the development of their policies and actions to take forward.
- 4.2 Those policies and actions which have an impact on or are directly related to behavioural change measures have been brought together within this Travel Behaviour Change Strategy and subsequently further developed within the contextual framework of the [Scottish Government's ISM Model of Behaviour Change](#).
- 4.3 ISM stands for Individual, Social and Material. The tool, developed for use within the context of sustainability challenges, brings together the factors affecting behaviour into the three contexts of I, S and M, and can be used for designing effective policy interventions. Action is required from all three areas of the ISM tool to bring about lasting change.
- 4.4 Most of the policies and actions from our transport strategies cannot be placed uniquely against the 'Individual', 'Social' or 'Material' categories, and so they have been categorised according to the section of the ISM where they may perhaps exert the greatest influence.
- 4.5 An overview of our relevant policies and actions is presented in sections 5, 6 and 7. Promotion is presented separately in section 8.



## 5. Strategic action area 1: Individual

5.1 The Individual context area of the ISM tool is about the factors that affect the choices that individual people make and the behaviours that they undertake. <sup>4</sup>

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



5.3 For example, an individual may habitually use their car to drive to work and feel it would cost, both financially and through longer journey times, to switch to public transport. They may additionally believe that using a car conveys a higher social status. Developing knowledge of local public transport options and services, for example journey planning apps or real-time journey information at bus stops and train stations, may positively impact on their beliefs and attitudes around public transport and properly inform them of relative costs and benefits. In time this may help new travel habits to form.

5.4 The communications **messaging and promotions**, as well as the **informing** and educating that will result from this TBCS and the transport strategies, will help change people's understanding, values, beliefs, and attitudes towards low-carbon transport choices. This is explored within a separate section later in this strategy as communications are an essential tool throughout all areas of the ISM model. Core to this will be segmenting audiences to ensure that communications are effectively targeted and that they are reaching those harder to reach individuals and groups who are more generally under-represented, as noted in the following policy areas:

- **GTS Policy 97:** [part] Develop a TBCS, focus on developing methods of communication, key messages and interventions by travel audience.

- **ATS Policy Objective 2.2.2:** Engage with under-represented, disengaged and seldom-heard people and groups.
- **ATS Policy Objective 3.1.1:** Promote walking, wheeling, and cycling as a viable first choice for everyday journeys.

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

<b>Strategic policy interventions meeting ‘Individual’</b>	
ATS PO: 2.2.1	<b>Deliver walking and cycling training for all</b>
ATS PO: 2.2.1	<b>Help Individuals to build walking, wheeling, or cycling into their everyday journeys</b>

## 5.6 **ATS 2.2.1 & GTS Policy 13 - Deliver walking and cycling training for all**

- 5.6.1 There is a strong focus within the ATS on supporting training for people of all ages and ability. Cycling training needs to take individuals from total beginner level (whether pre-school children participating in a [Play Together on Pedals](#) session or older adults in a learn to ride class) to road-confident and knowledgeable about planning routes and basic level maintenance.
- 5.6.2 Instilling road safety skills starts at a young age. GCC’s Road Safety Unit provides programmed road safety lessons and training to every child in every school in the City. The Skills for Life programme aligns with the curriculum for excellence, helps children develop positive road safety attitudes and behaviours, and is creating the next generation of active travellers. Pedestrian safety promotional campaigns reinforce these behaviours, also reminding parents of their role in setting the example for their children to emulate. See examples of the activities in schools at the social media link [#GCCRoadSafety](#).
- 5.6.3 Provision of training opportunities for the end-user is vital but if we are to successfully develop a ‘sustainable travel culture’ in Glasgow, training also needs to grow capacity within the services supporting end users. For example, more trained cycle mechanics in turn keeps more cycles in daily use and increases capacity for onward maintenance training throughout communities. Higher numbers of trained ride leaders and Bikeability Scotland instructors/assistants also has a knock-on positive effect through communities.

- 5.6.4 Walk Leader volunteers develop some important skills through their training which includes managing group pace, hazard awareness and undertaking risk assessments.
- 5.6.5 Providing training as part of an incentives package can help in both the recruitment and retention of staff and / or volunteers, and all round improves their employability skills.
- 5.6.6 A **key deliverable** from this ATS policy objective is to establish a programme of cycling training activities within the Liveable Neighbourhood areas as the City Network is developed within these areas. A pilot scheme to test this was run during Autumn 2022. This multi-partner intervention was organised by the Glasgow Life cycling development team in liaison with the GCC ATS team, delivered by the charity Bike for Good and funded by Scottish Cycling and the UCI 2023 Cycling World Championships legacy fund.
- 5.6.7 The project monitoring will allow for both quantitative and qualitative data to be collected and analysed, for example the number of training courses and numbers attending, but also participants' perception of their health and wellbeing improvement resulting from the course, and their changed perceptions towards their travel choices. The monitoring will also allow for adjustment to the training course content.

## Case Study: Cycling Training Pilot Project

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

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

- where is the infrastructure located and how does it link to trip generators
- where are the permeability features and how do they work
- additional cycling skills development including basic on-road maintenance

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



*Bike for Good delivering cycling training*

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

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

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

## 5.7 ATS Policy 2.2.1 - Help Individuals to build walking, wheeling, or cycling into their everyday journeys

- 5.7.1 One focus of this policy objective is on supporting ‘social prescribing’ / ‘community referral’. This growing area, which takes a ‘whole person’ approach by considering the social, environmental and economic considerations of individuals, is about finding an alternative to medical interventions to improve health. Participants can be referred through health services or may self-refer.
- 5.7.2 The Health Walks programme from Paths for All is an example intervention. The walks have the potential to make a significant positive impact on both the physical and mental wellbeing of participants, helping people connect with others in their communities while growing their confidence to walk locally.
- 5.7.3 [Some walking groups](#) specifically promote active and sustainable travel, ensuring all their walks start close to public transport routes, with walk leaders actively encouraging participants to change their everyday travel behaviours.
- 5.7.4 ‘Buddy walks’ in particular can focus on the specific needs of an individual and over a period of time, through the developing relationship between ‘buddy’ and participant, work together to achieve agreed outcomes for the participant. This may, for example, include helping someone end a period of isolation, encouraging them to leave their home, and supporting them to gain confidence to walk to their local shops or other local services, or to connect to public transport.
- 5.7.5 Although the activities described relate to the ISM **Social** sphere by helping people develop relationship networks across their community, they also strongly relate to the **Individual** realm.
- 5.7.6 As with training discussed further above, these interventions can influence people’s emotions and their beliefs and attitudes and help them form new travel habits. By connecting people to local community opportunities, this helps to switch an individual’s motivation to change their behaviour into actual action, with support to sustain the new behaviour also coming from within the community<sup>5</sup>. These types of activity may help to address issues of equity, and further socio-economic benefits may also result:

*“The benefits of using sustainable travel modes are not limited to the positive health effects, as they could enhance individuals’ subjective well-being and social cohesion by potentially increasing their access to life opportunities and facilitating better integration in society” (Schwanen et al., 2015)<sup>6</sup>*



*A Glasgow Life Health Walk*

- 5.7.7 Paths for All note that Health Walk groups “can play a significant role in developing social inclusion and cohesion in communities”. Walk leader volunteers help to create trusted and safe spaces for participants and this impacts positively on public health by playing a “significant role in tackling physical inactivity, poor mental wellbeing, health and transport inequalities”.
- 5.7.8 There is an extensive programme of Health Walks across Glasgow, many delivered through [Glasgow Life](#). Health Walks also form part of the [Live Well Community Referral](#) offer – a pilot programme developed by Glasgow Life. This programme, launched in the Calton ward area in July 2022, was expanded during 2023 to the Shettleston ward area in response to demand and need.

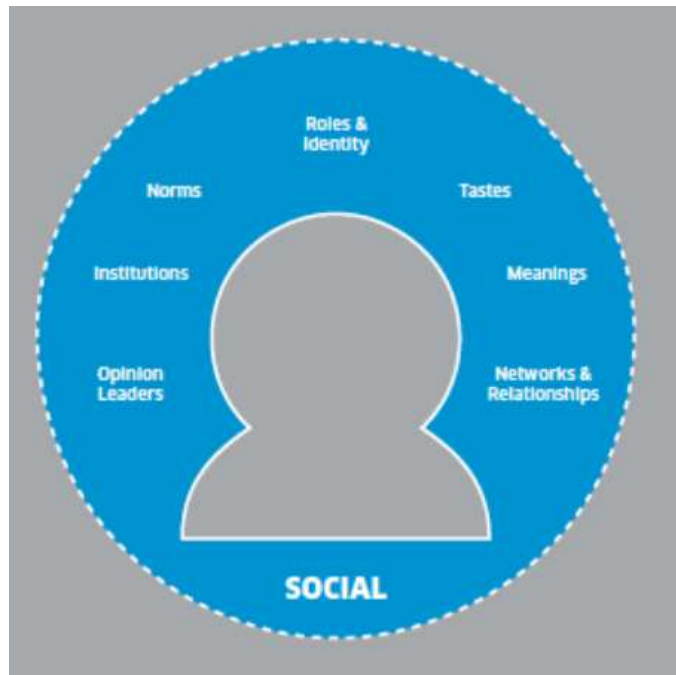
### **Council short term priority focus areas identified for Individual:**

- **Training for Cycling:** in partnership with the organisations of the Glasgow Community Cycling Network (GCCN) with the Smarter Choices Smarter Places fund by Paths for All, and additionally through the Avenues programme (City Deal funded), cycling skills training will be provided to individuals with diverse demographic characteristics and experiencing inequalities. Programmes will cover:
  - learn to cycle,
  - increase confidence to cycle in the City (using standard and non-standard cycles),
  - learn to repair and maintain cycles, thereby reducing the cost of this mode of transport.
- **Training of Health Walk Leaders** to ensure the continuation and growth of the Glasgow Life Health Walks programme, supported by Paths for All through the Smarter Choices Smarter Places fund.
- In partnership with Cycling UK and the Smarter Choices Smarter Places fund by Paths for All, support the **Play Together on Pedals Development Officer role**. This ensures the training of staff from multiple organisations to themselves deliver Play together on Pedals sessions across Glasgow, which teach pre-school children to cycle. Focus is on sessions delivered in areas of deprivation.
- Continued delivery of **Road Safety education** in Glasgow's schools. The bespoke education service provides young school children with practical road safety lessons and training, part of the skills for life programme.
- With support through Glasgow Life, ongoing delivery of programme of activity from the multi-year **Community Cycling Fund** (funded by 2023 UCI Cycling World Championships, Sport Scotland and Event Scotland). The focus is on provision of training of and for coaches and volunteers, with the outcome the growing of capacity and sustainability of activities delivery across Glasgow's communities and reaching new audiences including to under-represented groups.

## 6. Strategic action area 2: Social – communities and networks

6.1 The strategic action area titled '**Social**' focuses on roles, relationships and social networks that influence how individuals behave, both separately and within groups. The social sphere can create an environment where it is 'normal' to do a certain thing.

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



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

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

6.5 This strengthening of social connections can pinpoint **Opinion Leaders** who influence the behaviours of others and can gradually shift social and cultural **Norms** and creating new **Meanings**.



6.6 This second Action Area includes our policies and interventions that relate strongly to the social realm of the ISM model.

<b>Strategic policy interventions meeting 'social'</b>	
ATS: 2.1.2	Support school aged children to walk, wheel and cycle more (role of institutions)
GTS Policy 14	We will continue to encourage and support walking, cycling and scooting to school for the majority of pupils, especially at nursery and primary school level, and at secondary level to those not using public transport. (Work with SPT and operators to ensure adequate public transport provision).
ATS 2.2.3	Encourage organisations to invest in Active Travel where people work, live and study.
GTS 10.J (part)	Progressively encourage employers [...] to reduce their travel impacts by adopting Travel Plans.
GTS 3 (part)	GCC continues to explore ways to reduce the carbon impacts of Council-related travel – the journey to work as well as business travel [...].
ATS 3.1.3	GCC leading by example to embed active travel across the Council and its partner organisations.
ATS 3.2.1	Support larger events that encourage people to walk, wheel or cycle (reimagine their neighbourhood area)
ATS 3.2.3	Build on opportunities and legacy of major events to increase everyday active travel

### 6.7 Supporting children to walk, wheel and cycle more, including active journeys to school and nursery

6.7.1 The significant positive relationship between physical activity, improved cognitive performance and academic achievement has been widely reported. An active journey to school can help children gain some mobility independence and increase their familiarity with their neighbourhood, while more broadly it fosters connectedness between school and community.

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

6.7.3 A key deliverable of both the GTS and ATS is to support active journeys to school or nursery where possible, and to additionally encourage sustainable travel for secondary school children. This is beyond the physical interventions of School Streets and other traffic demand measures (e.g., parking controls),

the City Network connections and quieter neighbourhood streets which will enable active travel modes. The Scottish Government's scheme for free bus passes for the under-22s is showing the potential to reduce congestion around schools.

6.7.4 Road safety and active and sustainable modes of travel are promoted to young people through Glasgow's Road Safety Plan 2020-2030 interventions. Road safety lessons and training are delivered by GCC's Road Safety Officers, ensuring every child knows how, for example, to watch out for hazards on pavements and to cross the road safely, before they reach the stage of starting to navigate their area independently.

6.7.5 The Road Safety Unit also coordinates the delivery of Bikeability training across Glasgow; GCC further supports this through the installation of cycle /scooter shelters in schools.

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

**PEPASS** Physical Education Physical Activity School Sport together inspiring success  
Twitter: @PEPASSGlasgow

**Active Sustainable Travel- Class Challenge** *Park the car and get active.*

**Task**  
**Week 1** record an average week's travel. Include journeys to school, the shops, friends' houses, leisure activities etc.  
**In Week 2** try and make all your journeys sustainable, improve on the amount of active travel you do from week 1. Each time you make a journey record it with a tick in the box.

WEEK 1	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
walk							
cycle							
scooter							
other							

WEEK 2	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
walk							
cycle							
scooter							
other							

PEPASS Monthly Activity Calendar – example

## Case Study: Bikeability

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

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

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



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

- Cycles: availability, storage and maintenance of; transportation logistics to/from schools
- Premises for cycles and support staff
- Trainers: training and retaining the trainers; staff vs volunteers
- Staff/other resource to coordinate the programme

## 6.8 Employers / Travel Plans / GCC leading by example

- 6.8.1 Travel plans enable larger organisations / employers to strategically plan to reduce the impact their commuter or fleet travel may have on traffic volumes and congestion on the roads, local parking pressures and carbon emissions. This can be done through encouraging and supporting people to travel more sustainably and in line with the [sustainable travel hierarchy](#). Enabling more homeworking through digital support measures potentially reduces the need to travel, and introducing supporting measures to encourage active travel, shared transport or public transport reduces the number of private vehicles on the roads. This might be a train season ticket loan, a bike purchase scheme, a company lift-share scheme or investing in other on-site infrastructure to encourage cycling and walking. In-work travel can follow the same principles, supported through low/no-carbon fleets.
- 6.8.2 Good facilities on site have the additional benefits of potentially improving employee work/life balance (impacting positively on productivity) and organisations may appeal to a broader range of prospective employees.
- 6.8.3 The case study example below shows how investment in St Vincent Plaza in Glasgow is encouraging more staff to travel actively.
- 6.8.4 GCC as a large employer itself bears responsibility for ensuring its staff are encouraged to travel sustainably and to provide a positive and leading example for others to follow. The hybrid working pattern many of the office-based staff were able to adopt during the Covid pandemic has been positively received and has continued thus far; the Council already has a significant fleet of electric vehicles to decarbonise Council business mileage; pool cycles including e-bikes are available for travel to meetings; cycles can be loaned to staff considering purchasing a cycle; and the Council has use of an e-cargo cycle.

## **Case Study: Cycle Friendly Employer Award (Cycling Scotland)**

### **The Wood Group / Lambert Smith Hampton in Glasgow: “better motivated staff, healthier and happier people”**

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

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

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

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

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

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



## 6.9 Events

- 6.9.1 The ATS includes ambitions for a programme of community events that enable residents to reimagine how their neighbourhood space is used. ‘Open streets’ events or ‘car-free days’, which temporarily close streets to vehicular traffic, aim to facilitate more walking, wheeling, scooting, running, and cycling, this is not the sole focus of events but instead these may be open to a variety of activities in a car-free environment.
- 6.9.2 These types of events have proved enormously popular and successful in cities across the world since their inception as [Ciclovias](#). Programmes of such events, whether smaller and more community based, or a city centre mass-participation event, can generally raise awareness of, promote and remind people of physical activity such as walking and cycling, and provide an area for its practice.
- 6.9.3 Broadening the theme of the events, presenting an opportunity for people to spend time in their local area viewing it and interacting with each other in new ways, can potentially attract sections of society usually disinterested in active travel and help to facilitate social inclusion. Areas of the City and smaller local businesses are showcased, potentially helping to grow the local economy.

**Case Study:** Bordeaux in France, “[My Street Breathes](#)” closes an area of the city to traffic from 10am – 6pm every Sunday, welcoming to the space “bicycles, rollerblades, scooters, skateboards, pedestrians and users of public transport”.

The International Association of Event Hosts [outlines](#) the positive and meaningful impacts major events they can have on the lives of those individuals and communities that interact with them, also noting that these events can mobilise large numbers.

**Pour une ville apaisée**  
programme municipal NATURE

# Ma rue respire

Le 1<sup>er</sup> dimanche de chaque mois, dans tous les quartiers, la Ville de Bordeaux propose aux habitants et aux visiteurs de profiter des rues ouvertes aux mobilités douces et fermées à la circulation motorisée.

De 10 heures à 18 heures  
Accès réservé aux piétons et aux mobilités douces.  
Accès motorisé permis aux riverains sur présentation d'un justificatif.

- + d'air
- + de calme
- + de sécurité
- + de bien-être

Informations complètes sur [bordeaux.fr](http://bordeaux.fr) et dans votre mairie de quartier

6.9.4 Through Glasgow Life’s partnership with British Cycling/HSBC the City has previously hosted ‘Let’s Ride’ mass participation events held on a closed road circuit in the centre, which also incorporated Glasgow Green, enabling a festival atmosphere with food, music stunt shows part of the offerings. Thousands participated during the lifetime of the events, with the revised format of 2019 also including several smaller ‘pop-up’ events at parks around the City, attracting a largely family audience.



6.9.5 The format of past events provides a good model for provision for future events in the City. In 2023, Glasgow will host the [UCI World Cycling Championships](#) and will also be the [European Capital of Sport](#). These events will be used to support communities, especially those more deprived, to be more active. Within this, school sport will be a focus to embed activity in young people from an early age and ensure the legacy from the events.

- 6.9.6 Some funding opportunities for community project exist around such events. See the case study below on the [GoCycle Glasgow](#) fund through which 29 organisations will receive support for programmes of interventions.
- 6.9.7 Other types of events may include [Street Play](#).

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

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

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

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

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

The logo for GoCycle Glasgow features the word "GO" in a stylized pink font with a white dot for the 'O', followed by "CYCLE" in a bold pink font. Below this, the word "GLASGOW" is written in a large, bold, black sans-serif font.



### **Council short term priority focus areas identified for Social:**

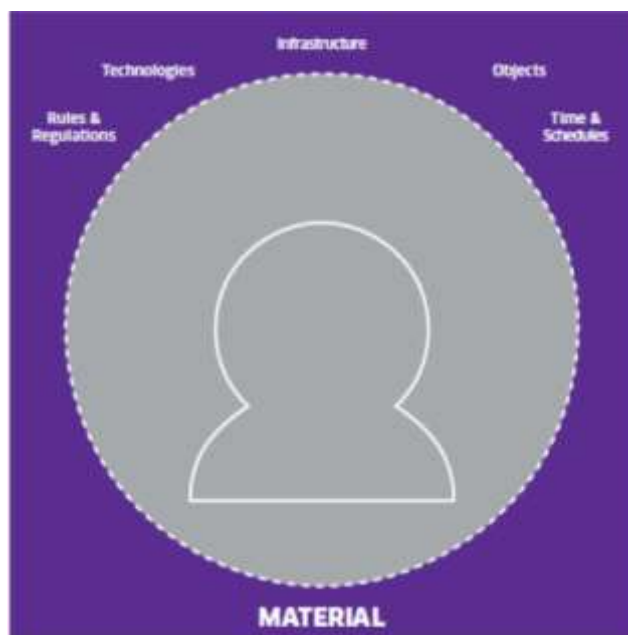
- **Refresh the Glasgow City Council staff travel plan** in 2023/24, including the consideration of:
  - promoting active and sustainable travel, with improvements to cycle fleet,
  - rationalising staff car parking,
  - incorporating existing approaches to hybrid working practices where feasible,
  - explore feasibility for subsidised public transport offer.
- Continue to coordinate and support the **delivery of Bikeability Scotland**, the on-road cycling skills and safety training for children, throughout Glasgow's schools. Ensuring demand is met as a priority, utilising mentors, community organisations, school staff and volunteers as part of the delivery mechanisms. Continue dialogue with Cycling Scotland to strengthen resourcing to increase the availability of the training for Glasgow school children.
- With support through Glasgow Life, ongoing delivery of the **Go Cycle Glasgow** (funded by 2023 UCI Cycling World Championships, Clyde Gateway, and Paths for All through their Smarter Choices Smarter Places grant fund) accessible and sustainable community cycling projects. The 29 projects reach across all geographic areas of Glasgow and a range of end users, including those with protected characteristics.
- With support through Glasgow Life, grow and develop the existing extensive activities centred around Community Sports Hubs, which include a range of cycling-based activities targeted towards a range of audiences.
- Profile of the new "**Learning through Cycling**" learning tool for schools, created in partnership with Education Services and Glasgow Life, raised by approach of the 2023 UCI Cycling World Championships. The resource explores cycling through the eyes of the curriculum, including links to the Developing Young Workforce.
- Work with Glasgow Life to **further develop the [Street Play](#) initiative**, allowing local residents the opportunity to close their street to traffic within a set time period. The scheme prioritises getting children active, playing games and having fun with their friends, while also aiming to bring communities together. The council provides a range of free support for Street Play, including traffic management equipment.
- Through Glasgow Life, deliver the **GO LIVE** curated programme of events and activity taking place in the City during the 2023 UCI Cycling World Championships. Covering the City's 23 wards, the programme will work with community groups across sport and culture to offer citizens the chance to engage with activity in their local area.

## 7. Strategic action area 3: Material

7.1 This third zone of ISM behaviour model relates to the wider environment; this material world can both shape and constrain our behaviour. While it is perhaps the traditional 'hard' interventions that may be thought of as key to encouraging people to change their travel behaviours, it is the combination of **Infrastructure** and service improvements alongside 'softer' behaviour change measures that is the most effective approach and likely to lead to sustained change.

7.2 People may not choose to cycle, for example due to the lack of safe and connected cycle **Infrastructure**, or people may not choose public transport due to infrequent services or unsuitable timing. Infrastructure can also be in the form of technology, such as charging facilities for electric vehicles.

7.3 **Technologies**, for example in digital ticketing or online service timetables, could help encourage people to travel by public transport as they have the information and means at their fingertips. This therefore saves them **Time**, and **Schedules** are more easily organised. Technology, meaning more automation and digital services, informed through 'big data' will help the development of a Smart City. The [Internet of Things](#) (IoT) is touted as the transformer of transport.



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

7.5 **Rules and Regulations** are most often set by formal institutions, such as local or national government, to prohibit or prescribe a behaviour. For example, Glasgow operates a [Low Emission Zone](#), [bus lanes](#) and [bus gates](#) to restrict the type of vehicles moving through certain areas of the City. At the national level, e-scooters are prohibited, apart from approved trials for rental-only scooter schemes in

certain towns and cities. The evaluation of these trial schemes, which ran between July 2020 and November 2022, will inform any future national policy.

7.6 Much of the work GCC’s transport strategies respond to is the ‘Material’ sector of the ISM model. The main strategic actions are noted below:

<b><i>Strategic policy interventions meeting ‘Material’</i></b>	
<b>ATS Theme 1 LN</b>	Connectivity, people, and place
<b>ATS PO 3.1.2</b>	Develop improved information, wayfinding, and navigation
<b>ATS PO 2.1.3</b>	Provide easier access to cycles and mobility equipment for all
<b>ATS PO 2.2.4</b>	Investigate and support opportunities to further develop the use of e-cargo bikes within the economic and social activities of the city.
<b>GTS</b>	A range of policies supporting shared mobility, community and on-demand transport to help reduce the need to own a car and adapt to changing travel needs. Policy commitments to road space reallocation and sustainable transport infrastructure, as well as technological enhancements to support and promote sustainable travel choices.
<b>CCTP</b>	Traffic Demand Management: a range of measures to manage access by private cars

## **7.7 Connectivity, people, and place**

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

7.7.1 The suite of transport strategies set out in detail how GCC will support active and sustainable transport through creating quality spaces which put people first, deliver an active travel City Network to connect communities and neighbourhoods across the City and develop Liveable Neighbourhoods which support everyday active journeys and reduce dependence on private cars. Further, the public consultations for our transport strategies have raised the need for improved public transport offerings, with faster and connected journeys and with real time information assisting people with their journey planning.

7.7.2 Extensive policies and actions within our suite of strategies respond to these needs and thus respond to the infrastructure element of the ISM approach.

7.7.3 Improved provision of information, wayfinding and navigation is a regular topic emerging from GCC’s transport strategy consultations. This goes together with the improvement of place and development of travel networks and public transport and other services, while aligning with Objects, Infrastructure, Technologies and Time & Schedules within the Material zone of the ISM model.

- 7.7.4 GCC's [SmarterTravelGla](#) website hosts information on sustainable travel modes. The site has the potential, with refreshed and improved content and wider promotion, to become an important information portal on how to travel sustainably around Glasgow.
- 7.7.5 GCC's on-street signage for active travel already incorporates times to walk or cycle to destinations, which is particularly important for helping the public understand how quick active travel journeys can be. Opportunities to review and improve this must be pursued, for example informing of better links to public transport or highlighting quiet or interesting routes.
- 7.7.6 GCC has set up the Accessibility and Inclusive Design Forum to ensure that designs for place and infrastructure consider the views expressed by a range of organisations representing people with mobility and sensory impairments and disabilities.
- 7.7.7 As technology advances, there may be opportunity to incorporate digital interactive technology, aiding people with sensory impairments. Signage encouraging considerate behaviour in shared spaces may improve the experience for end-users. Improving provision and accuracy of real time passenger information is a key priority of the Glasgow City Region Bus Partnership.

## **7.8 Provide easier access to cycles and mobility equipment for all; Investigate and support opportunities to further develop the use of e-cargo cycles within the economic and social activities of the City**

- 7.8.1 Policies and actions within the ATS and GTS support improving access to cycles through support for and development of a range local schemes including 'cycle libraries', swap schemes, refurbished cycles, salary sacrifice schemes. The Scottish Government in 2021/22 trialled a [pilot scheme](#) to provide free bikes to children who need one, with local third sector organisations helping in the delivery of this. The [final evaluation report](#) for the scheme was published in February 2023. Our policies also support improved access to adapted cycles, which can provide mobility options for people with physical disabilities.
- 7.8.2 Glasgow's [bike-share scheme](#), operated by Nextbike and currently sponsored by Ovo Energy, has gone from strength-to-strength since its introduction in 2014. With a growing number of e-assist bikes within the fleet, total overall rentals passed the **2-million** mark in November 2022.
- 7.8.3 **E-cargo** cycles will form part of the solution to the City's transport issues, positively impacting on the City's economy by helping reduce congestion caused by deliveries and decarbonising the movement of goods around the City. However, the investment required to purchase an e-cargo cycle is significant and beyond the means of many organisations. Opportunities to trial

use of cargo cycles to check they meet with organisational requirements will be necessary. Charitable cycling organisation Bike for Good already hosts an [e-cargo bike library](#), accessible for individuals or organisations, with training and support included in the 'package'. The development of mobility hubs in locations across Glasgow will also likely make e-cargo cycles available to a range of users for short time periods. Infrastructure development across the City must take cognisance of these vehicles within the design.

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

### **Case Study: Technology increasing cycling safety**

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

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

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

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

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

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



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

## 7.9 Shared mobility, community, and on-demand transport: a range of measures to help reduce the need to own a car and adapt to changing travel needs

7.9.1 Shared mobility usually refers to transport services that are shared among users rather than owned privately. These primarily include:

- **Car share** in the form of a car club such as [Co Wheels](#) in Glasgow, but may also include peer-to-peer car sharing through an [online platform](#) or a [community-based](#) club.
- **Bike share such as [Ovo Bikes](#)** rental scheme in Glasgow, but may also include, for example, work pool bikes.
- **Lift share** in which two or more people will share a car journey. Often assisted by established platforms such as SPTs [Journey Share](#), but may also be through more informal networks at workplace or community level.
- **Digital/demand responsive transport (DDRT)** refers to bus services which are linked to the demand from their users, usually operating where there are few or no conventional bus services. Within the Strathclyde region SPT operates the [MyBus](#) service.
- **E-scooter share** is an addition to the 'micro mobility' offer (which also includes bike-share) in countries around the world and the UK government is reviewing their use here following trial schemes in England during 2020-2022.

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

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

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

- 7.9.5 **Community transport** (CT) can be an important lifeline for communities in Glasgow, “[providing flexible and accessible community-led solutions in response to unmet local transport needs](#)”. CT operators often use a mix of vehicles, including minibuses, school transport or personal cars, to transport people through both demand responsive and scheduled services. [Decarbonisation](#) of the CT fleets is a priority for many of the operators.
- 7.9.6 Operators are often reliant on a large pool of volunteers while for some isolated service users, in a similar way to the social prescribing model described earlier in ‘Social’, the services enable them to make crucial connections with people in their community.
- 7.9.7 CT representation in Glasgow is strong with [12% \(20\)](#) of the total number of CT operators in Scotland based in the City. New [mapping](#) shows the distribution of operators.
- 7.9.8 The GTS includes 13 policies based on shared, community and on-demand transport, as shown in the following table. Some of this work is further developed within the Action Plan for this TBCS:

<b>Strategic action</b>	<b>(NOTE: not full text of individual policies)</b>
<b>GTS 26</b>	Continue to promote shared mobility options in the City, including increased access to car clubs and bike hire, through the spatial planning system and through special projects with partners.
<b>GTS 27</b>	Work collaboratively with partners to explore and develop new forms of demand responsive transport to respond to changing travel demand and which are open to all.
<b>GTS 28</b>	Work collaboratively with partners to increase modal integration, e.g., encouraging rail and bus operators to make it easier to travel with cycles and scooters; ensure adequate cycle parking at public interchange points.
<b>GTS 29</b>	Recognise the important role taxis play in the overall transport strategy for the City, alongside shared transport.
<b>GTS 30</b>	Recognise the important role that private hire cars play in the overall transport offer for the City.
<b>GTS 31</b>	Support innovation in shared transport and shared mobility options.
<b>GTS 32</b>	Work with SPT to promote regional journey-sharing and incorporate journey-sharing messages in the Council’s new



	TBC, and proactively promote the SPT Journey Share scheme.
<b>GTS 33</b>	Continue to recognise the important role of community transport in the City, particularly the opportunity of serving local communities and filling gaps in local transport provision.
<b>GTS 34</b>	Recognise the role that e-scooters can play in a sustainable transport system in Glasgow.
<b>GTS 35</b>	Work with partners to ensure transport is not a barrier to accessing fresh, healthy food, recognising the role community transport and active travel solutions can have.
<b>GTS 36</b>	Continue to work with SPT, bus operators and the community transport sector to promote a good level of public transport access to hospitals and healthcare in the City, and work to ensure AT network connections to hospitals, health centres and GPs are improved.
<b>GTS 37</b>	Support the use of powered two-wheelers in the City through provision of motorcycle parking and consideration in road space reallocation interventions.
<b>GTS 38</b>	Explore ways to support shift-workers, or employers who travel at night/early morning to ensure they have transport for their needs.

## Case Study: Community Transport Glasgow

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

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

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

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

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

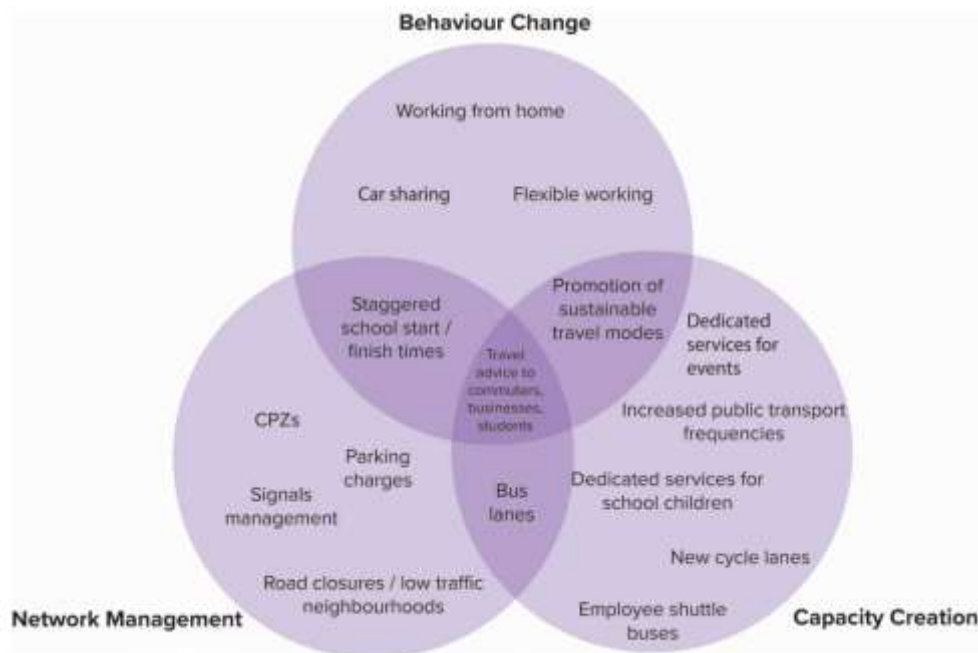


*Part of Community Transport Glasgow's e-fleet*

## 7.10 Traffic Demand Management: a range of measures to limit access by private cars particularly during the peak periods

7.10.1 Transport Demand Management (TDM), according to the Department for Transport (DfT) in its [TDM toolkit](#), “is an umbrella term for the application of strategies and policies to reduce travel demand or to redistribute this demand in space, mode or in time”.

7.10.2 It further explains that TDM is often based around the ‘three pillars’ of: ‘capacity creation’, ‘network management’ and travel behaviour change solutions. The below diagram from the toolkit shows examples of each of these:



*Department for Transport: Travel Demand Management Toolkit, March 2021*

7.10.3 The GTS outlines that the Council’s TDM activity must respond to Transport Scotland’s National Transport Strategy sustainable travel hierarchy, by managing vehicle use in the City to ensure that those choosing to use public transport, active travel modes, as well as shared transport and taxis, are supported within an overarching spatial framework. Although there will continue to be specific requirements for journeys by private vehicles, their use must not be a significant barrier to shared and sustainable forms of travel.

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

7.10.5 The GTS includes 15 detailed TDM policies as shown on the following table. Some of this work is further developed within the Action Plan for this TBCS.

<b>Strategic action</b>	<b>(NOTE: not full text of individual policies)</b>
<b>GTS 82</b>	Progressively extend controls on on-road parking throughout the City based on a strategic approach.
<b>GTS 83</b>	Continue to develop a Workplace Parking Licensing scheme to tackle long-stay parking and support P82.
<b>GTS 84</b>	Ensure adequate management and enforcement of parking regulations on road.
<b>GTS 85</b>	Charge for designated parking on-street and in Council owned off-street car parking.
<b>GTS 86</b>	Review parking standards for new development to discourage car ownership whilst reducing on-street parking in residential locations where possible.
<b>GTS 87</b>	Ensure adequate parking control is in place for events
<b>GTS 88</b>	Implement the national pavement parking prohibitions once enacted from the Transport (Scotland) Act 2019.
<b>GTS 89</b>	Implement national double-parking prohibitions city-wide with no exemptions.
<b>GTS 90</b>	Provide for cycle parking through minimum cycle parking standards for new development and continue a rollout of secure cycle shelters across the City to support those living in tenements and high-density housing.
<b>GTS 91</b>	Lobby Scottish Government and UK Government to deliver policy and financial interventions to influence the make-up of vehicles in Scotland to reduce the proportion of large private vehicles including SUVs in use.
<b>GTS 92</b>	Maximise the efficiency of Council owned car parks within the wider context of managing the demand to travel by car.
<b>GTS 93</b>	Explore emission-based resident parking charges to influence the transition to cleaner and low emission vehicles in private ownership (particularly cars and vans).
<b>GTS 94</b>	In tandem with policy 82, reduce the level of on-street parking in the city centre to reduce the impacts of vehicles. Reallocate road space to sustainable modes, for placemaking projects and shared mobility such as car club vehicles

<b>GTS 95</b>	Lobby the Scottish Government and Transport Scotland to introduce road pricing / road user pays proposals at a national level with detailed guidance for regional schemes.
<b>GTS 96</b>	Encourage Scottish Government, Transport Scotland, and UK Government to consider and implement ways to tackle the cost of motoring to ensure it is not cheaper to use a car than sustainable modes of travel, particularly public transport.

### **Council short term priority focus areas identified for Material:**

- Evaluation and delivery of **city wide mandatory 20mph speed limit**, with continuing delivery of road safety / speed reduction engineering interventions
- Launch the **STARS (School Travel and Road Safety) online resource** webpage during 2023 which includes support for schools to develop School Travel Plans. Within this context, and additionally where requested, continue to assist parents and schools with the process of **developing a walking or cycling bus**. Support may vary from provision of materials such as high-vis vests to more bespoke elements for safer navigation of local roads.
- Continue to deliver improvements to **active travel infrastructure** across the City, incorporating the **redesign of carriageway space** and the **improvement of public realm** in order to rebalance the traffic hierarchy and improve conditions for wheeling, walking and cycling.
- Continue to deliver **improvements for bus users** via ongoing infrastructure investment by GCC, SPT and the Bus Partnership Fund.
- Expansion in the provision of **secure cycle parking** through:
  - Existing on-street secure cycle shelter programme,
  - In partnership with Cycling Scotland and Housing Associations to provide larger capacity cycle storage units adjacent to social housing,
  - Avenues programme 'storage hubs' within or adjacent to the city centre during 2023, for standard and non-standard cycles.
- Continued support for expansion and promotion of **shared-transport** programmes:
  - On-street car club scheme,
  - Nextbike cycle hire scheme.
- Continued support, provided through the Smarter Choices Smarter Places fund by Paths for All, for the **Electric Cargo Bike Lending Library** developed and launched by Bike for Good.
  - A range of bikes, trailers, and other accessories for loan / trial use,
  - Training in use of the equipment,
  - Route planning and advice.
- Continued development of the Council's **Accessible and Inclusive Design Forum**. The forum includes representation from a number of user groups and provides the opportunity to feedback on accessibility issues within the designs of infrastructure projects.

## 8. Promotion, Messaging and Informing

8.1 Communications - our **promotions, messaging and informing** – are essential to a behaviour change approach to encourage individuals and communities to change their behaviour and as such can perform a range of functions: they are key to informing and inspiring residents to participate, can educate on and reframe an issue, promote normalisation of a new behaviour, or build up people’s confidence in their ability to change.<sup>7</sup>

*“...communications is a powerful and flexible lever to create and sustain behaviour change”<sup>8</sup>*

8.2 Promotions, messaging, and informing are discussed within this separate chapter of the TBCS due to the impact across all areas of the ISM model, and the high profile it receives within our transport strategies.

<b>Strategic action</b>	
<b>GTS Policy 97</b>	“...targeting different audiences, raising awareness, and promoting and informing around specific information and changes.”
<b>ATS sub-theme 3.1</b>	“Promotion and Messaging”
<b>ATS PO 3.1.1</b>	Promote walking, wheeling, and cycling as a viable first choice for everyday journeys

8.3 Now is the time to build on the existing dialogue with the people of Glasgow, to build greater trust, to work towards re-shaping attitudes and social norms and thereby help influence a cultural change and behaviour shift around travel. The Council needs to create motivational messaging that helps with creating, growing and sustaining the shift required to help us achieve the decarbonisation of transport in the City.

8.4 Communication alone is unlikely to change people’s travel behaviour. While it is an effective tool to inform people what they should do and why they should do something, it forms part of the greater ‘package’ of behaviour change interventions and changes in the wider environment in which we live, and which are greater facilitators of behaviour change.<sup>9</sup>

8.5 [Research by CAST](#) (Centre for Climate Change and Social Transformations) shows that a ‘disconnect’ exists between people’s knowledge of what would be the most transformative travel behaviours to adopt when seeking to reduce carbon emissions, compared with what they are prepared to accept for their own behaviour. For example, living car free would have the biggest positive impact on reducing carbon emissions, yet many did not see this as an option for their lifestyle.

- 8.6 **Promotion** is necessary to gain the attention of our target audiences – be that individuals, groups and communities, or organisations - and communicate our sustainable travel messages effectively to them. Audiences need to be aware of the messages and understand the benefits being ‘sold’ to them. Promotion is the visible element and can be done through a wide range of promotional tools, including advertising, events, or social media.
- 8.7 **Messaging** refers to what the Council wants to say to target audiences; to have impact messages need to be clear and simple, be credible and must be consistent with our policies. More effective messages are likely to be those that are perceived by individuals and target audiences to bring benefits to them, such as: reducing their time, costs and stress by choosing a mode other than driving; gaining fitness and wellbeing benefits from travelling actively or multi-modally, and that sustainable travel can be enjoyable and sociable.
- 8.8 Our messaging and promotion are a way of educating and **informing** people about the benefits that can be gained by travelling sustainably. But beyond this, our consultations have shown us that the Council needs to ensure that increasing people’s knowledge about sustainable transport choices is done through a range of information via different channels. For example, this could include printed or digital maps and route finders, smartphone apps, visible public transport timetables and real time passenger information, web-based information ‘hubs’ detailing training and other active travel opportunities, information packs and even on-street route signage. (See also above Material section: “Develop improved information, wayfinding and navigation”).



*Paths for all – climate messaging / promotion*



## Case Study: Different types of Incentive promotions

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

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

A Glasgow bus operator offers free bus travel to the Glasgow Warriors rugby ground on match day for ticket holders; rail travellers are offered free entrance to attractions in return for using public transport to their destination; or Kids travel for free.



## 8.9 Communications and the ISM lens

8.9.1 **Changing the attitudes of Individuals** - Our messaging and promotions will aim to reach the **Individual**, growing their knowledge and awareness, combined with persuasion, as a first step to shifting attitudes and values and turning a habit into a conscious behaviour. A change in attitude itself does not equate to changed behaviour but rather it can help to influence behaviour.

8.9.2 **Changing social norms to normalise new travel behaviours** - Indeed, within the wider **social** environment, it is other people's values, attitudes and beliefs which can have a strong social influence on our own behaviour. Social norms define 'acceptable' group rules of behaviour, in turn strongly influencing our own thoughts and behaviours so that we feel part of the group. Recruiting respected **opinion leaders** or key **institutions** as 'ambassadors' to spread the message on new behaviours can slowly shift behavioural norms, and communications can prompt people to act in accordance with them. Peer-to-peer networks can play a similar role.

8.9.3 **Informing through technology to effect change** - Changes within the wider **Material** environment are essential facilitators of behaviour change, for example promoting public transport use needs to be alongside public transport service improvements. Communication does however play an important role in supporting strategic policy interventions, such as providing information about new regulations and legislation or promoting services and can help to frame the dialogue on some issues, particularly where behaviours are difficult to change. Communications can also be used to recruit people to participative approaches to change, such as GCC's forthcoming Citizens' Panels, which aim to give residents influence over how their environment is changed and create a momentum for change.

8.10 In general, communications activities should not be viewed in isolation as policy objectives set the purpose of the policy and the objectives of the communication activity set out how identified behaviours will support in realising these wider policy objectives.<sup>10</sup>

8.11 Public and stakeholder consultation and engagement activities for our transport strategies identified that to help in creating the 'cultural change' required to help drive travel behaviour change the Council needs to:

- Build on our own existing behaviour change campaigns including through linking in better with regional and national campaigns.
- Re-think our own messaging and deliver targeted promotional campaigns so that new audiences who previously would not have considered sustainable or active travel modes are reached – essentially 'unlocking' new journeys.
- Provide clear and comprehensive information for all travel modes on ticketing, journey planning and other support.

8.12 Communications will occur at all levels:

- Strategic level: promoting the strategies and the outcomes for the City that need to be achieved; and specific topics within this.
- Project level: Travel Behaviour Change Plans to target local populations and help them overcome their specific barriers and ensure efficacy of projects.
- Travel Behaviour change intervention level: promote the specific interventions to the target audiences to encourage participation in them. A behaviour change intervention may be a form of communication.

8.12.1 With external partners, such as transport operators and employers, the Council can collaborate on campaigns to inform and promote season tickets; promote car and bike-share schemes; design a campaign improving perceptions of personal safety and security on public transport. An example safety campaign from the [Suzy Lamplugh Trust in 2021](#) is shown.



8.12.2 **Major events**, a form of promotion in themselves, have been discussed earlier in this strategy. There is an additional promotional opportunity to focus activities and events around a few UK-wide (or international) promotional events to help promote sustainable travel.

8.12.3 Tying into higher profile local, regional, national (or international) promotional campaigns could bring several potential benefits:

- Advertising assets already created and able to be used.
- Wider media coverage.
- Longer lead-in time supports full planning for funding spend.
- Builds the profile and visibility of the campaigns across the City year-on-year.
- Opportunity to test monitoring and evaluation frameworks and adjust as necessary based on evidence.
- Learn from past events to amend and improve the City's approach to the next event, building on the experience gained through multi-year participation.

8.12.4 Example campaigns the Council could potentially align with are:

- [Scotland's climate week](#); World Car Free Day - September
- [Walk to School Week](#); [National Walking Month](#) – May
- [Cycle to Work day](#) – August

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

- Reducing the need to travel
  - Awareness of transport and travel choices in climate change
  - Ways to reduce car use – possible specific campaign (and linking to Transport Scotland communications on this)
  - Choose local destinations
  
- Living well locally
  - Inform and promote 20mph speed limit
  - Inform on bus gates
  - Inform on LEZ
  - Promoting an active school run
  - Sharing space in the City
  - Promote flexible and local working
  
- Switching modes
  - Raise awareness of public transport season tickets and concessionary travel schemes (link with SPT and employers)
  - Provide information on how to plan sustainable or active travel journeys
  
- Combining or sharing car trips
  - Promote the benefits of car sharing or car pooling
  - Promoting community transport

8.12.6 The below highlights just some of the type of journeys, audience, mode type and issues that GCC may seek to tackle through its promotion and messaging.

**Journey targets:**

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

**Audience targets:**

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

**Mode targets:**

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

**Issues:**

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

### 8.13 Examples of GCC action at strategic level:

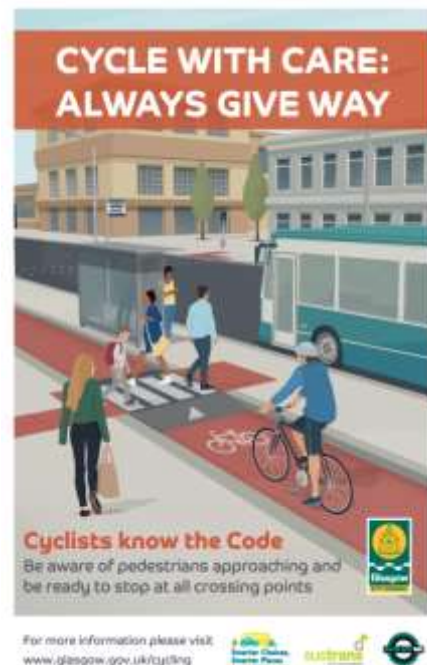
8.13.1 Mass communication alone may not necessarily be the most effective approach to changing behaviours but, nevertheless, communications have an important role in providing information about new **legislation** and, in supporting policy interventions, helping to frame the dialogue on issues.<sup>11</sup>

8.13.2 The Council needs to inform and educate about legislation and rules that impact at the city level, for example, informing our citizens about the operation of the Low Emission Zone, bus gates and parking restrictions. Simple messaging via road signage plays an important role here, among other forms of communication. Changes to national-level legislation also need to be communicated, for example the pavement parking ban and, should national legislation change, it will be necessary to inform about e-scooters or other micro-mobility options.



8.13.3 In response to the Highway Code changes effected in 2022, the Council's [Road Safety unit issued a Road Safety Bulletin](#) as part of the communication plan.

8.13.4 This activity can be supported with promotions aiming at shifting cultural and social norms – most broadly informing how our transport choices impact on the climate; why we should all reduce car use; and more locally promoting 'considerate parking' and improving behaviours within shared space in the city to encourage more walking, wheeling and cycling.



## 8.14 **Project and Intervention level**

- 8.14.1 Most project activity delivered through the Council requires development of their own communications and engagement plans. Transport Scotland notes in its Climate Change Public Engagement Strategy that its strategic objectives are for people to: Understand, Participate and Act.
- 8.14.2 Early engagement with communities directly affected by an infrastructure project is the start of the participative process to define what issue the project is trying to solve and what behaviour needs to change to achieve the project's aims and intended outcomes.
- 8.14.3 Project teams must work with local communities to identify barriers to the target audience(s) changing their travel behaviours and co-design behaviour change interventions with them to tackle those barriers. Promotion and engagement will form an important part of this process.
- 8.14.4 An example of project-level informing, and educating is shown in the case study from the South City Way project, on Glasgow's Victoria Road, below.

## Case Study: South City Way Protected Junction Trial – project level education

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

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

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

To help ensure the smooth introduction of the junctions to the local community and beyond, the Council, with its funding partner Sustrans Scotland, developed an information and education campaign for roll-out just prior to the junctions formally opening to use.

The education campaign included:

- An animated 'user guide', accessible on-line
- A 'user guide' leaflet delivered to all residential and businesses in the locale – approximately 5,000 addresses. The leaflet gave guidance to all road users in how to navigate the junctions
- On-street information / user guide signboard incorporated into real-time monitor
- Bus shelters and bus rears adverts, run in conjunction with the 'floating bus stops' behaviour change poster
- Posters in local shops and local community spaces
- Information on GCC and Sustrans websites
- Newspaper adverts (Metro)



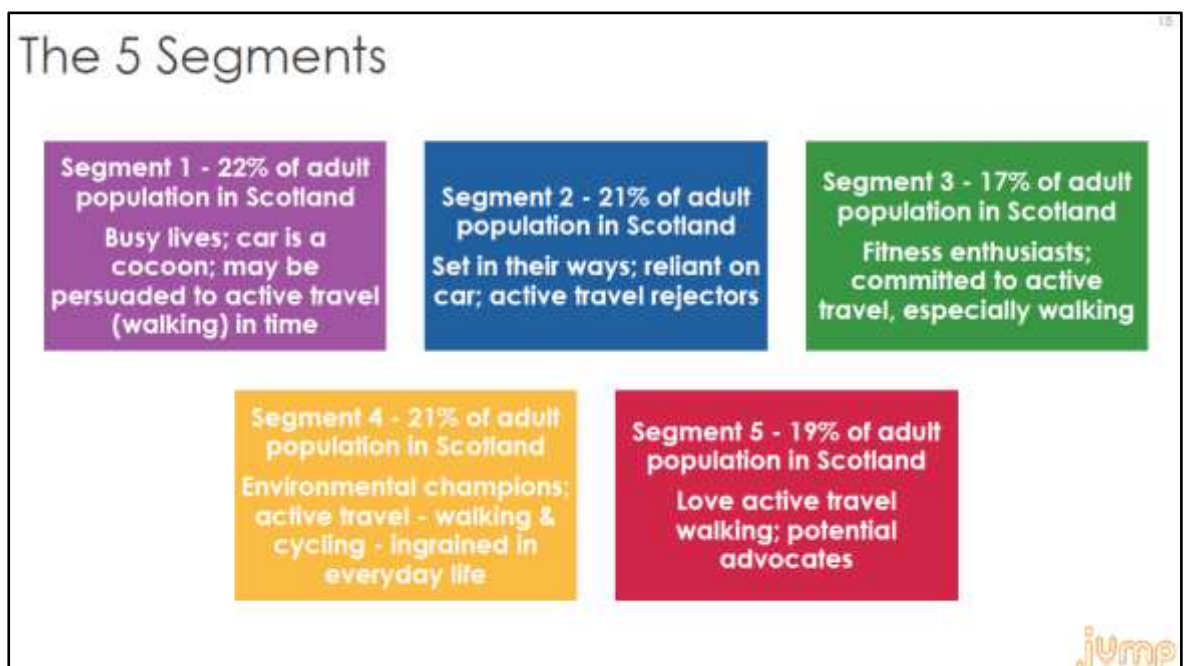
## 8.15 Audiences and Key messages

8.15.1 A similar planning approach can be used at all three levels of our communications:

- Identify the audience
- Set the objectives for the audience
- Identify key messages
- Develop the communications strategy and tactics – the details of how to achieve the communications objectives.

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

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



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



## **Case Study: First Bus – “Be a little more car free” campaign**

### **Modal shift campaign to encourage Scots to leave their cars behind a little**

First Bus Glasgow partnered with a Glasgow-based brand agency to create a new campaign to support behaviour change and shift journeys to public transport.

Recognising the climate and transport targets of Glasgow, First Bus initiated the campaign to change perceptions of bus travel. The campaign was focused on encouraging daily car drivers to consider using the bus as an alternative, showing them how public transport free them from the hassle, expense, and responsibility of driving a private vehicle.

The campaign is underpinned by the ISM model and utilised a mixture of adverts on buses in addition to billboards, television, and online advertising. The adverts are based upon a ‘car user support group’ – a familiar concept for people which is used to effectively convey the message. Four characters were used and during the support group ‘confess to car habits’ – with each character focused on one element: pollution, cost, parking and road rage.

The content utilises humour to simultaneously highlight the costs, stress and environmental impacts of car ownership whilst highlighting the benefits of bus travel. This is targeted at people driving for everyday journeys and where there are easy public transport alternatives. But can resonate with a wider audience, especially with those who are now working in a hybrid manner and reconsidering the need for private car ownership.

This campaign recognises its audience and effectively use concise messaging and visual mechanism to convey its purpose. It targets people who are driving (the individual) and highlights the social impact such as pollution and stress. Before proceeding to material solutions such as permanently transitioning to public transport as the primary mode or by switching some short/urban journeys to bus. The message resonates with drivers and can catalyse a change in travel habit.

### Council short term priority focus areas identified for Promotion

- Refresh of the [Smarter Travel Gla](#) website to improve provision of information on sustainable travel choices and promote [Traveline Scotland](#) journey planner.
- **Bus Stop enforcement** campaign aiming to educate vehicle drivers about the impact to journeys caused by incorrect stopping / parking within the bus stop restricted area. In partnership with the Glasgow City Region Bus Partnership and GlasGo Alliance, private vehicle drivers will be reminded that even stopping for two minutes at a bus stop can:
  - Delay buses, lengthening journey times for passengers,
  - Prevent the bus docking correctly, preventing safe boarding/alighting, particularly for disabled and elderly people.
- Develop a **“Look out for others” campaign**, in partnership with Police Scotland. With a main focus on reducing road casualties, the campaign will also aim to create generic messaging around “looking out for others” to be adopted by all road users within the modal hierarchy and remind them of their responsibilities to others.
- Develop a city-wide **filming project** linked to the School Travel and Road Safety (STARS) website, to promote road safety and active school travel in schools and across the wider school community.
- Programme of **community workshops on active travel**: delivered through the city centre Avenues programme, to increase awareness of the benefits of active travel, and improve the perception of walking, cycling, and wheeling. Includes a proposal for a potential “Walking Festival” within the City. The scope would be developed in collaboration with communities with likely delivery in partnership with Glasgow Life, the NHS and a range of third sector organisations.

## 9 Delivery

- 9.1 The previous chapters have identified policies and measures that will enable an increase in sustainable travel through developing transport infrastructure and services, supported by a range of measures to inform, encourage, motivate, educate, and impart skills, to further enable travel behaviour change. But how will this be delivered?
- 9.2 Citizens of Glasgow will all have different mindsets in relation to their travel behaviour whether they already use sustainable travel modes on a regular basis, less often, considered alternate transport or given no consideration to sustainable travel modes at all.
- 9.3 The delivery of this TBCS recognises the various stages of behaviour change through the ISM model as well as the [Stages of Change](#), which is summarised in the table below. This strategy recognises the importance of all stages; our actions will target these, including the crucial **Maintenance** stage.

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

### 9.4 Collaboration and Partnership

- 9.4.1 Implementation of the TBCS must be a collaborative process as the council cannot deliver this ambition alone. GCC has established relationships with many partners and will continue to work in collaboration with public and private organisations and [Key Agencies](#) to deliver the policies and aims set out in this strategy.

- 9.4.2 Key partners include Transport Scotland, Strathclyde Partnership for Transport (SPT) and transport operators including ScotRail, bus and community transport operators via the Glasgow City Region Bus Partnership and shared mobility providers. GCC as the Roads Authority is responsible for provision of transport/travel facilities including roads, Taxi licencing, Cycle Hire schemes, parking, walking, cycling and wheeling infrastructure. SPT manage and operate the Subway service, ticketing, subsidised buses, timetabling and bus stations. In addition, SPT also maintain a significant number of non-advertisement bus shelters on behalf of the Council whilst Clear Channel maintain all advertising bus shelters and some non-advertising bus shelters on behalf of the Council.
- 9.4.3 The education sector is a crucial partner in assisting in delivering travel behaviour change through influencing, embedding norms and upskilling from early age years through to advanced education and includes parents and guardians in setting the example. Glasgow's schools, colleges, and universities will perform an essential role in informing, providing skills and embedding routine.
- 9.4.4 Partnerships with key stakeholders such as charitable organisations / NGOs Sustrans Scotland, Paths for All, Cycling Scotland and Living Streets are vital. These organisations are experts in advising on and delivering active travel behaviour change initiatives. Some of these organisations as a condition of their funding to local authorities for new infrastructure development also require robust travel behaviour change plans.
- 9.4.5 Third sector organisations such as charities, social enterprises and voluntary groups are also important partners. These organisations have embedded knowledge of our communities, as well as the skills and experience of delivering behaviour change activities. The Council must maintain and build partnerships with these organisations to help deliver on the travel behaviour change objectives of the ATS.
- 9.4.6 The city aims to work with major workplaces/employers to encourage behaviour change in travel to the workplace. This includes parking related policies, Staff Travel Plans and provision of sustainable travel related facilities to encourage use from staff. In tandem the City will also encourage workplaces of all sizes consider sustainable travel opportunities for customers, servicing and delivery needs such as last mile delivery. Key partners to the council here will include the NHS and tertiary education providers.
- 9.4.7 Glasgow is a city of change. The compact city goal for Glasgow will allow the sustainable travel ethos to be embedded in new master planned areas with Individual, Social and Material measures covered in design and planning conditions. This can include conditions such as travel packs to new homeowners, provision of secure cycle parking, car-free developments,

electric vehicle charge points and an overall design to provide sustainable access to local town centres, facilities and travel networks. Development contributions can also be utilised for material measures.

- 9.4.8 Glasgow is a city that has hosted, and continues to do so, many major national and international events such as the Commonwealth Games, COP26, TRNSMT festival and the 2023 UCI Cycling World Championships. GCC will work with event organisers to influence the way people can travel to event locations and use of facilities to encourage sustainable travel. The frequency and scale of major sporting events allows visibility and can encourage a legacy of maintaining Sustainable Transport. Glasgow Life is a key partner for events including managing the Glasgow's Leisure and sporting facilities. This will be developed further in the **Urban Sports and Cycling Strategy**.

## 9.5 Behaviour Change Plans

- 9.5.1 This Travel Behaviour Change Strategy is a high-level guide. There is still a requirement that this approach is further developed into Travel Behaviour Change Plans (TBCP) for relevant transport-related projects. Each neighbourhood in Glasgow is unique and requires an understanding of the area, its audience, communities and actors within them, the issues that sustainable travel might help to address and, importantly, the barriers to participating in sustainable travel. Through engagement, behaviour change interventions can be co-designed with residents to help overcome these issues.
- 9.5.2 Using ISM principles, a template has been developed to provide a resource for project officers. This template recognises the Glasgow-wide initiatives, opportunities of development in the areas through planning, targeting an audience, mode and the need for identifying partners for collaborative working and behaviours that the project targets. This may include existing initiatives such as the School Street programmes, events, Bike Libraries, Local Community Group walking groups / led rides, etc. See Appendix 1 for more detail on the TBCP template.

## 9.6 When would a Travel Behaviour Change Plan be implemented?

- 9.6.1 A project specific TBCP will not be required to be developed in all situations. The scale and complexity, alongside any external funding requirement, should be taken as a factor of a project when deciding whether a plan is required. Many projects are routine or of such a small scale that introducing a TBCP would add to time and resources in implementation and ongoing dedicated management with little associated benefit.
- 9.6.2 Routine or small projects such as installation of accessibility measures including pedestrian crossings, dropped kerbs, ramps and small infrastructure, for example cycle stands and bus stops, will not require a specific TBCP.

However, these infrastructure measures in themselves promote behaviour change through the Material environment.

## 9.7 Funding

- 9.7.1 Funding will be needed to support behaviour change alongside any infrastructure funding. GCC will continue to apply for external funding as well as include a proportion of infrastructure project budgets to Behaviour Change. Budget spend for behaviour change within overall project costs would depend on the project scale.
- 9.7.2 Cycling Walking Safer Routes (CWSR) Capital Funding programme is made available annually to each local authority to utilise for active travel and road safety. This allows a variety of active travel projects to be delivered alongside an assortment of behaviour change initiatives. GCC will continue to utilise this funding as it is made available to continue delivering travel behaviour change as projects are developed.
- 9.7.3 GCC will continue to apply to *Paths for All* Smarter Choices, Smarter Places (SCSP) Local Authority Programme. This fund is fully directed to support local authorities in encouraging more active and sustainable travel choices to encourage less car use and more journeys by foot, bicycle, public transport and shared mobility.
- 9.7.4 Projects that are seeking to be delivered through *Sustrans* Places for Everyone require a TBCP at an early stage. The TBCS will assist in development of project specific TBCP and allow planning of targeted activities to be included in project funding bids.
- 9.7.5 Alongside Planning conditions for new developments, developer contributions may also be able to assist in delivery of Material aspects of behaviour change. The details of the policy known as ENV 2 - IPG12 and information on how to apply for funding can be found at the council's [IPG12 Delivering Development information web page](#).

## 10 Monitoring and evaluation

- 10.1 Monitoring progress is essential to understand the effectiveness of actions put in place to enable people to switch to sustainable modes. Through the policy framework of the Glasgow Transport Strategy<sup>12</sup>, GCC proposes to regularly report on several core indicators. There are also ongoing monitoring processes related to other transport areas of policy in Glasgow, such as the Road Safety Plan work, Air Quality Management Areas and the Glasgow City Region Bus Partnership work.
- 10.2 Monitoring of outputs and outcomes will be undertaken as both can relate to behaviour change measures focussed on Individual, Social and Material. Examples of outputs are km of cycleway delivered, number of new pedestrian crossings, or number of children trained through Bikeability. Whereas examples of outcomes would be modal share proportions by journey, air quality impacts, increase in public transport usage. Longer term impacts can be on health, environment, economy and equality & inclusion.
- 10.3 Building activity into people's everyday journeys can be one of the biggest impacts of transport outputs on health outcomes. Being physically active in everyday life helps to prevent a range of illnesses including heart disease and strokes, depression, type 2 diabetes, and breast and colon cancer. Minimum moderate activity recommendations for adults are equivalent to walking 10 minutes five times a week. Currently only 48% of women and 58% of men in Glasgow walk/wheel five times a week.<sup>13</sup>
- 10.4 Monitoring can demonstrate value for public investment by determining if projects are achieving desired outcomes. It also allows for a clearer comparison between different types of interventions to be determined, thereby identifying which intervention may be most effective. For example, the Glasgow city-wide Active Travel Strategic Business Case<sup>14</sup> includes Health and Wellbeing benefits associated with increased levels of active travel.
- 10.5 Monitoring current situations enables valuation of health benefits of all walking and cycling in an area prior to intervention. Further monitoring allows valuation of benefits realisation from increased walking and cycling due to an intervention. These benefits can be valued through tools which monetise walking and cycling for health benefits such as World Health Organisation [Economic Assessment Tool for Walking and Cycling](#) (HEAT). This tool is embedded within the Scottish Transport Analysis Guide (Scot-TAG) which provides access to the latest information and guidance to be utilised when developing and assessing transport schemes and strategies.
- 10.6 Some positive health outcomes of sustainable travel are more challenging for standard methods of comparison for benefits realisation. Such as: improvements in long-term conditions and mental health, reducing noise and

<sup>12</sup> <https://www.glasgow.gov.uk/CHttpHandler.ashx?id=55054&p=0>

<sup>13</sup> <https://www.sustrans.org.uk/media/10447/glasgow-walking-and-cycling-index-2021.pdf>

<sup>14</sup> <https://www.glasgow.gov.uk/CHttpHandler.ashx?id=55780&p=0>

air pollution, connectivity reducing in social isolation and stress. For example, the [Belfast Glider](#) public transport project led to a 70% increase in patronage on its routes with a corresponding modal shift of 9% from private car to public transport. Such modal shift and improved connectivity will create wider health and social benefits.

- 10.7 Health and wellbeing outcomes are not only important to allow comparison of intervention investment but also to ensure social equity is being realised. Socio-economic status currently is a strong influence on health outcomes in Scotland. Such health inequalities can partly be reduced through provision of interventions which makes activity easier.
- 10.8 Planning monitoring and evaluation from the early stage of a project will allow for progress checks at key milestones, and for assessing the project's impact and the outcomes achieved at its close. Funders generally require monitoring and evaluation plans to be submitted as part of funding applications, which therefore helps to ensure this element is considered from the outset.
- 10.9 Monitoring and evaluation of projects should be designed to provide a basis which can be adapted to suit the scale and needs of any one individual project; it should be noted that projects may range from small interventions to significant infrastructure projects costing tens of millions of pounds. Some projects may not require a TBCP including monitoring and evaluation plan if it is routine implementation or small scale, e.g., a constructing a dropped kerb or installing a pedestrian crossing.
  - **Formative evaluation** is carried out at the earliest stage and will help in developing the project overall, as well as the monitoring and evaluation plan. This may include, for example, qualitative research to test outcome behaviours with a target audience, and the likelihood that the project will be effective in motivating the target audience to the new behaviour.
  - **Process evaluation** reviews whether the project was delivered as planned and how outcomes were achieved. Ongoing monitoring through information collection enables assessment of whether the project is on track and provides evidence / explanation for how the outcomes were arrived at.
  - **Outcome evaluation** post-project examines the impacts and changes in behaviour that have occurred. Being able to demonstrate success in the achievement of the original goals will have ongoing impact on further funding and project development.

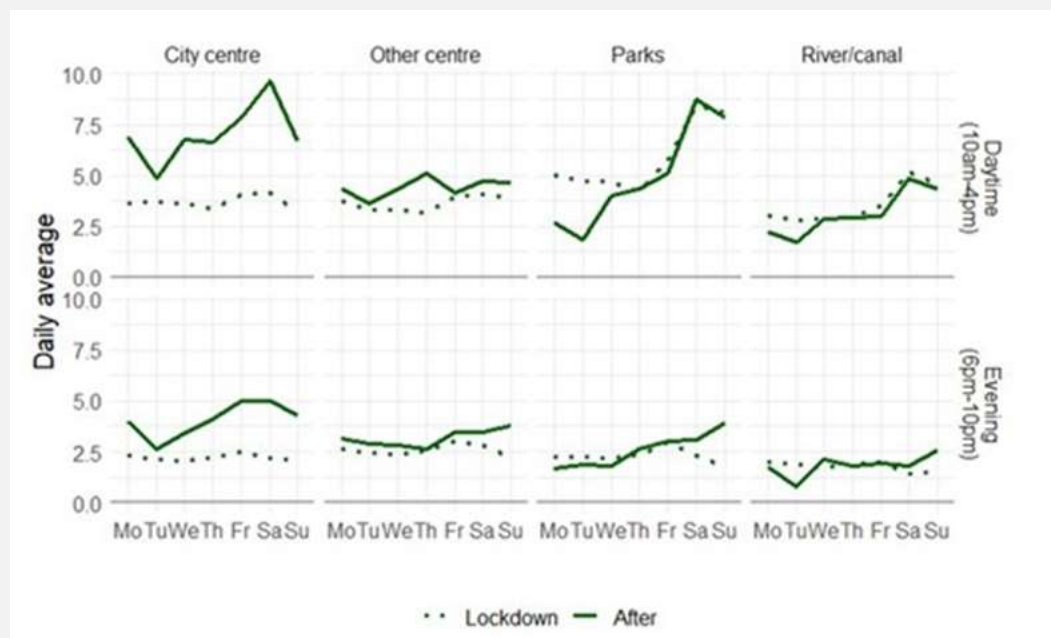


## Case Study: Pedestrian Footfall

Glasgow City Council (GCC) has been working with the Urban Big Data Centre (UBDC) and Glasgow Centre for Population Health (GCPH) to develop methods for [measuring pedestrian and vehicle activity](#).

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

With the onset of the pandemic in March 2020, GCC and UBDC worked to rapidly scale up to cover a wider range of areas with 37 cameras. The focus widened to include local high streets and major parks as well as a greater number of central locations. These data are now openly available through an API (Application Planning Interface) on the [UBDC website](#).



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

10.10 Key for consideration within a monitoring and evaluation plan are:

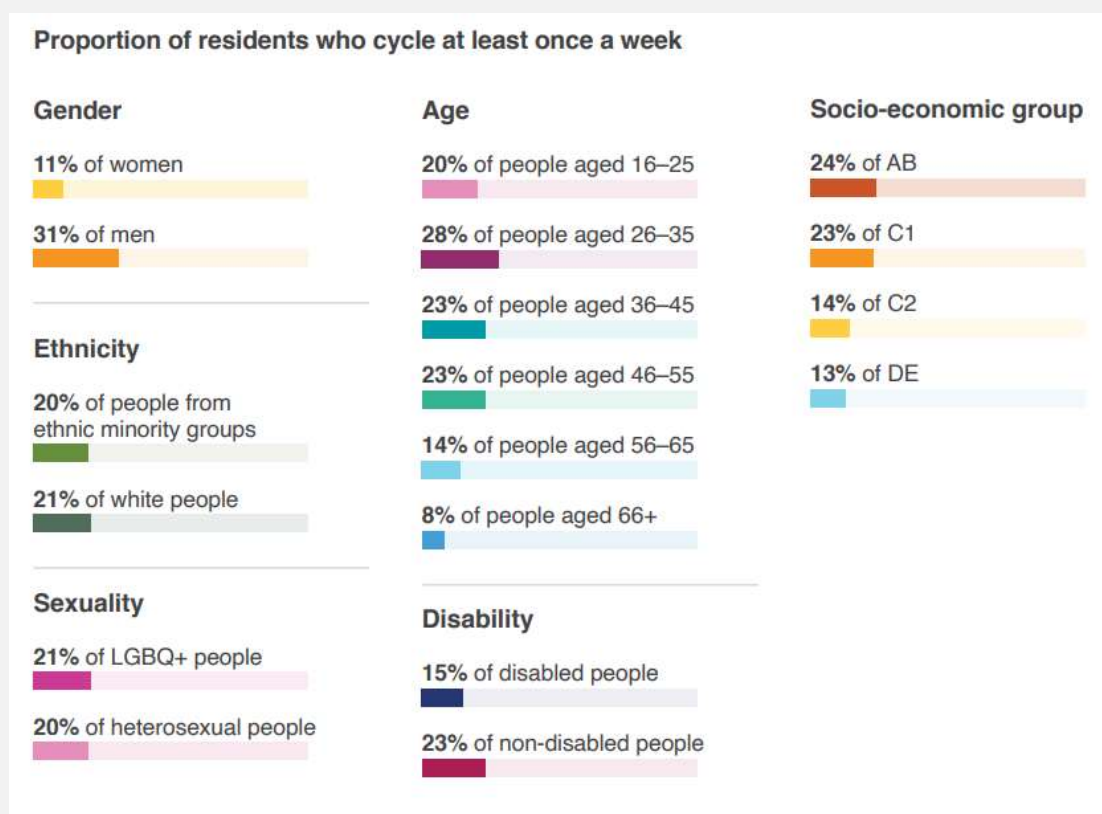
- Plan for data collection from the outset of the project, taking consideration of the required form of information.
- Clear and measurable behavioural goals allowing evaluation to assess that they have been achieved.
- Identify resulting impacts on behaviour.
- Stakeholders may already hold information useful for monitoring and evaluation.

10.11 Projects should assess if planned monitoring and evaluation activities are related to individual, social, or material outputs and outcomes. Such assessment will enable project reporting to be in line with the Behavioural Change Strategy and annual reporting.

### Case Study: Walking and Cycling Index

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

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



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

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

