

ANGUS COUNCIL
COMMUNITIES COMMITTEE

20 JANUARY 2015

ACTIVE TRAVEL

1 BACKGROUND

- 1.1 In 2011, Tactran, NHS Tayside and NHS Forth Valley adopted a Health & Transport Framework for the Tayside and Central Scotland region. Following on from this Angus Community Planning Partnership developed a Health and Transport Action Plan for Angus.
- 1.2 Consultation and workshops were held with key local stakeholders in Angus to identify the main issues and priorities relating to the health and transport agenda. This information was used to develop a Health and Transport Action Plan for Angus, which seeks to improve service delivery for the four main linkages between transport and health:
- Promoting Active Travel – that inappropriate use of some transport modes is contributing to sedentary lifestyles, whilst walking and cycling can be convenient transport modes for some journeys and improve physical activity levels;
 - Transport & Public Health – that undesirable side-effects of the transport system have detrimental impacts on public health;
 - Access to Healthcare – that transport is required to enable access to healthcare, and that accessing health services is a key transport demand; and
 - NHS Staff Travel – that the NHS spends large sums on transport for its staff and there is potential for this to be reduced.
- 1.3 Recent work undertaken by Angus Council officers has focussed on promoting active travel and access to healthcare. With the introduction of the new Dundee – Forfar – Brechin – Stracathro Hospital – Edzell bus service on 19 January 2015, the opportunity has been taken to take forward the concept of active travel.
- 1.4 While people often think of active travel as walking and cycling, active travel also includes public transport, e.g. walking to the bus stop, using the bus, then walking to the final destination. Whilst the walking elements of the public transport journey may be relatively modest it does contribute towards the recommended daily levels of physical activity and in turn the associated health related benefits. Travelling by bus also reduces congestion and has associated air quality benefits. To take forward this concept, active travel branding has been developed which is currently being rolled-out on the Dundee – Forfar – Brechin – Stracathro Hospital – Edzell bus corridor. A formal launch of the Angus active travel campaign is hoped to take place at the end of this financial year/early in next financial year.

2 ANGUS ON THE GO

- 2.1 The active travel branding which has been developed by the Angus Health and Transport Steering Group working with JMP Consultants is 'Angus on the Go'. [Appendix 1](#) shows one of the logos which is being used. 'Angus on the Go' will promote bus travel, cycling, walking and car sharing. The branding will be used on publicity material and signage. Other measures to get the active travel message out to the public are currently being considered.

3 FINANCIAL IMPLICATIONS

- 3.1 Angus Council has received a Smarter Choices, Smarter Places grant offer for 2014/15 of £6,104 funding from Transport Scotland. This money must be used for:
- Local mapping and signage of active travel options;
 - Personal travel planning – this can be targeted to new or upgraded infrastructure in the local area or to work with local employers; or
 - Local branding

This grant money has been used for active travel promotion on the Dundee – Forfar – Brechin – Stracathro – Edzell corridor. The active travel branding includes: vinyls on buses, active travel logos on roadside information displays at bus stops and shelters, active travel logos on bus stop flags and the inclusion of the logo on all printed publicity leaflets.

- 3.2 For 2015/16 Transport Scotland have announced that there is to be £5m Smarter Choices, Smarter Places funding – the distribution of this between Local Authorities was agreed at the COSLA Leaders Group meeting on 21 November 2014. Angus Council has been allocated £107,477. The detail of the scheme has still to be announced but what we have been told already is that the policy intent of the funding is to achieve modal shift to active and sustainable travel, reducing driver only journeys. This is revenue funding which can be used for behaviour change or soft measures to complement new infrastructure such as promotion of a cycle route, new bus service, car sharing etc. The proposal includes a 50% match funding requirement but part of this can be in kind. Partnership working e.g. with Regional Transport Partnerships and NHS boards will be required to deliver the projects.
- 3.3 Once the detail of the 2015/16 funding is known Angus Council will work closely with partners to establish potential projects and matched funding / help in kind.

4 CONCLUSIONS

- 5.1 Active travel branding 'Angus on the Go' will be rolled out across Angus to promote bus travel, cycling, walking and car sharing. Opportunities to utilise Transport Scotland grant funding in 2015/16 will be actively pursued with partners to maximise value from expenditure and promote active travel in Angus.

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List of Appendices:

[Appendix 1 : Angus on the Go logo.](#)