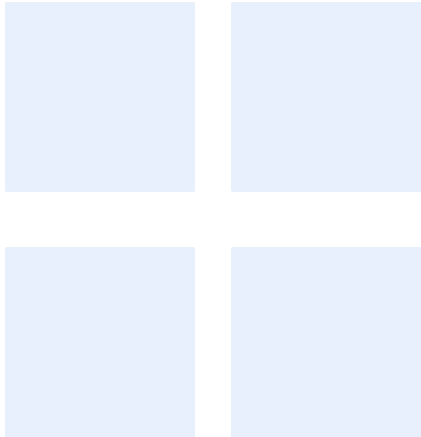


Angus Active & Sustainable Travel Strategy

30/05/2019

Reference number 108429



ANGUS ACTIVE & SUSTAINABLE TRAVEL STRATEGY

STRATEGY DOCUMENT



SYSTRA

ANGUS ACTIVE & SUSTAINABLE TRAVEL STRATEGY

STRATEGY DOCUMENT

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EXECUTIVE SUMMARY

This document sets out an Active and Sustainable Travel Strategy for Angus. It sets out ambitious aspirations for increases in use of walking, cycling, public transport and more sustainable car use for everyone in Angus.

It builds on what is already a good base of activity to demonstrate how increased partnership working can improve efficiency and effectiveness of outcomes. It recognises that better leadership and governance is required, but that capacity to provide this is limited, so sets out actions for how this may be overcome.

Context and aspirations

This strategy is informed by the following key issues:

TRAVEL IN ANGUS

- Many people do not travel regularly: over a quarter do not on any given day
- Over a quarter of people has a long-term limiting condition
- Many parts of Angus suffer from poor accessibility
- Compared to all of Scotland, Angus has:
 - High car ownership and use
 - Low rates of walking
 - Slightly higher rates of cycling
- Traffic levels are rising in Angus
- Rail use is static but bus use is falling
- EV ownership and use is small, but forecast to increase quickly
- 46 people were killed or seriously injured on Angus' roads each year

POLICY CONTEXT

- Active and sustainable travel can make a big contribution to policy outcomes for health, the environment and social inclusion
- More people walking, cycling and using sustainable travel will help achieve many outcomes of Angus' LOIP
- The Community Empowerment Act promotes co-design and delivery

DELIVERING CHANGE

- Changing people's behaviours requires changes to individual, social and/or material factors
- Increasing rates of active and sustainable travel needs the right balance of improvements to infrastructure, information, enablers of change and encouragement to do so

- Projects are led by many different agencies; coordination between them is essential for efficient and effective delivery
- Project delivery is often hampered by:
 - Poor joint working between organisations
 - Patchiness of delivery
 - A weak evidence base of benefits
 - Funding constraints
 - Lack of expertise and capacity
- Government can play a role in helping partners overcome these constraints
- Leadership and governance is key to overcoming these issues, but the capacity of all potential public sector lead organisations in Angus is limited, either in terms of resource and/or willingness to do so. Private or third-sector leadership comes with risks of conflict of interest and lack of shared objectives

CURRENT ACTIVITY

- Many projects are underway in Angus to promote active and sustainable travel outcomes
- They are being led by a variety of public, private and third-sector organisations
- But work is patchy, both geographically and in terms of target audience and outcomes, and projects are often not well coordinated. Public sector intervention is currently required to minimise these problems
- Many sources of funding are available to assist project development or delivery, but the funding landscape is often confusing and time-consuming
- Monitoring and evaluation of specific projects, and of their contribution to overall outcomes, is limited

APIRATIONS FOR CHANGE

- Angus residents support projects that achieve active and sustainable travel outcomes
- People want better urban spaces, more attractive active travel routes, less traffic and better information and support to enable change
- Limited data collection is being undertaken to monitor and evaluate the outcomes of projects
- Stakeholders recognise that active and sustainable travel contributes to a broad range of positive outcomes, but feel that inclusive access should be a priority for this strategy, and that enabling more people to walk, cycle and use the bus are of most relevance to this output
- Stakeholders feel that this strategy should focus on enabling:
 - Community input to decision-making
 - Access to funding
 - Asset maintenance
 - Improving communications between delivery partners

Vision, Objectives and Actions

As a result of these issues and aspirations, Angus Council sets a vision that:

“Partners are working together to provide and promote active and sustainable travel choices that connect everyone in Angus to jobs, education, services and leisure and also improve the area’s environment, economy, and the health and wellbeing of its people.”

To support this vision, objectives for the strategy seek significant strides to be made on increasing the use of active and sustainable modes:

OBJECTIVE	ASPIRATION	TARGET
1	Many more people are walking and cycling regularly to access local services, so benefiting from better health, social interaction and improving the environment	For the proportion of Angus residents walking for utility journeys weekly or more often to be at least equal to the Scottish average by 2034
2		For the proportion of Angus residents cycling for utility journeys weekly or more often to be greater than 10% by 2034
3	For public transport to remain a well-used and accessible option for journeys around Angus, and for residents unable to access scheduled public transport to have other provision which enables them to access local services	For public transport vehicle mileage and patronage to be maintained at least at 2019 levels
4	For there to be a significant reduction in carbon emissions from private vehicle use in Angus	For carbon emissions from car use in Angus to fall by at least 39% by 2030 in comparison with a 2015 baseline
5	For Angus Council to demonstrate leadership in willingness to deliver active and sustainable travel outcomes	For at least 10% of Angus Council’s transport expenditure to be devoted to active travel in each year from 2020/21 to 2033/34, and for real-terms expenditure on public transport to be maintained at least at 2019/20 levels

Enhancing the efficiency and effectiveness of relevant project delivery requires short-term improvements to:

- Mechanisms by which the needs of target communities can be identified, and the most appropriate projects taken forward to meet those needs, balancing interventions that meet individual, social and material requirements, and across the four types of intervention (improvements to infrastructure, information, enablers of change and encouragement to do so);
- Mechanisms that improve joint working between partners, so that their planning and resource allocations are better coordinated, and that target audiences are more easily able to understand and access the support and services provided;
- Leadership of, advocacy for and governance of active and sustainable travel projects, to ensure that all of the people of Angus can benefit from them, and that maximum value is delivered in Angus;
- The monitoring, evaluation and reporting of outcomes of projects and the strategy as a whole; and
- The expertise and capacity of project partners (amongst existing and potential new organisations), in order to be able to expand the potential for delivery.

The action plan for this strategy, and its accompanying monitoring & evaluation plan, sets out an approach to enable these changes to occur, within the resource constraints identified by Angus Council and partner organisations.

1. INTRODUCTION

The promotion of active & sustainable travel choices can be one of the best value transport interventions. Encouraging more people to walk and cycle, take public transport, car share or adopt low-emission vehicles can improve health & wellbeing, improve social inclusion and reduce environmental impact.

This document sets out an Active & Sustainable Travel Strategy for Angus. It recognises that many organisations are already working to achieve these outcomes, and that improving coordination between these projects may increase effectiveness of outcomes. It also recognises that activity is patchy across Angus, and that there is much more to be done to achieve high quality and well-used facilities to support changes in travel choices.

By so doing, it will also enable contribution to be made to a wide range of local, regional and national objectives, including the Community Empowerment Act, as this strategy seeks much improved coordination and communication between Angus Council, key community stakeholders and Angus residents at large.

2. TRAVEL IN ANGUS

In Scotland as a whole, 27% of the population don't travel on any given day. 54% of people aged over 80 do not travel¹.

27% of Angus' population has a long-term limiting condition which is likely to affect their ability to travel by a wide range of transport options, compared with 22% of Scotland's population². 34% of the adult population of the NHS Tayside area does not meet recommended guidelines for physical activity.

20% of Angus datazones (small areas, defined for statistical analyses) are in the 10% most access deprived in Scotland, indicating that many parts of Angus suffer from relatively poor access to important services³.

Of Angus residents that work, 69% drive there (62% for Scotland as a whole), 7% are a passenger in a vehicle (6%) and 13% walk (12%). Bus use to work is much lower in Angus (5%) than the Scottish average (10%)⁴.

23.5% of households in Angus do not have access to a car or van (Scotland average 30.5%). But this varies widely across Angus; nearly 35% of households in Arbroath and Montrose report not having access to a car⁵.

Traffic levels are rising on Angus' roads, from approx. 600m vehicle km in 2005 to approx. 700m in 2017 (DfT).

¹ Scottish Household Survey Travel Diary Survey 2016

² Scottish Household Survey Travel Diary Survey 2016

³ Scottish Index of Multiple Deprivation 2016

⁴ Transport & Travel in Scotland 2017

⁵ Scottish Household Survey

2.1 Active Travel

The proportion of Angus residents walking regularly as a means of transport is falling slightly: the proportion walking at least once a week for transport changing from 61.0% in 2012 to 60.4% in 2016⁶.

But the proportion walking regularly for pleasure/fitness is rising slightly: from 52.0% in 2012 to 54.1% in 2014.

In both instances, walking in Angus falls short of the national trend. Walking for transport in Scotland experienced a growth from 66.0% in 2012 to 68.6% in 2016 and, pleasure/fitness increased from 55% in 2012 to 61.4% in 2016.

44.0% of Angus households have access to one or more bikes (substantially more than the Scottish average of 33.8%)⁷. 3.3% of people working in Angus regularly travel to work by bike (Scotland 2.4%).

The proportion of children taking active travel modes (walk, cycle, scooter/skate) to school in Angus has been falling in recent years: for primary school pupils from 57.5% in 2009 to 56.2% in 2017 and for secondary school pupils from 58.8% in 2009 to 56.5% in 2017.

On average, from 2013-2017, 46 people were killed or seriously injured on Angus' roads each year, 5 of which were aged 15 or under⁸. Of the total, 23 were pedestrians⁹.

2.2 Public Transport

Rail patronage at Angus stations has remained static in recent years (total boardings and alightings at all Angus stations combined was 843,000 in 2009/10 and 842,000 in 2016/17).

74% of the population has reasonable access to an hourly-or-better weekday scheduled bus service¹⁰. But bus use is falling. The proportion of adult Angus residents reporting that they use a bus at least once a month has fallen from 34% in 2013 to 29% in 2017¹¹.

2.3 Sustainable Car Use

⁶ Transport & Travel in Scotland 2017

⁷ Cycling Scotland Annual Cycling Monitoring Report 2018

⁸ Reported Road Casualties Scotland 2017 Table 40 <https://www.transport.gov.scot/publication/reported-road-casualties-scotland-2017/table-40-killed-amp-seriously-injured-casualties-child-casualties-and-all-ages-by-council-and-road-type-2004-08-and-2013-2017-averages-2007-to-2017/>

⁹ Reported Road Casualties Scotland 2017 Table 38 <https://www.transport.gov.scot/publication/reported-road-casualties-scotland-2017/table-38-reported-pedestrian-casualties-by-police-force-area-council-and-severity-2004-08-and-2013-2017-averages-2017/>

¹⁰ Home location with 400m of a bus stop with an hourly-or-better weekday scheduled bus service. Source: TRACC accessibility analysis software, Tactran

¹¹ Transport & Travel in Scotland 2017

Until now, as with many areas of Scotland, there has been a relatively modest uptake of ultra-low emission vehicles (ULEV) in Angus. However, uptake rates are increasing – in 2015 there were just 68 registered ULEVs in Angus (of which 63 were plug-in electric), but by Q3 of 2018 this had increased more than threefold to 220 (215 of these plug-in electric). Whilst this represents only 0.33% of the total Car and LGV fleet in Angus, basic extrapolation of uptake in recent years suggests that there will be around 500 ULEV vehicles registered in the area by 2020, and over 800 by 2021 (representing ~1.2% of the Angus car and LGV fleet).

Scotland on average, by comparison, currently has a 0.37% share of ULEV as a proportion of car and LGV totals.

In terms of charging infrastructure to support the uptake of electric vehicles, in 2018 there were 42 public charging devices available (17 slow, 20 fast, and 4 rapid). This means that there was roughly one public charger for every five electric vehicles, some of which have more than one connector for simultaneous charging.

Car sharing appears to be a little higher in Angus than the Scottish average: 7% of journeys to work in Angus are made as a passenger in a car/van, compared to 6% for the country as a whole.

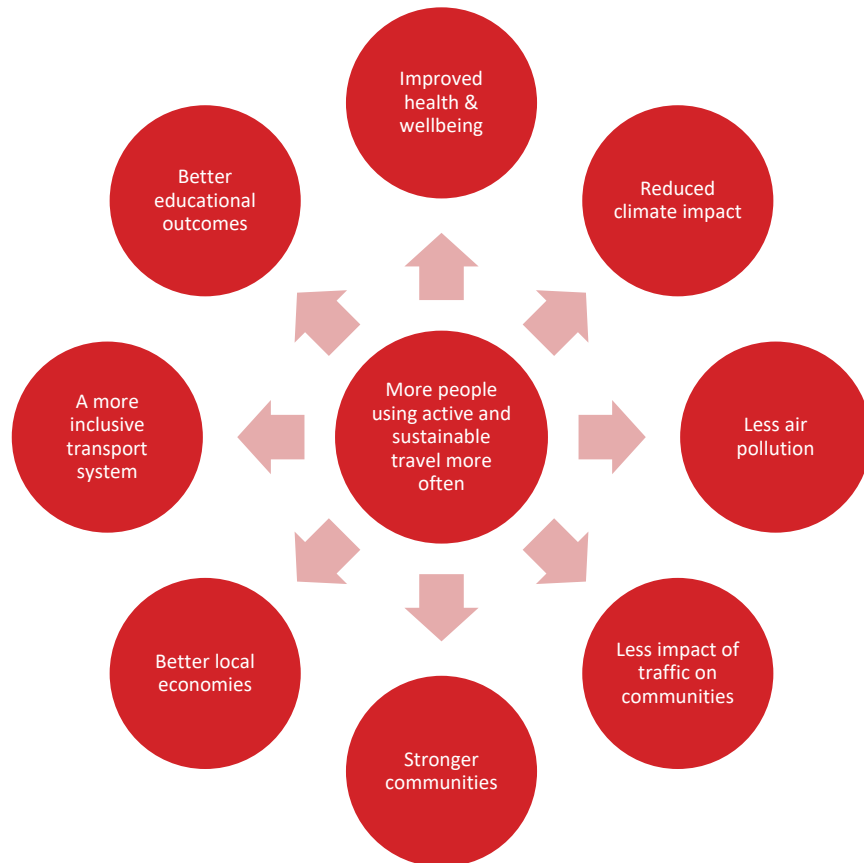
In Angus, the Liftshare scheme has seen year on year growth in membership. There are around 240 individuals currently subscribed to the Angus Council scheme, of which around 30% are confirmed to be actively sharing. There are around 640 members of the Angus-wide scheme, of which a much lower proportion (14%) are confirmed to be sharing.

SECTION HIGHLIGHTS

- Many people do not travel regularly: over a quarter do not on any given day
- Over a quarter of people has a long-term limiting condition which restricts their transport choices
- Many parts of Angus suffer from poor accessibility
- Compared to all of Scotland, Angus has:
 - High car ownership and use
 - Low rates of walking
 - Slightly higher rates of cycling
- Traffic levels are rising in Angus
- Rail use is static but bus use is falling
- EV ownership and use is small, but forecast to increase quickly
- 46 people were killed or seriously injured on Angus' roads each year between 2013 and 2017, 5 of which were pedestrians

3. POLICY CONTEXT

The promotion of active and sustainable travel choices now enjoys a strong public policy framework. Between them, a wide variety of national, regional and local policies and plans set out to change travel choices in order to achieve a large range of policy outcomes:



These policies come from sectors including:

- Transport;
- Health;
- Education;
- Environment;
- Social inclusion; and
- Sustainable economic growth;

Specifically, encouraging more people to use active & sustainable travel choices in Angus more often will support delivery of policies including:

- The National Walking Strategy;
- Cycling Action Plan for Scotland;
- An Active Travel Vision for Scotland;
- The Climate Change (Scotland) Act and Climate Change Plan;
- Switched On Scotland: A Roadmap to Widespread Adoption of Plug-in Vehicles;
- Preventing Overweight and Obesity in Scotland;
- Equally Well;
- Good Places, Better Health;
- Designing Streets;
- Angus Council Sustainability Strategy;
- The Tactran Regional Transport Strategy and its supporting sub-strategies.

More detail on these is provided in Appendix A. This strategy outlines how Angus Council and its partners can help make contributions to all these policies.

Local project delivery is guided by Angus' Local Outcome Improvement Plan¹², which lists desired local outcomes to be:

- an inclusive and sustainable economy;
- a reduced carbon footprint;
- attractive employment opportunities;
- more opportunities for people to achieve success;
- an enhanced, protected and enjoyed natural and built environment;
- the best start in life for children;
- safe, secure, vibrant and sustainable communities;
- a skilled and adaptable workforce; and
- improved physical, mental and emotional health and wellbeing.

Encouraging and enabling more people to use active and sustainable travel choices more often can contribute to all of these outcomes.

This strategy is also guided by the 2015 Community Empowerment Act¹³. The Act helps the Scottish Government meet its commitment to *“supporting our communities to do things for themselves, and to make their voices heard in the planning and delivery of services”*¹⁴. Within the sphere of active and sustainable travel, there is already a huge amount of community-led activity and influence, as outlined further in sections 4 and 5. But this strategy seeks to capitalise on the aspirations of community empowerment, to go further to build capacity within Angus' communities to do more to deliver these important outcomes.

¹²

https://www.angus.gov.uk/community_empowerment/planning_for_the_future/planning_for_the_future_of_angus/local_outcomes

¹³ <http://www.legislation.gov.uk/asp/2015/6>

¹⁴ <https://www.gov.scot/policies/community-empowerment/>

SECTION HIGHLIGHTS

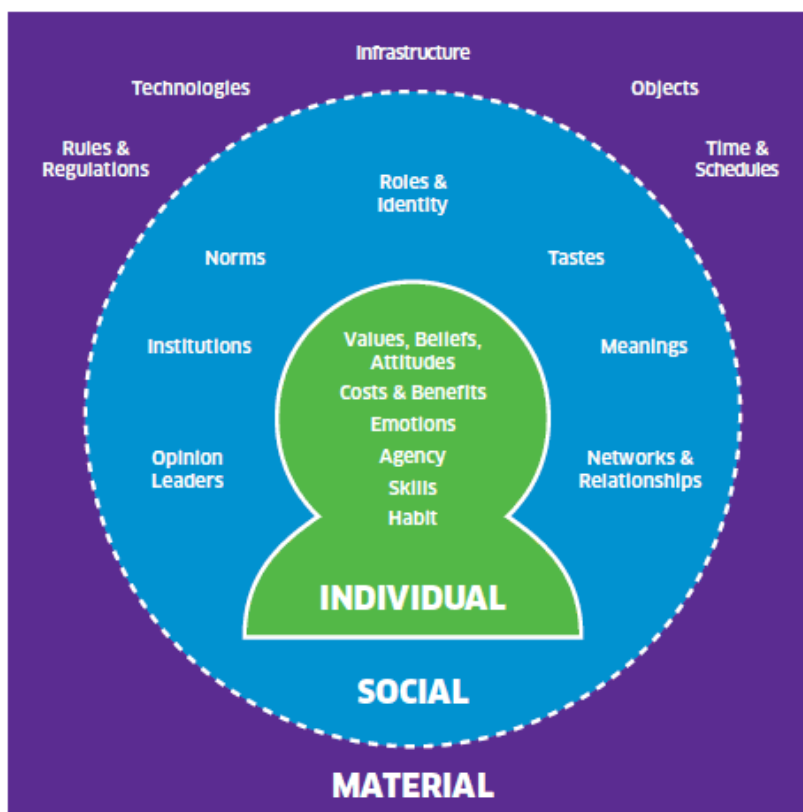
- Active and sustainable travel can make a big contribution to policy outcomes for health, the environment and social inclusion
- More people walking, cycling and using sustainable travel will help achieve many outcomes of Angus' LOIP
- The Community Empowerment Act promotes co-design and delivery

4. DELIVERING SUSTAINABLE TRAVEL OUTCOMES

4.1 Approaches and barriers to change

Evidence from the largest UK-based programmes indicates that the most effective outcomes for changing travel choices are those which get synergy from different intervention types, so that individuals benefit from a range of types of improvements and support mechanisms, but shows that some of this needs to be in the form of better infrastructure¹⁵. The evidence for positive impact is greatest for town and city-wide interventions, so that many people undertaking many journey types can be supported to change.

The requirement for a multi-faceted approach is supported by the ISM Tool¹⁶. This is a practical tool, recommended by the Scottish Government, that is based on theory and evidence that shows how three different contexts – the Individual, Social and Material – influence people’s behaviours. The key principle of ISM is that interventions should take account of these multiple influences in order to achieve substantive and long-lasting change:



¹⁵ Cairns S, Jones, M. Sustainable travel towns: An evaluation of the longer term impacts – Main report. Report for the Department for Transport, 2016.

¹⁶ <https://www.gov.scot/publications/influencing-behaviours-moving-beyond-individual-user-guide-ism-tool/>

ISM CATEGORY	DEFINITION ¹⁷	EXAMPLE FACTORS RELEVANT TO ACTIVE & SUSTAINABLE TRAVEL
The Individual Context	Factors held by the individual that affect the choices and the behaviours he or she undertakes. These include an individual's values, attitudes and skills, as well as the calculations he/she makes before acting, including personal evaluations of costs and benefits	Ability to ride a bike Confidence to walk alone Aspiration to avoid unsustainable choices Aspiration to get a driving licence
The Social Context	Factors that exist beyond the individual in the social realm, yet shape his or her behaviours. These influences include understandings that are shared amongst groups, such as social norms and the meanings attached to particular activities, as well as people's networks and relationships, and the institutions that influence how groups of individuals behave	"I wouldn't want to be seen getting on a bus" "People will think I'm a failure if I don't have a car" School staff's ability to influence travel patterns "I cycle when I am with the kids, as it helps keep them active"
The Material Context	Factors that are 'out there' in the environment and wider world, which both constrain and shape behaviour. These influences include existing 'hard' infrastructures, technologies and regulations, as well as other 'softer' influences such as time and the schedules of everyday life	Roads and paths Transport information EV charging points The need to get to work or school on time

The ISM tool highlights, and guides the user towards identifying, that achieving changes in behaviour amongst any given population is likely to require a range of types of intervention; not only the physical infrastructure or other constraints, but also those that influence social and individual factors.

More specifically, increasing rates of sustainable travel use relies on the *"right balance of investment to be made in four types of initiatives, to be able to provide for the target individual or location:*

- *The right infrastructure (footways and cycle routes that are of good quality and connect the right places, along with associated infrastructure, such as cycle parking);*
- *The right information, so that people know what routes and opportunities to travel actively are available to them;*
- *The right enablers of change so that people who feel unable to travel actively can try it (access to bikes, cycle training, led walks, etc.); and*
- *The right attitudes, so that more people perceive active travel options as attractive and relevant to their journey choices or leisure time activities.*¹⁸

¹⁷ Adapted from a guide to delivering effective SCSP projects. Paths for All. 2018

¹⁸ Review of Active Travel Policy Implementation. Transport Scotland, 2016
<https://www.transport.gov.scot/media/10302/tp-active-travel-policy-implementation-review-october-2016.pdf>

Many projects delivering these types of improvements are underway in Angus¹⁹, led by many different agencies, drawn from public, private and third sector bodies. Joint working between agencies working in different sectors is required if effective and efficient project delivery is to be achieved.

The importance of partnership working, and of public sector leadership, was highlighted by the evaluation of Scottish Government funding for Smarter Choices, Smarter Places (SCSP) funding from 2008-2011²⁰. Unlike the current SCSP funding stream, this provided for large-scale programmes and comprised both capital and revenue funding allocations.

The report stated that *“Delivering SCSP has shown how to plan, organise, fund and deliver, practical programmes to integrate established roles in transport infrastructure and service provision with new approaches which promote travel attitude and behaviour change, working in partnership to manage these complex cross sector programmes.”*

It identified a number of key learning points in relation to active and sustainable travel, the most pertinent being:

- *“Local Authorities could take the lead in partnership working by developing service level agreements with their NHS partners and other public agencies so that complementary roles and responsibilities are clear, and joint working within the community plan is translated into practical funded programmes. Closer working with local bus operators could facilitate joint investment for mutual benefit in bus services. To set an ambitious vision for place making that communities can get behind, detailed plans for path infrastructure and urban realm investment should be defined.*
- *Management and organisation – SCSP has provided a practical focus for community planning, enabled volunteering opportunities with training in key skills, and improved the capacity of the Local Authorities to deliver future joint working cross-sector programmes. Embedding and sustaining these benefits will require a much stronger local evidence base than was achieved in the pilot areas so that Local Authorities measure and celebrate progress and achievements within their communities.”*

More recent Scottish research has identified the reasons that most commonly hamper successful delivery of active and sustainable travel outcomes²¹:

¹⁹ See section 5 for more details

²⁰ DHC. 2013. Going Smarter; Monitoring and Evaluation of the Smarter Choices, Smarter Places Programme

²¹ Review of Active Travel Policy Implementation. IBID



4.2 Leadership and governance

It is not within the remit of a Local Authority, or any other individual organisation, to overcome all of these constraints, but effective leadership can help provide the resource, advocacy and support to do so. But there are some good examples from other projects across Scotland where innovative methods and mechanisms have been used to seek to minimise such constraints. Examples are listed in the table below:

PROJECT TYPE	EXAMPLES	DESCRIPTION	PARTNERS (LEAD IN BOLD)	LOCAL AUTHORITY ROLE
Partnership working for project planning and delivery	Grampian health & transport action plan	Strategic planning of health & transport outcomes, identifying shared objectives, joint projects and resources (including for active travel)	RTP²² NHS LAs Scottish Ambulance Service	Identifying local priorities for action Making links to local projects and community resources
	The Leven Project	Multi-agency environmental and regeneration project, including active travel and accessibility enhancements	SEPA Fife Council SNH Fife College Sustrans & others	Identifying local priorities for action Providing evidence of problems and issues Making links to local communities
	Dundee & Angus Bus Punctuality Improvement Partnership	Joint LA/bus operator project to share knowledge and improve joint working to reduce unplanned delays to buses	DCC AC Xplore Dundee Stagecoach	Convening meetings Providing data Acting to reduce problems caused by their networks
	Local Authority Bus Operators Forum	Aberdeen City/Shire area forum for public sector and bus operators to work jointly to overcome problems or respond to opportunities to grow bus patronage	RTP LAs Bus operators	Providing data Identifying priorities for change Acting to reduce problems caused by their networks
	AcTrAP	Nestrans' Active Travel Action Plan sets a cross-boundary and partnership-based approach to active travel project delivery	RTP LAs	Identifying local priorities for action Making links to local projects and community resources Infrastructure improvements
Building community capacity for change	Sustrans rangers	Volunteers help monitor and maintain path networks	Sustrans LAs	Sometimes work to identify priority areas for action Assist with bigger jobs (rubbish uplift, resurfacing works, etc)

²² Regional Transport Partnership

PROJECT TYPE	EXAMPLES	DESCRIPTION	PARTNERS (LEAD IN BOLD)	LOCAL AUTHORITY ROLE
	GO Neilston!	Local people identified the need to promote active travel for health and inclusion, sought funding and delivered work	Local community Various funding and delivery bodies East Renfrewshire Council	Assistance with advice, funding application and political support
	Bikestation	Community led bike recycling and training in Edinburgh and Perth	Local community Various funding bodies LAs	Promotion of the services Commissioning of them to run cycle events, etc, in order to build capacity
	Ruthvenfield PS, Perth	Long-term school-led programme to promote active travel amongst pupils and parents	School staff Various funding agencies	Helping the school celebrate the success of their efforts, encouraging on-going action by them and others
Multi-agency delivery	GetAbout	Aberdeen city/shire campaign to promote sustainable travel, with partners sharing resources and expertise to deliver interventions	RTP LAs Universities Major employers	Promotion of the campaign Resources to help deliver activities
	Velocity Inverness	Community-led cycle promotion project for more needy people, but drawing in support from LA, NHS and local GPs to expand their reach and communicate with target audiences	Local community NHS Local GPs LA	Helping to source funding Some promotional activity
	PK On the Go	Multi-faceted campaign to promote active and sustainable transport	LA RTP Operators	Identifying priority markets and outcomes Project development, leadership, management, evaluation
	Dundee Green Health Partnership	Partnership to improve health and wellbeing of local people through interaction with	LA NHS SNH Universities	Joint funding for co-ordination role Helping to source funding

PROJECT TYPE	EXAMPLES	DESCRIPTION	PARTNERS (LEAD IN BOLD)	LOCAL AUTHORITY ROLE
		environment, using a range of initiatives including green health prescriptions and the 'Dundee Walks' marketing campaign. Managed by local co-ordinator (NHS post)	Voluntary sector	Delivery of some activities (through Countryside Rangers) Supporting promotional activity
Enhancing the evidence base	Sustrans embedded officers	Sustrans staff in some RTPs and LAs help provide resource for active travel projects, including through enhancing and communicating evidence	Sustrans RTPs and LAs	Joint funding for the roles Enabling embedded officers to work within their teams
	Dundee Cycling Strategy Progress Reports	Regular reports on progress towards meeting the actions of the Dundee Cycling Strategy are provided to Council members (and published) in order to recognise successes and expose failures	LA	Data collation, analysis and reporting
	Paths for All's health walks database	Paths for All seek to collate information on health walks across Scotland, in order for potential participants to be able to more easily find a group that is suitable for them	Paths for All	Some signposting of information
Identifying opportunities for cross-stream funding	Broughty Ferry flood defence scheme	Alongside required works to improve coastal flood defences, Sustrans funding is being sought to improve the National Cycle Network	LA SEPA Sustrans	Identification of the potential opportunity to improve active travel Design work and community engagement
	Speyside e-bus trial	Multi-agency funded project to implement and promote a trial electric bus service in	RTP Operators LA	Helping identify potential for the scheme and promote to local people

PROJECT TYPE	EXAMPLES	DESCRIPTION	PARTNERS (LEAD IN BOLD)	LOCAL AUTHORITY ROLE
		the Highlands, combining investments by EU ERDF funds and SCSP with those from the operator and local community support for promotion		
	Community Action Lanarkshire	Multi-faceted project to improve access to outdoor spaces, combining funding from LEADER, SCSP and other sources	Local community LA	Assistance with funding
	Mi-rewards Perth	Shop-local loyalty scheme, which has been expanded to include spend on local buses, and to incentivise active travel	LA Local businesses Stagecoach	Identifying the potential for sustainable travel to be incentivised through Mi-rewards Securing of funding to enable systems integration

These projects indicate that there are many examples of partnership working in different ways to share resources and expertise. But it is noted that these examples fall largely at project level, rather than programme level. This reflects the current delivery landscape across Scotland; although many organisations are engaged in seeking to improve coordination of programmes, leadership of them largely rests at a local authority (or, in some instances, RTP) level. No examples have been identified where community-based partners are leading the coordination of large-area (more than town-wide), multi-modal travel change programmes.

That local authorities are important partners in many active and sustainable travel projects is also highlighted by the list above, as is Angus Council’s recent work to develop an Active & Sustainable Travel Action Plan for Brechin; this identifies 39 separate actions, 37 of which call for at least some input from the Council.

But the examples listed in the table outline that there is potential for local authorities to help unlock delivery of active and sustainable travel projects, often with relatively modest resource inputs. Typical roles include:

- Identifying opportunities for joint working, or connections between project streams;
- Identifying priority areas or outcomes, and making connections with community partners;
- Helping projects access funding;
- Supporting projects with advice and advocacy;

- Helping promote projects to their target audiences;
- Helping with monitoring and evaluation of outcomes.

Across Scotland, it is notable that there is a clear correlation between elected member support for active and sustainable travel choices and local authorities' willingness to take a lead on promoting these choices, and also that political support is growing in many areas (not least in Angus' neighbours of Perth & Kinross and Dundee).

Within Angus, recent experience has shown the challenges of embedding leadership and governance of active and sustainable travel issues amongst partner organisations. The 2013 Angus Health & Transport Action Plan (which includes promotion of active travel as a key theme) resulted in the Community Planning Partnership remitting Tactran and Angus Council to create and lead a Steering Group of the main partners. Tactran subsequently withdrew from the role, as the issues being discussed were largely local rather than regional, and other partners were unable to provide the resource to support its work, leaving the Council as the main participant.

The 2016 Angus Active Strategy committed the Council to providing the leadership and governance in order to improve partnership working to deliver increased rates of walking and cycling, but the actions have largely not been taken forward because of a lack of resource.

During development of this strategy, stakeholders have suggested four potential options to provide the leadership and governance of the strategic approach that is required to generate a significant and equitable improvement in active and sustainable travel outcomes in Angus. These, along with the identified advantages and disadvantages of each, are listed in the table below.

POTENTIAL LEAD ORGANISATION	POTENTIAL BENEFITS	POTENTIAL RISKS
Angus Council	<p>Has much of the knowledge of required outcomes and good links with local communities and delivery partners</p> <p>Has commitment to deliver actions to enable statutory requirements, e.g. national climate change targets</p> <p>Is generally seen to be independent of commercial or vested interest</p> <p>Local authorities are seen, in most locations in Scotland, to be the natural leaders on active & sustainable travel coordination</p>	Angus Council does not currently have the staff resource to deliver existing commitments, let alone take on new

POTENTIAL LEAD ORGANISATION	POTENTIAL BENEFITS	POTENTIAL RISKS
<p>Angus CPP</p>	<p>Should be able to provide the cross-organisational coordination that is required</p> <p>Is generally seen to be independent of commercial or vested interest</p> <p>Active & sustainable travel supports many of the CPP's objectives</p>	<p>The remit of CPP is very broad, so detailed input is unlikely; Angus CPP previously remitted Angus Council and Tactran to lead on active travel matters</p> <p>Recent experience by Tactran suggests that consideration of active travel is not currently a priority of the CPP</p>
<p>Tactran</p>	<p>Active and sustainable travel issues are core to Tactran's objectives</p>	<p>Tactran has previously indicated that as consideration of active travel issues in Angus is almost entirely local in focus, not regional, leadership responsibility lies with the Council</p>
<p>NHS Tayside</p>	<p>Active & sustainable travel supports many of NHST's objectives</p>	<p>NHST has been reducing its involvement in most transport-related activities in recent years and does not currently appear to have resource available to take on a leadership role</p>
<p>Private or third-sector partners</p>	<p>May have the resource available to assist with leadership and governance</p>	<p>Partners do not share the same objectives as the Council or CPP, nor have the same commitments, so may not be motivated to seek the same outcomes</p> <p>Few, if any, are active across the full spectrum of active and sustainable travel modes, or across all of Angus</p> <p>Potential conflicts of interest between lead partners and other potential partner organisations (e.g. from competitive advantage of the leader, competing for same funds, etc)</p>

Appendix B provides more detail on the range of different influencers in the active and sustainable travel field, and also on other evidence of constraints to change including more information on the lessons learned from the Angus examples cited above.

SECTION HIGHLIGHTS

- Changing people's behaviours requires changes to individual, social and/or material factors
- Increasing rates of active and sustainable travel needs the right balance of improvements to infrastructure, information, enablers of change and encouragement to do so
- Projects are led by many different agencies; coordination between them is essential for efficient and effective delivery
- Project delivery is often hampered by:
 - Poor joint working between organisations
 - Patchiness of delivery
 - A weak evidence base of benefits
 - Funding constraints
 - Lack of expertise and capacity
- Government can play a role in helping partners overcome these constraints
- Leadership and governance is key to overcoming these issues, but the capacity of all potential public sector lead organisations in Angus is limited, either in terms of resource and/or willingness to do so. Private or third-sector leadership comes with risks of conflict of interest and lack of shared objectives

5. ACTIVITY TO PROMOTE SUSTAINABLE TRAVEL IN ANGUS

In line with all areas of Scotland, and as highlighted in the previous section, there is a huge range of work already underway to encourage more people in Angus to make use of active and sustainable travel options more often.

5.1 Current activity

During the development of this strategy, we have undertaken research and also spoken to people involved in the topic in order to identify relevant projects and programmes.

There are at least 60 relevant projects currently underway in Angus, as listed in Appendix C; they range in scale from very large infrastructure investment programmes, to small-scale community led initiatives aimed at just a few individuals, and work to influence individual, social and material factors. To highlight the range of work underway, a few examples are:

- Angus Council's work to provide a low carbon travel hub in Forfar;
- Angus Cycle Hub's work to encourage and enable more people to cycle;
- The Energy Saving Trust's grants for electric vehicle charging points;
- The Angus walking and cycling festivals;
- The Accessible Arbroath project, seeking to improve active travel infrastructure in the town;
- Work to promote walking as part of Dementia Friendly Kirriemuir;
- Organisations that support Paths for All's Step Count Challenge;
- Work to increase walking to primary schools, including through in-class workshops and use of Living Street's Travel Tracker; and
- The OOTANABOOT walking groups.

Between them, the list of projects demonstrates that:

- There is a huge variety of projects underway, seeking to encourage more people to use active and sustainable modes more often;
- Given the large number of projects, there can be little chance that everyone is aware of all of the opportunities that are available to them or that delivery is necessarily well coordinated;
- There are many projects that encourage active travel (particularly cycling); fewer seeking to encourage public transport or more sustainable car use. This is especially the case for community-led projects;
- Many projects focus on improving health and/or social inclusion; a relatively small proportion seek environmental outcomes;
- Related to this, priority target groups tend to be younger and older people, especially for community-led projects;
- Projects are distinctly patchy geographically; whilst work to improve infrastructure is necessarily location-specific, there is no consistency of support and encouragement to promote change; and
- There is a large amount of community goodwill which is contributing to these projects, but those reliant on funding are mostly making use of specific and time-limited funding; few are benefiting from public sector core funding.

5.2 Gap analysis

We take from the above the following focuses and gaps for current activity:

PROJECT FOCUS	RELATIVE STRENGTHS	RELATIVE WEAKNESSES
Project type (infrastructure, information, encouraging, enabling)	Many projects relate to encouraging and enabling change	Relatively few projects seek to enhance infrastructure or information Those encouraging and enabling projects generally have only limited reach in terms of geography or target audience
Mode	Many projects relate to the promotion of walking, and particularly cycling	Relatively few projects are working to promote car share, EVs or public transport use, or projects that provide specialist transport provision (e.g. community transport or wheelchair-accessible taxis)
Target group	Many projects are seeking to support travel choices for young people (particularly school children) and less able (typically older) people	Relatively few projects are seeking to encourage modal shift for car drivers
Geography	There are projects in many parts of Angus There is a concentration of projects in Arbroath at present	No location has a comprehensive range of activity underway
Delivery	A wide range of organisations/individuals are seeking to improve active/sustainable travel	There are many different players across public, private and third sector; each with their own objectives Work is not well co-ordinated, so best value outcomes are not necessarily achieved
Funding	There are many different funding sources available	Almost all projects are dependent entirely on external funding sources which are largely short-term, e.g. year to year
Monitoring and evaluation	SCSP projects have a structured monitoring and evaluation template to enable data to be captured	There is limited data being collected/available on the outputs and outcomes of many projects

The gap analysis serves to illustrate the importance of public sector intervention to ensure that active and sustainable travel initiatives are delivered in a way that is equitable and inclusive across the local authority area and for all its residents, and relevant to all modes.

5.3 Funding sources

The projects list highlights the importance of external, dedicated funding streams for the delivery of projects that promote active and sustainable travel.

The projects we have identified that are underway in Angus depend on at least 15 sources of funding, and many depend on significant time commitments from members of local communities. Transport Scotland identifies there being 27 funding streams available for active travel projects in Scotland; we are aware of seven funding streams seeking to increase access to EVs and charging infrastructure; others are available to support public transport. These are listed in Appendix D.

The funding landscape is diverse, and often confusing to navigate; frustrations surrounding it surface often, and were aired during the stakeholder workshop convened during the development of this strategy.

SECTION HIGHLIGHTS

- Many projects are underway in Angus to promote active and sustainable travel outcomes
- They are being led by a variety of public, private and third-sector organisations
- But work is patchy, both geographically and in terms of target audience and outcomes, and projects are often not well coordinated. Public sector intervention is currently required to minimise these problems
- Many sources of funding are available to assist project development or delivery, but the funding landscape is often confusing and time-consuming
- Monitoring and evaluation of specific projects, and of their contribution to overall outcomes, is limited

6. ASPIRATIONS FOR CHANGE

Stakeholders and residents are in agreement that change is needed to achieve the core outcome of more people using active and sustainable travel modes more often in Angus. They expressed their thoughts at local engagement events, which will be discussed in greater detail during this chapter.

6.1 Summary of Charrettes

Between 2015 and 2017, Angus Council led the completion of Charrette discussions in each of the main towns of Angus. These were broad-ranging discussions, focussed on many aspects of life in these communities, but each made reference to active and sustainable travel elements.

The suggestions made during the Charrettes are (appropriately) local and highly specific, thus being more suitable for detailed project development than a Council-wide strategy. The main relevant points are provided in Appendix E. However, there are recurring themes and shared community aspirations which the Active & Sustainable Travel Strategy should seek to address. These include:

- More attractive urban spaces, that are nicer for more people to use;
- More attractive, direct and convenient active travel routes between key destinations in and around town centres;
- Better connections to long-distance active travel routes;
- Reduced impact of road traffic (on severance, on perceptions of road danger for pedestrians and cyclists); and
- Better information and support networks to enable more people to make use of active and sustainable travel choices.

6.2 Workshop findings

Selected key stakeholders attended a workshop to help guide the development of this strategy. Notes of the workshop are included in Appendix F, with summary findings outlined below.

Priority outcomes

Workshop attendees discussed what an Active & Sustainable Travel Strategy for Angus should be seeking to achieve. They noted that active and sustainable travel can help achieve a broad range of outcomes, including improved health, a reduction in the adverse impacts of the transport system on the environment, and a thriving and sustainable local economy.

Attendees considered that all of these factors were relevant and important, but there was a strong sense that the primary objective of the strategy should be to promote inclusive access for everyone.

Attendees also felt that it was appropriate for the strategy to give greater focus to transport modes than others. Specifically, priorities should relate to active travel and bus use, as these have the greatest role to promote inclusive access for everyone.

The promotion of rail travel, electric vehicles and car share were all felt to be appropriate, but of lower priority.

Priority issues

Detailed discussions, focussed on identifying the barriers to change that are currently faced, took place during the workshop. Key points noted were:

- Communities need to be engaged in decision-making processes;
- Funding: money is available, but often challenging to obtain;
- Maintenance of existing assets is often poor;
- Communication is often difficult because many people and organisations are involved and few people understand the whole delivery landscape; and
- Drivers for change towards active and sustainable travel were seen to be many, but relate particularly to regulation and policy, community aspirations and lobbying and political support (where it is available).

6.3 Structured interview findings

During March 2019, a series of structured telephone interviews were conducted with selected Council officers and representatives of external agencies, to attempt to gather detailed information about activity that they are leading, or aware of, to promote active and sustainable travel.

The interviews sought to understand what relevant projects are underway in Angus and how they are delivered, what data is available, and priorities for change. In total, 16 key individuals were engaged. Details of the discussions are provided in Appendix G.

Information provided is used through this report, especially in helping understand current activity (see Section 5) and in framing objectives. Evident from the discussions was the relatively limited local data that is available to monitor and evaluate the effectiveness of specific interventions, let alone an area-wide strategy, and the challenges of getting all relevant stakeholders to engage.

SECTION HIGHLIGHTS

- Angus residents support projects that achieve active and sustainable travel outcomes
- People want better urban spaces, more attractive active travel routes, less traffic and better information and support to enable change
- Limited data collection is being undertaken to monitor and evaluate the outcomes of projects
- Stakeholders recognise that active and sustainable travel contributes to a broad range of positive outcomes, but feel that inclusive access should be a priority for this strategy, and that enabling more people to walk, cycle and use the bus are of most relevance to this output
- Stakeholders feel that this strategy should focus on enabling:
 - Community input to decision-making
 - Access to funding
 - Asset maintenance
 - Improving communications between delivery partners

7. VISION AND OBJECTIVES

In the light of the information and context provided above, the vision for what this strategy seeks to achieve is that:

“Partners are working together to provide and promote active and sustainable travel choices that connect everyone in Angus to jobs, education, services and leisure and also improve the area’s environment, economy, and the health and wellbeing of its people.”

To support this vision, objectives for the strategy seek significant strides to be made on increasing the use of active and sustainable modes:

OBJECTIVE	ASPIRATION	TARGET
1	Many more people are walking and cycling regularly to access local services, so benefiting from better health, social interaction and improving the environment	For the proportion of Angus residents walking for utility journeys weekly or more often to be at least equal to the Scottish average by 2034
2		For the proportion of Angus residents cycling for utility journeys weekly or more often to be greater than 10% by 2034
3	For public transport to remain a well-used and accessible option for journeys around Angus, and for residents unable to access scheduled public transport to have other provision which enables them to access local services	For public transport vehicle mileage and patronage to be maintained at least at 2019 levels
4	For there to be a significant reduction in carbon emissions from private vehicle use in Angus	For carbon emissions from car use in Angus to fall by at least 39% by 2030 in comparison with a 2015 baseline
5	For Angus Council to demonstrate leadership in willingness to deliver active and sustainable travel outcomes	For at least 10% of Angus Council’s transport expenditure to be devoted to active travel in each year from 2020/21 to 2033/34, and for real-terms expenditure on public transport to be maintained at least at 2019/20 levels

Notes relating to targets:

- Objective 1: 2016 Angus baseline = 60.4%, national baseline = 68.6%²³. Interim target for Angus of 62% by end 2022, reversing the small decline in recent years. Data source = Scottish Household Survey Travel Diary Survey. 2034 is chosen as the target date for this and objectives 2 and 5, giving a 15-year horizon to achieve these significant changes in behaviour;
- Objective 2: national baseline for small accessible towns = 4.5%, for small remote towns = 9.8%²⁴. Angus baseline will need to be established. Interim targets of establishing the Angus baseline by end 2020, then increasing that by one percentage point by end 2022; and
- Objective 4: this reduction being the same proportional fall for Scotland as a whole identified in the 'policies' scenario of Greenhouse Gas Emissions Reduction Potential in the Scottish Transport Sector From Recent Advances in Transport Fuels and Fuel Technologies²⁵.

²³ Scottish Household Survey Travel Diary, as reported in Tactran RTS Monitoring Framework 2018 Progress Report

²⁴ Transport and Travel in Scotland 2017, Table 25.

<https://www.transport.gov.scot/media/43105/sct08183658301.pdf>

²⁵ Figure 10 <https://www.transport.gov.scot/media/10168/j202258.pdf>

8. ACTION PLAN

As the previous sections have outlined, Angus Council has ambitious aspirations for increased rates of active and sustainable travel use, but is working within an environment of significantly constrained resources.

There is already a good range of activity underway in Angus to deliver relevant projects, and these are being taken forward by a large range of organisations, either alone or frequently in partnership.

But enhancing the efficiency and effectiveness of relevant project delivery requires short-term improvements to:

- Mechanisms by which the needs of target communities can be identified, and the most appropriate projects taken forward to meet those needs, balancing interventions that meet individual, social and material requirements, and across the four types of intervention (improvements to infrastructure, information, enablers of change and encouragement to do so);
- Mechanisms that improve joint working between partners, so that their planning and resource allocations are better coordinated, and that target audiences are more easily able to understand and access the support and services provided;
- Leadership of, advocacy for and governance of active and sustainable travel projects, to ensure that all of the people of Angus can benefit from them, and that maximum value is delivered in Angus;
- The monitoring, evaluation and reporting of outcomes of projects and the strategy as a whole; and
- The expertise and capacity of project partners (amongst existing and potential new organisations), in order to be able to expand the potential for delivery.

Improved partnership working, supported by leadership and governance changes must therefore be at the heart of any changes.

Active & sustainable travel forums

Forums for the key delivery partners involved in active & sustainable travel projects in Angus should be convened to provide the mechanism for improved coordination of project delivery. These partners are likely to include:

- community-led enterprises (groups working to promote active & sustainable travel);
- community representatives, who may provide insight into local priorities (e.g. elected members, Community Councillors);
- transport companies (e.g. operators);
- industry bodies (e.g. tourism agencies);

- the public sector (e.g. various Angus Council departments, NHS Tayside, Tactran); and
- large employers (public and private sector).

There should be more than one forum, recognising that delivery of active & sustainable travel projects is rarely fully cross-modal; forum leaders should enable links between forums to be made where beneficial. Separate forums should be established to help promotion and use of:

- Active travel;
- Public transport; and
- ULEVs and car share.

Forum attendees should determine the groups' remits, but they should include:

- Sharing of evidence on project effectiveness and best practice;
- Discussion of funding sources, and mechanisms to access funding;
- Sharing of capacity and knowledge between projects;
- Opportunities for capacity building for more delivery;
- Identification of priority projects for implementation; and
- Project co-ordination, such that measures to improve infrastructure or services are complemented by measures to make people aware of them and encouraged to use them.

Evidence from similar forums elsewhere shows that they can add good value to improving efficiency and effectiveness of outcomes, but that they need active and on-going support. Administration and coordination of meetings and activities of the forums will be required, and strong leadership needed in order to motivate all partners to attend on an on-going basis. Regular reviews with attendees are needed to ensure that all partners are benefiting from engaging.

Leadership, governance and capacity building

Enabling the work of the forums, and to ensure they are effective on an on-going basis, will require leadership, governance and capacity building.

At present, most partners look towards local authorities and other public sector partners to take a lead on these matters, and Angus Council recognises its responsibility to provide leadership if it wants to ensure that its objectives are delivered and benefits shared equitably amongst the people of Angus.

The Council's challenge of being able to take on this role are outlined in section 4, but this also summarises evidence that the ability for other partners to take on these oversight roles is small, and potentially results in a loss of control of outcomes.

To seek to overcome this problem, we identify three routes, which could be taken forward singly or in combination:

1. Seek support from partner organisations to deliver these responsibilities;
2. Expand the capacity of Angus Council and its resource to be able to do so; and/or
3. Expand the capacity of partner organisations to lead and guide.

Recommended actions to move forward on these issues are:

ACTION	OUTLINE	DESCRIPTION
1	Engage with the main extant delivery partners	Angus Council should convene discussions with its current main delivery partners to discuss the recommendations of this strategy and comment explicitly on the issue of capacity and resources, to identify whether any are willing and able to do more to support change, especially to support the leadership and governance of change
2	Instigate the work of the three forums described above	Alongside work to engage with the main delivery partners, work to establish the forums should be commenced. Although this requires time investment, most likely initially by Angus Council, the forums should provide a conduit for unlocking of resource from partners, both for project delivery and to potentially assist with leadership and governance tasks
3	Seek to engage with the CPP	The CPP is the body which should provide the main conduit for cross-sectoral working, and so should be able to help unlock more support from other community planning partners. Therefore, although recent evidence has suggested that their ability to engage with transport issues is limited, we suggest an approach is made to determine whether they are willing and able to take a greater role in leadership and governance of active & sustainable travel issues, or can encourage others to do so
4	Make use of all opportunities to provide resource to Angus Council's team	There are at least some opportunities for funding for staff resource that Angus Council is not making full use of (as examples, embedded officer support for active travel project development and monitoring is available from Sustrans and more support resource could be generated from SCSP). These should be capitalised on
5	Seek increased resource through Angus Council support	Given their support for the previous 2016 Active Travel Strategy and the aspirations of this Active & Sustainable Travel Strategy, elected members could be challenged to determine whether they support increased investment of staff time to enable leadership and governance improvements to be made, hence potentially unlocking increased capacity from community-led organisations

ACTION	OUTLINE	DESCRIPTION
6	Confirm that all funding potential is being maximised	Review those funding sources listed in Appendix D of this strategy to determine whether there are any that are currently being un- (or under-) used by Angus Council or its partners and which could provide assistance with short-term support
7	Build community support for action	Reach out through the Council's community engagement channels to audiences and potential partners that are not currently engaged to request support for defining problems, issues and opportunities for change, either directly or through enhancing membership of the forums

9. MONITORING & EVALUATION PLAN

This section provides a plan to monitor and evaluate the effectiveness of the Angus Active & Sustainable Travel Strategy in meeting its objectives.

This plan is intended:

- To enable continuous improvement in project delivery processes;
- To demonstrate the value for money (or lack thereof) of each intervention to learn lessons for future delivery of active & sustainable travel projects in Angus;
- To demonstrate the value of projects and their outcomes to funders and key local decision makers and the residents of Angus; and
- Determine how completely the strategy's objectives have been met.

Evaluation is required of processes, outputs and outcomes. Evidence to support the evaluation should be quantitative where possible, but qualitative evidence will be needed to support this; behavioural change programmes seek to influence attitudes for the long term as well as deliver short term quantifiable change.

Project planning should typically allocate a minimum of 10% of funding to be used for evaluations, which should span at least 3 years post-intervention in order to get a reasonably robust assessment of the effectiveness and cost-effectiveness of interventions; we recommend this as a guide for project planners.

9.1 Indicators and data requirements

Indicators are important monitoring tools that enable progress to be measured against the set objectives. There are four basic types of indicators: input indicators, output indicators, process indicators and outcome indicators, which each have varying data requirements. The four types are introduced below.

- **Input and output indicators:** resource and monetary input (e.g. expenditure, staff time spent etc) and actions taken, i.e. what has been delivered to promote active & sustainable travel. In the main, this will be routinely collected by Angus Council and delivery partners, as part of project delivery, though as preparation of this strategy has shown, collation of this information is often challenging.
- **Process indicators:** quality and effect. Process data will help measure how well the relevant activities are being implemented and received by the target audiences. Monitoring of process indicators will enable continuous improvement in project delivery processes.
- **Outcome indicators:** what has been achieved (e.g. travel behaviour change) and impact on the overarching policy objectives. In part, outcome information can be collected from surveys of users of specific projects (users of a new path, school children targeted for a behavioural change campaign, etc), but these are rarely sufficient, as travel behavioural choices are often influenced by a range of initiatives, as well as external factors.

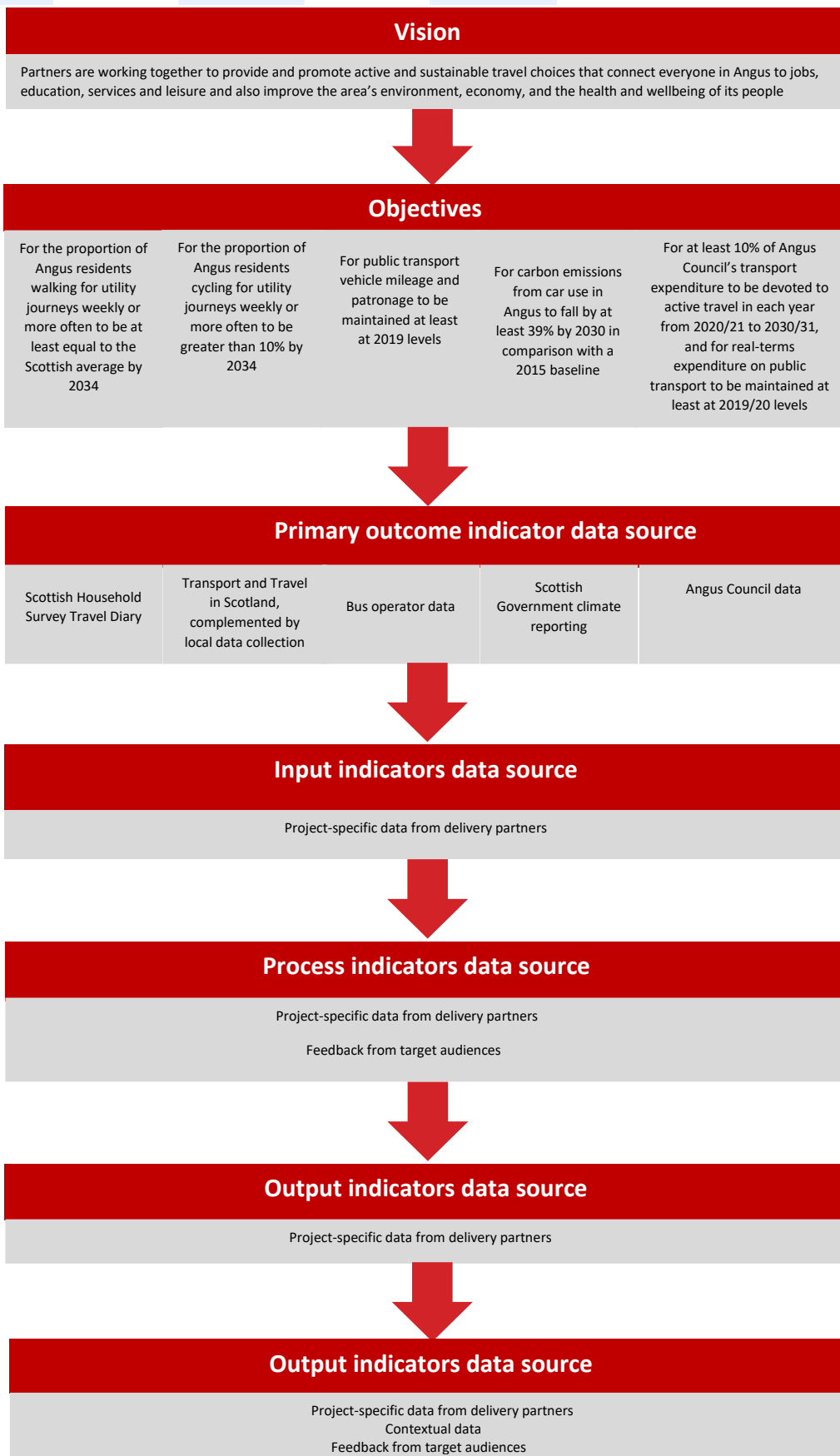
Additionally, it is desirable to understand how active & sustainable travel can and does help contribute to a range of wider impacts, such as improved health and community cohesion, so that the full range of effects and benefits can be captured.

The next section provides the recommended monitoring framework for the strategy. This is grouped according to three sub-categories, described in turn below:

- Mechanisms to gather data on the performance of individual projects that are seeking to promote active & sustainable travel in Angus;
- Mechanisms to gather contextual information on travel and related issues, to understand how travel patterns are changing more generally; and
- Mechanisms to gather data on the overall outcomes of work to promote active & sustainable travel, which investigation of the individual components would otherwise miss.

9.2 Monitoring and evaluation framework

The monitoring and evaluation framework is summarised below, following which more detailed information about recommended data collection methods is provided:



Project-specific data

The following information should be sought in relation to each project promoting active & sustainable travel in Angus.

- Input data
 - Financial expenditure (including source, and whether revenue or capital);
 - Input of time by paid staff and/or volunteers; and
 - Any other inputs, including support from other organisations.

- Output data
 - Details of how much, of what, was delivered. Examples include:
 - Number of new EV charge points;
 - Number of new sign-ups to a car share scheme;
 - Number of campaign adverts posted or leaflets distributed;
 - Number of events carried out and approximate number of people attending;
 - Number of km of new bus service operated; and
 - Number of km of improved active travel route.

- Process data
 - Information about the delivery of the project, primarily to ensure that relevant lessons are learned for future project delivery. Examples include:
 - Qualitative feedback from users about the service;
 - Local stakeholders' feedback about the appropriateness of the investment made; and
 - Delivery staff's views on how delivery could have been improved.

- Outcome data
 - How people's travel patterns have changed (at 12, 24, and 36 months post-intervention). Examples include:
 - Number of additional active/sustainable journeys made, or number of extra km walked/cycled;
 - Whether these are new journeys or, if replacements for existing journeys, what mode those existing journeys was by;
 - What benefit the individual has noticed as a result of changing their travel habits (feeling fitter, saving money, better able to access services, etc);

- Whether initial changes in travel habits have been sustained over time; and
- What reasons initiated, and sustained, the change.
- Other community stakeholders' views on the effectiveness of the project

Contextual data

A good range of contextual data is available from published national and regional datasets. Baseline information from them is provided in the data collation spreadsheet which accompanies this strategy.

Between them, these provide a good overarching picture of longitudinal trends in travel patterns in Angus across all the main modes, and are worth collating and reporting regularly, especially to determine whether progress towards achieving objectives is being made. But they do not provide any specific information about travel within any of the Burghs, or how changes in travel patterns affect different socio-demographic groups, and nor do they provide any insight into the reasons why changes have occurred.

To achieve this, new data collection will be required, using the mechanisms outlined below.

Stakeholder support

It is recommend that local business, community and stakeholder support for the strategy is regularly assessed, as an indicator to monitor wider impacts of work to promote active & sustainable travel.

This can be measured through discussion in focus groups and/or through undertaking interviews or surveys of their attitudes towards relevant initiatives and continued investment in sustainable travel. The involvement and perceptions of the following people could be used to evaluate support for the programme in terms of economic growth, social cohesion and quality of life benefits:

- Elected members;
- Community Council members;
- Public health staff at NHS Tayside;
- Key staff of major trip attractors (key employers, schools, etc);
- Business representatives; and
- Representatives of people that the strategy is particularly aimed at reaching
- Key staff of delivery partners.

Members of the public: quantitative research

To fully assess the effectiveness of this strategy, more detailed information on travel choices and people’s attitudes towards different modes is required. Baseline and longitudinal data could be collected through regular quantitative research (recommended to be undertaken every second year) assessing:

- Modes of travel used;
- Recent changes in modes used, and the reasons for this;
- Attitudes towards different modes of transport;
- Awareness and effectiveness of efforts to encourage uptake of active & sustainable travel choices; and
- Barriers to future change.

In order to provide reasonable robustness across various socio-demographic characteristics, a sample size of a few hundred responses would be required in each of the Burghs of Angus. In order to achieve a representative sample, CATI (telephone) surveys are likely to provide the most effective data collection method, at least at present.

Members of the public: qualitative research

The qualitative research will provide a valuable dataset to enable Angus Council and its partners deliver more effective interventions to promote active & sustainable travel outcomes. But it will not be enough to fully understand individuals’ barriers to change and their views on current activity to encourage change.

To do this requires qualitative research, which can probe these issues in detail. Doing so should be an integral part of the development of Burgh-specific action plans, and can guide implementation of those action plans.

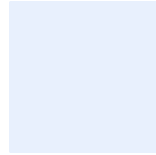
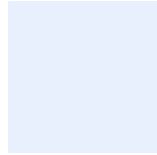
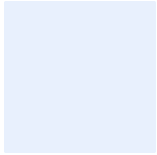
We recommend regular focus groups are held (probably every two years, complementing the quantitative surveys), at least one in each Burgh, to which a cross-section of the population is brought together to discuss issues relating to active & sustainable travel, the effectiveness of on-going projects, and to help to design future interventions in order to make them most effective.

They can also explore how active & sustainable travel is helping (or not) to meet its broader opportunities to improve social inclusion, health and the environment.

9.3 Reporting

Partners should identify a lead on reporting the information set out in this plan. It should do so biennially, preparing an Active & Sustainable Travel in Angus report. This report should set out information on:

- Travel trends in Angus and how they are changing over time, drawn from the key contextual datasets;



- Progress towards achievements of the objectives of the strategy;
- Projects that have been delivered during the preceding two years, with relevant input, process, output and outcome data;
- Feedback from members of the public and key stakeholders about the effectiveness of recent progress, and problems and barriers to active & sustainable travel that remain; and
- Priorities for change in the next two years.

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