

Community Active Travel Action Plans

Cascade Training Module



in partnership with



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INTRODUCTION

FORTH ENVIRONMENT LINK

A local organisation with a national impact

Forth Environment Link is a Scottish environmental charity based in the Forth Valley, working across the climate action agenda to deliver outcomes which support and promote healthy people and a healthy planet with equality for all.

As an organisation, rooted in the communities we work with, we are passionate about what we do and about making our places and community spaces better to live, work and play in.

Our Strategic Objectives

To deliver our ambition, we will focus on four main areas and our charitable activities will support:-

Active Travel More day to day journeys on foot or by bike.	Food & Growing More local food to be grown and eaten in our communities.	Volunteering Provide meaningful volunteering opportunities for all.	Reuse & Repair Helping to increase the lifespan of our everyday items.
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Our Vision

To enable and support communities to live healthy and sustainable lives in a way that reduces the impact on our planet.

Our Mission

- We will put healthy people and a healthy planet at the heart of our work.
- We are community led - our projects, partnerships and priorities are shaped by and developed for the communities within which we work.
- We value the planet and each other. This underpins everything we do.
- We are enabling - what we do is practical, easy to understand and accessible to everyone.
- We are collaborative - we like to work in partnership because we believe we are stronger together.
- We love new ideas; innovation is at the heart of our work and is what pushes forward new ideas that inspire change.
- We are passionate about what we do and it shows in our work and in our team's activities.

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COMMUNITY ACTIVE TRAVEL ACTION PLANS



The Community Active Travel Action Plan project is aimed at individuals who are in the pre-contemplation, contemplation, preparation and action stage of behaviour change and allows them to move onto the maintenance stage. This is possible as the project removes barriers, provides information, and facilitates access to bikes.

What are Community Active Travel Action Plans?

Community Active Travel Action Plans (CATAPs) are consultation documents created by Stirling Active Travel Hub as an output of community engagement work in the Stirling area. Through surveys, events, conversations and focus groups, we learned about what people who live and work in Stirling's communities think about walking and cycling in the local area. This was combined with Hub staff knowledge and experience of active travel in Stirling to create community focused recommendations to make Stirling more active travel friendly.

The plans are created to offer practical and achievable steps for anyone in the community to help overcome barriers to walking and cycling. As the target audience is diverse it was important to use accessible language without any jargon. The final plans were 12 pages in length and use a professional design template with a custom colour scheme for each community plan. This creates a consistent layout and professional end product. Digital versions of the plans are available on the Stirling Active Travel Hub website with the intention that other Hubs or organisations can use them as a template in the future.

Project Partners

- ⚙️ Cycling Scotland
- ⚙️ Recyke-a-bike
- ⚙️ Stirling Council
- ⚙️ Community contacts, these will vary for each community, some examples are:
 - ⚙️ Community Councils
 - ⚙️ Schools
 - ⚙️ Community Centres
 - ⚙️ Libraries
 - ⚙️ Community Led Groups



Why Create Community Active Travel Action Plans?

- ⚙️ Supporting Stirling in becoming a Cycle Friendly City.
- ⚙️ Help communities achieve Cycling Scotland Cycling Friendly Community Award.
- ⚙️ The award can then help unlock community funding to improve active travel infrastructure in the community.
- ⚙️ The Hub was already working with employers and campuses, a community approach allowed us to engage with a wider audience in a specific geographic area. By working with specific communities we were able to reach a new audience who we had not engaged with before.
- ⚙️ The project supports outcomes and objectives of The Active Travel Framework (2019):
 - ⚙️ Increase the number of people choosing walking, cycling, and wheeling in Scotland
 - ⚙️ Delivery of walking, cycling, and wheeling is promoted and supported by a range of partners
 - ⚙️ Walking, cycling, and wheeling is available to all
 - ⚙️ Better health and safer travel
 - ⚙️ Cut carbon emissions

Project Benefits

Engaging with communities allowed the Hub to reach an entirely new audience; between 75% and 89% of people engaged while creating the original CATAPs had not engaged with the Hub previously. This project benefits were available to anyone within the community, providing individuals with knowledge of active travel and its benefits as well as practical skills from cycle training, bike maintenance and route planning sessions. In the four communities Dr Bike sessions have enabled over 100 bikes to be checked and the accompanying pop-up hubs provided free lights, maps and advice on active travel to anyone who attended. These steps helped us build trust within the communities that we aim to help, allowing us to deliver valuable services in the future. The CATAPs provide a case for future funding and initiatives as it reflects the needs and barriers identified by the community. This could also help reduce the chance of “bikelash” or objections to future infrastructure and allow communities to feel ownership of projects.



Where and When Are They Held?

At the start of the project four communities were chosen: Cornton, Bridge of Allan, Braehead and Top of the Town. During the creation of these plans pop-up hubs took place fortnightly in Cornton and Braehead. After the success of the plans created for the original communities we expanded our community engagement to include St Ninians and Riverside with the aim of creating dedicated plans in these communities. In both of these communities surveys have been distributed and pop up events have been held to attract engagement.

How is the Project Staffed and Facilitated?

One full time member of staff was focused on organising the project with other members of Hub staff available to help with staffing events. Most project work was carried out by this member of staff and required a variety of different skills. An external graphic design organisation was used to design the plans, enhancing the quality of the final product.

This project was funded by Transport Scotland, Smarter Choices Smarter Places and Stirling Council. The main costs to the project are staff time and printing physical copies of the plans.

Project Promotion

The majority of the data was collected via community institutions such as community councils, schools, nurseries, community centres and libraries. The project was also promoted through social media and other Hub events. Using this approach we hoped to reach a reasonable cross section of the community, however focusing on the community groups creates potential to miss individuals who do not engage with these groups.

Key Stages

- ⚙ Initial networking started in June 2017, consultation in August 2017 and the plans were completed in March 2018
- ⚙ Identifying the communities and networking with key contacts in each area, typically starting with community councils, schools, nurseries, community centres and local projects
- ⚙ Baseline data collection, survey, and data collection plan creation
- ⚙ Engagement events within the communities to promote the project and build trust and enthusiasm in the community
- ⚙ Analysing the data and translating that into an understandable and easy to read format
- ⚙ Recruiting a steering group in each community who can take forward the plan and act on the suggested recommendations
- ⚙ Help the communities work towards their bronze Cycle Friendly Community Award with Cycling Scotland
- ⚙ Follow up surveys and events in each community

Project Monitoring and Evaluation

The main activity in this project was the consultation in each community, a combination of face to face and online interactions aided in the completion of surveys. The surveys contained questions relating to current walking and cycling behaviour in the community, barriers to active travel and what interventions would be useful in that community to combat these barriers. Eight core questions were asked across the communities

- ⚙ For these types of journey, how often do you currently cycle? (Commute to work/other transportation/leisure and fitness)
- ⚙ For these types of journey, how often do you currently walk? (Commute to work/other transportation/leisure and fitness)
- ⚙ Do you currently have access to a bike?
- ⚙ Thinking about walking and cycling in your community, what are the main barriers that come to mind?
- ⚙ Usefulness of potential active travel interventions (cycle training/maintenance training/ Dr Bike/ route knowledge/ nextbike stations/ led activities)
- ⚙ Gender
- ⚙ Age
- ⚙ Any previous interactions with the project (to assess reach of new audience)

The data collected by these surveys was complimented by an infrastructure assessment carried out by Hub staff, Stirling Council's active travel team and a local Cycling Scotland trainer. From this combination of data it was possible to draw conclusions, gather key themes and identify potential solutions to overcome barriers. Quotes were collected from key members of the communities to support points in the plan e.g.

"Cornton Nursery is committed to promoting a healthy lifestyle in many ways with our children. Recently we started working to promote our staff team's health. We have been focussing on healthy eating and working alongside NHS Scotland on their 'Choose to Lose' initiative, which is looking very promising already. To enhance this positive start, we would like to work alongside [Stirling Active Travel Hub] to help us to promote walking and cycling routes in and around Cornton."

The numbers of people attending each event was monitored, noting the groups engaged with. A follow up survey will be distributed after further interventions, especially if any infrastructure changes are made. This is a requirement of the funding, but it will also be useful to compare to our base line data and see if any changes in attitudes or behaviour have occurred.

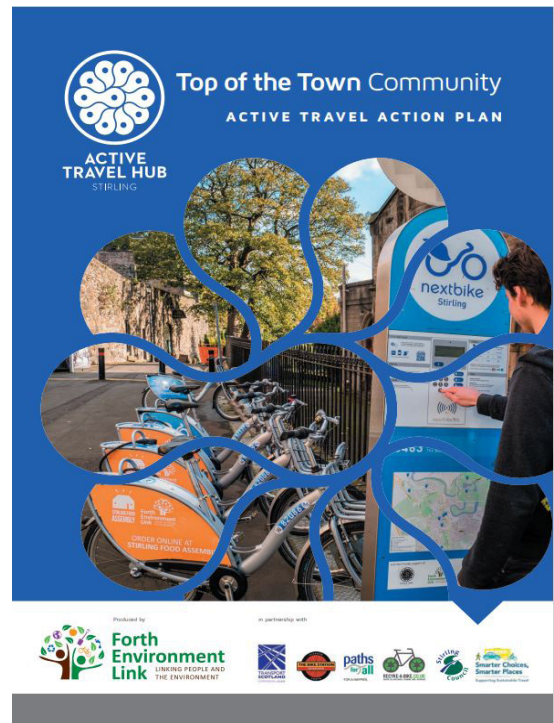
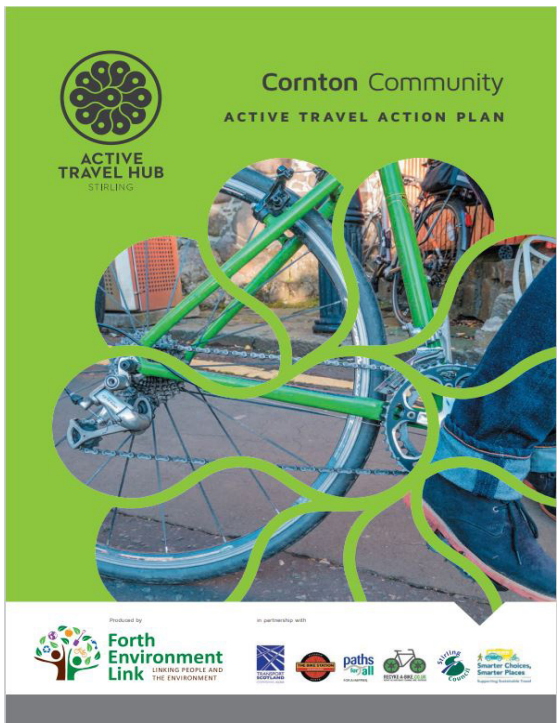
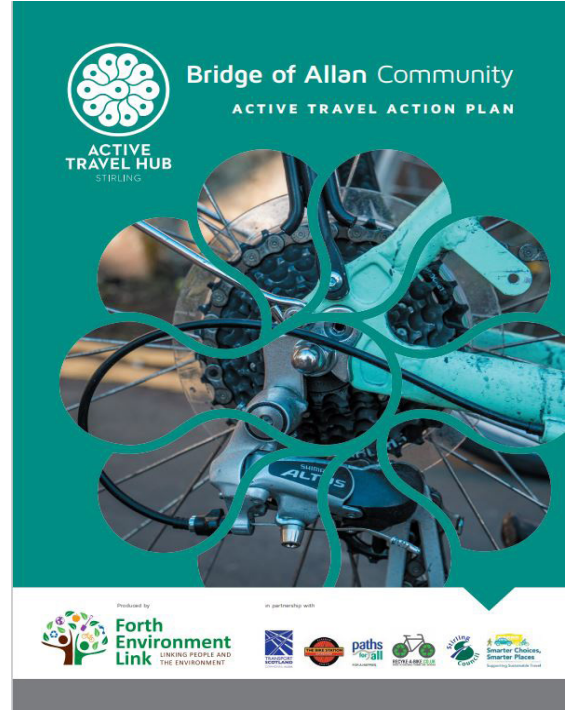


Lessons Learned and Project Reflections

- ⚙️ The initial time scales for the project were overly ambitious, a significant amount of time was taken for the following:
 - ⚙️ Building relationships
 - ⚙️ Designing surveys
 - ⚙️ Promotion
 - ⚙️ Event planning
 - ⚙️ Data analysis
 - ⚙️ Working with designers
 - ⚙️ Waiting for prints
 - ⚙️ Encouraging steering groups
 - ⚙️ Applying for funding
- ⚙️ Working in community's with limited existing contacts has been challenging
- ⚙️ Consistency is vital for effective community engagement; this allows for trust to build within the community and community expectations to be managed.
- ⚙️ The baseline data gathered was adequate however it could have been added to with additional quantitative data such as bike rack counts and traffic counts at key locations/ times.
- ⚙️ It is vital to engage with individuals within the community to ensure engagement is spread further than the partners and reached everyone in the community.
- ⚙️ The networking, survey design, data analysis, event planning and writing of the plan's text was all carried out by this member of staff - quite a few different skill sets were required to carry out all of these steps, so consideration should be made to this if looking to replicate the process.
- ⚙️ Using technology may have helped gather more data from the community:
 - ⚙️ Sustrans street design in Raploch used Commonplace to gather data from community members and other interested parties
 - ⚙️ Tools such as this are excellent to collect data to make the infrastructure section more robust and reflect views from the wider community
 - ⚙️ The costs for such technology would need to be assessed and weighed against the benefits of greater data generation
 - ⚙️ These tools would be useful to keep the community involved between face to face interactions
- ⚙️ The CATAPs are intangible and the community may not see the immediate benefit of participating, including tangible elements in the data collection process such as activities and freebies can help gain community involvement.
- ⚙️ Hub staff used their external expertise to help inform the plans, there is a risk that we would identify needs that the community did not feel were vital. It is important to ensure the community's voice is the loudest in the plans.
- ⚙️ When replicating the project, we would endeavour to include community ambassadors at the earliest possible stage to ensure the communities concerns are heard. This allows for community engagement where the community want it and not where we pick as an outside entity.
- ⚙️ Stirling Active Travel Hub was the facilitator in this project, able to offer knowledge, support, and experience to the community but the enthusiasm and drive also needed to come from within the community. This helps to make the project sustainable past the production of the plans, enabling the community to use the plans as a tool for change.

Resources

- ⚙️ [Community Surveys \(See Resources tab for details\)](#)
- ⚙️ [Copy of Finished Plans](#)



- ⚙️ [Guide to National Standards of Community Engagement](#)
- ⚙️ [Cycling Scotland's Cycle Friendly Awards](#)



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