

# Route Planning and Mapping

## Cascade Training Module



in partnership with



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# INTRODUCTION

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## 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:-

<b>Active Travel</b> More day to day journeys on foot or by bike.	<b>Food &amp; Growing</b> More local food to be grown and eaten in our communities.	<b>Volunteering</b> Provide meaningful volunteering opportunities for all.	<b>Reuse &amp; Repair</b> 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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## ROUTE PLANNING AND MAPPING

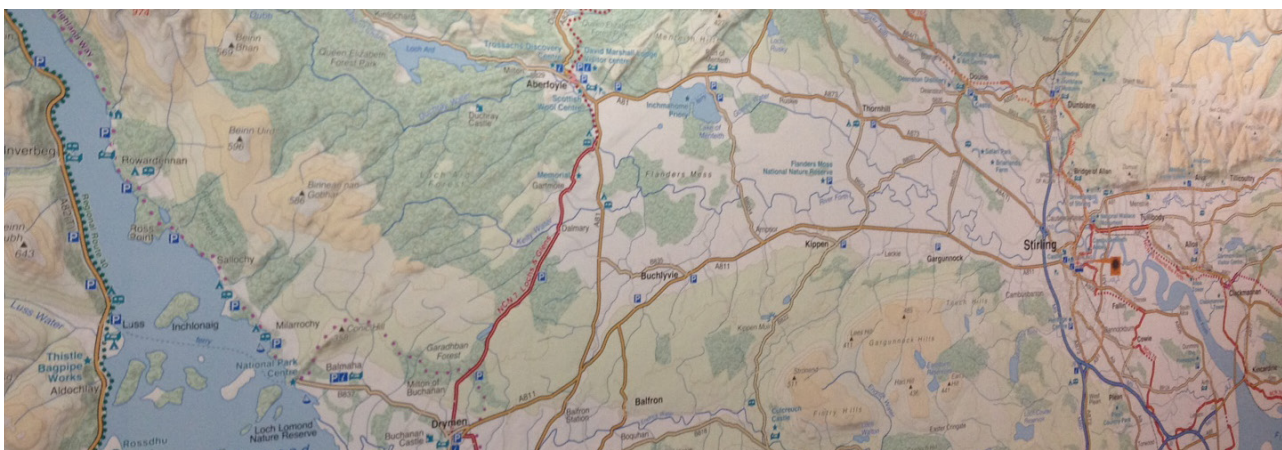


Route planning and mapping services are aimed at individuals who are in the contemplation and preparation stage of behaviour change and allows them to move onto the action stage. This is possible as the project removes barriers by helping individuals find the route appropriate to their needs and confidence levels, reducing the effort involved in changing their travel habits.

### What Are Route Planning and Mapping Services?

Route planning and mapping are key components for individuals when considering walking or cycling for everyday journeys. When considering modal shift from car to walking or cycling individuals often think about their new journey in terms of which route is the most direct, they also might automatically follow the same route they would drive. Walking and cycling have a variety of different routes available that differ from car travel and giving individuals the tools to plan routes allows for safer, more pleasant journeys.

The route planning sessions are structured so that individuals are taken through the process step by step enabling them to learn the skills to do it themselves. This allows them to plan further routes when they need to. We use a variety of mapping and route planning resources for both walking and cycling, detailed on the following page.



Wall maps in the Hubs	Ride With GPS - Online route planning	Free maps to take away	Maps for sale
Covering the local area Annotated with Sustrans National Cycle Network routes Leisure routes Footpaths Shared use paths Points of interest including bike shops, tourist destinations, travel hubs	Large stock of routes on Stirling and Falkirk Active Travel Hub account (link in Resources) Personalised routes can be created for individuals	Stirling Council Active Travel Map Dunblane Active Travel Map Falkirk Council Green Travel Map	Sustrans NCN maps Harvey maps

We also provide bespoke maps for employers, schools, colleges, universities and communities as well as general route planning for visitors to each Hub and the surrounding areas.

The Hub commissioned a local GIS specialist to assist with creating new route maps for some of the Hub's favourite routes. One member of staff attended the training course to develop these skills. This knowledge will be cascaded amongst the team allowing the Hub to be more self-sufficient in creating customised mapping materials.

## Project Partners

- ⚙️ Harvey Maps
- ⚙️ Sustrans
- ⚙️ Stirling Council
- ⚙️ Falkirk Council
- ⚙️ Dunblane Development Trust





## Why Develop Route Planning and Mapping Services?

- ⚙️ Lack of knowledge of routes can be a key barrier to active travel
- ⚙️ Despite new technologies the wall maps and paper maps are popular
- ⚙️ Valuable local knowledge from Hub staff, i.e. route shortcuts
- ⚙️ 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

## Project Benefits

Anyone can benefit from these resources, they are available in the Hub, at employer engagement events, community pop-up hubs, schools events, college events, university events and online over video link or email. Route planning extends to mountain bike trails and long distance touring, ensuring we can cater to anyone who wants our help.

## Individual Access Route Planning and Mapping Services

As the wall maps are in the Hubs most of our route planning services take place there. However, the rest of the resources can be taken to our outreach events using paper maps and 4G enabled tablets.

Route planning advice and useful routes are available on the Stirling and Falkirk Active Travel Hub Websites (see resources). Individuals are encouraged to contact the Hubs via email, phone and social media for enquiries about route planning.

Route planning services are one of the Hub's key activities and they can be offered to a variety of audiences. During busier months we typically have at least one tourist enquiry in a day and three-five other enquiries in a week.

## How is the Project Staffed and Facilitated?

As this is a key aspect of all hub and outreach work, all Hub staff members have the skills needed to facilitate our route planning services. At new staff inductions all staff are given training on the current route planning services and encouraged to share any new knowledge they acquire. The costs associated with this project are as follows:

- ⚙️ Some maps provided by local authority are free of charge
- ⚙️ Ride with GPS annual charge of £50 but a basic membership with most functions are free
- ⚙️ Sustrans and Harveys maps are bought in bulk so are sold at £5 or £10 to cover costs
- ⚙️ Initial cost of designing, printing, and installing the wall maps was about £1000

## Project Promotion

The main forms of promotion are over social media, Falkirk and Stirling Active Travel Hub websites and on the blackboard outside the Hub. The wall maps are self-advertising and easily visible from outside the Hub, enticing people inside. The Digihubs also act as an avenue for promotion with routes accessible from them. The Digihubs are digital information hubs located at Stirling Train Station, Forth Valley College and Forth Vally Royal Hospital and have a variety of active travel information on them for anyone to access.

## Key Stages

- ⚙ Design and installation of wall maps and updating these
- ⚙ Ongoing Hub staff training on route planning

## Project Monitoring and Evaluation

Everyone who comes into the Hub is counted and their main reason for visiting logged. Because of this we know that 1/3 of hub enquiries are about route planning. Numbers at outreach events are also logged.

## Lessons Learned and Project Reflections

- ⚙ Cartography (mapping) is a skill, so creating new maps that are clear and concise takes time and expertise.
- ⚙ The Hub benefits from larger organisations' resources, such as Sustrans and local authorities who already provide high quality maps.
- ⚙ It would be useful for local authorities to share local travel maps in a format that could be easily updated, in consultation with them, to ensure any infrastructure changes can be easily captured.

## Resources

- ⚙ [Link to Route Planning Pages - Stirling](#)
- ⚙ [Link to Route Planning Page - Falkirk](#)
- ⚙ [Ride With GPS - Stirling Page](#)
- ⚙ [Ride With GPS - Falkirk Page](#)
- ⚙ [Guide to the ride with GPS](#)



## ACTIVE TRAVEL HUB

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