

Increasing active travel participation in Scotland

Behaviour change: the People and Place
programme

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The First Minister's Priorities

Active and sustainable travel contributes to:

Eradicating child poverty

Growing the economy

Tackling the climate emergency

Ensuring high quality and sustainable public
services





Why is it hard to get people to change behaviour?

We need investment in 4 types of initiative:

- The right infrastructure
- The right information
- The right enablers of change
- The right attitudes

(Source: Transport Scotland's 2016 Review of Active Travel Policy Implementation)



Key success factors

- ✓ Stakeholders
- ✓ Aligning objectives and audience needs/aspirations
- ✓ Targeted interventions
- ✓ Cohesive packages of measures
- ✓ High quality delivery
- ✓ Focussed interventions
- ✓ Sufficient scale
- ✓ Sufficient time
- ✓ Monitoring and evaluation



Old model

Transport Scotland funded active travel delivery partners

This often resulted in:

- Lack of control
- Lack of coordination
- Lack of awareness
- Complex funding landscape

New People and Place model (2024/25)

- Ensure interventions align
- Four themes:
 - ✓ Schools and young people
 - ✓ Workplaces
 - ✓ Accessibility and inclusion
 - ✓ Capacity and capability building
- Complement existing infrastructure
- Model shift for utility journeys
- Direct award to local authorities



What was different on the ground?

- Transition year
- Visibility
- Accountability
- Oversight



Emerging first year results

<https://youtu.be/eM1jndDWA4w>



Year 2 – 2025/26

Inclusion of specific sustainable transport options:

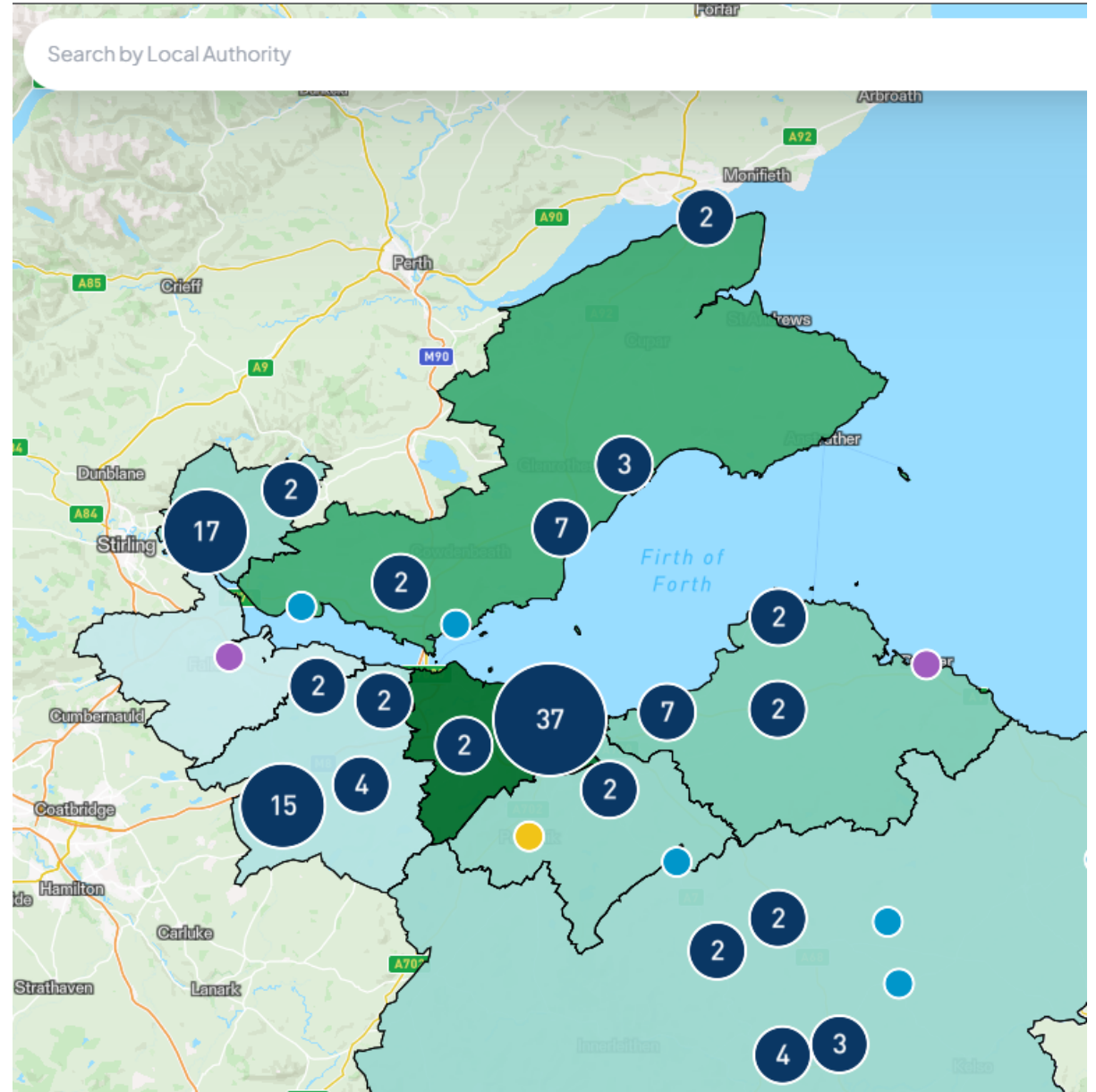
- ✓ Shared transport
- ✓ (Digital) Demand Responsive Transport
- ✓ Mobility hubs
- ✓ Real Time Passenger Information
- ✓ Mobility as a Service (MaaS)

Community Grant Fund



Challenges

- Capacity constraints
- Single year funding
- Evidencing increased participation
- Takes time for patterns to emerge
- M&E consistency – apples with apples



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