

Dundee Travel Active

Project news update

£2m for sustainable transport

This the first edition of a monthly newsletter, aimed at keeping you up to date with what is happening on the Dundee Travel Active project. If you have any information or news you'd like to contribute or would like to know more about the project, contact Gary Cummins at gary.cummins@jmp.co.uk

Although competing against 40+ other local authority projects, Dundee has successfully bid for and won £2.1m worth of funding from the Scottish Government's 'Smarter Choices - Smarter Places' initiative. Dundee, along with Barrhead, Kirkwall, Dumfries, Kirkintilloch/Lenzie, Larbert/Stenhousemuir and Glasgow East End, will now use £15 million of funding to develop a wide range of initiatives such as personalised travel planning, free trial bus and rail tickets, improved walking and cycling routes and more pedestrianised zones, to encourage residents to use greener forms of travel. Dundee's bid had to meet strict criteria based on the historical and cultural background of the city, the population to be targeted, information on the proposed schemes and the capacity of Dundee City Council to deliver the schemes. It was evident that Dundee's



Dundee's Dan, a man who knows a thing or two about active travel

bid had to include a combination of tried and tested methods as well as innovative ideas. Announcing the award of funding to the seven successful towns and cities, Transport Minister Stewart Stevenson said: "We look forward to the lessons learned from this project being used as a template for other local

authorities, showcasing the very best of sustainable travel initiatives. It could result in a catalyst for change right across Scotland".

More information at:

http://news.bbc.co.uk/1/hi/scotland/tayside_and_central/7558556.stm
www.thecourier.co.uk/output/2008

This month:

The first meetings of the managers of each project have taken place.

Annual budgets have been allocated to each project manager from the overall project funding

Building on success and best practice

The principle objective of Dundee Travel Active is to 'encourage active travel to promote healthy lifestyles for residents of and visitors to central Dundee'. We hope to do this by using some examples of best practice from other similar schemes which have already shown impressive results. Darlington is one of three Sustainable Travel Demonstration Towns in England where 'smarter choices' measures have seen a 14 per cent increase in public transport trips; a 29 per cent increase in walking; 79 per cent increase in cycling and car journeys are down by 11 per cent. This has been achieved through simple measures such as improving walking and cycling routes, better public transport links, more pedestrian-only areas, travel advisors visiting

homes and offering tailored travel plans, residents car sharing schemes and even discounts on bus and train tickets. Dundee is developing innovative projects of its own, such as 'Active Prescriptions', Developed in co-operation with Dundee Community Health Partnership, GP practices in the Dundee Travel Active zone will provide active travel advice to those most in need of it. Other new ideas include updating further the excellent Dundee Travel Info website by developing a comprehensive database of active travel information around convenient cycling and walking routes. This information will also be available in paper based format.

Dundee Travel Information can be found at:
www.dundeetravelinfo.com

What are the projects?

Active Kids-Active Parents

This is a pupil/parent cycle training scheme which will also raise awareness of the inherent health benefits associated with cycling. Dundee schools already have a successful cycle skills training scheme, working with Dundee College to deliver off-highway bicycle skills. Active Kids-Active Parents will expand this training to parents as well as the pupils themselves. By helping parents develop confidence to ride safely on the highway it is hoped that they will be confident enough to cycle with their children, both to school and elsewhere.

Personal Travel Planning (PTP)

PTP involves talking to people about their travel habits and offering advice and incentives to try other sustainable travel options. Following the success of PTP in English towns, it is hoped that Dundee can deliver similar results. Discussions with university staff revealed a lack of awareness amongst students of sustainable travel options and this may explain why some students make less use of public transport than is possible, and on occasion put themselves at risk on their journey to college due to a lack of basic 'kerb-craft' skills.

Active prescriptions and targeted travel advice

The Dundee Travel Active area has a large number of healthcare providers within it. These providers include community pharmacies, General Practices, and health



Dundee Waterfront

centres. As well as providing medical care, these practices are able to refer individuals to other providers offering health coaching, lifestyle behaviour change services, weight management services, smoking cessation services and physical activities. Dundee Travel Active will work with health providers in the area to deliver more "active prescriptions" and other advice on how to incorporate physical activities where this will provide a health benefit.

Bicycle hire

Learning from successful schemes in other cities this project will offer short term bicycle rental and it is hoped that non-cyclists will be tempted to try cycling. As well as this it offers another travel

choice and activity for visitors to Dundee. In other European cities such schemes have worked as a door-opener to cycling and although much of Dundee is very hilly, the Dundee Travel Active zone should offer a cycle-friendly area, being reasonably flat with a large scenic area of waterfront near locations like the University of Dundee, the Technology Park and City Quay.

Network condition rangers

It is essential that, once active travel networks are provided to a high quality standard, they are maintained in a safe and attractive manner on a regular basis.

Local volunteers will therefore be engaged to monitor networks on a regular basis. They will monitor issues such

as litter, vandalism and graffiti and also slightly longer-term problems such as overgrown vegetation, poor surfacing or maintenance problems. It is anticipated that the volunteers will be able to rectify minor problems and be able to call in the Council Rapid Response team to deal with more significant issues.

Public realm enhancements

Dundee City Council is committed to high quality environmental design and the involvement of the arts, and has initiated a number of successful Public Art projects. A key element of the project will be ensuring the design of infrastructure to support the self service bicycle scheme is of a high quality. Facilities will be designed to complement recent public and private investment in the public realm within the Dundee Travel Active area.

Public transport incentives

Working hand in hand with the Personalised Travel Planning project, the comments and information received from households and workplaces will, where possible help operators to identify service enhancements that can be used to encourage more people onto public transport.

For example the potential for using the Discovery smart card as a payment mechanism by loading value onto the card would be used as a further incentive to individuals. Liaison with the local bus operators and the PTP staff is key to driving this project forward.

Six routes to a healthier Dundee - 'Travel Active' is aimed at these groups who all visit the city centre at least once a week:

Schools - Children and parents
Local residents - Householders
Tayside NHS and GP Practices - Patients
Businesses - Employers and employees
Universities - Staff and students

Like to know more about Dundee Travel Active?

As well as the projects themselves, discussions are taking place about creating a logo and distinctive brand for Dundee Travel Active. The overall scheme title is 'Dundee Health Central', which was the name of the winning bid document, but at

grass roots level people will see the name "Dundee Travel Active" start appearing around the city, and this name will become the public face of the project. The Dundee Travel Active logo will be applied to equipment, for example uniforms and

safety clothing used on the scheme. If you would like more background information on the whole bid process, please visit:

www.dundee.gov.uk/smarter_choices