



## **Attempting to boost cycling from a low baseline**

**Scott Gibson**

Senior Transportation Officer

East Renfrewshire Council



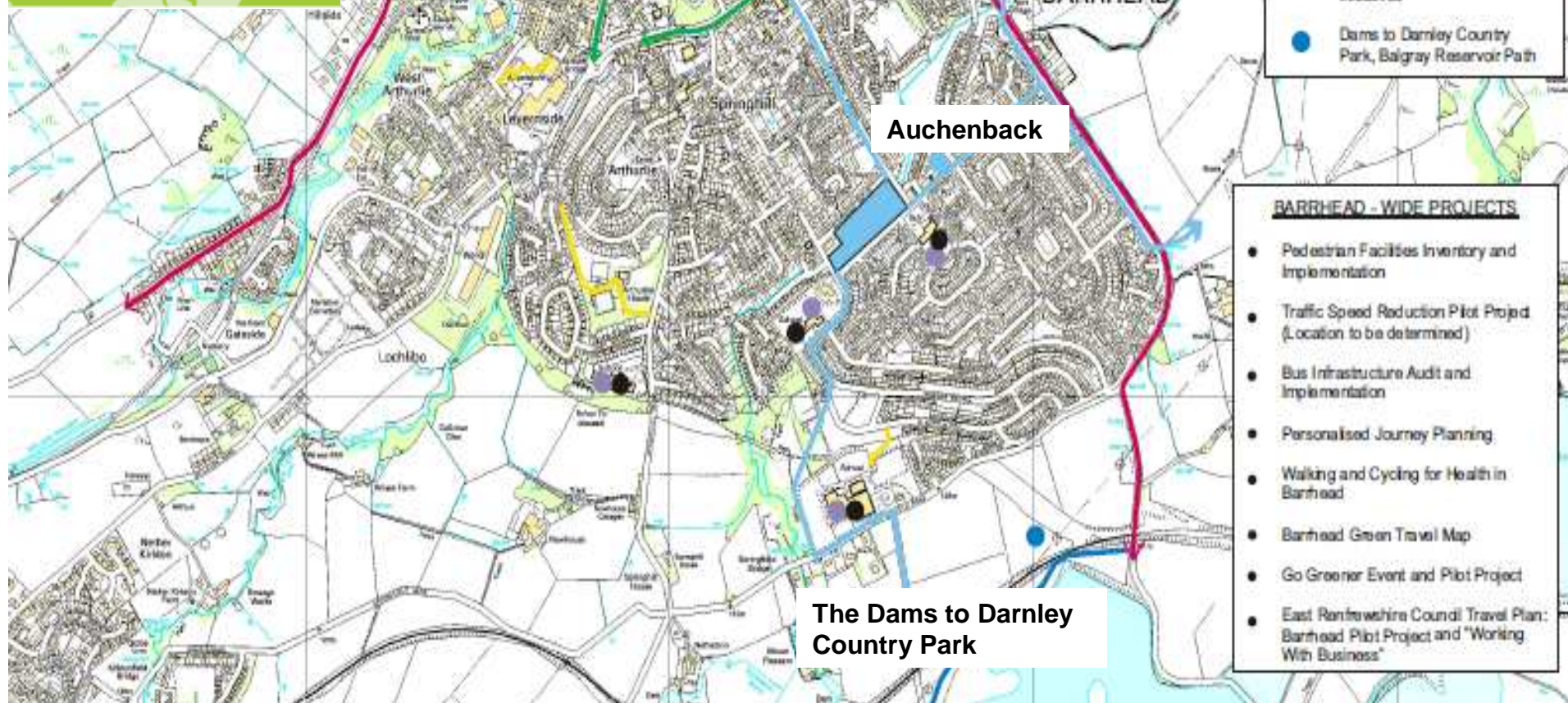
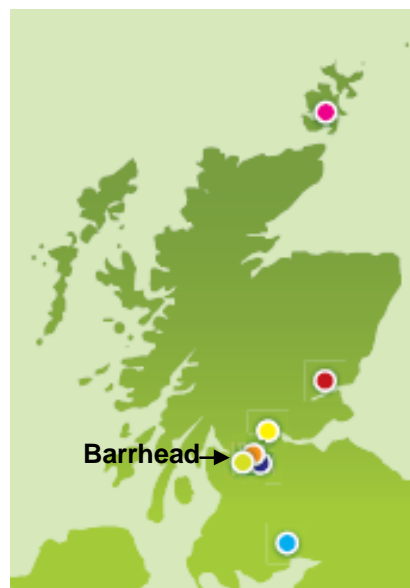
# What's it all about?



# A Cross Cutting Delivery Model

- 11 Project Managers from departments across the Council
- Managed by Smarter Choices Project Management Group with membership from:
  - Roads and Transportation;
  - Planning (including Access Officer)
  - The Dams to Darnley Country Park;
  - Barrhead Regeneration and Economic Development
  - Performance and Strategy;
  - Education's Active Schools Programme;
  - Community Health and Care Partnership; and
  - Councillor Eddie Phillips, Convenor for Environment
- Support of key partners and the local community





- LOCATION SPECIFIC PROJECT**
- Candidate Core Paths Improvements
  - Strategic Urban Path Improvements
  - Barrhead Public Space Projects
  - Auchenback Health & Open Space Project
  - Cycle Parking at Primary & Secondary Schools
  - Barrhead High School Travel Group
  - Smaller Barrhead Schools Initiatives
  - Dams to Darnley Country Park, Balgray Reservoir Path

- BARRHEAD - WIDE PROJECTS**
- Pedestrian Facilities Inventory and Implementation
  - Traffic Speed Reduction Pilot Project (Location to be determined)
  - Bus Infrastructure Audit and Implementation
  - Personalised Journey Planning
  - Walking and Cycling for Health in Barrhead
  - Barrhead Green Travel Map
  - Go Greener Event and Pilot Project
  - East Renfrewshire Council Travel Plan: Barrhead Pilot Project and "Working With Business"

**Auchenback**

**The Dams to Darnley Country Park**

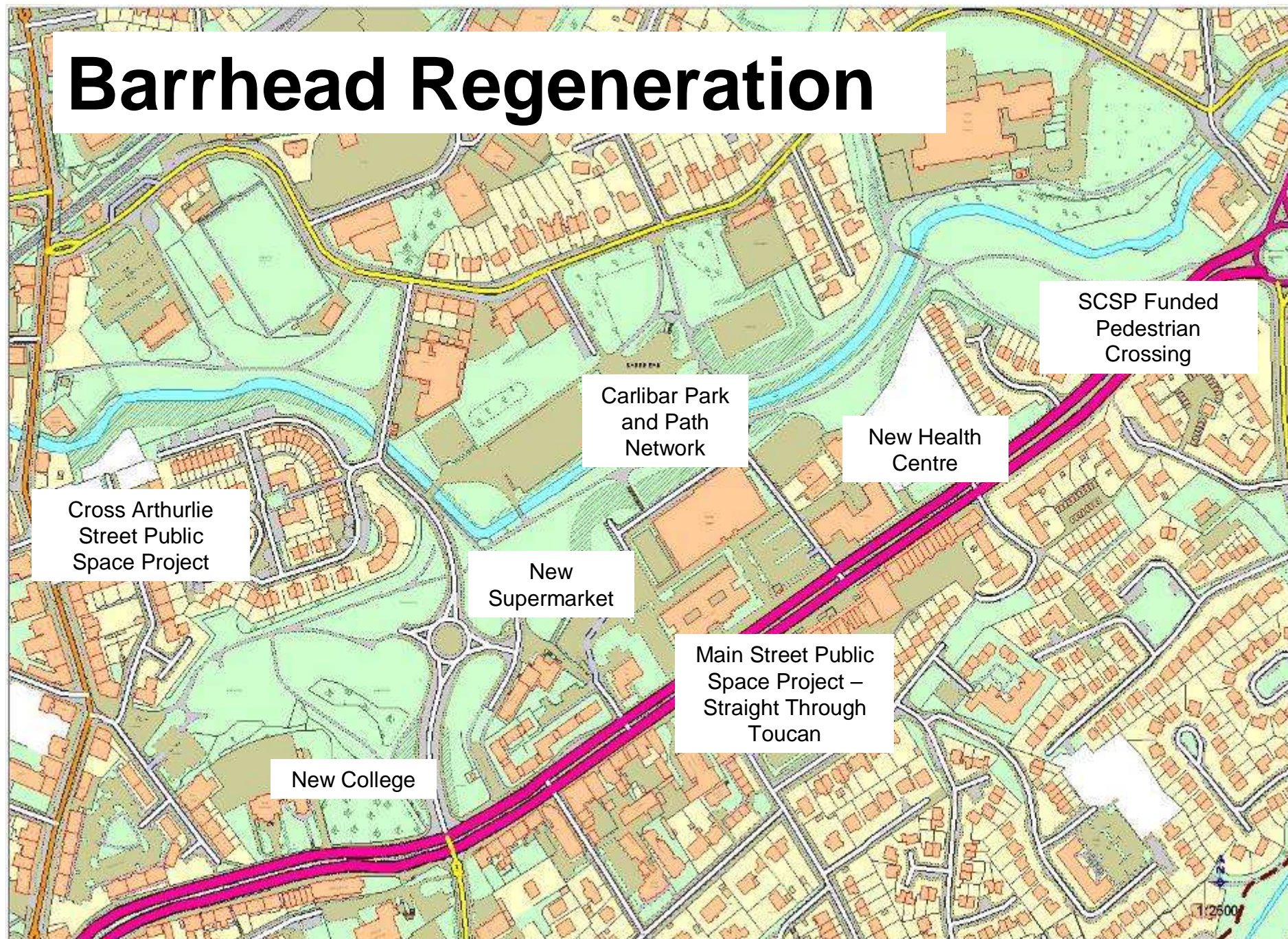
# Barrhead Profile

- East Renfrewshire's largest town with a population of 17,000
- Extensive and under utilised green space throughout the town
- Strong industrial past with a decline that has left a legacy of economic and social problems
- Barrhead Regeneration Project well underway
- Dual carriageway runs through the middle of the town, a busy through route
- Lack of knowledge of cycling activity, lack of information and a lack of cycling infrastructure
- Opportunity for Go Barrhead to start trying to close some of these gaps



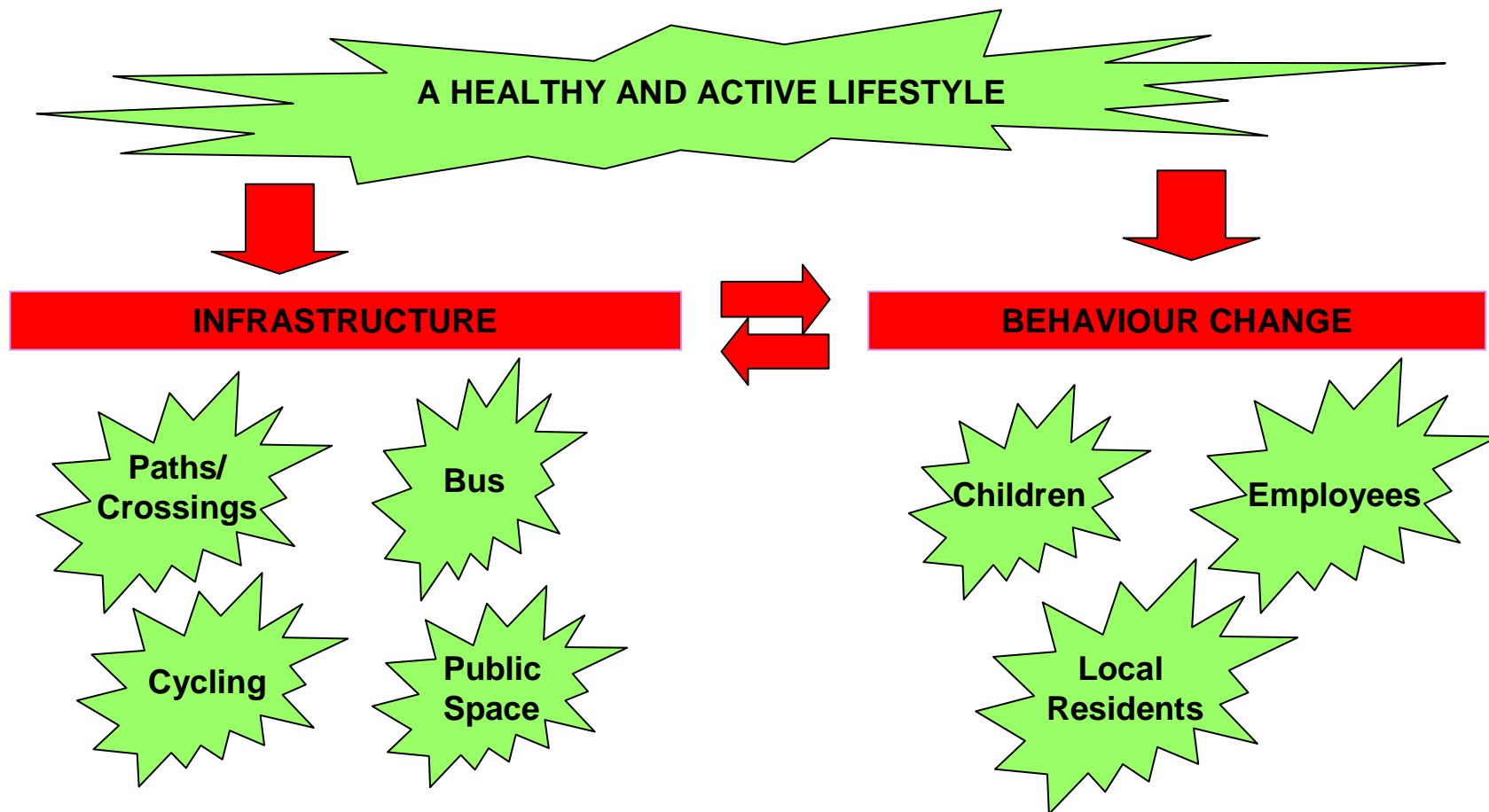


# Barrhead Regeneration





# Promoting a Healthy and Active Lifestyle



# Promoting Cycling – Schools

## GO ACTIVE!

**GO active TICK CHART**

**NOVEMBER**

**GO active AFTER SCHOOL SPORTS VOUCHER**

This voucher entitles  
to two free after school sports sessions during the next term

It can also be exchanged for a £2 discount on a t  
to arrange this please contact the school office.

**JOIN US & GO active**

Walk or cycle all or part of the way to and from school  
and you could win some top fitness prizes.

**GO Barrhead!** STEP TOWARDS A HEALTHY & ACTIVE COMMUNITY

**GO active CERTIFICATE**

This is to certify that

Made a difference by walking or cycling to school as part of Go Active.

**Keep up the great work.**

You were an effective contributor, confident individual, responsible citizen and a successful learner.

**East Renfrewshire**

**GO Barrhead!**

STEP TOWARDS A HEALTHY & ACTIVE COMMUNITY



# Promoting Cycling – Schools

## CYCLING ON THE CURRICULUM – BARRHEAD HIGH





# Promoting Cycling – Schools

## ON ROAD CYCLE TRAINING – A FIRST FOR ERC





# Promoting Cycling – Schools

**ERC/CYCLING SCOTLAND – GIVE ME CYCLE SPACE**



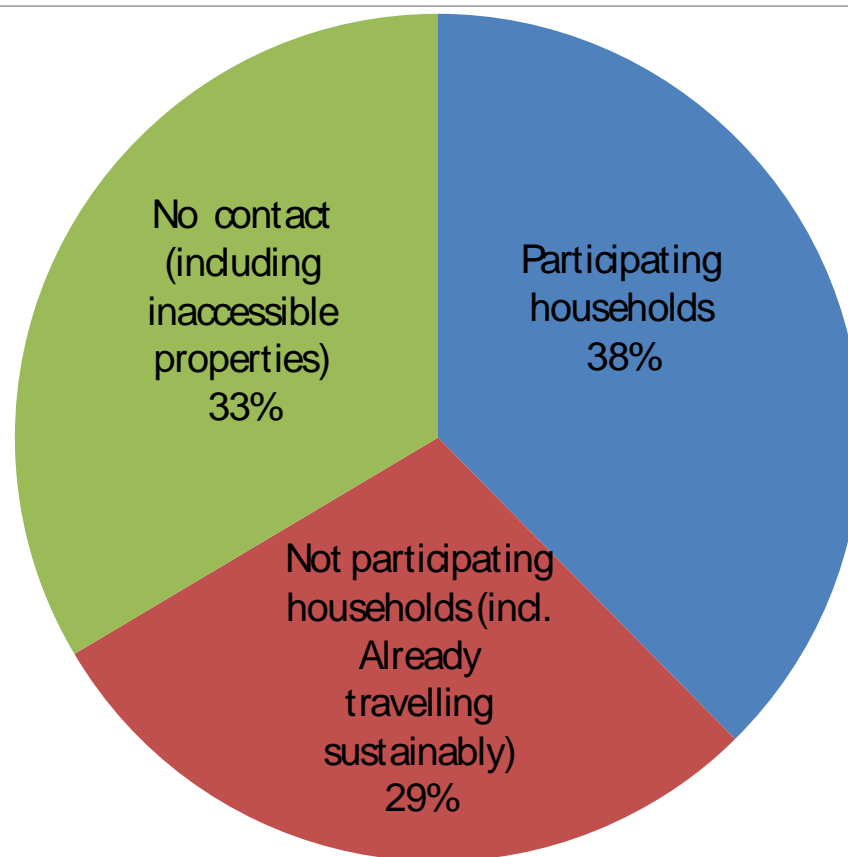


# Promoting Cycling - Residents



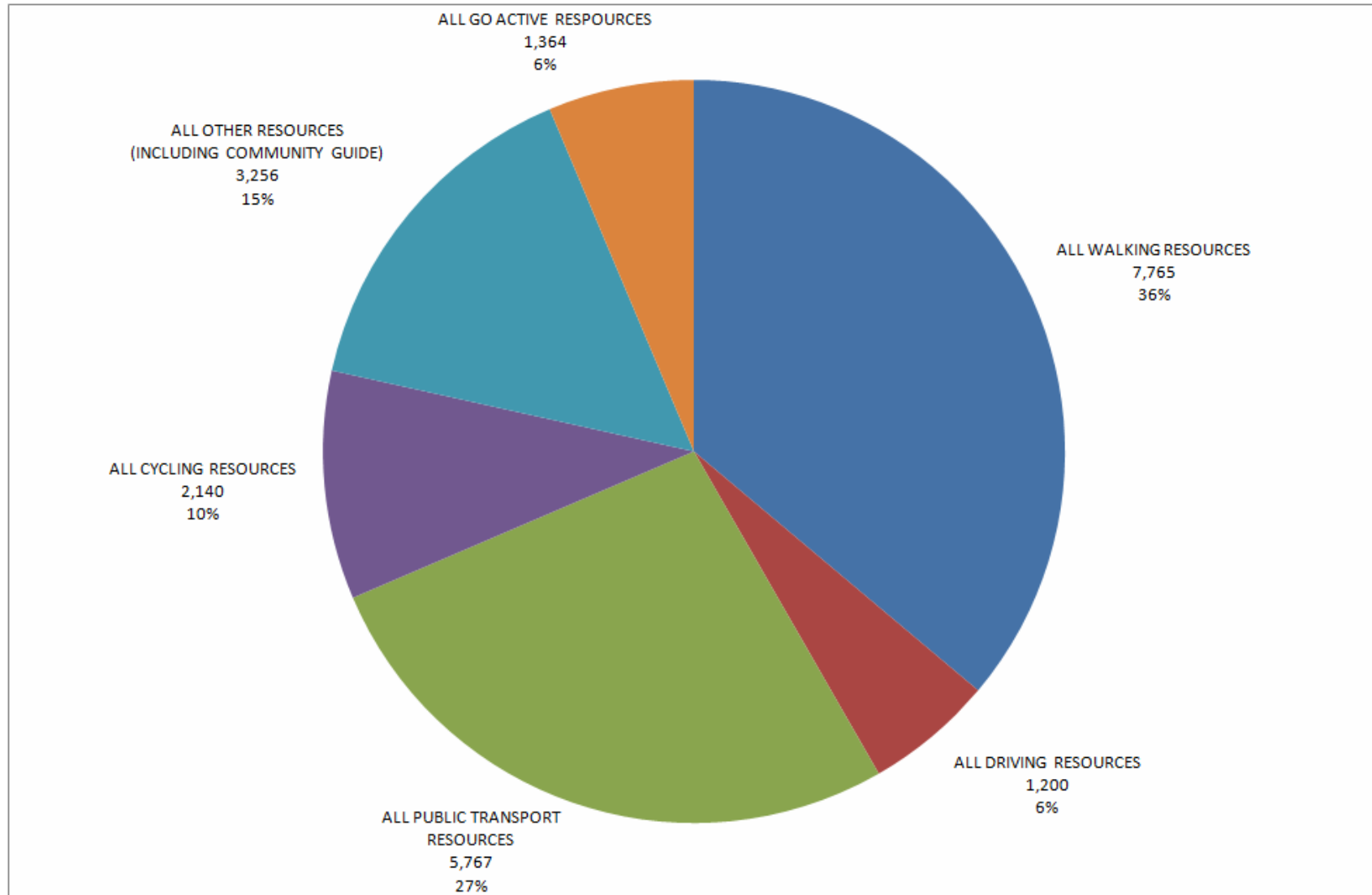


# Promoting Cycling - Residents



# Promoting Cycling - Residents

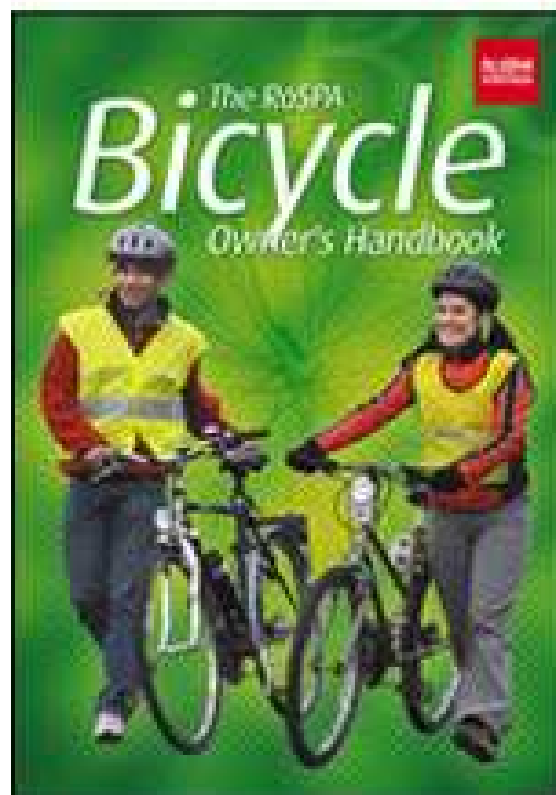
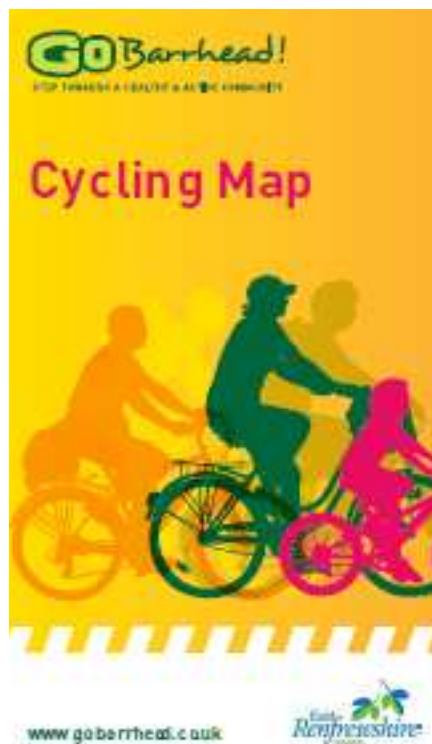
## Resources Requested





# Promoting Cycling - Residents

## Cycling Resources



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STEP TOWARDS A HEALTHY & ACTIVE COMMUNITY

# Promoting Cycling - Residents

Resource	Year 1		Year 2		Total	
	No	% hhs	No	% hhs	No	%hhs
GET Cycling Information	228	21%	411	23%	639	22%
ROSPA Bike Owners Handbook	181	17%	410	23%	591	21%
Go Cycling Cycle Map	N/A	N/A	495	28%	495	17%
Take Your Wheels on the Train	26	2%	239	13%	265	9%
Potential Interest in Adult Cycle Training	12	1%	138	8%	150	5%



# Promoting Cycling - Residents

## Personalised Travel Planning – Case Study

Ilona McFie, Aged 34 of Centre Way, Barrhead

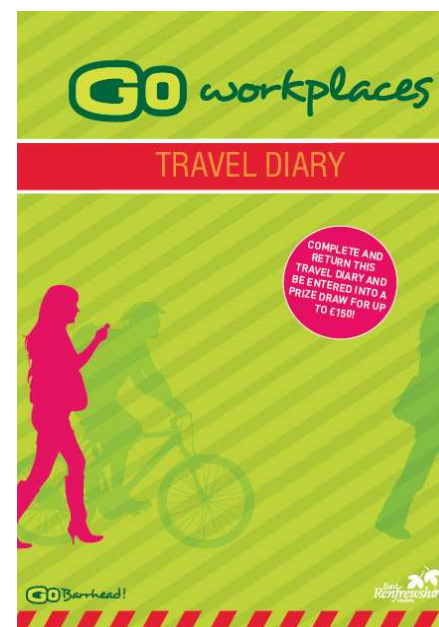
*“I get out on my bike a lot more now than before and cycle everywhere. I used to take my wee boy Kyle to school in the car then drive on to my work at the Barrhead Centre. But now we both jump on our bikes and cycle first to Carlibar primary then I head on to the centre.*

*It's been a positive change of lifestyle for me and I am so glad I listened to what the travel advisors had to say. I feel much fitter and I hardly use the car these days.*

*My wee boy is always saying to me ‘Mum sure we're healthy?’ and he's right we both have benefited from our change in travel habits.”*



# Promoting Cycling - Employees





# Promoting Cycling - Employees

Go Barrhead - Microsoft Internet Explorer provided by East Renfrewshire Council

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Mail Print Word Pad Internet Explorer Help

Address http://www.gobarrhead.co.uk/businesses/login.asp?sess=exp Go Links

## GO Barrhead! BUSINESSES

ENCOURAGING BUSINESSES TO MAKE SMARTER TRAVEL CHOICES

[Home](#) | [About](#) | [Business Benefits](#) | [Sustainable Travel Challenge](#) | [Links](#) | [News & Events](#) | [Contact](#)

[Skip to Content](#) [Back to Gobarrhead](#)

### Login

To access the Go Barrhead Businesses Website you must first login.

Username

Password

Enter your username and password to gain access.

[Login](#)

Not registered? Quickly [register your company](#).

### Register today!

Register your company now to access a wealth of information including the benefits of integrating travel planning into your business operations and a toolkit of downloadable supporting resources to make it quick and simple for your business to start promoting sustainable travel. To keep it interesting and competitive, a series of four staged challenges have been developed which are designed to help your business adapt sustainable and active travel initiatives that are appropriate to your specific business operations.

### Why should I join Go Barrhead Businesses?

Sustainable travel initiatives can help your business in a number of ways:

- Save money on the cost of providing and maintaining parking spaces
- Cut mileage claims and other business travel costs
- Aid staff retention, improve staff health and reduce absenteeism
- Assist with recruitment and retention by making staff journeys to work easier and cheaper

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# Promoting Cycling - Infrastructure

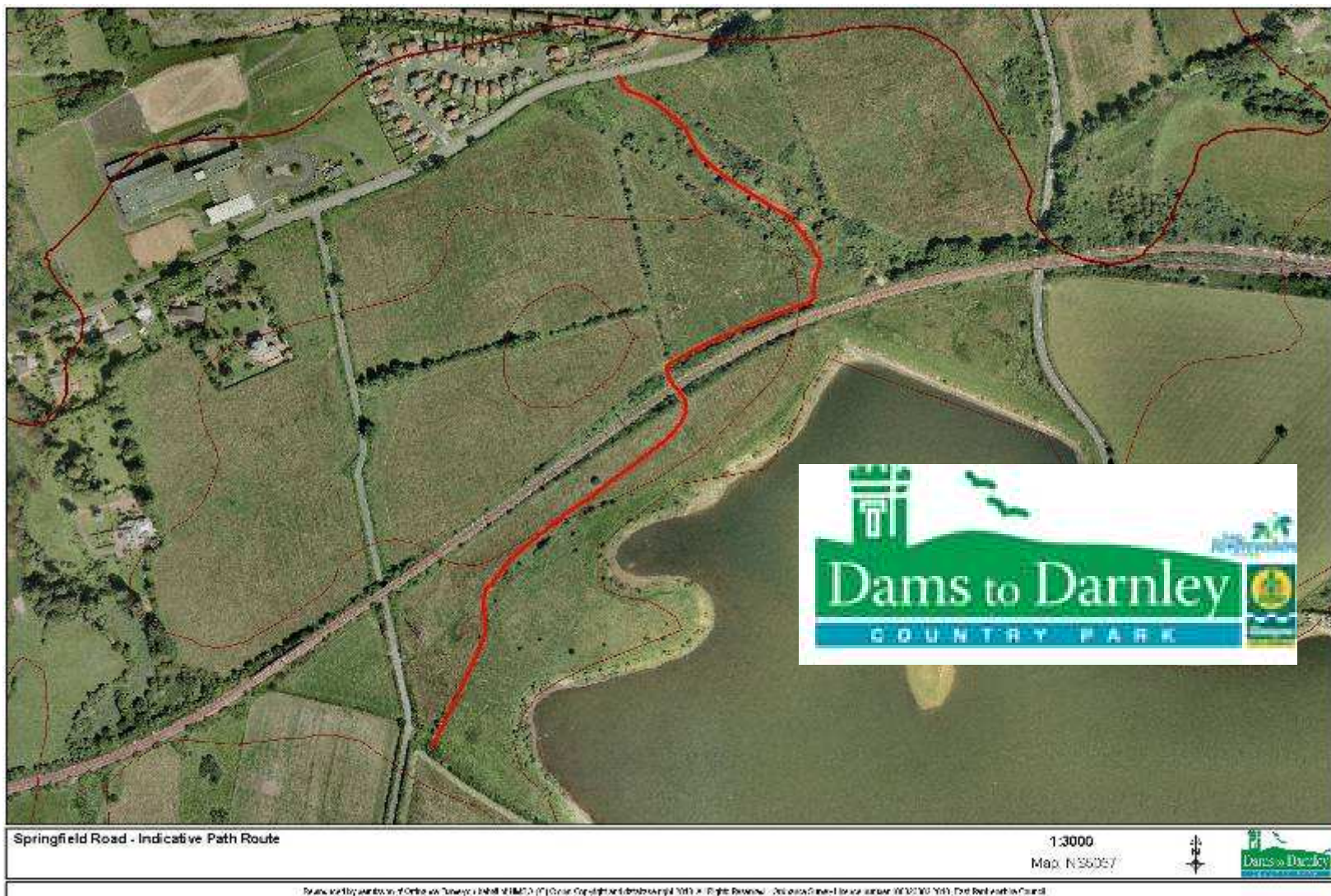
## Cycle Parking at Primary Schools





# Promoting Cycling - Infrastructure

## Improving Links to the Dams to Darnley Country Park





# Promoting Cycling - Infrastructure

## Auchenback





# Promoting Cycling - Infrastructure

## Strategic Urban Paths



**GO** Barrhead!  
STEP TOWARDS A HEALTHY & ACTIVE COMMUNITY

# Promoting Cycling - Infrastructure

## Pedestrian and Cyclist Facilities





# Promoting Cycling – PR and Events



**GO Barrhead!**

STEP TOWARDS A HEALTHY & ACTIVE COMMUNITY

# Promoting Cycling – PR and Events

**GO cycling**

**DAMS TO DARNLEY**  
**FUN FAMILY CYCLE**

14 JUNE 2009 | 3PM - 5PM

Saddle up and enjoy the scenery at Darnley Country Park. The family fun cycle sets off from St Luke's High School, Darnley at 3pm. Bring your own bike or hire one from us.

Phone 0141 577 4663 / 4664  
to book your space.

Children should be accompanied by an adult.

**GO Barrhead!**  
**STEP TOWARDS A HEALTHY & ACTIVE COMMUNITY**

**GO cycling**

**GO BARRHEAD**  
**CYCLING FESTIVAL**

JOIN US AT CARLIBAR PARK (BEHIND BARRHEAD SPORTS CENTRE)  
FOR OUR FIRST CYCLING FESTIVAL

14 JUNE 2009 | 11AM - 3PM

**YOU CAN:**

- Use the amazing BMX start line
- Hire a bike
- Take part in a cycle skills course
- Find out how to look after your bike
- Challenge a boy
- Take part in the fun challenges and win prizes
- Try out pump handles and tandem bicycles

Under 10s should bring along their own helmets to enjoy the fun.

There'll also be free music from 12-3pm!

**GO Barrhead!**  
**STEP TOWARDS A HEALTHY & ACTIVE COMMUNITY**

Renfrewshire



**GO Barrhead!**

STEP TOWARDS A HEALTHY & ACTIVE COMMUNITY



# Promoting Cycling – PR and Events

## The good and the wholly Inaccurate...

**Smart choice to get 500 kids on their bikes**

BY LUCY MCORIK

MORE than 500 school pupils in East Renfrewshire are to be given mountain biking lessons as part of their PE curriculum.

Under the Smarter Choices, Smarter Places initiative (SCSP), the Scottish Government is spending over £5m reducing car use and encouraging cycling.

The new scheme of Barrhead High School is the first permanent mountain biking course in a Scot. Barrhead scheme, backed by SCSP, which aims to get pupils cycling as much as possible.

It comes as new figures show that fewer than half of children are now walking or cycling to school, after decades of growth in the number who are driven. The Scottish Government has set a target of having 10% of all trips taken by foot made by bike by 2020.

Scott Gibson, project manager of the Go Barrhead campaign, said health was the scheme's main priority. "Although we are aware of the environmental issues, it is mainly the healthy living and welfare issues we are concerned with."

The lessons are also due to be introduced into St Luke's High, Barrhead's other high school, later this year and are backed up by cycling initiatives in local primary and nursery schools.

Provision has been made for the scheme to be tested in Scotland previously to this when Abertonhill High in Cumbernauld tested up temporarily with the Forestry Commission, but this new scheme is more extensive and intended to be permanent.

Although the majority of the Go Barrhead plans will involve bike riding, staff have been trained to teach pupils the basics of bike maintenance and safety checks.

In primary schools, 27 pupils have been introduced to cycle clubs while PS pupils will get on road training, and take their cycling proficiency tests.

Pupils from as young as three will also be involved in the scheme, as wooden 'training' bikes without pedals have been purchased for nursery schools in the area. Gary McGinnigle, East Renfrewshire Council's Active Schools Co-ordinator said they would help teach the infants balance. "The earlier they get on the better," he added.

It is hoped that the scheme will act as a model for local authorities, particularly the other six areas which have been funded by the SCSP scheme: Glasgow's East End, Dunfermline, Falkirk, Dumfries & Galloway, East Dunbartonshire and Orkney.

Glasgow City Council have also received funding from SCSP for their scheme East End On The Move.

GO BARRHEAD: Jake Kneenan (15), Stephen McCool (11), Ryan Lang (16), and Mhairi Anderson (14).

### UK NEWS

## TAXES SQUANDERED ON NAGGING PEOPLE OUT OF DRIVING CARS

Wednesday, July 10, 2013

By Dean Herbert

Have your say(1)

MILLIONS of pounds of taxpayers' money has been spent on sending council enforcers into people's homes to hector motorists into giving up their cars.

Under the Scottish Government's latest initiative to drive cars off the road, tens of thousands have been lectured on their own doorsteps about public transport and climate change.

FREE NEWS UPDATES 24/7. FOLLOW

ray, East Renfrewshire, and Falkirk, have rejected, which included sending officials on

ion ward on six "personal travel advisers" come greener.

ulation of the project that "the vast majority of them like travelling by car."

1000 visits since 2008 with a further 14,000

is funded by the Scottish Government and the Places scheme, aimed at reducing the

an Jackson Carlaw, show the Scottish firms, while local authorities pumped in a

**COMMUNITYNEWS**

**EWAN FERGUS**

I am covering Renfrewshire and East Renfrewshire including Paisley, Barrhead, Clarkston, Bridge of Weir, Newton Mearns, Renfrew and Giffnock

Call me with your news on 0141 302 6531 or e-mail: ewan.fergus@eveningtimes.co.uk

**Barrhead goes for bikes**

BARRHEAD residents have given the thumbs up to the personalised travel advice being delivered by the Go Barrhead! team, now in its second year.

East Renfrewshire Council says the service has encouraged motorists to cycle, run or jump on a bike or bus to get fit.

Clerical assistant Bona McFie, 34, of Centre Way, said: "I get out on my bike now and cycle everywhere."

"I used to take my wee boy to school in the car then drive to work at the Barrhead Centre. But now we both jump on our bikes and cycle to school then go on to work."

## A biking scheme that aims to stop pupils back-peddalling

Primary | Published in TESS on 2 July, 2010

**Go Barrhead gets going**

A MULTI-MILLION POUND TRAVEL AND HEALTH CAMPAIGN LAUNCHED LAST MONTH IN BARRHEAD. And despite dark clouds and rain, more than 100 residents joined the fun as they took part in the first of a series of events. The campaign aims to encourage people to cycle, run or jump on a bike or bus to get fit.

A special walking bus will take children from the sports centre to school, and a special cycling bus will take children from the main street to school. The campaign is a joint effort between the council and the community.

Go Barrhead has also launched a special page on the town's website to provide a place for people to share their experiences and to get advice on how to get started.

Calling the balance right

Pupils at Barrhead primary were delighted when they were asked to help the campaign. Council leader John Docherty said: "This is the first week of a three week campaign to promote sustainable travel."

The balance bikes are made to be used by children aged three to five. They are made of wood and have a simple design. They are made to be used by children aged three to five. They are made to be used by children aged three to five.

Go cycling

Earlier this month Go Barrhead organised the town's first cycling school.

With the aim of getting more people to cycle, the school was held at the town's sports centre. The school was held at the town's sports centre. The school was held at the town's sports centre.

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# Some Initial Findings – Schools

## Cycle Training Pass Rates At Barrhead Schools Undertaking On-Road Training from 2009

	<u>2008(off road)</u>	<u>2009</u>	<u>2010</u>
Auchenback	10A, 4B, 4C	9A	10A, 1B
Cross Arthurlie	39A, 1C	40A, 1C	30A, 6B, 5C
Springhill Primary	2A 12B 2C	19A 1C	9A 2B 1C

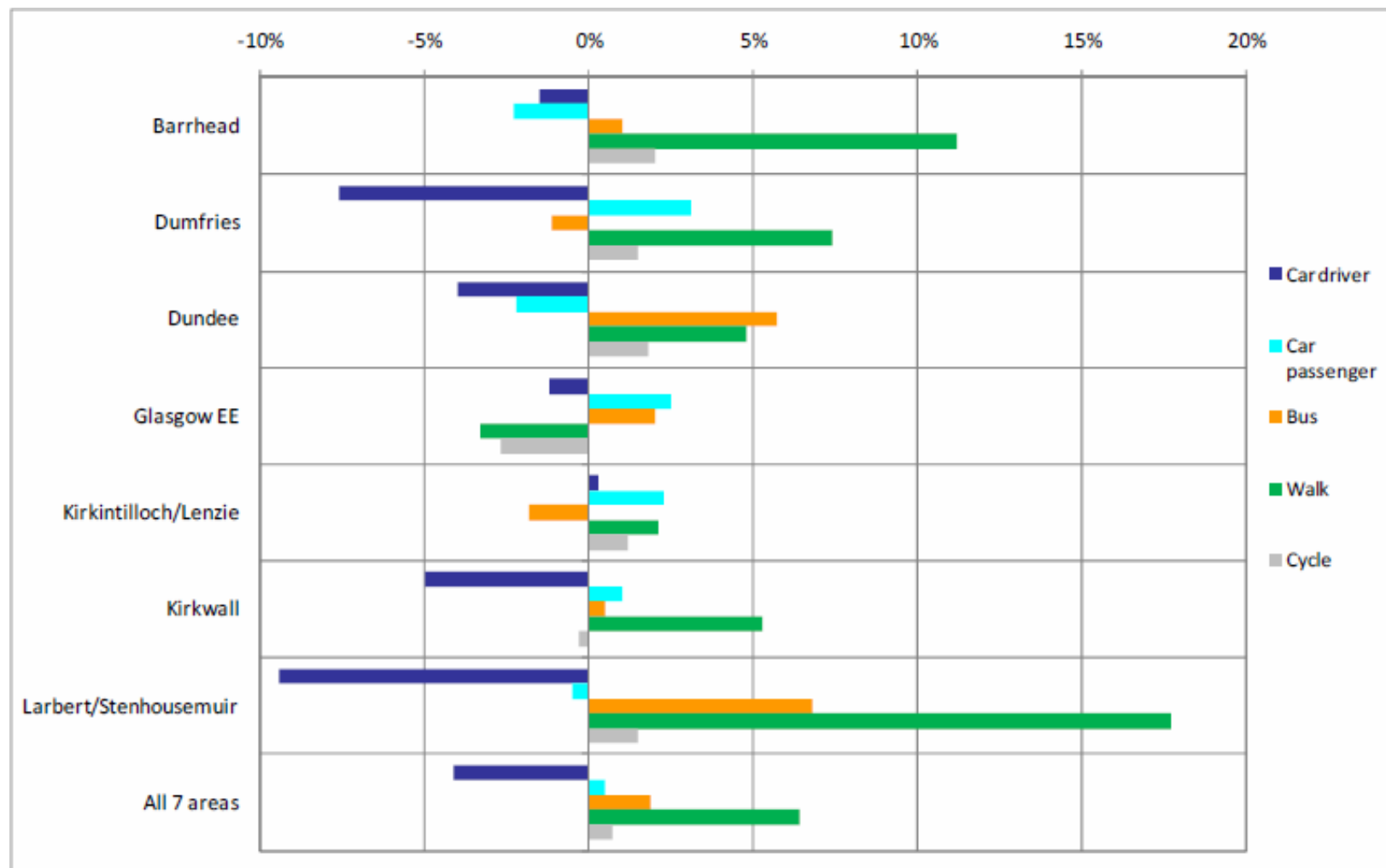


# Some Initial Findings – Schools

## Hands Up Survey Barrhead Schools – 2009/10 Comparison

	2009	2010
Auchenback	1 (1%)	7 (7%)
Carlibar	No data	13 (8%)
Cross Arthurlie	2 (1%)	6 (2%)
Springhill	2 (1%)	7 (5%)
St Johns	2 (1%)	8 (4%)
St Marks	3 (1%)	6 (3%)
Barrhead High School	1 (0%)	11 (2%)

# Some Initial Findings – National Monitoring



**GO** Barrhead!

STEP TOWARDS A HEALTHY & ACTIVE COMMUNITY



# Some Initial Findings – Local Monitoring

## Cycle Counts

SITE	JULY 2009	JULY 2010	%Change
1	37	7	81.08
2	4	1	75.00
3	48	78	62.50
4 (site 1)	8	24	300.00
4 (site 2)	12	19	58.33
5 (sat)	0	1	N/A
5 (sun)	0	2	N/A
6	6	2	66.67
7	35	48	37.14
8	15	31	193.75
9	17	12	29.41
10	49	44	10.20
<b>TOTAL</b>	<b>231</b>	<b>269</b>	<b>16.45</b>



STEP TOWARDS A HEALTHY & ACTIVE COMMUNITY

# Conclusions and Challenges

- There is no magic bullet!
- Some measures work better than others, some groups easier to target than others
- Things appear to be heading in the right direction but need to continue progress and maintain momentum
- Funding
- Maintenance
- A better way of working
- No longer about demonstration