

GoSMART Dumfries



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GoSMART Dumfries is the campaign created by Dumfries and Galloway Council and South West of Scotland Transport Partnership (SWestrans) to encourage both residents and visitors to Dumfries to reduce their car use in favour of more sustainable modes of travel.

The initiative is one of seven 'sustainable travel demonstration communities' projects across Scotland that showcases Smarter Choices, Smarter Places (SCSP) in action.

GoSMART Dumfries in action

The project represents an investment of £5.4 million – of which more than £2.7 million will come from the Scottish Government – in a package of localised measures comprising a mix of infrastructure improvements, promotion, information provision and practical support for people wishing to adopt sustainable travel methods. These include:

- travel demand management through parking control and 20 mph zones

The aim is to go beyond the 'cycle for leisure' culture and make cycling a means of travel for everyday life

- personalised travel planning
- bus network and ticketing improvements
- introduce Car Club and promote salary sacrifice for cycle to work and season ticket purchase
- self service cycle hire scheme
- promote journey sharing through use of DG Tripshare database
- improve transport interchanges in Dumfries
- introduce park and choose sites
- develop high quality radial green commuter routes
- undertake research on the carbon footprint of transport initiatives

Aims of GoSMART Dumfries

The project aims for at least a 5% reduction in car trips, with at least half of these journeys switched to walking and cycling.

The aim is to go beyond the 'cycle for leisure' culture and make cycling a means of travel for everyday life.

Increased levels of walking, cycling and public transport use will contribute to health improvement, social inclusion and economic prosperity.



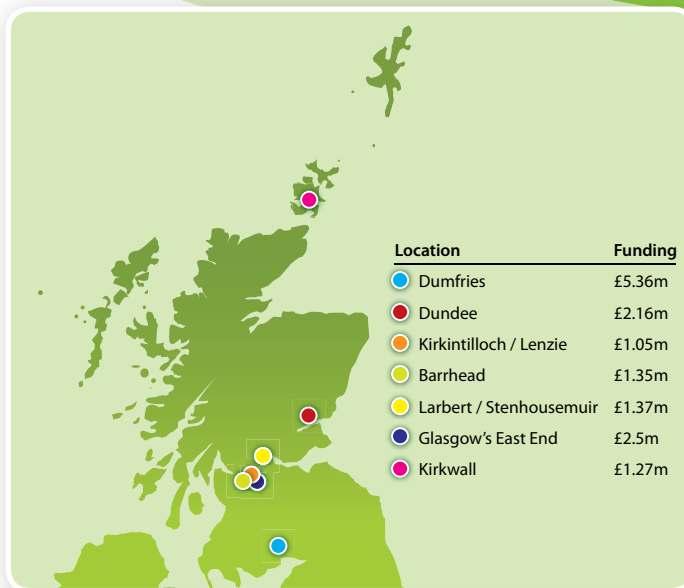
Smarter Choices, Smarter Places

Smarter Choices, Smarter Places (SCSP) is a £15 million Scotland-wide initiative to encourage Scots to reduce their car use in favour of more sustainable alternatives such as walking, cycling and public transport.

Organised by the Scottish Government with support from COSLA, local authorities and regional transport partnerships, SCSP will see £10 million of Scottish Government funding being invested in a variety of initiatives across Scotland. A further £5 million of match funding will also be available from councils, public transport operators and developers.

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The money will be spent on improving local facilities for walking, cycling and public transport alongside promotion and information campaigns (Smarter Measures). This coordinated approach will be tested in a range of different locations throughout Scotland, from rural towns to city centres.



Seven local projects

Over the next three years SCSP will fund seven areas in Scotland – Dumfries, Dundee, Kirkintilloch and Lenzie, Barrhead, Larbert and Stenhousemuir, Glasgow's East End and Kirkwall – to explore ways of encouraging local people to drive their cars less and try alternative ways of getting about. Each area has a detailed programme of activity that will continue until March 2011.

Background information

For further information about Smarter Choices, Smarter Places, including links to individual project web pages, visit www.scotland.gov.uk/Topics/Transport/sustainable-transport

The sustainable travel towns projects in Darlington, Peterborough and Worcester showed that between 2004 and 2008, car use in the three demo towns fell by up to 9%, and walking, cycling and public transport use increased. For further information visit <http://tiny.cc/MO6q6>

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