

## Dundee Travel Active



Dundee Travel Active is the campaign created by Dundee City Council to encourage residents of and visitors to central Dundee to adopt healthier lifestyles by reducing their car use in favour of more sustainable and active 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.

### Dundee Travel Active in action

Launched in May 2009, Dundee Travel Active represents an investment of over £2.1million – of which more than £1.4million will come from the Scottish Government – in a raft of localised projects. These include:

- Cycle training for families aimed at raising awareness of the inherent health benefits associated with cycling and encouraging greater bike use
- Personalised Travel Planning (PTP)
- Increased availability of information and resources to encourage more use of local facilities that avoids the need for car journeys

Dundee Travel Active has defined six 'pathways' to reach people within central Dundee to achieve a shift in attitude and behaviour towards healthier, more sustainable travel



- Bike Library to enable medium-term subsidised hire of bicycles to residents and students
- Public transport ticketing incentives and service improvements
- Identifying physical barriers such as poor surfacing and drainage, narrow pathways or poor lighting that would put people off walking
- Public realm enhancements and small-scale infrastructure improvements
- Working with health providers to deliver advice on how to incorporate physical activity into daily travel activities

### Aims of Dundee Travel Active

Led by Dundee City Council in partnership with Tayside and Central Scotland Transport Partnership (Tactran), Sustrans, local bus companies, NHS Tayside and the University of Dundee, Dundee Travel Active has defined six 'pathways' to reach people within central Dundee to achieve a shift in attitude and behaviour towards healthier, more sustainable travel. These are:

- 'Healthy prescriptions' for NHS patients through GPs' surgeries
- Targeting children and their parents through schools
- City-centre workers through employers
- Students and staff through universities
- Local residents through household communities
- City centre visitors through retailers and other key trip attractors

Additionally, Dundee Travel Active aims to directly tackle the challenge of climate change through reducing inappropriate car use, which in turn will contribute to a reduction in CO2 emissions and traffic congestion.

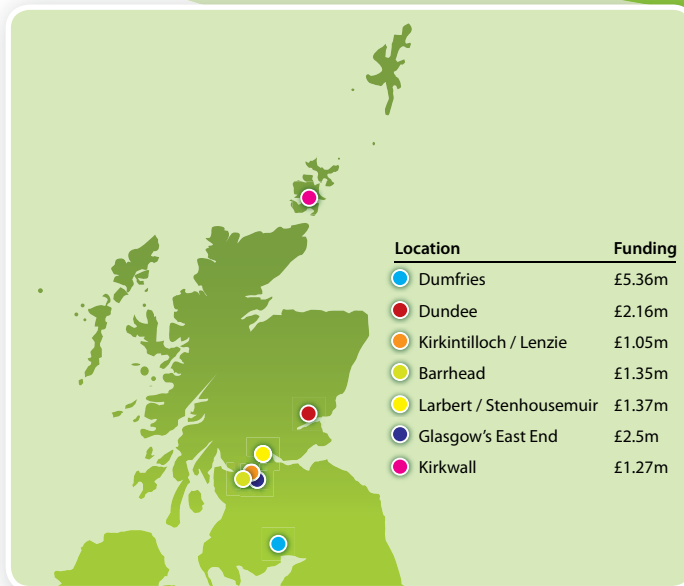
## Smarter Choices, Smarter Places

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.

**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**

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 was launched in May 2009 and 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](http://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>

Programme Manager: **Ian Maxwell**, Sustainable Transport Team, Scottish Government, Area 2D (Dockside), Victoria Quay, Edinburgh, EH6 6QQ. Call 0131 244 7272 or e-mail [ian.maxwell@scotland.gsi.gov.uk](mailto:ian.maxwell@scotland.gsi.gov.uk)

Communications: **Josie Saunders** or **Graeme Watson**, The BIG Partnership, 5 Park Circus Place, Glasgow, G3 6AH. Call 0141 333 9385 or e-mail [josie.saunders@bigpartnership.co.uk](mailto:josie.saunders@bigpartnership.co.uk) / [graeme.watson@bigpartnership.co.uk](mailto:graeme.watson@bigpartnership.co.uk)

