

Healthy Habits – Kirkintilloch and Lenzie



Introduction

Healthy Habits is the campaign created by East Dunbartonshire Council to achieve a shift in attitude that encourages people in Kirkintilloch and Lenzie to get healthier by becoming more active via the reduction of car use for local journeys.

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

Healthy Habits in action

Launched in May 2009, Healthy Habits represents an investment of over £1 million – of which more than £600,000 comes from the Scottish Government – in a package of localised measures comprising a mix of small infrastructure improvements, personalised travel planning and practical support for people wishing to adopt sustainable travel methods.

Encouraging active travel to local shops, parks and services by demonstrating the health, environmental and financial benefits



The construction of a new link road connecting Kirkintilloch/Lenzie to the M80 will take traffic off local roads and provides an opportunity to further promote walking, cycling and public transport use for local journeys. The area also has:

- Wide socio-economic variations
- Differences in life expectancy, health and smoking statistics
- Opportunities for active travel, with lots of outdoor attractions

Aims of Healthy Habits

The primary interventions of Healthy Habits are:

- Infrastructure improvements – new facilities and active travel links
- Travel Plan Central – targeting the major employment area with an integrated travel plan
- Healthy Habits – encouraging active travel to local shops, parks and services by demonstrating the health, environmental and financial benefits

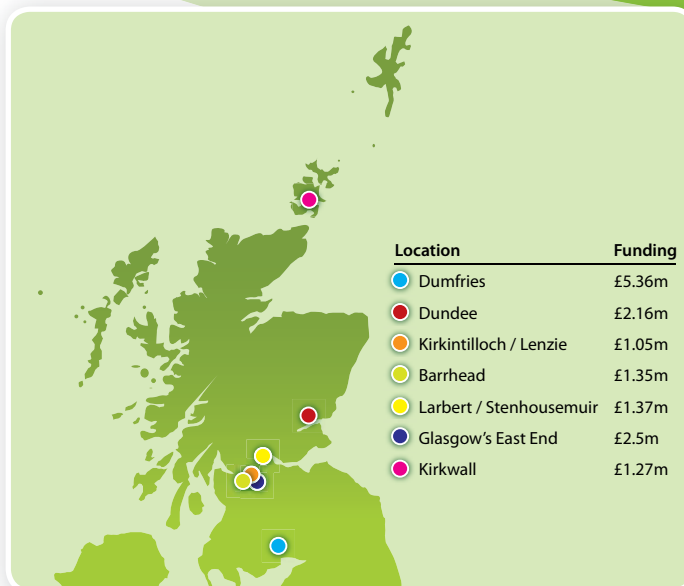
Smarter Choices, Smarter Places

Smarter Choices, Smarter Places (SCSP) is a £15million 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 £10million of Scottish Government funding being invested in a variety of initiatives across Scotland. A further £5million 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 co-ordinated 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

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

Communications: **Josie Saunders**, The BIG Partnership, 5 Park Circus Place, Glasgow, G3 6AH. Call 0141 333 9385 or e-mail josie.saunders@bigpartnership.co.uk

