

## Go Barrhead



### Introduction

Go Barrhead is the campaign created by East Renfrewshire Council to increase sustainable travel, such as walking, cycling and public transport use, over the next three years in the town of Barrhead.

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

### Go Barrhead in action

The key theme of Go Barrhead is to encourage local communities to adopt healthier lifestyles through participation in active and sustainable travel activities, which complement the wider regeneration and large-scale public space projects being carried out in the area.

Launched in May 2009, Go Barrhead represents an investment of over £1.3million – of which more than £800,000 will come from the Scottish Government – in a package of measures to meet the brand's key theme of 'promoting a healthy and active lifestyle'.

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This includes:

- Personalised travel planning (PTP)
- Walking and cycling for health initiatives
- Reducing road speeds
- Increasing bus and rail travel
- The availability of bike parking at primary and secondary schools
- Improving paths and pedestrian facilities
- Dams to Darnley Country Park – the creation of a new country park within the greenbelt next to Barrhead being undertaken jointly by East Renfrewshire and Glasgow City Councils, which aims to provide recreational infrastructure for local residents and visitors through a network of paths for walking, cycling and horse-riding
- Barrhead High School travel group and Smarter Barrhead schools project

- East Renfrewshire Council travel plan pilot and working with business to promote sustainable travel
- Go Greener event and pilot project
- Auchenback health and open space project

### Aims of Go Barrhead

Go Barrhead is aimed at combining the benefits of high quality infrastructure and a physical environment conducive to sustainable transport with a variety of cultural and behavioural change projects targeted primarily at local children, residents and employees, which will encourage 'smarter choices'.

It also 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.

Go Barrhead has received the support of a variety of groups and organisations, including Sustrans, Cycling Scotland, SPT, NHS Greater Glasgow and Clyde, East Renfrewshire Chamber of Commerce and Strathclyde Police.

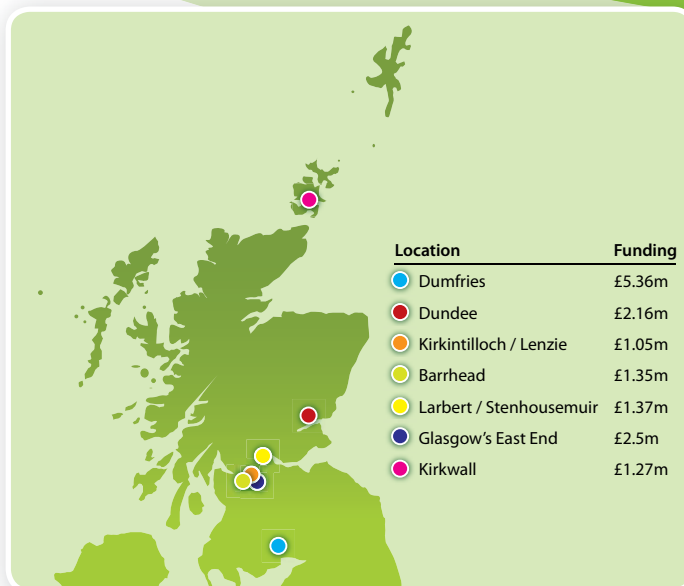
## Smarter Choices, Smarter Places

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 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>

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