

Take the Right Route – Falkirk



Introduction

Take the Right Route is the campaign created by Falkirk Council to achieve a shift in attitude that encourages people in Larbert and Stenhousemuir to reduce their car use in favour of more sustainable modes of travel.

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

Take the Right Route in action

Launched in May 2009, Take the Right Route represents an investment of over £1.3 million – of which more than £900,000 will come 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.

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- Health issues related to obesity and sedentary lifestyles
- Community issues regarding access to and provision of greenspace
- Travel patterns (76% of residents travel to work by car)
- Higher levels of car ownership than the Falkirk average

Aims of Take the Right Route

The primary targets of Take the Right Route are:

- To reduce the number of local trips (under five miles) made by car – with a particular focus on single occupancy journeys – by 20%

- To reduce the number of trips over five miles made by car by 15%
- To increase trips on local bus services by 15% over the lifetime of the project
- To increase levels of cycling to primary school by 15%
- To increase levels of walking to work (where employees live within two miles of their workplace) by 8%

Additionally, Take the Right Route aims to directly tackle the challenge of climate change and develop 'community champions', ensuring a legacy for future generations.



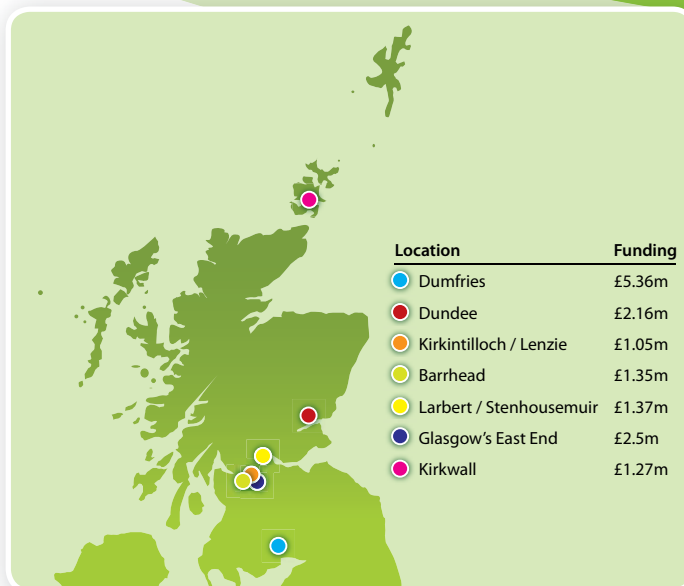
Smarter Choices, Smarter Places

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

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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