

Glasgow – East End Accessibility



East End Accessibility

The aim of Glasgow City Council's East End Accessibility project is to encourage residents and visitors in Glasgow's East End to foster healthier lifestyles by adopting 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.

East End Accessibility in action

East End Accessibility represents an investment of £2.5 million – of which more than £1.3 million will come from the Scottish Government – in a package of localised measures comprising a mix of infrastructure improvements, an intensive sustainable transport marketing campaign and practical support for people wishing to adopt sustainable travel methods.

Glasgow's East End has been chosen as the target area for this initiative in order to promote active travel through the East End to the 2014 Commonwealth Games venues

Three major corridors through the East End will be upgraded to encourage walking and cycling

and to meet current challenges facing the area, which include:

- Income and social deprivation / economic inactivity
- Issues related to chronic ill health and child obesity
- Male life expectancy 10 years lower than the Scottish average
- Access to employment, education and leisure opportunities
- Increased levels of Coronary Heart Disease, drug and alcohol related deaths

Aims of East End Accessibility

The primary targets of East End Accessibility are:

- To promote sustainable travel (walking, cycling and public transport) in the East End and Commonwealth Games venues

to be sited there. With a focus on all spectator trips to these venues within the East End to be made by non-car modes in 2014

- To improve the health of East End residents and visitors by increasing physical activity through providing the means and encouragement to travel actively and safely as part of a regular daily routine
- To increase levels of walking to work and study
- To increase levels of cycling to work and study
- To reduce car use and subsequent transport related CO2 emissions
- To leave a lasting legacy for local residents and future venue users after the 2014 Commonwealth Games

Three major corridors through the East End (Clydeside National Cycle Network route 75, Glasgow Green to Games Village via James Street and London Road and Merchant City to Parkhead Cross via Gallowgate) will be upgraded to encourage walking and cycling. An intensive marketing and information campaign will be conducted alongside this work.

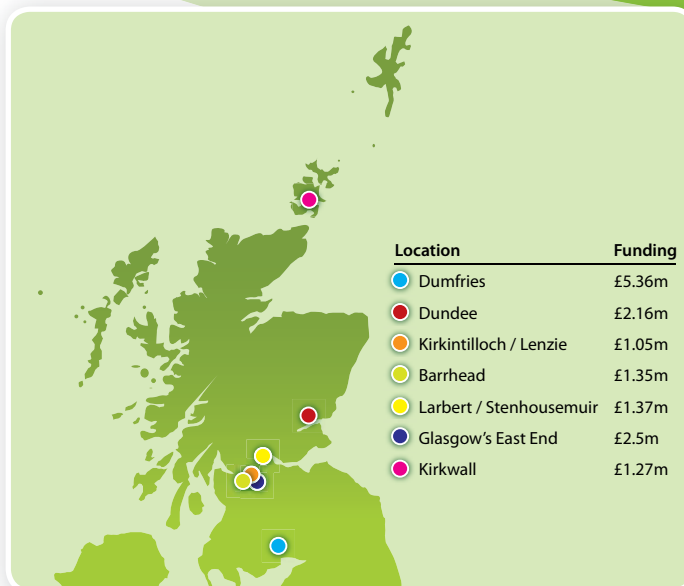
Smarter Choices, Smarter Places

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>

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** 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 / graeme.watson@bigpartnership.co.uk

