

Orkney's Green Travel Plan



*Promoting an active and sustainable community
and a healthy lifestyle*

June 2016



EXECUTIVE SUMMARY

Orkney already boasts higher cycling and walking levels compared with national Scotland statistics. However, Orkney also has one of the highest car ownership levels in Scotland which is due mainly to the islands largely dispersed population.

As recognised in the Council's Local Transport Strategy, walking and cycling are a healthy means of travel and car sharing, public transport and active travel are an environmentally friendly travel mode compared with single car journeys. It is therefore important to make active and sustainable travel safer and a more attractive means of travel to work, education and for leisure purposes.

Orkney's Green Travel Plan aims to:

- Contribute to the health and wellbeing of the people of Orkney;
- Promote, encourage and enable safe, active and sustainable travel so that they become the modal choice for everyday journeys thereby reducing Orkney's Carbon footprint;
- Improve the cycling and walking environment by connecting current infrastructure (subject to external grant funding) and create a comprehensive network that will encourage a greater number of walking and cycling trips; and
- Reduce parking congestion problems at workplaces, reduce business mileage claims and business travel costs.

The objectives of Orkney's Green Travel Plan are:

- To increase the modal share in active and sustainable travel i.e. walking, cycling and use of public transport for everyday journeys;
- To incorporate the needs of pedestrians and cyclists into all traffic management schemes;
- To increase the modal share of car sharing journeys, reducing the mode share of single occupancy car journeys;
- To reduce the modal share of private car use of business trips;
- To enable and encourage where practicable, people to work at or closer to home; and
- The introduction of behaviour change marketing of active and sustainable travel modes, providing enabling interventions and information subject to external funding.

Orkney's Green Travel Plan Action Plan contains a package of measures to increase the number of people choosing to travel actively and sustainably, and to reduce the number of single occupancy car journeys. The measures consist of short, medium and long term actions which will support the specific Aims and Objectives of the Green Travel Plan.

The Action Plan will enable the progress and promotion of an active and sustainable community with the people of Orkney leading healthy lifestyles through being able to participate in active travel in everyday journeys to and from work.

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1. Introduction

Orkney's Green Travel Plan aims to promote greener, cleaner travel choices across all communities by voluntary travel behaviour change initiatives to encourage and enable safe and sustainable travel.

Green Travel Plans (GTPs) encompasses people travelling to work and on business, customers visiting premises and fleet management. They are designed to reduce car use and hence congestion/parking congestion, pollution and global warming.

People choose their mode of transport based on habit, personal constraints and the availability of particular transport options. The potential to change work related travel is affected by several factors, including work shifts, the accessibility of the workplace by more sustainable modes including public transport, a rural and dispersed population, car parking provision, employee interest in change and management support for change.

Walking and cycling, known collectively as active travel, can be incorporated into our daily lives with little effort or cost. It is the easiest and most cost effective way to exercise and carry out purposeful journeys such as to get to work or school. Active travel can therefore provide health benefits, save money and create a nicer environment to live by reducing the number of cars on our roads and thus reduce harmful CO2 emissions.

GTPs enable communities to have the freedom to travel in ways that are safe, sustainable, healthy and enjoyable. In order to achieve this, a package of measures is required to increase the number of people choosing to travel actively and sustainably, and reduce the number of single occupancy car journeys by encouraging the use of travel alternatives such as walking, cycling, car sharing and public transport. By changing a few of our single occupancy car trips to a more sustainable form of transport we can reduce greenhouse gas emissions, traffic congestion and parking problems and gain from the environmental and health benefits of active and sustainable travel modes.

Orkney is already a great place to walk and cycle. The road and path infrastructure is relatively well maintained, there is limited traffic congestion, the views are beautiful, the animals and wildlife are never far away, and most importantly, we live in a safe, clean environment. The weather and winter darkness are, of course, challenges to a more active transport objective.

The Cycling Action Plan for Scotland 2013 (CAPS) has a vision that by 2020, 10% of journeys taken in Scotland will be by bike. The document encourages local authorities to introduce more 20mph limits across urban areas, as part of developing their strategic approaches to developing local cycling infrastructure to drive progress towards much higher participation in cycling for everyday travel.

CAPS highlights the need for mutual respect between all road users, reflecting the commitment to the 40% accident reduction targets set out in the Road Safety Framework 2020. Orkney's Road Safety Strategy 2016-2020 sets out the local progress being made towards these National Targets.

Orkney Islands Councilor Stephen Hagan, COSLA's development economy and sustainability spokesperson said:

"Scottish Local Government welcomes the refresh of the Cycling Action Plan for Scotland. Achieving a greater proportion of everyday journeys by active travel but specifically cycling will be crucial in addressing Scotland's climate change objectives, while improving both safety for vulnerable road users and the health of Scotland's communities.

(<http://www.sustrans.org.uk/news/transport-minister-launches-new-cycling-action-plan-scotland> - 19 June 2013)

Orkney Islands Council signed Scotland's Climate Change Declaration committing us to tackle climate change at a local level. The Scottish Government has set an ambitious target of 42% emissions reductions by 2020 and 'almost complete decarbonisation of road transport by 2050'¹. Increasing the proportion of journeys made by active modes supports both these aims.

Orkney's Green Travel Plan will form an integral part of Company's Policies and Procedures. The key priorities outlined in the Council Plan (2013-18) include Orkney's Transport Networks and the need to reduce our carbon footprint and to protect Orkney's environment. By encouraging active and sustainable travel we are creating a greener, cleaner, healthier community.

Orkney's Green Travel Plan will seek to deliver health and wellbeing, economic, low carbon and social benefits to the community through improving the walking and cycling

¹ Low Carbon Scotland 2013, Low Carbon Scotland: Meeting our Emissions Reduction Targets 2013-2027.

environment, providing information and awareness raising of active and sustainable travel modes and their benefits.

2. Transport Policy Influence

A range of national policies are particularly relevant to Orkney's Green Travel Plan. These include:

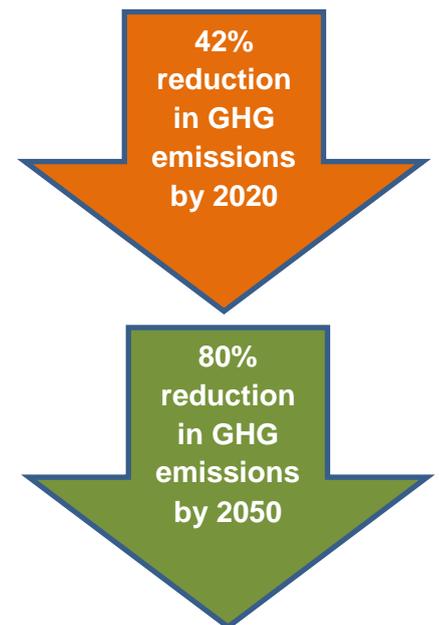
2.1 Climate Change (Scotland) Act 2009

The Climate Change (Scotland) Act 2009² of the Scottish Parliament set a target for the year 2050, an interim target for the year 2020, and to provide for annual targets, for the reduction of greenhouse gas emissions.

The interim target is to achieve a 42 per cent reduction in greenhouse gas emissions in Scotland for 2020, on the way to the ultimate goal of achieving at least an 80 per cent reduction by 2050.

The Act is a key commitment of the Scottish Government which has a direct influence in the development of transport at a local, regional and national level.

By encouraging sustainable transport options in Orkney including the use of public transport, walking and cycling instead of car use, this contributes to reducing greenhouse gas emissions at a local level.

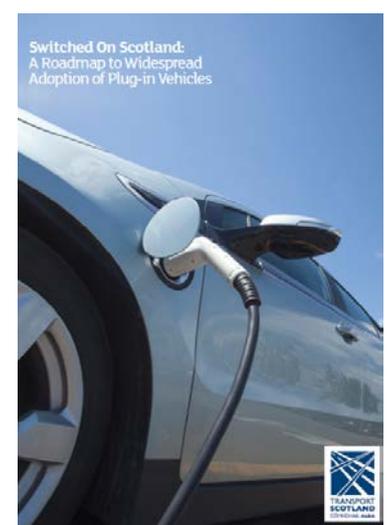


2.2 Switched on Scotland: A Roadmap to Widespread Adoption of Plug-in Vehicles

The Switched on Scotland³: A Roadmap to Widespread Adoption of Plug-in Vehicles was published in 2013. Linked with the Climate Change (Scotland) Act 2009 target, it sets out a vision that by 2050 Scottish towns, cities and communities will be free from the damaging effects of emissions from conventional vehicles.

The Roadmap establishes an ambition that by 2040 almost all new vehicles sold will be near zero emission at the tailpipe. It is anticipated that electric vehicles will make a substantial contribution to this ambition and technologies are rapidly progressing in respect of hydrogen vehicles.

Orkney is an excellent test bed for these technologies given the high car ownership levels and short running carried out by the majority of residents. During 2014/15, the Council commissioned a feasibility study on Orkney's Electric Future that



² Climate Change (Scotland) Act 2009: <http://www.legislation.gov.uk/asp/2009/12/contents>

³ Switched on Scotland: A Roadmap to Widespread Adoption of Plug-in Vehicles:

http://www.transport.gov.scot/sites/default/files/documents/rrd_reports/uploaded_reports/j272736/j272736.pdf

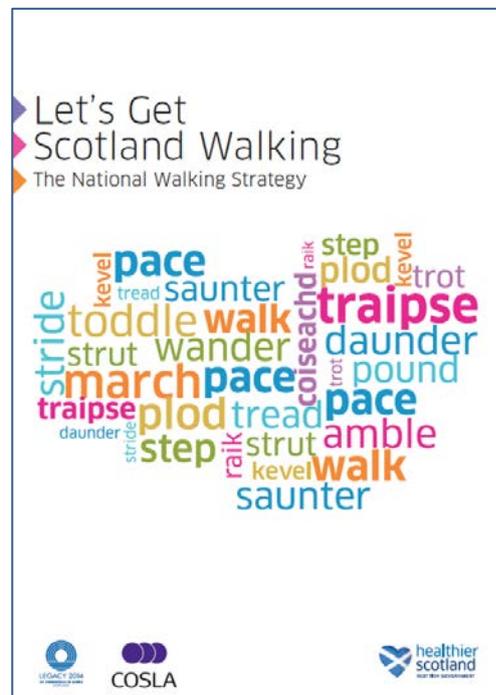
outlines a number of possible work packages to take forward to promote and encourage low carbon vehicles. The Council's Orkney's Electric Vehicle Infrastructure Strategy also outlines the roll out of charge points across the county, providing broad network coverage with the possibility of further roll-out subject to the availability of external grant funding.

2.3 National Walking Strategy

Let's Get Scotland Walking - the National Walking Strategy⁴, was published in 2014. It's vision is 'A Scotland where everyone benefits from walking as part of their everyday journeys, enjoys walking in the outdoors and where places are well designed to encourage walking'.

2.3.1 The three key strategic aims are:

- Create a culture of walking where everyone walks more often as part of their everyday travel for recreation and well-being;
- Better quality walking environments with attractive, well designed and managed built and natural spaces for everyone; and
- Enable easy, convenient and safe independent mobility for everyone.



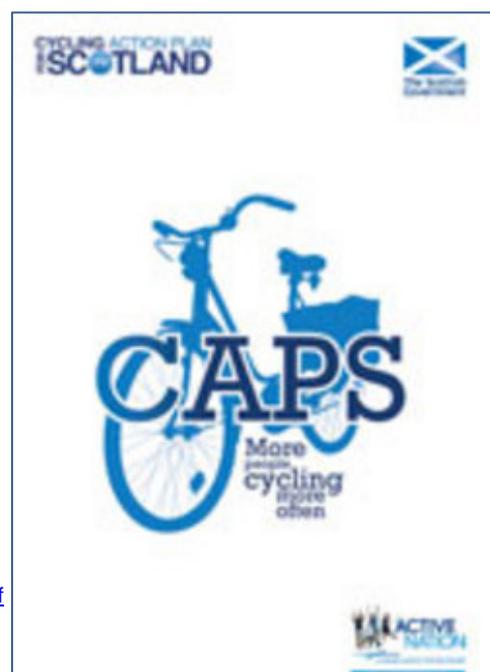
These key aims are considered at a local level and are linked with the recommended actions within this strategy document. By continuing to access external funding such as Cycling, Walking and Safer Streets, Smarter Choices, Smarter Places and Sustrans Community Links, the Council will have the ability to achieve the recommended actions and thus meet the three key strategic aims as outlined in the National Walking Strategy.

2.4 Cycling Action Plan for Scotland

The Cycling Action Plan for Scotland (CAPS)⁵ published in 2010 and refreshed in 2013 sets out ambitious targets for everyday journeys by bike. The CAPS vision is for 10 per cent of everyday journeys in Scotland to be made by bike by 2020.

The 2013 revised set of 19 objectives to achieve a shared vision by 2020 are:

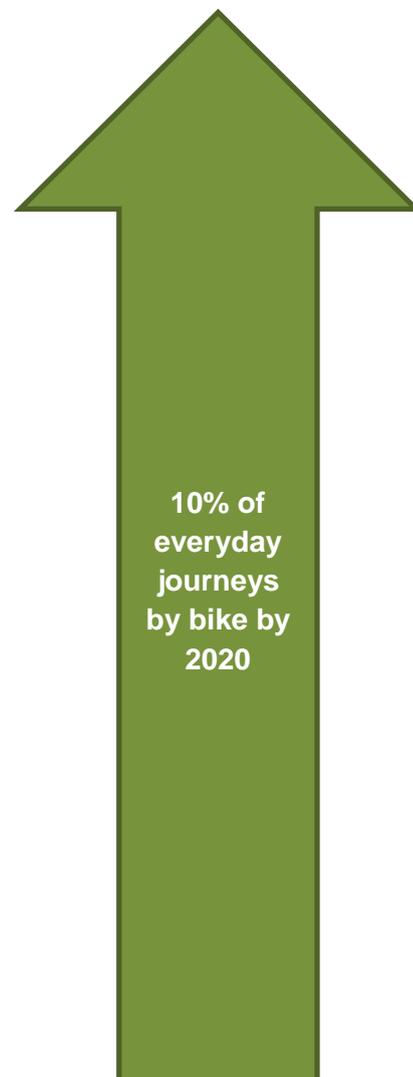
1. Establish an annual national cycling summit;



⁴ Let's Get Scotland Walking Strategy: <http://www.gov.scot/Resource/0045/00452622.pdf>

⁵ Cycling Action Plan for Scotland: <http://www.transport.gov.scot/report/j0002-00.htm>

2. Provide support to each local area to support functional cycling, mapping and promotional work
3. Continue to promote a national training programme on cycling integration design and best practice to planners, designers and engineers;
4. Continue to develop and maintain community links;
5. Continue to develop and maintain the National Cycle Network;
6. Develop better integration with public transport, by working with RTP's and operators;
7. Establish the Cycle Hub at Stirling Station as a pilot;
8. Promote the implementation of 20mph schemes in all residential areas and share best practice across the country;
9. Develop and deliver a 'Mutual Respect' Campaign for all road users;
10. Continue to roll-out Bikeability Scotland cycle training through schools;
11. Develop Adult Cycle Training resources, building on Bikeability Scotland standards;
12. Promote and support community-led cycling initiatives;
13. Continue to promote projects which encourage primary school pupils to continue cycling when progressing to secondary schools such as I-Bike and Bikeability Scotland Level 3;
14. Promote cycling for young people more broadly, for leisure or travel, for fun, health and sport, through the promotion of cycling activities, events and led cycle rides;
15. Develop approaches to promoting access to bikes e.g. develop Bike Library schemes for schools and communities;
16. Encourage all employers across all sectors to become Cycle Friendly;
17. Develop follow-up work from the Smarter Choices, Smarter Places evaluation report, applying learning to encourage active travel as part of community-based sustainable transport promotion;
18. Report annually on an appropriate suite of national indicators to inform the national picture of cycling participation;



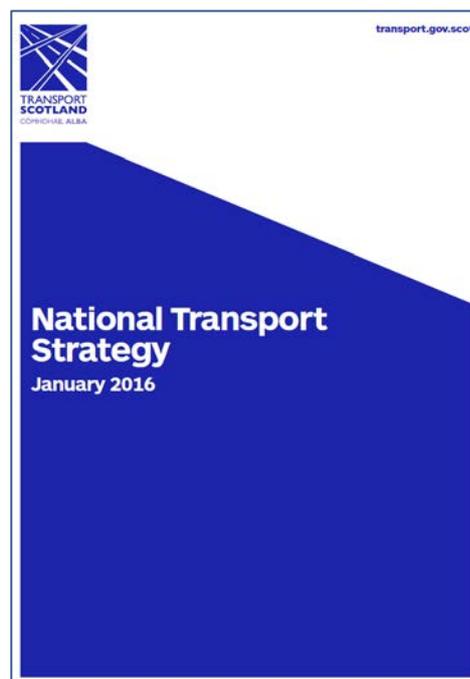
19. Develop local monitoring, using data from local cycle counts and surveys etc with support from national delivery bodies to develop a coordinated approach to data collection.

For Orkney, The Council has a key role to play in supporting the delivery of the CAPS through Orkney's Green Travel Plan and Local Transport Strategy

2.5 National Transport Strategy

The original [Scottish] National Transport Strategy (NTS) was published in 2006. Due to significant changes in policy during this time, a refresh was commissioned and published in January 2016.

The NTS vision was for: “An accessible Scotland with safe, integrated and reliable transport that supports economic growth, provides opportunities for all and is easy to use; a transport system that meets everyone’s needs, respects our environment and contributes to health; services recognised internationally for quality, technology and innovation, and for effective and well-maintained networks; a culture where transport providers and planners respond to the changing needs of businesses, communities and users, and where one ticket will get you anywhere”.



2.5.1 The five High Level Objectives were, and are, to:

➤ Promote economic growth by building, enhancing managing and maintaining transport services, infrastructure and networks to maximise their efficiency;
➤ Promote social inclusion by connecting remote and disadvantaged communities and increasing the accessibility of the transport network;
➤ Protect our environment and improve health by building and investing in public transport and other types of efficient and sustainable transport which minimise emissions and consumption of resources and energy;
➤ Improve safety of journeys by reducing accidents and enhancing the personal safety of pedestrians, drivers, passengers and staff; and
➤ Improve integration by making journey planning and ticketing easier and working to ensure smooth connection between different forms of transport.

2.5.2 The three Key Strategic Outcomes have remained unchanged:

➤ Improved journey times and connections, to tackle congestion and lack of integration and connections in transport;
➤ Reduced emissions, to tackle climate change, air quality, health improvement; and
➤ Improved quality, accessibility and affordability, to give choice of public transport, better quality services and value for money, or alternative to car.

The Council will progress with its update to the Local Transport Strategy following the recent publication of the refreshed National Transport and Regional Transport Strategies. The first part of the process is to consider a Green Travel Plan for Orkney.

2.6 Regional Transport Strategy

The Regional Transport Partnership (RTP) for the Highlands and Islands (excluding Shetland) is Highlands and Islands Transport (HITRANS) and they produced a Regional Transport Strategy (RTS) in 2008 following the publication of the National Transport Strategy. Consistent with the NTS refresh, the RTS is to be refreshed during 2016 to incorporate significant developments in transport policy.

The RTS has a statutory basis as set out in the Transport (Scotland) Act 2005. Policy changes in the last eight years cover a range of national policies. At a local level a new emphasis on Community Planning has been embedded bringing together a multitude of statutory partners, of which HITRANS is one to incorporate Argyll and Bute, Highland, Moray, Western Isles and Orkney areas.

Seven main issues for HITRANS have been identified; these are the economy, connecting communities, lifeline transport, reliability and resilience, roles, relationships and responsibilities, and carbon reduction.

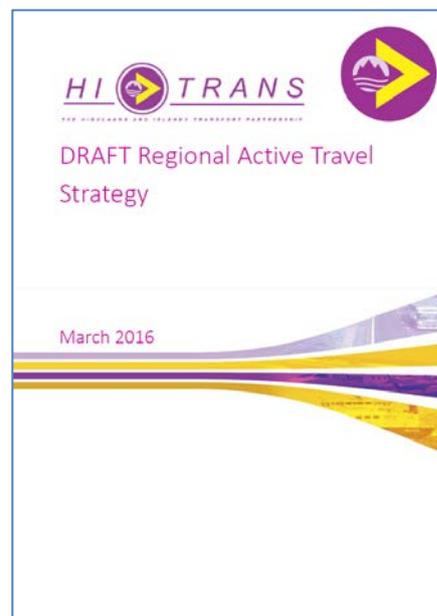
2.6.1 Draft new objectives for HITRANS are outlined below:



2.7 Regional Active Travel Strategy

The Cycling Action Plan for Scotland (2013) requires local and regional transport authorities to develop area-wide cycling strategies. This has led to the current development of the HITRANS Regional Active Travel Strategy.

The Regional Active Travel Strategy has been developed with reference to "Active Travel Strategy Guidance" published by Sustrans (Sustainable Transport) and Transport Scotland in July 2014.



2.7.1 The guidance advises that this type of Strategy should include four key elements:

➤ An action plan;
➤ Walking and cycling infrastructure, including a network plan;
➤ Behaviour change, promotional and training activities; and
➤ A monitoring plan.

The objectives for the Active Travel Strategy have been developed through alignment with national, regional and local policies and through engagement between HITRANS officers and member Councils. The overriding outcome of the strategy is to deliver increased levels of cycling and walking across the HITRANS area.

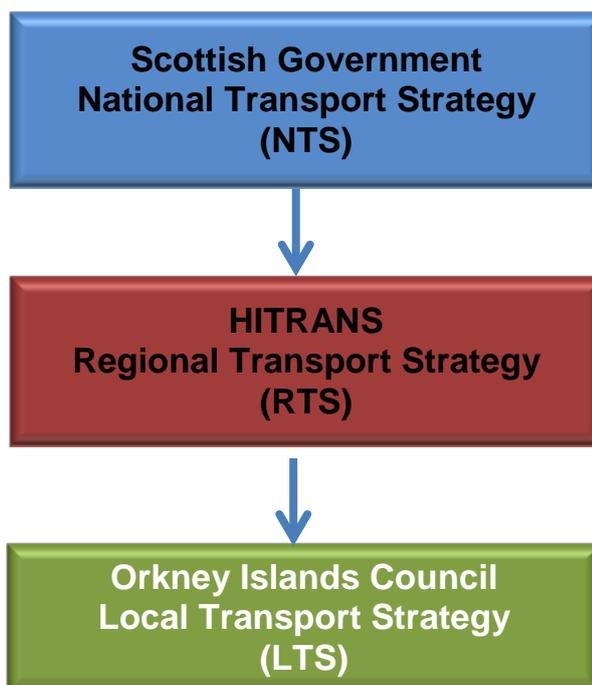
2.7.2 The HITRANS measurable objectives (between 2016 and 2021) are as follows:

➤ Increase mode share of walking to work, in each HITRANS local authority area
➤ Increase mode share of cycling to work, in each HITRANS local authority area
➤ Increase mode share of walking to school, in each HITRANS local authority area
➤ Increase mode share of cycling to school, in each HITRANS local authority area
➤ Increase number of cyclists using selected key routes
➤ Increase number of pedestrians using selected key routes
➤ Maintain or increase local, regional and national investment in active travel year-on-year (in real terms)

2.8 Local Transport Strategy

The alignment of policy at a national level is being delivered through the publication of the National Transport Strategy (NTS) in 2016 and this has been delivered at a regional level through the Regional Transport Partnership for the Highlands and Islands, HITRANS and the publication of the Regional Transport Strategy (RTS). This is further translated into local delivery action plans (Local Transport Strategies) by each local authority.

2.8.1 Flow diagram of transport policy influence on Orkney's Green Travel Plan.



The vision for the Local Transport Strategy is consistent with the vision of the Community Planning Partnership. The Local Transport Strategy outlines the ways in which transport can support the overarching vision for all of Orkney, and it is recognised here that transport is a key enabler to achieve other things, these things being:-

2.8.2 Vision for all of Orkney

Promoting sustainability	enhancing quality of life over time, whilst at the same time trying to prevent problems being created elsewhere as a result
Promoting survival	maintaining fragile communities as places where people can live and work
Promoting equalities	ensuring that the most remote communities and hard-to-reach individuals feel included

The key objective is ‘to promote, encourage and deliver an effective and efficient transportation network that supports the economic vitality, community well-being and environmental integrity of all of Orkney.’

2.8.3 The six key transport delivery objectives, subject to appropriate resources, are:

<p>Ensure travel opportunities meet the needs of the whole community</p>	<p>This objective recognises that needs change over time, and that demand for travel usually responds to what is provided. Therefore, if an enhanced service is provided, people will take the opportunity to use that service. This objective also recognises that the desires of communities are sometimes beyond what is currently, or can be, provided in the transportation network. This objective therefore seeks to minimise disparities, taking into account the needs of all communities</p>
<p>Integrate various means of travel around Orkney</p>	<p>This objective recognises that journeys are door to door, and that the quality and accessibility of journeys is only as good as the weakest part of the journey. This objective seeks to ensure smooth and accessible transfer from one means of travel to another</p>
<p>Promote accessibility for all</p>	<p>This objective seeks to promote enhanced accessibility while travelling, to the benefit of all of Orkney. This objective refers to the five As of accessibility – physical Accessibility, Availability, Awareness, Acceptability and Affordability</p>
<p>Increase levels of active travel</p>	<p>This objective seeks to increase levels of physical activity, and in turn support positive health outcomes for the Orkney community as a whole. Increasing levels of active travel also has the prospect of addressing traffic problems and concerns in our towns.</p>
<p>Make travel safer</p>	<p>This objective supports local and national targets to reduce the number of road casualties. The objective also relates to improving safety and security, and perceptions thereof, when using various means of travel.</p>
<p>Reducing traffic in sensitive areas</p>	<p>This objective particularly focuses on issues and problems in our town centres and at our heritage sites for example. This objective also relates to any particular traffic congestion hotspots.</p>

Orkney's Local Transport Strategy will be refreshed following the update of the HITRANS Regional Transport Strategy.

3. National Statistics for Scotland

3.1 Transport & Travel in Scotland 2014 - Scottish Household Survey (SHS)

National Indicator No 48 (from part of the Scottish Government's National Performance Framework): Increase the proportion of journeys to work made by public or active travel.



3.1.1 SHS 2014: Usual Mode of Travel to Work

Car	68% (6% car sharing)
Walk	13%
Public Transport	10%
Cycle	3%

3.1.2 SHS 2014: Findings

Car remains the most popular mode of transport

Women were more likely than men to walk or catch the bus to work

Men were more likely to cycle to work

The proportion of people who usually walked or travelled by bus to work was lower in households with higher levels of income

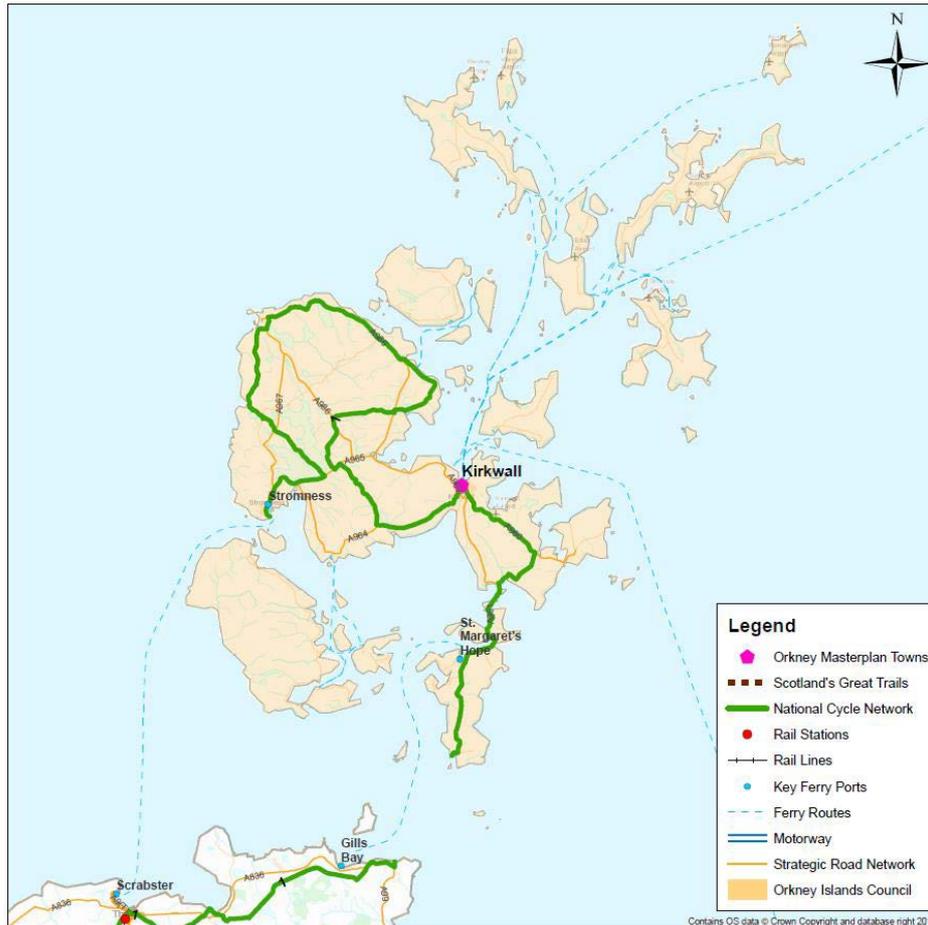
Younger people (aged 16 to 29) were least likely to drive to work

4. An Orkney Context

4.1 The Orkney Islands

The Orkney Islands map below considers the National Cycle Network in Orkney which runs from the south of the island to Kirkwall followed by a loop round the west of the island.

4.1.1 Image: Map of the Orkney Islands



Orkney is made up of an archipelago of islands with a largely dispersed population. The population recorded in 2012 was 21,530⁶, with the highest proportion of the population residing in the main towns of Kirkwall and Stromness. Consistent with national policies, the main focus on active travel improvements will be within built up areas, where an increase in everyday journeys is more achievable. However, Education and awareness of active and sustainable travel will be promoted throughout Orkney and infrastructure improvements across the county will be considered as and when funding allows.

⁶ Orkney Economic Review 2012-2013: http://www.orkney.gov.uk/Files/Business-and-Trade/Economic_Review/Orkney_Economic_Review_2012-13.pdf

The Kirkwall Active Travel Audit (2009) commissioned by HITRANS identified a number of key issues that act as a disincentive for active travel:-

Incoherent Cycle Routes

- Lack of continuity between new off road cycle tracks and existing road network

'Pedestrianised' (shared space) Town Centre

- Excess/unnecessary use by motorists reduces the attractiveness of the area and impedes pedestrians.

Car Parking

- Residents are used to parking where they want, when they want
- Plentiful car parking in the town centre and other trip generators/attractors

Designing for Pedestrians and Cyclists

- Consideration for the movement of pedestrians and cyclists is not apparent in traffic management schemes.
- One way systems are a deterrent to cycling
- Orkney Roads Development Guide is car orientated

National Cycle Network, Route 1

- Impossible to follow route through Kirkwall as there is no signing.

Cycle Parking

- Virtually no cycle parking in the town centre;
- Poor quality staff cycle parking at key sites
- Cycle parking standards not implemented at planning stage

Weather

- The very windy weather in winter is a deterrent to walking and cycling and is used as an excuse by some for driving year round

Promotion

- Promotion of walking and cycling is restricted to schools
- Missed opportunities with regards to taking advantage of significant tourist flows in the summer
- No walking or cycling maps

A number of infrastructure changes and initiatives are required to encourage a mode change to sustainable travel.

5. Background

5.1 Objectives

5.1.1 As outlined at section 2, the key delivery objectives of Orkney Islands Council's Local Transport Strategy are to:

➤ Ensure the travel opportunities meet the needs of the whole community;
➤ Integrate various means of travel around Orkney;
➤ Promote accessibility for all;
➤ Increase levels of active travel;
➤ Make travel safer; and
➤ Reducing traffic in sensitive areas.

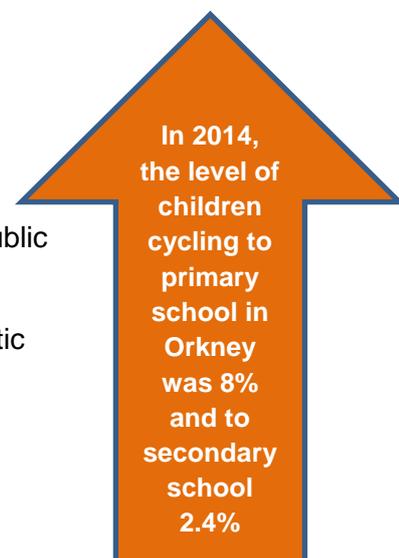
It has been recognised in the strategy that walking and cycling are a healthy means of travel. Car sharing or using public transport, walking or cycling are an environmentally friendly means of travel compared with single car journeys. It is therefore important to make active and sustainable travel safer and a more attractive means of travel to work, education and for leisure purposes.

5.1.2 Walking and Cycling Levels: 2014⁷

	Walking	Cycling
Orkney	18.8%	3.5%
Scotland	12.9%	2.6%



Orkney already boasts higher walking and cycling levels to work than national Scotland. However, Orkney also has one of the highest⁸ car ownership levels in Scotland given the islands largely dispersed population. High car ownership, a dispersed population and limited public transport in some areas make it challenging to encourage a shift to sustainable travel as these are often seen as less convenient or realistic options.



⁷ National Indicator: Scottish Government National Performance Framework

⁸ Orkney Islands Council: Orkney's Electric Vehicle Infrastructure Strategy

Further work is required to increase walking and cycling levels, particularly purposeful journeys to work, school or the shops to achieve the Cycling Action Plan Scotland's ambitious target of 10% cycling mode share.

Sustainable Travel Demonstration Town

The *Kick Start Kirkwall* project (2009-2013) was introduced to specifically reduce the number of short journeys made by car and increase sustainable transport such as the use of public transport, walking and cycling. The project received funding through the Smarter Choices, Smarter Places Initiative for Kirkwall to become one of seven Sustainable Travel Demonstration Towns in Scotland.

From the *Kick Start Kirkwall* survey and baseline report, it was acknowledged that the average distance travelled by residents is much lower than the national average and therefore a number of journeys do not need to be completed by car. Despite one of the highest car ownership rates in Scotland, the survey outlined that 25% of respondents were willing and able to reduce their car use. The majority of survey respondents (83%) believed that pedestrians could make safe trips and 79% agree that pavements and road crossings are good in Orkney. It is important to continue the work started to actively reduce car journeys, particularly short journeys made in and around town, but to also extend these concepts across Orkney through the promotion and use of active travel.



Image of: Kick Start Kirkwall promotional leaflet and poster

6. Active Travel Benefits

6.1 The benefits to gain from leading a more active lifestyle are many including living longer, an increased sense of wellbeing and the ability to function better at work and home:

➤ Improved health and wellbeing through a more active lifestyle. Physical inactivity results in around 2500 premature deaths in Scotland each year;
➤ A healthier and more active workforce , which can lead to reduced absenteeism and increased productivity;
➤ Reducing harmful CO2 emissions , supporting climate change targets and making Orkney a cleaner, greener place to live. Walking and cycling are the 'ultimate zero' emissions mode of transport;
➤ Creating a low carbon Orkney through sustainable travel, renewables, energy and opportunity;
➤ Local community could reap the benefits of reduced congestion, reduced journey times, improved public transport services, energy savings and reduced overspill parking in residential areas ; and
➤ Create more sustainable, attractive, accessible and safer communities.



Image of: Kick Start Kirkwall Path to Health Promotion

7. Aims & Objectives

7.1 Orkney's Green Travel Plan - Aims

The Aims of Orkney's Green Travel Plan are:	
➤	To contribute to the health and wellbeing of the people of Orkney;
➤	To promote, encourage and enable safe, active and sustainable travel so they become the modal choice for everyday journeys thereby reducing Orkney's Carbon footprint;
➤	To improve the cycling and walking environment by connecting current infrastructure (subject to external funding) and create a comprehensive network that will encourage a greater number of walking and cycling trips;
➤	To reduce parking congestion problems at workplaces, reduce business mileage claims and business travel costs.

7.2 Orkney's Green Travel Plan - Objectives

The Objectives of Orkney's Green Travel Plan are:-	
1	To increase the modal share in active and sustainable travel i.e. walking, cycling and use of public transport for everyday journeys;
2	Incorporate the needs of pedestrians and cyclists into all traffic management schemes;
3	To increase the modal share of car sharing journeys, reducing the mode share of single occupancy car journeys;
4	To reduce the modal share of private car use for business trips;
5	To enable and encourage, where practicable, people to work at or closer to home;
6	The introduction of 'behaviour change marketing' of active and sustainable travel modes, providing enabling interventions and information subject to external funding.

8. SWOT Analysis

8.1 Orkney's Green Travel Plan – SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • High quality road infrastructure and walk/cycle tracks • Well maintained/cleaned infrastructure • Existing walking and cycling levels are higher than Scottish national average • 'Kick Start Kirkwall' Initiative raised awareness of the importance of walking and cycling • Feeling of safety in the community • Promotion of walking/cycling in schools • External funding opportunities to encourage active travel • High level of Member support for increased walking and cycling 	<ul style="list-style-type: none"> • Culture of driving • High car ownership rates • 'Missing links' between path infrastructure • Adverse weather – particularly during the winter months • Limited budget towards active and sustainable travel initiatives
Opportunities	Threats
<ul style="list-style-type: none"> • Future policies to provide more emphasis on the importance of active and sustainable travel • Enhance partnership working with local organisations to encourage active and sustainable travel • Further promotion of walking and cycling • Improvements to infrastructure in urban areas to encourage walking and cycling for purposeful journeys • Cut mileage claims and other business travel costs • Solve problems caused by traffic congestion around workplace • Green energy initiatives (and funding) • Enhance public transport 	<ul style="list-style-type: none"> • Car growth • Lack of support from local businesses • Wetter weather due to climate change • Lack of national policy to encourage change

9. Active & Sustainable Initiatives

The following active and sustainable initiatives are promoted and encouraged in Orkney's schools:

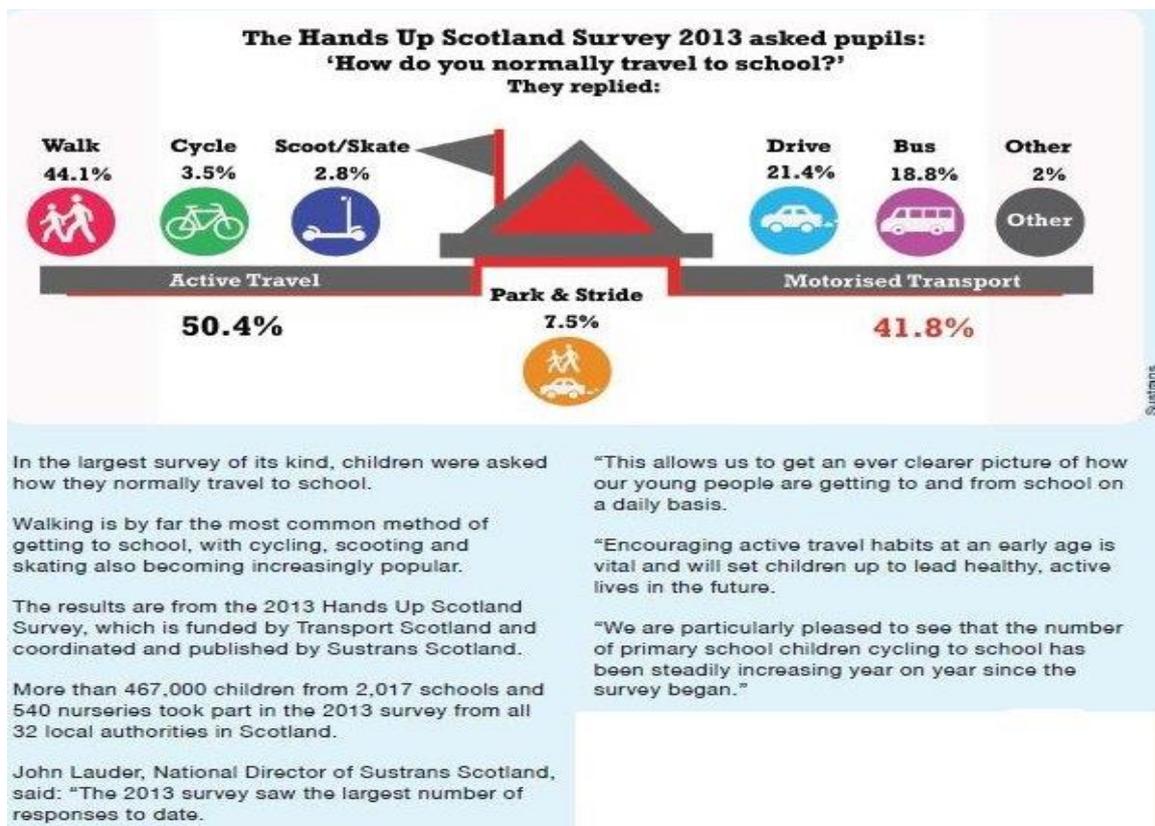
9.1 School Travel Plans

All Orkney schools are encouraged to prepare a School Travel Plan (STP) to develop, promote and support more sustainable transport options. It will encourage safer, healthier and more environmentally friendly travel choices and reduce the number of single car journeys to/from school. Hands Up Survey results are used yearly to review and update STPs.

9.2 Hands Up Survey

All Orkney schools participate in the annual national survey of all pupils' travel modes to/from school. The Hands Up Survey is an Official Statistic for Scotland and maps out how children normally travel to/from school. Statistics from 2013 shows 50.4% of Scottish children are getting to school actively i.e. on foot, bicycle or scooter.

9.2.1 Hands Up Survey Results 2013⁹



⁹ Safe Routes to Schools Scotland: Summer 2014 Issue 22, Sustrans

9.3 Walk to School

Living Streets is a charity that provides a number of resources to schools to help support their School Travel Plans. The most popular resource is the Walk to School campaign that encourages the school community to choose walking as a favoured mode of transport.

9.4 Travelling Green

All Primary & Junior High Schools in Orkney are encouraged to participate in the Travelling Green initiative. This will encourage children to change their mode of travel by increasing active commuting (walking) to/from schools. The resource provides pupils and parents with the skills and confidence to change their school travel habits.

9.5 Tackling the School Run & Community Links Projects – Sustrans Funding

Since 2007/08 Orkney Islands Council has been successful in receiving funding for numerous hard and soft measures and cycle infrastructure projects from Sustran's Tackling the School Run and more recently from Sustran's Community Links Project fund for the Unsegregated Cycle Track from St Andrews Primary School to the Toab Post Office and shop.

9.6 Bikeability

Bikeability is a multi-level programme designed to give pupils skills and confidence to make journeys. Pupils gain confidence on their bikes and have a good understanding of how to ride safely on quiet roads and then progress to learn how to navigate more complex junctions and plan journeys effectively.



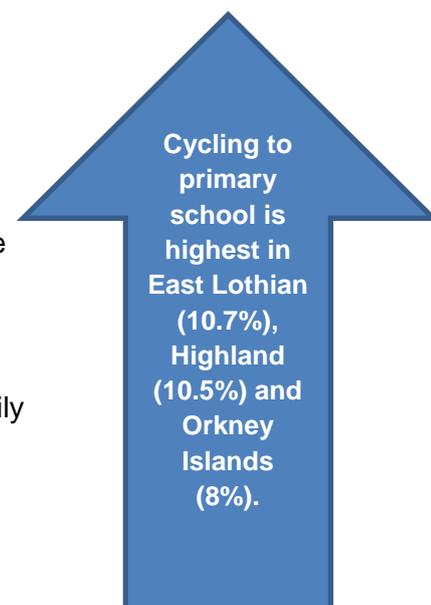
Image of: Kick Start Kirkwall Cycle Awareness Day

9.6.1 Percentage of primary schools delivering Bikeability Level 2 training:

	2012-2013	2013-2014
Orkney	65%	95%
Scotland	35.2%	37.2%

Cycling Scotland has recently published their first Annual Cycling Monitoring Report 2016 which focuses on Cycling Action Plan for Scotland 2013 Action 18 which is to “Report annually on an appropriate suite of national indicators to inform the national picture of cycling participation.”

As outlined in the table below, the primary school figures are steadily increasing, with Orkney having the 3rd highest largest proportion of primary school pupils cycling of the Scottish Local Authorities.



According to the Cycling Scotland report, cycling amongst secondary aged pupils is low, consistent with the national average. The distance from home to school for many secondary aged pupils is much greater and therefore a high proportion of pupils are entitled to school transport. Further education, awareness and promotion are required to encourage secondary aged pupils to cycle to school.

9.6.2 Percentage of Children Cycling to School

	2009-11 Average	2012-14 Average	2014 Orkney
Primary	4.1%	5.6%	8%
Secondary	10.2%	2.6%	2.4%

9.7 Cycle Trainers and Cycle Training Assistants

Orkney Islands Council has 10 members of staff and 2 volunteers trained to the Cycle Trainer level. They cascade their knowledge down to volunteers to increase their levels of competency/skills. Six of these are Cycle Trainer Plus and have delivered 2 Cycle Training Assistant's courses during 2013 and 2015 resulting in 34 volunteers gaining the formal Cycling Scotland Cycle Training Assistant qualification.

Orkney schools are committed to recruiting volunteers and/or releasing staff to deliver the cycle training and Orkney Islands Council will continue to promote cycling as an important life skill to encourage children to continue developing their cycling skills beyond completion of the training.

The Council continues to promote cycling as an active travel mode to and from school for the senior primary pupils.



Image of: Cycle Training Assistant Volunteers

9.8 Cycle Friendly School Award

This is a national award scheme run by Cycling Scotland. Cycle Friendly awards are aimed at supporting and championing those schools that are committed to increasing cycling amongst pupils and staff members.

All Orkney schools are encouraged to apply for Cycling Scotland's Cycle Friendly Award as part of promoting active travel. Dounby Primary School achieved the Award in June 2014, the first school in Orkney.



9.9 Summary Chart



10. Active Travel Survey

10.1 Survey Findings

A Green Travel Plan Survey was carried out in December 2015 for Orkney Islands Council and NHS Orkney Staff, Orkney's largest employers, to provide a baseline assessment of travel patterns. The full results of the survey for OIC staff are outlined in Appendix 1 and for NHS Staff in Appendix 2, with a total of 676 staff completing the survey.

The survey was voluntary, so the results are not based on a representative sample, with the survey available on-line or hard copies available on request. The survey included 22 questions regarding the current travel patterns and the potential for change of travel behaviour.

One of the intentions of the survey was to raise awareness of the development of the Green Travel Plan and to give an opportunity to provide input into what services and facilities people felt were of the highest priority.

From the feedback to the questions in the survey, the attached Green Travel Action Plan will set out the 'Objectives' and 'How' we intend to focus on them. The Key Findings of the survey are detailed on the following pages:

10.1.1 Live, Work and Commute Statistics



The survey results show that the largest proportion of respondents live in Kirkwall, this is not surprising as Kirkwall has the highest settlement population at 9,290¹⁰ with Stromness having a population of 1,900 and 7% of survey respondents living there.

A high percentage of respondents (84%) work weekdays, with the highest percentages starting and finishing work respectively between 0801-0900 hours (66%) and 1701-1800 hours (48%).

10.1.2

The above graph shows the modal split of the respondents main travel choice to and from work:

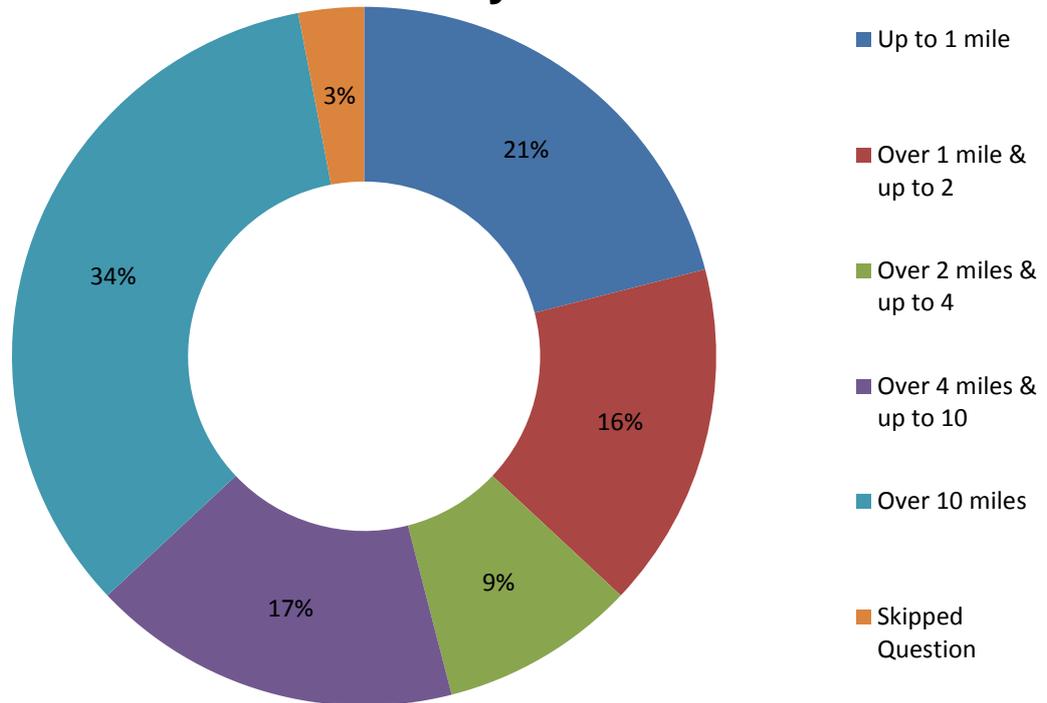
Nearly 2/3rds (61%) of the respondents indicated that they normally use a car as their main mode of travel to/from work with 12% car sharing.

Active Travel modes i.e. walking and cycling accounted for 19% of respondents: walking 17% and cycling 2%.

¹⁰ Kirkwall Profile May 2014, Highlands and Islands Enterprise

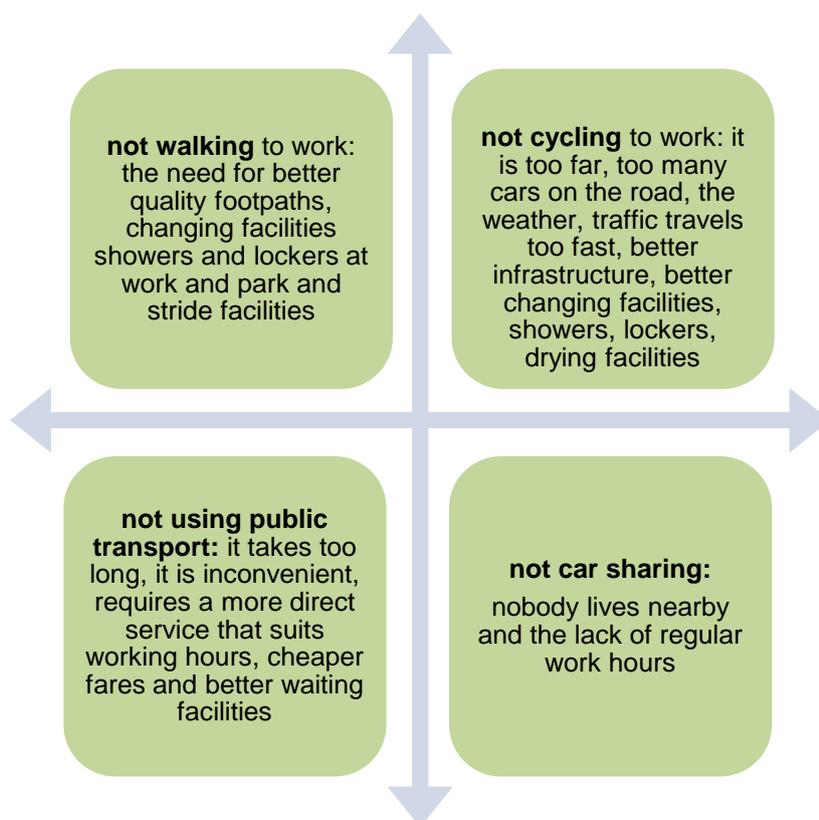
10.1.3

How Far do you Travel to Work Each Day?



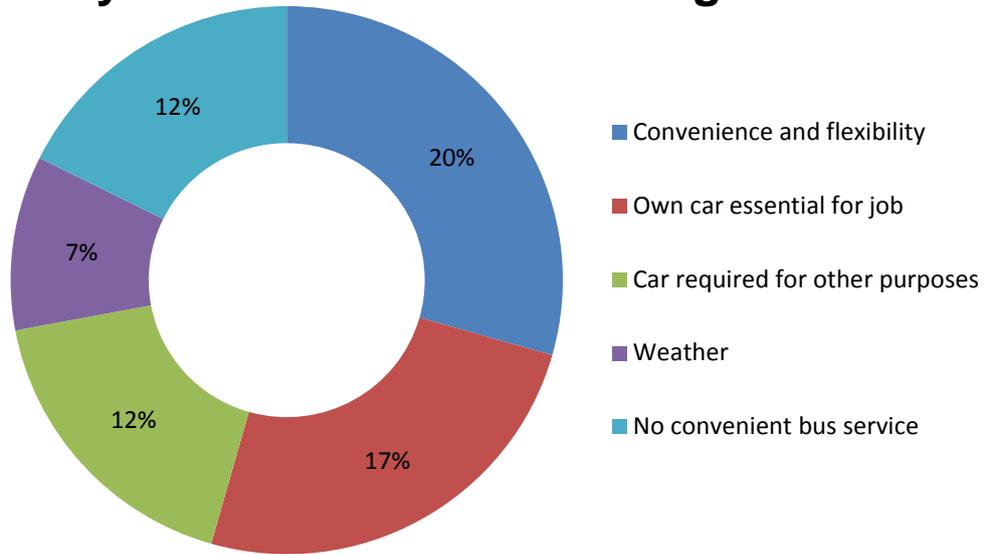
The above results show that over 1/3rd of the respondents live within 2 miles of their workplace and therefore suggest they are within distance to participate in active travel modes. However, for some staff their jobs will not allow them to choose active or sustainable modes of transport.

10.1.4 **Main reasons given for not travelling sustainably**



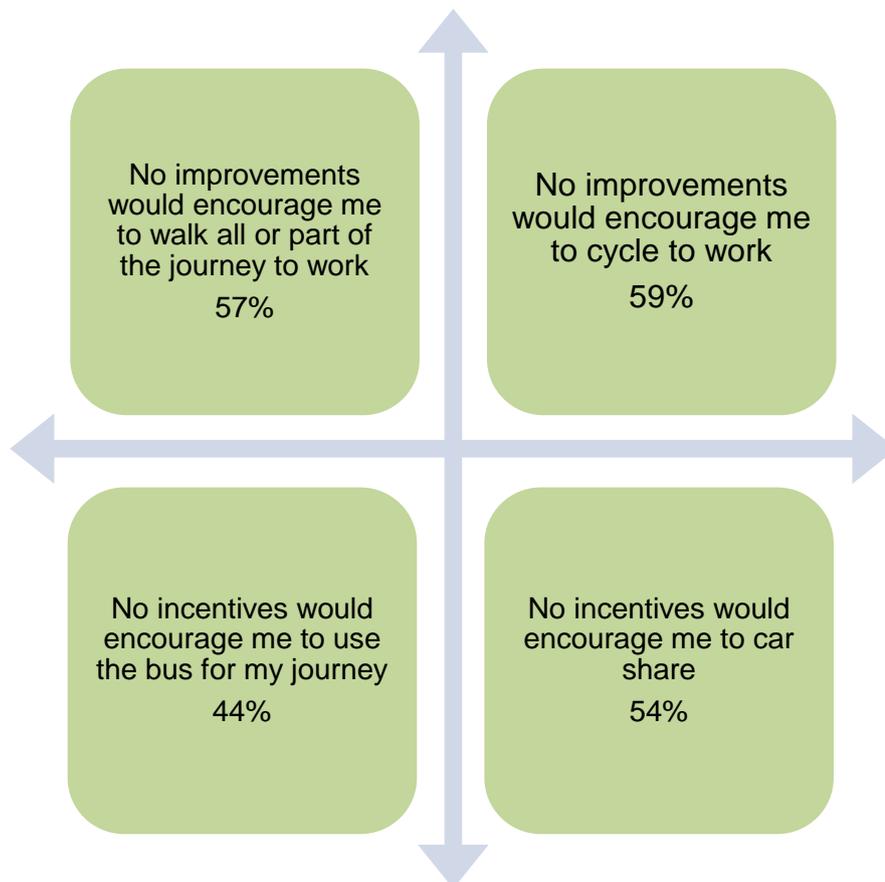
10.1.5

If you use a car to travel to work, what is your main reason for doing so?



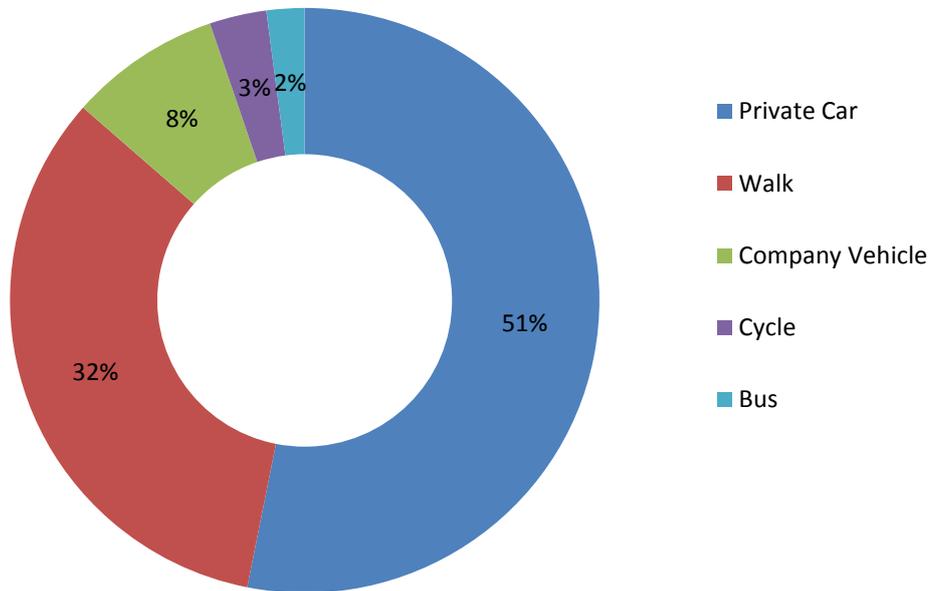
10.1.6

Main reasons for taking the car



10.1.7

How People Travel to Meetings Outwith Workplace



Nothing would encourage me to walk or cycle to meetings outwith my workplace
61%

The main influences of not using Active Travel modes for travelling to meetings were:

➤ time
➤ weather
➤ lack of provision of changing/drying facilities on return
➤ heavy equipment/resources

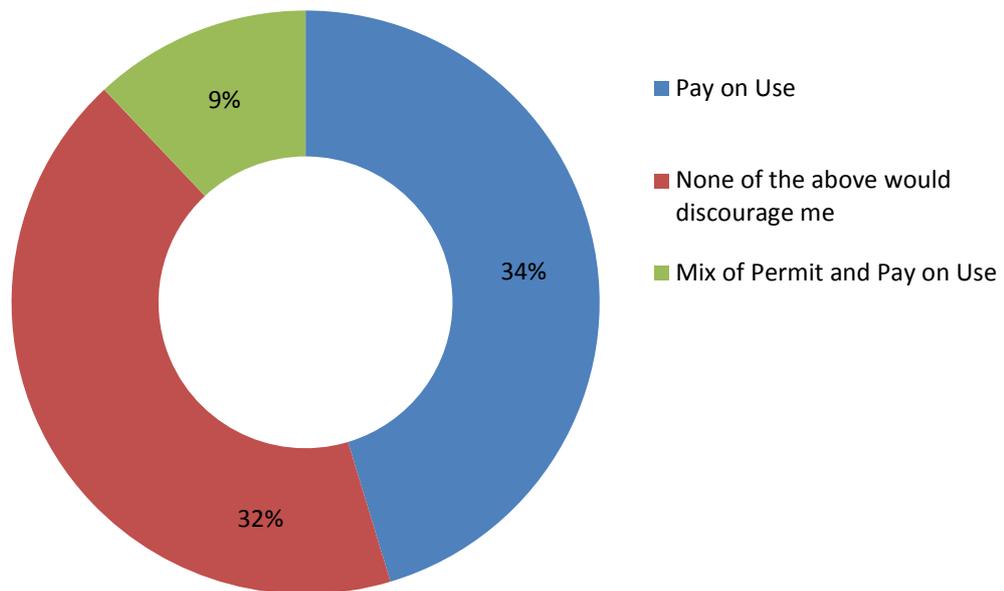
Respondents were asked 'Where do you usually Park?' of which, 85% answered that they park in Staff Car Parks. However, it was stated that there was a lack of parking spaces available at core times.

Essential car users were frequently frustrated locating a parking space after a meeting outwith their workplace and respondents felt that designated parking bays for employees who are essential car users and are frequently out of the office would be beneficial.

Access to pool cars for business would be advantageous in reducing the number of cars being required at a workplace on a daily basis, reduce our carbon footprint and would allow an increase in staff being able to participate in active and sustainable travel of their mode choice to/from work.

10.1.8

What would discourage you from using the parking facilities at your workplace?

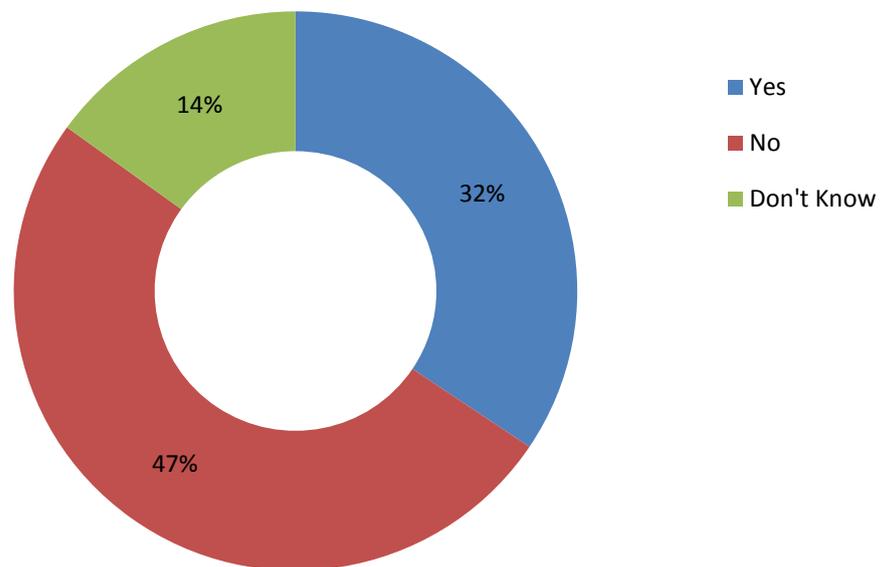


The top 3 answers to the above question revealed that:

34%	Pay on Use would discourage them from using the parking facilities
32%	None of the above would discourage them
9%	Mix of Permit and Pay on Use would discourage them.

10.1.9

If you had the necessary technology would your job allow you to work from home?



47%	Job would not allow them to work from home
32%	Yes, would be able to work from home
14%	Unsure

Respondents were keen to see this option investigated. Some respondents felt they would be able to do this for part of the working week. Another option commented on was mobile working/hot desking from other office locations in particular Stromness. This option would require substantial investment but would have a positive effective on Orkney's carbon footprint whilst helping to sustain fragile communities.

10.2 Survey Results Summary

The survey results confirm that 37% of respondents live and work in Kirkwall and commute at the busiest times during the week. Although a high proportion of people (37%) live within 2 miles of their place of work but travel by car as it is quick and convenient despite limited car parking. Respondents travelled by car as they often required the car for business use (17%) or for other purposes (12%) i.e. childcare. A high proportion of respondents could not be incentivised to walk, cycle or use public transport.

11. Action Plan

The Action Plan contains a package of measures to increase the number of people choosing to travel actively and sustainably, and reduce the number of single occupancy car journeys, by encouraging the use of travel alternatives, such as walking, cycling, car sharing and public transport.

The measures consist of short, medium and long term actions which will support the specific Aims and Objectives of the Green Travel Plan. The Action Plan will enable the progress and promotion of an active and sustainable community with the people of Orkney leading healthy lifestyles through being able to participate in active travel in everyday journeys to/from work.

11.1 Green Travel Plan – Action Plan

Objective	How	Required
1 To increase the modal share in active and sustainable travel i.e. walking, cycling and use of public transport for everyday journeys	<p>Improve the current walking and cycling infrastructure by joining up 'missing links' to create a safe, effective and efficient active travel network.</p> <p>Identify specific locations for showers, changing rooms, lockers and drying areas.</p> <p>Support people to develop skills, knowledge and confidence e.g. cycle training, maintenance sessions.</p> <p>Increase the number of cycle parking facilities in Orkney at key destinations.</p> <p>Negotiate service improvement on public transport pick up points at key workplaces.</p>	<p>External grant funding towards active and sustainable travel required.</p> <p>Active Travel budget allocation within the Council to 'match fund' projects</p> <p>Staff resources required to undertake additional projects.</p>

Objective	How	Required
<p>2 Incorporate the needs of pedestrians and cyclists into all traffic management schemes;</p>	<p>Review Company's Policies and Procedures to ensure they support Active and Sustainable Travel modes.</p> <p>Ensure that new developments provide good active and sustainable infrastructure.</p>	<p>External grant funding towards active and sustainable travel required.</p> <p>Staff resources required to undertake additional projects.</p>
<p>3 To increase the modal share of car sharing journeys and decrease the modal share of single occupancy car journeys.</p>	<p>Promotion of the HITRANS car sharing scheme www.ifyoucareshre.com</p> <p>Review the existing car parking giving consideration to car shares, operational and business users.</p>	<p>External grant funding towards active and sustainable travel required.</p> <p>Staff resources required to undertake additional projects.</p>
<p>4 To decrease the modal share of private car use for business trips.</p>	<p>Review the existing car parking giving consideration to car shares, operational and business users.</p> <p>Investigate a pool booking system for use of company cars for business trips.</p> <p>Promote and make the pool bikes, both electric and pedal, more accessible.</p> <p>Undertake a business travel audit of the fleet including grey fleet (staff using private cars for business journeys) to establish current costs, CO2 emissions.</p> <p>Review current availability, utilisation and cost of video/telephone conferencing facilities.</p> <p>Review Company's Policies and Procedures to ensure they support Active and Sustainable Travel modes for business trips.</p>	<p>External grant funding towards active and sustainable travel required.</p> <p>Staff resources required to undertake additional projects.</p>

Objective	How	Required
5 Enable and encourage where practicable, people to work at or closer to home.	<p>Investigate the option of homeworking re: development of IT systems to support this.</p> <p>Investigate the option of mobile working/hot desking from other office locations in particular Stromness.</p> <p>Review Council Policy to encourage homeworking, compressed working weeks, and other flexible work arrangements where appropriate.</p>	Staff resources required to undertake additional projects.
6 The introduction of behaviour change marketing of active and sustainable travel modes, providing enabling interventions and information subject to external funding	<p>Review and update the business travel policy ensuring that it supports sustainable modes of travel as well as reducing the overall impact of business journeys.</p> <p>Provide enabling interventions and information subject to external funding; with the aim to swap short journeys by car with an active or sustainable transport mode.</p> <p>Personnel Inductions: new employees to be provided with comprehensive information on how to access the workplace using active and sustainable transport.</p> <p>Encourage and support people to be able to choose cycling and walking by providing enabling interventions and information such as Personalised Travel Planning (PTP) and linked with national campaigns i.e. Walk to Work Week and Cycle to Work Week</p> <p>Promote and make the pool bikes, both electric and pedal, more accessible. Organise fun days to trial electric bikes, pedal bikes etc.</p> <p>Promote and increase video/telephone conferencing,</p>	<p>External grant funding towards active travel required.</p> <p>Effective marketing in schools and in the community by OIC/NHS.</p> <p>Additional staff resources required to complete any PTP project.</p> <p>Schools, NHS Orkney, OIC, local businesses to encourage adoption of active travel measures.</p> <p>Staff resources required to raise awareness in schools and community areas.</p>

Objective**How****Required**

Telecons/Video Conferences webinars in preference to face-to face meetings.

Deliver active travel mapping that is accessible online.

Produce active travel mapping leaflets and walking and cycling guides

Increase the number of staff participating in led walks at lunchtime.

Promote National Lift Share Day.

12. Progress to Date

12.1 Walk/Cycle Routes

A number of infrastructure improvements were made under the Smarter Choices, Smarter Places Initiative, Kick Start Kirkwall.

Cycle tracks in and around Pickaquoy Road, Ayre Road and Hatston Industrial Estate have improved the off-road infrastructure and connectivity. Future infrastructure improvements must consider the continuity of tracks and road network across Orkney.

The 'Path to Health' was created at the Peedie Sea in Kirkwall, comprising of four short walking trails which are suitable for use at all times of the year with all-weather surfacing and solar-stud lighting. The path also provides a parking facility and rest areas to encourage those who are not currently active to incorporate walking into their daily routine.

Other infrastructure projects under Kick Start Kirkwall include joining up the missing links between path networks at Berstane Road, Otterswick, Glaitness School, Pickaquoy Road and the Willows.

Additional funding during 2012/13 financial year provided infrastructure improvements in Stromness to improve connections to coastal paths in and around the Point of Ness.

Path infrastructure improvements will be considered annually subject to funding through the Cycling, Walking and Safer Streets funding. The local authority will continue to apply for grant funding towards infrastructure improvements and promotion to increase active travel levels in Orkney.

12.2 Town Centre Improvements

The historic town centres of Stromness and Kirkwall share the same issues whereby the main shopping streets are not pedestrianised, however, they currently foster positive cycling and pedestrian movements due to slow traffic speeds as a 'shared space'. Further enhancements to these environments may be considered in the future.

Due to the increase in cruise ships to Orkney, and the volume of passengers on the streets on these days, road traffic orders are in place to close Albert Street and Bridge Street to vehicles on busy cruise days.

12.3 Promotion

Orkney Islands Council (OIC) and NHS Orkney actively promote the Cycle to Work Scheme to employees and this has been adopted with some success. Walking groups are now also established in Orkney with Walk Leaders trained at both NHS Orkney and OIC. Posters and leaflets promote both the cycle to work scheme and the walking groups.

A number of promotional leaflets were produced under Kick Start Kirkwall, including a travel map, walks across Orkney using buses and the 'path to health' leaflets which were widely distributed to encourage active travel.

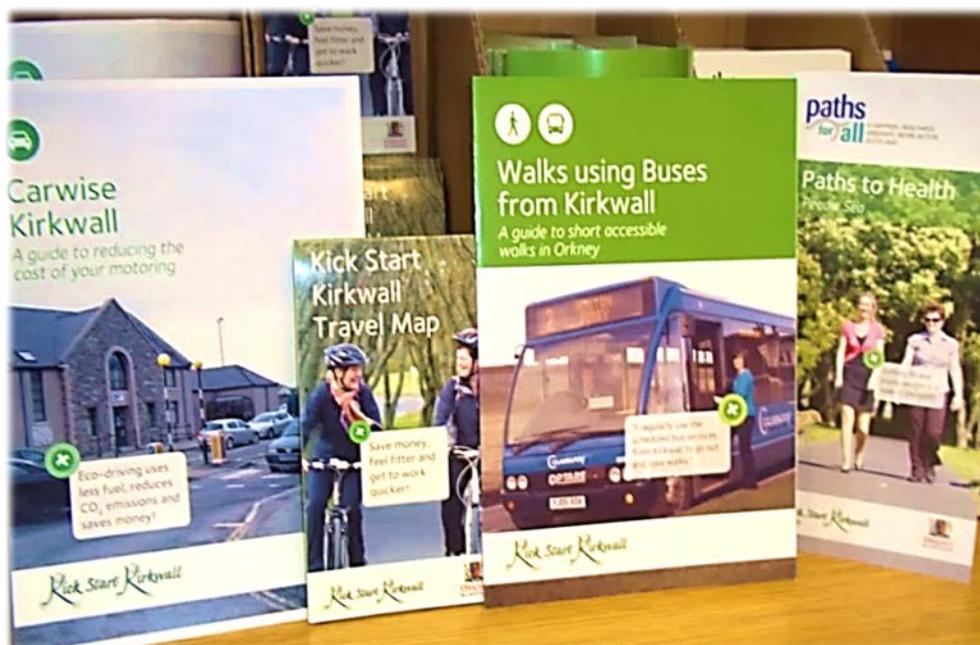


Image of: Kick Start Kirkwall Active and Sustainable Travel Promotional Material

12.4 Car Parking

Car parking in Stromness and Kirkwall has not been restricted as this may have an adverse effect on local businesses. This will be monitored by the local authority.

The Local Authority car parking facilities will be reviewed to establish if the introduction of permit parking and pool cars for work purposes would encourage more active and sustainable travel to work.

12.6 Cycle Parking

Additional cycle shelters have been installed at Orkney Islands Council, which is Orkney's largest employer. Cycle shelters have also been added at Kirkwall Grammar School, Pickaquoy Centre, Kirkwall Travel Centre, Orkney College, the Stromness old academy building and recently Stromness Academy. Further cycle shelters will be considered subject to funding.

12.5 Future Policies and Strategies

Scottish Government policy states that pedestrians and cyclists should be considered first when designing new streets or modifying existing ones¹. Improving the walking and cycling environment creates places less dominated by motor vehicles and more welcoming for people.

All relevant future policy documents should therefore focus on the importance of active travel as a means to reduce short journeys by car, improve health and wellbeing and reduce co2 emissions produced.

12.7 Signage

Wayfinding signage was installed in Kirkwall as part of the Kick Start Kirkwall initiative. Further signage will be considered if grant funding opportunities arise.

12.8 Walking Groups

12.8.1 Walking is an ideal activity to promote because:

➤ It is free and requires no special equipment;
➤ It is accessible to all regardless of age, income, location and ability;
➤ It is within the physical capabilities of most people and is a realistic goal for inactive people;
➤ Walking combines all the physical benefits of activity with an opportunity for social contact and support;
➤ Walking can easily be incorporated into our daily lives;
➤ It can be enjoyed safely and there is a low risk of injury;
➤ Disease prevention;
➤ Weight management and the prevention of associated illnesses; and
➤ Positive mental health promotion.

Orkney Islands Council and NHS Orkney have established walking groups for staff and residents of Orkney to attend on a regular basis. The walk leaders have been trained by 'Paths for All' to provide walks on a weekly basis in and around town. The walks are open to all ages and abilities and are specifically designed to encourage those that are less active to incorporate exercise as part of their everyday routine. The walking groups are free to join and can be a fun way to meet and socialise with people.

For further information contact the Council on Tel: 01856 873535 or e-mail transport@orkney.gov.uk.

Alternatively, contact the Health Improvement Development Officer at NHS Orkney on Tel: 01856 888 180.



Image of: The Council's Walk Leader and walking group attendees

12.9 Cycle Scheme

12.9.1 There are a number of benefits associated with cycling:

➤ On average, cyclists live two years longer than non-cyclists;
➤ Regular cyclists are as fit as an average person 10 years younger;
➤ Cyclists breathe in less pollution from traffic than car drivers;
➤ Cycling firms the thighs and bottom and can even help tone tummy muscles;
➤ Cycling raises your metabolic rate, helping you to keep the weight off ¹¹ .

There are a number of on/off road cycle routes around Orkney for leisure purposes or for purposeful journeys to and from work. Cycling, particularly in and around Kirkwall and Stromness, is often the quickest way to get around and there is no need to hunt for a parking space.

The Cycle to Work Scheme has been adopted by Orkney's two largest employers, Orkney Islands Council and NHS Orkney. The tax-free bike scheme is open to permanent employees wishing to purchase a bike and accessories up to the value of £1,000. Salary sacrifice commences over a hire period of usually 12 months. The salary sacrifice is made prior to income tax and national insurance contributions and, as a result, employees pay less of both. The Cycle Scheme helps businesses and employees save money, to be healthier and more productive at work, and to reduce your environmental impact.

The Cycle to Work Scheme can be adopted by any business in Orkney. For further information visit: www.cyclescheme.co.uk.



Image of: the Council's electric pool bikes.

¹¹ Figures from Sustrans

12.10 Cycle Friendly Employer Award

The Cycle Friendly Employer Award is a national award scheme run by Cycling Scotland. All Orkney employers are encouraged to apply for Cycling Scotland's Cycle Friendly Employers Award as part of promoting active travel. Cycle Friendly awards are aimed at supporting and championing employers that are committed to increasing cycling amongst staff members.

The first Employer in Orkney to achieve this Award was Cycle Orkney in June 2014. This was a great achievement as the 20-14/15 figure shows that only 55 employers in Scotland have achieved this Award. Orkney Islands Council is currently working towards the Cycle Friendly Employers Award with Cycling Scotland.



Image of: The Council's Transportation Service Team promoting the use of bikes to get to and from work and attend meetings

12.11 Electric Vehicles (EVs) and EV Charging Infrastructure

As outlined in Orkney's Electric Vehicle Infrastructure Strategy, Orkney Islands Council recognises the need to develop a low-carbon, multi-modal and integrated transport system, 'now, tomorrow and for future generations' and the vision remains to achieve a 'sustainable future for transport'.

Orkney is a superb location for electric vehicles with lower than average commuting distances and a surplus of renewably produced electricity. The renewables in Orkney often produce more than twice our electricity demand. We are however currently constrained by our grid from producing more renewable energy and a solution to this, for

example, could be for the energy to be used to power electric vehicles– making this archipelago a completely zero carbon model.

It is acknowledged that electric vehicles have a shorter range than comparable petrol/diesel vehicles at present however it is also known that the majority of travel in Orkney is short journeys hence an ideal county to promote and encourage their use. The lack of charging infrastructure can be seen as a major barrier to greater use of electric vehicles. The Council received grant funding through Transport Scotland to provide broad coverage of EV charging across Orkney, which represents the early phases of the roll-out. Further extension of the scheme is subject to additional external grant funding or the ability to apply an appropriate charging mechanism that would cover the cost of the installation, charge point and maintenance.

The Council currently has 7¹² EV vehicles within the fleet plus a fully electric bus fully funded through the Scottish Green Bus Fund and LCV Allocation Fund, which is deployed on the Service 4 Airport Bus route. The local authority also has 4 vehicles associated with harbour operations. In addition to Local Authority fleet, there are already a number of local organisations and residents that have invested in electric vehicles. There are approximately 90 EV's now in Orkney¹³.



Image of: Orkney' Electric Future Bus on Service 4 Kirkwall Airport Route

¹² As at March 2016

¹³ As at March 2016 (information from eco-cars)

12.12 Orkney's Electric Future (OEF)

12.12.1 The undernoted three reports were undertaken in July 2015:

Feasibility Study	To review the potential to develop an ambitious project known as Orkney's Electric Future (OEF).
Review of Opportunities	To explore the potential for Orkney to establish a lighthouse project known as Orkney's Electric Future (OEF) that integrates smart mobility and energy management.
Implementation Plan	To develop and establish an ambitious project known as Orkneys' Electric Future (OEF).

12.12.2 The stated objectives of this project as articulated by Orkney Islands Council and key stakeholders consulted in this study are to:

1	Establish and promote a good practice low carbon transport option for the residents of, and visitors to, the Orkney Islands
2	Study the feasibility of various options to support increased uptake of electric vehicles (EVs) on the islands, including the concept of electric hire cares with driver information systems to be positioned at Orkney's main gateways and where energy is curtailed.
3	Determine how surplus energy produced locally can be used to power transport

The reports outline a number of recommendations for the Council to consider and take forward in the future subject to the availability of funding.



Image of: Orkney's Electric Future Car and Turbine at Heddle Hill

12.13 Smarter Choices, Smarter Places (SCSP)

An important strand of Orkney's Green Travel Plan is behaviour change. Smarter Choices such as travel planning, marketing campaigns and personalised journey planning can often be cost effective methods of influencing choice, reducing the need to travel by car and encouraging greater use of cycling and walking.

Smarter Choices encourages people to make a more sustainable travel choice, and in turn creates Smarter Places. Behaviour change marketing should therefore sit equally alongside infrastructure changes. This is consistent with the Smarter Choices, Smarter Places Initiative *Kick Start Kirkwall* whereby a mix of 'hard' and 'soft' measures were used to encourage walking and cycling and the use of public transport instead of short journeys made by car.

12.13.1 Measures therefore included:

➤ better public transport services and residential improvements;
➤ upgrades in walking and cycling infrastructures;
➤ studies into travel patterns and access;
➤ intensive marketing and awareness campaigns; and
➤ workshops and information packs.

12.13.2 The main conclusions and observations on travel behaviour changes are:

➤ The proportion of all trips made by car as a driver dropped over the period of the Smarter Choices, Smarter Places intervention;
➤ Car passenger journeys significantly increased against a reducing background trend in the Scottish Household Survey; and that
➤ Kirkwall maintained its high mode share for walking and there has been a slight increase in walking in Kirkwall compared to a reduction in comparable towns.

<p>In terms in changes in attitudes, it appears that car drivers have undergone a shift towards a more conscious and considered use of the car, bus passenger expectations are higher, and perceptions of walking and cycling (already high participation rates) have remained largely unchanged. Other attitudes have remained fairly stable although there have been slight shifts to more positive perceptions of the built environment and access to services, and a fall in perceptions of health.</p> <p>Awareness of the programme has been high with about a half of respondents perceiving the programme as encouraging people to be more active and a third considering Kick Start Kirkwall to be about reducing car use.</p> <p>The impacts of the <i>Kick Start Kirkwall</i> programme have been growth in a fragile bus market, support for the economy of the town centre of Kirkwall, better access for older and disabled people, investment in information about local culture, and increased physical activity</p>	<p>Overall, <i>Kick Start Kirkwall</i> has helped the area maintain its strong community capacity and high levels of walking and cycling at a time when the town is facing substantial expansion. At the start of the programme, Kirkwall had relatively sustainable travel patterns and part of the challenge for the Smarter Choices, Smarter Places programme was to retain this. This has largely been achieved.</p> <p>The Smarter Choices, Smarter Places funding has continued year on year from the Scottish Government, with a pro rata figure of up to £50,000 available to Orkney Islands Council, on the basis of 50% match funding towards suitable projects. During 2015/16, the Council continued a number of initiatives including production of sustainable transport leaflets, electric bike hire and the development of the Green Travel Plan. The Council does not currently have an Active Travel budget and therefore availability of match funding from within existing Council budgets represents a challenge, particularly when budget allocations are reducing and not increasing</p>
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Image of: Orkney's Electric Future Electric Bikes

12.14 Personalised Travel Planning (PTP)

Personalised Travel Planning was one of the 14 projects carried out under the Smarter Choices, Smarter Places Initiative *Kick Start Kirkwall*. The project was undertaken during 2010 to 3,000 households in the town of Kirkwall and the Island of Shapinsay.

Personal Travel Planning (PTP) is one of a range of methods that have come to be described as Smarter Choices.

12.14.1 Although Smarter Choices interventions differ, they share some broad characteristics:

<ul style="list-style-type: none"> ➤ An emphasis on encouraging reduction in car use (in terms of trip suppression, trip length reduction, shift to sustainable modes of transport and increased vehicle occupancy);
<ul style="list-style-type: none"> ➤ A focus upon “carrot” rather than “stick” initiatives whereby efforts are devoted to making the alternatives to the car more attractive rather than increasing the cost of using the car;
<ul style="list-style-type: none"> ➤ The use of techniques other than a significant change in the transport ‘offer’ available (e.g. building new public transport facilities) or its cost (e.g. introduction of road pricing).

12.14.2 PTP can be described in several ways but the following comments are a reasonable summary of its distinguishing characteristics:

<ul style="list-style-type: none"> ➤ PTP involves direct contact with people who travel and is thus distinct from mass marketing or advertising;
<ul style="list-style-type: none"> ➤ It involves a conversation in which the participant discusses their travel and any concerns they have with it. The Travel Advisor then tries to suggest ways in which the participant might experiment with different (more sustainable) ways of getting around; and
<ul style="list-style-type: none"> ➤ The conversation generally includes the offer of one or more resources and incentives which take various forms and are intended to facilitate the use of the alternative methods of travel.

12.14.3 The principle objectives of the PTP intervention in the area, as set out in the project brief, were to:

- To reduce the number of car driver trips particularly those made by a single occupancy car driver; To increase the use of public transport;
- To increase the use of walking and cycling;
- To improve sustainable access to employment, health care provision, recreational facilities and other essential services; and
- To provide high quality information on the range of travel options available to the community of Kirkwall, including promotion of new and exciting facilities and services, as well as the overall smarter choices, smarter places initiative.

The key results of the initiative were that around 37% of households made a change to their travel behaviour and 14% stating a reduction in car use. These results are extremely positive and highlight that Personalised Travel Planning is a key measure at actively reducing car journeys and encouraging active travel.



Image of: Kick Start Kirkwall, Personalised Travel Planning Team

13. Monitoring & Review

Orkney's Green Travel Plan is a live document and will continually evolve to ensure that we meet the changing needs and aspirations of the people of Orkney and also to maximise the use of new ideas and resources as they become available.

Accurate monitoring and evaluation of active travel are key elements of any infrastructure and behaviour change projects as well as in relation to new developments. The social and economic benefits to the community will be evidenced through this process.

14. Relevant Documents

- [Local Transport Strategy: Orkney Islands Council](#)
- [Orkney Islands Council Plan](#)
- [National Transport Strategy](#)
- [Cycling Action Plan for Scotland 2013 \(CAPS\): Cycling Scotland](#)
- [Transport and Travel in Scotland 2014: Transport Scotland](#)
- [Let's Get Scotland Walking – The National Walking Strategy](#)
- [A Long-Term Vision for Active Travel in Scotland 2030, Transport Scotland](#)

15. Appendices

- Appendix 1 Active Travel Survey Results – Orkney Islands Council Staff
- Appendix 2 Active Travel Survey Results – NHS Orkney Staff