

TACTRAN TRAVEL BEHAVIOURAL CHANGE TOOLKIT

October 2023



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1. TOOLKIT OVERVIEW AND PURPOSE

TOOLKIT OVERVIEW

This Travel Behavioural Change Toolkit has been prepared by Arup on behalf of Tayside and Central Scotland Transport Partnership (Tactran). Tactran encompasses four local authorities; Angus Council, Dundee City Council, Perth and Kinross Council and Stirling Council, with these being the key audience for this toolkit.

The aim of this toolkit is to provide a practical guide for local authorities, community groups and third sector organisations within the Tactran region working to encourage a positive shift in travel behaviour with individual groups, and throughout communities.

It is envisaged that this toolkit will provide additional support and guidance to the key audience alongside the Regional Transport Strategy (2023-2033). Helping to overcome potential barriers and encouraging communities and specific user groups to try new and existing infrastructure, and to continue utilising these networks across the region, and beyond.

The toolkit is designed to assist the key audience in reviewing best practice and supporting the development of initiatives, by allowing an efficient review of the current evidence and global insights in travel behaviour change.

This toolkit provides a step-by-step process, explaining the need for travel behaviour change, how best to design initiatives and looking at what influences behaviour. The current problems and opportunities are considered at a high level, followed by a range of insights that could be considered to help address some of the common issues faced.

Finally the toolkit looks at the importance of monitoring and evaluation (M&E), and provides information on developing a M&E programme. It also includes some practical examples, reflecting likely scenarios that local authorities and communities may be facing, now and in the future.

1. TOOLKIT OVERVIEW AND PURPOSE

TOOLKIT PURPOSE

As pressure to respond to the climate emergency grows, it is essential for local authorities and others to consider ways in which they can promote and encourage the use of active and sustainable travel within their communities.

This toolkit supports national measures on active and sustainable travel choices and placemaking principles. This includes supporting the Draft Route Map co-developed by Transport Scotland and Convention of Scottish Local Authorities (COSLA) which aims to support car-use reduction in order to deliver a healthier, fairer and more prosperous Scotland.

The toolkit puts the National Transport Strategy (NTS2) at the forefront by prioritising active and sustainable transport as per the Sustainable Travel Hierarchy, and equally supports the Sustainable Investment Hierarchy by looking to reduce the need to travel unsustainably.

It also supports the NTS2's four priorities to:

- Reduce inequality;
- Take climate action;
- Help deliver inclusive economic growth; and
- Improve our health and wellbeing.

The toolkit also considers Sustrans' key project stages, thus providing an additional resource when looking to achieve the expected activities and deliverables of each stage for any Sustrans funded project, including most importantly - Stage 3 Behaviour Change.

2. AN INTRODUCTION TO TRAVEL BEHAVIOUR CHANGE

WHY DO WE NEED TO CHANGE TRAVEL BEHAVIOUR?

Latest scientific evidence highlights the urgency of tackling climate change. We have less than a decade to make some major reductions to greenhouse gas (GHG) emissions if we want to avoid the most dangerous impacts of climate change.

[1] Transport accounts for over 25% of the UK's GHG emissions, and despite some progress in decarbonising other sectors, transport emissions are currently not following suit. Choosing more active or sustainable forms of transport also has a number of follow-on benefits such as health, by reducing air pollution and increasing physical activity, as well as boosting mood and saving money. In our congested cities and towns travelling by active or sustainable modes can also be quicker and more convenient than driving. If more people were to walk, wheel, cycle, use public and / or shared transport and there were less cars, our towns and cities would become more pleasant places to be.



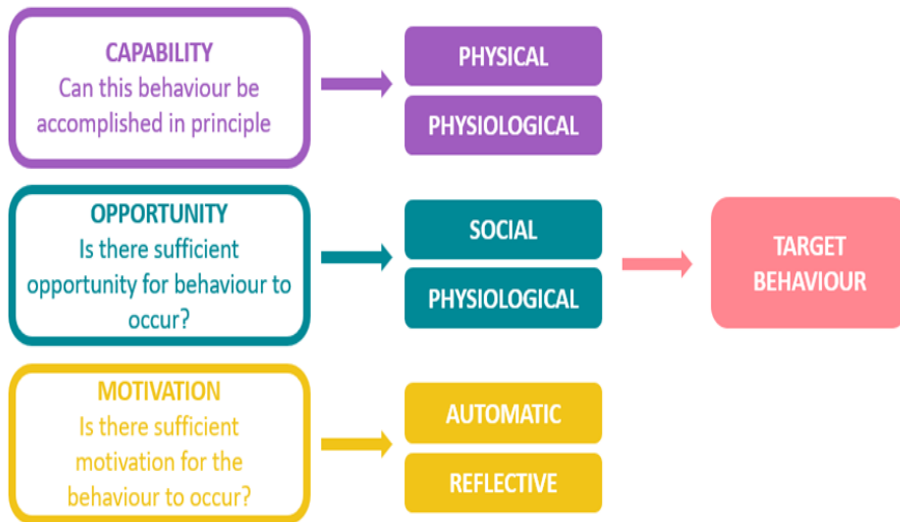
USING INITIATIVES TO PERSUADE CHANGE

The key to tackling climate change and encouraging less car use is understanding what is important to people, then designing initiatives that help to achieve these goals, whilst cutting emissions. Travel behaviour change can help improve journeys for people and deliver wider benefits. By understanding people's travel habits, it can help develop more active and sustainable travel solutions that benefit everyone. The Tactran Regional Network alongside other local route developments and measures, are a great basis for change, but upstream interventions such as new infrastructure rarely work well alone. To encourage a positive switch in travel behaviours a downstream approach is also required. These initiatives typically target individuals' decision making, through a variety of informative approaches, some examples of these are covered within this toolkit and will give you a taste for what could work in your area.

No one or no particular government or agency can make someone change their behaviour. People change their own behaviour in response to other changes around them, in their understanding of the world and in their perceptions, including their perceptions of themselves. In order to be successful in enabling change, new behaviours need to be seen to be: - More advantageous - e.g. perceptions of costs and benefits of change. - More 'me' - behaviour fits in with perceptions of self or aspirations. - More prevalent - increased awareness of who else is doing it. - More doable - increased confidence in ability to change. - Or, make their old behaviour seem less of any of the above.

AVOIDING DRIVING IS ONE OF THE BEST THINGS INDIVIDUALS CAN DO TO REDUCE THEIR CARBON FOOTPRINT.

2. AN INTRODUCTION TO TRAVEL BEHAVIOUR CHANGE



WHAT INFLUENCES BEHAVIOUR?

Behaviour change models can provide a helpful guide to identifying a combination of interventions or initiatives that will be effective to influence behaviour. There are a number of theoretical models available to understand what makes an effective programme, one of them being the COM-B model.

DESIGNING INITIATIVES

The reasons why people make the travel choices they do is often complex and dependent on a number of interrelated factors, but in designing solutions there are some basic questions you can ask yourself to test the logic behind any proposals:

Start with the problem, rather than designing a solution.

Identify specific behaviours you wish to enable.

Identify the target population, and investigate their current behaviours, attitudes and potential barriers to change, including potentially what has worked previously.

Identify how the initiative will impact on different segments within the target population and who will be most or least amenable to change.

Look at how you can you tailor the initiative for different segments of the target population(s). Further information on social marketing and segmentation can be found in [Section 5](#).

WHAT IS COM-B?

COM-B stands for capability, opportunity, motivation and ultimately behaviour and it recognises that the three elements interact. One or more of these need to switch for lasting change to be possible.

3. COM-B MODEL AND THE BEHAVIOUR CHANGE WHEEL

CHANGING TRAVEL BEHAVIOUR WHETHER IT BE FOR HEALTH, ENVIRONMENT OR OTHER REASONS CAN BE DIFFICULT.

When it comes to cycling, Cycling UK [3] has a three step process that has been proven to help - fix, learn and ride. A model used by Department for Transport (DfT) - funded big bike revival (BBR) programme which aims to increase the number of people cycling and the number of short trips made by bike. The model itself is formulated from two behaviour change theories, the COM-B model and the self determination theory.

“In 2018-19, more than 60,000 people engaged in the big bike revival in England and Scotland, and to date Cycling UK has set up more than 500 community clubs”.

MORE ABOUT COM-B

As mentioned previously, COM-B stands for capability, opportunity, motivation and ultimately behaviour.

CAPABILITY:

Is the psychological and physical ability to perform a behaviour. In the case of BBR, the learn section, this is where participants of the programme need to have the capability to ride a bike. Not only addressing physical riding skills, but also looking at their attitudes towards cycling and any perceptions of fear that may be holding them back.

OPPORTUNITY:

Looks to address all external factors to an individual. This could be the environment (i.e. socio-economic or physical), tools to conduct the behaviour or cultural background. In the case of BBR, this is where Fix section aligns.

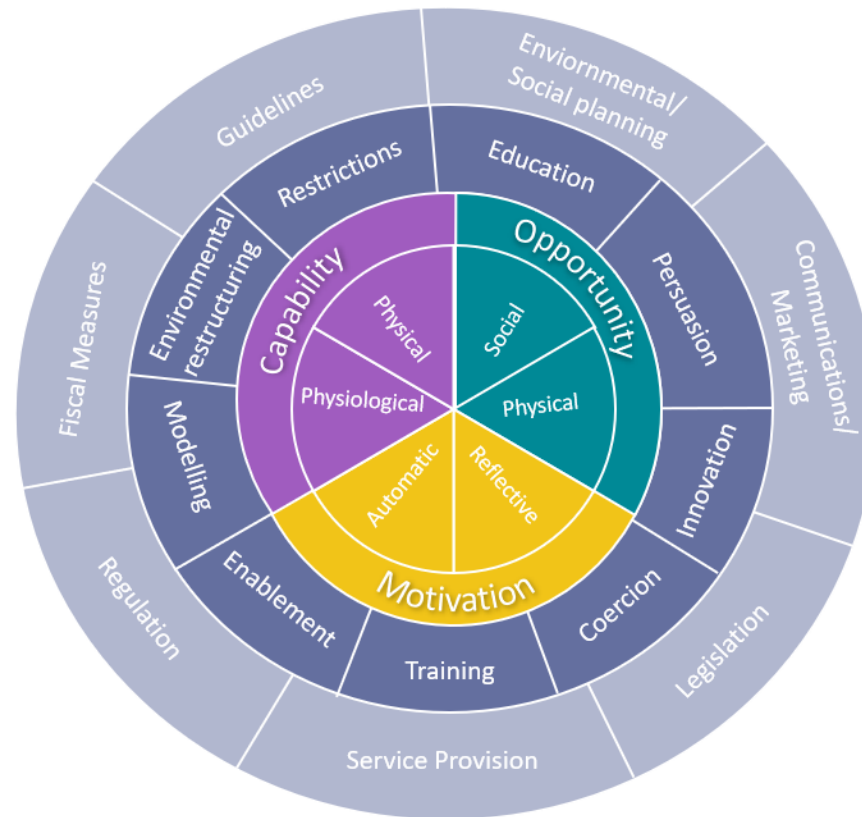
MOTIVATION:

Which includes goal setting, plans and the automatic processes that involve habit and emotion. In relation to the BBR programme, this is the Ride phase.

Once participants have had their bikes fixed and have learnt riding skills, this programme for example sets up community cycle clubs, which allow like-minded people to ride together and motivate each other.

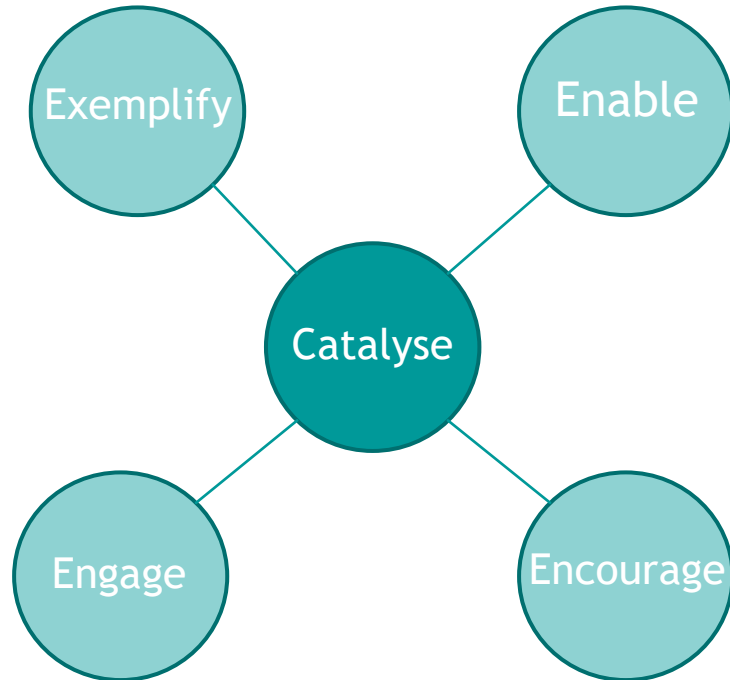
“Statistics obtained through BBR showed that 42% of people own a bike but don’t use it, therefore fixing people’s bikes is a core part of programme delivery. Allowing more working bikes to be used within a community also helps create a social norm, which then encourages more people to think about applying this in their life” [3].

4. COM-B MODEL AND THE BEHAVIOUR CHANGE WHEEL



A poll carried out by [YouGov](#) [4] in 2020 found that 36% of people questioned agreed they could rethink their own travel habits in the future to use their car less.

4. THE FOUR Es MODEL



- The Four Es Model [5] focuses on the need to enable, encourage and engage people and communities.
- This model covers the importance of considering interventions which target different levers for change.
- It is suggested that when developing a behaviour change programme you check to see if the key levers are covered and whether there are any important gaps that can be filled.
- Elements under each 'E' could include:

EXEMPLIFY

- Leading by example
- Achieving consistency in policies

ENABLE

- Remove barriers
- Give information
- Provide facilities

ENCOURAGE

- Tax system
- Expenditure- grants
- Reward schemes
- League tables

ENGAGE

- Community action
- Co-production
- Use networks
- Media campaigns

5. SOCIAL MARKETING AND SEGMENTATION



Social marketing is an approach used to develop activities aimed at changing, or maintaining people's behaviour for the benefit of individuals and the whole of society.

It combines ideas from traditional commercial marketing and the social sciences, and is a proven tool for influencing behaviour in a sustainable and cost-effective way.

It helps you to decide:

- Which people to work with.
- What behaviour to influence.
- How to go about it.
- How to measure it.

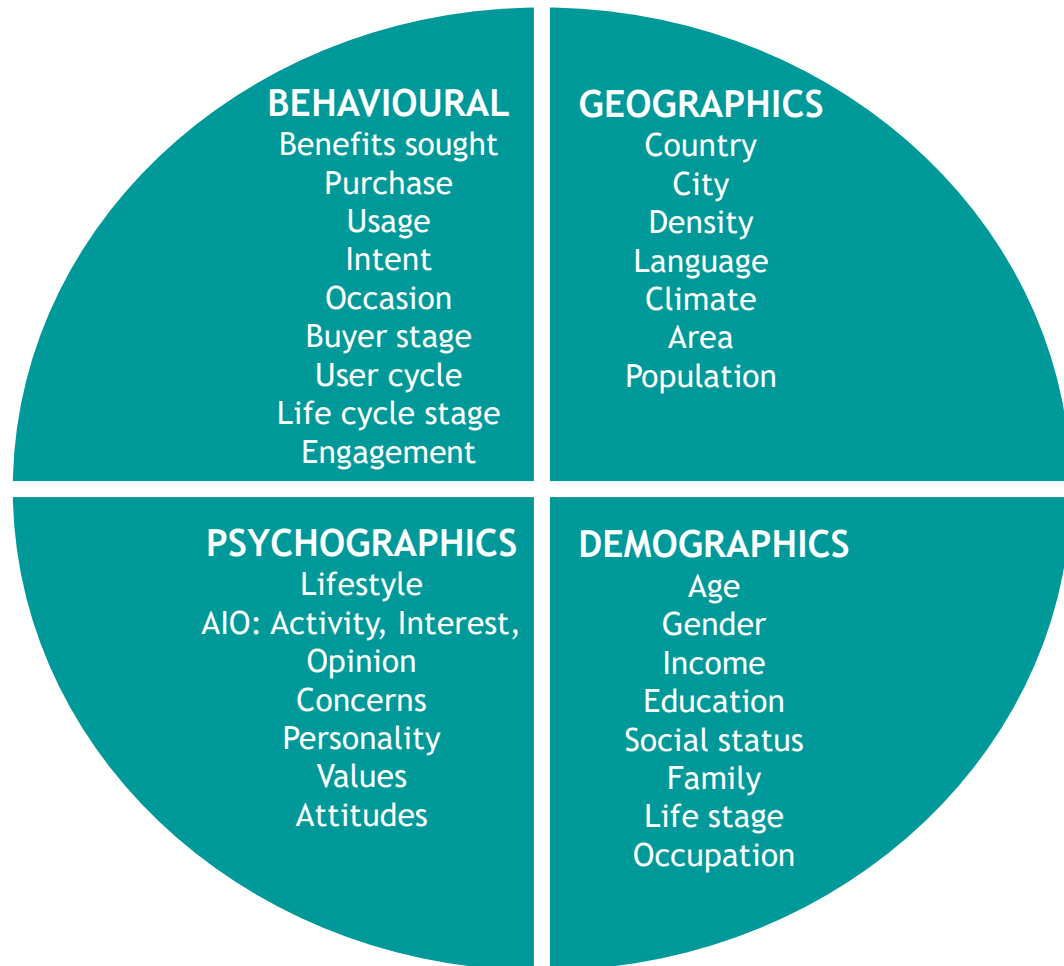
Segmentation is a marketing term for dividing up an audience into groups according to particular criteria. Different groups may need a different approach to be convinced to change their travel behaviour. Each of these groups is a different segment of the market.

You can segment the market in the same way for a social marketing campaign, making it more likely that your message will be heard. Segmenting a market helps to assure that everyone gets what they need to support the process of change.

Segmenting the market takes some effort and resources, and designing a campaign that appeals to several segments takes a great deal more effort. The easiest and cheapest social marketing strategy is to blanket the target population with a single message, but this isn't always effective or suitable depending on the objectives sought.

- When some segments of the target population are easily reachable and others aren't. It may require innovative approaches to reach specific minority groups.
- Generally segmenting criteria is chosen from one or more of five general categories: demographic, geographic, physical/personal history, psychographics (related to beliefs and values), and behaviour.
- In the case of travel behavioural change, the demographic category is most likely the key category to focus on, as well as the geographic which is more easily understood.

5. SOCIAL MARKETING AND SEGMENTATION



Typical demographic categories to consider include:

- Gender
- Age
- Marital status
- Family size
- Ethnic/racial background
- Income
- Education
- Religion
- Employment status
- Citizenship
- Language

People may belong to two or more target groups, or a target group may include two or more characteristics. The [Behaviour Change Initiatives](#) section of this toolkit includes a variety of insights to initiatives run globally that have either been community wide, or focused on specific demographics like those listed.

6. UNDERSTANDING THE REGION: BASELINE



Private car travel is the most popular form of travel in the Tactran region. **59%** of Tactran residents travel by private car. [6]

Every year, walking and cycling in Dundee results in £84.7 million in economic benefit for individuals in the region. [7]



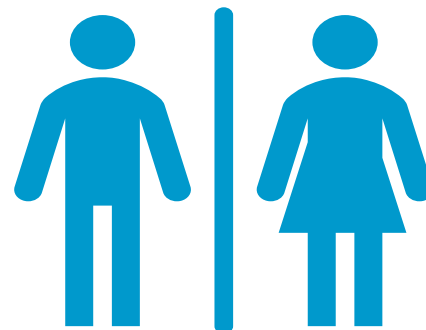
Walking is the most popular form of travel in Perth with **57%** of residents walking or wheeling their journeys at least five days each week. [8]

Research has found that one in two women and one in seven men in the UK felt unsafe walking home alone after dark in a quiet street near their home.

The Bike Life, the UK's largest assessment of cycling in cities and towns, shows that there are five adult demographic groups who tend to cycle less than their equivalent group, these are:

- Women
- Older people (aged over 65)
- People from ethnic minority groups
- Disabled people
- People at risk of deprivation. [9]

Males are almost twice as likely to cycle in Scotland than females (2021). [10]

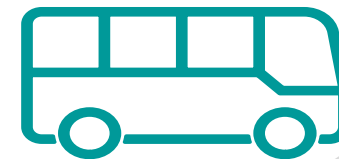


77% of Perth residents support the creation of more 20 minute neighbourhoods. [8]

Only 21% of residents, in Stirling, cycle at least once a week. [11]



In 2018-19, 517 million public transport journeys were made in Scotland. [12]



7. UNDERSTANDING THE REGION: CHALLENGES AND OPPORTUNITIES

For the Tactran region’s most disadvantaged communities, people with mobility issues and at risk groups, issues include:



- The availability of transport options
- Transport Poverty
- Inclusive networks. [13]

| EXAMPLE HOUSING GROWTH AREAS | NEW HOUSING | APPROX % OF NEW HOMES |
|------------------------------|-------------|-----------------------|
| Dundee | 2855 | 4% |
| Perth | >8581 | 40% |
| Stirling City | 2088 | 14% |

Living Streets highlight what is required to encourage more people to walk:



- Clean streets in good repair
- Good lighting
- Clear sightlines
- Passive surveillance
- Active street frontages and the movement of people during the day and evening. [14]

Travel habits are changing in the region. New pressures on the transport network will come from new housing and economic developments. [13]

Compact towns and cities in the Tactran area present active travel opportunities. [13]

The cost of travel is an issue in both deprived and rural communities. [13]



Many settlements in the Tactran region are within cycling distance (less than 15KM) of each other. [13]

8. TRAVEL BEHAVIOUR CHANGE INITIATIVES: INSIGHTS AND CASE STUDIES

SCHOOL STREETS LEEDS

The School Streets initiative aims to reduce traffic outside of primary schools at drop off and pick up times. During the first year of the scheme (2020), all schools involved reported noticing an increase in pupils using active travel modes to travel to school. Overall, the number of pupils walking to school increased by 5.31%. Additionally, in the first year there was a 23% increase in cycling. Overall, all schools supported all of their School Streets being made permanent. [15] This is largely due to the fact that concerns about road safety around schools significantly decreased.



@Leeds.gov



FALKIRK JUNIOR BIKE CLUB FALKIRK

Falkirk Junior Bike Club encouraged its members to incorporate active travel into their journeys to and from school. Riders were provided with a tracker card to record their journeys and their was a range of prize incentives.

Overall, there was a wider engagement with the club community as parents, guardians and carers encouraged and enabled what the club was aiming to do.

The club is now expanding its sphere of influence to encourage parents, guardians and carers to consider how they travel to work. [16]



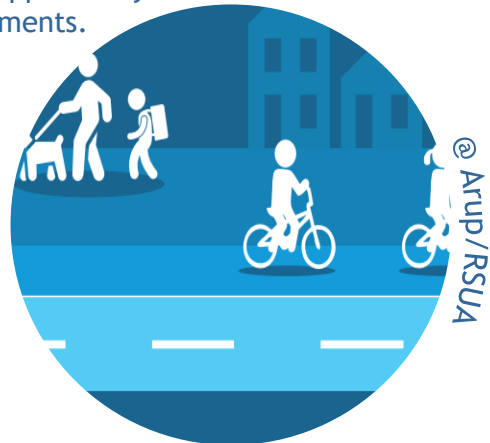
@Paths for All

8. TRAVEL BEHAVIOUR CHANGE INITIATIVES: INSIGHTS AND CASE STUDIES

ACTIVE SCHOOLS TRAVEL INDEX (ASTI) BELFAST, NORTHERN IRELAND

The Active School Travel Index (ASTI), which looks to utilise open source data to quantify the quality of the public realm for active travel, was piloted by Arup & RSUA and enables the identification of appropriate interventions for consideration. [17]

The pilot study for the Active Schools Travel Index focused on schools in Belfast. It was able to identify two areas for active travel improvements. The impact of such improvements had the ability to increase active travel journeys at some locations by up to 206 trips. The tool is effective as it focuses solely on active travel and provides an opportunity to streamline identification of possible improvements.



STIRLING SCHOOLS CYCLE SAFETY STIRLING

Local charity Recyke-a-Bike has been delivering its Cycle Safe School project to primary school pupils in Stirling since 2015/16. Designed to encourage more children to cycle to school, the Cycle Safe School initiative builds on the core skills and knowledge delivered through the introductory Bikeability training scheme, which is available to all primary school pupils in Stirling.

In 2016/17, a total of 10 schools took part in the initiative. Schools were offered the opportunity to take up bike maintenance sessions and led cycle rides. With an annual budget of just £2,900, the Cycle Safe School initiative has been an extremely cost-effective project that has generated good buy-in from schools and strong engagement with pupils. [18]



8. TRAVEL BEHAVIOUR CHANGE INITIATIVES: INSIGHTS AND CASE STUDIES

ARCADIA PARK KIRKWALL, ORKNEY

Arcadia Park is now a new community-designed green space and active travel network in Kirkwall, Orkney. The park provides somewhere that can be used for walking, wheeling, cycling and spending time outdoors. The space incorporates art work to enhance the space. The park's features are all connected by a network of accessible active travel routes, that has successfully enabled people of all ages and abilities to enjoy the space.

The new, accessible active travel route is now a popular way of travelling between the residential areas and the town centre. [19]



@Sustrans

THE GLASGOW SOUTH CITY WAY GLASGOW

The South City Way project is delivering a high-quality active travel corridor from the heart of the South Side through to Glasgow City Centre.

The scheme links routes and destinations by 'quiet ways' that enable anyone regardless of ability to travel by bike.

The scheme has led to a significant increase in cycle traffic and between the period of March 2019 and September 2021, the total cycle traffic has almost doubled. [20]



@Sustrans

8. TRAVEL BEHAVIOUR CHANGE INITIATIVES: INSIGHTS AND CASE STUDIES

BIKE BACK TO WORK GREATER MANCHESTER

The Bike Back to Work scheme aimed to enable jobseekers to become economically active whilst offsetting the environmental concerns of a larger workforce.

Over the course of the bike back to work scheme, around 300 job-seekers a year received a free refurbished bike and accessories.

90% of jobseekers taking part in the scheme said the bike enabled them to get to work. [21]



@ About Manchester

LOVE TO RIDE EDINBURGH

Love to Ride Edinburgh, launched in 2016 for the National Cycle Challenge - Cycle September, uses its online platform and works with municipalities and businesses to encourage people to cycle. In Edinburgh, 142 workplaces and 3,178 people (19% new to cycling) are signed up to Love to Ride. Those involved can take part in fun challenges, win prizes, set personal goals and join groups. [22]

The programme was relaunched in 2023 with a Community Engagement Officer to work across SIMD areas, with local partners, and around key infrastructure / 20 minute neighbourhoods to make cycling an accessible choice for all. Love to Ride now runs a year-round programme - Ride 365 with 4 seasonal campaigns to support long term behaviour change and work to local priorities.



@ Love to Ride

8. TRAVEL BEHAVIOUR CHANGE INITIATIVES: INSIGHTS AND CASE STUDIES

NHS CYCLE SCHEME Forth Valley

NHS Forth Valley has seen [Cycle Scheme](#) go from strength to strength since signing up since 2011. The health board found getting started very easy, with clear guidance from [CycleScheme.co.uk](#) and explanations on what they needed to do. Ensuring regular opportunities to publicise Cycle Scheme and keeping a consistent message around its benefits has been really effective in getting employees involved. The Board make sure that Cycle Scheme is included as part of wider campaigns around health, wellbeing and sustainable travel [23]. NHS Forth Valley reported an improvement in staff's physical and mental wellbeing as a result of the scheme.



@ CycleScheme



FORSTER COMMUNICATIONS LONDON

At [Forster Communications](#), an employee-owned small business based in London, staff earn 50p per mile when cycling to work - that's 1.5 times the amount suggested by DfT. They also collect 'pedal points', with each leg of the journey equating to five minutes' additional annual leave.

With plenty of safe bike storage, showers, and lockers at work, plus access to free cycle proficiency training, bike maintenance and 'bike buddies' who are happy to join colleagues on new routes - it's little surprise that almost half of Forster's staff cycle to work. Overall, the average sick days at Forster Communications, as a result of the scheme, is just 2 per year. [24]



@ Forster Communications

8. TRAVEL BEHAVIOUR CHANGE INITIATIVES: INSIGHTS AND CASE STUDIES

TEES VALLEY COMMUTER CHALLENGE TEES VALLEY

Tees Valley Commuter Challenge challenges all of the drivers taking part to make a change to cleaner transport on at least one day of the week.

Normally, participants who would drive alone (single occupancy drivers) would have produced around 2 tonnes of CO2. During the challenge week, this reduced to just 0.56 tonnes of CO2 going into the atmosphere.

During the challenge, the numbers of people walking and car sharing to work doubled, while those cycling rose by 38%. Bus and train use also saw rises, from 11% to 14%, and from 4% to 5%, respectively. [25]



@ Let's Go Tees Valley



HSBC: GOING THE EXTRA MILE UK WIDE

As part of its mission to create a greener, fitter, healthier Britain, HSBC UK has joined forces with British Cycling in 2017 to get two million more Brits on their bikes by 2020 - and this begins with HSBC UK's 34,000 employees. Working with the University of Glasgow, in collaboration with the University of Edinburgh, the first phase of the project has analysed all the available studies and data on the key barriers to cycling - and identified the gaps.

The Cycle Nation Project enabled an increase in cycling and wellbeing, leading to participants spending 43 minutes more cycling and 150 fewer minutes in motorised transport per week. [26]



@ British Cycling

8. TRAVEL BEHAVIOUR CHANGE INITIATIVES: INSIGHTS AND CASE STUDIES

WEST LOTHIAN BIKE LIBRARY WEST LOTHIAN

West Lothian Bike Library is a Community Interest Company helping people to get active and connected to others through cycling. They aim to make cycling accessible to all.

The organisation runs an inclusive cycling scheme with a pool of adaptive bikes for people with additional support needs.

The West Lothian Bike Library is now able to provide support to other third sector organisations supporting people with physical disabilities. [27]



@ Cycling Scotland



QUEEN MARY WOMEN'S CYCLING CLUB LONDON

Queen Mary's is a women's hostel in central London run by the housing association Riverside. They have been working with Westminster City Council and Sustrans to set up and run a cycling club for women.

The scheme has been successful in helping overcome and even preventing stress, depression and anxiety. All participants also work towards their Bikeability Level 1 certificate. Overall, women in the UK make nearly three times fewer cycling journeys than men but, Queen Mary's Cycling Club has given participants the confidence to get cycling.

After the success of the scheme, Queen Mary Women's Cycling Club has received £10,000 to fund the scheme for another three years. [28]



@ Sustrans

8. TRAVEL BEHAVIOUR CHANGE INITIATIVES: INSIGHTS AND CASE STUDIES

HOPE AMPLIFIED & REFUGEE SURVIVAL TRUST GLASGOW AND WIDER SCOTLAND

Hope Amplified are a third sector organisation who aim to serve the general public and all members alike, in particular encouraging the participation of the BME Community not well represented in the community.

As an affiliate of Cycling UK and Cycling Scotland they engaged with young people from Glasgow's African community to increase confidence in walking and cycling.

This has been achieved through the delivery of cycle training and walking groups for 119 young people aged 14-26 from African communities. [29]



@ Hope Amplified



BIKE FOR GOOD - AYE CYCLE- WOMEN AND NON BINARY PEOPLE SCOTLAND

Bike for Good is a charity and social enterprise in Glasgow, with two community hubs and team of over 40 staff and 50 volunteers who aim to change the lives of Glasgow residents through cycling.

The charity offer sessions for women and non-binary people [44] starting from complete beginners with no cycling experience, through to guided group cycle rides for those who have more experience but perhaps do not have the confidence to go out on busy roads. All volunteers are women or non-binary people, and bikes are provided. [30]



@ Bike for Good

8. TRAVEL BEHAVIOUR CHANGE INITIATIVES: INSIGHTS AND CASE STUDIES

DO THE RIDE THING ONLINE BEHAVIOUR CHANGE PLATFORM

Do The Ride Thing is a website and promotional campaign filled with good advice and information about cycling and active travel, and about using public transport when active travel is not available.

It aims to encourage everyone to travel sustainably as much as possible. The website includes materials that can be used by individuals, community groups and local authorities to encourage sustainable behaviours. [31]



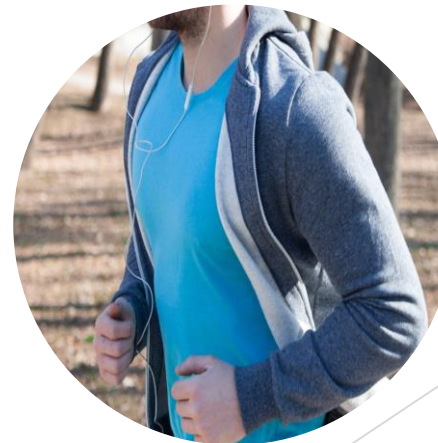
@ Do The Ride Thing



NHS COUCH TO 5K UK WIDE

The NHS have launched the Couch to 5K challenge to encourage people to get out walking and running. The challenge is aimed at everyone, with a 9 week programme that slowly builds ability and confidence within the individual.

The challenge has its own app which has been downloaded over 1 million times and has helped many people throughout the UK to increase their physical activity and get outside more often. [32]



@ NHS

8. TRAVEL BEHAVIOUR CHANGE INITIATIVES: INSIGHTS AND CASE STUDIES

LOVE TO RIDE ONLINE BEHAVIOUR CHANGE PLATFORM

Love to Ride is an online cycling behaviour change platform. A place where people can log trips, post photos, and stories, and take part in a year-round calendar of events and campaigns (Ride Anywhere Week, March), (Bike Month - June), (Cycle September), (Winter Wheelers, Dec).

The app is also a platform that supports individuals with localised information, peer encouragement features, quick courses, webinars and more. Setting up and tailoring platforms to the community e.g. Love to Ride Glasgow. [33]



@ Love To Ride



NHS ACTIVE 10 UK WIDE

The NHS have developed the Active 10 app to encourage more people to get more physical activity in ten minute sessions.

The app is aimed at adults to improve their physical and mental health. The app has had over 100,000 downloads and has encouraged many to get more physically active. [34]



@ NHS

9. FUNDING

The increasing importance of active travel to meet national net zero targets means that there is a significant amount of national investment available to support, incentivise and in some cases subsidise active travel.

The Scottish Budget 2023-24 has planned to spend £165 million to support active travel.^[35]

There is an ambition to increase the spending on active travel to £320m by 2025 or 10% of the total transport budget allocated to active travel.

In addition to this within wider policy, active travel and behaviour change will complement overarching ambitions such as supporting decarbonisation to tackle climate change.

The Scottish Budget 2023-24 announced approximately £2.2 billion in low carbon capital investment in Scotland's public infrastructure. Overall, supporting the decarbonisation of Scotland's homes and buildings, transport and industry.

This is set to include:

- The commitment of £35 million through the Bus Partnership Fund to address the issue of congestion;
- £62 million provided for the Bus Network Support Grant Plus; and
- At least £197 million on active and sustainable travel programmes.



9. FUNDING

Included within this toolkit is some information of the variety of funding sources that are available. This is not a comprehensive list and is subject to change. It should however provide examples of the range and type of funding sources that are currently accessible.

| FUNDING SOURCE | FUND | WHO CAN APPLY? | KEY DETAILS |
|---------------------------------|---|--|--|
| Transport Scotland/ Sustrans | Places for everyone[36] | <ul style="list-style-type: none"> Local Authorities Schools and further higher education Communities | A fund to enable safe, attractive, healthier places by increasing the number of trips made by walking, wheeling and cycling for everyday journeys. Funded by the Scottish Government through Transport Scotland, administered by Sustrans. |
| | Paths for All [37] Smarter Choices Smarter Places (SCSP); <ul style="list-style-type: none"> Open Fund [38] Local Authority Fund [39] Community Paths Grants [40] | <ul style="list-style-type: none"> Local Authorities Communities | The SCSP fund will give grants to local authorities and communities for initiatives that encourage people to use buses and community car clubs for longer journeys; walking and cycling for short journeys, and home-working to replace daily commutes. The fund aims to help cut Scotland's carbon emissions and improve its air quality. Grants are available for local authorities, public, third and community sector organisations. |
| | Active Travel Repair Stations | <ul style="list-style-type: none"> Public sector Schools and further higher Education | Funding to support the installation of bike repair stations and information points. |

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| FUNDING SOURCE | FUND | WHO CAN APPLY? | KEY DETAILS |
|---------------------------------|--|---|---|
| Transport Scotland/ Sustrans | Active Travel Transformation Fund [41] | <ul style="list-style-type: none"> Local Authorities | <p>The Scottish Government announced £190m, in its draft budget proposal for 2023-24, for active travel.</p> <p>An Active Travel Transformation Project was established to assess the current delivery model and develop proposals for an alternative holistic system for active travel delivery.</p> |
| | National Cycle Network improvements and signage and Art Roots [42] | <ul style="list-style-type: none"> Local Authorities Community Groups Third sector organisations | <p>Deliver physical improvements to the National Cycle Network, in addition there is a separate funding source available for ‘art roots’ to delivery artistic and aesthetic improvements to the National Cycle Network.</p> |
| | Pocket Places (Sustrans) [43] Street Design (Sustrans) [44] | <ul style="list-style-type: none"> Local Authorities Community Groups Third sector organisations | <p>Low cost, temporary installations to manage traffic speeds and improve small community spaces.</p> <p>Assistance with outline street design that a local authority or organisation can progress from detailed design through to construction.</p> |

9. FUNDING

Included within this toolkit is some information of the variety of funding sources that are available. This is not a comprehensive list and is subject to change. It should however provide examples of the range and type of funding sources that are currently accessible.

| FUNDING SOURCE | FUND | WHO CAN APPLY? | KEY DETAILS |
|---------------------------------|---|---|--|
| Transport Scotland/ Sustrans | Regional Transport Partnerships support (Sustrans) and Strategic Partnerships | <ul style="list-style-type: none"> Regional transport partnerships Strategic partnerships | Supporting delivery for regional transport partnerships, and providing a Sustrans officer to support active travel infrastructure development for strategic partnerships. |
| | Active Travel Champions | <ul style="list-style-type: none"> Workplaces Schools and further education | Recruiting, training and supporting volunteers within workplaces to promote walking and cycling to work. |
| | The Walking and Cycling Index [45] I Bike [46] | <ul style="list-style-type: none"> Local Authorities Schools Community groups and third sector | <p>Bike life is a two year project to produce Copenhagen-style 'Bicycle Accounts'. These accounts are in depth analyses of the development of cycle traffic in a city or locality, the account focuses on conditions for cyclists, safety, economic and environmental gains and new initiatives.</p> <p>'I Bike' is a schools project aimed at empowering children, parents and teachers to travel actively, safely and confidently to their educational facilities.</p> |

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| FUNDING SOURCE | FUND | WHO CAN APPLY? | KEY DETAILS |
|------------------------------|---|---|--|
| Transport Scotland/ Sustrans | School Funding- Cycle and Scooter Parking Grant | <ul style="list-style-type: none"> Schools | The Cycle and Scooter Park fund is available for schools who need help with the costs of installation of cycle and/or scooter parking facilities. |
| Cycling Scotland | Cycling Friendly programme [47] | <ul style="list-style-type: none"> Workplaces Local Authorities Schools and further higher education | <p>Helping to offer expert support to help workplaces, schools, campuses and communities be cycling friendly, this can lead to the accreditation of cycling friendly status for employers, organisations and educational institutions.</p> <p>In addition there are community programmes to support groups and projects to make it possible for anyone to enjoy the benefits of cycling.</p> |
| | Bikeability Scotland [17] | <ul style="list-style-type: none"> Local Authorities | A cycle training scheme designed to give children and adults more confidence they need to cycle safely on the roads, and give them the skills and knowledge to continue cycling. |
| | Campus Cycling officer | <ul style="list-style-type: none"> Further Higher Education | Help with recruitment and funding of a cycling officer to promote active travel. |

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Included within this toolkit is some information of the variety of funding sources that are available. This is not a comprehensive list and is subject to change. It should however provide examples of the range and type of funding sources that are currently accessible.

| FUNDING SOURCE | FUND | WHO CAN APPLY? | KEY DETAILS |
|---|---|---|---|
| Energy Saving Trust (with funds from Transport Scotland in some cases) | Mobility and Scrappage Fund [48] | <ul style="list-style-type: none"> Individuals | Funding is now available through Energy Saving Trust to support eligible households in Scotland to get a £2,000 cash grant for scrapping an older vehicle plus up to £1,000 towards the cost of more sustainable travel options with the Travel Better grant. |
| Other | Electric Vehicle Charge Point Funding (Energy Saving Trust and Office for Zero Emission Vehicles (OZEV)) <ul style="list-style-type: none"> Domestic [49] Business [50] | <ul style="list-style-type: none"> Individuals Workplaces | <p>Individuals are able to apply for up to £350 towards the cost of a home charge point from OZEV, and the Energy Saving Trust will provide up to £250 further funding on top of this.</p> <p>Business EV charging point funding is also available where electric vehicles are currently used by any of your workforce, or if future EV ownerships and high levels of charge point usage is likely.</p> |
| | Ian Findlay Path Fund [51] | <ul style="list-style-type: none"> Communities Third Sector Organisations | The new grant fund is supported by Transport Scotland to improve paths, to make active travel easier and more attractive. This will encourage people to leave their cars at home for short journeys which will in turn benefit air quality, reduce CO2 emissions and improve our physical health and mental wellbeing. |

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| FUNDING SOURCE | FUND | WHO CAN APPLY? | KEY DETAILS |
|----------------|--|--|--|
| Other | Regeneration Capital Grant Fund (RCGF) [52] | <ul style="list-style-type: none"> Local Authorities | A fund that supports locally developed place based regeneration projects involving local communities, project focuses should include disadvantaged areas with high levels of deprivation, projects with community involvement and projects that will deliver large scale transformation change. |
| | Vacant and Derelict Land Investment Programme (VDLIP) [53] | <ul style="list-style-type: none"> Local Authorities | A capital programme that supports place based approaches to derelict and vacant land which includes promoting health and wellbeing in more disadvantaged areas. The fund is open to all Scottish local authorities. Indicative project examples relating to transport and behaviour change that this fund could support include green spaces and parkland, community spaces and meanwhile spaces. |
| ScotRail | Cycle Fund [54] | <ul style="list-style-type: none"> Local Authorities Communities | <p>Funding is available on an annual basis for local councils and community organisations to deliver projects that increase cycling and active travel to and from stations this could include:</p> <ul style="list-style-type: none"> Improving direction and signage for cyclists to and from stations Upgrading connections between stations and local amenities and key land uses Better marketing and promotion of cycling to stations. |

10. TOP TIPS FOR APPLYING FOR FUNDING

A CHECKLIST



DO YOUR HOMEWORK

- Research your funding options fully.
- When selecting a funding stream, read the fund guidelines checking you are eligible and that the work you wish to deliver can be delivered using this funding.
- When preparing your application tailor it to the funder's priorities.

BE AMBITIOUS

- Think outside the box, and use global best practice to assist you in the process.
- Dedicate plenty time to resource the funding process.
- Be very specific around what you want to achieve from the outset. Ensure you clearly communicate this internally from the outset.
- Be organised and allow plenty time to prepare your application ahead of the deadline.

BE PREPARED

- Build up your knowledge of what is going on around you in terms of infrastructure projects, multi-disciplinary / cross-departmental projects, local projects, useful data and best practice.
- Consider and research partnership working. This can include working with different organisations and groups and in particular different financial contributors. Working with internal teams can help broaden knowledge and horizons to potential funding streams. Understand the market and what's happening in other locations further afield. This can include reading and research best practice from other Local Authorities and groups.
- Develop a evidence base which you can draw upon in your case.
- Consider drawing up a list of potential schemes that are prioritised in the order you wish to deliver.

PREPARE A CLEAR BUDGET

- Consider all sources of match funding. The funder's guidelines should provide sufficient information on this aspect, however if unsure ask questions to the funding provider.
- Be sure to consider value for money, not to mention added value.

HAVE A CLEAR UNDERSTANDING OF A SUCCESSFUL PROJECT

- Ensure you have a clear understanding of the fund M&E requirements. -
- Set out what you're planning to measure and how, from project commencement and beyond.
- Develop a robust M&E plan from the outset.
- Highlight whether you will capture case studies as part of the initiative, to emphasise success.
- Keep track of such successes and use them in M&E Report and as evidence in future funding bids.

REVIEW

- Check your application thoroughly and arrange an independent review to ensure consistency and accuracy throughout in advance of submitting.



11. MONITOR, EVALUATE AND ADAPT

HOW TO MONITOR AND EVALUATE

A key requirement of any funding will usually include a requirement to monitor initiatives, report on progress and evaluate impact. This process is not only important for the funder but it will also allow an understanding as to whether or not the initiative is on track, whether it's having an impact, and whether or not it is reaching the people it set out to.

UNDERSTANDING MONITORING AND EVALUATION

- Monitoring is typically the collection of data to check progress against planned targets. It is the formal reporting of evidence that the funds are spent, outputs are successfully delivered and milestones met. This data also plays an important role in evaluating changes over time.
- Evaluation is typically the assessment of the initiatives effectiveness and efficiency throughout. This tends to include measuring the key elements within the project on the planned outcomes and impacts, assessing whether the benefits and value for money have been realised and whether anything unanticipated in relation to impacts have been observed.
- The main reasons for evaluating include: Demonstrating how invested funds were spent, understanding the extent to which the activities achieved their objectives, to learn from the initiative in order to improve future processes and to evidence any future bids for similar proposals.
- A clear monitoring and evaluation (M&E) programme should be established to ensure any travel behavioural change plan, strategy or initiative is meeting the desired objectives. The programme should include the key elements of, when, what and who.

WHEN - When will M&E occur? M&E isn't a one off activity, it should be prevalent through the lifetime of a plan or initiative to regularly assess effectiveness. Over time the frequency and / or depth of formal M&E can likely be reduced. There should be a monitoring approach for each solution to measure its effectiveness. There should also be a mechanism for collating feedback to understand how the aims and objectives of the initiative are being met.

WHAT - What monitoring information will be need to be collected and what evaluation criteria will be used? In order to monitor the plan or initiative different sources of information should be collected to enable a full evaluation to occur. Sources of information may be data which is already collected / available or new data collection may be required. Examples of the types of data that could be gathered as part of a travel behavioural change initiative could include: Baseline mode share data, interim qualitative data with regards to feedback on the initiative, quotes of how behaviour has changed as a result of the initiative, interim mode data (e.g. pop up surveys if using a digital tool etc. and / or data tracking through an app), and lastly (in most situations, but not all) a final M&E survey to understand mode shift across the project duration.

WHO - Who is responsible for M&E? Typically whoever is responsible for running the initiative is responsible for M&E. If this is a Local Authority or community led initiative the M&E programme rests internally, if a consultant or digital platform/app has been commissioned then the M&E should rest with them, but this should be agreed at proposal and inception stage and ensure all M&E proposed meets the requirements of the funding provider.

And then, **WHAT'S NEXT?** Amending the plan or initiative to reflect feedback from the monitoring.

11. MONITOR, EVALUATE AND ADAPT

Develop an M&E Plan

Define clear aims and objectives

Quantify activities/outputs – how they will lead to the outcomes and impacts

Decide on indicators to measure and what information to collect

Check monitoring requirements with external delivery providers

Establish your baseline in which you can compare and measure any changes in behaviour

Develop M&E questions which can be built into activity, as well as follow up questions and ideas for capturing qualitative feedback

APPENDIX A - SCENARIOS

SCENARIO 1 LOCAL AUTHORITY TARGETING THE WIDER POPULATION

WHO IS THE TOOLKIT BEING USED BY?
Local Authority



WHO ARE YOU TARGETING?
Wider population



WHAT WOULD YOU LIKE TO ACHIEVE?
The reduction of private vehicles for short journeys and encourage people to travel using sustainable modes



SOLUTIONS:
Car free days, Incentivisation Programme, Promotional Campaign for Bike Share, Beat the Street Programme



FUNDING SOURCES:
Smarter Choices Smarter Places, Bikeability Scotland (Cycling Scotland), Art Roots (Sustrans),
Sustrans Places for Everyone Fund, Strategic Partnerships (Sustrans)



APPENDIX A - SCENARIOS

SCENARIO 2 COMMUNITY GROUP TARGETING WOMEN

WHO IS THE TOOLKIT BEING USED BY?

Community Group



WHO ARE YOU TARGETING?

Women & Girls



WHAT WOULD YOU LIKE TO ACHIEVE?

More women and girls walking and cycling as a main mode of travel



SOLUTIONS:

Led cycle rides for women, cycle training for women, wide promotion of This Girl Can page, or a similar local initiative



FUNDING SOURCES:

Smarter Choices Smarter Places, Ian Findley Path Fund, Cycling Community Grants, Pocket Places (Sustrans), Street Design (Sustrans)



APPENDIX A - SCENARIOS

SCENARIO 3 UNIVERSITY FACILITIES TEAM TARGETING STAFF AND STUDENTS

WHO IS THE TOOLKIT BEING USED BY?
University Facilities Team



WHO ARE YOU TARGETING?
Staff & Students



WHAT WOULD YOU LIKE TO ACHIEVE?
The Cycling Scotland accreditation of 'Cycling Friendly Campus' status



SOLUTIONS:
Walk and cycle challenges, led walks and cycle rides and University sustainable Travel Plan



FUNDING SOURCES:
Smarter Choices Smarter Places, Campus Cycling Officer (Cycling Scotland),
Cycling Friendly programme (Cycling Scotland), Pocket Places (Sustrans)



APPENDIX A - SCENARIOS

SCENARIO 4 LOCAL AUTHORITY TEAM TARGETING LOCAL USERS

WHO IS THE TOOLKIT BEING USED BY?
Local Authority



WHO ARE YOU TARGETING?
Local Users



WHAT WOULD YOU LIKE TO ACHIEVE?
Encourage the use of existing active travel infrastructure



SOLUTIONS:
Led walks and cycle rides, cycle training, walking and cycling challenges, access to bike scheme



FUNDING SOURCES:
Smarter Choices Smarter Places, Cycling Friendly programme (Cycling Scotland), Art Roots (Sustrans)



APPENDIX A - SCENARIOS

SCENARIO 5 LOCAL SCHOOLS TARGETING PARENTS AND PUPILS

WHO IS THE TOOLKIT BEING USED BY?
Schools



WHO ARE YOU TARGETING?
Parents and Pupils



WHAT WOULD YOU LIKE TO ACHIEVE?
To promote active travel modes as a way of travelling to school, rather than using a private car



SOLUTIONS:
Bikeability training, secure cycle and scooter parking, walking and cycling challenges, prohibiting vehicles outside of school gates



FUNDING SOURCES:
Cycling Friendly Programme (Cycling Scotland), School Scooter and Cycle Parking Grant (Sustrans),
Pocket Places (Sustrans), I Bike (Sustrans), WOW Walk to School Programme (Living Streets)



APPENDIX B - APPLYING THE COM-B MODEL TO INDIVIDUALS

APPLYING THE MODEL TO AN INDIVIDUAL

Nicola is a teacher that has recently taken up cycling at the age of 42 and completed the beginners training for cycling run by the Bike for Good - Aye Cycle programme, her experience demonstrates the three steps of the COM-B model. She had never learnt how to ride a bike or had the opportunity to own one.

Capability

Nicola wanted to learn the skill of how to ride a bike and build her confidence doing physical activity in public and did this through the Bike for Good - Aye Cycle Scheme in Glasgow.

Opportunity

Nicola did not consider cycling as a main mode of travel or form of physical activity until The Bike for Good - Aye Cycle scheme helped her gain access to a bicycle as well as increase her confidence through cycle training and other led cycle rides with women.

Motivation

Nicola wanted to learn the skill of cycling so she could use it as a key mode of travel to get to and from work. She also wanted to set an example for the students in her class and hopes that students will now get involved with Bikeability training.



APPENDIX B - APPLYING THE COM-B MODEL TO INDIVIDUALS

APPLYING THE MODEL TO AN INDIVIDUAL

Margaret is a 72 year old retired nurse that has recently joined a local walking group, enabled by Paths for All. She now gets out on weekly walks and socialises with likeminded people. In doing so she has discovered so many new walking routes within her local area. Her experience demonstrates the three steps of the COM-B model. She did not have the confidence to go out walking on her own before joining the group.

Capability

Margaret wanted to discover new places to walk within her local area as well as meet new people. She joined her local walking group through Paths for All and now meets with them regularly.

Opportunity

Margaret did not have the confidence to go out walking on her own and wanted to discover new places to walk within her local area. The walking group allows her to socialise whilst also growing her confidence and knowledge of walking routes.

Motivation

Margaret wanted to gain the confidence to be able to go out walking on her own, to meet new people and explore new places. Socialising with others who also enjoy walking has motivated her to continue this journey.



APPENDIX B - APPLYING THE COM-B MODEL TO INDIVIDUALS

APPLYING THE MODEL TO AN INDIVIDUAL

Daniel is a university student who doesn't have access to a car so needs to find ways of travelling to and from his lectures. As a student, Daniel is also considerate of how much he spends on travel.

Capability

Daniel was able to locate information about the local active travel opportunities available to him on his university's website.

Opportunity

Daniel's university accommodation was only a mile from his university so he found it convenient to walk, especially when the roads in the city were congested. He found he got there quickly and cheaply. Daniel's university also offered a Bike Doctor and Bike Recycling Scheme should he choose to cycle.

Motivation

Daniel was mainly motivated to use modes of active travel by the ease of access and cost. He has made substantial savings by walking to university.



APPENDIX B - APPLYING THE COM-B MODEL TO INDIVIDUALS

APPLYING THE MODEL TO AN INDIVIDUAL

Grace has recently decided to travel more sustainably by making use of the existing active travel infrastructure already available to her.

Capability

Grace wanted to travel more sustainably and do her bit to look after the planet. She made use of Paths For All's Community Paths, who empowers communities in Scotland to create safe, accessible and welcoming paths and active travel routes for everyone. Meaning that the paths will be suitable for her wheelchair.

Sustrans have also been working in her area to remove physical barriers to active travel routes. This means that Grace can be more independent and no longer needs a buddy to help her.

To help build her confidence, Grace has taken part in handcycle training, offered to her by Wheels For All.

Opportunity

Grace was always deterred from using the existing active travel infrastructure in her area as she was worried it wouldn't be suitable for her wheelchair. However, all physical barriers in her areas have been removed and she can now also use the network recreationally using her adapted cycle.

Motivation

Grace now uses private cars as a mode of travel a lot less and feels she is making a contribution towards looking after the environment. Active Travel has also helped her to feel increasingly more independent as she is able to access more of her local area.



APPENDIX B - APPLYING THE COM-B MODEL TO INDIVIDUALS

APPLYING THE MODEL TO AN INDIVIDUAL

Maddy and her Mum, Christina, have recently changed how they do the school run after Maddy took part in a cycle to school challenge led by her local sports club.

Capability

Maddy is normally driven to school by her parents as it is viewed as the most convenient option, despite Maddy living within a 2km catchment of the school.

Opportunity

Maddy and her Mum did not consider cycling to school until the cycling challenge started, this showed them just how easy cycling to school is. Mum was very pleased that she didn't have to find somewhere to park the car.

Motivation

Maddy wanted to take part in the challenge and also enjoys getting outside, as well as the opportunity to walk or cycle to school with her friends. She and her family now see the benefits both mentally and physically of travel actively.



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