

Evidence Report F: Active Travel Discussion



Introduction	2
Awareness raising methods	3
Social Media	3
Active Nation Commissioner	5
Signage	6
Local media	7
Explore, Enjoy East Dunbartonshire	9
Schools	9
Newsletter	9
Consultation activities	10
Ideas map	10
Online sessions	10
Schools active travel discussion	11
Social media and email responses	11
Consultation results	12
Ideas map	12
Online sessions	21
Schools survey results	22
Conclusion	46

Introduction

The Council held significant consultation as work was undertaken to develop the Local Transport Strategy (LTS) 2020-2025. While some responses suggested that the focus was shifted away from active travel there was clear representation from individuals, community groups and other stakeholders that more ambition and urgency should be shown by the Council to make it easier for people to get about by walking, cycling and wheeling. In response to this, the Council committed to producing a second Active Travel Strategy and the LTS outlined a delivery plan for achieving this. The delivery plan included the Council carrying out extensive option generation and engagement with local communities and stakeholders. This would allow all interested parties to have their say on what the strategy should prioritise and suggest ideas for possible projects. To achieve this, the Active Travel Discussion was held between May and September 2021. This period was designed to take place over the summer to encourage people to use and experience the local active travel network before suggesting how it could be improved and/or expanded.

This Evidence Report outlines the activities the Council undertook to raise awareness of the Active Travel Discussion, the engagement methods used and a summary of the results.

Awareness raising methods

Social Media

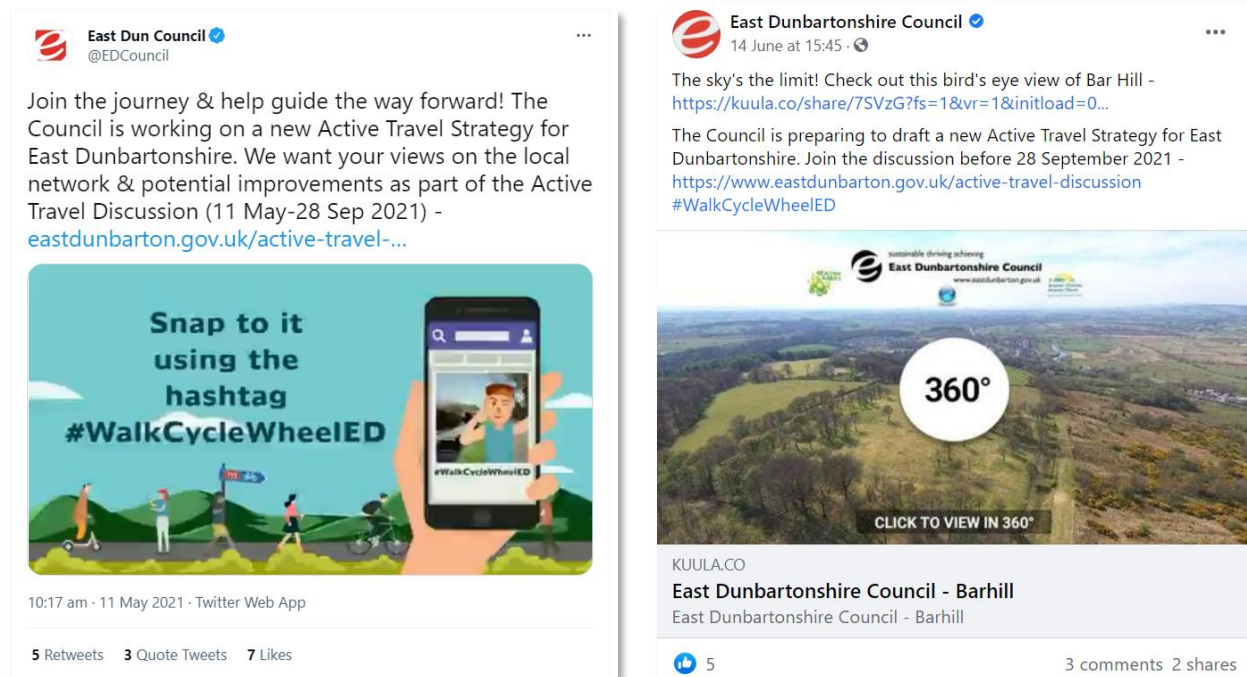


Figure F1. Examples of social media content produced by the Council to promote the Active Travel Discussion.

A variety of engaging social media content was produced by the Council to promote the Active Travel Discussion and to let people know how they could get involved (see **Figure F1**). This content included an animated video, graphics, pictures and more. This content was shared on the Council's Twitter and Facebook feeds which allowed other national and local organisations to share it with followers of their pages, widening the reach of the promotional material. The hashtag #WalkCycleWheelED helped facilitate online discussion.

Figure F2, below, highlights how far the content reached, and a collection of other organisations who helped spread the word is shown within **Figure F3** on the next page.

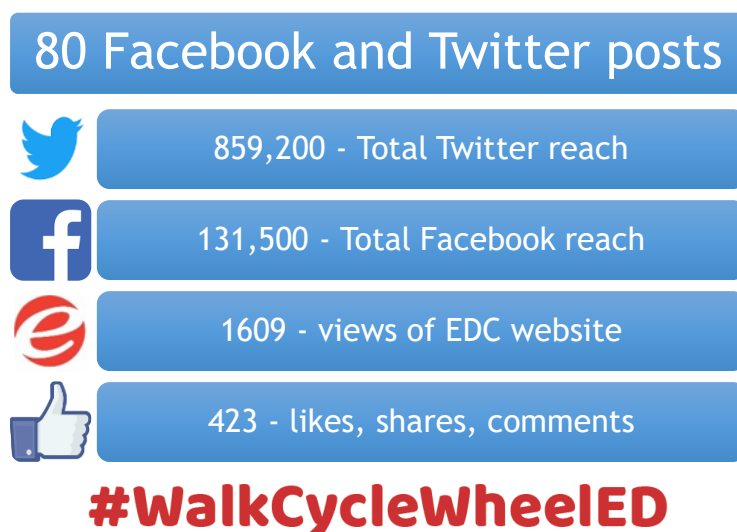


Figure F2. The total reach of social media promotion for the Active Travel Discussion



Figure F3. Examples of organisations and groups who shared information on the Active Travel Discussion

Active Nation Commissioner

Lee Craigie is Scotland's Active Nation Commissioner. It is Lee's job to ensure that more people have the opportunity to be more active, more often. The Council worked with Lee to launch the Active Travel Discussion at Milngavie Primary School. Lee joined pupils and staff on a led ride organised by the Council's iBike officers and talked to the pupils about active travel and what they would like to see happen in their local area. Lee produced a short video of her day in East Dunbartonshire, encouraging people to get involved in the Active Travel Discussion to ensure their views are heard.

Lee was also able to share work on the Active Travel Discussion and her conversations with local children on her social media channels (see **Figure F4**), again increasing awareness of the consultation.

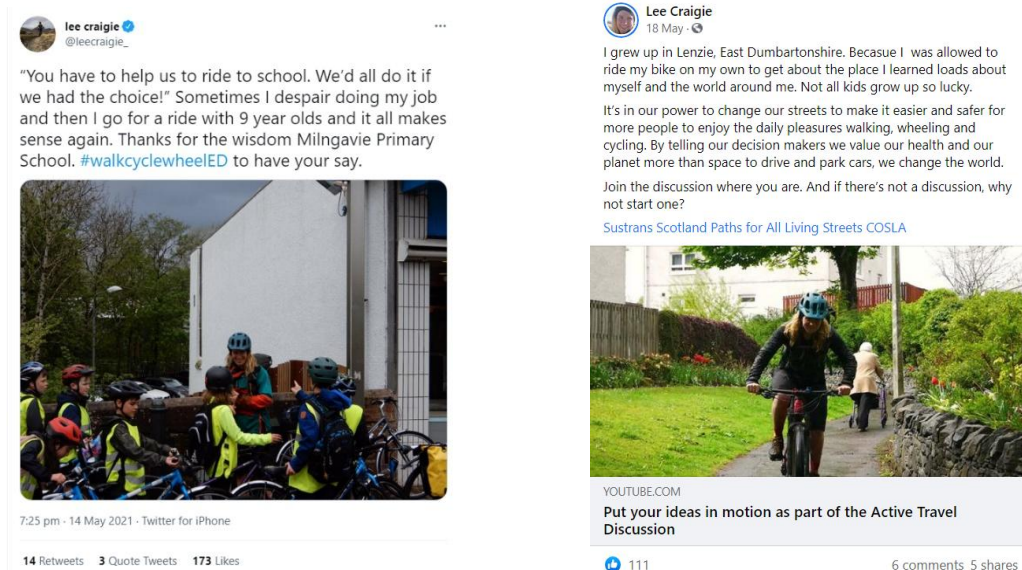


Figure F4. Examples of social media posts from the Active Nation Commissioner

Signage

Banners and posters were produced by the Council (see **Figure F5**) and spread over 100 locations across the authority (see **Figure F6**) to raise awareness of the consultation and encourage people with ideas to inform the Council how the network could be improved or expanded.



Figure F5. Images of banners and posters that were used to promote the Active Travel Discussion

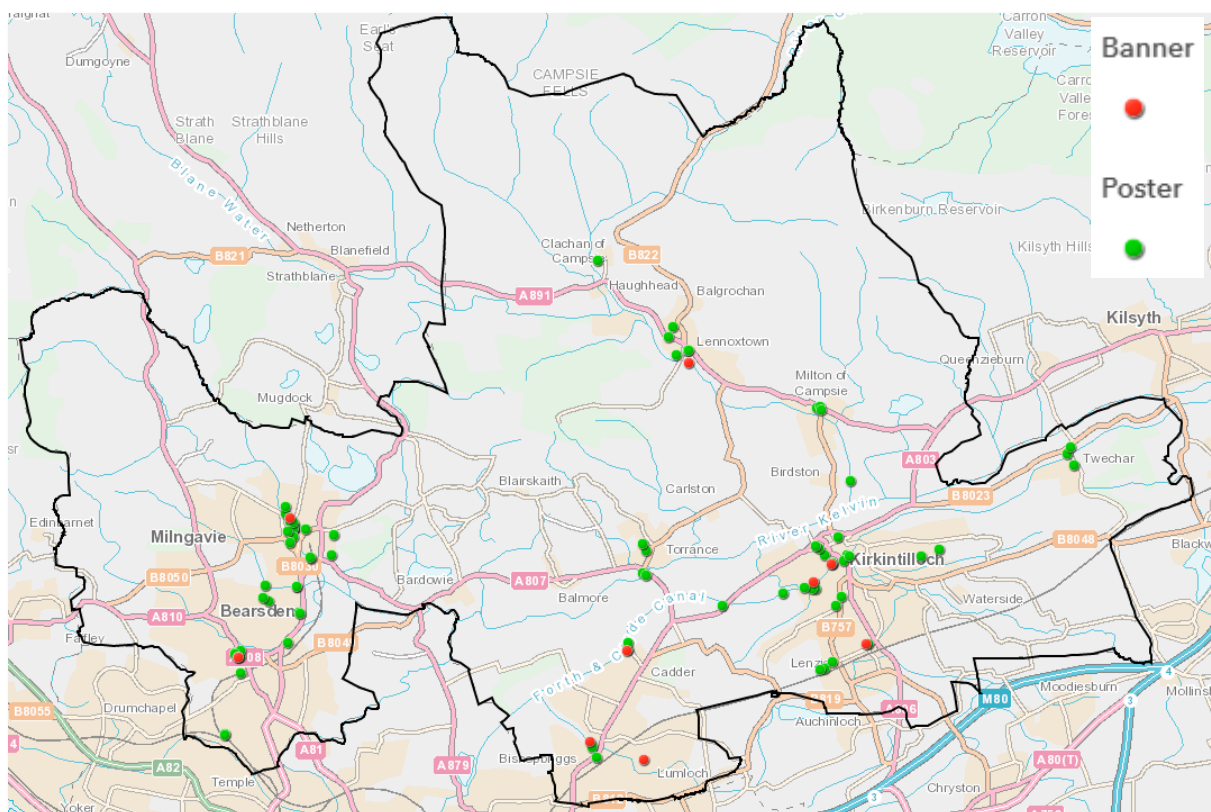


Figure F6. A map of where posters and banners promoting the Active Travel Discussion were placed around East Dunbartonshire

Local media

Join the Active Travel journey and help guide the way forward

Date: Tuesday, 11 May, 2021

People are being offered the chance to put their ideas in motion as part of the Active Travel Discussion - taking place between 11 May and 28 September 2021.

To help more local residents benefit from keeping active as part of everyday journeys and exercise, the Council is preparing to draft a new Active Travel Strategy for East Dunbartonshire.

We want to hear your views on the local travel network and potential improvements.

Active travel is making journeys by physically-active means - such as walking, cycling or wheeling (including travel by wheelchair).

The first block of online discussion meetings are being held in May/June and there's an interactive map on our website for people to have a say and add ideas - www.eastdunbarton.gov.uk/active-travel-discussion



Figure F7. Press release on the Active Travel Discussion

The Council issued press releases to media outlets to raise awareness of the Active Travel Discussion (see **Figure F7**). Local people were encouraged to 'join the journey' with local newspapers and magazines publishing stories throughout the consultation period (see **Figure F8**). Efforts were also made to tie in with other press releases for Council consultations including the Greenspace Strategy, Climate Action Plan and City Deal projects.



Figure F8. Example of the Active Travel Discussion promotion in a local newspaper

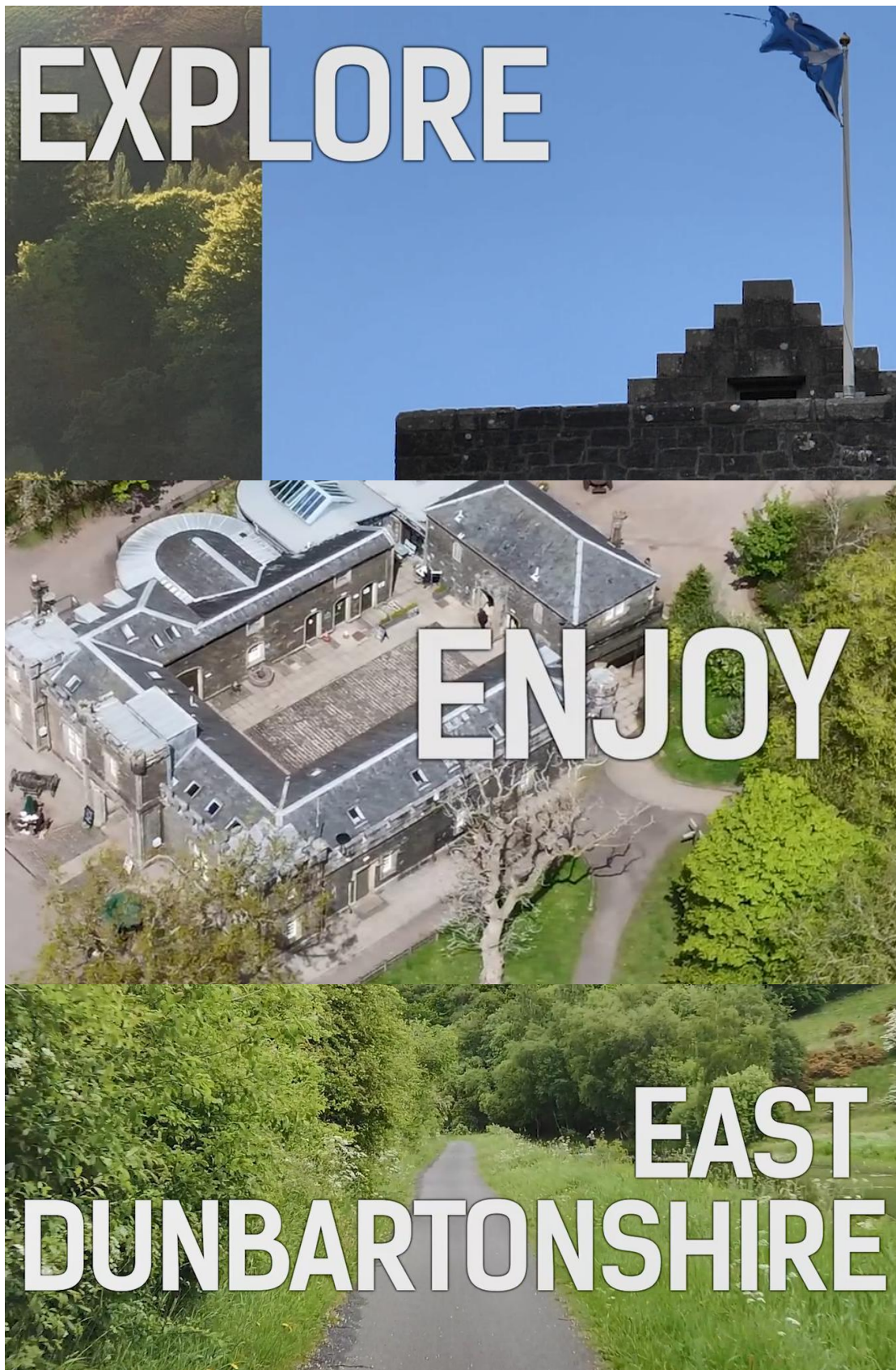


Figure F9. Images from the short film 'Explore, Enjoy East Dunbartonshire'

Explore, Enjoy East Dunbartonshire

The 'Explore, Enjoy East Dunbartonshire' short films shine the spotlight on attractions and opportunities to travel actively – including walking, cycling and wheeling. The videos were part of efforts to encourage more people to enjoy local tourism assets and active travel networks across the summer months as well as raise awareness of the Active Travel Discussion (see **Figure F9**).

The series features routes from the Council's Walking and Cycling Map, with all films added to the Council's social media accounts and uploaded to the Council's YouTube page.

The six films featured the following routes:

- Bar Hill
- Craighdu Way
- Forth and Clyde Canal
- Mugdock Explorer
- Strathkelvin Railway Path
- Thomas Muir Heritage Trail

Schools

As well as featuring in the consultation launch, schools have been heavily involved throughout the Active Travel Discussion. Headteachers of all schools in East Dunbartonshire passed on information to pupils, staff, parents and carers encouraging them to participate and complete bespoke school surveys. Further information on these results is included in the Consultation Results section.

Newsletter

The Land Planning Policy Team's newsletter (see **Figure F10**) was utilised to promote the consultation, and was distributed multiple times before and within the consultation period. This newsletter is distributed via email and is sent to a wide range of stakeholders including residents, key agencies, developers and consultancies.

Use **#WalkCycleWheelED** on social media to join the Active Travel Discussion. You can also get involved by sending us a photo of your favourite part of the local walking, cycling and wheeling network. Tell us what you like about it – as well as any potential improvements which could be made. Snap to it, if you can!

A Draft Active Travel Strategy, including an action plan, will be produced by the Council once all the evidence and views have been considered. A further period of consultation will then be held to consider the proposals prior to the final strategy and action plan moving forward to the delivery stage.

For further information, visit www.eastdunbarton.gov.uk/active-travel-discussion, e-mail cycling@eastdunbarton.gov.uk or call the Land Planning Policy Team on 0300 1234510.



Figure F10. Excerpt from March 2021 newsletter encouraging participation in the Active Travel Discussion

Consultation activities

Ideas map

The ideas map is an interactive tool used to provide comments or pictures and share ideas with others for particular locations (see **Figures F11** and **F12**). Participants could show support for suggestions using a 'like' function although, except for some suggestions, using the 'like' function to determine the popularity of a suggestion is unreliable as suggestions submitted earlier tended to attract more 'likes'. That said, there are examples where popular ideas get significantly more 'likes' than others.

Further detail on ideas received is available in Evidence Report G: Options Generated, and Evidence Report H: Appendices 1-6.

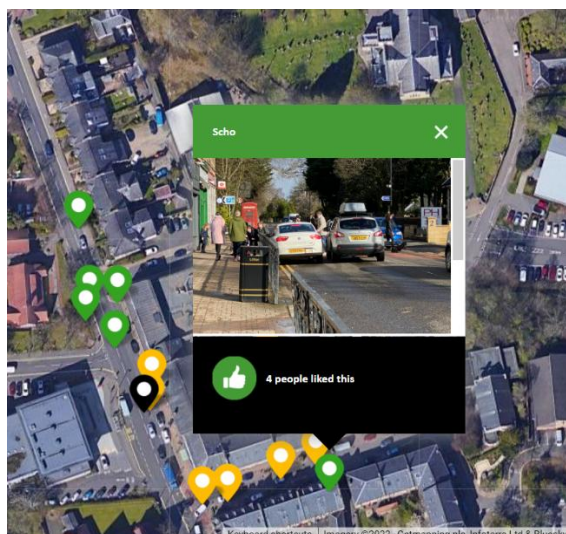


Figure F11. A suggestion for Bearsden, using an image highlighting traffic around schools

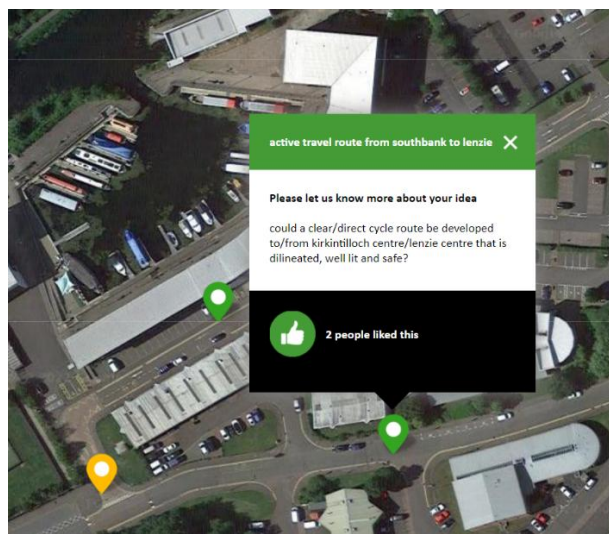


Figure F12. A suggestion for Kirkintilloch

Online sessions

A total of twelve online sessions took place between May and September 2021. There were three sessions allocated for each of the four community areas in East Dunbartonshire. The online discussion sessions aimed to provide participants with information on the processes being followed to prepare a new Active Travel Strategy and a summary of the consultation arrangements (see **Figure F13**). This included a presentation of the ideas map and how this tool is used in the consultation and options generation processes. Furthermore, these online sessions had time scheduled for discussion either related to presentation content or more generally, providing participants with the opportunity to discuss any ideas about active travel and making it an easier, safer option in East Dunbartonshire.

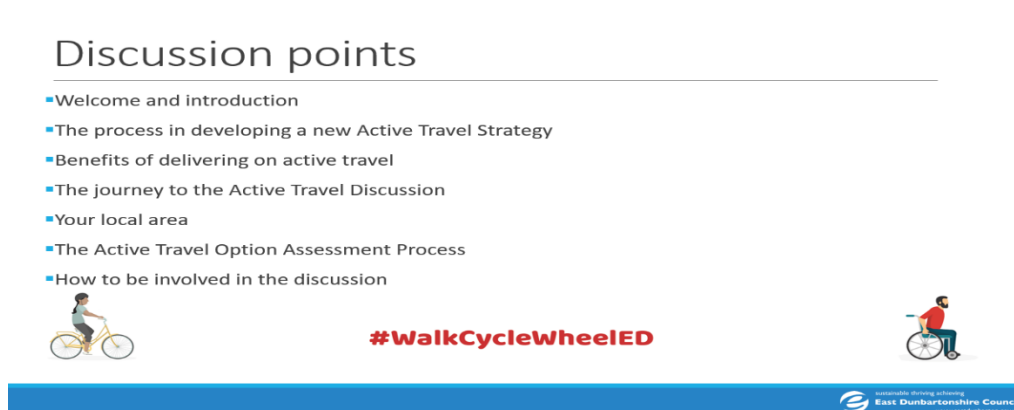


Figure F13. Image from presentation for online sessions

Twelve sessions at different times of day were proposed to maximise the number of people who could be available to attend a session.

Schools active travel discussion

As part of both the Parking Management Plan and the Active Travel Strategy, consultation with stakeholders at schools in East Dunbartonshire took place. There were different surveys conducted of early years parents (181 participants), early years staff (45 participants), primary pupils (541 participants), secondary pupils (120 participants), school staff (153 participants) and school parents (1,585 participants).

It is important to understand school travel habits and the barriers to using active travel to get to and from school to foster a long-term shift from unsustainable modes towards sustainable travel and nourishing a culture where active travel is a safe, easy and convenient choice.

Social media and email responses

As well as processes carried out specifically for consultation on the Active Travel Strategy, the Council welcomed correspondence through other means.

Emails were received at cycling@eastdunbarton.gov.uk, a Council email address dedicated to correspondence relating to consultation on the Active Travel Strategy. Emails were received from individuals, groups and Ross Greer MSP.

Two phone calls with three separate participants were received during the consultation period.

Around 30 emails were received from individuals during the consultation period.

Tweets have been useful to understand perspectives towards the promotion of active travel in East Dunbartonshire.

Consultation results

Detailed results of the options generated from the ideas map and submissions received through other means will be explored in more detail in Evidence Report G: Options Generated.

Ideas map

This was a well-used feature of the Active Travel Discussion with 1,084 total suggestions received. The options generated through the ideas map are particularly valuable due to the large number of participants, the ease at which a variety of different people were able to access the map, and that ideas will have largely come from the lived experience of people who are most familiar with East Dunbartonshire and where improvements in active travel can be made.

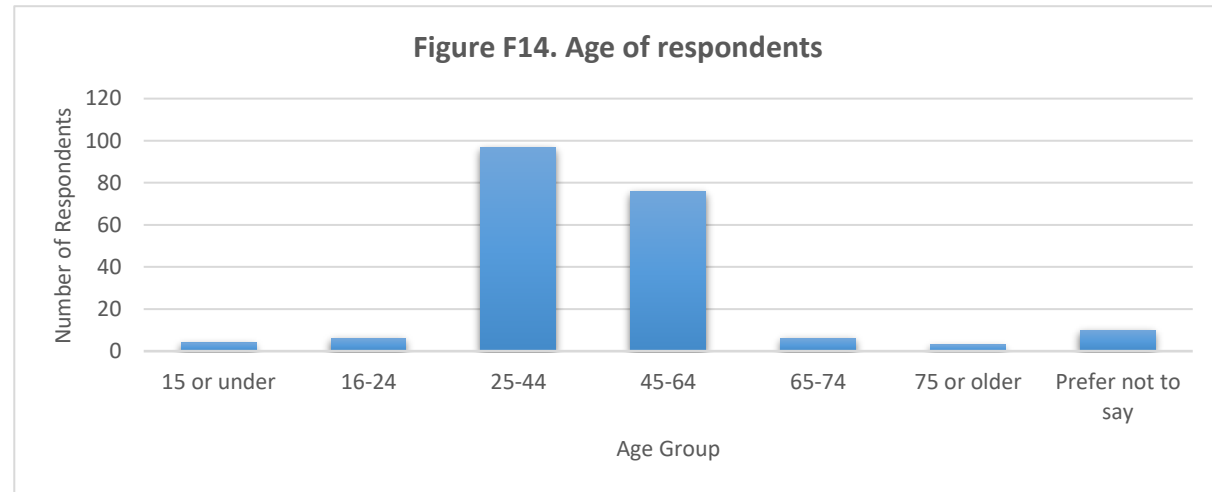
The suggestions made in the ideas map form the basis of the options generation process and, rather than being discussed in detail in this report, specifics of the ideas proposed will be analysed in Evidence Report G: Options Generated and the associated Evidence Report H: Appendices 1-6.

The following section will briefly describe who contributed to the ideas map and the broad suggestions of those who responded.

- **Demographics**

Age of respondents

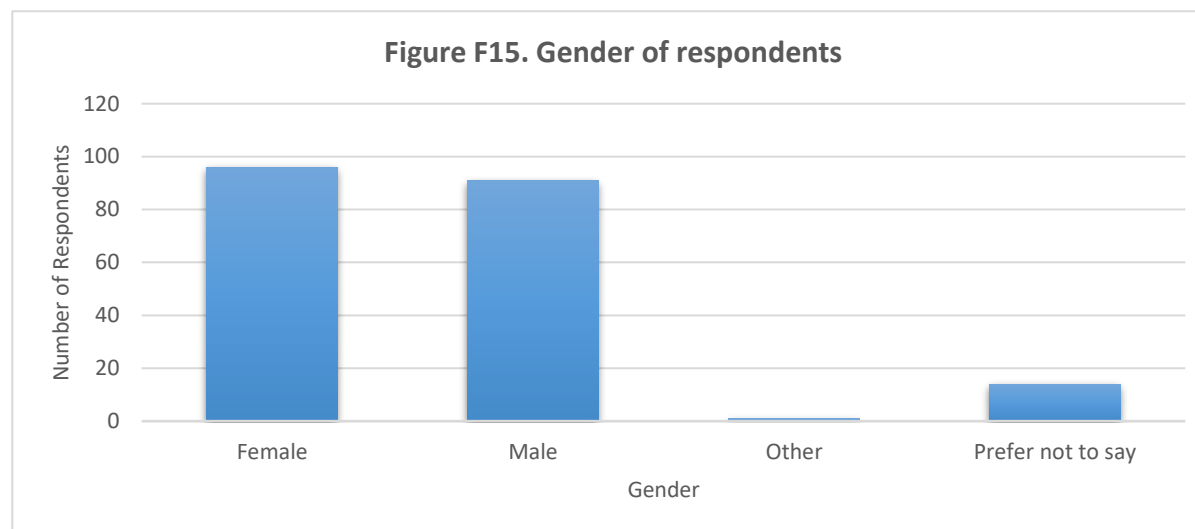
15 or under	4
16-24	6
25-44	97
45-64	76
65-74	6
75 or older	3
Prefer not to say	10
Total	202



The majority of respondents were between the ages of 25-44 (48%) and 45-64 (38%). 5% of respondents preferred not to say.

Gender

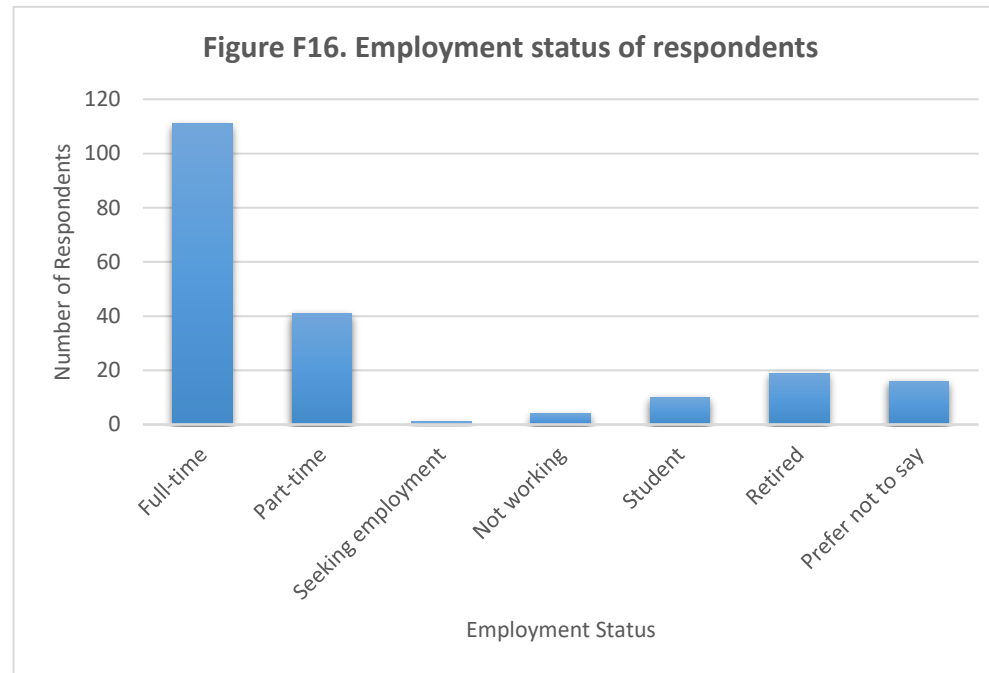
Female	96
Male	91
Other	1
Prefer not to say	14
Total	202



Amongst respondents, there was a relatively even split between genders, with 48% female and 45% male. 7% of respondents preferred not to say.

Employment:

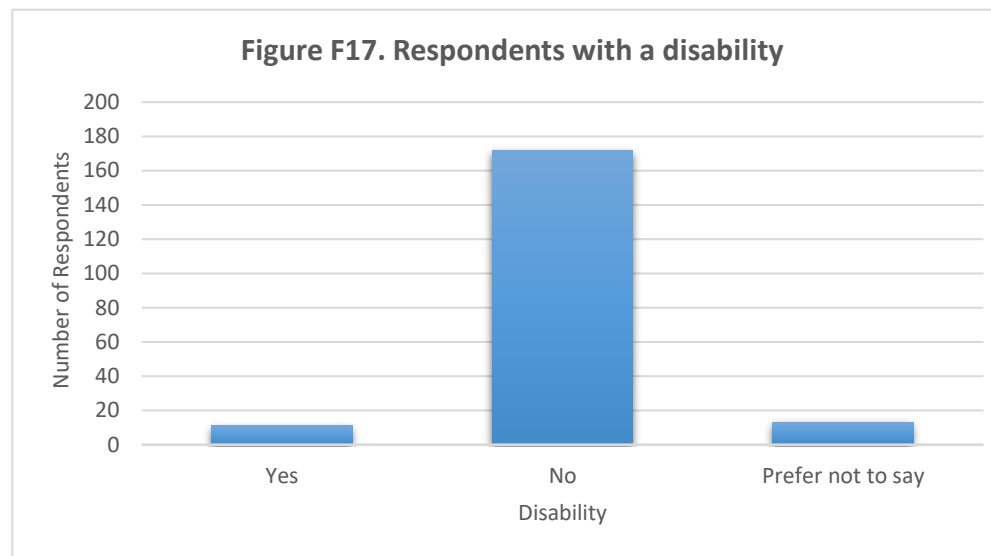
Full-time	111
Part-time	41
Seeking employment	1
Not working	4
Student	10
Retired	19
Prefer not to say	16
Total	202



The majority of respondents were in full-time employment (55%). A further 20% were in part-time employment, 9% were retired and 5% were students. 8% of respondents preferred not to say.

Disability:

Yes	11
No	172
Prefer not to say	13
Total	196



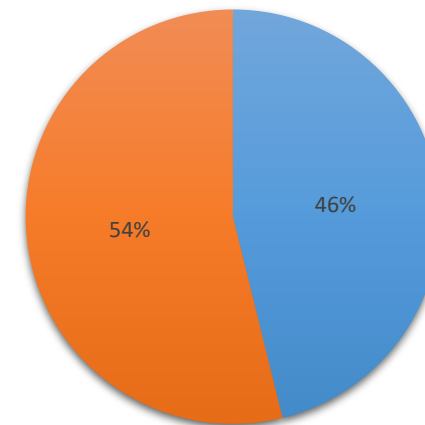
Respondents were asked if they have a disability according to the terms set out in the Equality Act 2010. 88% of respondents to this question indicated that they did not have a disability, and 5% of respondents indicated that did have a disability. 6% of respondents preferred not to say.

- **Types of suggestions**

Respondents were asked if their idea(s) related to new infrastructure or a change to existing infrastructure:

New infrastructure	360
A change to the current infrastructure/how it is used	420
Total	780

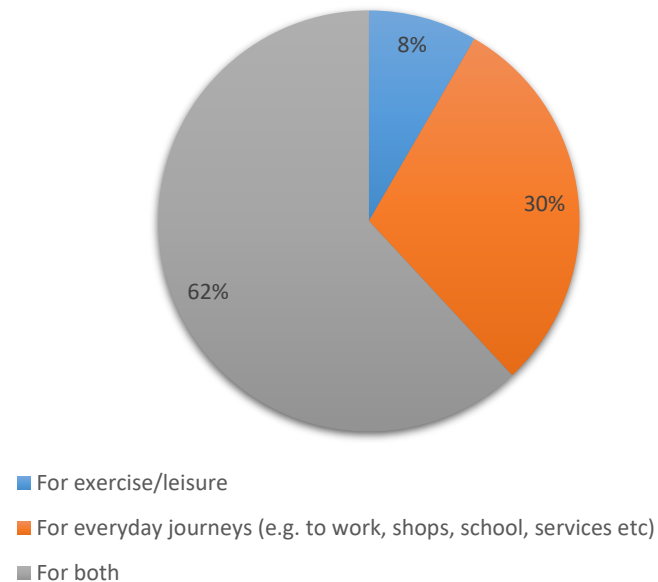
46% of suggestions related to the provision of new active travel infrastructure and 54% related to a change to current infrastructure or the way in which it is used.



■ New infrastructure ■ A change to the current infrastructure/how it is used

Respondents were asked if their ideas aimed at making it easier to walk, cycle and wheel for everyday journeys or for exercise/leisure (or both):

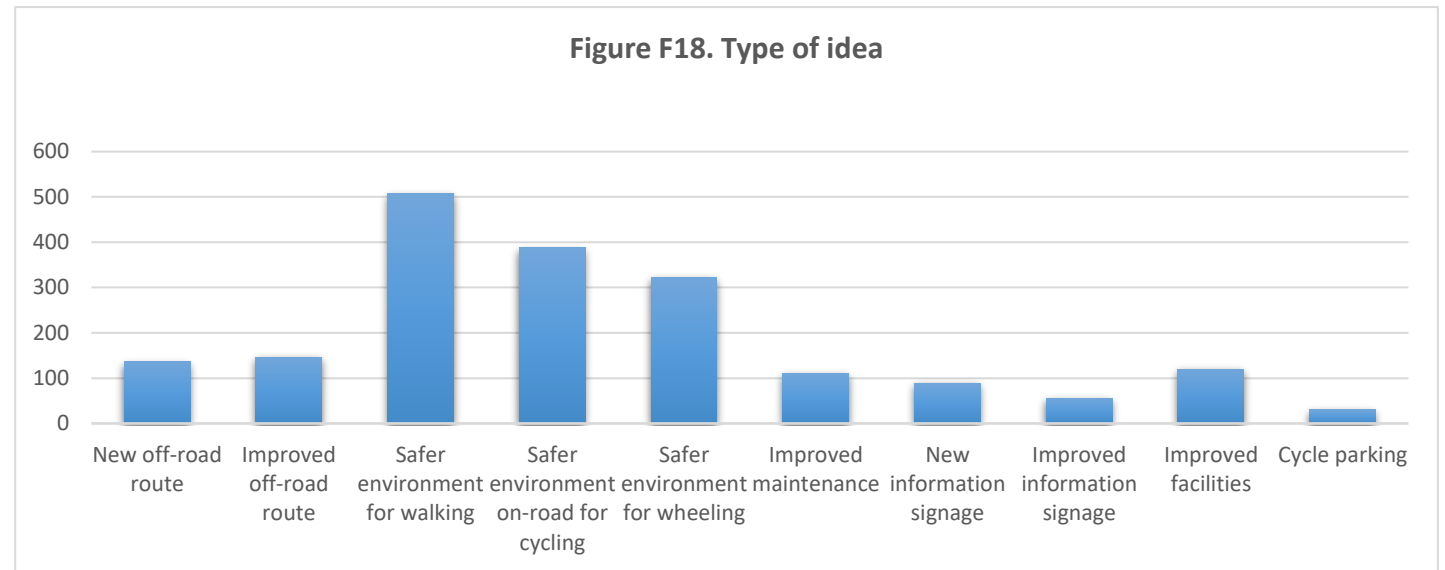
For exercise/leisure	66
For everyday journeys (e.g. to work, shops, school, services etc)	235
For both	489
Total	790



Respondents indicated that 8% of ideas related to walking, wheeling and cycling for exercise/leisure and 30% to everyday journeys (for example to work, shops, school, services etc.). 62% of suggestions related to both.

Type of idea:

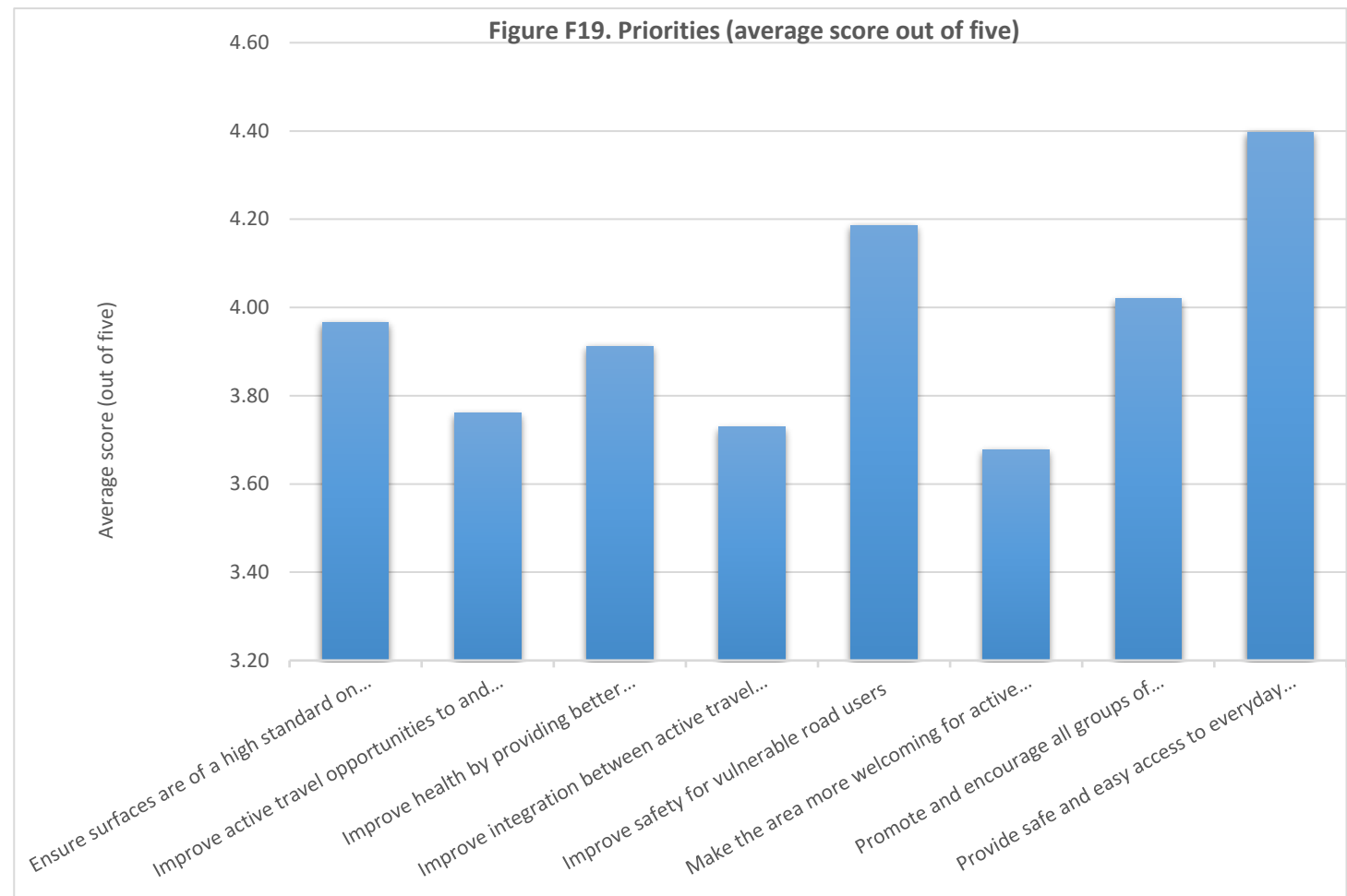
New off-road route	136
Improved off-road route	146
Safer environment for walking	507
Safer environment on-road for cycling	388
Safer environment for wheeling	323
Improved maintenance	111
New information signage	89
Improved information signage	56
Improved facilities	120
Cycle parking	31
Total	1,907



The majority of ideas received related to a safer environment for walking (27%), followed by a safer environment for on-road cycling (20%) and a safer environment for wheeling (17%). A further 8% related to improved off-road routes and 7% related to new off-road routes. It is noted that ideas could relate to more than one category.

- **Priorities** (average score out of five):

Ensure surfaces are of a high standard on paths and off-road routes	3.97
Improve active travel opportunities to and through Air Quality Management Areas	3.76
Improve health by providing better opportunities for leisure and exercise-based activities, including access to green space	3.91
Improve integration between active travel and public transport	3.73
Improve safety for vulnerable road users	4.19
Make the area more welcoming for active travel to help the local economy	3.68
Promote and encourage all groups of people to change travel behaviours	4.02
Provide safe and easy access to everyday places (e.g. town centres, schools, services, etc.)	4.40



Respondents were asked to rate a range of active travel priorities from 1-5, with 1 being 'Not Important' and 5 being 'Very Important'. Providing safe and easy access to everyday places scored highest (4.40), followed by improving safety for vulnerable road users (4.19) and ensuring surfaces are of a high standard on paths and off-road routes (3.97).

Online sessions

The online sessions brought about valuable discussions with engaged residents and groups. Across twelve sessions, a total of 48 participants attended and many valuable contributions were made from specific suggestions for places to ideas relevant to East Dunbartonshire as a whole. While it was an important process in that anyone could attend, meet officers and share their views, a process that demands less time and skills of participants (the ideas map) needed to run concurrently to ensure as many people as possible could shape the Active Travel Discussion.

These online sessions enabled discussion of themes which are more difficult to address in the ideas map such as the public and political acceptability of active travel spending, frustration at a lack of pace of change, wider networks and funding.

All ideas brought forward in these sessions will be analysed further in Evidence Report G: Options Generated.

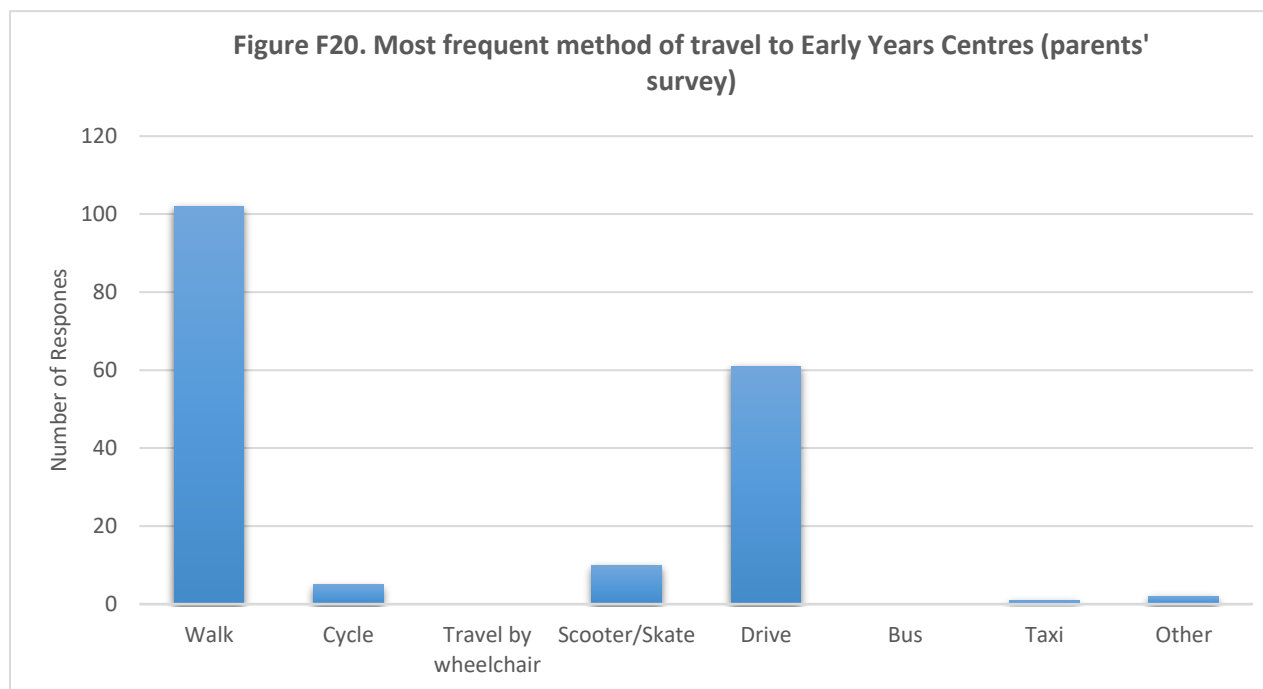
Schools survey results

- Early years parents

181 early years parents responded to the survey. Parents could provide more than one response, unless otherwise stated.

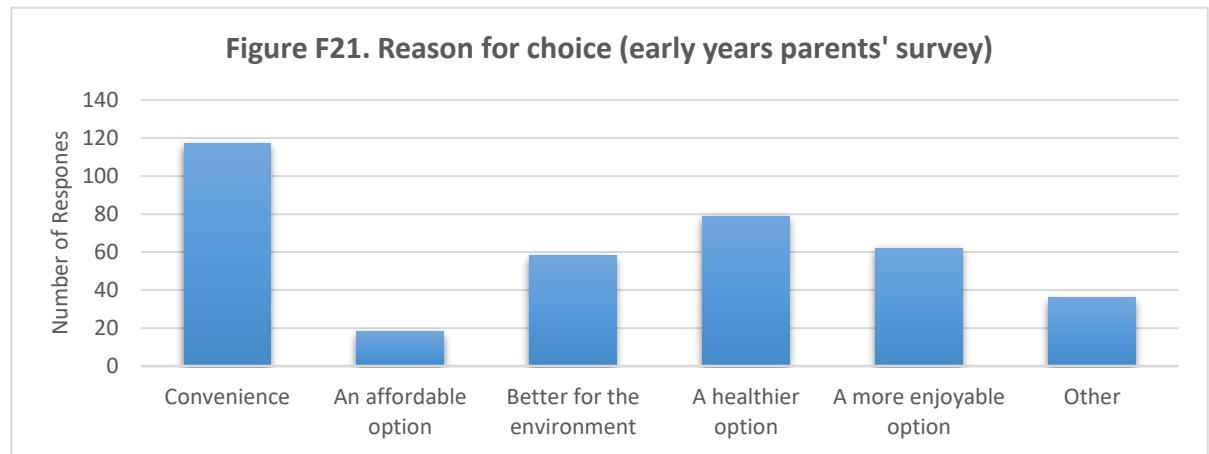
Early years parents were asked what their most frequent method of travel to Early Years Centres was:

Walk	102
Cycle	5
Travel by wheelchair	0
Scooter/Skate	10
Drive	61
Bus	0
Taxi	1
Other	2
Total	181



They were asked the reason for this choice:

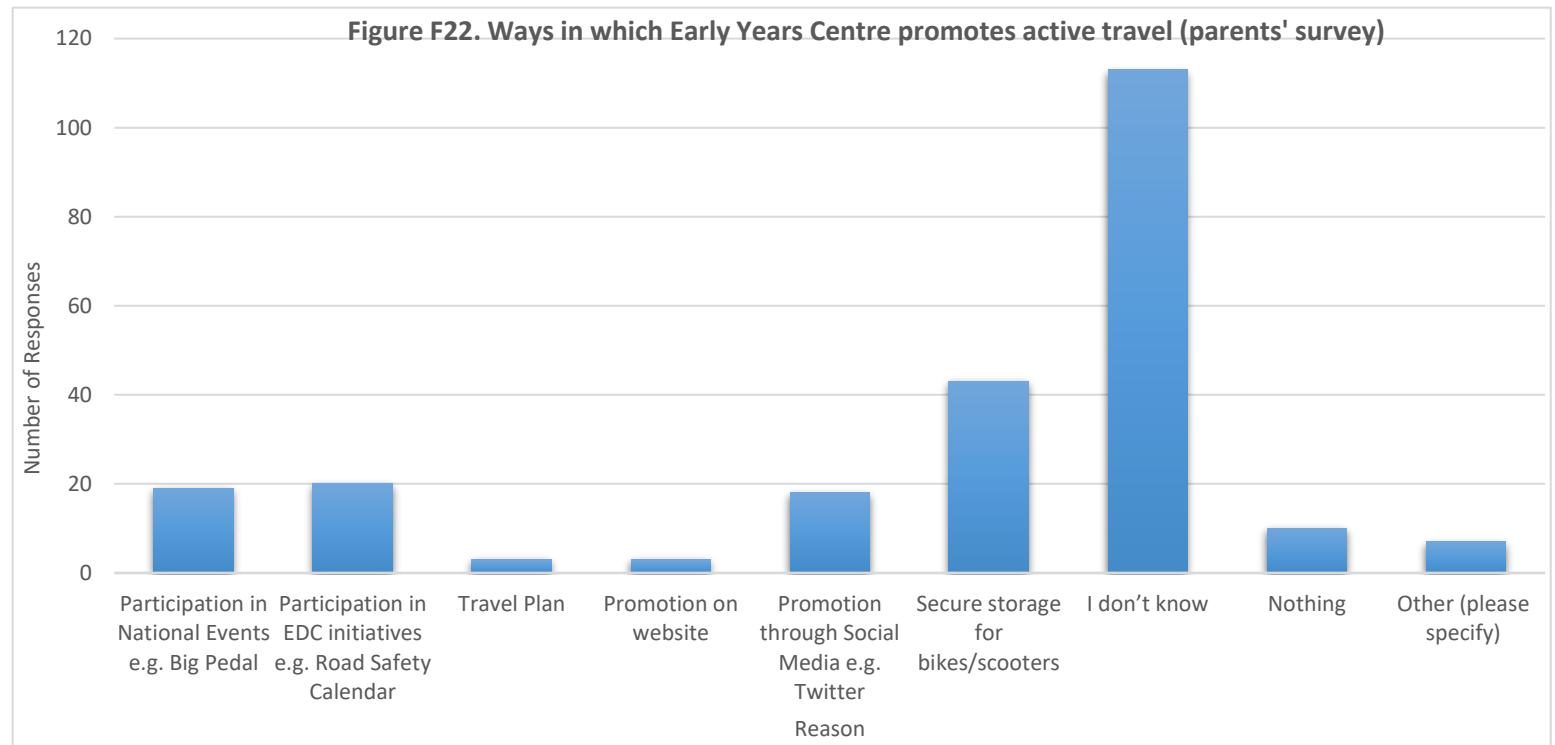
Convenience	117
An affordable option	18
Better for the environment	58
A healthier option	79
A more enjoyable option	62
Other	36
Total	370



Walking was the most frequent mode of travel to Early Years Centres (56% responses) (**Figure F20**), and convenience was the most frequently selected reason parents gave for choosing their main mode of travel (32% responses) (**Figure F21**).

Parents were asked how their Early Years Centre promotes active travel:

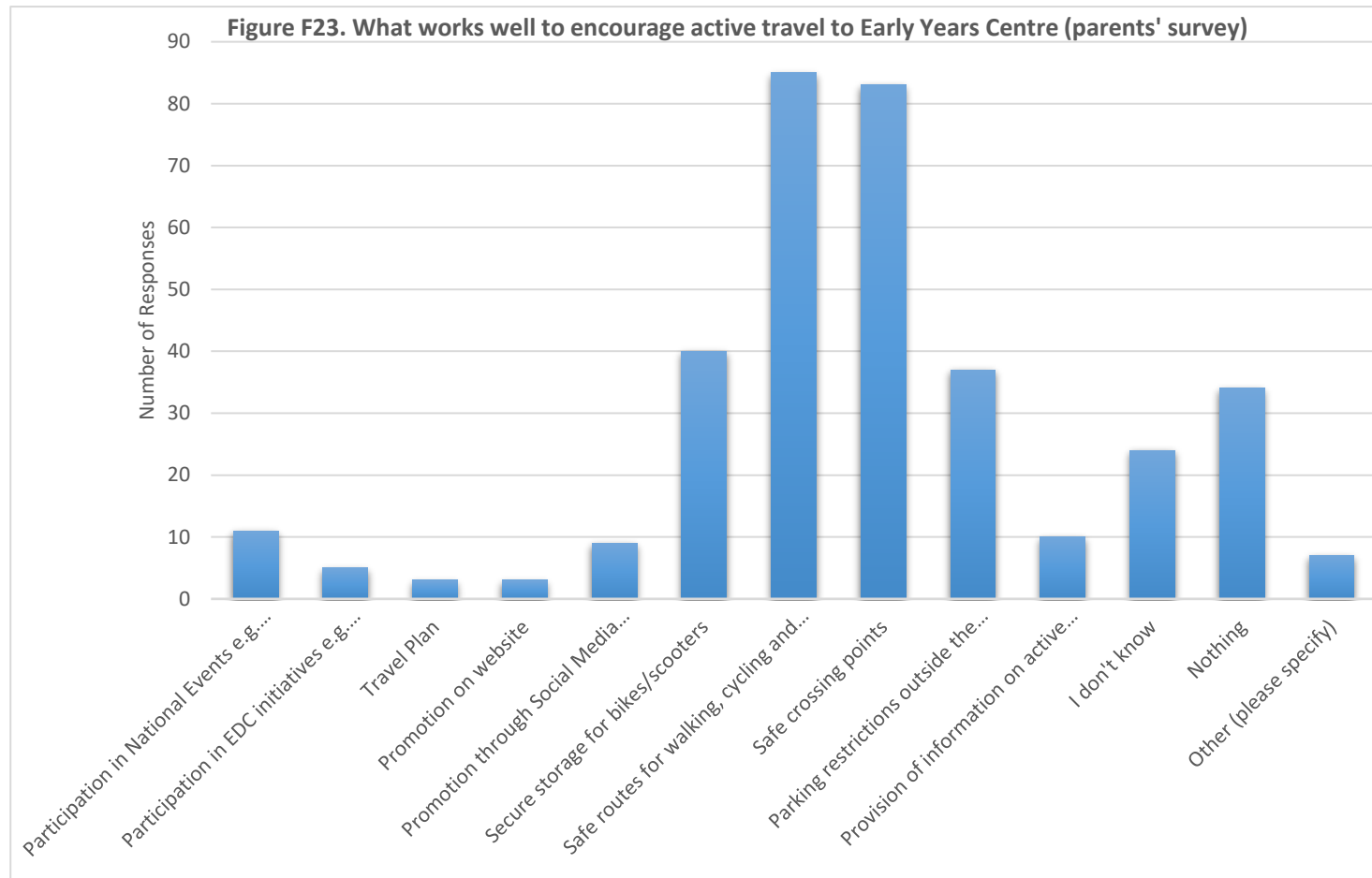
Participation in National Events e.g. Big Pedal	19
Participation in EDC initiatives e.g. Road Safety Calendar	20
Travel Plan	3
Promotion on website	3
Promotion through Social Media e.g. Twitter	18
Secure storage for bikes/scooters	43
I don't know	113
Nothing	10
Other (please specify)	7
Total	236



18% of responses related to secure storage for bikes/scooters. A further 8% responses related to participation in East Dunbartonshire Council initiatives such as the Road Safety Calendar, and 8% responses related to participation in National Events, for example Big Pedal. "I don't know" formed 48% of responses.

Parents were asked what currently works well in encouraging them and their child(ren) to travel actively to their Early Years Centre:

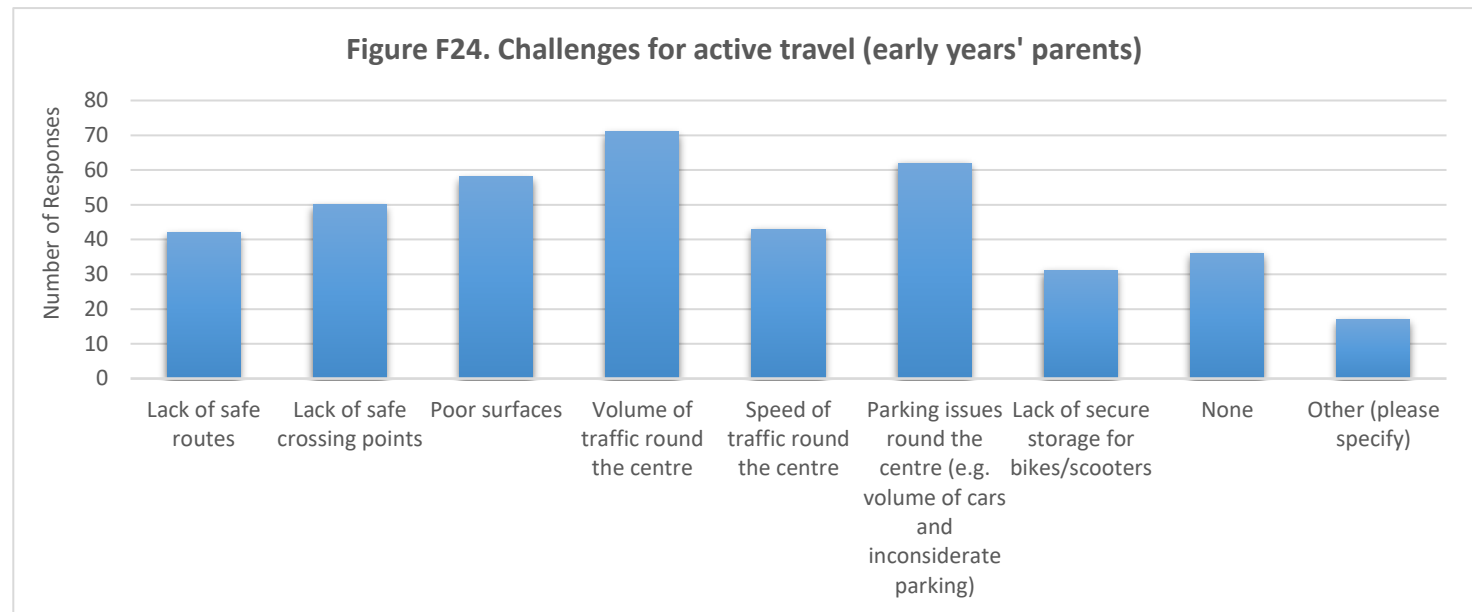
Participation in National Events e.g. Big Pedal	11
Participation in EDC initiatives e.g. Road Safety Calendar	5
Travel Plan	3
Promotion on website	3
Promotion through Social Media e.g. Twitter	9
Secure storage for bikes/scooters	40
Safe routes for walking, cycling and wheeling	85
Safe crossing points	83
Parking restrictions outside the Early Years Centre	37
Provision of information on active travel routes	10
I don't know	24
Nothing	34
Other (please specify)	7
Total	351



24% of responses indicated that safe routes for walking, cycling and wheeling work well to encourage active travel, and a further 24% of responses related to safe crossing points. This was followed by secure storage for bikes/scooters (11%) and parking restrictions outside the Early Years Centre (10%).

Parents were asked about the challenges for active travel to their Early Years Centre:

Lack of safe routes	42
Lack of safe crossing points	50
Poor surfaces	58
Volume of traffic near the centre	71
Speed of traffic near the centre	43
Parking issues near the centre (e.g. volume of cars and inconsiderate parking)	62
Lack of secure storage for bikes/scooters	31
None	36
Other (please specify)	17
Total	410



17% of responses indicated that volume of traffic near the Early Years Centre was a barrier to active travel and, and a further 15% of responses related to parking issues (for example volume of cars and inconsiderate parking). This was followed by poor surfaces (14%) and lack of safe crossing points (12%).

- **Early years staff**

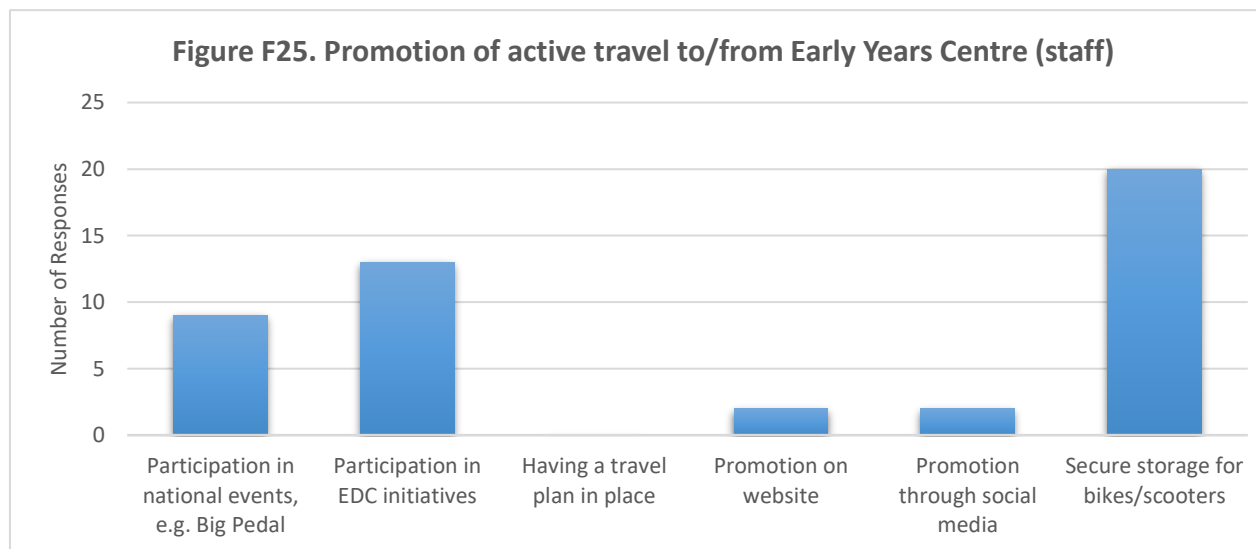
45 early years staff responded to the survey. There was a range of different roles represented by survey participants.

Teacher	7	Depute Head of Centre / Depute Head Teacher	3
Senior	5	Early Years Worker	21
Early Years Support Worker	9		

Early years staff could provide more than one response to all survey questions, unless otherwise stated.

Early years staff were asked how their Early Years Centre promotes active travel to/from the facility:

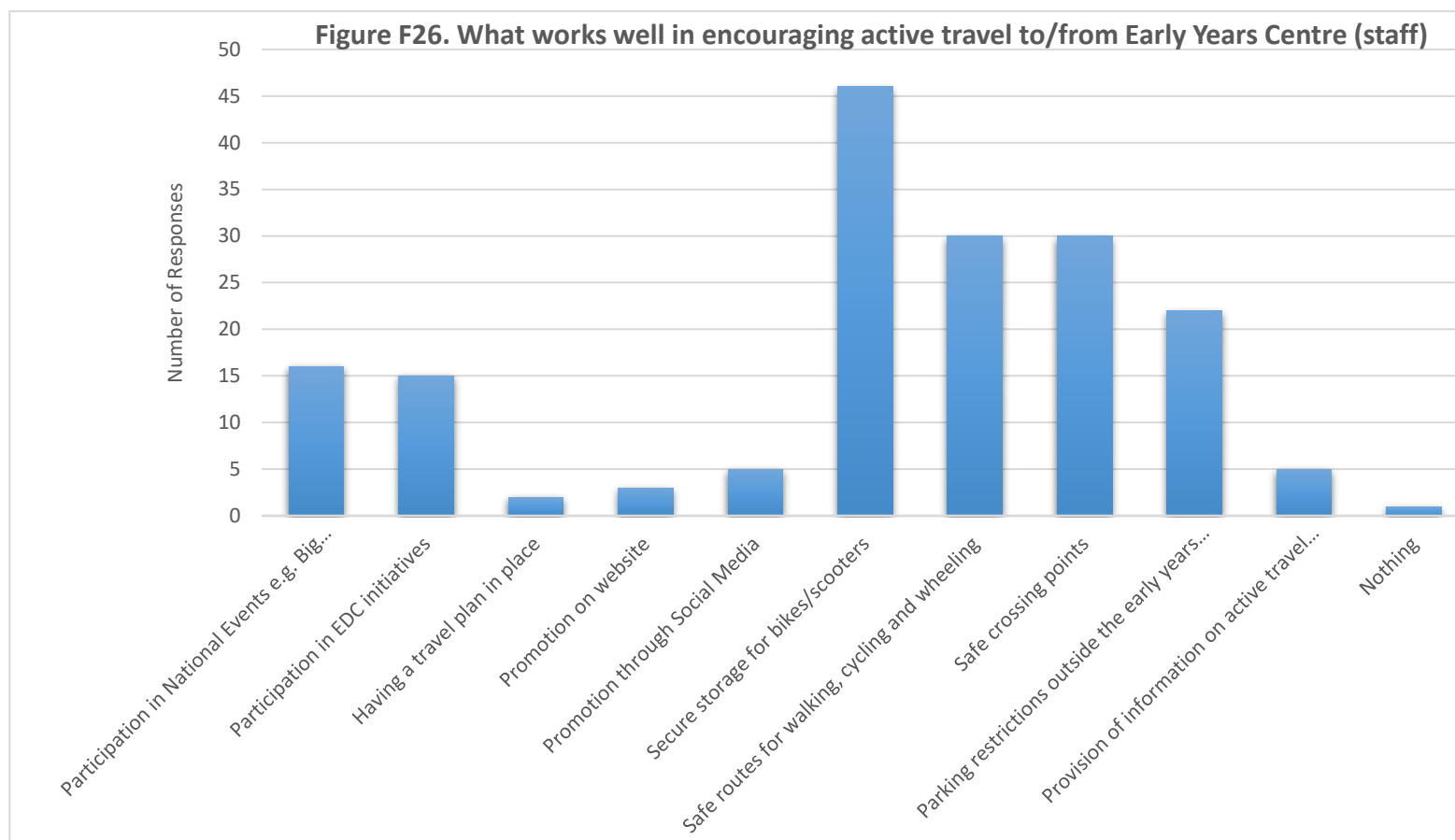
Participation in national events, e.g. Big Pedal	9
Participation in EDC initiatives	13
Having a travel plan in place	0
Promotion on website	2
Promotion through social media	2
Secure storage for bikes/scooters	20
Other (please specify)	0
Total	46



The majority of responses from early years staff indicated secure storage for bikes/scooters (43%), followed by participation in East Dunbartonshire Council initiatives (28%) and participation in national events for example Big Pedal (20%).

Early years staff were asked what currently works well in encouraging active travel to/from the centre:

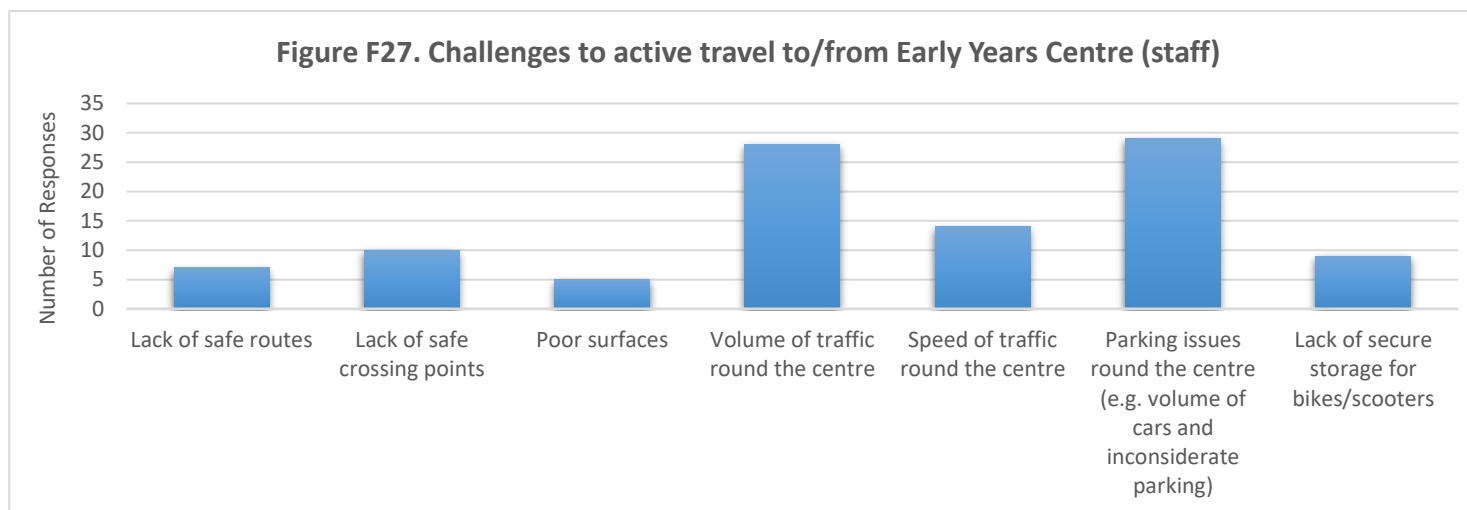
Participation in National Events e.g. Big Pedal	16
Participation in EDC initiatives	15
Having a travel plan in place	2
Promotion on website	3
Promotion through Social Media	5
Secure storage for bikes/scooters	46
Safe routes for walking, cycling and wheeling	30
Safe crossing points	30
Parking restrictions outside the Early Years Centre	22
Provision of information on active travel routes	5
Nothing	1
Other (please specify)	0
Total	175



Early years staff indicated that the provision of secure storage for bikes/scooters works well in encouraging active travel to/from Early Years Centres (26% responses). This is followed by safe routes for walking, cycling and wheeling (17% responses), safe crossing points (17% responses) and parking restrictions outside the Early Years Centre (13% responses).

Staff were asked what challenges there are to active travel.

Lack of safe routes	7
Lack of safe crossing points	10
Poor surfaces	5
Volume of traffic around centre	28
Speed of traffic around the centre	14
Parking issues around the centre (e.g. volume of cars and inconsiderate parking)	29
Lack of secure storage for bikes/scooters	9
None	0
Total	102



Parking issues (volume of cars and inconsiderate parking) was the most frequently noted challenge for active travel to/from the Early Years Centre (28% responses from staff). This is followed by volume of traffic around the Centre (27% responses), and speed of traffic (14% responses).

- School staff

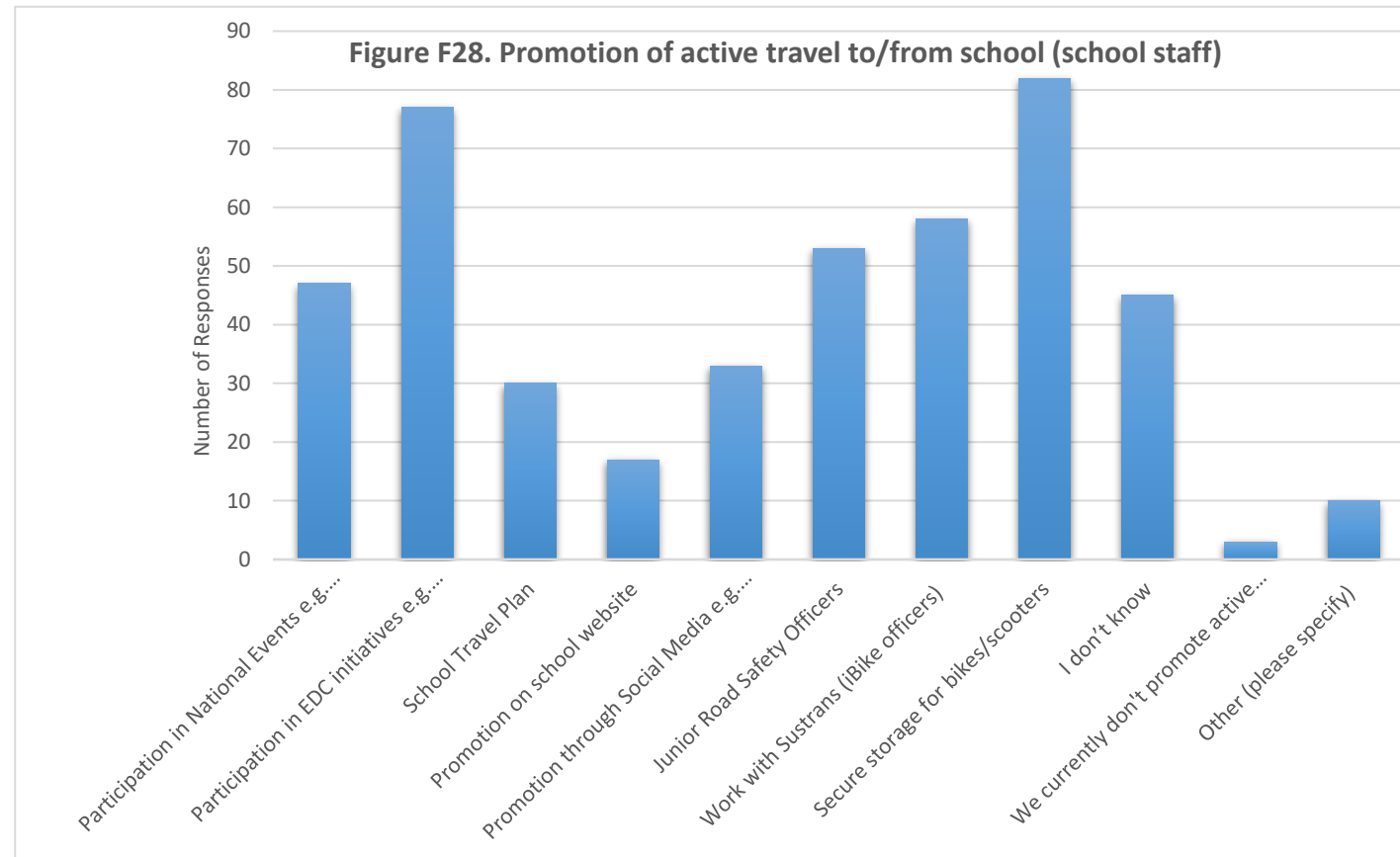
153 school staff responded to the survey. The school staff survey received responses from various roles within schools, with teachers best represented.

Head Teacher	8	Teacher	79
Depute Head Teacher	6	Support Staff	28
Principal Teacher	21	Other	11

School staff could provide more than one response to all survey questions, unless otherwise stated.

School staff were asked how they currently promote active travel to school.

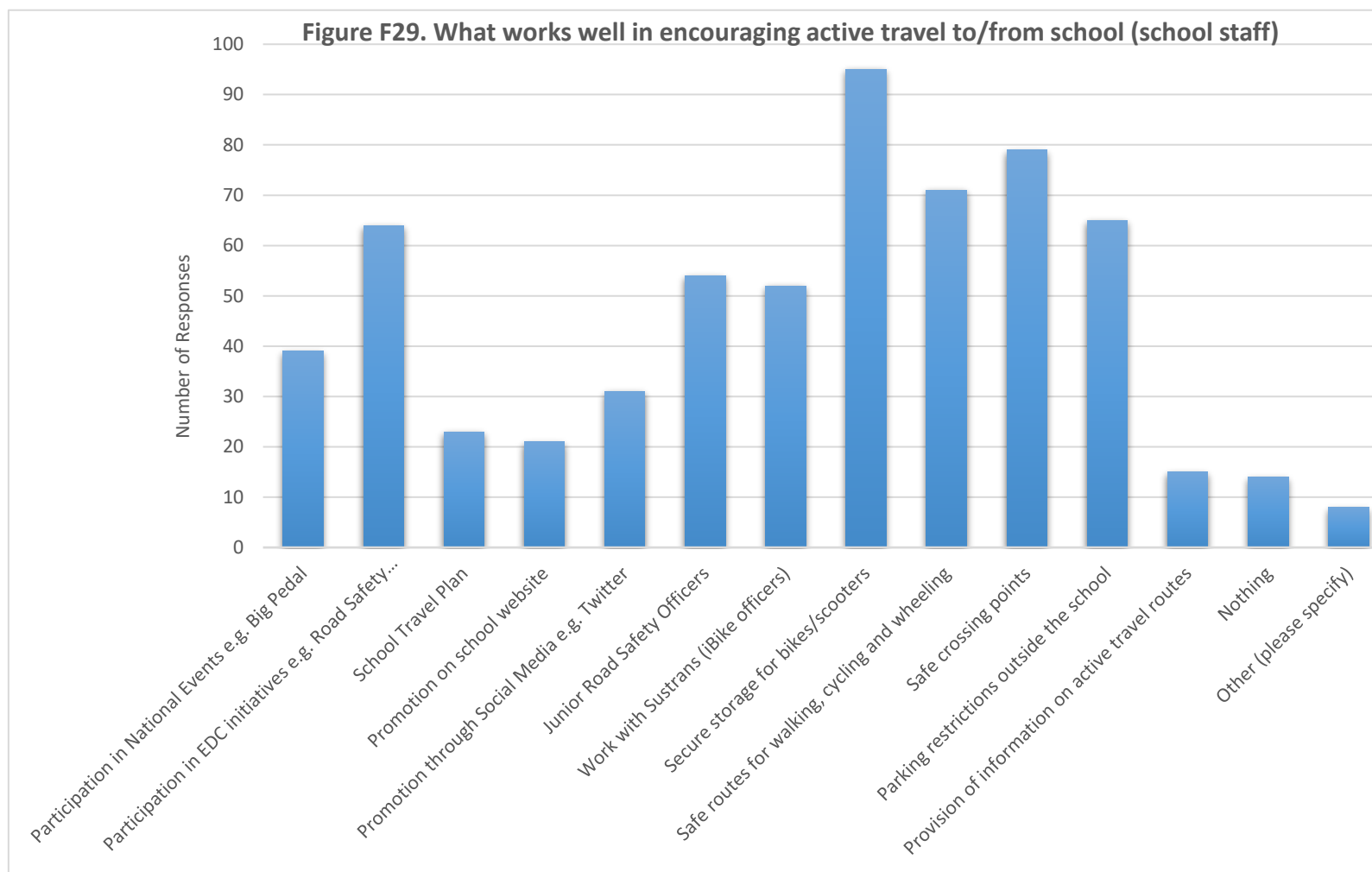
Participation in National Events e.g. Big Pedal	47
Participation in EDC initiatives e.g. Road Safety Calendar	77
School Travel Plan	30
Promotion on school website	17
Promotion through Social Media e.g. Twitter	33
Junior Road Safety Officers	53
Work with Sustrans (iBike officers)	58
Secure storage for bikes/scooters	82
I don't know	45
We currently don't promote active travel	3
Other (please specify)	10
Total	455



The majority of responses from school staff indicated secure storage for bikes/scooters (18%), followed by participation in East Dunbartonshire Council initiatives (17%), work with iBike officers (13%) and work with Junior Road Safety Officers (12%) were the main ways in which active travel to school is promoted.

School staff were asked about what currently works well in encouraging active travel to school.

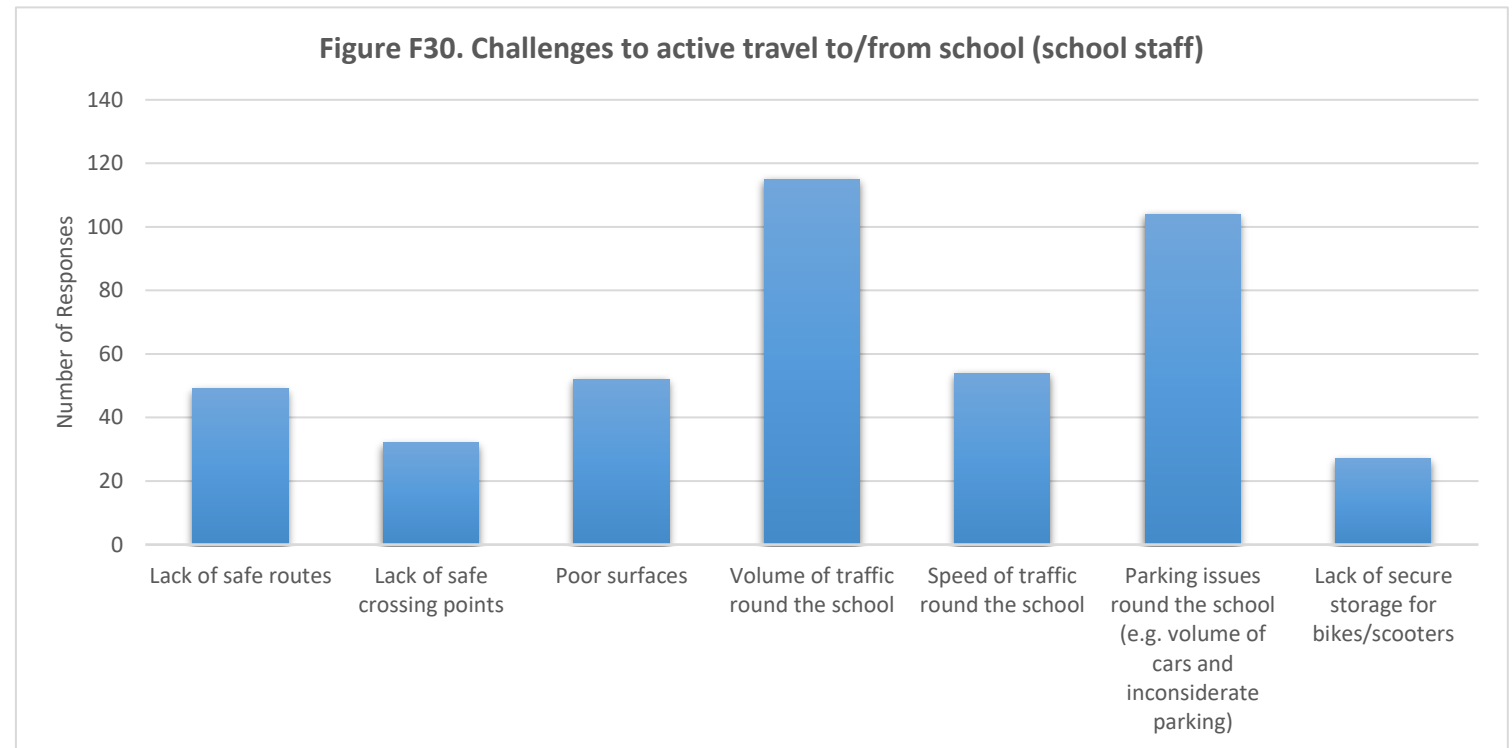
Participation in National Events e.g. Big Pedal	39
Participation in EDC initiatives e.g. Road Safety Calendar	64
School Travel Plan	23
Promotion on school website	21
Promotion through Social Media e.g. Twitter	31
Junior Road Safety Officers	54
Work with Sustrans (iBike officers)	52
Secure storage for bikes/scooters	95
Safe routes for walking, cycling and wheeling	71
Safe crossing points	79
Parking restrictions outside the school	65
Provision of information on active travel routes	15
Nothing	14
Other (please specify)	8
Total	631



School staff indicated that the provision of secure storage for bikes/scooters works well in encouraging active travel to/from school (15% responses). This is followed by safe crossing points (13% responses), and safe routes for walking, wheeling and cycling (11% responses).

School staff were asked what the challenges were to active travel at their school.

Lack of safe routes	49
Lack of safe crossing points	32
Poor surfaces	52
Volume of traffic around school	115
Speed of traffic around school	54
Parking issues around school (e.g. volume of cars and inconsiderate parking)	104
Lack of secure storage for bikes/scooters	27
Total	433



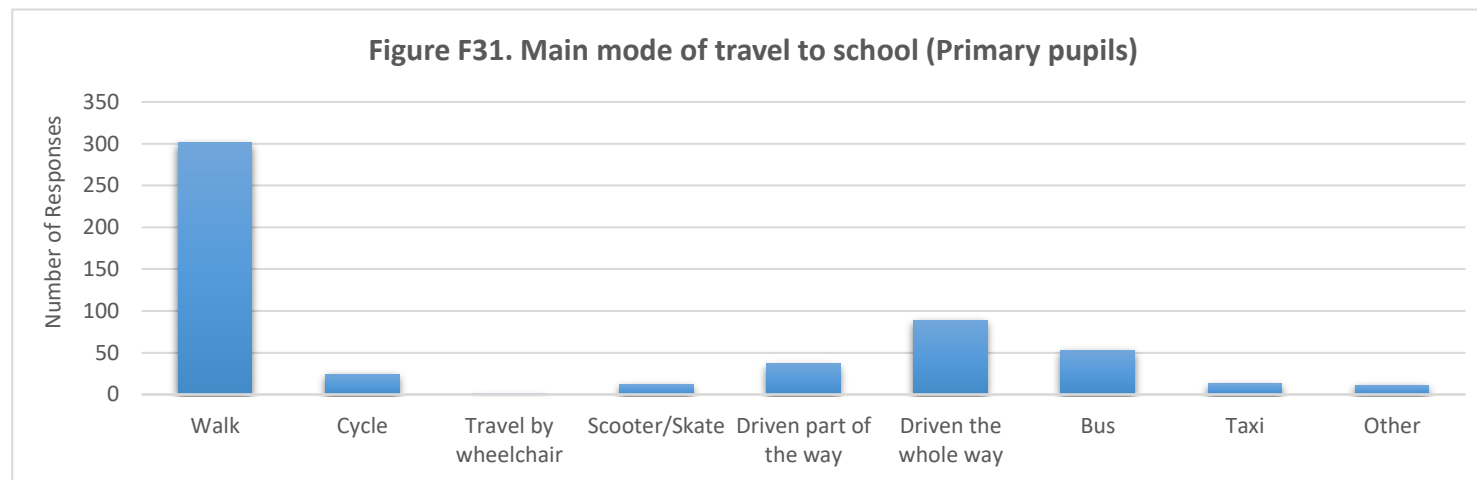
The most frequently noted challenge for active travel related to volume of traffic around the school (27% responses from staff). This is followed by parking issues (volume of cars and inconsiderate parking) (24% responses), and speed of traffic (12% responses).

- **Primary pupils**

541 Primary pupils responded to the survey. Primary pupils could provide more than one response to all survey questions, unless otherwise stated.

Primary pupils were asked to state their main mode of travel to school.

Walk	301
Cycle	24
Travel by wheelchair	1
Scooter/Skate	12
Driven part of the way	37
Driven the whole way	89
Bus	53
Taxi	13
Other	11
Total	541

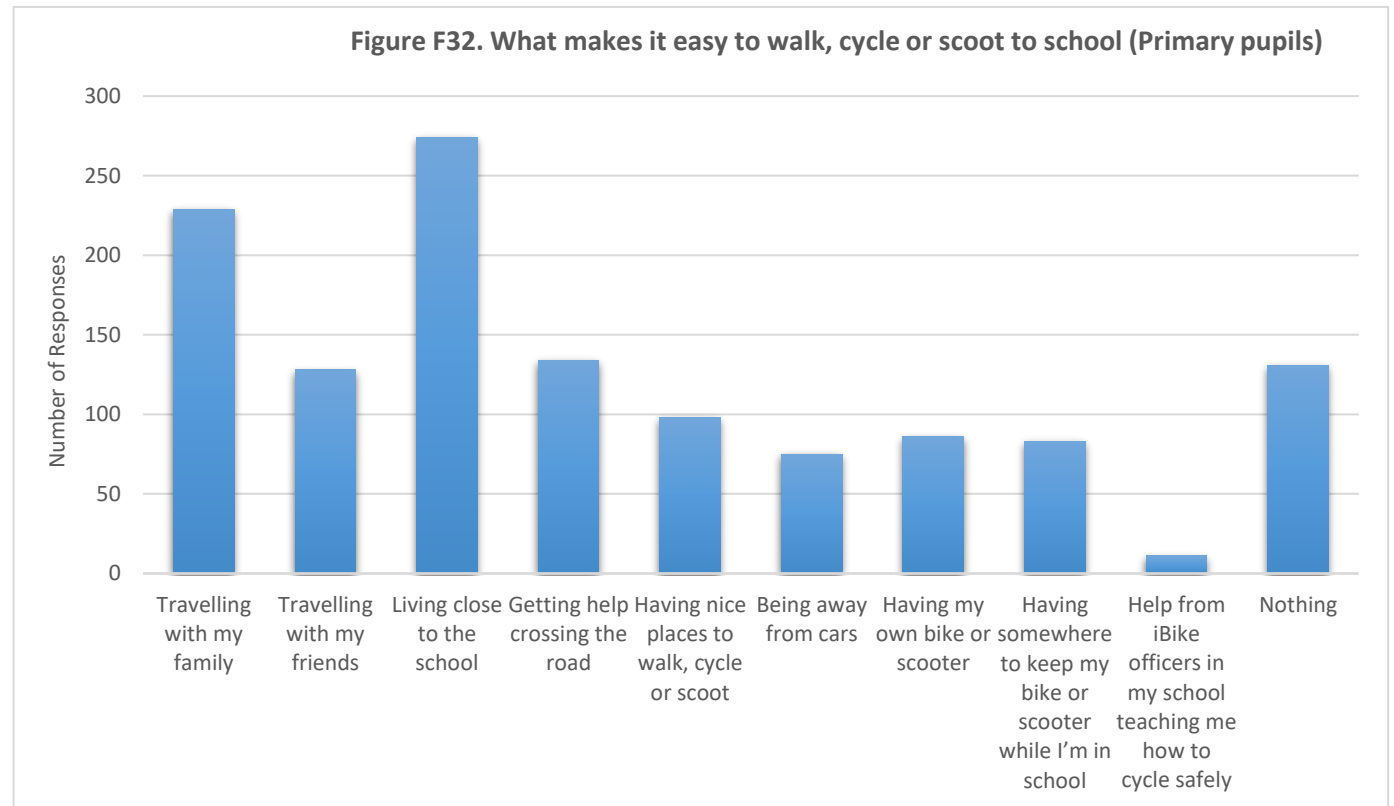


Responses from Primary School pupils indicate that the main mode of travel to school is walking (56% responses), followed by driven the whole way (16% responses) and bus (10% responses). Cycling and scooter/skating accounted for 4% and 2% of responses, respectively.

Primary pupils were asked what makes it easy to walk, cycle or scoot - if they do this.

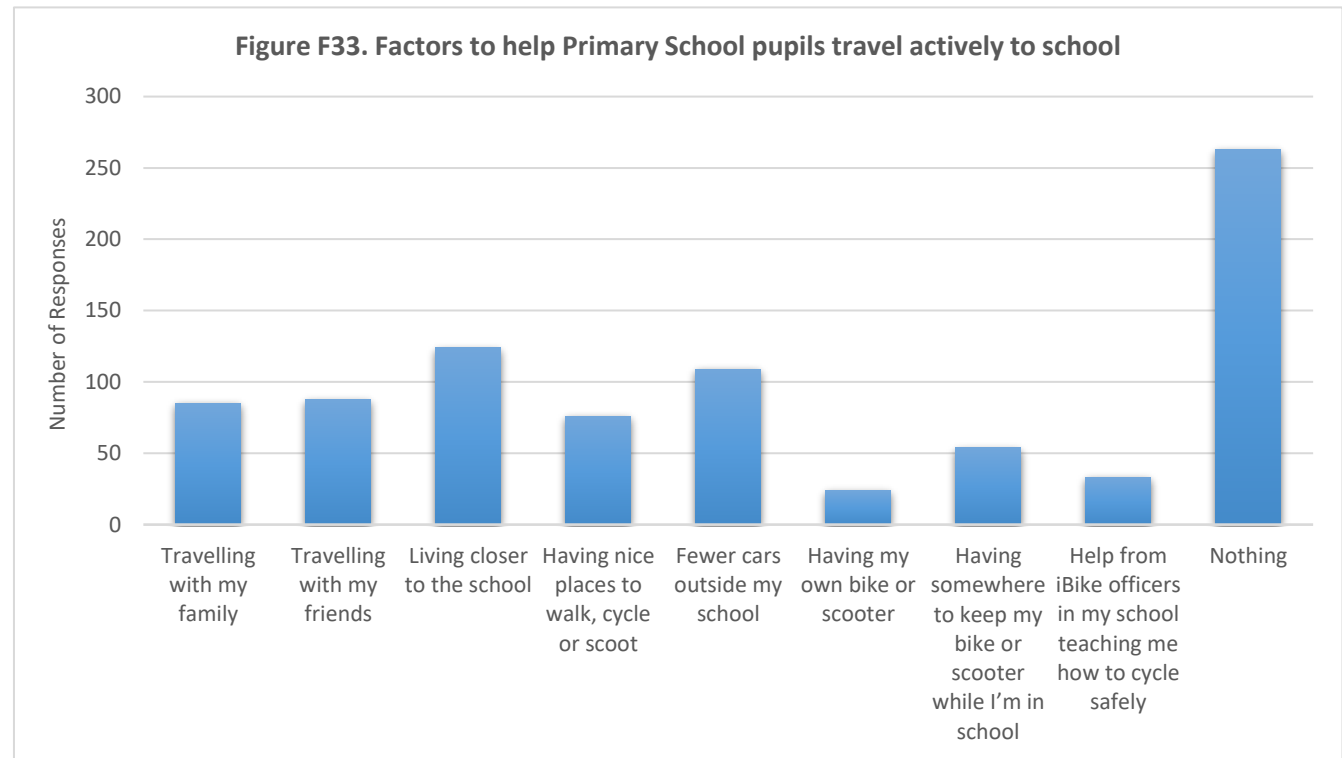
Travelling with my family	229
Travelling with my friends	128
Living close to the school	274
Getting help crossing the road	134
Having nice places to walk, cycle or scoot	98
Being away from cars	75
Having my own bike or scooter	86
Having somewhere to keep my bike or scooter while I'm in school	83
Help from iBike officers in my school teaching me how to cycle safely	11
Nothing	131
Total	1,249

Living close to the school was the most frequently noted aspect that Primary School pupils felt made it easy to walk, cycle or scoot to school (22% responses), followed by travelling with family (18% responses) and getting help crossing the road (11% responses).



Pupils were asked what would help them travel actively to school.

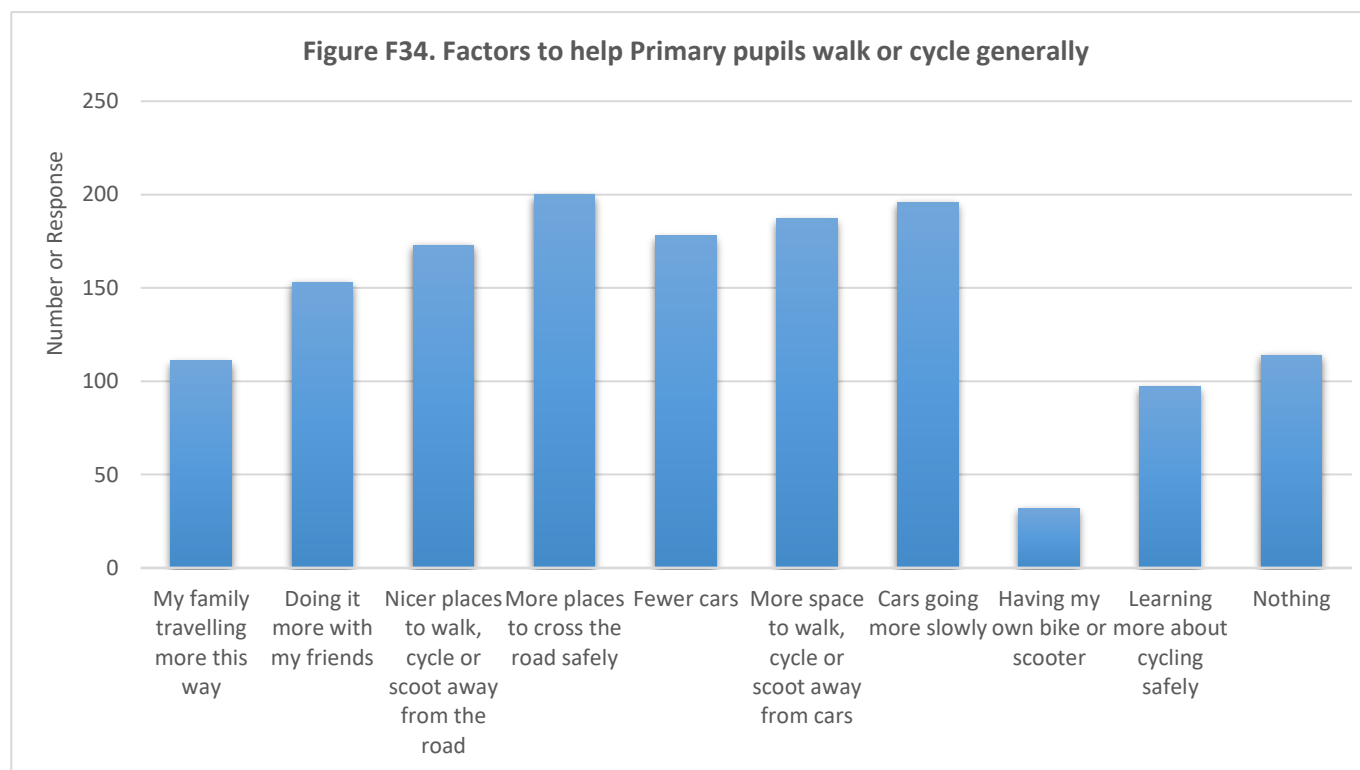
Travelling with my family	85
Travelling with my friends	88
Living closer to the school	124
Having nice places to walk, cycle or scoot	76
Fewer cars outside my school	109
Having my own bike or scooter	24
Having somewhere to keep my bike or scooter while I'm in school	54
Help from iBike officers in my school teaching me how to cycle safely	33
Nothing	263
Total	856



31% of responses from Primary School pupils indicated that 'nothing' would help them travel actively to school. This was followed by 14% responses relating to living closer to the school and 13% responses relating to fewer cars outside the school. A combined 20% of responses indicated that travelling with friends or travelling with family would also help.

Pupils were asked what would help them to walk or cycle more generally.

My family travelling more this way	111
Doing it more with my friends	153
Nicer places to walk, cycle or scoot away from the road	173
More places to cross the road safely	200
Fewer cars	178
More space to walk, cycle or scoot away from cars	187
Cars going more slowly	196
Having my own bike or scooter	32
Learning more about cycling safely	97
Nothing	114
Total	1,441



The most frequently mentioned factor that would help Primary School pupils walk or cycle more generally related to more places to cross the road safely (14% of responses), followed by cars going more slowly (14% of responses) and more space to walk, cycle or scoot away from cars (13% of responses). Other factors included fewer cars; nicer places to walk, cycle or scoot away from the road; and walking or cycling more with friends (12%, 12% and 11% of responses, respectively).

- **Secondary pupils**

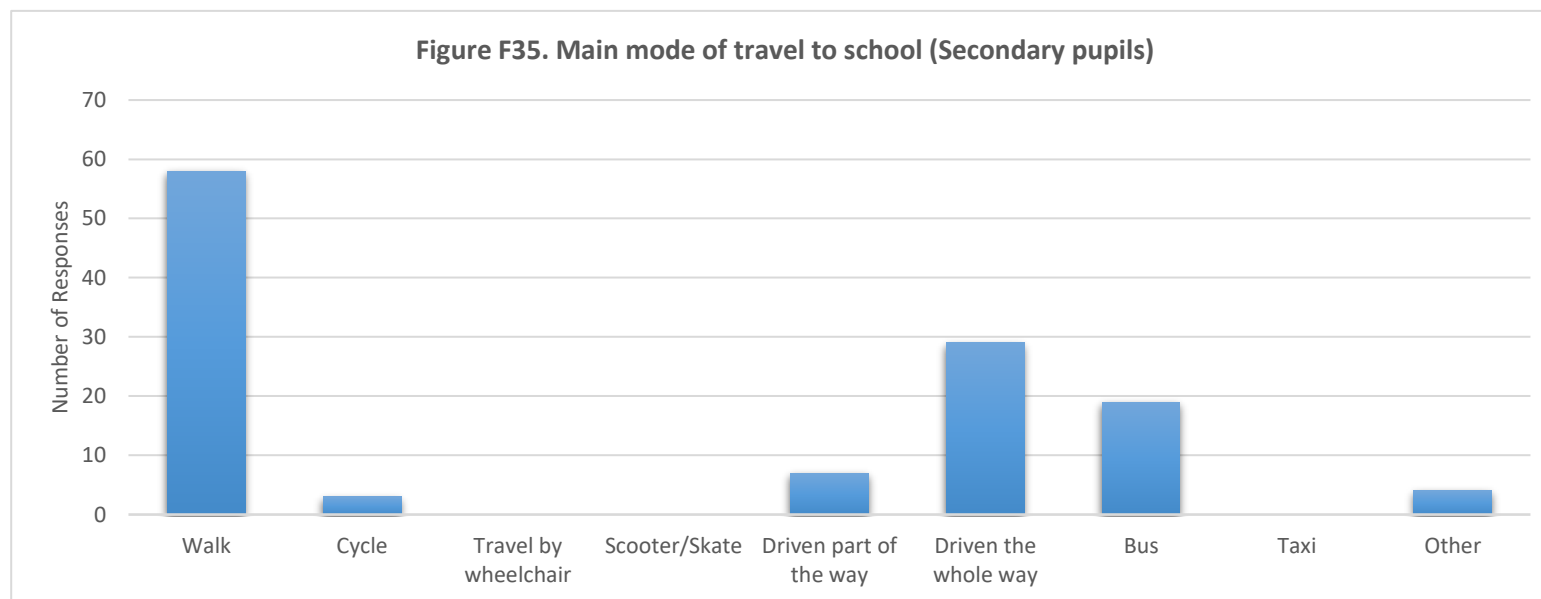
120 Secondary school pupils responded to the survey. There was a spread of participants from different school years.

1 st year	19	4 th year	26
2 nd year	20	5 th year	16
3 rd year	24	6 th year	15

Pupils could provide more than one response to each question unless otherwise indicated.

Pupils were asked to state their main mode of travel to school.

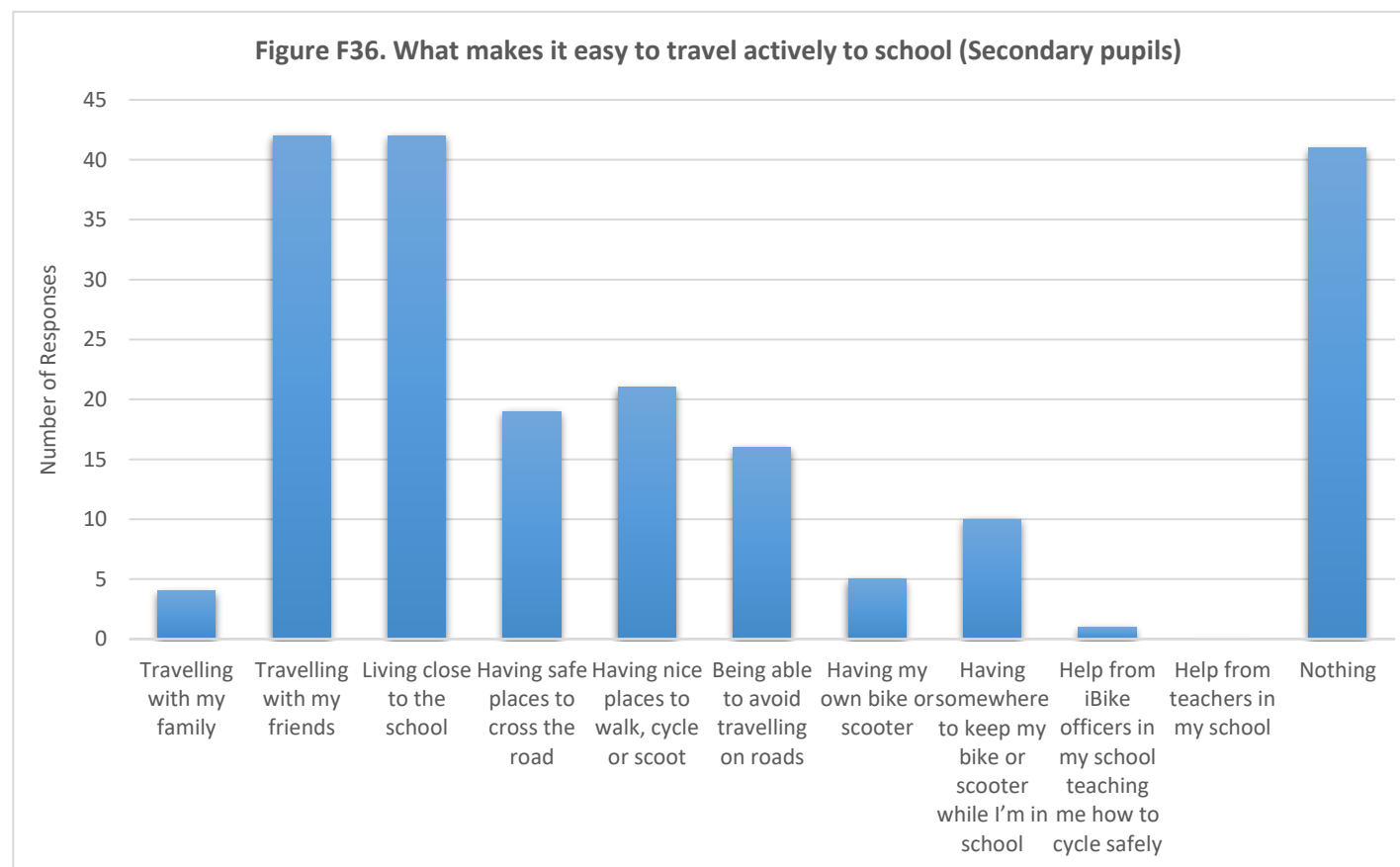
Walk	58
Cycle	3
Travel by wheelchair	0
Scooter/Skate	0
Driven part of the way	7
Driven the whole way	29
Bus	19
Taxi	0
Other	4
Total	120



Responses from Secondary School pupils indicate that the main mode of travel to school is walking (48% of responses), followed by driven the whole way (24% of responses) and bus (16% of responses). Cycling accounted for 3% of responses. None of the pupils responding to the survey indicated scooter/skate as their main mode of travel to school.

Pupils were asked what makes it easy for them to travel actively, if they do so.

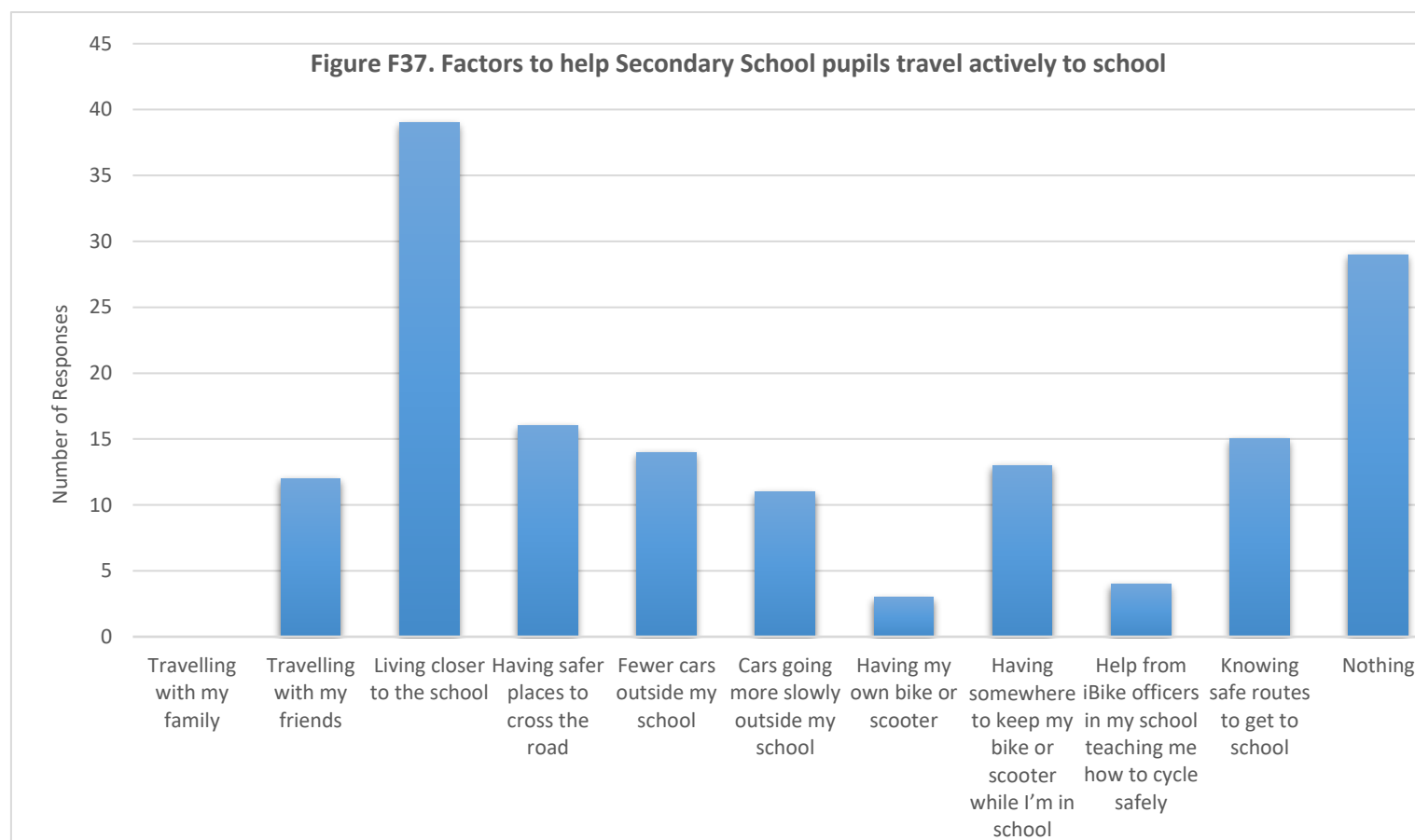
Travelling with my family	4
Travelling with my friends	42
Living close to the school	42
Having safe places to cross the road	19
Having nice places to walk, cycle or scoot	21
Being able to avoid travelling on roads	16
Having my own bike or scooter	5
Having somewhere to keep my bike or scooter while I'm in school	10
Help from iBike officers in my school teaching me how to cycle safely	1
Help from teachers in my school	0
Nothing	41
Total	201



Living close to the school and travelling with friends were the most frequently noted aspects that Secondary School pupils felt makes it easy to travel actively to school (21% of responses each). A further 20% of responses indicated that 'nothing' would make it easy to travel to school actively. This was followed by having nice places to walk, cycle or scoot (10% of responses), having safe places to cross the road (9% of responses) and being able to avoid travelling on roads (8% of responses).

Pupils were asked what would help them to travel actively to school if they did not do so already.

Travelling with my family	0
Travelling with my friends	12
Living closer to the school	39
Having safer places to cross the road	16
Fewer cars outside my school	14
Cars going more slowly outside my school	11
Having my own bike or scooter	3
Having somewhere to keep my bike or scooter while I'm in school	13
Help from iBike officers in my school teaching me how to cycle safely	4
Knowing safe routes to get to school	15
Nothing	29
Total	156



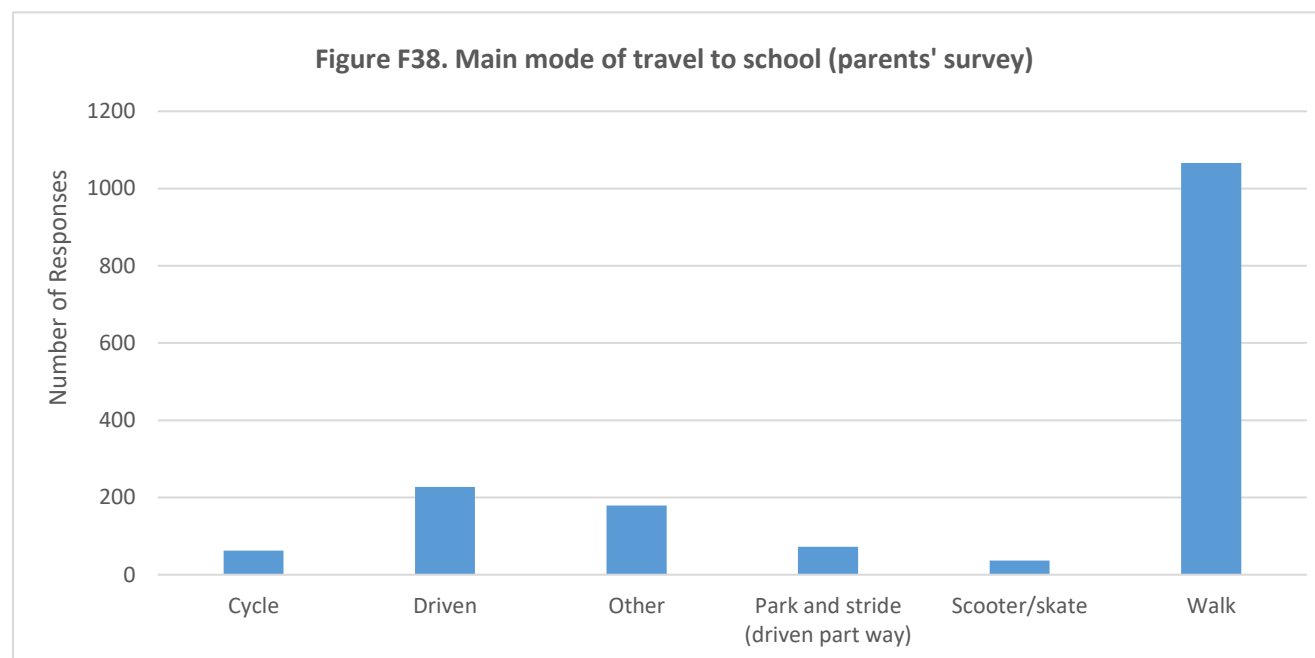
25% of responses from Secondary School pupils indicated that living closer to the school would help them to travel actively to school. 19% of responses indicated that 'nothing' would help pupils to travel actively to school. Other frequently mentioned responses included having safer places to cross the road (10%), knowing safe routes to get to school (10%) and fewer cars outside school (9%).

- **Parents**

1,585 school parents responded to the survey. Parents could provide more than one response to each question, unless otherwise stated.

Parents were asked to select the main mode by which their children got to and from school. As many parents have multiple children, the sample size is large.

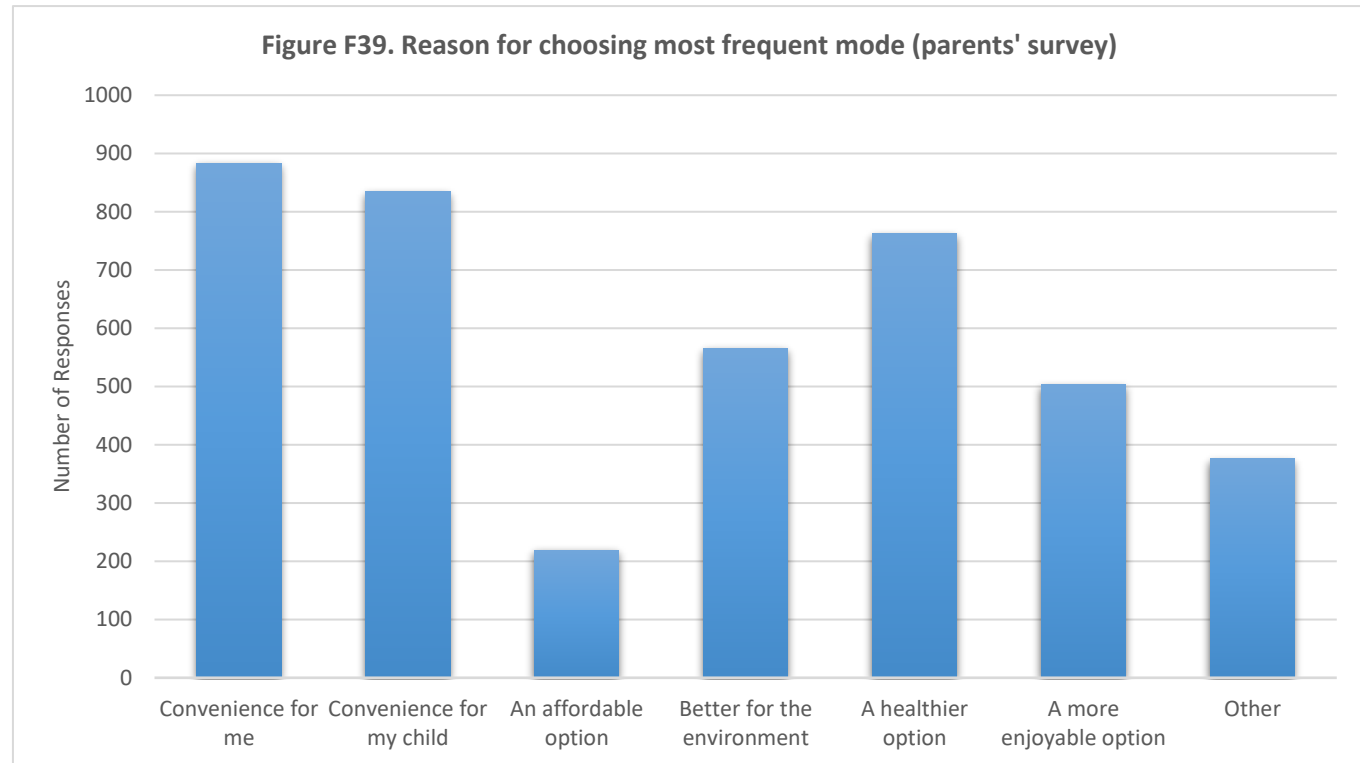
Cycle	62
Driven	227
Other	179
Park and stride (driven part way)	72
Scooter/skate	37
Walk	1,066
Total	1,643



The most frequently noted main mode of travel to school was walking (65% of responses). 14% responses related to children being driven to school and 4% related to park and stride (driven part way). 11% responses related to 'other' modes. 4% responses related to children cycling as their main mode and 2% responses related to children scooting/skating.

Parents were asked why the chosen method was used most frequently.

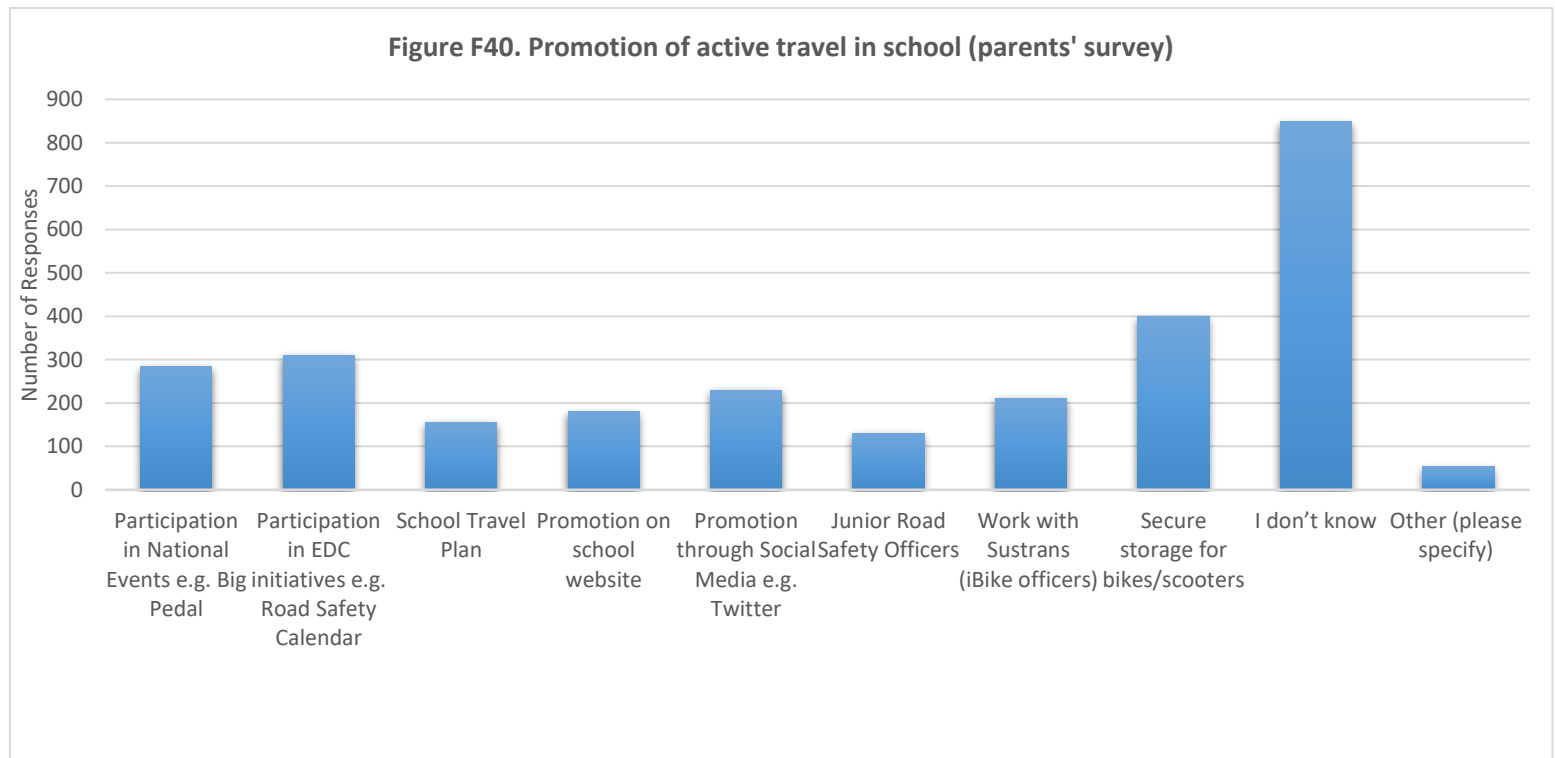
Convenience for me	883
Convenience for my child	834
An affordable option	219
Better for the environment	566
A healthier option	762
A more enjoyable option	503
Other	376
Total	4,143



21% of responses related to convenience for the parent and 20% of responses related to convenience for the child. Other responses related to the main mode chosen being a healthier option (18%), better for the environment (14%), a more enjoyable option (12%) or an affordable option (5%).

Parents were asked how the school promotes active travel.

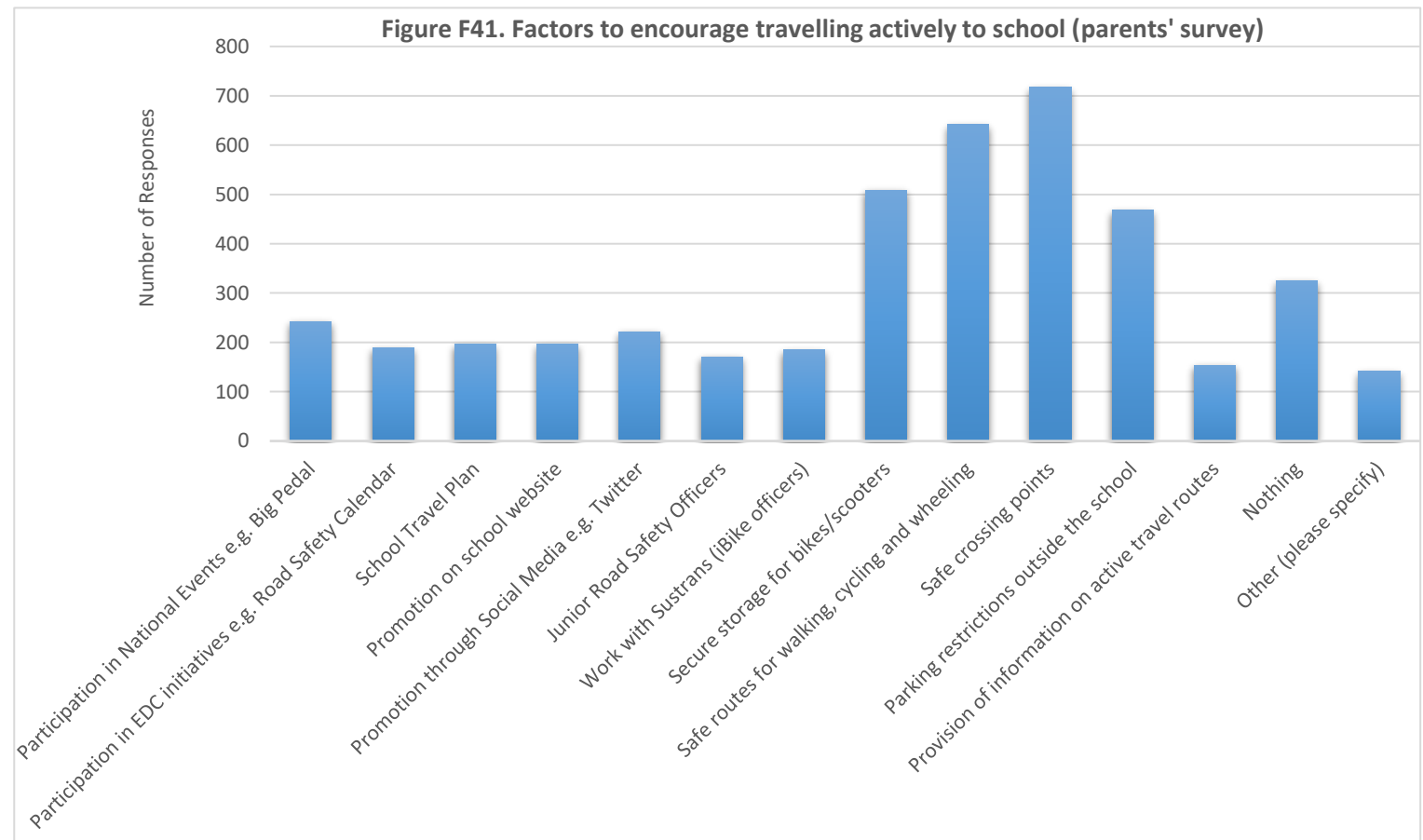
Participation in National Events e.g. Big Pedal	285
Participation in EDC initiatives e.g. Road Safety Calendar	310
School Travel Plan	156
Promotion on school website	180
Promotion through Social Media e.g. Twitter	230
Junior Road Safety Officers	130
Work with Sustrans (iBike officers)	211
Secure storage for bikes/scooters	399
I don't know	849
Other (please specify)	53
Total	2,803



Parents indicated that the provision of secure storage for bikes/scooters promotes active travel to/from school (14% responses). This is followed by participation in East Dunbartonshire Council initiatives (for example Road Safety Calendar) (11% responses), and participation in national events (for example Big Pedal) (10% responses). 30% responses related to “don’t know”.

Parents were asked what best encourages active travel.

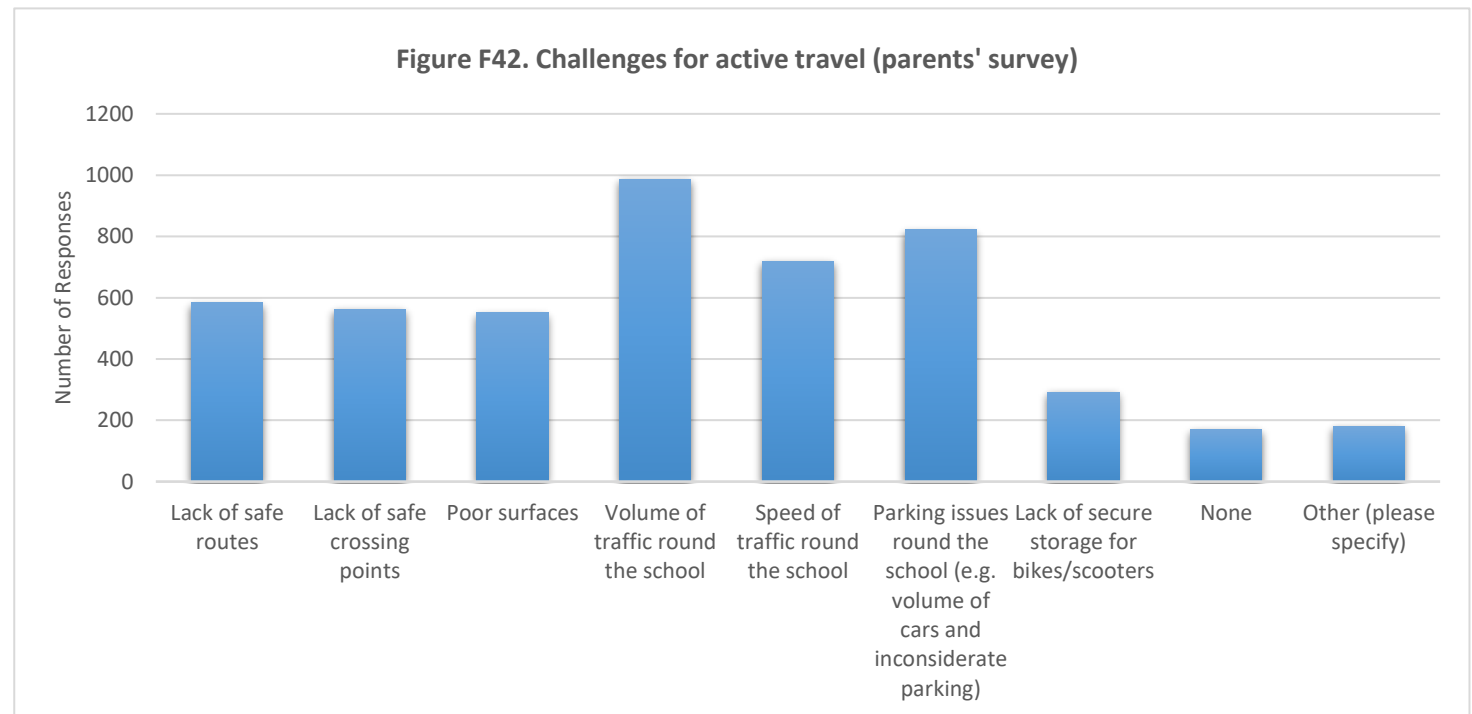
Participation in National Events e.g. Big Pedal	242
Participation in EDC initiatives e.g. Road Safety Calendar	189
School Travel Plan	196
Promotion on school website	196
Promotion through Social Media e.g. Twitter	222
Junior Road Safety Officers	171
Work with Sustrans (iBike officers)	185
Secure storage for bikes/scooters	509
Safe routes for walking, cycling and wheeling	642
Safe crossing points	717
Parking restrictions outside the school	468
Provision of information on active travel routes	153
Nothing	325
Other (please specify)	141
Total	4,356



From the parents' survey, the most commonly mentioned factors to encourage travelling actively to school were safe crossing points (16% of responses), safe routes for walking, cycling and wheeling (15% of responses), secure storage for bikes/scooters (12% of responses), and parking restrictions outside the school (11% of responses).

Parents were asked what challenges there are for active travel at their school.

Lack of safe routes	584
Lack of safe crossing points	562
Poor surfaces	551
Volume of traffic round the school	987
Speed of traffic round the school	719
Parking issues round the school (e.g. volume of cars and inconsiderate parking)	822
Lack of secure storage for bikes/scooters	292
None	170
Other (please specify)	180
Total	4,867



The most frequently noted challenge for active travel from the parents' survey related to volume of traffic around the school (20% of responses). This is followed by parking issues (volume of cars and inconsiderate parking) (17% of responses), and speed of traffic around the school (15% of responses).

Data from these surveys is extensive and useful for building a picture regarding how active travel is perceived in East Dunbartonshire as a means of travelling to and from school. The Active Travel Strategy 2 will use this data to inform approaches to increasing the attractiveness of active travel and minimising barriers to its use.

Conclusion

The Active Travel Discussion of Summer 2021 took different forms in order to involve as many voices as possible from the East Dunbartonshire community. The ideas map allowed anyone with an interest and access to the internet to submit an idea for their community. Individuals and groups could also attend online sessions with Council officers to learn about the process and further discuss any ideas or concerns. There was a phone line and an email address open for correspondence regarding active travel during the consultation period.

The Schools Active Travel Discussion was a survey with a relatively large sample size, and the results will enable the second Active Travel Strategy to better understand how to tailor active travel infrastructure and soft measures that encourage behaviour change to the needs of people within the community.