



Glasgow City Council

Environment and Liveable Neighbourhoods City Policy Committee

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Travel Behaviour Change Strategy

Purpose of Report:

- To present the Travel Behaviour Change Strategy

Recommendations:

It is recommended that the Committee notes the contents of the report and refers the Travel Behaviour Change Strategy to the City Administration Committee for approval.

Ward No(s):

Citywide:

Local member(s) advised: Yes No consulted: Yes No

1 Introduction

- 1.1 The purpose of this paper is to present the Travel Behaviour Change Strategy (TBCS) for review and referral to the City Administration Committee for approval.
- 1.2 The Glasgow TBCS sets out a plan and actions aimed at encouraging individuals and groups to travel in a more sustainable way. The strategy aims to create a culture of sustainable travel by addressing the underlying motivations and barriers to sustainable travel options and promoting positive change.
- 1.3 The TBCS aims to support and maximise the effectiveness of sustainable transport infrastructure investment in the city, by ensuring behaviour change interventions are considered alongside the delivery of infrastructure.
- 1.4 This work has been undertaken through collaboration and partnership utilising a short life working group that involved representatives from a range of Council services and external stakeholders.
- 1.5 The development of this strategy fulfils the following commitment within the [Glasgow Transport Strategy Policy Framework](#): “Policy 97: Develop a clear outcome-led Sustainable Transport Behaviour Change Strategy to target modal shift to sustainable modes. This strategy will focus on developing methods of communication, key messages and interventions by travel audience as well as on specific topics.”

2 Travel Behaviour Change Strategy – context and role

- 2.1 The TBCS forms a key part of the current overarching [Glasgow Transport Strategy](#), the associated [Active Travel Strategy](#) and a suite of transport initiatives (Figure 1) to create a step change for Glasgow in how people and goods move around our city streets and public spaces, and in encouraging more sustainable and active travel choices.

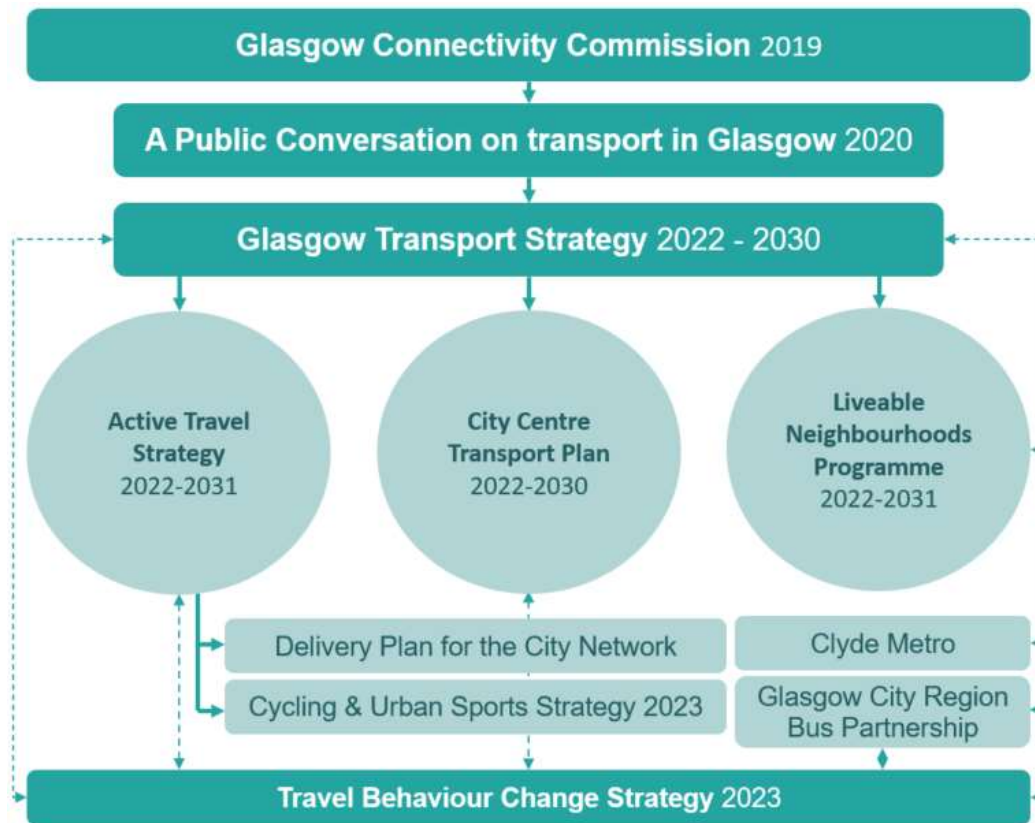


Figure 1 – Strategic context

- 2.2 The TBCS will assist in achieving the City Council’s commitments to net zero carbon, a minimum reduction of [30% of car kilometres travelled by 2030](#), and a commitment to achieve ‘[Vision Zero](#)’ where no-one is killed or seriously injured on our roads, streets, cycle ways and footpaths.
- 2.3 The strategy responds directly to the [Connecting Communities - A Public Conversation on Transport in Glasgow](#) and the engagement on the Active Travel Strategy in particular and will assist in developing a resilient future-ready and sustainable transport system for Glasgow. In turn this will help to transform the city into a more inclusive, liveable, and attractive place for residents, businesses, and visitors. Positive impacts will be made on health, wellbeing, and economic activity.
- 2.4 The TBCS aims to support individuals and communities to travel more sustainably and ensure significant modal shift as our transport strategies result in infrastructure and service changes across the city.
- 2.5 It aims to do this by acting as a key document that teams within the Council, as well as external stakeholders, refer to when developing sustainable travel behaviour initiatives. The TBCS will also act as a practical tool for teams within the Council that require a behaviour change plan as part of their work on delivering transport infrastructure and related projects.

3 Engagement

- 3.1 A Short Life Working Group (SLWG) was set up in early 2022, to provide oversight and direction to the development of the strategy. This had representation from GCC teams such as Sustainable Transport, Road Safety, Education, City Deal Avenues, Corporate Communications, and external organisations Glasgow Life, Sustrans and Paths for All.
- 3.2 The development of the strategy also involved one-to-one meetings with stakeholders and delivery partners to gain greater insight into the multiple facets of travel behavioural change. This was strengthened by a stakeholder workshop held on June 24th, 2022, which aimed to encourage comment and contributions from stakeholders to the emerging strategy document. A wide range of organisations from across the fields of transport, public sector, community / third sector were invited to this workshop, with those who attended shown in the table below.

Transport Scotland	Cycling Scotland	Sustrans Scotland
Drumchapel Cycle Hub	Bike for Good	Women on Wheels
Glasgow Life	University of Glasgow	University of Strathclyde
East Dunbartonshire Council	Glasgow Centre for Population Health	Renfrewshire Council
Motion Forward	Glasgow City Council (citizens panel)	Community volunteers
Co-Wheels Glasgow Life	Bus users organisation	West Coast Motors Ltd

- 3.3 The workshop demonstrated that the TBCS was on the right path with no major gaps. It served to strengthen the TBCS in several ways, including the incorporation of additional elements, refining and streamlining structure and identifying synergies between workstreams and initiatives.

4 TBCS content

- 4.1 The document (Appendix 1) is split into chapters covering Introduction, Aims, Policy Context, Action Areas Overview, Individual, Social, Material, Promotion, Delivery and Monitoring & Evaluation.
- 4.2 The strategy has utilised the [Scottish Government's Individual, Social and Material model of Behaviour Change](#) as the basis for framing the policies and actions within. The ISM is also utilised at a strategic / policy level to engage with

people, and to understand and influence their behaviours to deliver improved outcomes which are in support of policy.

- 4.3 The ISM tool, developed for use within the context of sustainability challenges, brings together the factors affecting behaviour into the three contexts of I, S and M, and can be used for designing effective policy interventions.
- **Individual** - relates to the factors that affect the choices that individual people make and the behaviours that they undertake. This includes the beliefs, values, attitudes, and skills that an individual holds.
 - **Social** - focuses on roles, relationships and social networks that influence how individuals behave, both separately and within groups. The social sphere can create an environment where it is 'normal' to do a certain thing.
 - **Material** - relates to the wider environment which both shapes and constrains our behaviour. This includes infrastructure, technology, regulations, and service improvements.
- 4.4 The TBCS sets out actions and case studies under each of the ISM principles above, as well as the theme of Promotion. It also includes a set of short-term priority focus areas under these four themes which aim to transparently identify and describe some short-term priority actions being carried out by GCC services and external organisations in Glasgow to deliver on and support behavioural change.
- 4.5 A further key element of the TBCS is the [Travel Behaviour Change Plan \(TBCP\) template](#) for use by project teams when their infrastructure project requires a behaviour change plan. This template will help to guide project teams by identifying the issues to be addressed, the necessary target audiences, travel mode, and potential partners to deliver on measures therein.
- 4.6 In addition, a [Technical Appendix](#) on behavioural theory and behaviour change tools has been developed. This provides additional information on the ISM theory and other behavioural change models.
- 4.7 These documents will be made available on the [Connectivity, People and Place webpage](#) of Glasgow City Council.
- 4.8 The TBCP template is currently being trialled with the City Deal Avenues Block S and Connecting Battlefield project. This will allow a further refinement of the template to be completed.

5 Next steps and delivery

- 5.1 Moving forward, Council projects which require a travel behaviour change plan element should use the TBCP template for consistency. Each project will be subject to their normal processes of governance. For standalone travel behaviour change initiatives e.g., marketing campaigns, provision of information, updates can be brought to Elected Members as part of an annual update on the overarching Glasgow Transport Strategy.

6 Policy and Resource Implications

Resource Implications:

Financial: The full costs of delivering the Travel Behaviour Change Strategy document have been met from the Connecting Communities funding. Interventions will be subject to future funding applications and allocations.

Legal: The report raises no new legal issues.

Personnel: Internal and external resources and partners will be utilised in taking forward behaviour change activities.

Procurement: Any new programmes and projects may require procurement resource input as per normal process.

Council Strategic Plan: The TBCS supports the following Council Strategic Plan 2022 – 2027

GRAND CHALLENGE THREE – Fight the climate emergency in a just transition to a net zero Glasgow

MISSION 1: Deliver sustainable transport and travel aligned with the city region

- Via implementation of the Glasgow Transport Strategy Policy Framework, work to reduce car vehicle kilometres travelled in the city by at least 30 per cent by 2030.
- Continue to deliver on our commitment to a 20mph cityside speed limit and design streets that naturally reduce speeding. Explore ways to take stronger action on

pavement and other illegal parking, and on idling vehicles.

- Deliver the city's Active Travel Strategy, working towards delivery of a comprehensive City Network of active travel infrastructure to support modal shift.

GRAND CHALLENGE THREE – Fight the climate emergency in a just transition to a net zero Glasgow

MISSION 2: Become a net zero carbon city by 2030

- Deliver place-based interventions and key local regeneration projects.

Equality and Socio-Economic Impacts:

Does the proposal support the Council's Equality Outcomes 2021-25? Please specify.

Yes, supportive of the stated outcomes, particularly outcomes 1,2, 6, 7-11, through the role of active travel investment supporting people to make sustainable, affordable & equitable travel choices in the city, the role of active travel in supporting physical and mental health improvement, and the role of the TBCS to assist facilitate and influence choice of travel.

What are the potential equality impacts as a result of this report?

The work will be covered by the overarching EqIA for the Glasgow Transport Strategy. Individual EqIA screenings will be undertaken for the individual projects as appropriate.

Please highlight if the policy/proposal will help address socio-economic disadvantage.

Improving opportunities for access to sustainable and/or active travel and enhancing local environments through improving conditions for cycling/walking can help address barriers to social mobility, improve knowledge of alternative travel modes, access to training, services and employment opportunities, and can help to address problems of physical and mental health and wellbeing.

Climate Impacts:

Does the proposal support any Climate Plan actions? Please specify:

The TBCS will assist in promoting and supporting sustainable forms of transport. GCC Climate Plan Theme 3 – Well Connected and Thriving City.

Action Number 51. Deliver a comprehensive active travel network, incorporating the spaces for people measures (following consultation) and enabling 20-minute neighbourhoods through the Liveable Neighbourhoods Plan.

What are the potential climate impacts as a result of this proposal? The projects will improve Glasgow's urban environment and connectivity, thus leading to an improvement in a range of outcomes for the city's population.

Will the proposal contribute to Glasgow's net zero carbon target? The proposal will assist in reducing the need to travel unsustainably and encourage people to live more locally improving the quality of place and respond to the requirements for the creation of resilient places to cope with and tackle climate change.

Privacy and Data Protection Impacts: No data protection impacts identified.

7 Recommendations

- 7.1 It is recommended that the Committee notes the contents of the report and refers the Travel Behaviour Change Strategy to the City Administration Committee for approval.