



THE UNIVERSITY
of EDINBURGH

College of Arts, Humanities and Social Sciences
Knowledge Exchange Fellowship
Project summary

Project title

Tailoring Communication of Active Travel Information for Policy & Practice Audiences

Exchange Fellow

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Duration of Project

January 2015 – June 2015 (extended to December 2015)

Project Overview

Active travel (i.e., walking and cycling) is the most common form of physical activity among adults in Scotland. Despite the varied potential that active travel can offer, budget allocation and investment decisions in many policy areas often place items or activities related to walking and cycling as a low priority. Consequently, Scotland is placed behind many European countries in terms of active travel infrastructure and participation.

Evidence and data to support a significant increased investment in active travel abounds in the international literature, and Sustrans¹ Scotland has plentiful data that is relevant to Scotland. If information could be provided to stakeholders in a way that is relevant to their particular policy or budget decision, it is hoped that improved active travel opportunities and infrastructure might follow.

The proposed project will:

1. Analyse national policies and policy outcomes related to; environment, climate change, transport and health etc., to identify relevant and potential links between policies to active travel and the (Scottish Government) National Performance Framework
2. Review Sustrans national active travel data and monitoring infrastructure to identify links and gaps, relevant to identified policy outcomes

Planned outputs:

- An active travel outcomes framework for Scotland (identifying cross-policy relevance and opportunities)
 - A summary overview of governance structure and presence of active travel policy in Scotland in 2014/15.
 - Brief summary paper for each policy area, explicitly detailing own policy links to active travel as well as potential links to other policy areas
 - A paper for submission to a peer reviewed journal, detailing the process of active travel policy analysis, using the HEPA Policy Audit Tool.
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Expected Outcomes:

- Improved understanding among people working in different policy, research and programme delivery areas, of the potential and the opportunities that active travel offers.
- Influence decision making at policy and budget allocation levels, to invest proportionately in active travel opportunities and active travel.