

TRANSITION BLACK ISLE TRANSPORT PROJECT 2012 – 2015 PROJECT SUMMARY

Aim

We aim to reduce Black Isle residents' car travel by 1%, equivalent to almost 1 million miles per year, by promoting sustainable alternatives.

Outline

Research shows that travel behaviour is particularly entrenched and we therefore propose to run the project over three years. Intense publicity will be generated by personal contact with residents, community events, press coverage and physical resources. We will focus on three sustainable transport options: lift sharing, cycling and public transport. In the first year of the project we will concentrate on three Black Isle villages, and from this experience we will develop a programme to be run across the whole Black Isle in the following two years.

Lift Share

We will work with Highlands and Islands Transport Partnership (HITRANS) to bring a tailored car-share web interface to Black Isle communities, to be developed from their existing website, ifyoucareshare.com, which is mainly geared towards employers. Uptake will be promoted by means of a high profile launch, publicity campaign, and personal contact with users and local organisations.

Cycling

Studies in Scotland show that the principal barrier to cycling is the perception that it is unsafe (e.g. Cycling Charter for Fife, Chapter 3, page 7). Our main strategy will therefore be a range of community cycle events and training to provide the skills and confidence to cycle safely on the existing road and cycle network.

We will arrange training for a team of community cycling trainers, who will then run events such as accompanied bike rides, training in safe cycling and bicycle maintenance as well as bike and accessory demos and sales. Some of these events will be organised in conjunction with local schools, others will be more widely available.

Public Transport

We will undertake trials of improved bus timetable information tailored towards popular journeys in target communities. We will also promote the use of public transport in conjunction with other travel modes, e.g. through park-and-ride, and bike racks at bus stops.

Sustainable transport events

In addition to the specific work on lift-sharing, cycling, and public transport, we will also organise a number of events (film nights, debates, competitions etc) aimed at promoting sustainable travel more widely as a lifestyle choice.

Physical resources

Although most of our work will focus on changing behaviours and attitudes, we will work with HITRANS and Highland Council to install bike racks at key bus stops. We will gather the views of cyclists and walkers to develop an Active Travel Map of the Black Isle, which will be made available both on-line and in a printed version. We will also

lobby Highland Council to improve dangerous stretches of roads or tracks which we identify as constraining the active travel network.

Survey

We will quantify the impact of the project by conducting definitive surveys at the start and end of the project. We will also recruit a proportion of the survey respondents to give feedback about their changing travel habits at intervals during the project.