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ACTIVE TRAVEL IMPROVEMENT PLAN 2018 - 24

A Local Transport Strategy

ABSTRACT

Active Travel contributes to many positive outcomes, such as increased health both physical and mental; increased social interaction and social cohesion; a more productive workforce; reduced carbon emissions; and increased community empowerment

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Active Travel Improvement Plan

1. Introduction

East Lothian encompasses a diverse and attractive landscape from beautiful coast and countryside, significant cultural and natural heritage assets, as well as distinctive towns and settlements of varying sizes. East Lothian shares boundaries with the Scottish Borders, Midlothian and Edinburgh, which, due to its close proximity, acts as a major employment hub for the county.

However, a rapidly growing population means the county is faced with great change over the coming decades. Projections made by the General Register Office for Scotland suggest that East Lothian's population could increase to 130,000 by 2035- an increase of 30% from 2012.¹ Pressure on existing transport networks will increase significantly. The proposed East Lothian Local Development Plan adopts a compact spatial strategy and focuses the majority of new development in the west of East Lothian. The west of the County is the most accessible in terms of connections to the wider city region, in terms of public transport, however constraints exist. The A1, the main transport corridor through the county, and Musselburgh, as the main entry point into Edinburgh, are experiencing capacity issues caused by population growth and commuters travelling to and from the area. The traffic volumes through Musselburgh accompanied by the age, quality and frequency of buses in Musselburgh Town Centre is the main factor in deteriorating air quality in this area.

East Lothian must respond to the lack of capacity in the current transport infrastructure by ensuring that good quality transport infrastructure is in place to offer commuters and those making every day journeys, such as visits to the supermarket or taking children to school, viable alternatives to motorised transport, particularly single occupancy cars.

¹ The East Lothian Plan: Single Outcome Agreement, 2013

1.1 Active travel

Active travel means different things to different people and many definitions exist. The definition of active travel is wide and varied and has been defined by the Welsh Government as:

“Its purpose is to enable more people to undertake active travel for short journeys instead of using motorised vehicles where it is suitable for them to do so”².

For the purposes of this Plan, the adjacent definition offers a broader description of active travel and the importance on active travel as a transport option.

Active travel is a concept of travel that includes only those forms of transport that require active use of the human body as a transport machine. Examples of the type of travel include walking and cycling, as this burns off energy in comparison to sedentary travel forms like driving or getting the bus.

Active travel offers a key mechanism to promote sustainable choices for communities with strong economic, social, health and environmental outcomes. By providing and promoting an interconnected network of routes, East Lothian Council is supporting and enabling people to choose active travel as part of their everyday lives. With half of journeys in Scotland being less than two miles long³, active travel should be the most attractive and highest priority mode for shorter trips, yet East Lothian towns remain dominated by the needs of car drivers rather than encouraging people to choose to walk or cycle these shorter distances.

The East Lothian Council Active Travel Improvement Plan (ATIP) will sit within a national, regional and local framework.



² The Active Travel (Wales) Act 2013

³ Active Travel, Active Scotland: Our journey to a sustainable future, 2012

1.2 Active Travel – National Policy Context

Nationally the Scottish Government envisions that:

“By 2020, 10% of all journeys taken in Scotland will be by bike.” – Cycling Action Plan for Scotland Vision.

The vision of Scotland’s National Walking Strategy is:

“A Scotland where everyone benefits from walking as part of their everyday journeys, enjoys walking in the outdoors and where places are well designed to encourage walking.”

The national policy context for Scotland has evolved over the last 10 years with the main policy drivers now looking to influence material change in the Transport sector. The main changes of this type affecting transport since 2006 have come from environmental and economic policy. On the environment front, the *Climate Change (Scotland) Act 2009 Low Carbon Scotland: Meeting our Emissions Reduction Targets 2013-2027; Climate Ready Scotland: Scottish Climate Change Adaptation Programme* (statutory framework for a greenhouse gas emissions reductions target) have fundamentally changed Scotland’s approach to climate change. The Act has created a target of 42% by 2020 and 80% by 2050 along with seeking the introduction of interventions to adapt to a changing climate.

Scotland’s Economic Strategy is front and centre in the delivery of Transport Policy and with the Scottish Government’s commitment to creating a more successful country, the Council will look at introducing active and sustainable travel options in our town centres to promote economic growth enabling East Lothian and Scotland to flourish, through increasing sustainable economic activity. National policy sets out an overarching framework for achieving the two mutually supportive goals of increasing competitiveness and tackling inequality in Scotland. The Active Travel Improvement Plan takes cognisance of Scottish Government policy and looks to through well-designed places supporting active travel and boost investment and innovation, supporting inclusive growth but maintain a focus on community planning.

This is borne out by linking the Plan through the Local transport Strategy to the East Lothian Local Development Plan, Council Plan to *National Planning Framework and Communities Community Empowerment (Scotland) Act*.

1.3 Active Travel – East Lothian Context

Locally, the Active Travel Improvement Plan (ATIP) is one of four supporting plans to East Lothian’s Local Transport Strategy (LTS), which addresses the broader transport challenges across the area. In order to address these issues the ATIP was identified to meet the objectives of the LTS. The ATIP aims to complement the LTS by outlining the short and long-term actions and aspirations of East Lothian Council in improving its active travel network to offer an

accessible and attractive alternative to motorised transport, which will ultimately form part of an integrated transport system.

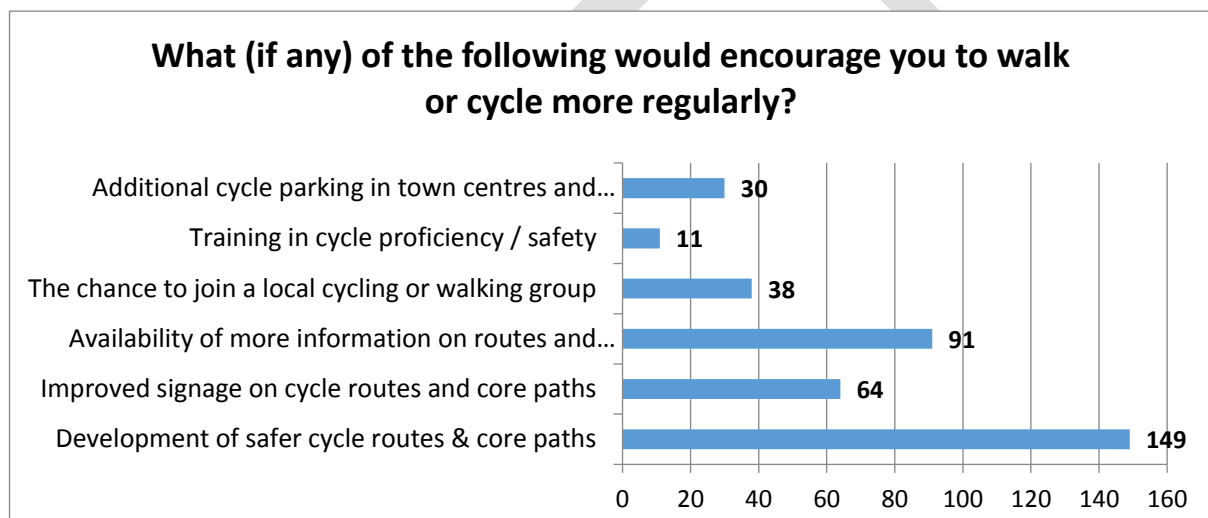
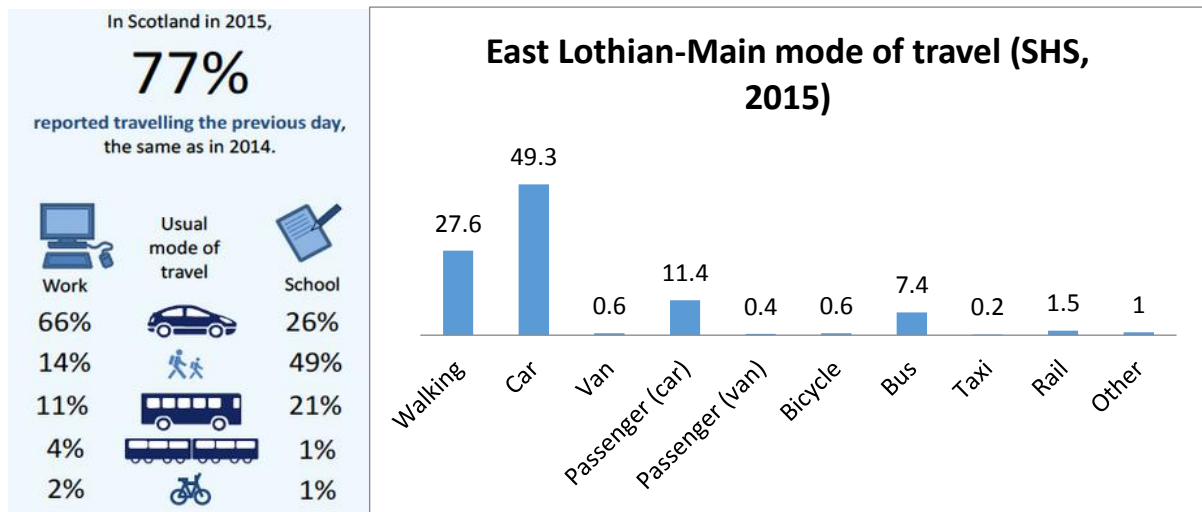


Figure 1 East Lothian Responses on Citizens Panel Survey, 2015

The Action Plan within this ATIP has been developed with input from East Lothian’s communities through the ‘East Lothian on the Move’ (ELOTM) process. Funding was drawn down from the Scottish Government’s ‘Smarter Choices, Smarter Places’ fund over 3 years to enable the Council to work in partnership with East Lothian’s 6 Area Partnerships to develop locally relevant, prioritised action plans for each area.

These local area active travel Action Plans were developed through a process of public consultation and engagement in each Area Partnership area, to identify and prioritise local needs for improving active and sustainable travel. In some cases these action plans have been incorporated into local Area Plans. They remain live, fluid documents, which highlight local aspirations and demonstrate the ongoing process of implementation of these local initiatives. As



such, this ATIP refers directly to these local action plans without listing the actions explicitly here.

DRAFT

2. Aim & Objectives

The overarching aims of this Active Travel Improvement Plan is to make active travel the first choice for all users who must undertake a journey.

In meeting this overarching aim, the Plan will also:

1. Improve health and wellbeing



Physical inactivity contributes to over 2,500 premature deaths in Scotland each year and costs NHS Scotland around £94.1 million annually.⁴

Increasingly sedentary work and lifestyles paired with increased car use have resulted in the decline of physical activity in Scotland.

Activity travel contributes to many positive outcomes, such as increased health both physically and mentally; increased social interaction and social cohesion; a more productive workforce; reduced carbon emissions; and increased community empowerment. Thirty minutes of walking, five times a week reduces the risk of stroke by 30%, breast cancer by 20% and can increase life expectancy by up to 9 years. Being

Figure 2: Best Investments for Physical Activity physically active does not have to mean going to the gym five times a week- it includes all forms of activity, like walking or cycling to get from A to B.

The cost of inactivity not only affects health but also places a substantial cost burden on health services, carers and the wider economy through workplace absenteeism and lower per capita productivity. By increasing physical activity through active travel, communities can

⁴ NHS Health Scotland (2013) Costing the burden of ill health related to Physical Inactivity for Scotland. Edinburgh: NHS Health Scotland.

benefit from safer and more pleasant streets, improved air quality, lower carbon emissions and reduced congestion. Path and active travel development contributes to the Scottish Government's Active Scotland Outcomes Framework: increasing physical activity for an active Scotland.

In a recent study, the University of Edinburgh and the International Society for Physical Activity for Health, identifies seven areas that require investment by governments and communities in order to improve levels of physical activity. The infographic outlined the best investments to improve physical activity (see Figure 2): "Transport and the environment" and "Urban design and infrastructure" were highlighted as 2 of the 7 key investments to significantly improve levels of physical activity in the population. These two key objectives are specifically addressed in this ATIP through proposed infrastructure improvements, working closely with local communities.

As one of a suite of measures to tackle the levels of inactivity within the county, East Lothian Council aims to facilitate active travel by investing in and supporting the implementation of an accessible, high-quality active travel network to make everyday journeys by foot or bike an easier option. This will be supported by behaviour change activities to work with children and adults to educate, inform and enable them to make sustainable travel choices.

The East Lothian Physical Activity Framework and Action Plan (2016-2019) also provides an overview of contributions towards the 7 best investment areas. It includes the following information:

Activity – Improve the physical environment in ways that encourage inactive and active people to regularly participate in physical activity (including active travel)

Short Term Outcome – increase people's use of the outdoors for everyday activities (including active travel)

Long Term Outcome – increase active travel and reduce East Lothian's carbon footprint

2. Reduce carbon emissions and improve air quality

Transport accounts for 28% of Scotland's total emissions and is the second highest contributor (behind energy supply) to greenhouse gas emissions in Scotland.⁵ The Climate Change Act (2009) places duties on public bodies to contribute to carbon emissions reduction targets; contribute to climate change adaptation; and to act sustainably. As a signatory, East Lothian Council is committed to mitigating against the impact on climate change through reducing greenhouse gas emissions and adapting to predicted climate change impacts. Policies within the draft Climate Change Plan are in line with the Cycling Action Plan target that by 2020, 10% of everyday journeys are made by bike.

⁵ Scottish Greenhouse Gas Emissions 2014, Scottish Government

Under the Environment Act 1995, Local Authorities have a duty to designate any relevant areas where air quality objectives are not being met as Air Quality Management Areas (AQMAs). Musselburgh has been identified as an AQMA and therefore East Lothian Council has developed and implemented a plan to improve air quality in the area. By improving active travel options, the demand on motorised transport should decrease thus making an improvement to air quality and reducing carbon emissions. This vital aim needs to be taken into account when considering the improvements to be made to active travel. In order to manage the increasing traffic demand, emissions and decreasing air quality there needs to be a stronger focus on providing infrastructure and education that encourages people to travel actively and depend less on cars.

3. Remove vehicles from Busy Streets

The growing population and development in East Lothian will result in major challenges to the transport network with increased congestion being a result. Improvements in active travel infrastructure to offer an attractive alternative to car use, combined with promoting behaviour change, could help to alleviate the amount of cars on the road.

4. Create better places for people

Scottish Government policy prioritises place before movement when designing streets and as part of the street user hierarchy pedestrians should be considered first with private cars last.⁶ This philosophy is also appropriate in discussions around wider place setting connecting urban and rural environments linking coast to countryside as well as urban streets. Creating a sense of place means creating spaces with meaning by providing physical surroundings that people care about – these can be visual, cultural, social or environmental.

By designing and creating well planned environments for active travel, communities can benefit from safer and more pleasant streets, improved air quality and lower carbon emissions. Paths and active travel routes can form the basis for enhanced green networks in urban areas, and connect the urban areas with the surrounding countryside, with benefits to health and wellbeing as well as biodiversity. Well planned, connected green spaces, combined with a well designed active travel network, can contribute to a sense of place, improve social cohesion and social interaction, reduce social isolation and help to address inequalities.

Streets should not be viewed as simply transport corridors but a social space that also benefits the transport network. The connecting wider path network also provides significant benefits to communities and contributes to the sense of place through the context of the historical and cultural significance of the old rights of way and modern core path network.

⁶ *Designing Streets* (2010) <http://www.gov.scot/Resource/Doc/307126/0096540.pdf>

Well designed path and active travel networks also benefit communities in terms of economic and tourism benefits.

5. Improve access to jobs, services and Amenities

The Equalities Act 2010 places obligation on public authorities to take action to 'advance equality of opportunity between different groups', by minimising disadvantage and taking steps to meet the varying needs of different people. This is in line with the main aim of the Council Plan.

Around 24% of households in East Lothian do not have access to a private car; this can act as a barrier when accessing jobs and services. Active travel networks can remove barriers and open up opportunities to those in communities who may be restricted without access to a car or in rural settings where public transport is limited.

2.1 Objectives of East Lothian's Active Travel Improvement Plan:

- To create an active travel network for East Lothian that enables residents and visitors to get around with less reliance on the car.
- To ensure that there are adequate active travel connections within settlements, to enable people to reach local amenities, schools, places of work and transport hubs by active travel means for everyday journeys.
- To improve connectivity between communities for functional, recreational and leisure purposes
- To enable people to commute outwith East Lothian to neighbouring employment centres such as Edinburgh, Dalkeith and Berwick-upon-Tweed using active travel and public transport rather than the car.
- To integrate active travel networks with other local improvements including sustainable transport hubs, green networks and economic/employment hubs, to benefit East Lothian's residents and visitors

- To reduce carbon emissions and improve air quality by promoting the use of more sustainable transport modes.
- To improve the health and wellbeing of people

3. Infrastructure

The local active travel network is being developed to make everyday walking and cycling journeys easier. Accessibility and connectivity are vital to encouraging active travel as a viable mode of everyday transport. East Lothian Council aims to connect residential areas with employment centres, amenities, services and education, and transport interchanges.

3.1 Walking

Walking is part of everyday life for many people whether walking to catch a bus or visiting the local doctor. Walking is ideal for short journeys - it is free, reliable, reduces congestion and is the healthy option. A greater emphasis has now been placed on street design and creating a sense of 'place' in order to protect town centres, the rural environment and create open, enjoyable spaces. Streets with lower traffic volume and more space for active travel help improve social connections in communities, enhance accessibility and improve the public realm. Sustrans' research has found that 'people on foot and bike spend almost a third more in local shops than those who travel by car.'



East Lothian has a well-developed network of walkable routes associated with the public road network, remote footpaths linking housing areas, town centre 'back side' lanes, routes to community facilities, park walks, rural core paths and public right of ways, but

there is still scope for improvement to the walking environment. East Lothian Council will aim to achieve this by:

- Consulting regularly with user groups and communities
- Creating a convivial walking environment which is well-designed, clean and well-maintained, safe, and lively with mixed land uses, space for relaxation, recreation, and meeting people
- Enhancing connectivity between residential areas and the active travel and core path networks to facilitate and encourage everyday journeys on foot or by bike, as well as leisure and recreational walking and cycling

- Working with planners and developers to secure high quality new developments that enhance and extend the active travel network.
- Develop the green spaces (network) as an integral part of the active travel network to enhance the sense of place, improve the environment for walking, cycling and for wildlife, and improve health and wellbeing by encouraging people to enjoy the outdoors
- Using innovative projects to secure funding e.g. Sustrans Community Links Plus
- Using the Scottish Government's Place Standard Tool
- Utilising existing design standard guidance to ensure that places are developed to enhance and empower the community; e.g. Designing Streets, Living Streets guidance

Existing and new developments throughout East Lothian will continue to be encouraged to develop enhance walking, cycling access and cycle parking provision. This will improve active travel connections and provide opportunity for residents to develop active travel habits. This will help develop a 'sense of place' throughout the county. It is fundamental that development is accessible and provide direct connections between places, wherever possible. Convoluted links that veer off the desire line will not serve local residents well, integrate into communities and encourage walking and cycling habits. The design process must make provision for walking and cycling before all other forms of transport.

3.2 Cycling

Cycling is a cheap, convenient and healthy mode of transport. The accessibility of cycling (there is neither licence required nor an age barrier) means it can be a realistic choice for most people. East Lothian has numerous cycle routes yet there are still many barriers stopping people from using bikes as a mode of travel.



East Lothian Council will aim to get more people cycling by making available a broad network of cycle/walking infrastructure as practicable that is integrated, accessible and inclusive for all users. East Lothian will take into considering:

- Destinations- local networks should make it easy for individuals to undertake everyday journeys by bicycle. Connecting residential areas with places such as healthcare and employment
- Cycle network standard- the network needs to be attractive and comfortable for less confident cyclists. The Council will review its standards and work with Partners to fund where appropriate infrastructure that meets the National Cycle Network standard
- Maintenance – the cycle routes will be inspected and maintained to an appropriate standard
- Incorporate existing routes- the network will incorporate existing routes, such as Core Paths, where appropriate. Inconsistencies in the availability and quality of existing routes should be prioritised accordingly to demand and work undertaken to link Communities where routes do not exist.
- Accessibility- identifying ways to make bikes accessible to those who do not have or cannot access a bike

3.3 Existing Network

East Lothian' existing core path network consists of Core Paths, public rights of way, footpaths, segregated shared use paths and a wider footway network. Core paths form a basic network of key links between settlements, and connect to the wider path network and to the local road network, which supplies footpath facilities along some primary and secondary distributor roads. Today there are 340km of existing core paths in East Lothian, which connect to the wider path network to 581 km of public road footpaths that create local community path networks and important connecting routes within and between communities.

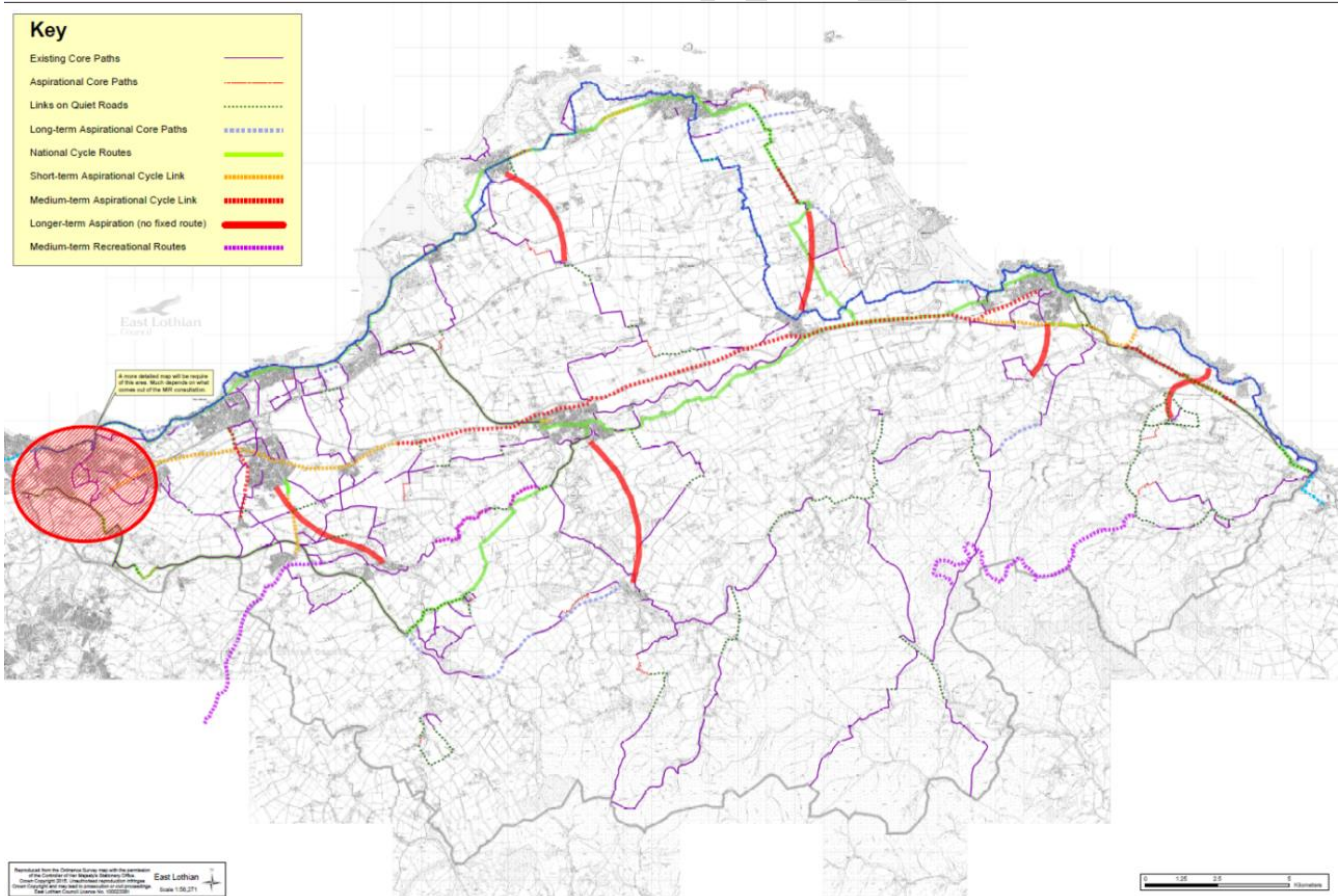


Many of the core paths provide a good basis for active travel throughout the county and offer an opportunity for integration with new paths and routes. Several core paths, such as the Railway Paths, already form part of designated National Cycle Network routes. Core paths

vary from shared-use tarmac routes to grass paths so not all core paths are suitable for all forms of active travel. Some core paths lend themselves better to becoming utility routes, while other countryside routes may be more suitable for recreational walking or horse

riding. It is important to preserve this diversity of routes around the County, which perform differing functions. However, The Council recognises that the varying standards may dissuade some users, so it will look to assess the condition and suitability of routes for differing abilities (for example, steps restricting access or please dismount) and give guidance on appropriateness of access by different means of transport (for example, not suitable for equestrian use).

Although core paths provide a strong foundation for a wider active travel network, to encourage their continued use and development they must be appropriately maintained and monitored to ensure that they remain an attractive and viable option for all path users. As described above not all path serves the same purpose and accordingly the standard will vary from path to path but the long-term vision will be to provide a minimum width of 1.5m and have a level unobstructed bound surface.



East Lothian is well served by popular, predominantly recreational routes such as the John Muir Way and National Cycle Network Routes (NCN1, 76 and 196,) and the North Sea Cycle Route following NCN76, catering to a broad range of cyclists and walkers, including families and less confident cyclists. These routes offer long stretches of off-road paths combining the scenic coastline with natural heritage and historic sites and, in places, link in to other parts of the network, consequently sections are also used for local use as a means for everyday journeys. As well as offering great leisure benefits to residents, East Lothian's natural assets combined with the provision of such extensive routes are an

attraction for visitors to the area. The John Muir Way connects across Scotland's Central Belt, from Dunbar in East Lothian to Helensburgh on the west coast, and the John Muir Link continues from Dunbar to the Scottish Borders, where it connects to the Southern Upland Way and Berwickshire Coastal Path.

East Lothian is also served by three sections of the National Cycle Network (NCN), with most routes suitable for walking, cycling and people of all abilities. The NCN is comprised of attractive traffic-free or traffic-calmed routes and is suitable for utility or leisure travel.

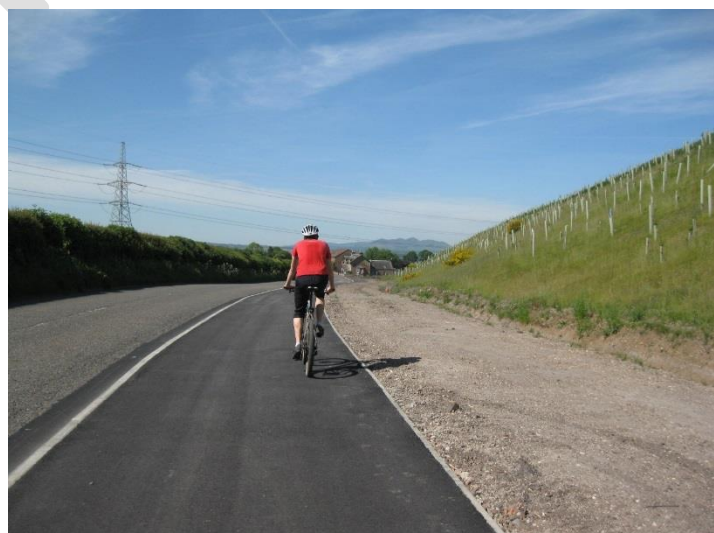
There is an existing provision of routes but connectivity is an issue. Going forward the focus will be on connecting residential areas to services, education and employment thus allowing communities better accessibility by improving and providing new connections to the network making active travel an easier option. This is illustrated by the need to connect transport hubs to communities (Drem and Gullane) and future proof towns with appropriate infrastructure to provide ease of access by communities to, shops, transport hubs, facilities and amenities.

3.4 Active Travel Tourism

The economic benefits of active travel tourism are on the increase. Recent research by Visit Scotland has estimated the value of cycle tourism in Scotland between £241-362 million per year, with cycling events generating £5.6 million of economic activity per year.⁷

The economic benefits of walking in Scotland are well documented. East Lothian, with its spectacular coast and countryside and accessible path network, on Edinburgh's doorstep, is increasingly a visitor destination for walking. The recent East Lothian Visitor Survey (2015) highlighted the importance to East Lothian's economy of walking tourism, and showed that East Lothian's walks and scenery are key attractions to visitors.

Following the launch and national promotion of the John Muir Way coast-to-coast route, a commissioned report by Scottish Natural Heritage (2015) estimated increased visitor numbers and economic benefits from people walking the John Muir Way. The East Lothian Visitor Survey (2015) showed



⁷ <http://www.visitscotland.org/pdf/2015%20September%20Monthly%20Snapshot.pdf>

that the John Muir Way is one of East Lothian’s most popular attractions visited.

There is currently little or no data surrounding the direct impact of active travel tourism in East Lothian and this has been identified as a need going forward. A better understanding of the motivations and expectations of visitors to the area would allow better provisions to be made.

3.5 Connectivity and Integration

In East Lothian’s more rural areas public transport is more limited. It is important to maximise integration of paths connecting with public transport links (for example better signposting of cycle friendly roads between Drem station and East Linton), helping to offer better accessibility to those already utilising sustainable transport options or convincing those who may be put off by lack of connectivity to incorporate active travel into their journey.

Station on North Berwick Branch line	Sheltered Cycle Parking
Drem	52
Longniddry	20
Musselburgh	8
North Berwick	28
Prestonpans	22
Wallyford	18

Figures show that in East Lothian, 23.7% of households do not own a car (Scottish Households Survey 2014: Local Area Analysis (Table 4) –Transport Scotland) and, even in car owning households, not all individuals have access to one.

This can act as a barrier to accessing services and employment. Making services easily accessible on foot and by bicycle helps reduce inequalities and create a more inclusive society.

Connection to public transport services should be a priority consideration to improve existing active travel routes or at the inception and delivery of new routes. Communities highlighted the importance of this during the ‘East Lothian on the Move’ consultations. Integrating active travel with public transport creates an inclusive society allowing access to facilities and services whilst travelling sustainably. Transport policies and systems that prioritise walking, cycling and public transport are fundamental investments for promoting physical activity.

The introduction of integrated ticketing- one ticket that would give access to more than one mode of travel- is scheduled for delivery 2017 with the aim of linking buses and trains by 2018 and with the long term aspiration of including other activities such as bike hire. Making switching modes of transport easier encourages people to consider this as a viable option to travel and makes it more accessible.

Multi-modal journeys can be encouraged through the provision of cycle parking at rail stations and bus stops. There are seven train stations currently available throughout the county, -East Linton planned for 2024 and a potential station at Blindwells- with six providing sheltered cycle parking and Dunbar providing cycling stands. The provision of secure and/or sheltered parking in convenient locations and promoting their availability

is beneficial to supporting multi-modal journeys. To work successfully, travellers need to be confident that the public transport network is sufficiently integrated to meet to their needs. The Abellio Scotrail Cycling Innovation Plan (CIP) pledges to promote cycling by monitoring the demand for cycle parking at select stations and ensure that cycling facilities exceed demand.⁸ The Council will monitor their own cycle storage provision and increase supply that cycle facilities meet demand.

Making public transport accessible to as many people as possible meets East Lothian Council's duty under the Equalities Act 2010. Public transport has social benefits, in particular for elderly people, and can provide opportunity for those who do not drive. Partnership working with public transport providers is essential to deliver joint up solutions for an integrated and effective active travel network as well as identifying improvements to routes to make public transport more accessible to all. In this context, the Council has signed up to an East Lothian Bus Passenger Charter and look to agree a concordat with ScotRail.

Access to bicycles can be a deterrent to those considering cycling as a mode of transport. Bike hire schemes are emerging across Scotland. Glasgow's nextbike hires has seen over 15,000 people using the scheme in a two-year period.⁹ Hire schemes seem most effective for short journeys with around 84% being less than 30 minutes (nextbike). Dunbar has been identified as potential location for one of Scotrail's 'Bike & Go' schemes. Exploring the benefits of a bicycle hire scheme in East Lothian has the potential to increase everyday journeys made by bike and improve access to public transport facilities. Local business opportunities may present themselves if demand is realised.

However, the use of bikes is not for everyone and can be off putting particularly due to the Scottish hills and windy weather. Technological advances in battery performance could encouraging the use of low carbon E Bikes for local journeys. The use of E bikes in tandem with bike hire schemes can provide an affordable low carbon transport alternative to cars locally and help reduce the amount of traffic and CO2 pollution in our towns and villages. The adoption of an E bike policy will be more inclusive for all people of all ages and abilities.

3.6 Local Area Partnerships

East Lothian has six Local Area Partnerships covering the varying topographical regions of the county: Dunbar and East Linton, Fa'side, Haddington and Lammermuir, Musselburgh area, North Berwick Coastal, Preston Seton Gosford. Each partnership area is faced with different challenges and issues with their own individual priorities, identified through the

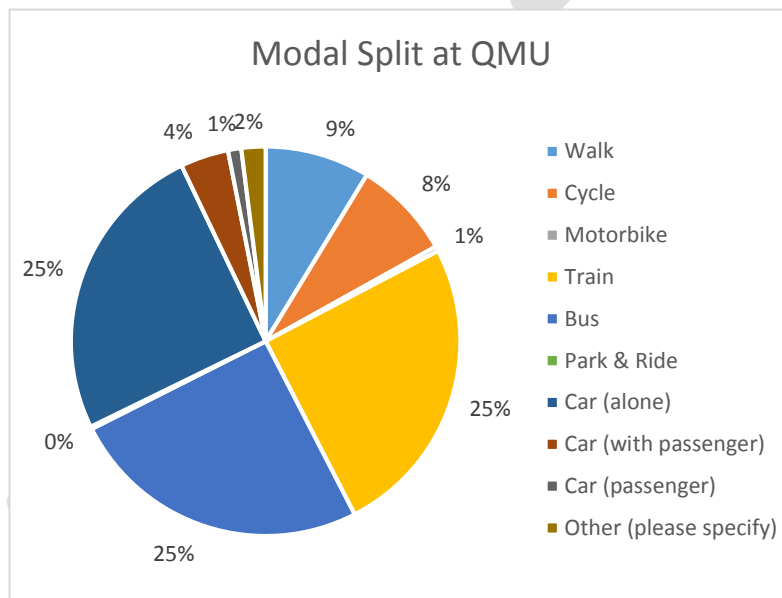
⁸http://www.transport.gov.scot/system/files/uploaded_content/documents/tsc_basic_pages/Rail/ScotRail%20franchise/ASR%20-%20Cycle%20Innovation%20Plan%20-%20June%202015.pdf

⁹ http://www.nextbike.co.uk/media/White%20Paper%20Nextbike%20UK%20250_1.pdf

‘East Lothian on the Move’ active and sustainable travel planning process. The ATIP will act as a mechanism to influence and deliver the Local Area Partnerships priorities, and the Area Partnerships’ Plans and Area Active Travel Action Plans, which have been identified and prioritised by local people for their local areas, inform the actions of this ATIP. For a more detailed description of each Partnership, please see - 6. Action Plan.

3.7 Active Travel Hubs

There is much potential in East Lothian to create an Active Travel Hubs. The proposed new housing developments in both East Lothian and the surrounding area will only mean increased demand on the transport network. The Low Carbon Travel and Transport (LCTT) fund has been awarded to Transport Scotland via the European Regional Development Fund. The funding aims to encourage the implementation of low carbon transport hubs, active travel hubs and integrated ticketing systems with these outcomes going towards



reducing greenhouse gas emissions from transport and improving air quality. Although a long term aspiration, the LCTT fund can act as a guide for future projects in East Lothian.

Active Travel Hubs are normally located at train stations but scope exists to place these on bus routes with the aim of making it easier for

commuters, students and tourists to travel more actively. As well as being able to hire bikes, advice on routes, public transport options and local points of interest can be highlighted. Switching shorter car journeys to active travel options will result in carbon savings and local air quality improvements.

Queen Margaret University (QMU) advises that they currently operates a successful bike hire scheme for its students and has a strong focus on reducing single-occupancy car journeys and promoting sustainable travel. East Lothian Council should look to QMU and its practices to develop a network of active travel hubs.

3.8 Segregated Active Travel Corridor (SATC)



The SATC is part of a suite of measures to address traffic impacts and increasing pressures on East Lothian’s transport network but also a key factor in promoting transformational change in travel choice across East Lothian, and beyond. Running from Dunbar to Newcraighall the corridor will provide a high-quality segregated cycle route linking all of East Lothian’s major settlements to Edinburgh, Midlothian, and beyond. The route will become the ‘primary spine’ of a wider active travel network across the county, connecting homes to places of employment, schools, public transport hubs (eg train stations), town centres and other community facilities. ‘Spur’ routes will be designed to link with other cycle networks and connect the main corridor to other settlements.

A segregated path is physically distinct from the road promoting a safer environment for path users and encouraging more people to cycle, especially those who lack confidence.

Large changes in active travel infrastructure are required if East Lothian Council is to meet the increasing demand on existing infrastructure over the coming years. Furthermore, Musselburgh suffers from congestion and air-quality issues due to its location as an entry-point into Edinburgh. The SATC would provide the opportunity to connect Musselburgh to Portobello through one of its spur routes, offering a high-quality cycle link between the neighbouring authorities. East Lothian Council is currently exploring the feasibility of this route in partnership with the City of Edinburgh Council, SEStran and Sustrans and will be commissioning a study into futureproofing Musselburgh infrastructure to accommodate safer, more convenient active travel facilities.

The selected route allows ready access to local bus routes and to railway stations at Prestonpans, Wallyford, Musselburgh and Newcraighall, offering direct connections to Edinburgh and on to the wider railway network, and direct connections at Newcraighall to the Borders Railway.

The SATC is a long-term vision, potentially 10-20 years, and requires major funding and investment. East Lothian Council's Local Development Plan Action Plan will provide a monitoring tool and interim planning guidance will seek to secure developer contributions for the Segregated Active Travel Corridor. The SATC will be delivered on a phase by phase basis connecting areas of high demand first.

Cost Budget Details

The suggested initial project cost budget for the proposed 3m wide, 17.3km long 'superhighway' from [Macmerry to Newcraighall](#), based upon assuming a significant intervention to existing adopted roads, is laid out below:

- Net Construction costs, prelims, contingency: £7.1M
- Calculated Optimism Bias @ 24%: £1.7M
- Fees and project management costs: £1.2M

[Total: £10.0M, or £578/m](#)

The suggested initial project cost budget for the proposed 3m wide, 23.8km long 'superhighway' from [Macmerry to Dunbar \(West Barns\)](#) based upon assuming a significant intervention to existing adopted roads, is laid out below:

- Net Construction costs, prelims, contingency: £9.5M
- Calculated Optimism Bias @ 24%: £2.3M
- Fees and project management costs: £1.6M

[Total: £13.4M, or £563/m](#)

4. Encouraging Behaviour Change

Providing the right infrastructure is essential to improving levels of walking and cycling, but it will not automatically change people's habits and behaviour. Concurrently education, skills and confidence are vital to ensure that active travel is a desirable and realistic option. Therefore, behaviour change activities are an essential part of East Lothian Council's Active Travel Improvement Plan.

4.1 Smarter Choices, Smarter Places – 'East Lothian on the Move'

During 2015/2016 East Lothian Council managed delivery of a high quality community engagement process designed to increase local people's awareness of active and sustainable travel in their area, establish local priorities for improvements to active travel, and identify community led 'seed' projects.

East Lothian on the Move was delivered in partnership with Local Area Partnerships. Understanding the barriers that influence people's decisions to choose active travel can provide the first step in effectively reducing or eliminating these. This has provided a precedent to continue to engage with communities and will be a key factor in achieving the aims of the ATIP.

4.2 Encouraging Walking

Creating an environment where walking is encouraged, as part of everyday journeys and for recreation, will benefit health and wellbeing, the environment and the local economy. Improving infrastructure in and around communities to facilitate walking, combined with a programme to inform and promote the benefits of walking, are key to encouraging behaviour change to increase levels of walking.

Working with local Area Partnerships, NHS Lothian through its programme of health walks and other partners to promote walking in local areas (e.g. production of paths leaflets, improved paths signage, establishment of local walking groups, etc.) will also reassure and encourage people to walk.

Core Paths Audits, involving local people through the Area Partnerships, have been undertaken in Fa'side Area and Musselburgh Area to identify improvements that can be made to the local path networks to improve their accessibility and promote them to local people and visitors. These audits can be rolled out for other areas of East Lothian.

Audits of the walking environment in urban areas have been undertaken by community members themselves and can have a positive impact on increasing levels of walking by encouraging the participation of local community activists.

4.3 Cycle Training and 'Walk to School Week' initiative

As the commuters of the future it is essential to educate children from a young age about the benefits of active travel by providing them with the skills and knowledge to make sustainable choices. As well as the health and fitness benefits active travel to school allows children to develop key road safety skills for life.

Walk to School

Every year, one week in September, children across Scotland are asked how they travel to school, as part of UK charity, Sustrans' annual Hands Up Scotland Survey (HUSS) - the largest and most comprehensive survey of travel-to-school behaviour.



The information gathered from the survey is invaluable in ensuring that Sustrans and East Lothian Council can continue to effectively tackle the school run by supporting young people to walk and cycle to school.

Investment in safer routes to school, Walk to School Week campaigns and promoting the benefits of active travel around schools have resulted in East Lothian being the top performing local authority in Scotland for the past 8 years. With almost 90% of school pupils using active travel modes, compared to the national average of 49.7% (Sustrans National HUS Survey Report May16), this is a noteworthy success story going forward.

Bikeability



It is important to ensure that levels of active travel to school stay high and children are enabled to develop cycling skills through the delivery of Bikeability. One of the main barriers to further progress is recruiting volunteers to carry out the training and the ultimate constraint is the cycling

infrastructure beyond the school gates, which can deter independent cycling post-training. East Lothian Council will continue to offer support to primary schools delivering the Bikeability training

What is Bikeability?

Bikeability is a cycle training scheme managed by Cycling Scotland aimed at providing children with the skills and confidence they need to cycle safely on the roads, and to encourage them to carry on cycling into adulthood.

programme as offered by Cycling Scotland and develop school travel plans in association with safer routes to schools initiatives.

Transition from primary school to high school also presents another barrier, where the good work achieved from primary school can easily become undone. Delivery of training in high schools generally attracts lower levels of interest and is more labour intensive to deliver

Therefore, it is crucial to identify ways in which to promote projects to encourage primary school children to continue cycling

East Lothian primary schools (20 no.)		2014-15	2015-16
Schools delivering Bikeability	Level 1	0	9
	Level 2	10	7
	Level 3	0	0
Pupils receiving Bikeability	Level 1	0	116
	Level 2	286	172
	Level 3	0	0

when they progress to high school. East Lothian Council will continue to work with Cycling Scotland to help address this issue.

4.4 Travel Planning

Travel plans are long-term management strategies based on evidence of anticipated transport impacts to encourage and promote sustainable travel. Travel plans can suggest ways to improve health reduce travel costs and protect the environment.

Schools in the county are:

Primary Schools

Aberlady Primary School	Athelstaneford Primary School
Campie Primary School	Cockenzie Primary School
Dirleton Primary School	Dunbar Primary School
East Linton Primary School	Elphinstone Primary School
Gullane Primary School	Haddington Infant School
Humbie Primary School	Innerwick Primary School
King's Meadow Primary School	Law Primary School
Levenhall Nursery School	Longniddry Primary School
Loretto RC Primary School	Macmerry Primary School
Musselburgh Burgh Primary School	North Berwick Nursery School

Secondary Schools

Dunbar Grammar School	Knox Academy
Musselburgh Grammar School	North Berwick High School
Preston Lodge High School	Ross High School

Workplaces in East Lothian should also be encouraged to promote travel planning to their staff- SEStran can help in the delivery of this. Planning policy also has a key role in this, and East Lothian's Local Development Plan (LDP) Policy T18 [check] states that any new development that comes forward has to provide details addressing sustainable travel

planning. Active and sustainable travel are identified as key drivers for Infrastructure proposals in the LDP.

<http://www.cyclinguk.org/campaigning/views-and-briefings/cycling-and-economy>

<http://www.sustrans.org.uk/policy-evidence/related-academic-research/economic-benefits-active-travel>

Cycle Friendly Employer Awards and the Cycle to work Scheme should also be actively encouraged. East Lothian Council will lead by example on this and ensure that staff throughout the Council are supported and encouraged to travel actively to and from work, and during work hours.

Travel Plans for New Housing Development

Presently, new homeowners moving into the County will receive a new homeowner pack that will signpost them to local shops and amenities. This will include local bus services and route to main destinations. To encourage new homeowners to use appropriate means of transport from the start, the Council will introduce guidance on the appropriate quality of information is disseminated by developers and a message on encouragement.

4.5 Marketing and Events

Raising awareness and promoting the active travel network are vital to its success.

Events seeking funding are required to provide information on their sustainable travel initiatives in their application. Funded events are encouraged to work with local businesses and transport providers. For example, Fringe by the Sea works with Scotrail to provide additional trains during the event and the Foxlake Outdoor Festival which features outdoor and active pursuits encourages active and sustainable travel. All supported events are required to signpost to the visiteastlothian.org website.

Businesses

Green Tourism awards to promote and encourage active & sustainable travel. The Council will support businesses who actively engage with Communities to create new infrastructure to promote active travel to their premises. The Council will also work with the Community Rail Partnership in the promotion of local businesses that are accessible by train.

5. Monitoring and Evaluation

Overarching monitoring and evaluation metrics are provided in the Local Transport Strategy.

The evaluation and performance of individual projects will be determined on a case-by-case basis.

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6. Action Plan

	Actions	Feasibility Study – Supporting documentation	Delivery – by whom	Timescale	Priority	Indicative Cost	How the action will be delivered
	Wider Strategic Network Development						
1	Segregated Active Travel Corridor (SATC)	East Lothian Partnership and Community Services – Segregated Active Travel Corridor Feasibility Study – December 2015	ELC, Sustrans, SEStran, Developers	Long with (5-20 years)	Medium	£23m	Gather available funding through developer contribution framework, identify constraints and investigate historical monuments, undertake on a phased basis, recommend and prioritise improvements
2	Source funding opportunities to develop the network. Work with internal and external partners	Cycling in the Lothian's - 1996 SEStrans Development of a Strategic Urban Cycle Network – Study Report 2010 East Lothian Core Paths Plan 2010	ELC, SEStran, Sustrans, external partners, neighbouring authorities	Short with (1-2 years)	high	£5k	Commission research to review funding landscape, current actors and their agendas, rules and criterion for bids, constraints, mechanisms, duration and identify champion/ leads between organisations
3	Musselburgh-Portobello active travel link (and links running south of this, e.g. Brunstane housing development, etc.	Feasibility Study on a high quality Cycle link between Musselburgh and Portobello 2016	ELC, CEC, SEStran, Sustrans	Long (10-50 years)	low	(incl)	Review proposals presented in relationship with Musselburgh future proofing Masterplan. Significant cost. Viability of scheme needs to be understood.
4	Cross boundary cycle infrastructure linking Edinburgh, Mid Lothian and Scottish Borders along transport corridors	SEStran - Strategic Cross Boundary Cycle development 2015	ELC, SEStran	Long 10-20 years.	Low	£30k	Commission further research to examine viability on improved cross boundary connections to encourage active travel in association with local development plan proposals going forward
5	Work with Area Partnerships to develop local active travel action	Area Partnerships	ELC, Area Partnerships	Continuous	high	(incl)	Continue to assist and support Area Partnerships On the Move initiative and deliver local priorities

	plans for the area and support them with applications for funding – ELOTM						
6	Emphasising quality of 'place' in built environment and land use developments.	Local Development Plan – Design of New development and Design Standards for new Housing Areas ELC, Cycle by design. Designing Streets,	ELC, SEStran, SUSTRAN, Developers	continuous	high	(incl)	Ensure active travel is the priority in hierarchal transport assessment and developers are seeking high quality outcomes
7	Design active travel infrastructure improvements to support and enhance East Lothian's Green network	East Lothian Green Networks Strategy (will be LDP supplementary guidance); Central Scotland Green Network strategy	ELC, developers, SUSTRAN, SEStran	continuous	high	(incl)	Ensure active travel interventions are developed and promoted with respect to green network philosophy and developers/ promoters are seeking high quality outcomes
	Undertake review of East Lothian's Core Paths Plan in line with legislation, to ensure the Core Path Network remains fit for purpose	East Lothian Core Paths Plan 2010; The Land Reform (Scotland) Act 2003; Part 1 Land Reform (Scotland) Act 2003: Guidance for Local Authorities and National Park Authorities	ELC, East Lothian Local Access Forum and other partners	Short within (1-3 years)	high	(incl)	Process of consultation and production of a revised Core Paths Plan as laid out in the Land Reform (Scotland) Act 2003 and in Part 1 Land Reform (Scotland) Act 2003: Guidance for Local Authorities and National Park Authorities; revised Plan approved by Council.
8	Connectivity of active travel routes especially in rural areas	SEStran - Strategic Cross Boundary Cycle development 2015, Area Partnership Action Plans, East Lothian Core Paths Plan 2010	ELC, Area Partnerships, Developers, SUSTRAN's, SEStran, other	continuous	high	(site specific)	Periodically review core path, cycle and active travel infrastructure arrangements and make appropriate alterations in consideration to land ownership, habitat, cost and local needs
9	Completion of NCN76 Longniddry to East Linton via North Berwick	NORTH SEA CYCLE ROUTE (NCN 76) IN EAST LOTHIAN:	ELC, SUSTRAN	Medium within 5-10 years	Medium	(site specific)	Review scale and scope of missing elements, prioritise and develop a series of reasonably practicable interventions

		FEASIBILITY STUDY – Consultative Report 2009					
10	Future Proofing Musselburgh's infrastructure for sustainable modes of travel Study	Forth Active and Sustainable Transport initiative	ELC, SEStrans, Area Partnership	Short within 1-3 years	high	£100k	Carry out a Feasibility Study to identify future active travel links within and on the fringes of Musselburgh taking into account consultation responses and any opportunity arising from Flood Prevention work.
	Undertake town access studies of all six main towns with Community Planning partners and develop a series of project priorities	North Berwick Town Centre Charrette Tranent Town Centre Charrette Haddington access Strategy	ELC, SEStrans, Area Partnership	Short with 1 – 5 years	high	£100k	Engage with Area Partnerships and undertake appropriate study, or promote an implementation group to prioritise Community projects in line with the proposed Local development Plan
	Creating Safe Walking and Cycling Conditions						
11	Programme of appropriate signing on all active travel routes	CRP – Draft action plan 2014 Area Partnerships Core path Audit	EL, Area Partnership	Short within 1-5 years	high	£50k	Review all core path, rural and urban finger post signage and prepare a 5 year strategy to improve provision
12	Cycling walking and Safer Streets	Grant aid - Annual programme	Transport Scotland, ELC	short	high	£150k	Prepare as programme of priority interventions and report annually
13	A1 Haddington improve cycle safety at Oaktree roundabout – Bypass and appropriate cycle crossing facilities	SEStrans Development of a Strategic Urban Cycle Network – Study Report 2010	ELC, DEVELOPERS	Short within 3-5 years	high	£50k	Review cycle arrangements and current developer contributions and develop an appropriate mitigation
14	Drem to Gullane – Safer integration of users between the potential core path and road routes	East Lothian Core Paths Plan 2010 Drem to Gullane: Report of Mediation, March 2017	ELC	Short within 1-2 years	High	£15k	Undertake a Feasibility study to assess options and viability of improvements– currently ongoing
15	Ensure there are safe walking / cycling routes to all schools – and if	All Area Partnerships	ELC, Area Partnership	Short within 1-3 years	high	(incl)	Review safer routes to school, consult schools and community, risk assess, review collisions and recommend appropriate treatments

	there are any additional incentives required to encourage use						
16	<p>Upgrade and improve for all users popular active travel routes to a higher standard to encourage greater usage on:</p> <ul style="list-style-type: none"> • Haddington to Longniddry Railway Path; • Pencaitland Railway Path; • Longniddry Bents – new path linking car parks 1 and 2; • Prestonpans to Cockenzie linking path; • Wallyford to Pinkie Path (The Drift); • Pinkie St Peters, Musselburgh. 	East Lothian Paths feasibility Study March 2014	ELC	Medium 3-10 years	Medium	£1.48m	Prioritise projects in relation to strategic network development and prepare business cases to seek funding. Explore external funding opportunities and means to deliver projects.
Priority Areas (based on Area Partnership action plans – local priorities)							
17	Establishment of comprehensive and 'future proofed' safe walking and cycle routes between - outlying villages, Dunbar and the coast- between new housing sites and town/village centres- to schools- across A1- under/over railway track- leisure routes e.g along coast	Dunbar and East Linton Area partnership Action Plan 2016	ELC, Area Partnership	Continuous	medium	incl	Ensure that all proposals or interventions are aligned with the strategic network development review and provided in accordance with high quality design standards
18	Support and encourage active travel by installing safe cycle storage and the provision of regular seats or benches	Haddington and Lammermuir Area Partnership Action Plan 2016	ELC, Area Partnership	Continuous	medium	incl	Ensure that all proposals or interventions are aligned with the strategic network development review and provided in accordance with high quality design standards and in line with the proposed Local Development Plan

20	Tranent – improve cycle routes and connectivity to High Street and linking to peripheral town destinations	Tranent Town Centre Charrette – April 2015	ELC, Area Partnership	Medium within 5- 10 years	medium	£2 m	Prepare a masterplan linked to gyratory, parking supply and town centre re-generation and consult with community. Delivery linked to housing development proposals.
27	Provide a network of paths/ cycle ways joining all North Berwick Coastal communities	North Berwick Coastal Area Partnership Plan 2015-2025	ELC, Area Partnership	Medium 5-10 years	Medium	£40k	Commission a feasibility study, modelling of traffic movements, pedestrian and cycle movements and tie-in to overarching strategic network development
34	Active travel improvement – Preston, Seton and Gosford Coastal routes	Preston Seton Gosford Area Partnership On The Move action plan	ELC, Sustrans, other partners	Medium 3-5 years	medium	£60k	Commission a feasibility study, modelling of traffic movements, pedestrian and cycle movements and tie-in to overarching strategic network development
35	Investigate the feasibility of installing a signalised crossing at Greenheads Road, North Berwick and implement as appropriate	North Berwick Coastal Area Partnership Plan 2015-2025 North Berwick Charrette	ELC, Area Partnership	Medium 3-5 years	medium	(incl)	Undertake a feasibility study to establish Land ownership, justification PV ² , road safety audit, electrical connections
39	Improve access for people of all abilities, including beach wheelchair access	Preston Seton Gosford Area Partnership On The Move action plan	ELC, Area Partnership	1-2 years	high	£30k	Construct ramp and mitigate against loss of parking and beach area
	Undertake Audits of all Core Paths involving local people/Area Partnerships, to identify priority upgrades and improvements needed	Fa'side Area Partnership Active Travel action plan; Musselburgh Area Partnership Active Travel action plan; Preston Seton Gosford On The Move action plan	ELC, Area Partnership, other partners including 'Recharge' youth group and Path Wardens	Short within 1-3 years	Medium	TBC	Undertake the improvement works identified in rolling programme of work as funding is available
Integration/Connectivity							
48	Increased cycle parking at Musselburgh station	East Lothian Community Rail Partnership – Draft Action Plan 2014 Area Partnerships	ELC, Area Partnership, ELCRP	Short within 1-3 years	medium	(incl)	Support initiative and lobby ScotRail through Local Rail Forum and CRP

49	Station travel plans		ELC, ScotRail, ELCRP, bus operators	Short within 1-3 years	low	(incl)	Research and review best practice, interventions and funding opportunities for discussion and prioritisation
50	Provide bicycle storage and racks across the area and re-access the demand every 3 years	East Lothian Community Rail Partnership – Draft Action Plan 2014 Area Partnerships	ELC, Area Partnership ELCRP, Scotrail,	continuous	medium	(incl)	Review Street furniture design standards taking into account planning consultation and security issues
51	Increased connectivity between active travel and public transport	East Lothian Community Rail Partnership – Draft Action Plan 2014	ELC, ScotRail, ELCRP, bus operators	medium 3-7 years	low	(incl)	Research and review best practice, interventions and funding opportunities for discussion and prioritisation
52	Active Travel Hub	Low Carbon Transport and Travel initiatives	ELC, Transport Scotland, private investors	Short/medium within 1-10 years	low	(incl)	Incorporate principles into all reviews and seek funding through external actors and decision makers. Develop business cases to promote low carbon interventions
53	Partnership working with public transport providers		ELC, Scotrail, East Lothian and East Coast Buses	continuous	high	(incl)	Attend local and regional forums and work in partnership to deliver projects to encourage active and sustainable travel options
54	Lobby for increased cycle provision on trains	Community Rail Partnership	ELC, Area, Partnerships, CRP,	continuous	medium	(incl)	Attend local and regional forums and work in partnership to deliver projects to encourage active and sustainable travel options
Maintenance							
55	Develop programme of inspections and maintenance standards for all active travel routes	Road Asset Management Plan – Maintenance Manual	ELC	Short within 1-3 years	high	(incl)	Review safety inspection regime in accordance with the Code of Practice and recommend modifications as necessary
56	Provide adequate funding	Road Asset Management Plan – Maintenance Manual	ELC	continuous	high	(incl)	Include footway and cycle infrastructure in the annual asset status and option report and recommend levels of investment and highlight risks
	Develop programme of inspection and maintenance of Core Paths related to the hierarchy of paths	East Lothian Core Paths Plan 2010;	ELC	Short within 1-3 years	high	(incl)	Review inspection and maintenance regimes and recommend modifications as necessary

		Amenity Services Paths and Rights of Way Maintenance Contract; Core Paths Audits; Path Wardens' monitoring and inspection reports					
Accessibility							
57	Support the feasibility/development of a public bike hire scheme		Scotrail, ELC, private hire	Short within (3-5 years)	medium	incl	Consider business opportunities, funding and support initiatives
58	Publicise paths and walking routes and work with local communities to identify whether there is a need to promote paths for particular user types and/or abilities.	All Area Partnerships	ELC, Area Partnerships	Short (1-2 years)	high	£5k	Assist in the development, drafting and printing of literature to promote local paths
59	Employ emerging technologies to encourage modal shift.		ELC, Area Partnerships, local businesses	Short (1-5 years)	high	incl	Explore the use of electric bikes and schemes to purchase or hire.
60	travel plan		ELC, Area Partnerships, local businesses	Short (1-2 years)	high	incl	Introduce a travel plan for all ELC staff (subject to constituencies of the service) and develop a framework for other local businesses to easily adopt the principles and provide guidance to developers to encourage good travel planning practices
Encouraging Behaviour Change							
61	Provide cycle and pedestrian training in all schools, and develop a programme of adult cycle training		ELC, Cycling Scotland, SEStran	1-5 years	high	£10k	Seek funding through bikeability and adequately resource
62	Take action to encourage increased cycling by secondary age pupils/teenagers		ELC, Cycling Scotland, SEStran	Sort within 1-5 years	high	£10k	Seek funding through bikeability and adequately resource
63	clearly link active travel exercise options with healthy living and good mental health	Physical Activity Action Plan	ELC, Lothian NHS, SEStran	Short within 1-5 years	high	£5k	Research and develop brochures and literature to encourage active travel options to help health

							issues. Work with NHS Lothian to promote and circulate material
	Promote Walk to School Week and other initiatives to encourage children to walk		ELC	Short term within 1-3 years	High	incl	Work with Primary schools and promote national walk to school weeks
64	Target areas of social deprivation to encourage more active travel options		ELC, Lothian NHS, Social care SEStran	Short within 1-5 years	high	£5k	Research and develop brochures and literature to encourage active travel options to help health issues
65	Link with community youth groups to promote active travel and provide support and activities programme to encourage youth participation		ELC, social care, charities, Area partnership	Short within 1-5 years	high	£5k	Identify opportunities to link with youth based charities and groups, i.e. - Recharge Tranent - and support change through
66	Develop health walks groups and walking group initiatives	Let's Get Scotland Walking – Scotland's National Walking Strategy 2014 Physical activity Action Plan	ELC, NHS Lothian, 'Changes' community health project, Paths For All, and other partners	Short within 1-5 years	high	incl	Work with partner organisations and promote health walking groups
Marketing and Promotion							
67	Provision of promotional material e.g. maps, apps, leaflets, social media		ELC, EL tourism, local businesses, Area Partnerships	Short (1-2 years)	high	£5k (incl)	Assist in the development, drafting and printing of literature to identify local paths to encourage active lifestyles
68	Raise awareness of Beach Wheelchairs	North Berwick Coastal Area Partnership Plan 2015-2025	ELC, Area Partnership	Short (1-2 years)	high	incl	Assist in the promotion of the coast by means of active travel for all users of all abilities

69	Promote active travel through tourism in East Lothian	Visit East Lothian	ELC, local businesses, CRP, area partnerships	Short (1-4 years)	high	(incl)	Explore opportunities to further promote East Lothian's path and cycle networks to increase visitor numbers and stimulate economic growth
70	Brand and promote East Lothian as a Walking County through local press, Area Partnership paths leaflets and social media.	Physical Activity Action Plan, Area Partnership Action Plans	ELC, Area Partnerships	Short (1-2 years)			
71	Coach Friendly Status scheme	Visit East Lothian	ELC, local businesses, CRP, area partnerships	Short (1-4 years)	high	(incl)	Explore opportunities to encourage businesses to promote active travel

7. Further Information

Transport (Scotland) Act 2005,
Climate Change (Scotland) Act 2009
Active Travel Strategy Guidance (2014)
National Planning Framework 3 (2014)
Scottish Planning Policy (2014)
Let's Make Scotland More Active (2003, reviewed 2008)
Preventing Overweight and Obesity in Scotland : A Route Map Towards Healthy Weight (2010)
Low Carbon Scotland RPP2 (2013)
Equality Act (2010)
Scottish Government's Cycling Action Plan for Scotland (2013)
Let's Get Scotland Walking – Scotland's National Walking Strategy (2014)
SEStran Regional Transport Strategy (2015)
SEStran Strategic Cross-Boundary Cycle Development
Central Scotland Green Network strategy
Public Access to East Lothian's Countryside including the Core Paths Plan
Scottish Outdoor Access Code

8. Appendices
