

## **Get active getting there**

Sustrans' 'Get active getting there' project is piloting the promotion of active travel through an innovative combination of information about routes and health promotion messages. The project is centred around a network of urban traffic-free routes in north east Edinburgh, which comprises part of NCN Route 75 and a further network of traffic-free links. It is funded by the Scottish Executive.

The project aims to increase awareness of the paths and path usage for utility walking and cycling for:

- Commuting
- Accessing shopping, healthcare & leisure facilities
- School travel.

### **The routes**

NCN 75 connects Leith to central Edinburgh. It runs on a high quality path on a traffic-free former railway track through Bonnington and Warriston to Canonmills, where it joins on-road cycle lanes which take it to the city centre. It is part of an extensive network of traffic-free paths which also span Newhaven, Trinity and Wardie.

The paths pass through both affluent areas and areas of social deprivation. Amenities and destinations close to the route include 15 schools, the Scottish Executive at Victoria Quay, sports facilities, Ocean Terminal shopping centre, local shops and workplaces and attractions including the Royal Botanic Garden, Newhaven Heritage Museum and the Royal Yacht Britannia.

### **The leaflet and map**

A new leaflet, 'Get active getting there - Discover walking and cycling in North East Edinburgh', provides a detailed map of the path network and on-street links to central Edinburgh, teamed with information about the health benefits of physical activity.

The focus of the leaflet is on the benefits to the individual of using the paths, and how to get the best from them by using them for everyday trips; for example, 'fit a walk or cycle into your journey to work'. It gives information on the minimum recommended levels of physical activity and relates this to the physical activity people can gain through walking and cycling on the paths. The leaflet also highlights the paths as a pleasurable environment, through strong use of photography and in the text; for example, 'beautiful green ways to places you want to go'. The message that walking and cycling are good for you is emphasised through information on the health benefits of being active and a guide to calorific expenditure when walking and cycling compared with driving. The leaflet also provides contacts for further information including public transport information, local cycling and walking organisations and the Scottish Executive healthy living campaign.

The leaflet was distributed in July 2005 to 21,000 local households and through more than 50 businesses, schools, healthcare facilities, cycle shops, libraries, schools, colleges and attractions in the area.

The inside of the leaflet is taken up by a large-scale A3 map of the area. The paths are the central feature of the map, coloured bright green to stand out against the street network, which is shown in white. Street names are included to orient the user, and access points from streets to the paths are clearly marked, with differentiation between level access points and those with steps which are less suitable for cyclists, some disabled people and people with children in buggies. Paths more suitable for walking than cycling (for example because of steps) are shown in a dotted green line. The map shows nearby services including large workplaces, schools, colleges, healthcare facilities, leisure centres, supermarkets and shopping, cycle shops and attractions. The map clearly indicates distances and times for walkers and cyclists through two scales with user-friendly titles: 'How far is it?' and 'How long will it take?'. Walking times are shown using Naismith's pace (3mph) and cycling times at 6mph and 10mph, chosen as likely to be realistic for novice cyclists.

## **Signage**

Alongside the leaflet campaign, new very local signage to destinations close to the path network, and to the paths at access points from the street network, was installed, with over 100 new signs. Destinations signed are also marked on the map.

## **Evaluation**

A baseline route usage survey was carried out in May 2005, and will be compared with a survey carried out after the promotion programme. In addition, a qualitative study will measure awareness of and response to the leaflet and signage in a sample of local residents.

## **Key points**

- Innovative combination of information about routes and health promotion messages
- Extensive very local signage to destinations close to the route
- Clear map with focus on traffic-free paths
- Distance and time scales presented in user-friendly format on map

## **Further information**

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