

## Kick Start Kirkwall



Kick Start Kirkwall is the campaign created by Orkney Islands Council to encourage both residents and visitors to Kirkwall to reduce their car use in favour of more sustainable modes of travel.

The initiative is one of seven 'sustainable travel demonstration communities' projects across Scotland that showcases Smarter Choices, Smarter Places (SCSP) in action.

### Kick Start Kirkwall in action

The project represents an investment of £1.28 million – of which more than £0.76 million will come from the Scottish Government – in a package of localised measures comprising a mix of infrastructure improvements, promotion, information provision and practical support for people wishing to adopt sustainable travel methods. These include:

- filling in missing links in path network and improve footways in Quoybanks to home zone standard
- sustainable access to housing and schools
- travel maps and personalised travel planning

**Despite changeable weather and lack of winter daylight, Kirkwall already has walking (33%) and cycling (4%) levels significantly higher than the national average.**

- GPs to refer patients to active travel opportunities
- cycle training and other work in schools
- ensure road works do not disrupt access for pedestrians, cyclists, pushchairs and wheelchair users
- bus service improvements include bike racks and connections to all flights
- way finding strategy to improve mapping and signing
- construct a Path to Health walking route and promote use
- travel training for young people with special needs, older people and visitors with disabilities
- research on Car Culture in island communities

### Aims of Kick Start Kirkwall

Most of Kirkwall's working age residents live within three miles of their place of work, but 43% drive to work. Despite changeable weather and lack of winter daylight, Kirkwall already has walking (33%) and cycling (4%) levels significantly higher than the national average.

In working towards even higher levels of active travel, the project will promote the philosophy that 'there is no such thing as bad weather, just bad clothing!'



## Smarter Choices, Smarter Places

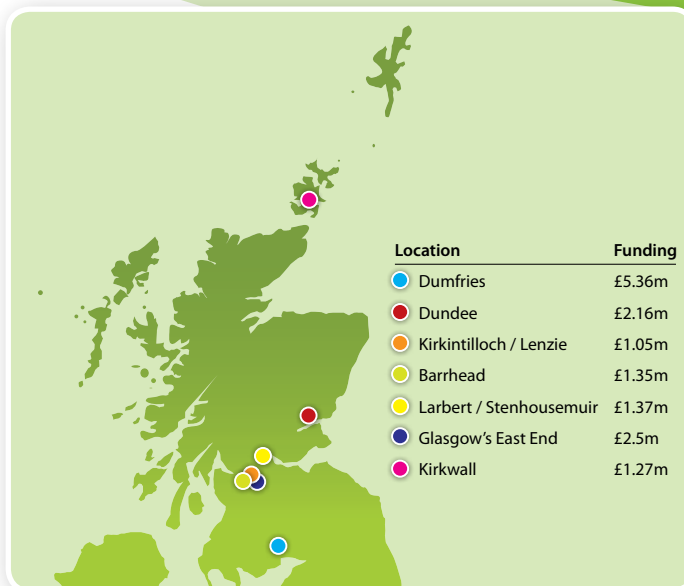
Smarter Choices, Smarter Places (SCSP) is a £15 million Scotland-wide initiative to encourage Scots to reduce their car use in favour of more sustainable alternatives such as walking, cycling and public transport.

Organised by the Scottish Government with support from COSLA, local authorities and regional transport partnerships, SCSP will see £10 million of Scottish Government funding being invested in a variety of initiatives across Scotland. A further £5 million of match funding will also be available from councils, public transport operators and developers.

The money will be spent on improving local facilities for walking, cycling and public transport alongside promotion and information campaigns (Smarter Measures). This coordinated approach will be tested in a range of different locations throughout Scotland, from rural towns to city centres.

## Seven local projects

Over the next three years SCSP will fund seven areas in Scotland – Dumfries, Dundee, Kirkintilloch and Lenzie, Barrhead, Larbert and Stenhousemuir, Glasgow's East End and Kirkwall – to explore ways of encouraging local people to drive their cars less and try alternative ways of getting about. Each area has a detailed programme of activity that will continue until March 2011.



Organised by the Scottish Government with support from COSLA, local authorities and regional transport partnerships, SCSP will see £10 million of Scottish Government funding being invested in a variety of initiatives across Scotland.

showed that between 2004 and 2008, car use in the three demo towns fell by up to 9%, and walking, cycling and public transport use increased. For further information visit <http://tiny.cc/MO6q6>

Programme Manager: **Ian Maxwell**, Sustainable Transport Team, Scottish Government, Area 2D (Dockside), Victoria Quay, Edinburgh, EH6 6QQ. Call 0131 244 7272 or e-mail [ian.maxwell@scotland.gsi.gov.uk](mailto:ian.maxwell@scotland.gsi.gov.uk)

Communications: **Josie Saunders** or **Graeme Watson**, The BIG Partnership, 5 Park Circus Place, Glasgow, G3 6AH. Call 0141 333 9385 or e-mail [josie.saunders@bigpartnership.co.uk](mailto:josie.saunders@bigpartnership.co.uk) / [graeme.watson@bigpartnership.co.uk](mailto:graeme.watson@bigpartnership.co.uk)

## Background information

For further information about Smarter Choices, Smarter Places, including links to individual project web pages, visit [www.scotland.gov.uk/Topics/Transport/sustainable-transport](http://www.scotland.gov.uk/Topics/Transport/sustainable-transport)

The sustainable travel towns projects in Darlington, Peterborough and Worcester

