



Out & About in Dunoon

Behaviour Change Community Action Plan

Encouraging more people to walk, wheel and cycle in their day to day journeys



Contents

- 1 Introduction
- 2 Executive Summary
- 3 Context – Active Travel in Dunoon
- 4 Evidence of need for Active Travel
- 5 National Policy context
- 6 Community Action Plan – Prioritised Actions
- 7 Developing the plan & deciding on interventions
- 8 Key Research Findings
- 9 Next Steps – delivery & resourcing of action
- 10 Thanks & Acknowledgements

Appendices

- I. Behaviour Change Plan Projects – Prioritised List*
- II. Behaviours Change Plan Projects – Full List*
- III. Steering Group Members*
- IV. Active Travel Network participants*
- V. Active Travel Network Workshop 1*
- VI. Active Travel Network Session 2*
- VII. Printed Survey*
- VIII. Survey Findings Summary – printed survey*
- IX. Online Survey Questions*
- X. Survey Finding Summary – online survey*
- XI. Green Map survey*
- XII. Voice community engagement reports – PLAN, DO, REVIEW*

1. Introduction

The development of this **Active Travel Behaviour Change Plan** has been led by the Dunoon Community Development Trust and supported by Argyll & Bute Council's Strategic Transport team and the Shaping Places for Wellbeing Programme. The plan has been co-produced with the Dunoon Active Travel Network and has been informed by targeted engagement with groups and individuals who would benefit from the plan but are not currently engaged.

The Behaviour Change Plan proposal was developed from discussions supported by the Dunoon Project Town work as part of the Shaping Places for Wellbeing Programme and designed to take forward specific recommendations from the Place and Wellbeing Assessments of the Dunoon Waterfront Levelling Up Bid and the Dunoon Active Travel Hub proposals.

This locally led consultation and engagement project has investigated what barriers local people face in increasing regular walking, wheeling and cycling. The focus has been on non-infrastructure interventions such as community activities, signage, publications, equipment but also includes things such as cycle parking and the condition of pathways.

The consultation for this plan engaged with key priority groups as identified by the Shaping Places for Wellbeing Dunoon data profile and targeted seldom heard groups through local support projects, social housing providers, schools and nurseries and one-to-one conversations. The resulting Active Travel Behaviour Change Plan has identified a series of potential actions and activities that could help to overcome the identified barriers. It has used the framework of the Place and Wellbeing Outcomes to consider all aspects of a place which support active travel.

2. Executive summary

Through this programme of community engagement and research DCDT has identified an interest across our community in finding ways to support and increase Active Travel. People of all ages are keen to be able to walk, cycle and wheel as part of their everyday journeys. However, they have identified the need for programmes of activities that bring people together, improvements to the physical environment, and information campaigns to support better shared use of spaces.

By taking a co-production approach in training and supporting local Community Connectors to gather information in support of this project with people less often heard DCDT has demonstrated the value of engaging local people in community research.

By engaging an established community organisation with granular local knowledge, established local networks and experience in delivering place based regeneration action to undertake this research, Argyll & Bute Council has gained a strong understanding of the potential for Active Travel behaviour change in this community. It has also supported a Community Wealth Building approach to the commissioning and supported DCDT to

demonstrate its ability to produce a good standard of research to support local development.

3. Context – Active Travel in Dunoon

SURF Dunoon Area Alliance, which established Dunoon Community Development Trust, has been a key partner in the development of local Active Travel projects in Dunoon since 2018. Their work has supported the development of a Cycling UK cycling and walking hub in the area, connecting local people to active travel opportunities. In partnership with Argyll and Bute Council's Sustainable Transport team, the trust supported the development of a heritage themed Active Travel app, *Dunoon Forward*. DCDT has also attracted input from the Social Enterprise Academy which supported training sessions to develop the network of key community stakeholders involved in Active Travel initiatives.

Development of an active travel link between Dunoon and Hunters Quay was identified as a potential project in the 2017 Think Dunoon Charette and Argyll & Bute Council has been leading on the development of a proposal to take this forward. Recent consultation events led by external contractors have highlighted the need for more targeted consultation informed by local knowledge to consider local understanding of Active Travel and what it means.

Place and Wellbeing Assessments

Relevant recommendations from Shaping Places for Wellbeing assessments:

Waterfront proposal assessment in October 2022

- Further research may be needed to increase understanding of **how people are currently using and would like to use the spaces for active travel**.
- Further consideration of **how people can be involved in the detail of the design process** and the ongoing care of the spaces.
- Further understanding about **who will use the spaces, when and how** would be beneficial along with engagement with potential users.

Active Travel Hub Assessment in January 2023

- Ongoing conversations should take place involving the Council and Dunoon Community Development Trust and other local stakeholders, to **support alignment of the plans with other active travel projects** and identify how programmes can complement each other.
- Continue partnership working between the Council and third sector to ensure that the business plan is successful, and the **Active Travel Hub can be operated sustainably and effectively**

4. Evidence of need for Active Travel

Active travel simply means making journeys in physically active ways. This can include walking, wheeling (using a wheelchair or mobility aid), cycling, or scootering as well as using public transport.

Supporting more people to walk, wheel, and cycle for everyday short journeys, will improve health, create safer communities, and reduce environmental impacts.

According to **Paths for All**, the positive impacts of increased active travel include:

- **Reduced congestion** - enabling people to choose active or sustainable travel will reduce congestion on our roads
- **Reduced air pollution** - fewer car-driven journeys and more walking, wheeling, cycling and public transport are important in tackling air pollution and its negative health impacts. As well as being a part of the solution, active travel becomes more pleasant and therefore more likely to be adopted as air quality improves.
- **Higher quality public realm** - improving opportunities to walk will create places and communities that are able to adapt and be vibrant, creative, enterprising, and accessible
- **Better physical, mental and social health** - active travel has clear health benefits as physical activity increases, social connections are made and mental health is boosted by activity and time outdoors in nature. Active travel is an important opportunity for savings in terms of preventing ill health.
- **Reducing carbon emissions and helping reach net-zero carbon goals** - changing to active travel can have significant lifecycle carbon emissions benefits. The largest benefits come from shifts from car to active travel for business, social and commuting journeys.
- **Economic growth and vibrant communities** - investing in infrastructure and support for active travel can increase economic growth and vibrancy. Those walking, wheeling and cycling tend to spend more money locally than drivers. Increasing active travel can stimulate economic growth in urban areas and benefit local shops
- **It is inclusive and reduces inequalities** - accessible walking, wheeling, cycling and good public transport links can reduce inequalities by giving equal access to employment, education and other services.

This **Behaviour Change Plan for Dunoon** was developed using a community led co-production approach that involved:

- Regular advisory meetings with a multi-agency steering group
- Three cross sector Active Travel Network discussion sessions
- One online survey completed by 221 individuals
- One printed survey completed by 152 individuals at 6 community events
- Four Doctor Bike sessions in 4 primary schools
- Recruitment and training of 7 Community Connectors
- Targeted Community Connector conversations with priority individuals and groups

The **Place and Wellbeing Outcomes** are the evidenced features of a place that support wellbeing, reduced inequality and enable people to live, work and play in a place. The Outcomes are embedded into plans and strategies to show what we aim to strive for. This plan supports outcomes under all of the Place and Wellbeing themes, specifically addressing the **Active Travel Outcome**:

Everyone can:

- Easily move around using good-quality, accessible, well-maintained and safe segregated wheeling, walking and cycling routes and access secure bike parking.
- Wheel, walk and cycle through routes that connect homes, destinations and public transport, are segregated from, and prioritised above, motorised traffic and are part of a local green network.

The evidence behind the Outcome is set out in the Shaping Places for Wellbeing Active Travel briefing:

https://www.improvementservice.org.uk/_data/assets/pdf_file/0032/48749/Shaping-Places-for-Wellbeing-Active-Travel-briefing-Dunoon-final.pdf

5. National Policy Context

The Scottish Government, through Transport Scotland, is committed to an active travel vision of enabling walking, wheeling and cycling to be the most popular mode of travel for short, everyday journeys. They want to make Scotland's towns and cities friendlier, safer and more accessible for people of all ages and abilities.

Active Travel is fundamental to the development of a sustainable travel network and a key priority for the Scottish Government.

This action plan delivers on objectives contained within the following national policies:

- National Transport Strategy
- Active Travel Framework
- National Walking Strategy

It also delivers on the National Performance Framework, specifically:

- We are healthy and active.
- We live in communities that are inclusive, empowered, resilient and safe.
- We value, enjoy, protect and enhance our environment.

6. Community Action Plan – Prioritised Actions

This community action plan is a working document designed to be regularly reviewed and amended as work progresses. It provides a longlist of project ideas that can be adapted and

built upon through further research and community engagement. The plan is designed to meet the priorities of our community in improving active travel opportunities.

Actions have been identified through the community consultation process and developed by the Active Travel Network and steering group in conversation with key stakeholders.

Actions have been ranked in order of priority by the steering group to help guide next steps in seeking funding. The steering group has identified local stakeholders who may be interested in supporting particular actions, however there is no obligation on these groups and organisations to be involved. This is simply a starting point for conversation. Similarly, additional groups and organisations with an interest in any action are welcome to become involved.

The steering group and active travel network prioritised the actions to identify quick wins and priority areas of

- Events and programmes
- Projects and enterprise
- Campaigns, marketing and signage
- Further research

Prioritised Actions

Events & Programmes

Long List ref.	Intervention	Description
2	Develop Led Walks & Cycles to tackle isolation	Supporting a programme of led health walks and short cycles in a range of locations, including social housing areas. Training for volunteer walk leaders and cycle leaders.
13	Dr Bike Sessions in housing areas and at schools	Regular bike check-up sessions for children and families.
16	Bike maintenance training	Qualified trainers provide basic advice and guidance to adults interested in building their skills to maintain the families' bikes. Free and paid for options. Bike maintenance training in schools
3	Build on existing programme of E-Trishaw Trainings & Rides	Providing a programme of e-trishaw pilot training for volunteers. Promoting availability of e-trishaw rides to care homes and support projects.
10 / 11	Active Travel Fun Day / Family Cycling in the Dark Event	Providing a range of activities and events that introduce people to the options for increasing their active travel through darker winter months.

Projects & Enterprise

Long List ref.	Intervention	Description
15	Bike Library	<p>Develop a fleet from donated and repaired bikes that can be borrowed at no cost (donations requested).</p> <p>Establish a set of specialist equipment to suit children of various ages.</p> <p>Offer businesses access to cargo bikes for trial use for deliveries.</p>
7	Providing a safe venue to develop cycle and wheeling confidence	<p>Establishing a Bike Confidence space free to use at Dunoon Stadium out with existing hires and Cowal Gathering period (see example at Battery Park, Greenock).</p> <p>Explore the use of the Pier and West Bay as cycle friendly learning spaces</p>
14	Bike Repair project	Investigating enterprise opportunities for a bike repair and reuse project to support and sustain active travel work in Dunoon.
1	Develop Walking Bus to primary schools	Designated parking areas to be identified at a safe walking distance from the school with trained Walking Bus volunteer leaders escorting pupils to school.
28	Signage & interpretation project for designated trails	Pop up street signage and interpretation panels around the town to create two new walking and cycling trails.
12	Dunoon Forward App printed map	Create a print version of the Dunoon Forward app as a promotional tool and for those who do not have digital access.
5	Promenade Interpretation Trail, Dementia Friendly Benches & seasonal beach access ramp	<p>Visually stimulating and interesting interpretation boards providing an informative trail along the length of the promenade.</p> <p>Heritage interpretation linked to the Dunoon Forward App.</p>
8	Develop a Bike Pump Track area for children	Providing a safe space for children to build confidence and skills on an undulating surface.
27	Developing proposals for capital investment in improving key public spaces	<p>Identifying the needs and ambitions for public green and blue spaces and highlighting priorities for capital investment.</p> <p>Considering the design, maintenance and sustainability of key public green spaces to</p>

		<p>meet the needs of people wanting to increase their active travel.</p> <p>Researching the redesign of key public green spaces to support town centre events and activities that attract people into the town.</p> <p>Considering the feasibility of repair and reopening of Morag's Fairy Glen as a key location for local people to walk and cycle to.</p>
--	--	---

Campaigns, Marketing & Signage

Long List ref.	Intervention	Description
4	Shared Use Paths Marketing & Signage Campaign	<p>Agree a community code of conduct for shared spaces</p> <p>Visible stencil markings along shared surface length.</p> <p>Signage and information shared to encourage clear messages.</p>
6	Beach & Pathways Dog Fouling Campaign	<p>Dog poo bags and bins made available.</p> <p>Campaign / education posters explaining relevant the bye-laws.</p> <p>Visible enforcement by the Community Warden (press article on level of fines).</p> <p>Commission film / animation project.</p>
26	Campaign to raise awareness of hidden disabilities	<p>Newspaper articles, online campaign and signage to highlight the challenges of quiet e-vehicles.</p>
17	Improved on-street public transport information & improved timetable co-ordination	<p>Lobby for the introduction of electronic signage at bus stops.</p> <p>Lobby for visible and accessible provision of printed timetable and ticketing information in a range of key locations.</p> <p>Lobby for timetable information to meet higher levels of accessibility standards.</p> <p>Lobby for improved timetable co-ordination.</p>
22	Speed and distance campaign to improve cyclist safety 'Think Bike, Think Twice'	<p>Ongoing programme of driver / cyclist education.</p> <p>Visible law enforcement and monitoring.</p>

		<p>Safer Driving events</p> <p>Improved signage</p> <p>Bikeability training and one-to-one Better Biking sessions.</p> <p>Education in schools for learner drivers.</p>
25	Sharing Positive Health & Wellbeing Stories	Promotional campaign sharing stories from people who cycle and walk regularly highlighting the benefits.
9	Bus Literacy & Ride & Stride Campaign	<p>Campaign to improve understanding of timetables, ticket types, apps and bus etiquette.</p> <p>‘Everyone Welcome on Board’ bus and stride campaign encouraging non users to try public transport and include a walk as part of their journey.</p>

Further Research

Long List ref.	Intervention	Description
19	Audit of popular pathways and walking routes	<p>Using an online Green Map paid Community Connectors will work with the public to record the condition of key pathways and walking routes around Dunoon.</p> <p>This information will be used to submit maintenance reports to Argyll & Bute Council for action.</p> <p>This information will be used to identify desire line routes and make the case for better surfaces and / or lighting</p>
20	Audit of public toilets, shelters and crossings	<p>Using an online Green Map paid Community Connectors will work with the public to record public toilet, shelter and crossing provision across the town.</p> <p>This information will be used to support discussion with partner organisations on any gaps and shortfalls.</p> <p>This information will be used to make the case for improvements to provision.</p>
21	Audit of Cycle Parking Provision across the Dunoon area	Using an online Green Map paid Community Connectors will work with the public to record the location of cycle parking around Dunoon and the identified gaps.

		This information will be used to make the case for additional provision and improved signage to existing options.
24	Further research into shopping street regeneration, pedestrian needs and parking provision	<p>Carry out on street surveys to assess why people park on the main shopping streets and if existing provision is being used by people with access issues.</p> <p>Gather and share a wider range of views and research on high streets and how to make them accessible and safe.</p> <p>Assess the level of parking needed and use of existing car parking provision.</p> <p>Test a park and stride campaign using free car parks, (e.g. Glen Morag) and directing people on foot along Hillfoot Street and down to Argyll Street.</p> <p>Pay shop keepers to attend information sharing sessions about high street regeneration, active travel and best practice to generate conversations and encourage longer-term thinking about the future of the shopping streets and the needs of the community.</p>
18	Building understanding of how town centre events can better support people's active travel needs and draw more people to the town centre	<p>Lobbying event organisers to consider public transport availability when setting start and finish times.</p> <p>Supporting inclusivity.</p> <p>Researching economic impact of events that involve town centre road closure.</p>
23	Further research into the challenges of bike storage in Dunoon and examples of good solutions	<p>Surveys conducted in communities.</p> <p>Events organised to bring people together to share their experiences about cycling, buying and repairing bikes.</p>

7. Developing the plan and deciding on interventions

The development of this plan has taken a co-production approach involving the already established **Dunoon Active Travel Network** and overseen by a specially formed **Behaviour Change Steering Group**.

The process involved the key elements of:

- Active Travel Network sessions
- Steering Group oversight
- Community Engagement and research

Dunoon Active Travel Network Sessions – three facilitated sessions were attended by representatives of 12 groups or organisations. These looked at:

- What is a Behaviour Change Plan?
- Considering Community Feedback to inform a Plan
- Review and delivery of Dunoon Behaviour Change Plan

Dunoon Active Travel Network engages a range of community organisations, public sector departments, private enterprises and volunteers in considering collaborative action on active travel themes. This network was developed through the SURF Dunoon Area Alliance project to promote Active Travel across Dunoon.

Links with Argyll & Bute Council's Sustainable Transport team have been central to the work of this network, and by working together the Cycling UK Dunoon Bothy Project was established and successfully funded through the Smarter Places Smarter Choices fund. The Dunoon Active Travel Network has also been involved with the Sustainable Transport Team in the development of the Dunoon Forward app, the updating of the Dunoon Walking & Cycling Map, and the review and upgrade of fingerpost street signs.

Behaviour Change Interventions were identified under the agreed themes of:

- *Persuasion* - using communication to encourage positive or negative feelings or actions.
- *Coercion* - using the threat of punishment or cost to prevent behaviour.
- *Education* - increasing knowledge and understanding.
- *Enablement* - providing support to improve ability to change in a variety of ways not covered by other intervention types. Enablement often involves the provision of something tangible, such as the loan or ownership of a bike and/or supporting materials for free or at a subsidised rate.
- *Environmental Restructuring* - changing or adding to the physical or social environment to make it easier to walk, wheel and cycle.
- *Incentivisation* - creating the expectation of receiving a reward. This reward could be material, financial or part of a challenge where points mean prizes or other recognition.
- *Modelling* - providing an example for people to aspire to or imitate. Ideally, models should be people that individuals or a community can relate to.
- *Restriction* - using rules to reduce the opportunity to engage in target behaviour (or to increase the target behaviour by reducing the opportunity to engage in competing behaviours).

- *Training* - imparting skills to support and carry out the desired behaviour. This training can be formal or informal but should consider and be adapted to the target audience.

Behaviour Change Plan Steering Group

The Behaviour Change Plan Steering Group was set up to review progress and oversee the development of this active travel behaviour change plan for Dunoon, this included providing guidance to ensure:

- The process aligns with other local consultation and engagement on active travel and opportunities are identified for shared information gathering
- There is a joint ownership of the plan as it develops and opportunities for taking forward aspects of the work as identified including 'quick wins' and statutory organisations and local groups using the plan to guide longer-term investment in active travel
- The learning on the process of working collaboratively can be shared across steering group members

The membership of the Steering Group includes:

- Argyll & Bute Council Sustainable Transport team
- Argyll & Bute Council Community Development team
- Dunoon Community Development Trust
- Shaping Places for Wellbeing
- Argyll & Bute Health & Social Care Partnership

Targeted community Engagement Activities:

- Printed community survey distributed at community events
- Online survey distributed through DCDT networks and partner organisations
- Four neighbourhood pop-up Bike Doctor sessions in identified areas of multiple deprivation and in key community locations engaging with 56 families.
- Training for Community Connector volunteers – 7 local people recruited to undertake training in community engagement.
- Community Connectors conduct interviews in key neighbourhoods, at key support organisations and at identified intercept locations – 6 volunteers paid to undertake engagement activities in three neighbourhoods, with 6 support organisations and at 4 intercept locations.
- Community Connectors map findings using Green Map Systems – 4 volunteers attend Green Map training and 2 mapping sessions.

Behaviour Change Plan Production:

- First Draft report for review
- Review by Active Travel Network and wider stakeholder engagement with NHS Highland, GP services, Dunoon Grammar School, Dunoon Community Council, Argyll Community Housing Association, Fyne Homes, Argyll Coast & Countryside Trust, relevant Argyll and Bute Council departments, Cycling UK and Dunoon BID.
- Final Document distribution

8. Key Research Findings

This section includes both the findings from the engagement and the findings from a review of the process.

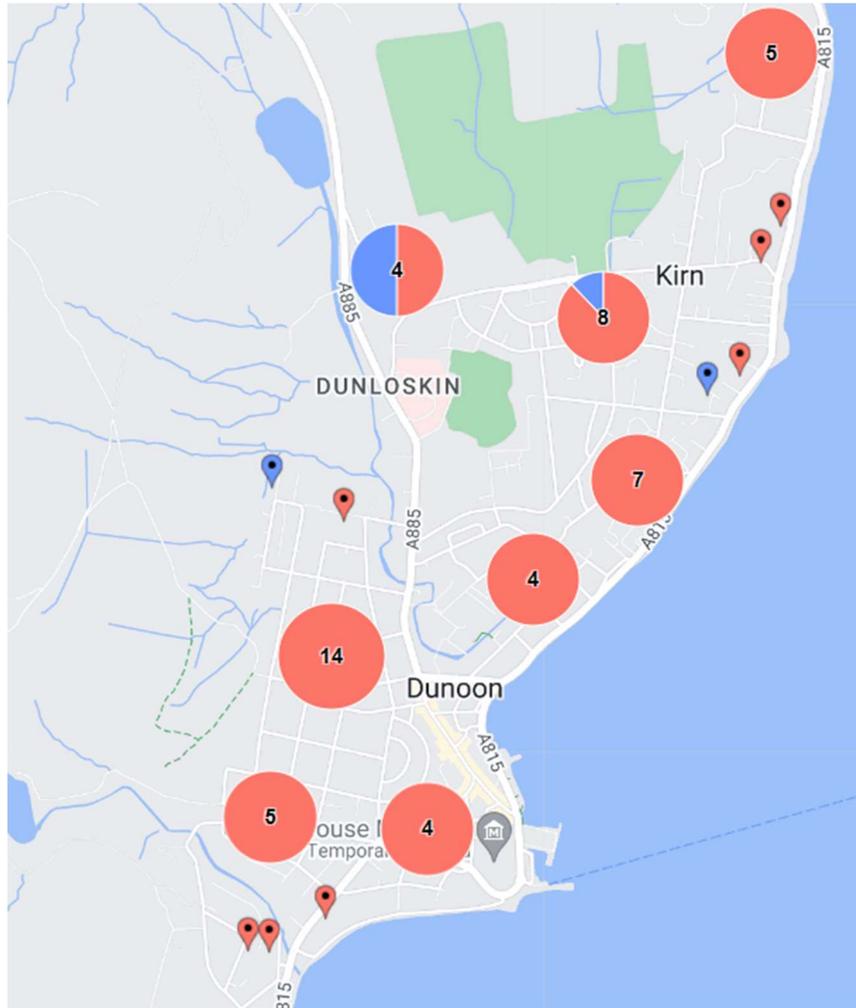
Research findings from community surveys

Printed survey

- Distributed at a range of local events scheduled at varied times – daytime, winter evenings, midweek, Saturday and Sunday.
- Captured challenges with winter weather conditions, travelling in the dark and public transport provision.
- 152 responses from 6 different events

Who did we reach – Printed Survey postcode analysis

Postcode mapping by Shaping Places for Wellbeing Dunoon shows a positive spread of responses covering all areas, including priority SIMD areas



Summary or printed survey details

- The vast majority of respondents travelled to the specific event by car (67%)
- Journeys would be improved by better public transport provision, better maintenance of pavements and pathways and more cycle paths.
- Weather did not impact on 50% of respondents in their choice of active travel. The remaining 50% were impacted from a little (40%) to a lot (10%).
- The majority of respondents were in the 50 to 70 age range.

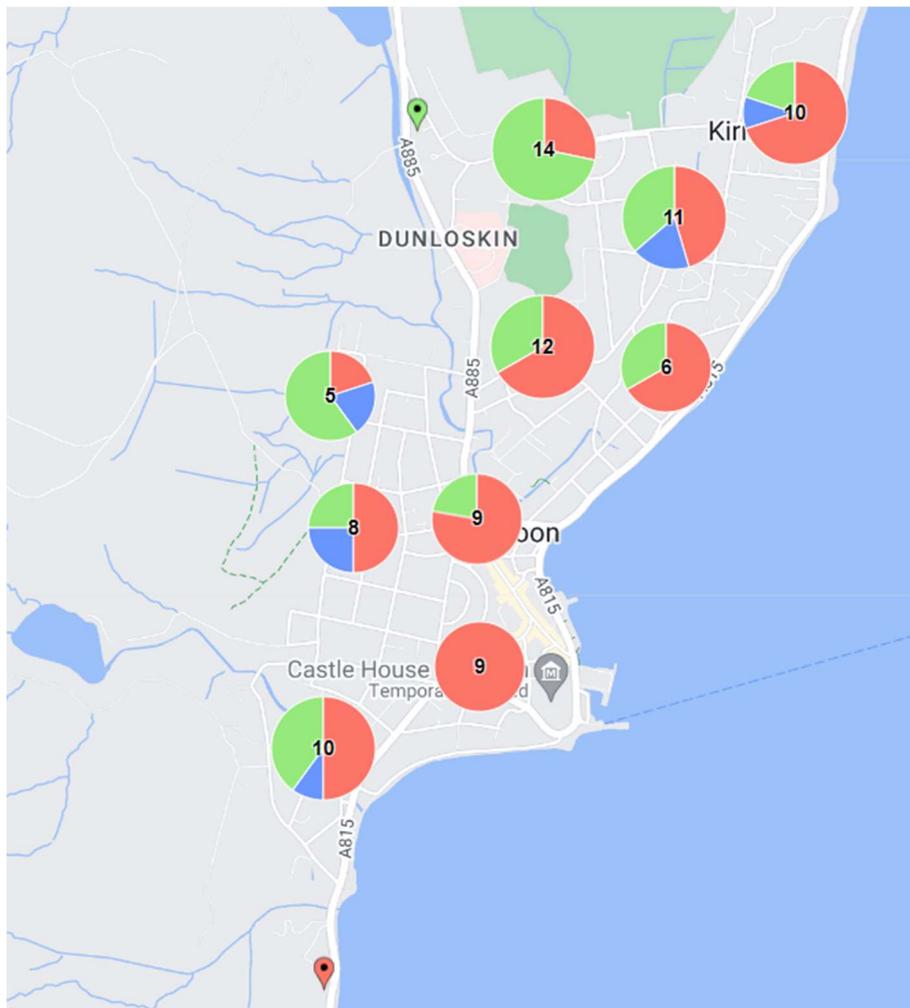
Online survey

Distributed through DCDT e-newsletter and social media channels and via partners:

- Live Argyll
- Cowal & Bute Living Well Network
- Dunoon Bothy Project
- ACHA (Argyll Community Housing Association)
- Dunoon Grammar School
- 221 responses

Who did we reach – online survey postcode analysis

Postcode mapping by Shaping Places for Wellbeing Dunoon shows a positive spread of responses covering all areas, including priority SIMD areas



Summary of online survey details

- Most respondents gave feedback on journeys to school, for shopping, for fresh air and for exercise.
- Priority concerns were about surface improvements, public toilet provision and bushes and hedges impeding pavements. Alongside these, the provision of litter bins, shelter and lighting improvements were highlighted.
- When asked what would encourage more active travel, having a friend to go with and having interesting events in town were clear priorities. Maps with route ideas, special interest walks and outdoor events where people live were identified as positive interventions.
- The majority of respondents owned or had access to a car (77%) and prefer to park in a free carpark and take a short walk to their destination (57%).
- Of those who regularly travel by bus, only 17% get off at a distance from their destination and add a walk to their journey.

- More secure bike parking and a 'park & stride' campaign would encourage more active travel.
- The vast majority of respondents did not have a health condition (72%). Those who did report a health condition were dealing with breathing or energy issues or physical mobility issues.
- For those with a health condition, having a companion to travel with and having activities near where they live were noted as improvement that would help them get out and about more.
- Overall, 61% of respondents were female and the majority were in the 50 to 70 age range.

Review of survey responses and targeted engagement

Identified gaps in survey responses:

- People aged 21 to 30
- People aged 81 and over
- Men aged 17 to 37
- People with health challenges
- People with mental health challenges

Mental health, and people affected by alcohol and substance misuse, were both identified as health inequality focuses in Dunoon by the *Shaping Places for Wellbeing* programme were noted for targeted engagement

Community Priority Themes

Summary of priority findings

- maintenance and the condition of pavements and pathways
- having a companion to walk, wheel or cycle with
- dealing with dog fouling (signs, bags, bins, fines)
- importance of public transport to support any move away from car travel
- pedestrian and cyclist safety concerns including conflict between the two
- safe cycling routes for beginners
- accessibility – poor surfaces and lack of public toilet options limit people's ability to make use of available outdoor spaces and active travel routes
- suggestions for facilities, events and features that would make the town a more attractive active travel destination (e.g. cafes, events, more play parks, seating)
- information on routes, trails and things to do on foot and by bike
- access to equipment and maintenance support (bikes, cargo bikes, trailers for children)
- enforcement of laws and bye-laws (speed limits, close passing, shared space use, dog fouling)

While weather was regularly noted as having an impact on people's ability to travel actively, it did not come out as a priority concern (47% saying 'the rain doesn't bother me at all').

Community Connector approach

Community Connectors and targeted engagement

Follow up research

- Seven paid **Community Connectors** trained
- **Community Connectors** engaged in targeted conversations to address identified research gaps
- **Green Map** online survey to help identify the location of issues and ideas
- **Doctor Bike** sessions delivered in partnership with Live Argyll Active Schools at Kirn, Sandbank, St Mun's and Dunoon Primary Schools reached 57 families

Community Connectors

Nine expressions of interest were received from local people. All of those who expressed an interest were invited to join an informal conversation at DCDT community engagement events in January 2024. Five were able to attend and their involvement was confirmed.

Training was designed by DCDT team to include an introduction to the Development Trust, Active Travel, Community Engagement and Green Maps. Training was set for 31 January 2024. Six Community Connectors attended with one additional person undertaking one-to-one training

Community Connectors were supported to identify their networks and to consider who they could engage in conversations about Active Travel. Their networks included geographic neighbourhoods, key support organisations and social groups. Interviews were conducted with individuals and informal conversations held with groups.

Contact was made with parent and toddler groups, residents and staff in an elderly care home, attendees at an Addictions Recovery Cafe, a male sports team, and people living with hearing, sight and mental health challenges.

Feedback sessions were arranged with each Community Connector to share the information that they had gathered and to review the experience with them. Six Community Connectors completed their engagement activities providing rich and detailed feedback to inform this plan.

Six Community Connectors completed the project and all six reported that they had enjoyed the experience and expressed a keen interest in undertaking further Community Connector tasks with DCDT going forward.

Community Connector Key Findings

The information gathered by the Community Connectors largely aligned with the priorities identified in the online and printed surveys, but added more context and highlighted some of the specific challenges being faced by particular groups. Their conversations also touched on wider community issues and concerns that will be fed into the wider Local Place Plan project being undertaken currently by DCDD.

- Specific locations were identified where improvements were needed to pavements, road markings (particularly for people with visual impairments), bins, benches and shelter. The main shopping street attracted a lot of comment relating to pavement layout, shelter, benches and general appeal. These will be added to the Green Map to build a data set of improvement ideas.
- Contact with parents of young children highlighted the challenges of narrow pavements and obstacles for prams and buggies. It also highlighted the idea of sharing specialist equipment, like baby backpacks and bike trailers to support families to be more active.
- Contact with parents and with people with mobility issues identified difficult crossing points near GP surgeries and on route to nurseries. These will be added to the Green Map to inform further engagement.
- General maintenance of civic spaces where people might gather was raised as a concern, with damaged seating, broken glass and poor lighting noted in particular.
- Contact with people with vision and hearing impairments and other health issues highlighted the challenges of e-bikes and electric vehicles which move much more quietly than standard bikes and vehicles. The fact that they can't be heard coming, makes people feel nervous of walking and more vulnerable to accidents.
- Conversations with residents of an elderly care home highlighted the need for more shelter and public toilets. There was appreciation for the Cycling Without Age trishaw rides provided by Cowal Elderly Befrienders and a desire to get access to the seashore for wheelchair users.
- Access to information on public transport timetables, events and activities was regularly mentioned as lacking. Improvements to the scheduling of public transport timetables were also requested.

Green Map online survey

A Green Map survey was commissioned and designed to enable Community Connectors to easily identify and record priority locations on a map. Introductory training was provided to five Community Connectors. Two iPads were made available for Community Connectors to take out and about and gather feedback.

An initial set of entries has been added to the Green Map. This will serve as an ongoing and growing resource designed to inform the development of a **Local Place Plan** for Dunoon.

Doctor Bike sessions

Doctor Bike check-ups were arranged at four local primary schools. Live Argyll Active Schools officer supported the organisation and promotion of these Doctor Bike sessions. Unfortunately, two of the schools did not inform families of the opportunity until the day before the events, seriously limiting the response there to 13 families. The third school which did share the information in a timely fashion attracted 45 families to take part. The session in the fourth school reached 7 families.

Feedback from families was very positive and the support to service and undertake minor repairs was warmly appreciated. Wider conversations on active travel were limited by time restrictions at school but there was a strong interest in further support with accessing and caring for bikes and improving cycling and road safety skills.

Benefits of the community led co-production approach

Benefits

- Builds on the successful work already undertaken with the Dunoon Area Alliance Active Travel Network to identify current and proposal local projects
- Those involved will have an increased ownership over the whole process and investment in seeing it work
- Will produce is a publicly available document which any local organisation or statutory organisation with funds to spend locally can use to evidence need and prioritise support for active travel initiatives.
- Process can be used to generate community buy-in to infrastructure projects and build a support-base for its success. This could include 'quick wins' which are part of the lead in for longer-term infrastructure projects.
- Increases awareness of what active travel is and who it could benefit
- Opens up conversations about the ongoing maintenance of green infrastructure and use of open spaces which can feed into design processes.

Support

- The POP Shop CIC provided expertise and training in Green Map Systems.
- Shaping Places for Wellbeing provided support for the process, helping to identify target groups, highlighting relevant case studies and evidence, linking with subject experts and attending sessions to support consideration of the Place and Wellbeing Outcomes.
- Co-production advice has been offered through the Health and Social Care Partnership

Dunoon Community Development Trust experience with Active Travel

Dunoon Community Development Trust was established in 2021 to continue the place-based regeneration action of Dunoon Area Alliance, as supported by SURF, Scotland's Regeneration Forum. DCDT is constituted at a Scottish Charitable Incorporated Organisation(SCIO) SC051050 and is a membership organisation open to anyone living, working or studying in Dunoon and Cowal.

Support from the Social Enterprise Academy enabled network members to map active travel initiatives and to develop a project list for potential future development.

In 2023 the Trust recruited three members of staff (2FTE) to progress partnership working and development, communications and engagement and volunteering for wellbeing.

DCDT has been represented as a key stakeholder in the consultations on proposed designated cycle route development in the town.

DCDT will continue to facilitate and support the Dunoon Active Travel Network to progress action on the project list and to feed into any relevant consultations.

9. Next Steps – delivery & resourcing of action

Developing an action plan is the easy part. The real challenge is in putting it into action. This plan includes a significant number of project proposals and to deliver them all could take several years. Collaborative working across public, voluntary and private sectors will be key to the success of many of these actions.

To support the delivery of the action plan, Dunoon Active Travel Network will continue to bring key stakeholders together through its Town Team meetings to discuss and review Active Travel projects. These meetings will be supported by Dunoon Community Development Trust until March 2026, subject to funding confirmation from the Scottish Government Investing in Communities Fund. Dunoon Community Development Trust will also continue to support community engagement with the plan as part of its current work to develop a Local Place Plan for Dunoon.

All interested partners are encouraged to identify potential funding for projects and to work in partnership to deliver positive interventions for the community.

Steering Group recommendations:

- Prioritise action in line with research findings, deliverability and social enterprise potential
- Identify a Lead Organisations for each prioritised project
- Develop a communication strategy that encourages partner organisations to adopt this Behaviour Change Plan in their work
- Continue support for the Dunoon Active Travel Network
- Develop a partnership approach to seeking funding for priority projects, wherever possible

10. Thanks & Acknowledgements

Sincere thanks go to the following for their active involvement and support for this project:

- Douglas Grierson and Colin Young, Argyll & Bute Council Sustainable Transport Team
- Alex Wilde and Becky Hothersall, Shaping Places for Wellbeing Dunoon

- Hannah Clinch, The POP Shop CIC
- Ailie Law, Argyll & Bute Council Community Development Team
- Angela Coll, Argyll & Bute Health & Social Care Partnership
- Green Maps
- Susanne Muller workshop facilitator
- Doctor Bike Duncan McLeod
- Lindsay Mitchell, Live Argyll Active Schools
- Active Travel Network members
- Partner organisations who shared surveys and welcomed Community Connectors

And last, but by no means least, Dunoon Community Development Trust's **Community Connectors**:

- Barbara Atherton
- Charmaine Boyd
- Natalie Sedgewick
- Chris Thomson
- Ella-Jane McFall
- Anne Armstrong

Appendices

- XIII. Steering Group Members*
- XIV. Active Travel Network participants*
- XV. Active Travel Network Workshop 1*
- XVI. Active Travel Network Session 2*
- XVII. Printed Survey*
- XVIII. Survey Findings Summary – printed survey*
- XIX. Online Survey Questions*
- XX. Survey Finding Summary – online survey*
- XXI. Voice community engagement reports*

Appendix 1

Steering Group Members

Organisation/group	Who
Argyll & Bute Council Sustainable Transport Team	Douglas Grierson
Shaping Places for Wellbeing Dunoon	Alex Wilde
Argyll & Bute Council Community Development Team	Ailie Law
Argyll & Bute Health & Social Care Partnership	Angela Coll
Dunoon Community Development Trust	Ann Campbell

Appendix 2

Active Travel Network attendees

Organisation/group	Who
Argyll & Bute Council Sustainable Transport Team	Douglas Grierson
Shaping Places for Wellbeing Dunoon	Alex Wilde
Shaping Places for Wellbeing Dunoon	Becky Hothersall
Argyll & Bute Council Community Development Team	Ailie Law
Argyll & Bute Health & Social Care Partnership	Angela Coll
Dunoon Community Development Trust	Ann Campbell
Dunoon Community Development Trust	Hannah Clinch
Dunoon Community Development Trust	Barbara Henderson
Live Argyll Active Schools	Lindsay Mitchell
Argyll & Bute Third Sector Interface	Janis Marshall-Reilly
Argyll & Bute Council CARS	Claire Hallybone
Cycling UK	Sean Brady
Dunoon Bothy Project	Sara Cairns
South Cowal Community Enterprise Company	Caroline Cuddihy
NHS Highland	Naomi Swann
Dunoon Community Council	Tom McCowan

Appendix iii

Behaviour Change Plan Workshop 1

Facilitator: Susanne Muller

What can get in the way of active travel?

- Fitness / health
- Weather
- Geography – rural, remote, hilly
- Confidence
- Apathy
- Reliance on cars - convenience, habit, morning routine, limited alternatives in rural areas
- Time pressures - deadlines v social activity
- Work - ongoing travel after school run is done, arriving wet or sweaty
- Bike confidence, family bike confidence
- Number & age of kids
- Visibility / Safety
- Peer influence for young people
- Attitudes to bus travel – possibly intimidating
- Lack of relevant information available
- Financial - affordability of bikes, outdoor clothes & equipment
- Storage for bikes and equipment – at home, work and school
- Maintenance skills
- Infrastructure
- Buses/ ferries issues – cost, timetable, reliability, impact of weather

What could help to increase active travel?

Education

- Improve attitudes to walkers and cyclists.
- Environmental impact, e.g. for parent at school drop off / pick up
- Health and wellbeing impact
- Improve knowledge of all road users - rights of cyclists and pedestrians - Highway Code changes.
- Support public transport providers to understand the needs of users - make it easy
- Support people to be more confident getting to hospital appointments by bus
- Support businesses to learn about the economic benefits of active travel / car reduction

- Affordability – car vs public transport/active travel

Persuasion

- Bringing people together - bus buddies
- Dunoon Bothy Project events – led walks, led cycles
- Bike maintenance training
- Cycle confidence training
- Breeze Network women specific support
- Over 60s club
- Walking groups
- Buggy walks
- Park and Walk promotion
- Social Prescribing

Incentivisation

- Social incentives, e.g. free bus travel for under 22s and 60+; day pass, discounts.
- Reduce costs of public transport and access to bikes / equipment
- Discounts for cyclists / pedestrians, e.g. in cafes
- Schemes to reward walking and cycling to school

Coercion

- close roads
- pedestrianisation
- apply fines for parking on pavements
- apply fines for dog mess

Training

- Bike maintenance training
- Cycle confidence training for adults
- Bikeability training in schools

Restriction

- Restrict car use
- Redesign school drop off areas to prioritise cyclists and pedestrians

Modelling

- Decision makers talking to each other more visibly
- cycle heroes
- Combine car or bus use with a walk 'Park & Stride'
- Take or hire bike and cycle part of the way 'Park & Cycle'
- Change attitudes towards weather, e.g. nursery children are out in all weathers

Enablement

- Easy access to public transport timetables and ticketing information
- Maintenance of pavements, walkways, cycle ways
- support alternative options to car use
- Car share
- bike hire at ferry terminals, bike vouchers
- Timetabling public transport to fit with activities and events, shopping times, ferry
- E-bike hire
- Bike recycling
- Doctor Bike repair sessions
- Change attitudes towards weather. Spaces to store and change.
- More people feeling listened to and their situation understood - behaviour change in decision makers

Environmental Restructuring

- More bike parking options in town centre
- More shared bike storage options for people without space at home
- More visible bike parking options at hospital
- Fund infrastructure improvements
- Redesign school drop off areas to prioritise cyclists and pedestrians
- e-charging for cars and bikes

Appendix iv

Behaviour Change Workshop 2

Remembering that an individual's behaviour is influenced by their:

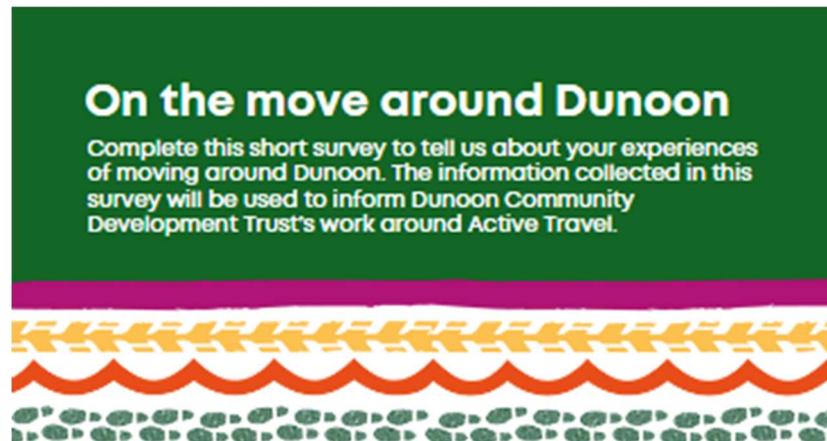
- *Capability*
- *Opportunity*
- *Motivation*

Consider the research findings, **choose a type of activity** proven to change behaviour and design a set of specific **Behaviour Change Plan Proposals** detailing:

- Current Behaviour
- Desired Behaviour
- Target audience
- Intervention
- When & where
- Key partners
- Estimated costs

An example

- **Current Behaviour** – primary school entrance areas have dangerous levels of cars around at drop-off and pick-up time making it less safe for children arriving on foot or by bike.
- **Desired Behaviour** – more parents encourage their children to walk even part way to their primary school.
- **Target audience** – families with children aged 4 to 12
- **Intervention** – designated parking areas are identified a safe walking distance from the school and a walking bus with volunteer leaders is organised.
- **Key partners** – School Parent Council, Argyll & Bute Council Education Department, Live Argyll Active Schools.
- **Estimated costs** – Walking Bus volunteer training £500; promotional materials £300; hi-viz vests £200



On the move around Dunoon

Complete this short survey to tell us about your experiences of moving around Dunoon. The information collected in this survey will be used to inform Dunoon Community Development Trust's work around Active Travel.

How did you travel here today?

- Walk Cycle Bus Car Other

What could have made your journey better or more enjoyable today?

For example, good company, better pathways, more buses, more benches to rest on, more lowered kerbs.



What would encourage you to walk, cycle or wheel more often around Dunoon?

Wheeling includes: out and about with a buggy, wheelchair, skateboard, skates.



How does the weather effect the way you travel around Dunoon?

- 
- Not at all. The rain doesn't bother me.
 - A bit. The rain and wind can make it tricky to arrive places warm and dry.
 - A lot. The weather makes it harder to walk, cycle or wheel around Dunoon regularly. We can't all afford waterproof clothing.
 - Very much. The weather makes it almost impossible to walk, cycle or wheel around Dunoon regularly, so I feel I need to use a car or bus to get around.
 - Other.....
.....

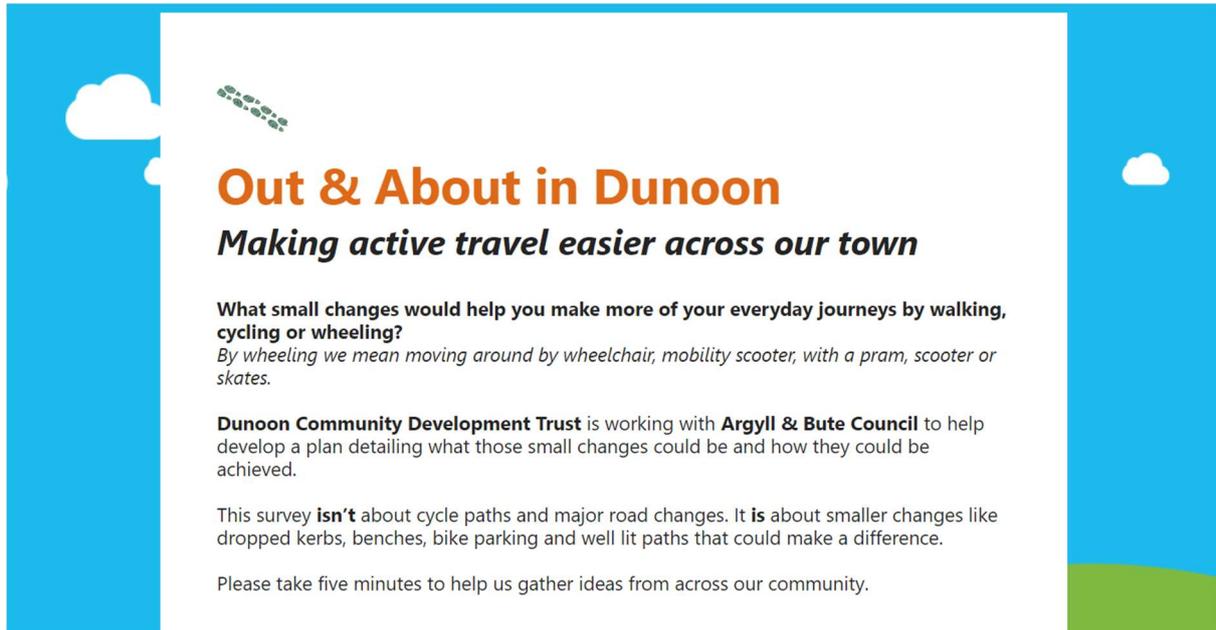
About you

Your age.....Your postcode..... **Thank you!**

Appendix vii

Online Survey

Out & About in Dunoon



Out & About in Dunoon
Making active travel easier across our town

What small changes would help you make more of your everyday journeys by walking, cycling or wheeling?
By wheeling we mean moving around by wheelchair, mobility scooter, with a pram, scooter or skates.

Dunoon Community Development Trust is working with **Argyll & Bute Council** to help develop a plan detailing what those small changes could be and how they could be achieved.

This survey **isn't** about cycle paths and major road changes. It **is** about smaller changes like dropped kerbs, benches, bike parking and well lit paths that could make a difference.

Please take five minutes to help us gather ideas from across our community.

What small changes around out town would help you make more of your everyday journeys by walking, cycling or wheeling*?

Dunoon Community Development Trust is working with Argyll & Bute Council to help develop a plan detailing what those small changes could be and how they could be achieved.

This survey isn't about cycle paths and major road changes, but about things like dropped kerbs, benches, bike parking and well lit paths.

*Wheeling can include wheelchairs, mobility scooters, prams, scooters or skates.

Please take five minutes to help us gather views and ideas from across our community to help inform this plan.

Everyday Journeys

Thinking about a regular journey of any length that you make by walking, cycling or wheeling (with a pram, mobility scooter, skateboard, etc.), please answer the following questions:

What do you use this route for?

- going to work
- going to school
- going shopping

- going to appointments
- visiting family or friends
- going to social events, clubs or groups
- getting some fresh air
- getting some exercise

Other:

What could be done to improve the route?

- surface improvements
- dropped kerbs
- shelter
- places to rest
- public toilets
- direction signs
- interesting things to look at (e.g. murals, plants, heritage information)
- lighting improvements
- bike parking
- more litter bins
- more regular maintenance
- bushes and hedges cut back
- more people using it
- pedestrian crossings
- less traffic

Other:

What would encourage you to walk, cycle or wheel a little bit more?

- having a friend to go with
- better outdoor clothes
- better outdoor footwear
- access to a bike
- bike confidence training
- bike maintenance training
- organised group walks
- organised group cycles
- maps with route ideas
- special interest walks (e.g. heritage walking tours)
- outdoor events in town
- outdoor events where I live
- information about the money saved on fuel costs
- information about the positive environmental impact

Other:

Do you own a car? Yes / No

If you are a driver, do you usually:

- park as close to my destination as possible
- park in a free car park and take a short walk to my destination
- park at a distance from my destination and add a short walk into my journey

If you take the bus, do you usually:

- get off as close to my destination as possible
- get off a distance from my destination and add a short walk into my journey

If you regularly drive or take the bus to come into Dunoon, what would encourage you to make part of your journey by walking, wheeling or cycling?

- Information on the health benefits
- A 'Park & Stride' campaign encouraging parking and walking
- Secure bike parking to the bus stop or ferry terminal
- Bike hire at the bus or ferry terminal

Do you have any health issues that impact on your ability to walk, wheel or cycle?

- visual impairment
- hearing impairment
- physical mobility issues
- breathing or energy issues

Other:

Leisure Journeys

What specific improvement would help you to get out and about more?

- having a companion
- short group activities with rests built in
- activities near where I live
- access to adapted cycles
- support to use adapted cycles

Other:

A bit about you

Age

Postcode