

Report

Report to:	Community and Enterprise Resources Committee
Date of Meeting:	4 February 2020
Report by:	Executive Director (Community and Enterprise Resources)

Subject:	Air Quality Action Plan - Beat the Street - Lanark and Rutherglen
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1. Purpose of Report

1.1. The purpose of the report is to:-

- ◆ advise on the outcome of the Beat the Street - Lanark and Rutherglen project
- ◆ advise that Beat the Street East Kilbride will run between Wednesday 19 February and Wednesday 1 April 2020
- ◆ advise that options to have an ongoing rolling programme to cover all areas of South Lanarkshire are currently being considered

2. Recommendation(s)

2.1. The Committee is asked to approve the following recommendation(s):-

- (1) that the outcomes of the Beat the Street - Lanark and Rutherglen project be noted;
- (2) that it be noted that Beat the Street East Kilbride will run from 19 February to 1 April 2020; and
- (3) that it be noted that officers are considering the feasibility of a South Lanarkshire wide Beat the Street Programme and will report their findings to a future meeting of the committee.

3. Background

3.1. Following the introduction of the Environment Act 1995 and the Air Quality (Scotland) Regulations 2000 and 2002 as amended, all local authorities have a statutory duty to undertake a regular review and assessment of air quality within their area and submit findings to the Scottish Government. The Act and associated regulations specify objectives for air quality pollutants which must not be exceeded. Where exceedances are identified, local authorities must declare the area an Air Quality Management Area and thereafter prepare an Air Quality Action Plan containing action measures aimed at improving air quality within the Air Quality Management Area.

3.2. There are currently three Air Quality Management Areas within South Lanarkshire the East Kilbride Whirlies Air Quality Management Area declared in June 2008 and the Rutherglen and Lanark Air Quality Management Areas declared in December 2015.

3.3. Following the declaration of Air Quality Management Areas, the local authority has a legal duty to develop and implement an Air Quality Action Plan to improve air quality within these key target areas. The Action Plan has now been adopted and is available https://www.southlanarkshire.gov.uk/downloads/file/12278/air_quality_action_plan

- 3.4. One of the key actions within the Action Plan is to investigate behaviour change initiatives to encourage the uptake of more sustainable and active means of travel, particularly in relation to short local journeys. The Scottish Government has supported air quality improvement actions included within local authorities' Air Quality Action Plans since 2007 with £1 million of funding being made available, at a national level, on an annual basis for such measures. In addition to this funding, since June 2018, The Minister for Transport announced an £80 million budget to be made available from the "Smarter Choices, Smarter Places" (SCSP) initiative. The SCSP funding is available to public, third and community sector organisations, to assist in encouraging people to change their behaviour towards walking, cycling and running as part of their every-day short journeys.
- 3.5. In the financial year 2019/2020, a bid for £425,340 was submitted to the Scottish Government air quality action planning grant fund to support a range of projects, including the Beat the Street Lanark and Rutherglen project and £395,340 was awarded. £293,000 of funding was also received from Smarter Choices, Smarter Places (funding programme administered through the Charity Paths for ALL) to support a variety of active travel behaviour change initiatives, including Beat the Street.

4. Current Position

- 4.1. Beat the Street (BTS) is an established, radically innovative, bespoke, partnership intervention programme created by Intelligent Health Ltd, working in association with relevant key partners, SLC, NHS Lanarkshire and South Lanarkshire Leisure and Culture.
- 4.2. The programme is based on community-wide initiatives, personal activity trackers and social prescriptions aimed at empowering behavioural change across all levels of the community, particularly children, and promoting increased use of existing green-spaces, effectively turning the community into a games area. The game itself is an evidence based programme, using smartcard and on-line technology to create walking and cycling competitions, designed to increase the physical activity level of participants, who earn points as they walk, cycle and run as part of their daily, regular short journeys.
- 4.3. The game based strategies motivate positive behaviour that become the daily norm, whilst addressing some of the physical barriers to being active by using an inclusive, simplistic concept, combating emotional barriers by creating, encouraging and supporting physical activity as part of a community-wide social norm.
- 4.4. As part of South Lanarkshire Council's Air Quality Action Plan, the Council negotiated a contract with Intelligent Health Limited and created the "Beat the Street Lanark and Rutherglen" project

5. Beat the Street, Lanark and Rutherglen – End of Game Report

- 5.1. Both projects were run over a core six week game period between Friday 15 February and Friday 29 March 2019.

5.2. The project aims are detailed below:

- ◆ increase the number of adults meeting the recommended levels of activity (at least 150 minutes of moderate intensity physical activity per week) and reduce the proportion of adults reporting the lowest levels of physical activity (0-1 days per week)
- ◆ increase the number of frequent 10-minute walking journeys by adults
- ◆ increase the number of everyday journeys being made by bike
- ◆ increase the number of children meeting the recommended levels of physical activity (60 minutes per day) and reduce the proportion of children reporting the lowest levels of activity (0-1 days)
- ◆ increase the number of children participating in active travel (for example walking to school)

5.3. In terms of participation, it was important to ensure that the communities were fully engaged. In this regard, the level of participation was considered high and summarised below:

- ◆ engaged 5,632 people across both towns (15% of the local targeted population, surpassing the 10% community engagement targets that were set for the project).
- ◆ not all participants provide postcode information however, information that was available from the survey data indicated that, 1,874 were from the Rutherglen area and 1,062 were from the Lanark area
- ◆ 55% were adults and 45% were children
- ◆ ten primary schools were selected to participate in the scheme and an average participation level of 79% was recorded
- ◆ four of the participating schools showed over 90% participation levels
- ◆ twelve community groups participated
- ◆ an unprecedented 55% of materials collected from local libraries and leisure centres were used by players (10-20% typically used across other schemes)
- ◆ 206,720 taps recorded on Beat Boxes
- ◆ in total 75,118.5 miles were travelled sustainably during the six-week game period

5.4. Further details of the project outcomes are detailed at Appendix 1 to this report. However, in summary the following findings were found pre and post-game respectively:-

- ◆ adult participants undertaking between 0 to 30 minutes of activity per week decreased from 14% to 7% and those meeting the physical activity targets of 150 minutes of moderate activity per week increased from 42% to 53%
- ◆ walking for travel by adults on zero or one day per week decreased from 12% to 7% and those walking for travel on 5 or more days per week increased from 58% to 68%
- ◆ the proportion of adults not cycling at all during the previous week decreased from 88% to 86%
- ◆ the number of children undertaking 60 minutes of activity on zero or 1 day per week decreased from 14% to 8% and on two or more days per week increased from 86% to 92%
- ◆ children walking for travel on zero days per week decreased from 2% to 0% and on 6 or 7 days per week increased from 53% to 68%

- 5.5. In summary, the data collected from the 6-month post-game survey showed a positive shift away from inactivity. The proportion reporting being inactive (0-1 days per week) decreased from 15% before the game to 11% 6 months after the event, i.e. 64% of adults who were inactive when they registered were still active 6 months after the game period.
- 5.6. In addition to the quantitative outcomes summarised above and detailed within Appendix 1, positive qualitative feedback was also obtained from a wide range of participants, including pupils, teachers and members of the local community. Examples of this qualitative feedback is also included in Appendix 1. Such positive outcomes in terms of health, wellbeing and community cohesion whilst encouraging active and sustainable travel has supported the decision to apply and be successful in obtaining funding to deliver an East Kilbride Beat the Street project.
- 5.7. The project aims identified at paragraph 5.2 were met and this success has also supported the decision to consider developing a wider South Lanarkshire programme.

6 Future Projects

- 6.1. Following the success of the Lanark and Rutherglen Project and confirmation of full external funding being made available from the Scottish Government's Air Quality Action Planning Grant and Smarter Choices, Smarter Places, a further Beat the Street project is planned in East Kilbride between Wednesday 19 February and Wednesday 1 April 2020. The area is currently classed as an Air Quality Management Area. All 26 Primary Schools and 4 High Schools within East Kilbride will participate in the new project, which aims to achieve 25% community engagement, surpassing the 2018 target of 10%.
- 6.2. The feasibility of a South Lanarkshire Beat the Street Programme is being considered. This could potentially take the form of rolling out a six-week game period on a five year rolling programme or the development of an App, however, the delivery of such a programme will be dependent on successfully securing external funding. The intention is to report back to committee with an update on this in due course.

7. Employee Implications

- 7.1 There are no employee implications.

8 Financial Implications

- 8.1. The cost of the Lanark and Rutherglen Project was £102,380 and the estimated cost of the East Kilbride Project is £131,841. Both projects are fully funded from the Scottish Government's Air Quality Action Planning Grant and Smarter Choices, Smarter Places.
- 8.2. External funding would need to be secured to rollout the programme throughout South Lanarkshire.

9. Climate Change, Sustainability and Environmental Implications

- 9.1. Encouraging the uptake of active and sustainable travel within the Council's local communities, whilst reducing reliance on private vehicles particularly for the shorter more local journeys, supports South Lanarkshire's Sustainable Development and Climate Change Strategy. Interventions to encourage sustainable and active travel is a key priority within this Strategy and Beat the Street aligns with this. Increased active travel and access to the outdoors will improve health and wellbeing whilst reducing reliance on fossil fuels for the purpose of travel. Encouraging uptake of active and

sustainable travel will also support improvements in air quality emissions by reducing the number of private car journeys and their resultant emissions.

10. Other Implications

- 10.1. The Air Quality Action Plan supports a number of South Lanarkshire Council Strategies and Plans including the Local Development Plan, Sustainable Development Strategy, Local Transport Strategy, Cycling Strategy and local School Travel Plans which aim to increase the number of children walking, cycling and using public transport to travel.

11. Equality Impact Assessment and Consultation Arrangements

- 11.1. This report does not introduce a new policy, function or strategy or recommend a change to an existing policy, function or strategy and therefore no equality impact assessment or consultation is required.

Michael McGlynn

Executive Director (Community and Enterprise Resources)

10 January 2020

Link(s) to Council Values/Ambitions/Objectives

- ◆ Improve the quality of life of everyone in South Lanarkshire
- ◆ Improve the road network, influence improvements in public transport and encourage active travel
- ◆ Work with communities and partners to promote high quality, thriving and sustainable communities
- ◆ Encourage participation in physical and cultural activities

Previous References

- ◆ Community Resources Committee 3 June 2008 Air Quality Management Area
- ◆ Community Resources Committee 11 November 2008 Air Quality Management Area – Whirlies Roundabout East Kilbride
- ◆ Community Services Committee 8 December 2015 Air Quality Management Area – Rutherglen and Lanark

List of Background Papers

- ◆ Beat the Street, Lanark and Rutherglen End of Game Report

Contact for Further Information

If you would like to inspect the background papers or want further information, please contact:-

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