



Dundee Health Central

**Dundee City Council**

**Stage 2 Smarter Choices, Smarter Places Bid**

**9 July 2008**



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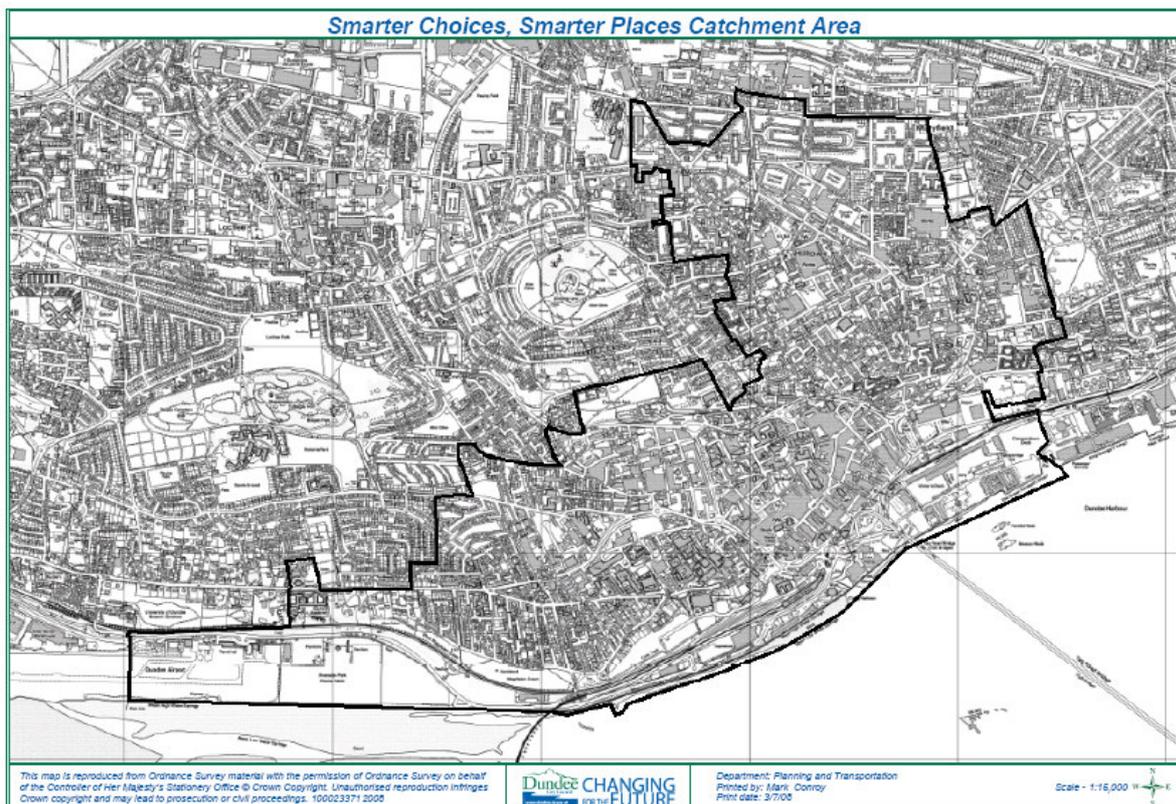
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### Letters of Support

## Introduction

This document sets out Dundee City Council's stage 2 bid to the Scottish Government's Smarter Choices, Smarter Places fund. It is structured according to the headings given in the guidance.

This bid is submitted by Dundee City Council for a project to be called *Dundee Health Central*. The geographic focus of this project is the Central Dundee Housing Investment Focus Area, extended to include the Hilltown Community Regeneration Area, West Park and Harris Academy, as shown in the figure below:



Dundee City Centre is the main travel demand generator of the city-region and a major provider of retail, education, employment and leisure/culture services. In the immediate vicinity of the centre are the Universities of Abertay and Dundee and a variety of residential areas including a Community Regeneration Area, the area dominated by student accommodation and the many new city centre apartments being developed near the waterfront. The total resident population of the project area is approximately 31,000 people but it is estimated that two-thirds of Dundee's 142,000 residents access the city centre at least once a week.

The central aim of the project is to "encourage active travel to promote healthy lifestyles for residents of and visitors to central Dundee" as a significant boost to other on-going initiatives to help overcome a range of health-related problems in Dundee.

Complementing this core health-improvement theme, four key additional benefits will arise from the project:

- Encouraging people to make use of local facilities, supporting local economic growth and retail centre hierarchy;
- Promoting social inclusion, by ensuring that people do not feel they need access to a car to have effective access to employment and services (29% of Dundee's population live in the 15% most deprived areas in Scotland);
- Improving perceptions of community safety through increased activity and natural surveillance, with resulting additional social inclusion benefits (improving community safety is a key theme of Dundee's Community Plan);
- Reducing inappropriate car use, hence reducing environmental impacts, CO<sub>2</sub> emissions and traffic congestion.

Dundee Health Central will test a variety of Smarter Choices measures, targeting a variety of people (local residents, commuters, shoppers, etc) accessed through a variety of 'pathways', in order to define which will form the best value basis for later roll out across the Council area. Careful monitoring and evaluation is essential to support the project so that lessons can be learned and developed to inform future investment decisions.

The main focus is to engage with individuals through personalised journey planning to encourage them to travel more actively and make best use of local facilities rather than travelling elsewhere (hence gaining the spin off benefits for the local economy, environment, social inclusion and employability). Pathways to access individuals and hence engender change are anticipated to include through households/residential communities (of both existing communities and new developments), selected GPs' surgeries and schools, major city centre employers and retailers and the University of Dundee.

This theme has been selected by key local stakeholders specifically because it enables the testing of a variety of types of Smarter Choices measures. The project will deliberately trial a range of interventions to identify which offers best value (and which, if any, do not) for delivering benefits in Dundee. This approach is chosen to maximise the potential for later mainstreaming of this type of investment. It also minimises the risk of large investment being placed in a small number of measures that do not turn out to engender long-term change (which is a risk of some other project ideas). Additionally, by selecting the city centre, it is intended that this project will raise the profile of Smarter Choices amongst a large proportion of residents of the city region as a stepping stone to roll out over a wider area.

This city centre bid was selected over a number of other potential high-calibre opportunities for Smarter Choices interventions in Dundee. Options that were considered in detail during the preparation of the stage 1 bid document include:

- Ninewells Hospital: Smarter Choices could generate great potential benefits but Ninewells has been the subject of much investment to promote sustainable travel;
- A project focussing on schools or key workplaces alone: we wish to avoid the risk of investment not achieving best value outcomes, so prefer to include these travel demand

generators as part of holistic area-wide package testing a variety of measures, rather than putting all investment into any one technique;

- Investment in one or more Community Regeneration Areas: this would support social inclusion aims, but to focus on this solely would potentially miss many people that currently travel inactively and unsustainably.

It can therefore be seen that there are already a number of ideas that will be considered for later roll out of Smarter Choices in Dundee once the lessons from this *Dundee Health Central* project have been learned.

Any communication related to this bid should be addressed to:

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# 1 Capacity to deliver

This section sets out how *Dundee Health Central* will be delivered and governed.

## Project management and governance

The overall *Dundee Health Central* programme will comprise a number of specific measures. A programme manager will be appointed to oversee progress towards overall project aims, ensure appropriate synergies between measures (particularly with respect to community engagement elements) and to co-ordinate expenditure between them. Each measure will then have a lead manager, responsible for its delivery.

It is anticipated that the programme manager will be based within the Planning & Transportation Department of Dundee City Council (DCC). Expert external programme management assistance will be sought at the early stages of the project in order to maximise efficiencies and minimise delay of project commencement.

The programme manager will report on a regular basis to the *Dundee Health Central* Project Board. This Board will challenge the programme manager to ensure that the overall programme is:

- on target to achieve its aims;
- meeting expenditure targets;
- properly co-ordinated (both between measures in the project and also with other projects and initiatives).

To ensure political involvement at the highest level, the Board will be chaired by the Convenor of Planning & Transport for the Council and it is hoped that it will include representatives of DCC and a selection of representatives from within the study area<sup>1</sup>. We also hope that a Scottish Government representative will sit on the Board so that they have direct input to its evolution. This approach draws on DCC's substantial experience in co-operating with other stakeholder groups and managing large diverse projects.

Responsibility of the overall delivery of the *Dundee Health Central* project will lie with the Convenor of Planning and Transport. In conjunction with his Board role, he will monitor progress on a regular basis and, should it be found to be unsatisfactory, make appropriate changes to project management and/or governance systems.

## Best value

The very core of the *Dundee Health Central* project is to trial a range of Smarter Choices measures in Dundee in order to find out which deliver maximum value and which do not, as a basis for the future mainstreaming of this investment. As such, it is inevitable that not every

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<sup>1</sup> It is intended that these representatives will include at least one of each of the six 'targets' for Smarter Choices: NHS patients, school children and their parents, businesses, universities, local residents and city centre visitors. More information on these targets is given in section 7 of this document.

measure will necessarily deliver high value; the important element of delivering best value is the evaluation programme and giving the project sufficient flexibility to reprioritise expenditure towards high gain projects.

This will occur initially from close co-operation with the Scottish Government's monitoring regime. We hope that this will provide regular feedback on the success (or otherwise) of each measure within the project and of the success of similar measures in other Scottish Smarter Choices towns. This information will then be assessed by the programme manager and the Project Board and changes to the programme will be proposed if necessary to achieve highest value. These changes could include termination of investment in one or more specific measures, but are more likely to comprise amendments to some measures or the re-prioritisation of investment between them. Furthermore, measures that are being shown to be having good success in other towns could be introduced within the *Dundee Health Central* programme if possible.

The Scottish Government Smarter Choices, Smarter Places team would be consulted before any substantial changes to the *Dundee Health Central* programme were adopted.

## **Risk and financial management**

Dundee City Council has a superb record in delivering high value outputs, on time, following receipt of funding from the Scottish Government. Perhaps the most significant examples of this are the Bringing Confidence into Public Transport and Dundee Smartbus projects: funded from the Public Transport Fund, these delivered good value, innovative and high profile improvements to public transport, on time and within budget. They have left a legacy of a significant enhancement in local perceptions of public transport but also of both Dundee and Scotland as internationally-recognised innovators in transport. We wish for this mantle to pass onto the Smarter Choices, Smarter Places programme through *Dundee Health Central*.

The *Dundee Health Central* project is not afraid that some individual components may not deliver best value; to an extent this is necessary to ensure that lessons can be learned for the future. The essence of the project is to trial a range of measures in order to minimise risk. Through the consultation undertaken whilst forming the project concept during the stage 1 bid, a range of other initiatives were considered. However, the *Dundee Health Central* project was chosen in large part as it eliminated the risk of all investment being placed in one particular type of measure.

*Dundee Health Central* would be delivered within DCC's normal financial management processes. The project management section above describes how responsibility will be assigned to ensure that moneys awarded are spent in a timely manner and best value achieved. However, this lies within a framework of recognised excellence in financial management in the Council as a whole.

The recent external auditor's report states that "We have unqualified opinion on the financial statement of Dundee City Council for 2006/07". Additionally, it reported that "working

papers were generally very good” and “an essential means by which the Council accounts for its stewardship of the resources made available to it and its financial performance in the use of those resources”.

### **Political commitment**

This bid is supported by political backing from the highest level within Dundee City Council. Councillor Fraser Macpherson, the Convenor of Planning & Transport for the Council, participated in the stakeholder workshop discussion that shaped this bid and has undertaken to chair the Project Board.

The core aims of the Smarter Choices, Smarter Places project will help Dundee achieve the political commitments made as part of the Scottish Climate Change Declaration and the sustainability aims of the recently approved Single Outcome Agreement. It should also be noted that this bid is supported by the Tayside and Central Scotland Transport Partnership (of which Councillor Macpherson is the chair) as the *Dundee Health Central* bid will assist with the recently approved Regional Transport Strategy and Sub Strategy relating to walking and cycling.

## **2 Background information on health, travel patterns, employment, local environmental issues and other relevant issues**

### **Health**

Public health issues are a particular concern in some areas of Dundee. Dundee residents have a life expectancy lower than the Scottish average – 2 and 3 years less for women and men respectively<sup>2</sup>. It is estimated that 2 out of 5 adult Dundonians are smokers – death rates from lung cancer, coronary heart disease and respiratory illness are considerably higher in Dundee than elsewhere in Scotland whilst local data for Primary 1 children showed that 21.9% were either overweight or obese (2005-06).

Compared to the rest of Scotland, Dundee has a lower proportion of its population in the 0-17 and 24-55 age groups. It has however a much higher proportion in the 18-23 age group and the over 55 group. The increase in the 18-23 age group reflects the large number of higher and further education students who come to study in Dundee. However the equally sharp fall from the age of 24 suggests that relatively few students remain in Dundee at the end of their education. The increasing number of people aged 65 and over points towards the fact that on average people are living longer, and that by this stage of their lives they are less likely to leave the city. This increasingly ageing population clearly has implications for the overall health profile of the city, and adds emphasis to the need to ensure that an older population is a healthy, older population.

### **Travel**

Dundee has a total population of 142,000, and Dundee City Centre is the principal travel demand generator and attractor within the Tayside region. The City is the major regional provider of retail, employment, leisure and education services. It is Scotland's fourth largest city and is situated on the north coast of the mouth of the Tay Estuary. Edinburgh lies 60 miles to the south, and Aberdeen 67 miles to the north. The Dundee City Council area covers 24 square miles, and is geographically the smallest local authority area in Scotland. The city has grown-up around a hill, known as The Law, which influences travel behaviour within the city due in part to the particularly steep gradient of some of the roads around it.

Modern Dundee has been dramatically shaped by developments happening within the latter half of the 20th century, principally the building of the Tay Road Bridge, and its landfall into the heart of the city centre and historic dock area. This required the construction of a road network and access ramps, effectively severing the city from the waterside.

The bridge carries the A92 and connects the city to Fife on the south side of the Tay estuary. The dual carriageway A90 forms the city's main bypass on its north side, heading west this road travels to Perth, and north it connects the city to Forfar and Aberdeen.

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<sup>2</sup> Dundee Joint Health Improvement Plan 2005-2008

The city's railway station is also situated near the bridge landfall, and is consequently less than ideally placed for access by foot from the city centre, due to the feeder roads to the bridge and ramps.

Public transport access from most of Dundee into the centre is generally good, although access from the satellite towns is not so convenient. The volume of people choosing to drive into the city has long been a contentious issue and is likely to continue to be so.

Car ownership across the city is below the national average with 30,500 (46%) of households having no car<sup>3</sup>, but is surrounded by areas that have higher car ownership rates. Of the people who live outside Dundee but work in the city, 80% travel to work by private car. Due to a high proportion of housing being located in the east and a significant amount of employment opportunities being situated in the west of the city there is a distinct peak hour east-west cross-city travel pattern. Despite the city being relatively compact and reported high levels of cycle ownership, Dundee has a low level of cycling activity with only 1% of all travel to work journeys undertaken by bicycle.

The city centre has been enhanced by sympathetic redevelopment over recent years, and this area boasts excellent access to bus services and public transport information systems. Travel Dundee, the largest local provider of bus services, operates a fleet of 135 vehicles; all are low floor accessible and this fleet carries 15.7m passenger annually.

In 2007 Dundee rail station saw over 1.4m passengers entering, exiting or interchanging here, a rise of 5% on the previous year, making this one of Scotland's busiest stations. Nevertheless, the location of, and pedestrian access to the station are poor. As part of the Dundee Waterfront development the rail station is scheduled to be rebuilt, making it much more accessible via sustainable modes of transport.

Within its section dealing with transport issues, Dundee's City Vision highlights the necessity of creating a network of safe footpaths and cycleways as being two of the measures required not only to improve access to, but encourage use of, local facilities whether that is for employment, shopping or leisure purposes. Recognising that a sustainable transport policy is also an inclusive one the City Vision goes on "popularising public transport will go a long way to contributing to the reduction of carbon dioxide, but it will need to be safe, affordable, accessible, integrated, and effectively promoted".

For the future a priority has therefore been placed on creating safe, pleasant, street environments which people will not only be able to access easily by sustainable modes, but will want to access.

Presently, poor quality infrastructure in some places and personal security concerns are significant barriers to active travel. A lack of presence of people then exacerbates this problem, as natural surveillance is poor in places.

## **Employment**

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<sup>3</sup> 2001 Census

As home to the Universities of Dundee and Abertay, as well as Dundee College, the city has a large student population. As a result the research and development sector is also a significant contributor to the local economy, and the biotechnical and digital media industries have become two of the more high profile sectors to have developed there. Along with these, call centres and financial services are major employers, the latter employing 4,000 locally. Principal attractors for these industries are the presence of a skilled and flexible workforce and the cost-effective property prices, significantly lower than the Scottish average.

Nevertheless there are other genuine employment concerns within the city, one of these being a consistent history since the 1970's of depopulation; the city has seen a sustained loss of 30,000 people in this period. Population projections suggest a number of trends that may have implications for the future labour market supply. In the key labour market tranche of 25-49 year olds the projected decline will, if realised, have a substantial impact on available labour supply. A smaller resident labour pool implies the need for employers to look beyond the city boundaries for personnel and to utilise labour supply in the wider travel-to-work area. This itself has worrying implications regarding future sustainable travel options and emphasises the necessity of promoting Dundee as a place to live, as well as work.

Unemployment has halved in Dundee over the past ten years, but at 3.9% is still higher than the Scottish average of 2.4%. An issue for Dundee is that as general unemployment falls, prospects for those among the Long Term Unemployed remain a concern. Long term detachment from the labour market undermines confidence, employability and job search motivation leading to further inequalities in the larger Dundee community which itself impacts upon education and health.

### **Environment**

In 2006 an area encompassing the whole of the City of Dundee was declared an Air Quality Management Area (AQMA) due to breaches of the annual NO<sub>2</sub> objective; motor traffic is the major source of pollution in Dundee and work is on-going to address the problem.

Many of the projects that make up *Dundee Health Central* will have a role in making all sections of the community aware of environmental issues like air quality and its potential impact on health as well as the more general environmental agenda.

Personal access issues are traditionally associated with countryside recreation; in Dundee access and permeability provide an increasingly important functional role as a part of everyday city life. Within the built environment footways and footpaths make up many of the existing routes in the city. Access issues often relate as much to neighbourhood management and community safety as a whole, as well as the creation and use of purpose built off-road routes. Access needs to be available and attractive on a daily basis and the positive benefits which result from this cannot be overstated. For *Dundee Health Central* these include the natural surveillance that occurs as an automatic by-product of a more actively mobile population who make greater use of their streets and local environment.

As previously mentioned, the city centre has been sympathetically redeveloped and enhanced over recent years, creating a European piazza style marketplace and concentrating the bus provision in one section of the high street. This goes toward making central Dundee a pleasant place to walk shop and visit. However the built-environment is less benevolent once away from the city centre, and it is hoped that some of the successful results from that part of the city can be applied to the other areas in the *Dundee Health Central* zone and potentially, to the rest of Dundee.

The *Dundee Health Central* zone is made up of parts of the Stobswell and Hilltown districts. These areas are currently some of the least desirable in the city, blighted by their physical dereliction, long-term voids in the fabric of the streetscape and the transience of tenants.

Good opportunities exist for their regeneration and renewal, however. A legacy of quality buildings, good public spaces, excellent transport infrastructure and district centre shopping all exist. However, many of these buildings are in poor condition and the public spaces require investment and future management. The district centre shops are declining and many have been vacant for a long time. Regeneration schemes are in hand in these districts, initially with an aim of creating a ‘climate of confidence’ within the communities living there, but with a long term ambition of building another popular inner-city suburb.

An anchor scheme for a number of the projects aimed at helping to transform Dundee is the Dundee Waterfront development scheme. Dundee’s Waterfront on the River Tay boasts a major port, blue flag beaches, rare wildlife as well as cultural and artistic attractions. But during the 1960’s the city lost physical connection with the sea when the Tay Bridge northern landfall was sited in central Dundee. This was followed in the 1970’s by the building of Tayside House, a municipal office block and the Olympia Leisure centre next to the bridge. Both of these buildings will disappear as a result of the Waterfront Development project, and the city will again be physically linked to the sea via a series of boulevards and green open spaces. These will be mixed with pleasant walking and cycling spaces aimed at humanising the streetscape. The masterplan objective is to tame the negative environmental effects that the existing roads and ramps have on the area, but at the same time to allow for necessary vehicular access and through traffic.

### **3 Written support from national/local partners**

Dundee City Council has worked hard during the preparation of this bid to engage key stakeholders. This has had two key benefits:

- Stakeholders' experience has helped shape the bid and refine its contents;
- There is widespread and strong support for the bid amongst key stakeholders that would assist with its delivery and enthusiasm as it will help support a wide range of existing objectives and initiatives.

Partners engaged in the development of the bid and/or actively supporting its submission are:

- TACTRAN;
- Travel Dundee;
- Stagecoach East Scotland;
- University of Dundee;
- Community Planning Partnerships;
- Community Safety Partnerships;
- NHS Tayside teams: Dundee Community Health Partnership, Keep well, Strategy and Performance, Planning and Development and Health Promotions;
- Paths for All;
- Sustrans;
- Transport Scotland;
- Dundee City Centre Action Group;
- Dundee City Council teams including: transportation, health promotion, planning and regeneration, outdoor access, environmental health and trading standards and the Chief Executive's office;
- Dundee Sun City; and
- Dundee Discovery Card.

Written evidence of the above partners support can be found in Appendix 1 (Letters of Support)

## 4 Statement on fit with existing LA policies and activities

The *Dundee Health Central* project complements and will enhance a number of important local policies and programmes. The key linkages are outlined below. Links to the National Performance Framework are shown at the end of this document.

### Single Outcome Agreement for Dundee

The recently-published Single Outcome Agreement for Dundee lists 13 outcomes that the City Council and its partners will strive to achieve. These link closely to the objectives and anticipated outcomes from the *Dundee Health Central*, as shown in the table below:

Outcome	Indicative contribution	Comment
Dundee will be a strong regional centre and a major Scottish city.	✓	Will assist workers, shoppers and other visitors access the city centre.
Dundee will have a thriving economy where prosperity, job opportunities and employability are developed across the city.	✓	Will encourage local people to use local services and will promote upskilling of under-employed people.
Our people will be educated and skilled.	✓	Will promote upskilling of under-employed people.
Our children will achieve their full potential at school.	0	
Our children will be safe, nurtured, healthy, achieving, active, respected, responsible and included.	✓✓	Will increase opportunities for safe, active, independent travel for young people.
Dundee will provide effective care for those who need it.	✓	Supports a range of health-promotion activities.
Our people will have improved physical and mental wellbeing.	✓✓	Direct benefits by incorporating more activity into daily activities.
Dundee will have reduced health and social inequalities.	✓✓	The largest benefits could accrue to sometimes-excluded groups.
Dundee will have communities which are safe and feel safe.	✓	Will improve personal security and natural surveillance within communities.
Dundee will have stable, attractive and popular neighbourhoods throughout the city.	✓	Will improve amenity in local communities and promote use of local services.
Our people will be satisfied with the quality of, and access to, local services and facilities.	✓	Will encourage local people to use local facilities.
Dundee will have a sustainable environment and environmental justice.	✓✓	Will reduce the impacts of transport on the environment and provide particular benefits to sometimes-excluded groups.
Our organisations will continually improve and become more efficient.	✓	Provides a good opportunity to determine Best Value for Smarter Choices measures before future roll-out.

## Transport

### Dundee Local Transport Strategy

Dundee has set out a long term vision for its Transport Strategy, and that is to provide a sustainable transport solution for the city. The city wants people to have a genuine choice in fulfilling their transport needs, with less reliance on private car use. It aims to see social exclusion reduced via the provision of quality, affordable, public transport. The pedestrian environment within the city needs to be enhanced where necessary and pedestrian movement encouraged. Along with this the city believes people are more likely to use public transport if they well informed about their choices.

The strategy can be described as having three essential themes:

- Reducing the need to travel
- Promoting alternative modes of travel
- Restraining the use of the private car

Contribution of <i>Dundee Health Central</i> to this initiative	Encourages a modal switch to sustainable transport options from private	✓✓
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### TACTRAN Regional Transport Strategy

TACTRAN have set out a vision which aims to deliver a transport system shaped by engagement with its citizens. One which connects communities across the region, encourages prosperity, is socially inclusive and environmentally sustainable and finally one which helps promotes the health and well-being of all. In support of this vision TACTRAN have set a series of objectives, these are:

- Economy: To ensure transport helps to deliver regional prosperity
- Accessibility, Equity and Social Inclusion: To improve accessibility for all, particularly for those suffering from social exclusion.
- The Environment: To ensure that the transport system contributes to safeguarding the environment and promotes opportunities for improvement.
- Health and Well-Being: To promote the health and well-being of communities.
- Safety & Security: To improve the real and perceived safety and security of the transport network.
- Integration: To improve integration, both within transport and between transport and other policy areas.

Both the Dundee and TACTRAN Transport Strategies accord comfortably with the measures and aims outlined within the *Dundee Health Central* plan.

Contribution of <i>Dundee Health Central</i> to this initiative	Promotes an inclusive and integrated environment, encourages health via activity	✓✓
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### **Bringing Confidence into Public Transport and other Public Transport Initiatives**

Dundee has pioneered a paradigm shift in public transport information and provision with its ‘Smartbus’ and ‘Bringing Confidence into Public Transport’ schemes. All Travel Dundee buses are now low floor vehicles, and all bus shelters contain real-time information for passengers. Other initiatives including the installation of CCTV on buses, interactive Journey Planner Kiosks and the improvement of real-time-information facilities at Ninewells hospital have made a substantial difference to delivering bus passenger information within the city. All of this will work towards the reinvigoration of Dundee as a quality place to live, work and visit.

Contribution of <i>Dundee Health Central</i> to this initiative	Encourages a modal switch to public transport options from private, enhancement of public space	✓✓
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## **Health**

### **Dundee’s Health Development Annual Report 2006-2007**

Dundee City Council has long recognised the importance of issues surrounding public health and wellbeing, and as a result has been taking an active role in educating and encouraging residents to adopt a healthier and more responsible lifestyle. Dundee’s Health Development Annual Report 2006-2007 begins:

"Improving Health is a major issue for Scotland. Scottish culture, including eating habits, the prevalence of drinking, drugs misuse and smoking combined with a lack of physical exercise have meant that while overall life expectancy is increasing, the gap between the most and least affluent is widening.....The trends in Dundee tend to reflect higher than average poor health statistics compared to other parts of Scotland, thus, the need for proactive health interventions targeted at people of all ages is vital."

Contribution of <i>Dundee Health Central</i> to this initiative	Improves health by incorporating physical activity into daily lives	✓✓
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### The Dundee Joint Health Improvement Plan

While active living can only address some of these problems, Dundee City Council is keen to build activity into the lifestyles of its population, and wants to make active travel a social norm of the city. A significant amount of work is taking place regarding on-going health improvement within different agencies and organisations in the city. As a result, the Dundee Joint Health Improvement Plan 2005-2008 was produced in order to identify where this multi-partner approach can best target and use its resources. The city has therefore become experienced at using a community planning approach to tackle health improvement in an integrated and highly collaborative way.

Among the key themes being tackled as part of the Dundee Joint Health Improvement Plan are:

- Smoking
- Alcohol and Drug misuse
- Diet and Nutrition
- Physical Activity
- Sexual Health
- Mental Well-being

Contribution of <i>Dundee Health Central</i> to this initiative	Improves health by incorporating physical activity into daily lives	✓✓
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### The Keepwell Initiative

Among the schemes in place are health monitoring programmes operating via the Keepwell initiative. Of the 17 GP practices across the whole city participating in Keepwell, 10 of those taking part are located within the *Dundee Health Central* bid area. Keepwell operates as part of the Dundee Healthy Living Initiative which amongst its services, offers patients who have been referred from a GP operated ‘Keepwell Healthcheck,’ an opportunity to work in co-operation with a health coach or other advisor who will assist them in making changes to their lifestyle. This is likely to be in the form of advice regarding losing weight, becoming more physically active, giving up smoking, eating more healthily and generally increasing well-being and confidence. Dundee Keepwell has recently gained national news coverage with their “Give it up for baby” smokers’ cashback scheme offering smokers a reward of £50

per month to stop smoking. The money is paid to pregnant women in the form of ASDA vouchers worth £12.50 per week; the vouchers can not be exchanged cigarettes or alcohol.

Contribution of <i>Dundee Health Central</i> to this initiative	Enhances the Keepwell initiative via active prescriptions and targeted travel advice	✓✓
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### The Healthy Living Initiative

The Healthy Living Initiative consists of a multi-disciplinary team which operates in deprived communities using a community development approach. Individuals are encouraged to identify their own health needs and issues as well as appropriate action to address them. The project operates in a variety of local venues across the city, presenting health support services and activities in non-threatening local venues. This ensures that local people can more easily access the support they require to adopt healthier lifestyle habits.

Contribution of <i>Dundee Health Central</i> to this initiative	Improves health by incorporating physical activity into daily lives	✓✓
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### Get Active Getting There!

Another health initiative operating since September 2007 aimed at forming good travel habits in the very young is Dundee's 'Get Active Getting There!' project. This has been promoting active travel in south west Dundee via new leaflets for school children and their parents, and improved signs and information along walking and cycling corridors. The intention is to engender active travelling routines in young people as well as their accompanying adults. This initiative is based on a project carried out in Edinburgh in 2005, which resulted in a 50% increase in walkers and cyclists using local routes.

Contribution of <i>Dundee Health Central</i> to this initiative	Promotes active travel via the cycle training schemes and targeted travel advice.	✓✓
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### Dundee Health Walks

The programme of escorted walks operating in Dundee under the title ‘Dundee Health Walks’ are designed for people of all ages and abilities, with participants requiring only sensible clothing and shoes to take part. Each walk takes between 30 minutes to an hour and the majority of these are led by staff and volunteers from the Dundee Healthy Living Initiative. Importantly, they are free of charge. As well as the walks themselves the city produce packs of Health Walks Cards which are available online to download, these feature walks across all Dundee and have maps and written directions. On the same theme once a year the city hosts Dundee’s Urban Walking Week, transforming the weekly walks into a city wide event with social and historical walking tours combined. Most of these are also free of charge.

Contribution of <i>Dundee Health Central</i> to this initiative	Offers active travel information and network Rangers to maintain walking environment	✓✓
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### The Healthy Working Lives Award Programme

Taking the agenda into the workplace is the activity theme promoted via ‘The Healthy Working Lives Award Programme’. This offers advice and resources to employers with the intention of improving the health and wellbeing of the workforce. Giving free expert advice on workplace health, including general health promotion, health & safety, occupational health, vocational rehabilitation and employability, the Tayside Healthy Working Lives Team advises individuals as well as employers.

Contribution of <i>Dundee Health Central</i> to this initiative	Offers active travel information and targeted travel advice, encourages physical activity in daily life	✓✓
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### Ninewells Hospital Travel Plan

Ninewells Hospital and Medical School provides acute health care to the population of Dundee City and North East Fife. It is the largest of the Tayside Acute Care hospitals, employs 7,000 staff and holds 900 beds. Inevitably the site generates a substantial level of traffic, a large proportion of this being made up of private vehicles. This impacts upon important hospital traffic and contributes to local air pollution and congestion in and around the hospital site. Consequently the demand for on-site parking at the hospital is high, often with queues for spaces lasting up to half an hour. Staff, patients and visitors alike complain and these problems result in anxiety for all, as well as having an impact on staff morale and performance.

In May 2004 Ninewells Hospital began work with Dundee City Council to develop a Travel Plan with the aim of reducing both the local impact and the wider environmental impact of

travel to and from the hospital by staff, visitors and patients, and by doing so be seen to be leading by example.

This has resulted in a major review of all aspects of travel to the site including, travel information, parking charges and enforcement and particularly encouraging sustainable and active mode choices. Amongst other benefits, the Travel Plan has increased the proportion of staff walking to work by 43% (to 10% of the total)<sup>4</sup>.

Contribution of <i>Dundee Health Central</i> to this initiative	Encourages switch to non-car modes, offers active travel information and cycle hire scheme	✓✓
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## Community, Environment, Regeneration

### The Dundee Local Plan Review 2005

Dundee has put in place proactive policies as part of its Local Plan Review 2005 to prioritise walking within new developments: *“Policy 81: Pedestrians. All developments should consider ease and safety of pedestrian access as a priority over all other modes. In particular, the implementation of measures designed to improve pedestrian safety, including footpath/footway provision and improvements, upgrading of street lighting, provision of improved crossing points, construction of suitable traffic calming measures, and the reduction of speeds to 20 m.p.h. or less in residential areas where appropriate will be encouraged. In addition, the Council will welcome proposals for facilities which will promote increased pedestrian activity on and around development locations”*.

This is also reflected in the cycling provision, which adopts an equally positive view to encouraging cycling and the inclusion of cycling provision within new developments.

Contribution of <i>Dundee Health Central</i> to this initiative	Offers cycle hire, public realm enhancement, and monitoring of street environment via Network Rangers	✓✓
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### The Dundee Partnership

The Dundee Partnership is a joint venture that pools the strengths of key city agencies including Dundee City Council, Scottish Enterprise Tayside, Communities Scotland, Tayside Police and NHS Tayside, providing a vehicle for co-ordinated inter-agency working. The Partnership formulated the Single Outcome Agreement for Dundee and, as has been described earlier, the health of Dundee’s population is a priority issue for improvement

The Dundee Partnership has a policy of ‘prevention is better than cure’ and believes that investing in strategies to improve the health and fitness of the population is the best way to

<sup>4</sup> Ninewells Hospital is outwith the *Dundee Health Central* area, but this information is included here to demonstrate the benefits that related initiatives can deliver in Dundee.

ensure the long term sustainability of community care and health services. A series of targets have been set within the local outcome agreement which tackle these issues, they are achievable and many will be addressed in part by the delivery options in *Dundee Health Central*. These targets include:

- Reduce the rate of increase in the proportion of children with their body mass index outwith a healthy range by 2018.
- Reduce the % of the adult population who smoke from 40% to 22% by 2010.
- Reduce mortality from coronary heart disease among the under 75s in deprived areas.
- Increase membership uptake in local authority and local authority supported leisure centres.

Contribution of <i>Dundee Health Central</i> to this initiative	Improves health by incorporating physical activity into daily lives	✓✓
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### **The Dundee Community Learning and the Dundee Partnership Community Regeneration Strategies**

A range of policies have been implemented to tackle long term unemployment and encourage labour market re-engagement. Local initiatives include the Dundee Community Learning Strategy, targeting resources toward socially excluded communities and identifying and responding to the distinctive learning needs of different groups. Another, the Dundee Partnership Community Regeneration Strategy, identifies a strategic vision for community regeneration in the city via "the creation of stable, sustainable and empowered communities throughout Dundee, in which people wish to live and can prosper". These are two of a number of initiatives the city is using, in addition to the New Deal programmes for Youths and the Long Term Unemployed, schemes are also targeted at groups such as the Over 50s, Lone Parents, disabled people and the partners of the unemployed.

Contribution of <i>Dundee Health Central</i> to this initiative	Encourages social inclusion via active travel and enhanced environment	✓
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## Dundee Outdoor Access Strategy 2005

The Outdoor Access Strategy document forms a framework for the future planning, development and management of access within Dundee and states: “A city-wide access network is only likely to bring benefits if it is used. Too often people’s concerns about personal safety and issues associated with road safety can be a barrier to the use of access routes. Use of routes needs to be encouraged from an early age with Safe Routes to School and services. This theme focuses on ways of addressing these issues using community involvement, creative urban design and integrated transport management. “

These issues are a core aim within the *Dundee Health Central* scheme, and this statement demonstrates the city’s belief that access is as much an urban as well as rural issue.

Contribution of <i>Dundee Health Central</i> to this initiative	Network Rangers to monitor built environment, improvements to public realm	✓✓
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## Discovery Card

A tool for assisting with the fulfilment of a number of regional priorities is the Dundee Discovery Card. The Card, which was launched in 2002, uses smartcard technology to unify access to services and facilities throughout the city. The scheme is now delivered as part of the National Entitlement Card scheme within Dundee.

The Discovery Card has a number of uses. It acts as a concessionary travel card, a membership card for accessing sports, leisure and other facilities like libraries and can be an age verification card for young people. In terms of incentivising health benefits it can also be programmed to ‘reward’ the user, for example giving free admission to a local authority facility if the cardholder is shown to have attended the gym several times in a month or giving financial value to be used for specific purposes, such as public transport use. This is likely to accommodate any smart integrated ticketing to encourage modal shift.

Contribution of <i>Dundee Health Central</i> to this initiative	Incorporation of cycle hire scheme and active prescription scheme into Discovery Card,	✓✓
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## Dundee Sun City

Solar Cities Scotland is a membership organisation based in Dundee. It has been established to promote awareness of renewable energy and energy efficiency via training, publishing, demonstration projects and seminars. It carries out research and works to conserve and protect the physical and natural environment through the promotion of sustainable energy practices.

The Scottish Government offered Solar Cities Scotland a Sustainable Action Grant for a Dundee Sun City project and, along with funds from the city council and other sources, this is helping it to develop a participative awareness-raising campaign to engender a culture change towards energy efficiency and renewable technology. As a result Dundee became Scotland's first Solar City; an urban community that aims to develop a strategic approach to maximise use of renewable energy technologies.

As Scotland's only south-facing city and Scotland's sunniest city, Dundee is ideally placed as a location for this project. Dundee Sun City is a benchmark scheme, helping to put Dundee on the sustainable energy map, and harmonises in spirit and practice with the aims of *Dundee Health Central*.

Contribution of <i>Dundee Health Central</i> to this initiative	Encourages shift from private car use, encourages sustainable and active travel options	✓✓
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### **The Dundee Waterfront Masterplan**

Access to the redeveloping waterfront area is currently limited as this is undergoing a transformation called the 'Dundee Waterfront Masterplan'. Although established on the shore of the River Tay, Dundee became separated from the waterfront during the 1960's with the siting of the new Tay Road Bridge landfall and its feeder roads on the river's northern bank.

The Waterfront development will reclaim the river for the city and extend the city centre down to the waterside. Part of this scheme will involve the creation of a new street plan with grassed parks between thoroughfares, aimed at encouraging and improving walking and cycling as well as access to public transport. It is proposed that the Waterfront will be the one of the city's key attractors in encouraging more active travel journeys.

Contribution of <i>Dundee Health Central</i> to this initiative	Encourages permeability away from Dundee centre to waterfront via walking and cycling	✓
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### **Dundee Digital Media Park**

Dundee's digital media sector and creative industries have become a Scottish success story. Digital media business parks have helped establish Dundee as Scotland's foremost computer games location, home to a number of companies including Real Time Worlds and Denki. Dundee is the first city in the world to develop a unique International Centre for Computer Games and Virtual Entertainment based at the University of Abertay, Dundee.

The universities and colleges in the city contribute to the depth of skills required to develop the new media sector, with both universities producing world-class research and teaching in applied computing and software development, and interacting closely with local companies.

Tayside is home to over 300 creative industry companies involved in developing interactive digital content, with a total employment of over 2,300 people.

The universities staff and students will be part of the target group for some of the themes to be tested as part the *Dundee Health Central* project. In particular those measures dealing with active travel awareness, changing travel habits and, it is hoped this group will form core users of the bicycle hire project.

Contribution of <i>Dundee Health Central</i> to this initiative	Potential of cycle hire scheme to offer cheap local transport options, particularly between campus sites	✓
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The above shows the large range of on-going initiatives within Dundee and a thrust of policy towards more active and sustainable travel. It is in the light of these that the objectives of *Dundee Health Central* were developed and the measures to be funded are specifically designed to complement this existing activity.

## 5 Statement on expected impact on climate change

Dundee City Council has signed up to Scotland's Climate Change Declaration and is committed to developing a climate change strategy and action plan to reduce the city's carbon footprint. This plan will set targets to reduce greenhouse gas emissions throughout all the Council's activities, such as transportation, waste disposal and procurement of goods and services.

Much of this work is already well advanced in the city through existing Council strategies including the Council's Sustainability Policy, Dundee Energy Efficiency and Advice Project and Dundee Sun City.

In addition to improving its own internal operations, the Council will also encourage and work with others in the community to reduce their own emissions. Smarter Choices will play a key role in engaging, informing and educating individuals and groups about how to make lifestyle changes that not only improve their health, but can reduce their own personal carbon footprint.

The Stern Review published in 2006 identified that although new technology, such as alternative fuels, will undoubtedly help to combat the effects of climate change, it is unlikely that a solution will be sought in the timescales that we need.

This is why initiatives such as Smarter Choices are essential to changing behaviour, by encouraging sustainable modes such as walking and cycling and lowering the demand for motorised transport. This is so important because even if there was wide scale use of cleaner engines and fuels, this will not ameliorate the severe congestion problems that are faced in our urban areas.

Results from other Smarter Choices projects within the UK have highlighted the encouraging levels of modal shift from private car to walking, cycling and public transport that can occur through voluntary behaviour change mechanisms rather than through demand management measures.

*Dundee Health Central* measures will similarly have a positive effect on mitigating the effects of climate change, as the proposed measures are designed to encourage a shift away from the use of the private car. Personalised journey planning is an activity where enabling people to make informed decisions about their travel choice can instil a long term shift in behaviour.

This type of initiative will span across all groups in the community, including primary school children and university students, and therefore has great potential to encourage the next generation of adults to be inherently 'climate change aware'.

As well as reducing concentrations of emissions known to have climatic impact, less car use during peak periods will also improve local air quality, through a reduction in a range of other pollutants known to be hazardous to human health. A reduction in short term peaks of

poor air quality will be particularly noticeable. Improvement in local air quality due to Smarter Choices measures will have benefits for the Council in terms of meeting targets identified as part of the Air Quality Management Area.

## 6 Statement on expected impact on health improvement and inequalities, SEA and EIA

### Expected Impact on Health Improvements and Inequalities

Significant challenges exist to improve the health of Dundee's population and these will require a combination of interventions to be successful. Smarter Choices will be a key component in the overall drive to improve public health and increase life expectancy.

*Dundee Health Central* has great potential to improve the health of a wide range of individuals. It has the added benefit of not only improving the local population, but that of visitors to the city, therefore expanding public health improvement outwards.

There is increasing evidence to demonstrate the connection between physical inactivity and likelihood of weight gain and obesity in children and adults. Encouragement of active travel from an early age can prevent the onset of childhood obesity and help meet NHS Scotland targets for healthy weight in children. This will have the added benefit of reducing the risk of children developing obesity later in life, which brings with it a range of other health and social problems.

One of the biggest killers in Scotland – coronary heart disease (CHD) – is particularly prevalent within Dundee's population, and again there is evidence to show the links between CHD and physical inactivity. Making simple lifestyle changes such as those promoted through *Dundee Health Central* will help reduce risk of contracting serious long term health problems, and again contribute to national targets to reduce deaths from these types of illnesses.

The promotion of active prescriptions and community support will help speed up a patient's recovery process and reduce the burden on health and social care providers through long term treatment of the sick. Quicker recovery will enable greater participation in society and opportunities for social interaction which will enhance mental wellbeing as well as physical health.

Increased walking, cycling and public transport use and associated reduced car usage will also help to improve local air quality through lower concentrations of harmful air pollutants. This will also help to fulfil Dundee's Climate Change Declaration obligations.

### Strategic Environmental Assessment

The Tayside and Central Scotland Transport Partnership (TACTRAN) which covers the constituent authorities of Angus, Dundee, Perth & Kinross and Stirling, has undertaken a Strategic Environmental Assessment in preparation of its Regional Transport Strategy (revised RTS submitted on 1st May 2008).

The measures proposed for *Dundee Health Central* are very closely aligned to the SEA objectives identified in the RTS. They will promote positive impacts on the local

environment, as the relationship between walking and cycling measures, measures to change attitudes and behaviour and information-based measures relate well to meeting SEA objectives for climate change, quality of life and material assets and resources. The positive relationship between *Dundee Health Central* and SEA objectives is demonstrated in the table below.

It is important to consider that the effect on Dundee’s environment without the implementation of Smarter Choices measures is likely to be negative, as these voluntary change mechanisms have massive potential to sustain a long term shift in travel behaviour.

The SEA has proposed a number of mitigation measures that will prevent, minimise or compensate for adverse environmental effects of TACTRAN’s RTS and where possible to create positive effects. Implementation of a successful *Dundee Health Central* project will help to deliver these recommendations.

The recommendations for implementation include:

- Implement actions to discourage use of car and encourage use of PT and non-motorised transport;
- Promote information to ensure take-up of more sustainable modes;
- Promote better access to healthcare facilities;
- Encourage delivery of measures which support modal shift from car to PT;
- Promote measures to “lock-in” benefits of traffic reduction;
- Ensure the development and delivery of the Walking and Cycling Strategy for the region which should further promote measures to discourage use of car and encourage walking and cycling.

*Dundee Health Central* will provide significant benefits towards meeting these recommendations and so meeting the needs of the RTS SEA:

<b>RTS SEA Sub Objective</b>	<b>Effects of Dundee Health Central measures</b>
<b>Climate Change</b>	
To contribute to meeting the Scottish share in the reduction of carbon emissions	Slight positive effect – the measures will encourage modal shift from the car, thereby reducing emissions and contributing towards meeting Dundee’s obligations under the Climate Change Declaration.
<b>Community Wellbeing</b>	
To improve health and safety by providing appropriate means and modes of transport which contribute to a healthier, safer lifestyle	Significant positive effect – all of the measures are designed with the key aim of encouraging active travel for a healthier lifestyle, and by reducing car usage will lower the incidence of traffic accidents caused by this mode.

RTS SEA Sub Objective	Effects of Dundee Health Central measures
To provide sustainable access to employment and essential services	Significant positive effect – all of the measures will enable the key groups identified in the bid to access healthcare, education, employment and leisure opportunities in a way that is less reliant on the car and which will provide significant health benefits.
To reduce transport related noise and vibration pollution	Slight positive effect – all of the measures are aimed at increasing walking, cycling and public transport use, which will help to reduce levels of congestion and associated noise and vibration caused by high car usage.
To improve air quality in the region and contribute to meeting national air quality and health objectives	Significant positive effect (at a local level) – by association, the reduction in car usage will result in lower levels of harmful air pollutants which will create a healthier local environment. The reduction in air pollution over a longer period (i.e. over one year) and on a regional scale will be less evident, however daily fluctuations in local air quality in Dundee, particularly in peak periods, may be noticeable.
To reduce flood risks from transport	No perceptible effect
To reduce the severance effects of traffic and infrastructure on communities	Slight positive effect – the creation of improved walking and cycling routes can help to improve connectivity between communities and enable easier access to services and opportunities.
To avoid negative impacts from visual intrusion from transport infrastructure	No perceptible effect
To contribute to improving health in the region	Significant positive effect – the key objective of <i>Dundee Health Central</i> is to promote healthier lifestyles, with all the measures designed to support this, from recovering patients who need extra support to become healthier to encouraging active lifestyles from an early age to help prevent onset of more serious health problems.
RTS SEA Sub Objective	Effects of <i>Dundee Health Central</i> measures
<b>Natural Heritage</b>	
To protect and enhance biodiversity	No perceptible effect
To minimise the effects of transport on designated areas and protected species	No perceptible effect
To protect and enhance the landscape of the region	No perceptible effect

<b>RTS SEA Sub Objective</b>	<b>Effects of Dundee Health Central measures</b>
To protect watercourses from the impacts of transport and maintain and enhance their water quality	No perceptible effect
To protect the region's geomorphology, geology, mineral, soils and peat resources	No perceptible effect
To protect the integrity of the region's National Parks against the effects of transport	No perceptible effect
<b>Cultural Heritage</b>	
To protect all (known and unknown) archaeological and historic resources of the region and their settings	Slight positive effect – public realm and open space improvements will take full cognisance of, and make enhancements to, the existing historic environment in Dundee.
To maintain and enhance townscapes and their settings	Slight positive effect – public realm and open space improvements will take complement and enhance the existing built environment in Dundee.
<b>Material Assets and Resources</b>	
To minimise waste, and recover and recycle, resources efficiently	No perceptible effect
To adopt sustainable planning, design and construction methods	Slight positive effect – public space enhancements will incorporate the principles of sustainability from inception to completion.
To promote sustainable travel	Significant positive effect – sustainable travel is the key objective of the Dundee Smarter Choices bid through improvements to walking, cycling and public transport provision and embedding the ethos of a sustainable and active lifestyle into the target groups.

## Equality Impact Assessment

As with SEA, there is a requirement for local authorities to appraise and address the impact of different policies, plans and strategies on key groups within society. Again, making reference to TACTRAN’s Regional Transport Strategy, an EQIA was undertaken during the preparation and consultation process of the RTS.

Engagement with equality groups took place to discuss the objectives of the RTS, and as part of the public consultation, respondents were asked whether they felt that the RTS would have a negative impact on key groups. Fifty four percent did not think that it would compared with 10% believing that it would (the remaining 36% unsure of the impact).

Should this bid be successful, the package of proposed measures for *Dundee Health Central* will be subject to an EQIA before they are implemented. This will be undertaken using Dundee City Council’s EQIA Toolkit which will allow a comprehensive evaluation of the impacts on different equality groups in line with the Council’s Equality Schemes

As part of the assessment, the measures will be evaluated against whether they could potentially discriminate directly or indirectly on equality groups, or whether they promote equality of opportunity and good relations between equality groups. Due to the wide range of individuals that will be targeted as part of the project, the Council is confident that there will only be positive impacts on groups, as demonstrated in the table below.

Target Group	Effects of Dundee Health Central measures
Age	General: Due to the wide ranging nature of the groups that will be involved, the measures will ensure that individuals of any age are subject to targeted action, therefore will be fully inclusive.
	Elderly people: measures to promote increased walking and public transport use will specifically benefit this age group. Older people will have increased confidence in travelling independently through provision of information, combined with increased natural surveillance, through more people using public spaces and travelling on buses.
	Young people: this group are integral to realising long term changes in travel behaviour and there is also potential for children to educate their parents about sustainable travel. Measures aimed at young people will promote increased travel awareness and independence. Cycle training will educate young people about road safety, which will help to reduce risk of accidents.
Disability	The needs of disabled people will be addressed through improvements to public spaces and active travel networks, which will improve their ability to get around. Bus service enhancements will encourage increased use of public transport by disabled people enabling them to integrate more actively in society without relying on a car or on others for transport, and encourage them to use buses with confidence.

Target Group	Effects of Dundee Health Central measures
Gender	The proposed measures will benefit both men and women due to the wide range of groups and individuals that will be targeted. Women often lack confidence in travelling alone due to the perceived fear of crime, but this will improve due to increased activity and associated natural surveillance.
Sexual Orientation	As with gender, individuals of any sexual orientation will benefit from the proposed measures, as they span all sections of the community.
Race	<p>Minority ethnic communities can often be subject to discrimination due to their race or colour, however targeted measures to improve walking, cycling and public transport will have the effect of improved natural surveillance, therefore increase confidence as well as better community safety.</p> <p>Activities and events will encourage different ethnic groups to socially interact through a common thread.</p>
Religion and Belief	As with other groups, Smarter Choices measures are not discriminatory against individuals of different religious backgrounds, and could help break down barriers by encouraging social interaction between different groups in society.
Income	<p>Individuals on a low income either are not able to afford a car, or use a significant proportion of their disposable income to run a car. Personalised journey planning will particularly help these individuals by enabling them to access opportunities and services and make informed travel choices without the belief that they need a car to do so.</p> <p>Public transport fares can often be a disincentive to travel and so ticketing incentives will encourage those on a low income to use buses.</p>

## 7 Package of measures

This section outlines the package of measures that comprises the *Dundee Health Central* project.

This package has been put forward after careful consideration of options by a stakeholder consultation group that has convened twice during the preparation of this bid. The intention of *Dundee Health Central* is to trial a range of Smarter Choices measures in order to determine which provide good value and contribute to the project objective:

To encourage active travel to promote healthy lifestyles for residents of  
and visitors to central Dundee

The intention is to promote change for everyone living in or visiting the study area and, as such, we have defined six ‘pathways’ to reach individuals within the Health Central study area and enable or encourage them to change behaviour towards healthier, more sustainable travel:

- NHS patients, through GPs’ surgeries;
- Children and their parents, through schools;
- City centre workers, through employers;
- Students and staff, through universities;
- Local residents, through household communities; and
- City centre visitors, through retailers and other key trip attractors.

Much effort has been placed during the preparation of this bid to ensure that delivering change through all these pathways are feasible; the results of this effort are witnessed in the letters of support for the bid from NHS Tayside, DCC Education Department, the University of Dundee and the City Centre Action Group, amongst others. As such, we are confident that each of the measures listed are deliverable and have support from key stakeholders.

It is emphasised, however, that the package of measures is anticipated to evolve as *Dundee Health Central* is delivered. This will arise in the light of lessons learned within the project, feedback from the evaluation of this project and other Smarter Choices, Smarter Places towns.

The measures are centred on encouraging people to voluntarily change their travel behaviour through investment in personalised journey planning. This will work with individuals, accessed through each of the pathways, to understand what incentives they have to travel in a more healthy or sustainable manner and then provide them with relevant information to access these other choices.

This personalised journey planning will be accompanied by a package of nine other complementary measures, both of infrastructure enhancement/maintenance and

information/education/incentivisation. By providing this range, a balanced package of benefits to individuals accessed through each of the pathways is provided and the risks of failure of a particular component reduced.

The programme has been developed to ensure that, whilst as much work will be undertaken in year 1 as possible to minimise delay to the process, no measure that will significantly affect behaviour will be undertaken until after the completion of the baseline monitoring work. Nevertheless, we anticipate being ready to start implementing a number of measures as soon as this work is complete.

The overall package of measures, showing how each links through the six pathways and helps meet the project objective is shown on the figure below. Each measure is then summarised in the following tables, along with estimated budgets and timescales.

## Dundee Health Central objective

*“encourage active travel to promote healthy lifestyles for residents of and visitors to central Dundee”*



All residents and visitors to the city centre



**NHS/GPs**  
patients



**Schools**  
children &  
parents



**Businesses**  
employers &  
employees



**Universities**  
staff &  
students



**Local residents**  
householders



**Visitors**  
tourists &  
shoppers



Personalised journey planning



### Infrastructure

- I 1 Improved active travel networks
- I 2 Public realm and open space enhancements
- I 3 Self service bicycle hire scheme
- I 4 Network condition rangers



### Education - Information - Incentivisation

- E 1 Dundee active travel brand and promotional activities
- E 2 Active prescriptions and targeted travel advice
- E 3 Active travel information
- E 4 Active kids – active parents
- E 5 Public transport ticketing incentives and service improvements

Project ref:	PJP
Project Title:	<b>Personalised journey planning</b>
Objectives:	To encourage people to travel more actively and sustainably
Target groups:	Local people. Businesses. Visitors.
Description:	<p>This measure will engage with people living, working or visiting the <i>Dundee Health Central</i> area to encourage them to alter their travel habits when possible to improve their activity levels and sustainability.</p> <p>Under the guidance of an experienced project manager, a team of conversationalists (hopefully drawn from the pool of local people that would benefit from ‘upskilling’) will be recruited and trained. These conversationalists will then engage individuals through households, workplaces and city centre attractors. Their focus will be to understand existing travel patterns then make suggestions, if possible, as to how activity can be readily incorporated. Any ‘do not use your car’ message will be carefully avoided; instead the focus will be on the benefits to the individual which could be related to improved health or other issues such as financial savings or increased leisure time.</p> <p>Suggestions are likely to include direct replacement of sedentary travel with active modes, more use of local facilities that avoids the need for a car journey or trip chaining.</p> <p>High quality information and resources will be provided to respondents. This will include information on the location of local facilities, of active travel networks and support groups and on how and where to access public transport. Where necessary, respondents will be given practical advice including where support or community groups may be able to assist, on how to read public transport timetables or, particularly for younger people, ‘kerbcraft’ to help recognise dangers.</p> <p>Careful segmentation of target markets will be undertaken to maximise the potential benefits and learning opportunities that arise.</p> <p>There will, of course, be synergies with many of the other measures being promoted through this bid and conversationalists will be well versed in order to make respondents aware of all relevant opportunities. Awareness of the work will be enhanced by its link with the active travel brand.</p> <p>The budget allocated to this task is sufficient to enable the targeting of the majority of residents and a large number of employees/visitors to the <i>Dundee Health Central</i> area within the three-year programme.</p>
Legacy:	More people choosing to make active and sustainable transport choices
Timescales:	Preparation and set up: year 1 Implementation: years 2 and 3
Cost:	£750,000
Cost per head:	£24.19

Project ref:	II
Project Title:	<b>Active travel infrastructure audit and enhancement</b>
Objectives:	To identify where existing infrastructure may be a barrier to active travel and then overcome these barriers
Target groups:	All
Description:	<p>It is essential that road and pathway infrastructure provides a high quality network for active travel modes if a sustained change in behaviour is to be delivered and that the physical environment does not cause a barrier to mobility. This project will firstly audit existing infrastructure, in particular focussing on where barriers to attractive walking and cycling could occur. These barriers could include:</p> <ul style="list-style-type: none"> <li>• Steps/steep gradients;</li> <li>• Severance at road crossings;</li> <li>• Narrow pathways;</li> <li>• Poor surfacing or drainage;</li> <li>• Unattractive environments (litter, graffiti, etc);</li> <li>• Poor lighting;</li> <li>• Poor natural surveillance (dark corners);</li> <li>• Lack of cycle parking at destinations;</li> <li>• Other issues (overhanging vegetation, poor signage, etc).</li> </ul> <p>The audit will focus particularly on links to key destinations (local shops, for example) and between different parts of the study area (including between residential areas and the city centre). A working group comprising local community members will be engaged in the audit process to ensure that their knowledge informs the process.</p> <p>Once the audit has been complete, a programme of works to overcome identified problems will be developed and implemented. Priorities for action will be based mostly on which improvements can elicit the most significant increase in active travel for the investment but the community working group will also be engaged in the prioritisation process to ensure that works undertaken meet local aspirations.</p>
Legacy:	A high quality network of foot and cycle-routes.
Timescales:	Audit and design: year 1 Upgrade works: years 2 and 3
Cost:	£430,000
Cost per head:	£13.87

Project ref:	I2
Project Title:	<b>Public realm and open space enhancements</b>
Objectives:	To improve public spaces to enable active travel and build on the sense of community
Target groups:	All
Description:	<p>This measure will complement that to audit and improve the active travel networks. It comprises a community-led project to improve public spaces in order to encourage more outdoor activity within the community and hence facilitate active travel.</p> <p>A specific budget from the overall <i>Dundee Health Central</i> budget will be made available to this project, to be spent entirely on local projects identified as local priorities by local people. The manager of this element of the project will engage with local people through community groups, schools and employers. From this, a prioritised list of schemes will be agreed, following which local people will be engaged in their design.</p> <p>Money would be allocated to open spaces within communities (which could include play spaces if appropriate) and comprises either minor improvement works in many locations or more substantial investment in only a small number; these decisions to be made by stakeholders.</p>
Legacy:	Improved open spaces to encourage outdoor activity.
Timescales:	<p>Consultation and design: year 1</p> <p>Upgrade works: years 2 and 3</p>
Cost:	£75,000
Cost per head:	£2.41

Project ref:	I3
Project Title:	Self service bicycle rental scheme
Objectives:	Offer short term bicycle rental for journeys around Dundee to promote hassle-free active travel
Target groups:	All
Description:	<p>Based upon successful schemes operating in other European cities this measure will offer short term bicycle hire to travel between key points in Dundee. The network will allow a person to hire and return a bicycle at any time simply by contacting a central registry for a code number via their mobile phone. Cycles are collected from and deposited at stands at key locations around the city. Example locations are:</p> <ul style="list-style-type: none"> <li>• University of Dundee;</li> <li>• Abertay University;</li> <li>• Ninewells Hospital;</li> <li>• Dundee Technology Park;</li> <li>• Dundee Media Park;</li> <li>• Locations within City Square;</li> <li>• Dundee railway station;</li> <li>• Selected city centre car parks;</li> <li>• Dundee bus station; and</li> <li>• Sections of Dundee Waterfront i.e. City Quay residential area.</li> </ul> <p>The active travel network audit and improvement element of the project will ensure that attractive cycle routes are available between these locations, while the information project will provide cycle hirers with information on preferred routes.</p> <p>It is envisaged that the scheme will operate on a similar basis to that in other locations whereby the users require pre-registration following which the bikes are free to use for the first 30 minutes of any hire period, and £2.00 per hour thereafter.</p> <p><i>Dundee Health Central</i> will provide the funding for the capital costs of the bike ‘stations’, the bicycles themselves and the payment infrastructure. The bicycles and associated infrastructure will of course require on-going maintenance which will be provided by a small dedicated team. User charges and advertising income is anticipated to cover virtually all operating costs.</p>
Legacy:	Cycling seen to be a convenient means for travelling over medium distances in the city.
Timescales:	Consultation, design and construction: years 1 and 2 (followed by on-going operation).
Cost:	£310,000
Cost per head:	£10.00

Project ref:	I4
Project Title:	Network condition rangers
Objectives:	To ensure that active travel networks are maintained to a safe and attractive standard.
Target groups:	All
Description:	<p>It is essential that, once active travel networks are provided to a high quality standard (through the audit and improvement process of <i>Dundee Health Central</i> is part) they are maintained in a safe and attractive manner on a regular basis.</p> <p>Local volunteers will therefore be engaged to monitor networks on a regular (daily, if possible) basis. They will monitor issues such as litter, vandalism and graffiti (which could change on a daily basis) and also slightly longer-term problems such as over-growing vegetation, poor surfacing or maintenance problems. It is anticipated that the volunteers will be able to rectify minor problems and be able to call in the Council Rapid Response team to deal with more significant issues.</p> <p>We hope that by engaging local people in this process, the message is reinforced to the perpetrators of these problems that their actions do affect the local community and not just 'faceless' Council staff.</p> <p>Careful consideration will be given, especially in year 3 of the project, to maximise the chances of the initiative continuing on a voluntary basis into later years.</p>
Legacy:	Active travel networks maintained to a high standard and increased community responsibilities for their actions.
Timescales:	Preparation and set up: year 1 Implementation: years 2 and 3
Cost:	£39,000
Cost per head:	£1.25

Project ref:	E1
Project Title:	<b>Dundee active travel brand and promotional activities</b>
Objectives:	To develop a locally-recognised brand for active travel, to help raise awareness of activities and the synergies between them.
Target groups:	All
Description:	<p>Branding has been shown to help engender awareness of initiatives and respondents' buy-in to them. An active travel brand will be developed for Dundee, helping develop the public's awareness of the investment being made and the synergies between different activities. The brand will, it is hoped, expand to include other local sustainability initiatives.</p> <p>The brand will be supported by launch events. These, as part of a wider effort to engage with local media and elicit their help to promote the benefits of <i>Dundee Health Central</i> and active travel in general.</p> <p>In order to maximise value, we will specifically look to draw existing relevant activity within the brand; whilst the brand will be related to <i>Dundee Health Central</i>, we do not want to exclude other relevant initiatives from it. Additionally, we would suggest and happily co-operate with a national active travel brand if this is appropriate and being developed in a suitable timescale.</p>
Legacy:	A valued brand for use with <i>Dundee Health Central</i> and other relevant investment.
Timescales:	Development and launch: year 1 (subsequent use: on-going)
Cost:	£90,000
Cost per head:	£2.90

Project ref:	E2
Project Title:	<b>Active prescriptions and targeted travel advice</b>
Objectives:	To provide a ready avenue to advice on how to travel more actively for those with a recognised medical benefits of so doing.
Target groups:	Patients referred by GPs
Description:	<p>The <i>Dundee Health Central</i> area has a large number of General Practices, many working along with the Keepwell initiative to give patients the opportunity to access healthy activities among the Dundee population. <i>Dundee Health Central</i> will work with GPs to deliver more ‘active prescriptions’ and other advice on how to incorporate physical activity into travel activities where this will provide a health benefit.</p> <p>However, in part due to time and resource pressures, some GPs fail to make patients aware of all of the potential activity schemes and opportunities available for their patients.</p> <p><i>Dundee Health Central</i> will therefore provide information for GPs to provide for their patients, including a single contact telephone number, referring them to the personalised journey planning team. People referred in this way will be priority cases for action in personalised journey planning. The journey planning team will then work with the individual to advise on how to safely incorporate active travel within their routine and, if appropriate, how to engage with other promotional activities and/or group events.</p>
Legacy:	A greater take up of existing schemes in progress, a healthier population.
Timescales:	Consultation and establishment: year 1 Implementation: years 2 and 3
Cost:	£50,000
Cost per head:	£1.61

Project ref:	E3
<b>Project Title:</b>	<b>Active travel information</b>
Objectives:	To develop a range of information provided through paper and electronic means to support and encourage active travel use.
Target groups:	All
Description:	<p>This two-stage project will develop a range of walking and cycling route planners, on paper as well as electronic format. These will be high quality, carrying not only suggested route options, but isochrone based measurements offering walking and cycling times and distances to potential destinations in Dundee. Designed for journeys on foot as well as bicycle and taking into account some of Dundee's challenging topography, routes would offer options based upon degree of strenuousness as well as length of journey time.</p> <p>Part two of this project will transfer this information to the existing Dundetravelinfo.com website. This site provides an excellent local journey planner for public transport options in Dundee. However it is limited when applied to walking and cycling modes. This project would develop and fully incorporate the active travel options into this site.</p>
Legacy:	Greater awareness of active travel options within Dundee.
Timescales:	Consultation and design: year 1 (information promotion/use: on-going)
Cost:	£110,000
Cost per head:	£3.54

Project ref:	E4
Project Title:	<b>Active Kids – Active Parents</b>
Objectives:	To provide training to provide family cycle skills and so encourage more use of this active travel mode.
Target groups:	School children and their parents.
Description:	<p>The project will initially implement a recruitment strategy involving Disclosure Scotland - audited presenters speaking to school assemblies of year 6+ pupils, raising interest and assessing potential participation in a family (child and parent) cycle training project.</p> <p>From this, up to 12 interested families (30 people) at a time will be invited to attend a training weekend, normally held at a participating school, where equipment will be loaned and training and mentoring given. This training will include fitness and diet awareness where appropriate. Training will take in on-street experience aimed at giving trainees a high degree of confidence as well as good practical roadcraft skills.</p> <p>Subsequent support will be continued for a number of weeks in which time it is hoped the families have become confident regular cyclists. Bicycles and equipment used for training will then offered for sale at subsidised price to the families if they wish to continue cycling.</p> <p>Training will be undertaken by (suitable trained) local people where possible.</p>
Legacy:	Parents and children with the skills to cycle safely and with confidence
Timescales:	Scheme design and development: year 1 Implementation: years 2 and 3
Cost:	£90,000
Cost per head:	£2.90

Project ref:	E5
Project Title:	<b>Public transport improvements and incentives</b>
Objectives:	To encourage public transport use amongst current non-users as an encouragement to active travel.
Target groups:	All
Description:	<p>As a complement to other measures in the <i>Dundee Health Central</i> package, improvements to public transport and incentives for its use have been offered. The two main bus operators in Dundee (Travel Dundee and Stagecoach) have undertaken to consider all requests for service enhancements that arise from consultation undertaken as part of this project and then implement them or provide feedback as to why they are unimplementable.</p> <p>Furthermore, those people identified through personalised journey planning as benefiting from increased use of public transport will be offered some complimentary trial journeys to accompany recommendations on when and how to use buses. These will be financed by the bus operators and the value loaded onto Dundee Discovery Cards (the multi-application smartcard being rolled out to aid access to a number of services in the city) as this will also aid the awareness and use of the cards.</p>
Legacy:	Increased awareness of and use of public transport and the Dundee Discovery Card.
Timescales:	Preparation and set up: year 1 Implementation: years 2 and 3
Cost:	£70,000
Cost per head:	£2.25

To complement the investment in each measure as shown in the tables above, budget has been allocated to ensure that the overall *Dundee Health Central* project can benefit from effective management, can call in advice on best practice and can share lessons with other Smarter Choices, Smarter Places towns. In total, approximately 7% of total budget spend has been allocated for these tasks; a proportion that we feel is appropriate to ensure best value for other expenditure.

## 8 Community Engagement

Dundee City Council actively sought the involvement of local partners in the development of this bid and, indeed, its theme arose directly from a workshop of twelve key local stakeholders. This establishes a theme that those people that are intended to benefit from *Dundee Health Central* will be engaged in its design, development and implementation. It is recognised that failing to gain the support of local people for the project will reduce its success so, drawing on DCC's extensive experience in engaging with local people, we will look to them in order to:

- Ensure that local people's priorities are reflected within the programme and specific elements of it;
- Ensure that local knowledge is incorporated within design where appropriate;
- Maximise support for the programme as a means to ensuring that people want to engage with it, and so benefit from it;
- Help implement some measures; and
- Provide input to the Project Board to guide development and implementation throughout.

In order to achieve these goals, a number of methods will be adopted. Local people will be engaged through established groups<sup>5</sup>, which will help identify those individuals that have time and interest as appropriate to engage with the process. School children will be specifically targeted to assist with scheme design, as an aid to learning through a relevant local project. Those people that live outside the *Dundee Health Central* area but visit regularly will be engaged through their workplace, retailer or other theme.

For some elements, particularly project prioritisation, workshops or public meetings will be used in order to gauge local views. We will work to achieve the support of volunteers to implement some measures, in particular the regular inspection of active travel networks.

A part of the project budget allocated for infrastructure and environmental enhancements will include a specific allocation that can respond directly to requests made by local people for improvements within their communities.

Additionally, there are a number of measures that will provide new employment opportunities, most particularly in delivering the travel behaviour change components. These will include training for transferable skills (effective communication, timekeeping, administrative competence, etc). Where possible, these opportunities will be provided to local people that are seeking to 'upskill' as an aid to securing improved long-term employability.

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<sup>5</sup> Including the Local Access Forum, Dundee Healthy Living Initiative, Dundee Community Health Partnership and Community Planning Partnerships.

## **9 Detailed indicative breakdown of funding**

Costs of the measures comprising the *Dundee Health Central* project, and their cost per head, are shown with their descriptions in section 7 of this document.

Two further cost elements are included within the total bid package:

- £30,000 (£10,000 per annum) to allow time for the programme manager to participate in knowledge sharing activities with the Scottish Government and other Smarter Choice, Smarter Places partners; and
- £120,000 (£60,000 in year 1 and £30,000 in each of years 2 and 3) for staff time to enable effective programme management and to obtain advice on best practice for implementing those measures that have not been trialled in Dundee previously.

A summary of all cost estimates, in the format requested in the bidding guidance, is shown overleaf.

## Smarter Choices, Smarter Places - Stage Two Proposals

Detailed indicative breakdown of funding

	2008-2009	2009-2010	2010-2011
<b>CAPITAL COSTS - itemised by main headings</b>			
Personalised journey planning	£0	£0	£0
Improved active travel networks	£80,000	£150,000	£200,000
Public realm and open space enhancements	£25,000	£25,000	£25,000
Self service bike hire scheme	£120,000	£100,000	£0
Network condition rangers	£5,000	£2,000	£2,000
Dundee active travel brand and promotional activity	£0	£0	£0
Active prescriptions and targeted travel advice	£0	£0	£0
Active travel information	£0	£0	£0
Active kids, active parents	£0	£0	£0
Public transport improvements and incentives	£0	£0	£0
Project management and advice on best practice	£0	£0	£0
Information sharing	£0	£0	£0
<b>TOTAL CAPITAL</b>	<b>£230,000</b>	<b>£277,000</b>	<b>£227,000</b>
<b>REVENUE COSTS - itemised by main headings</b>			
Personalised journey planning	£200,000	£250,000	£300,000
Improved active travel networks	£0	£0	£0
Public realm and open space enhancements	£0	£0	£0
Self service bike hire scheme	£0	£45,000	£45,000
Network condition rangers	£20,000	£5,000	£5,000
Dundee active travel brand and promotional activity	£50,000	£20,000	£20,000
Active prescriptions and targeted travel advice	£30,000	£10,000	£10,000
Active travel information	£50,000	£30,000	£30,000
Active kids, active parents	£30,000	£30,000	£30,000
Public transport improvements and incentives	£20,000	£25,000	£25,000
Project management and advice on best practice	£60,000	£30,000	£30,000
Information sharing	£10,000	£10,000	£10,000
<b>TOTAL REVENUE</b>	<b>£470,000</b>	<b>£455,000</b>	<b>£505,000</b>
<b>OVERALL TOTAL</b>	<b>£700,000</b>	<b>£732,000</b>	<b>£732,000</b>

**Local Authority Name: Dundee City Council**

	2008-2009	2009-2010	2010-2011	THREE YEAR TOTAL
<b>SOURCE OF FUNDING</b>				
Scottish Government	£700,000	£362,000	£362,000	£1,424,000
Dundee City Council	£0	£250,000	£250,000	£500,000
Bus operators	£0	£25,000	£25,000	£50,000
Bike hire charges and advertising	£0	£15,000	£15,000	£30,000
Discovery Card staff time	£0	£20,000	£20,000	£40,000
Partners and volunteer staff time	£0	£60,000	£60,000	£120,000
<b>TOTAL</b>	<b>£700,000</b>	<b>£732,000</b>	<b>£732,000</b>	<b>£2,164,000</b>

### NOTES

Itemise under main activity headings (eg workplace travel planning, promotion).  
More detail can be given in your description of the package of measures in criterion 7.

Remember that matching funding over the entire three years must be at least 30% of the Scottish Government total

Match funding in years 2 and 3 should be at least equal to Scottish Government funding for these years.

## 10 Commitment to participate in monitoring work

Dundee City Council is entirely committed to working in partnership with the Scottish Government's monitoring and evaluation programme for the Smarter Choices, Smarter Places initiative: given that the aim of the *Dundee Health Central* project is to trial a range of measures, learning from this evaluation is critical to the project's potential success. Indeed, we hope that the Scottish Government will join the Project Board to help guide its development throughout.

DCC hopes that the evaluation programme will enable the evaluation of the overall success of the project and also of specific elements within it, and that the findings from the evaluation will be made available in a timely manner that would enable changes to the programme to be made if appropriate within the 3-year project timescale.

The *Dundee Health Central* programme manager will be the primary point of contact for the evaluation team and we undertake:

- For the programme manager to be an active representative of the central Monitoring and Evaluation Steering Group;
- For the programme manager and the managers of specific measures to collaborate with the contractors appointed to undertake the evaluation;
- To share lessons learned in the *Dundee Health Central* project with other Smarter Choices, Smarter Places towns through the Steering Group;
- To learn lessons from other Smarter Choices, Smarter Places towns and adapt the *Dundee Health Central* project to achieve better value if possible.

## Contribution of *Dundee Health Central* to the National Performance Framework

The Smarter Choices, Smarter Places selection process guidance makes clear that schemes that receive funding are to contribute to the outcomes specified in the National Performance Framework. We believe that *Dundee Health Central* not only provides good contribution, but will provide a high-profile scheme which through interventions and promotional work will become known to many people in the Tayside region and will clearly show the Scottish Government's initiative in developing this scheme.

A qualitative assessment of the contribution of *Dundee Health Central* to each of the National Performance Framework outcomes is shown below:

Outcome	Indicative contribution	Comment
We live in a Scotland that is the most attractive place for doing business in Europe.	✓	Will reinforce retail hierarchy, increase use of local services and promote sustainable access to employment.
We realise our full economic potential with more and better employment opportunities for our people.	✓	Will provide training to local people.
We are better educated, more skilled and more successful, renowned for our research and innovation.	0	
Our young people are successful learners, confident individuals, effective contributors and responsible citizens.	✓	Will increase opportunities for independent travel for young people.
Our children have the best start in life and are ready to succeed.	✓	Will increase opportunities for independent travel for young people.
We live longer, healthier lives.	✓✓	Will promote physical activity in one of the most needy areas in Scotland.
We have tackled the significant inequalities in Scottish society.	✓✓	Particular benefits are provided to target groups.
We have improved the life chances for children, young people and families at risk.	✓	Will increase opportunities for independent travel for young people.
We live our lives safe from crime, disorder and danger.	✓	Will improve personal security and natural surveillance within communities.

We live in well-designed, sustainable places where we are able to access the amenities and services we need.	✓✓	Will improve amenity in local communities and promote use of local services.
We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.	✓	Will engender a sense of responsibility within local communities.
We value and enjoy our built and natural environment and protect it and enhance it for future generations.	✓	Will improve the built environment and reduce harmful emissions from traffic.
We take pride in a strong, fair and inclusive national identity.	0	
We reduce the local and global environmental impact of our consumption and production.	✓	Will reduce greenhouse gas emissions
Our public services are high quality, continually improving, efficient and responsive to local people's needs.	✓✓	Provides an opportunity for innovative use of public funding as a step to mainstreaming Smarter Choices investment

# **Appendix A**

## **Letters of Support**

SCANNED

- 4 JUL 2008

tactran

Tayside and Central Scotland  
Transport Partnership

Neil Gellatly  
Assistant Head of Transportation  
Dundee City Council  
Planning & Transportation  
Tayside House  
Crichton Street  
DUNDEE DD1 3RB

File No	Hd to	Due date
04 JUL 2008		
Ack	Ans date	Re-alloc to

3<sup>rd</sup> July 2008

Dear Mr Gellatly,

**Tactran's Support for DCC: Smarter Choices, Smarter Places**

I am writing to formally offer Tactran's support for Dundee City Council in the second stage of the Council's Smarter Choices, Smarter Places bid.

The bid supports the Regional Transport Strategy's strategic objectives, particularly the following:

- Accessibility, Equity and Social Inclusion: To improve accessibility for all, particularly for those suffering from social exclusion.
- The Environment: To ensure that the transport system contributes to safeguarding the environment and promotes opportunities for improvement.
- Health and Well-Being: To promote the health and well-being of communities.

Tactran also acknowledges the impressive record of delivery on major public and sustainable transport initiatives and is confident of the Council's abilities to deliver SCSP effectively.

Continued support is offered from Tactran's Travel Plan Officer in both the bidding stage and implementation, should the Council be successful in its bid.

Tactran hopes this innovative bid, which brings numerous benefits to health, travel choice, the environment and social inclusion, is given the opportunity to be successful.

Yours sincerely,



Eric Guthrie  
Director

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31 Kinnoull Street  
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PH1 5EN  
  
T: 01738 475775  
F: 01738 639705  
E: info@tactran.gov.uk

4 July 2008.

Mr Neil Gellatly  
 Planning and Transportation  
 Dundee City Council  
 Tayside House  
 Crichton Street  
 Dundee  
 DD1 3RB

**SEARCHED**  
 - 8 JUL 2008

Guthrie House  
 Glenfield Ind. Estate  
 Cowdenbeath, Fife  
 KY4 9HT

T 01383 511911  
 F 01383 516450

stagecoachbus.com



Dear Neil

**Smarter Choices Smarter Places – Dundee Health Central**

Further to our previous discussion, I can confirm that Stagecoach East Scotland support the principle in Dundee City Council's bid for Smarter Choices Smarter Places funding.

We realise Stagecoach East Scotland will have an important role to play in encouraging more sustainable travel and will support the aims of Dundee Health Central through cooperation in developing ticket initiatives which support our own ticketing strategies, marketing strategies and those who wish to choose more sustainable and active ways of travelling.

Finally, may I add through our close working partnership with Dundee City Council I am confident that this demonstration project will achieve success in the Dundee area.

Yours sincerely

*J Christie*

11 Doug Fleming  
 Managing Director

cc. R Andrew  
 S Walker

File No	Due date	
08 JUL 2008		
Ack	Ans date	Re-alloc to



## Principal's Office

Secretary of the University  
Dr David Duncan

Neil Gellatly  
Acting Assistant Head of Transportation  
Floor 16, Tayside House  
Crichton Street  
Dundee  
DD1 3RB

SCANNED

- 4 JUL 2008

4 July 2008

Dear Neil

### Smarter Choices, Smarter Places

The University has now been working closely with you for a number of years on developing and implementing plans and facilities to improve our arrangements for sustainable travel for both students and staff. As part of this joint approach our Green Travel Group were pleased to have the opportunity to work with you on the proposals to submit with your Bid for funding under the Smarter Choices, Smarter Places Initiative.

As you are aware the University has recently carried out a great deal of redevelopment to improve the academic and residences facilities and amenities on and around the City Campus. Part of our strategy was to rationalise the student residences into four student villages and with your inclusion of our West Park Village and Conference Centre it means that all four villages along with the Campus itself are within the study area of your Proposal.

This means therefore that the travel arrangements for approx. 15000 students and 3000 staff are within the considerations.

With regard to support with this Initiative, we feel we can also speak on behalf of the two other main higher and further education institutions in the City, namely the University of Abertay and Dundee College with whom we have a close working relationship and for whom a large proportion of their facilities also fall within the area in the Proposal.

At the University of Dundee we are committed to continuing our efforts in improving our travel planning and associated arrangements and facilities for the benefit of the health and wellbeing of our students and staff, the environment and our policy of close partnership with the City. We therefore give our full support to the City on this Bid which, should it be successful, will allow the City to continue its excellent work in this area for the benefit of all its partners and citizens.

Yours sincerely

Dr David Duncan  
Secretary of the University

The University of Dundee is a Scottish Registered Charity, No. SC015096.

Secretary  
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SCANNED

27 JUN 2008



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DD3 8EA  
Telephone Number: (01382) 424153  
Fax Number: (01382) 424154  
www.nhstayside.scot.nhs.uk

Mr Neil Gellatly  
Team Leader, Sustainable Transport  
Dundee City Council  
Planning and Transportation Dept  
Floor 16, Tayside House  
28 Crichton Street  
Dundee  
DD1 3 RB

Date 20<sup>th</sup> June 2008  
Your Ref  
Our Ref DWL/af/8023

Enquiries to Lucy Rennie  
Extension 71035  
Direct Line (01382) 424035  
Fax (01382) 424154  
Email lucy.rennie@nhs.net

Dear Mr Gellatly

**Smarter Choices, Smarter Places  
Dundee Health Central: Smarter Choices for a Smarter City**

I write on behalf of Dundee Community Health Partnership in support of the above bid being developed by Dundee City Council.

As the bid states, there are important health issues facing the City of Dundee which this project will assist in addressing. In addition this project will support the achievement of a number of Health and Care outcomes described within the Dundee Single Outcome Agreement, including those related to increasing physical activity and improving mental wellbeing of the population of Dundee.

In Dundee we have a history of delivering innovative and novel partnership approaches to health improvement and the reduction of health inequalities. This project will add value to a number of existing projects (e.g. the Dundee Healthy Living Initiative).

I hope that this bid will be successful and look forward to working with Dundee City Council and other partners to ensure that it is successfully developed and implemented.

Yours sincerely

**David W Lynch  
General Manager**



Headquarters  
King's Cross, Cleington Road, Dundee DD3 8EA

Chairperson, Mr Peter Bates  
Chief Executive, Professor Tony Wells



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Neil Gellatly  
Team Leader, Sustainable Transport  
Dundee City Council, Planning & Transportation Department  
Floor 16, Tayside House  
Crichton Street  
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DD1 3RB

02 July 2008

Dear Neil,

On behalf of the Smarter Ways Consortium, I am writing to express our strong support concerning your stage 2 bid for Dundee Health Central to the Scottish Government's Smarter Choices, Smarter Places fund.

As you know, all four organisations forming the Consortium have many years of experience and expertise in providing for and promoting sustainable transport solutions and we believe Dundee City Council is well positioned in delivering a successful and inspiring project.

The Consortium more than welcomes the opportunity to help deliver on practical, innovative initiatives to promote active, sustainable travel in the area and expand on our good partnership working. In particular we are looking forward to delivering high quality personalised travel planning assistance in Dundee based on our experience from implementing TravelSmart in cities and communities throughout the UK. We are also excited about the potential opportunity to work with University staff and students as members of the Consortium have recently piloted projects with the Universities of Edinburgh and Stirling centred around mapping, signage, marketing and promotion, including cycle hire scheme promotion. Finally, we see a great potential for success in the proposed Active Schools – Active Parents strategy and could build upon the Consortiums expertise in working with schools and parents in implementing this element of the project.

We look forward to hearing that you have been successful in your bid for the Smarter Choices, Smarter Places project.

Best Regards,

John Lauder, National Director  
Sustrans Scotland

Enc. Smarter Ways flyer

Registered Office, Sustrans, 2 Cathedral Square, College Green, Bristol BS1 5DD. T: 0117 926 8893  
Belfast T: 028 9043 4569 / Caerdydd/Cardiff T: 029 2065 0802 / Edinburgh T: 0131 539 8122

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Gordon.Hanning@transportscotland.gsi.gov.uk (07/07/2008 17:25):

Neil

I confirm that Transport Scotland strongly supports Dundee City Council's bid for Smarter Choices Smarter Places funding.

Having just concluded consultation on an Integrated Ticketing Strategy we are keen to develop and support pilots that explore various aspects of smartcard based ticketing, as we strongly believe the benefits of this will include modal shift and greater sustainability.

I hope that through continuing to develop our working partnership with Dundee City Council this demonstration project will yield further success in the Dundee area.

Gordon Hanning  
Head of Concessionary travel & Integrated Ticketing  
Transport Scotland

SCANNED

- 8 JUL 2008

Our Ref: PL/LMcK/PR  
Your Ref:  
Date: 2nd July 2008

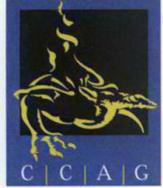
Neil Gellatly  
Team Leader, Sustainable Transport  
Dundee City Council  
Planning & Transportation Department  
Floor 16, Tayside House  
Crichton Street  
DUNDEE DD1 3RB

File No.	Hd to	Due date
<b>03 JUL 2008</b>		
Ack	Ans date	Re-alloc to

**SCANNED**

- 3 JUL 2008

DUNDEE



CITY CENTRE  
ACTION GROUP

City Centre  
Management

3 City Square  
Dundee DD1 3BA

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01382 203535

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01382 434457

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lorna.mckenzie  
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Web site  
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Dear Neil

**SMARTER CHOICES, SMARTER PLACES - BID 2008**

I write in support of the above bid on behalf of Dundee City Centre Action Group.

As you are aware, Dundee City Centre Action Group is a private sector-led partnership group whose agreed objective is to encourage representatives of both the private and public sectors to act together to develop the economic potential of Dundee City Centre. We recognise therefore that the Smarter Choices scheme will benefit our members in promoting sustainable and active travel choices which will make our citizens healthier, our city less congested, and importantly, an attractive place to walk around.

Please be assured that we will give the scheme all the support we can.

Yours sincerely

**Peter Leyland**  
**Chair, City Centre Action Group**

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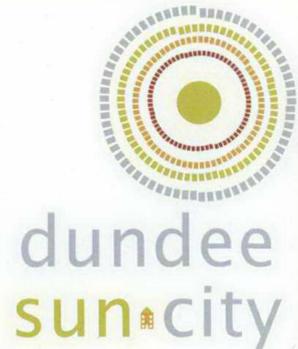
**Principal Sponsors**

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A full list of members is available at the above address.

Dundee Sun City  
Solar Cities Scotland  
PO Box 10279  
DUNDEE  
DD1 9BS  
Email: info@dundeesuncity.org.uk

Neil Gellatly  
Team Leader, Sustainable Transport  
Dundee City Council  
Planning and Transportation Department  
Floor 16  
Tayside House  
Dundee  
DD1 3RB



Dear Neil

**Smarter Choices, Smarter Places  
Dundee Health Central: Smarter Choices for a Smarter City**

I write in support of Dundee City Council's stage two bid for Smarter Choices, Smarter Places.

The Dundee Sun City campaign is an initiative of Solar Cities Scotland. The aim of this campaign is to work with all citizens and public, private and voluntary sector organisations to work towards reaching significant targets for renewable energy production and the reduction of carbon emissions in Dundee. The outcome of which would be Dundee becoming the first solar city in Scotland. (Target: 25% city wide carbon reduction by 2011)

Current actions of Dundee Sun City include a formal education programme to encourage citizens and organisation to adopt a responsible attitude towards sustainable living, whether this is by adopting energy efficient practices or by developing a sustainable travel plan.

There are clear mutual aims and benefits of Smarter Choices, Smarter Places for both Dundee Sun City and The City Council and we therefore fully support this bid and look forward to working together should funding be successful.

Yours Sincerely

Sharon Thomson  
Dundee Sun City Co-ordinator

Dundee Sun City is an initiative of Solar cities Scotland and is funded by the Scottish Executive, Dundee City Council and SCARF.

Neil Gellatly  
Acting Assistant Head of Transportation  
Dundee City Council  
Planning & Transportation Department  
Tayside House  
Crichton Street  
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DD1 3RB

Anne Wilson - Director

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Lawton Road, Dundee DD3 6SY

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Email: [Dave.nicoll@dundeecity.gov.uk](mailto:Dave.nicoll@dundeecity.gov.uk)  
If calling please ask for: Dave Nicoll  
Our Ref:

Your Ref  
Date 1 July 2008

000Z 70J 3 -

Dear Neil

SCANNED

**Smarter Choices, Smarter Places**  
**Dundee Health Central: Smarter Choices for a Smarter City**

I write in support of the above bid from Dundee City Council.

As Education Support Officer with responsibility for Active Schools in Dundee, this bid clearly articulates with 'Active Travel', one of the key priorities in the overall Active Schools Plan 2008-2011.

The Active Schools Team co-ordinate the delivery of cycle training to all schools across the city and are key partners in the 'Safer Routes to Schools' scheme. The promotion of healthy lifestyles is an integral part of all work undertaken by Active Schools and inter-departmental co-operation in the use of the Discovery Card will be of great benefit to all involved.

The work of the Active Schools Team and the consequent benefits to pupils and parents would be greatly enhanced should this bid be successful.

In light of the above, this bid has my full, unqualified support.

Yours sincerely

Dave Nicoll  
Education Support Officer PE & Sport  
Education Department  
Dundee City Council

If you have trouble understanding English please contact the address below

اگر آپ کو انگریزی سمجھنے میں مشکل پیش آتی ہے تو براہ مہربانی نیچے درج پتے پر رابطہ کریں:

जेवळ तुला कुठे इंग्लिश समजत किंच बळिनाही तुंकी ही त्रा झिया करवे साजे नाल चेठा सिजे पजे ते सेपरक करे।

Jeżeli masz trudności w zrozumieniu języka angielskiego, skontaktuj się na poniżej podany adres:

如果你對英語理解有困難，請聯絡以下地址:



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SCANNED

8 JUL 2008

4<sup>th</sup> July 2008

Mr Neil Gellatly  
Acting Assistant Head of Transport  
Planning and Transportation  
Dundee City Council

**Smarter Choices, Smarter Places.**

Dear Neil,

After our initial discussion on the above, I confirm that the Dundee National Entitlement Card will happily and cooperatively support and work as part of the project in allowing and facilitating access to some of the services in order to deliver the required outcomes.

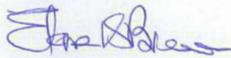
As you know we are committed to the use of the card in integrated ticketing for transport and extending this to include any rewards or incentives for this project would be a welcome addition. We also have experience with the card for payment of rewards for another local health incentive scheme "Give it Up for Baby" on which we can draw.

The card is currently used for access to Leisure services amongst other things and, with some technical adjustment to legacy systems or integration with these systems, can be adapted to provide entitlement to a whole range of services. It is possible to facilitate the auditing of usage etc through interrogation of legacy systems for those who have signed up for these schemes.

In terms of possible future applications for the card: these are numerous and we would wholeheartedly support further investigation of these. As part of the National Entitlement card scheme we would ensure that all new applications on the card are replicable nationally.

Depending on the application there may be no or little additional financial burden. If we can adapt current processes, where possible we will minimise any divergence from the current processing. Of course, as per current policy, all National Entitlement Cards will be provided free to Dundee Citizens.

Yours sincerely,



Elena Brown  
Dundee Discovery Card Manager

如閣下不十分明白英語，請與以下的通訊處聯系。  
যদি আপনি ইংরেজি বুঝতে অসুবিধা বোধ করেন  
তাহলে অনুগ্রহ করে নিচের ঠিকানাতে যোগাযোগ করুনঃ

اگر آپ کو انگریزی سمجھنے میں مشکل پیش آتی ہے تو براہ کرم نیچے دیے گئے پتے پر رابطہ کریں۔  
نہ تروٹٹی ڈیٹا لیس مامڈٹ دھت دہی مومال ٹیڈی ڈی  
ڈن ڈیٹا رتہ دھت ڈیٹا ڈی ڈی ڈیٹا رتہ:



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HMcD/CR

8 July 2008

Mr Neil Gellatly  
Planning & Transportation  
Dundee City Council  
Tayside House  
Crichton Street  
DUNDEE

SCANNED

- 8 JUL 2008

Dear Neil

**"Smarter Choices, Smarter Places"**

Further to our previous discussions I am happy to confirm that Travel Dundee is delighted to support Dundee City Council's bid for the "Smarter Choices, Smarter Places" project.

Travel Dundee and Dundee City Council have a proven track record of working together in partnership through the Dundee Health Centralised Proposal, and expect to play an important role in assisting people to travel in a more sustainable manner. We will continue to develop integrated ticketing solutions based around the emerging "Smartcard" technologies, which along with our existing marketing and promotional activities will attract new users.

We would like to wish Dundee City Council every success in their "Smarter Choice, Smarter Places" bid which will make Travel Simpler for the people of Dundee.

Yours sincerely

Heather McDonald  
Director - Dundee



TAYSIDE PUBLIC TRANSPORT CO LTD trading as TRAVEL DUNDEE  
44-48 EAST DOCK STREET DUNDEE DD1 3JS TELEPHONE 01382 2011121 FAX 01382 201997  
REGISTERED OFFICE 44-48 EAST DOCK STREET DUNDEE DD1 3JS  
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