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| <hr/>        |   |                                 |
| Subject      | <b>Personalised Travel Assistance at Fort Kinnarid (April 2006)</b> |                                 |

**PERSONAL TRAVEL ASSISTANCE**

From 10<sup>th</sup> to 13<sup>th</sup> April 2006, the Optimum<sup>2</sup> project carried out a programme of Personal Travel Assistance (PTA) at the Fort Kinnaird retail park located on the South Eastern outskirts of Edinburgh. This process was based around providing staff at the retail park with the opportunity to talk about their travel needs and problems they experience on their journey to work. A number of resources were available for distribution to staff to assist them in making more sustainable travel decisions. The resources that were available included:

- Personalised Journey Plans
- Walking Challenge
- Public transport timetables
- Bus route maps
- Cycle information
- Leaflet – ‘A better environment’
- Leaflet - ‘Money, Time and Travel’
- Leaflet – Travel, health and fitness’

A travel to work survey had been distributed to staff during February 2006, and further copies of this were also distributed to staff who hadn’t previously completed it at this time.

In total, 42 conversations were held with different members of staff working at different shops within the retail park. The table below shows the resources that were distributed over the course of the four days.

**TABLE 1 PTA RESOURCES DISTRIBUTED**

| Resource                    | Number distributed |
|-----------------------------|--------------------|
| Conversations               | 42                 |
| Walking Challenge pack      | 53                 |
| Public transport timetables | 14                 |
| Bus route map               | 16                 |
| Cycle information           | 1                  |
| Survey form                 | 31                 |
| A better environment        | 25                 |

| <b>Resource</b>            | <b>Number distributed</b> |
|----------------------------|---------------------------|
| Money, time and travel     | 24                        |
| Travel, health and fitness | 23                        |
| Personal Journey Plans     | 0                         |

## **WALK TO WIN – OPTIMUM<sup>2</sup> WALKING CHALLENGE AT FORT KINNAIRD – APRIL 2006**

A key part of the wider Personalised Travel Assistance at Fort Kinnaird retail park was the opportunity to participate in a walking challenge. The ‘Walk to Win’ competition challenged staff working at Fort Kinnaird retail park to see if they could walk the 10,000 steps a day recommended for a healthy lifestyle. Each participant was given a pedometer and a walking diary record card and asked to record the number of steps they took each day for a week.

Walking challenge forms were handed out to 53 people from 17 different shops at the park.

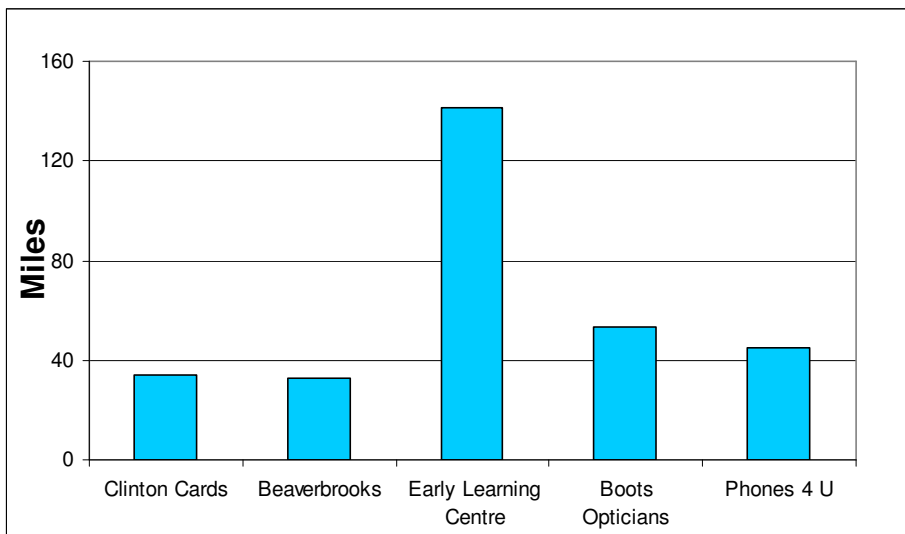
8 individuals from 5 different shops completed the challenge and filled in their walking diary for the week.

Of the shops that participated in the Walk to Win Challenge the team from the Early Learning Centre walked the furthest – a staggering 142 miles in total during the course of the week, equating to 22,783 calories burned.

The Early Learning Centre team and each of its members were presented with a certificate detailing their results. One member of the team was also awarded a prize for achieving the greatest change in attitude towards walking.

The graph below shows the results of each of the participating shops. In total, participants walked 306 miles and burned 49,000 calories - that’s the equivalent of about 200 chocolate bars!

If the participants had driven this distance instead, they would have emitted approximately 110kg of carbon dioxide into the atmosphere.



### Some quotes from participants

*Liz – Early Learning Centre – Special Prize winner*

During the initial conversation about her travel Liz stated that although she lives close (within walking distance) to Fort Kinnaird Retail Park but she always drives to work. It is difficult for her to leave home any earlier because of responsibilities at home.

She was reluctant to participate in the walking challenge but did agree to give it a try. Her walking diary and follow up conversations subsequently revealed that she had tried walking to work and that the challenge had changed her attitude to walking in general.

The results of the Walking Challenge and comments

**Day 1:** 16,943 steps - “I am motivated to do even more”

**Day 2:** 12,963 steps - “Better mood. More energy”

**Day 3:** 13,829 steps - “More energy. I also had a better nights sleep.”

**Day 4:** 10,596 steps - “More energy by going for a walk”

**Day 5:** 12,956 steps - “found out a lot of history of the local area”

**Day 6:** 10,295 steps - “More energy”

**Day 7:** 14,598 steps - “My car was broken down” “More energy”

**68 - 70 George Street Edinburgh EH2 2LR**

[t] +44 (0)131 226 9500 [f] +44 (0)131 226 9501 [e] edinburghinfo@sdgworld.net [w] www.steerdaviesgleave.com

In a conversation with Liz after the Walking Challenge was complete she said that **“it has definitely made me more aware of the benefits of walking and even about things like healthy eating”**.

*Lynne – Clinton Cards – Prize draw winner*

**Day 1:** “I kept it on all day, I wanted to see how many steps I walked”

**Day 5:** “It makes you feel good when you see how many steps you’ve walked”

“I was really surprised at how many steps I did in a day”

Her family even wanted to try using the pedometer.

*Angela – Boots Opticians*

“Through walking more I definitely feel a lot fitter”

“I have been walking much more since I did the walking challenge”

“Last week I walked from Meadowbank to the Commonwealth Pool and even made my daughter walk with me”.

*Lynsey – Early Learning Centre*

**Day 2:** “Felt sore legs. I think I am more conscious of the number of steps I am taking daily”

*Carol Anne – Beaverbrooks*

“I definitely noticed that I didn’t walk as far on my day off”