

GO Barrhead!

STEP TOWARDS A HEALTHY & ACTIVE COMMUNITY

Your annual update on Barrhead's smarter choices, smarter places project which promotes sustainable travel in the town through a range of projects. Find out more at www.gobarrhead.co.uk

On the Go with Barrhead!



One of the most ambitious projects on the Go Barrhead! agenda is to give all residents the chance to receive personalised travel advice.

In the first year a team of travel advisers visited 2,593 households to deliver advice and information. The direct approach is considered to be the best way of finding out what they need and offer practical help.

Personalised Travel Planning (PTP) is one of a range of methods that have come to be described as 'smarter choices' and involves: direct contact with people who travel; a conversation in which the participant discusses their travel arrangements and any issues they have with it.

A travel advisor suggests ways in which the person might

experiment with different and more sustainable ways of getting around; and the offer of one or more resources and incentives which take various forms and are intended to facilitate the use of alternative travelling methods.

The PTP approach is already starting to pay off with more than 1,000 households choosing to take part in the project by accepting one or more pieces of information to support a change in travel behaviour. After a recent survey it was found that 312 residents had changed their travel behaviour as a direct result of receiving advice from the Go Barrhead! travel advisers. Phase 2 of the project will take place in 2010, targeting the remaining 5,000 households in the town.

St John's goes active

Pupils at St John's primary in the town were first to join the Go Barrhead! campaign with their 'Go Active' promotion.

And the results reveal a 14 per cent increase in walking and cycling.

As part of the campaign the pupils received some

healthy rewards for the healthy choices they made in how they travelled to school.

Pupils in primaries four to seven walked, cycled and encouraged parents to reduce their car use.

And they received certificates and free swims.

Nurseries get on their bike

To mark the importance of cycling from a young age, Go Barrhead! donated brand new balance bikes to nurseries in the town.

The specially designed bikes, which come without pedals, encourage children to learn how to balance without being distracted by pedalling.

Councillor Eddie Phillips distributed the bikes to local nurseries ahead of the town's first Go Cycling festival.

for **GO Barrhead!**



One of the first steps of Go Barrhead! was to take over the derelict office space on the main Street.

A brand new banner was erected to promote the campaign messages of cycling, walking and the environment.

The sign brightened up the space that previously showed boarded up windows and can be seen from most angles on the Main Street.

Park is Auchenback to happiness

The first piece of work completed as part of Go Barrhead! was a brand new community park.

Auchenback Community Park was redeveloped with improved paths, planting and lighting. The new Auchenback community

park is a great place to walk, cycle and play right in the heart of the community. The developments were carried out after consultation, discussion and involvement of local people with a stake in the park and its future.



TV and movie star Dougie Henshall returned home to Barrhead during the summer to open the Go Greener Family Day. The day, supported by Go Barrhead! included a range of fun and informative activities and events including a custom built beach right in the heart of Barrhead.

Get online for some top lifestyle and travel support. The Go Barrhead! website has green travel maps, walking maps and a community guide showing local shops and stores all within a short walk of most places in the town.

Visit the website at www.gobarrhead.co.uk

Gimme shelter!

Encouraging residents to travel by bus is partly about making more information available.

But it's also about making the journey itself better.

That's why new shelters are built into the Go Barrhead! project.

Over the last 18 months Go Barrhead! has taken a detailed look at all bus waiting areas in Barrhead

and installed 16 new shelters to improve the creature comforts for the growing number of bus users.

Half are around the town centre and half are in Auchenback. For the first time in East Ren solar panels will be used to provide the power to light the shelters when a passenger is waiting at night

WIN A BIKE WITH GO BARRHEAD!

You can win a bike with Go Barrhead! Answer a simple question about project Go Barrhead! and you could be pedalling towards a healthier time. Fill in the blanks in this phrase:

Smarter _____, Smarter _____ and e-mail your answer to scott.gibson@eastrenfrewshire.gov.uk before 31 March 2010 to win a top of the range bike.

Council staff choose to walk the walk

A real challenge for the Go Barrhead! project is encouraging employers, employees and workplaces to think about and change their travel habits to healthier choices. But, as the lead on the project East Renfrewshire Council is showing that its prepared to 'walk the walk' by embracing active and sustainable travel initiatives. The 'Go workplaces' project included a sustainable travel 'drop-in' event with groups and organisations giving advice to staff. The council also runs an online scheme called 'JourneyShare' where staff can share car journeys. There's also pool bikes that can be used to help reduce car use.



Get walking with new crossings

Improving facilities for Barrhead residents to be able to walk and cycle around the town safely is an important aspect of the Go Barrhead! project.

And during the past year the project has installed two new pedestrian crossings in the town.

A new pelican crossing on the town's busy Paisley Road and another at Dovecothall Street.

East Renfrewshire Council's environment convener, Councillor Eddie Phillips, joined Cross Arthurlie pupils to officially switch on the new crossing on 26 October last year.

Cross Arthurlie head teacher Carole Frew said:

"The new crossing is a great boon to our pupils and I'm sure that it will increase the number of parents and pupils walking to school."

Dovecothall Street Pelican benefits steady pedestrian demand, as well as serving pupils from Carlibar primary and Barrhead High School.

Councillor Eddie Phillips said: "Helping pupils to get to school on foot more easily makes sure that fewer parents drive their children and that makes for a healthier environment and fitter parents and youngsters."

"The new crossing helps residents of all ages cross this busy road more safely. That will help increase pedestrian traffic."

What residents in Barrhead had to say about the personalised travel planning project run by Go Barrhead!:

"I am walking more and visiting more places. I am walking instead of using buses"

"I have done walks I otherwise wouldn't have done – more walking around town"

"I don't use the car for short journeys and also walk to the shops"

"Reduced the cars from two to one".

New walking group takes its first steps

If your New Year's resolution is to improve your health, a new walking group could be up your street.

Go Walking Barrhead is a short weekly walk suitable for beginners, open to all ages and abilities, and is a good way to make new friends.

Come along to Auchenback Resource Centre, 64 Aurs Drive Barrhead on Thursdays 10.30 - 11.30am.

The Go Walking Barrhead group is free and it only takes 30 minutes.

You don't need walking experience, you don't need fancy equipment and you can come on your own or even bring a friend.

Our friendly lead walkers will take you on routes throughout Barrhead, so it's also a chance to see more of the town. For more details phone Moira or Elaine on 0141 577 8436.

Visit www.gobarrhead.co.uk for the latest news.



Lynne Imrie (left) joins Councillor Eddie Phillips, the council's environment convener, and Go Barrhead! Travel adviser to launch window stickers at the town's Imrie store.

Local businesses are being encouraged to display the window stickers to join the Go Barrhead! campaign to encourage local residents to make healthier choices in travel and lifestyle across the town of Barrhead.

Improving paths around the town

Improving routes and conditions for pedestrians and cyclists to make their way around Barrhead is a key priority for the Go Barrhead! project.

Strategic urban paths focus on localised improvements in urban areas and reflect the outcomes of consultation with local communities in East Ren.

Residents and interested groups were encouraged to make suggestions about locally important paths which are in need of repair or upgrading.

By improving the fabric of existing paths they become more attractive to walkers and cyclists for both local journeys and part journeys

to local transport hubs.

As part of Go Barrhead! the aim is that improvements combined with raising awareness of local paths will result in increased active travel journeys.

Improvements planned before April include a fully lit footway and cycleway next to St Lukes High School on Springfield Road to improve facilities for children walking or cycling to and from the school, as well as improving links to the popular Dams to Darnley Country Park.

Improvements will also be made to the surfacing of access to McDiarmid Park and Arthurlie House in the town.

Children train on-road for the first time

Primary schools in Barrhead have become the first in East Ren. to do on-road cycle training as part of a commitment through Go Barrhead!.

On-road training took place at Auchenback, Cross Arthurlie and Springhill primaries and this led to big improvements in the pass rates at these schools.

The on-road cycle training is in a live traffic environment. Pupil's were better behaved, more focussed, they get more time on their bikes.

Cycle parking at primary schools

When children take their bikes to school they need somewhere safe and secure to keep their bikes. The Go Barrhead! project has provided new cycle parking facilities at Cross Arthurlie, Springhill, St Marks and St John's primaries.

Barrhead High School in cycling first

Pupils at Barrhead High School will soon be able to take cycling as part of their PE lessons at the school.

Supported by Go Barrhead! and active schools, the school will receive 30 brand new mountain bikes which will be used to teach all age groups practical cycle skills and learn how to look after their bikes.

This will also be supported by an after school cycling club at the school.

Barrhead high's PE teachers will have specialist training to allow them to deliver this new and exciting element to the curriculum.

Cycling Scotland to Launch Campaign

Go Barrhead! has teamed up with Cycling Scotland to launch a new cycling to school campaign which will launch in the town in April 2010. Look out for details.

Public space regeneration



East Renfrewshire Council has attracted £1.4m of town centre regeneration fund from the Scottish Government to spend on public space, street and building improvements in Barrhead town centre.

The purpose of the fund is to improve the appearance of town centres and to assist sustainable economic growth.

Cross Arthurlie Street streetscape project (above) has attracted the majority of the funding.

The streetscape project involves the road and pavement improvements including pavement widening in some areas, pedestrian crossings, and new car parking and bus bays. Landscaping and new street furniture as well as high quality, natural paving stones will enhance the appearance of the street.

At Main Street, a new "straight-through" pedestrian crossing will replace the existing staggered crossing. This will allow quicker and easier movement between the two sides of the street, and will result in this section of Main Street being less car dominated.

For the benefit of local businesses some on-street car parking bays will be created to encourage passing trade.

As with Cross Arthurlie Street, new, high quality paving stones will be introduced to improve the appearance of Main Street.

New scheme will focus on healthy weight

The council has been successful in its bid to secure funding from the Scottish Government to take part in a new project to promote healthy weight. And, tying into the Go Barrhead! project, Barrhead is one of only eight areas to receive funding from the Scottish Government to implement a healthy weight communities programme.

The aim of the programme is to raise awareness of what is meant by the term healthy weight and to sustain a programme of activities that supports the achievement of healthy weight for more adults and young people. The project will add value to existing physical activity and healthy eating initiatives with the aim of reversing current obesity trends. Barrhead was chosen for the project as it offers lots of opportunities and challenges related to the promotion of healthy weight and also because it complements the excellent work already been done as part of the wider Go Barrhead! project.