

Kelly Wiltshire and Stephen O'Neill

In Town Without My Car Day



Our Partnership

- Getabout – Brand to promote Sustainable Travel in Region started in 2009
- Partners include: local authorities, NHS, Local universities and college.



Promote Travelling By:



- Walking
- Cycling
- Public transport
- Car Sharing
- Low Emission Vehicles such as Hydrogen and EV's
- Road Safety
- Travel Plans

Pool Resources



- Our Partnership works together to try and make best use of limited resources, time and budgets
- Try and get match funding – Smarter Choices, Smarter Places etc
- Staff share expertise
- Different partners can offer different things
- Share event items such as gazebos, banners, promotional items, leaflets etc
- Use Getabout brand rather than individual partners logos on items
- Meet regularly to feel like a team
- We have a rotating Chair so no lead partner

Aberdeen City and Shire



- City and Rural
- Coastal
- Mountains
- Diverse area

•Table 1: Population, Households and Area 2011

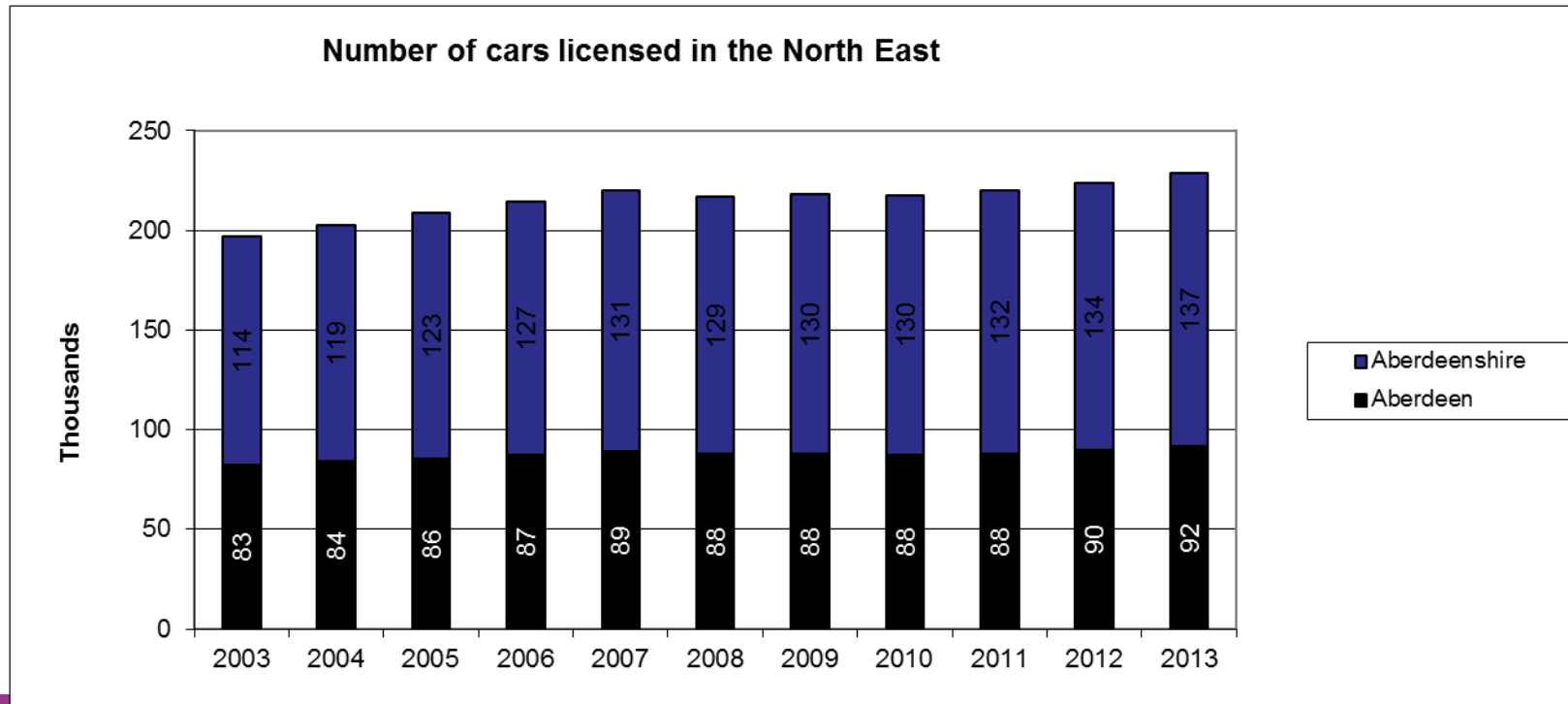
•Source: Scotland's Census 2011, National Records of Scotland

	Population	Number of households	Area (sq km)	Area (sq miles)
Aberdeen City	222,793	103,371	186	72
Aberdeenshire	252,973	104,714	,313	2,437
North East	475,766	208,085	6,499	2.509
SCOTLAND	5,295,403	2,372,222	77,925	30,087
NE as % of Scotland	8.98%	8.77%	8.34%	8.34%

Car Ownership

With 224,000 cars, the north east has more cars and vans than households, yet

around **a quarter of households do not have access to a vehicle.**



Climate Change and Transport



- The [Climate Change \(Scotland\) Act](#) set out the target of reducing CO2 emissions by 80% before 2050.
- Currently, transport accounts for **28% of total** Scottish emissions.
- The largest contributor to transport emissions is the road sector, accounting for 9.4 MtCO2e in 2014 (73% of total transport emissions).
- Emissions from maritime transport are estimated to be 1.4 MtCO2e, or 11% of total transport emissions.
- Aviation emissions stood at 1.9 MtCO2e in 2014, or 15% of the total transport emissions. Of this, international aviation accounted for 63% of all aviation emissions.
- Rail accounted for 0.2 MtCO2e of transport emissions in 2014, or 1.3% of all transport emissions.

Started Small and Grew



Started small - 2010 Newtonhill primary school Aberdeenshire, road closed all day and a children's circus was put in the road

Greenbrae and Inch schools 2011 - Bike Bells, Competitions, art, food
Belmont Street and George Street 2012 - First try on a city street

Went in easy with 2 mainly pedestrian friendly streets but with van access, delivery issues and taxis

- Aberdeen Beach 2013 - First non school road closed in partnership with local café's and businesses on the beach front
- Schoolhill 2013
- Schoolhill and Belmont Street 2014 -2016
- 2017 – Union Street and Belmont Street
- 2018 cancelled on day due to high winds

Union Street 2017 +



- Game changer
- Bus diversions
- Main thoroughfare closed between Union Terrace and Market Street.
- Street Entertainment, rides as well as promotional stands
- Now organised by City Events Team with input and funding from Getabout partnership

Promotion 2014

10.00 - 16.00 Sunday, 21st September, Schoolhill and Belmont Street

Family Fun Festival

Our streets : Our choice

Free, fun family activities as part of European Mobility Week 'Celebrate the Streets' campaign 2014

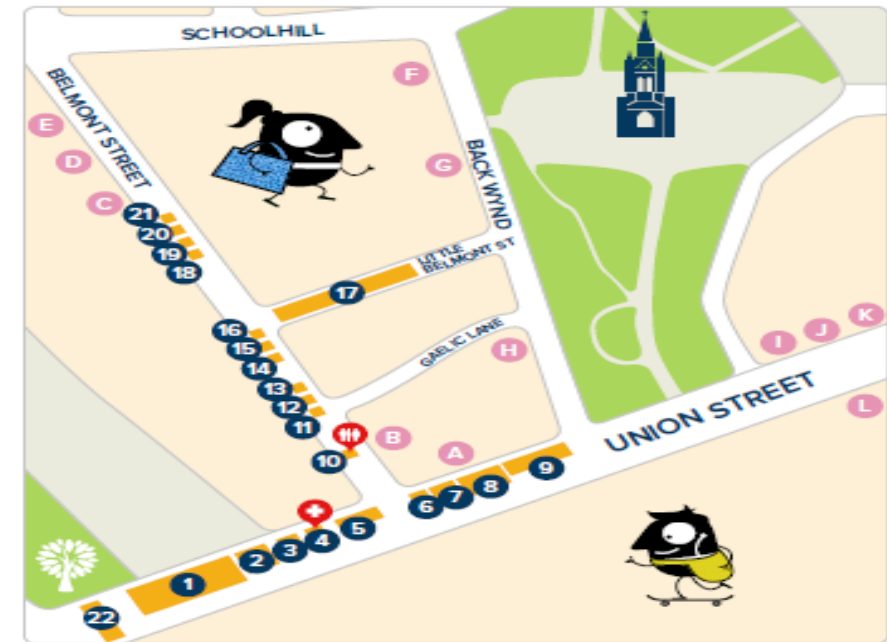
**GETABOUT BIKE ROADSHOW
CLIMBING WALL
OUTDOOR CAFE* AND BBQ
BIKE POWERED CINEMA
AND MANY MORE ACTIVITIES**



www.get-about.com
[@get_about](https://twitter.com/get_about)
www.facebook.com/Getabout.transport

2018 Leaflets and window competition Radio ads and bus back advertising



- | | |
|----------------------------|--|
| 1 Zipwire | 12 Aberdeen University Student Association |
| 2 Cowheels | 13 Community Council Forum |
| 3 Carpool Karaoke | 14 ACC Recycle Team |
| 4 First Aid | 15 Aberdeen Multicultural Society |
| 5 Bungee Run | 16 Aberdeen Cycle Forum |
| 6 Get About | 17 Adventure Aberdeen Bike Roadshow |
| 7 Aberdeenshire Council | 18 ACC Air Quality Team |
| 8 Heiter Skelter | 19 Home Energy Scotland |
| 9 Bootcamp Obstacle Course | 20 Sustrans |
| 10 Toilets | 21 Dr Bike |
| 11 Face Painter | 22 StageCoach |

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Key to Success

- Forward Planning
- Engagement with Stakeholders
- Engagement with local businesses
- Partnership working as Getabout
- Marketing, Advertising and Promotion – A Fun Day!
- Funding
- Getting help and advice with the important details – Traffic Regulation orders, security, health and safety.....

Why are we still doing this?

- City Centre Master Plan
- Air Quality – Air Quality Management Zones and potential LEZ
- AWPR
- Rail Revolution
- Roads Hierarchy

Website and Social Media



- www.getabout.org.uk
- Twitter @get_about
- Facebook @getabout.transport

Thank You!



- Any Questions?
- Any queries please contact us on
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