

# Lower Speed Communities Evaluation

Final Report for Living Streets Scotland

HILLIAM RESEARCH AND ANALYSIS

---

## Contents

1. Background and Introduction .....	2
Context and Project Overview .....	4
2. Aims and Objectives of the Evaluation .....	6
3. Methods.....	7
4. Overview of Project Areas .....	8
Moniaive .....	8
Lossiemouth.....	9
Tillydrone .....	9
Mount Florida .....	10
Inverness City Centre .....	10
Lessons Learned from Support Delivered by the Living Streets Staff.....	10
5. Approach to the Evaluation .....	12
6. Findings .....	15
What We Do: Living Streets Project Activities .....	15
Who the Project Engages with.....	19
How Stakeholders React to Engagement.....	20
What Stakeholders Learn and Gain .....	22
What They do Differently: Changes to Behaviour and Practice .....	24
What Difference This Makes: Outcomes .....	25
Risks and Assumptions.....	25
7. Conclusions: Contribution of Living Streets Low Speed Communities Project.....	27

## Executive Summary

This report presents findings from an evaluation of the Living Streets Scotland 20mph Communities Project. The project was funded by the Scottish Government and ran from January to December 2017. It worked in five diverse communities across Scotland to support the introduction of 20mph speed limit areas. The project's overall aim was to work with communities (where speed was an issue) to explore how community engagement could support the realisation of the objectives of the Scottish Government guidance on developing and introducing 20mph speed restrictions<sup>1</sup> (i.e. to create a healthier, greener and safer Scotland). Specifically, the project sought to explore how different ways of community engagement could deliver the possible benefits of 20mph. Objectives of the project included:

- Delivering progress towards implementation of 20mph by local authorities
- Increasing community support for 20mph areas
- Increasing perceptions of safety in communities
- Exploring different ways of engaging communities
- Exploring barriers to involvement within communities

Living Streets worked with local authorities, community organisations, residents, hard to reach groups and other interest groups to support and develop the role all stakeholders could play in introducing and realising the benefits from lower speed limits. This included providing community engagement activities, information and examples of good practice from around the country, and facilitating partnership working between the key stakeholders in each community.

This evaluation explored the contribution that the Living Streets support made to achieving the benefits of the introduction of 20mph speed limits. It is important to acknowledge that for the communities, 20mph was (certainly by the end of the project) not their sole focus; their aim was to achieve a range of outcomes for their community, with 20mph playing a part in this.

### Key Findings

It is clear that the support provided by Living Streets made a significant contribution to the progression of activities within these communities, despite the short project timescale. All areas participated in a process of relationship building, insight gathering and learning that resulted in them being more clearly aware of what their community needed and wanted.

It is also clear that, despite the initial focus on 20mph limits for this project, these communities were not (only) seeking lower speed; they were seeking to enhance their communities in terms of placemaking, active travel, enhanced local economy or improved safety. The project has clearly highlighted that, although 20mph is a tool that can contribute to these outcomes, it will not achieve this by itself and that other activities, delivered by a range of stakeholders, are required to realise communities' desired outcomes.

The evaluation has highlighted that the Living Streets engagement activities have made a significant contribution to achieving the communities' desired outcomes across a range of elements. In particular, the project support has been successful in:

- Generating open, productive, trusted dialogue between local stakeholders

---

<sup>1</sup> <https://www.transport.gov.scot/media/38640/20-mph-good-practice-guide-update-version-2-28-june-2016.pdf>

- Incorporating of expertise from elsewhere in terms of evidence gathering, technical solutions and ideas for community action
- Taking groups 'beyond 20mph' as an end in itself and supporting stakeholders to consider what they want their community to be like
- Supporting learning and gathering information within communities
- Building a community with a shared focus, shared understanding of their problem, challenge, and shared solutions

It is important to note that Living Streets has contributed to, rather than been purely responsible, for the success in these communities. Local stakeholders clearly acknowledged the support of Living Streets, but much of the successful local work that was undertaken was delivered or co-ordinated by community groups, local authority staff, community councils, schools, parents, pupils and wider members of the community that have been informed, enabled or inspired by the support the project has offered. The project has been as much about enabling communities to deliver outputs as it has about the project activities themselves.

## Recommendations

The evaluation has highlighted a number of key factors that should be taken into account by any community or statutory body when considering the introduction of 20mph limits.

First and foremost, statutory organisations and people and organisations within community should come together develop a shared understanding of the end goal of any change. This will enable stakeholders to clearly understand the role that a reduction in speed will bring in achieving this goal. It is unlikely that lower speeds alone will be the end goal or desired outcome.

Stakeholders involved in such activity should also consider:

- Working with as many stakeholders as possible to understand the wider activities required (beyond the introduction of 20mph limits) to achieve their desired outcomes
- Adopting a flexible approach to engagement and support in the area. That is, work with the skills, experience and interests already present within the community. Communities may not be able to respond if they do not have the right resources, time or skills
- Exploring best practice elsewhere; consider what other communities have done to achieve similar aims
- Access wider agencies (such as Living Streets) that can bring resources, experience and credibility to advice and decision making
- That a focus on the topic of speed limits, placemaking and active travel could form a valuable basis from which to engage with and support the development of wider issues in local communities

Traditionally, speed reduction has been the preserve of transport professionals. This evaluation shows that focusing on broader community engagement can add significant value to traditional transport planning and road safety approaches and enable them to build more effective links both with communities and other statutory stakeholders. This in turn can help to realise the wider objectives of the Scottish Government in terms of creating healthier, greener and safer communities.

# 1. Background and Introduction

This report presents findings from an evaluation of the Living Streets Scotland Lower Speed Communities project, a one-year project aimed at exploring the introduction of 20mph limits in five diverse communities.

## Context and Project Overview

In January 2015, The Scottish Government introduced a Good Practice Guide on 20 mph Speed Restrictions<sup>2</sup>. The document provides guidance on the options available to local authorities in developing and introducing 20 mph speed restrictions. Its introduction states that:

*The Scottish Government is committed to creating a healthier, greener and safer Scotland and believes that the introduction of 20 miles per hour (mph) restrictions can help to contribute to all these objectives. By reducing speed on our roads, we can create streets where the space is shared more equally between different road users and create a safer environment, encouraging people to make active travel choices*

It is important to note that the aim of the guide was to standardise the approach to introducing 20mph by local authorities in Scotland to ensure consistency and that it acts as guidance only, rather than mandating an approach to introducing limits.

The Lower Speed Communities Project was delivered by Living Streets Scotland via funding from the Scottish Government Road Safety Framework. Its aim was to work with communities where speed was an issue (and where there was a desire to see the introduction of a 20mph speed limit), to explore how this type of engagement could support the realisation of the objectives of the Scottish Government guidance (i.e. to create a healthier, greener and safer Scotland). Specifically, the project sought to explore how different ways of community engagement could deliver the possible benefits of 20mph. Objectives of the project included:

- Delivering progress towards implementation of 20mph by local authorities
- Increasing community support for 20mph areas
- Increasing perceptions of safety in communities
- Exploring different ways of engaging communities
- Exploring barriers to involvement within communities

The project ran from January to December 2017 and worked with community organisations, local authorities, residents and other interest groups to support the introduction of 20mph speed limits in five areas. The programme comprised a range of community engagement and partnership activities tailored to each area, including the development of community engagement and information sharing activities, supporting data gathering and evaluation, sharing of good practice and partnership working both within communities and between communities and local authorities.

Given the time taken to set up the project, undertake background work and to identify and recruit communities, each community was provided with approximately 6 months support. This support was delivered by a single representative of Living Streets in each community, although wider Living Streets staff members were pulled in where necessary to provide specific support (e.g. undertaking engagement in schools or delivering formal street audits).

---

<sup>2</sup> <https://www.transport.gov.scot/media/38640/20-mph-good-practice-guide-update-version-2-28-june-2016.pdf>

The work also included the development of best practice review and a survey of local authority professionals to identify good practice in the delivery of 20mph areas in Scotland. This review highlighted that the introduction of limits was typically focused on safety benefits and reducing accident or incident risk, and that the focus on the wider health, active travel and environmental benefits was limited. This review also identified that this was reflected in a lack of accompanying measures to support these wider gains (e.g. around promoting, increasing and measuring active travel in the area). However, it also identified some evidence that such wider benefits are realisable and looked for by local communities. Within this context, exploring how community engagement and partnership working can support the introduction, and realise the benefits, of 20mph introduction was of key importance to this project.

## 2. Aims and Objectives of the Evaluation

Hilliam Research and Analysis was commissioned by Living Streets Scotland to undertake an external evaluation of the project in October 2017. The overall aim of this evaluation was to provide Living Streets Scotland with knowledge and learning about the effectiveness of different approaches to developing support for 20mph limits in the project areas. Specifically, this related to understanding the contribution the Living Streets project made to delivering on and understanding the benefits of 20mph, and the extent to which the project had (within the communities) contributed towards achieving the Scottish Government's key outcomes for the project, i.e.

- the extent to which community support for 20mph increased in project areas
- that people feel safer and
- that there was greater support for the introduction of 20mph areas.

Key to this project was understanding how community engagement can foster the acceptance of, and deliver on the diverse possible benefits of, the introduction of a 20mph area. The focus of this report is therefore on exploring the lessons that can be learned from the types of community engagement activities undertaken in the five areas, rather than examining the specific outputs or outcomes from within each area. As a result, the main findings from the report are discussed using data and insights from across the areas, rather than analysing findings from each area individually.

### 3. Methods

The evaluation was delivered through a number of key phases and utilised data and evidence collected from primary research (via interviews and focus groups with local stakeholders) and through the analysis and review of data collected during the project by Living Streets staff.

Initially, it was hoped that the evaluation would be undertaken as an action-research project, with findings from the initial contact with local stakeholders feeding into the approach used and the nature of engagements and activities undertaken by Living Streets in each area. However, the compressed timescale of the Living Streets support (approx. July – December 2017) and the commissioning of the evaluation in late October 2017 meant that this was not able to be undertaken as intended. However, the evaluation team did work closely with Living Streets staff to develop the outcomes map (see Fig. 1.) and the evolution of this element of the work was felt by Living Streets to impact on the nature of the community engagement.

The primary research activities were predominantly undertaken via telephone interviews using a semi-structured interview approach. However, where possible and practical face-to-face interviews and one focus group was undertaken. Site visits were undertaken in two of the areas (in combination with interviews and a focus group). In areas where it was not practicable to make a visit (i.e. when diaries could not be co-ordinated amongst potential respondents and therefore it was not practical to travel), the localities were reviewed utilising a web-based street image application (Google Streetview) to support the interpretation of the respondent interviews.

In order to explore the extent to which the impacts of the Living Streets support had achieved a lasting legacy within each area, a series of follow up interview were held in March and April 2018 with selected respondents from all areas. This in particular focused upon understanding how the removal of the support provided affected the delivery of the proposed action plans and the activities undertaken in the areas.

In addition to the primary research activities, materials generated in the pilot by Living Streets and stakeholders within each community, such as reports, records of meetings, community surveys, feedback etc. were also reviewed to identify evidence of progress towards project outcomes.



## 4. Overview of Project Areas

As described above, this evaluation focuses on understanding the contribution that the Living Streets support has made towards achieving outcomes in each area and as a result will not focus specifically on what has been achieved in each community. Rather the aim of this evaluation is to explore the contribution of this type of support in each area. However, in advance of discussing these findings, an overview of the activities and progress within in each area is presented as context. This section builds on final reports developed by the Living Streets team and other internal documents.

The project was delivered in five areas across Scotland and sought to engage in a range of different community areas including urban and rural contexts, different levels of deprivation and different stages of 20mph introduction. Given the short time period of the project, a pragmatic approach was taken to selecting communities and, whilst generating a diverse set of locations in line with the project aims, recruitment focused on communities where there was an expressed interest in developing a 20mph speed limit (or where one was in place, but in the process of becoming established) and where there was organisational capacity to become involved in the project from local community and statutory stakeholders. Ultimately five communities were selected:

- Moniaive, a small rural town in Dumfries and Galloway
- Lossiemouth, a coastal town in Moray
- Tillydrone, an area of Aberdeen City
- Inverness City Centre
- Mount Florida, an area in south Glasgow

Each area was provided with approximately 6 months support by Living Streets. The activities within each location are now described in turn (more detailed reports on the specifics of activity in each area are available on the Living Streets website).

### Moniaive

Moniaive is a small rural community in Dumfries and Galloway with significant levels of through traffic (including regular traffic from large forestry vehicles operating from local forest operations). The community had identified (in advance of engaging with the project) particular issues around the very narrow streets and few pavements which resulted in challenges in relation to (safe) pedestrian access to the small High Street businesses and to the local primary school. The local community council had been trying to obtain a 20 mile an hour limit in for 5 years with no success.

Living Streets worked in partnership with Moniaive Initiative (MI), a community organisation focused on local development. MI had been undertaking a project focused on High Street regeneration and felt that a 20mph limit could contribute to this project. The Living Streets support focused on supporting MI to deliver intensive community engagement principally through Facebook and a steering group to detail the challenges and opportunities for the community in terms of walking and accessing sites in the community. In addition, significant supported was provided with Moniaive Primary School and with their Junior Road Safety Officers. The pupils were supported to organise poster competitions, a 'dress a scarecrow competition' to alert drivers of the presence of children on street and undertook a street audit with a Living Streets technical adviser. An 'adult' street audit was also held with the Living Streets technical advisor. Both of these audits set out potential solutions at key sites and these and other engagement activities highlighted a range of possible supporting measures, beyond the introduction of a reduced speed limit, that could be introduced to slow traffic and support safe walking and pedestrian crossing. The project also enabled an improved relationship between stakeholders in the community and the Council. The development of robust local evidence of need through the action plan has also resulted in a stronger case for the introduction of 20mph, which, by project end, remained a longer term objective for the community.

## Lossiemouth

The project in Lossiemouth had a principal focus on a residential area containing two primary schools and a secondary school where there were concerns about the safety of children's journeys to school. Key local partners included the two primary schools, the community council, development trust, local Police and Moray Council. Initially, achieving a 20mph area was the main target for the community. However, through the consultation and engagement activity supported by Living Streets, it became clear that improving pedestrian routes and pedestrian safety to promote active travel was the key community concern, rather than solely introducing a reduction in speed.

The engagement work included significant contact with the two primary schools to gain evidence and identify solutions, focusing on mapping routes to school, pupil and parent street audit work and promotion of active travel. This work is expected to continue through wider Living Streets school programmes and will see refreshed school travel plans, aiming for a growth in support for active travel.

Moray Council also committed to maintenance and improvement work in the area around two key sites, one of which will be funded and is expected to be in place in 2018. The other is a larger project which will require external funding. However, Moray Council is committed to working with the local community to achieve this.

## Tillydrone

Tillydrone is a residential community in the north of Aberdeen. It has seen a significant rise in traffic as a result of the installation of a new bridge across the River Don, which provides a new route into the City Centre (via an improved road through the area).

The Living Streets support focused on involving residents in scoping issues, priorities and agreeing solutions and developing a more trusting basis for partnership working between the community and Aberdeen City Council. There was a significant level of anger and distrust within the community related to the decision-making process for the new bridge and a perceived lack of ongoing communication and information. Fundamental to this project was intensive community engagement, led by Living Streets, in building relationships, prioritising issues and developing solutions.

This process took a considerable amount of time, but the allowed residents to be clear about their key priorities and to build a partnership and propose solutions to the City Council. The key outcome of the project was that Aberdeen City Council has agreed with the community's assessment of need and proposed infrastructure solutions for three key sites in the area. In addition to being committed to deliver these solutions they have also committed to ongoing work with the community and Police to monitor speed and 'rat running' on certain routes. 20 mph introduction remains an objective, but the community agreed that the current solutions were an important first step in achieving their aims.

Supporting work was undertaken with the local schools by Living Streets, which has involved schools signing up to the WOW (Living Streets Walk Once a Week) programme and active promotion of active travel and road safety along with Police engagement. Pupils are also making a film with a local media company to talk about their journey to school. Police Scotland has supported community concerns about speed by providing officer attendance at a key crossing.

## Mount Florida

Mount Florida is a residential area in south Glasgow located on a key route into the City Centre. Unlike the previously described areas in the project it already had a 20mph area in place. The focus here was on support to improve the impact of the 20mph area and to support active travel.

Living Streets supported significant engagement with parents, residents and schoolchildren who sought to identify issues and prioritise actions. Engagement occurred with the community council, a local primary school and their Parents Partnership. All of these stakeholders carried out formal 'walk-about' and issued surveys to gather community insights into the local needs and challenges. This resulted in the primary school and parents partnership developing a school travel plan and action plan, which will be supported by Glasgow City Council Road Safety Section. This focuses on a range of actions which can be taken locally to support safety and active travel around the school.

In parallel, the community council Action Plan dovetails with the school plan but focuses on the wider community. Both plans also contain actions which can be taken in partnership with the City Council and Police Scotland.

## Inverness City Centre

As in Glasgow, the work in Inverness focused on the impact of a 20mph area which was already in place (in this case for 10 years). However, despite this long-established area, little impact analysis had been undertaken. As a result, the engagement and support from Living Streets focused on supporting local stakeholders to understand the impact of the area and in bringing stakeholders together.

The engagement work was directed at residents through a Facebook survey on impressions of the impact of the 20mph area which received over 600 responses. This gave valuable insight into the different views of those who identified as pedestrians and drivers and perceptions of the ease and safety of movement for pedestrians and cyclists. Workshops and individual discussions were held with a range of stakeholders including internal Highland Council staff, Living Streets supporters, cyclists, Access Panel, schools, and the business community. These focused both on the impact of the 20mph area, potential improvements and exploring what success would look like for the 20mph area in Inverness.

The clear overarching message which came from the workshop was that 20mph should not be seen as an end in itself, and that it was important to understand and consider how 20mph contributes to desired end outcomes. The key outcomes for the group were defined through this workshop as: Users of streetscape feel safer; Inverness is more attractive; Improved amenity and economy. 20mph was seen as playing a role in achieving these aims, but other actions were also required.

A range of recommendations were then made to Highland Council, including that: The Highland Council brings together policies, strategies and initiatives affecting the city centre to create an overall vision for the city centre, with a clear statement on the contribution and role of the 20mph area, and; that agreement is reached on the overall outcomes sought in the city centre with buy-in from politicians and stakeholders. These also included recommendations around public communications, improved signage and an analysis of potential streetscape improvements with input from pedestrians, cyclists and those with a disability.

## Lessons Learned from Support Delivered by the Living Streets Staff

The engagement across the diverse areas highlighted a number of key themes, lessons and issues for the Living Streets staff working on the project. These focused on understanding the role that 20mph might play in the development of a 'healthier, safer and greener' community. Primarily, this was the

development of an understanding that 20mph should be viewed as a tool to achieve outcomes beyond speed reduction, and not an end in itself. In all cases the communities moved away from focusing solely on a need for a lower speed limit and onto a greater understanding of what they wanted their community to be like. There were many motivations for the introduction of 20mph areas identified in the project and the prime focus of communities in the project was, by the time they had completed the Living Street support, not on introducing (or extending) a 20mph limit, but rather on some of the outcomes that the speed limit, or a reduction in speed could contribute to.

In order to make this progress, the importance of the involvement of residents and other stakeholders was vital in ensuring that local issues, concerns and expectations were fully understood, in ensuring that the parameters for any project were agreed, and in defining what success could look like for a community. The project identified communities that were seeking to use 20mph to support different, but related, outcomes including: place making; enhancing the 'liveability' of streets; increasing economic activity or development in an area; increasing active travel, and; increasing local perceptions of safety. These all echo the aims of the Scottish Government in supporting the introduction of 20mph and were realised through the structure, focused engagement and learning activities the Living Streets supported. Only after these had occurred was it fully understood where 20mph fitted into the needs and desired outcomes of each community and what other action needed to make these outcomes happen.

## 5. Approach to the Evaluation

The key aim of the evaluation was to explore the contribution that the Living Streets support made to achieving the benefits of the introduction of 20mph speed limits. Given the context described above, it is important to acknowledge that for the communities, 20mph was (certainly by the end of the project) not their sole focus; their aim was to achieve a range of outcomes for their community, with 20mph playing a part in this.

In order to understand the contribution that the Living Streets project made to progress in each community, and to developing their understanding of their community's needs, an approach to evaluation was developed that explicitly acknowledged that the support of Living Streets alone could not achieve successful outcomes. Success within the project was a function of the Living Streets contribution to local stakeholders, along with their own contribution. As a result, the focus of the evaluation work was less on the progress that each project had made in each area (this has been described above in the previous section), but more on how Living Streets supported progress to outcomes in each area.

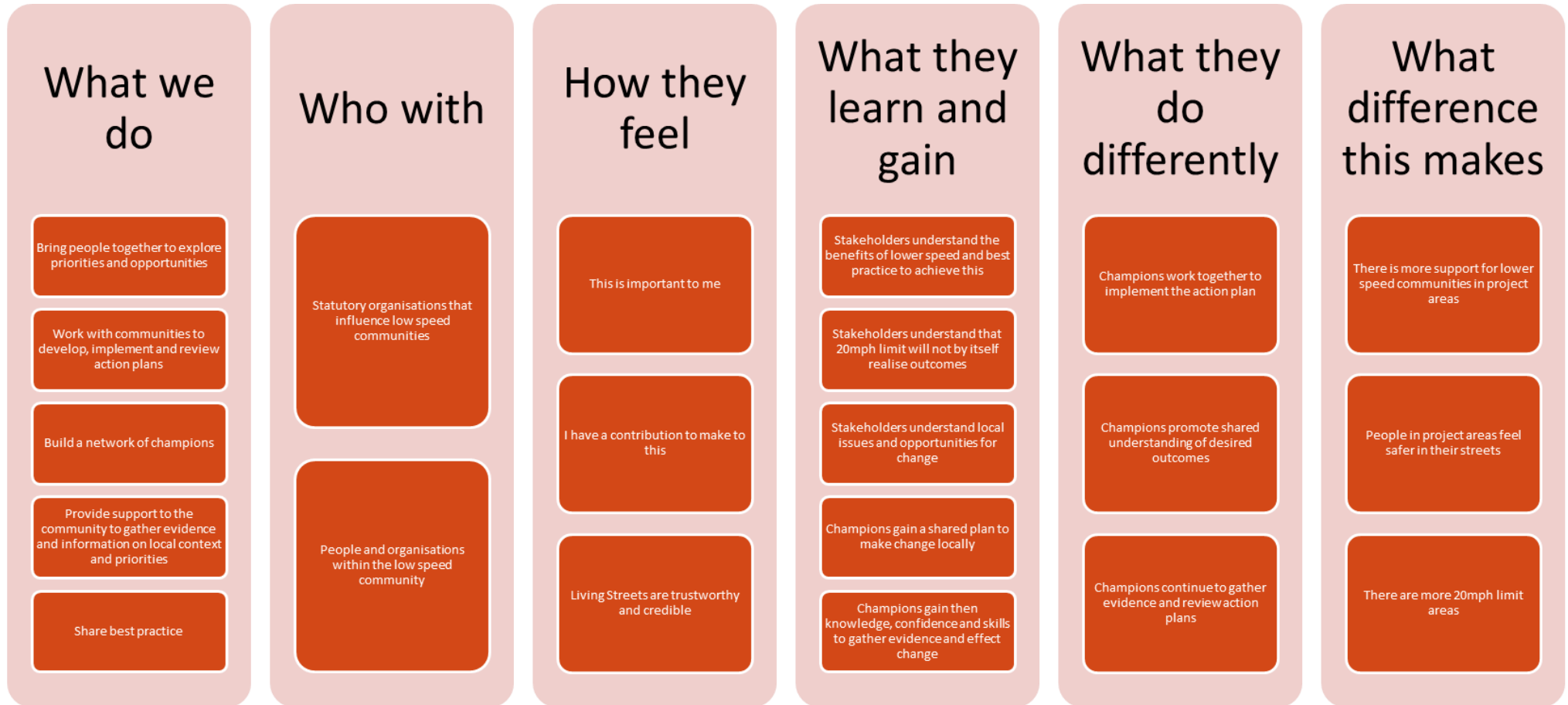
To achieve this a 'theory-based approach' was taken to the evaluation, using contribution analysis as the framework. The specific approach used in this case builds on work developed by Outcome Focus and uses the Outcome Navigator tool approach (see [www.outcomefocus.org](http://www.outcomefocus.org) and [www.outcomenavigator.org](http://www.outcomenavigator.org)). The approach has been developed to enable organisations delivering complex interventions to show their contribution to improving outcomes in ways that are meaningful to stakeholders.

The approach involved working closely with Living Streets via workshops and meetings over the course of the early part of the evaluation to develop a 'theory of change' for the project. This describes how the support provided by Living Streets sought to contribute to the final outcomes in the community; that is, what the project was trying to do and how it was going to achieve this. This is presented as an 'outcomes map' and describes how Living Streets activities contribute to the end outcomes (this is shown in Fig.1 overleaf).

The map highlights the key aspects of the project that needed to be in place for the project to 'work'. It provides a framework for evaluation of the project so that evidence can be collected around each element or 'stepping stone' in the map. If the project has been successful and contributed effectively, then there should be strong evidence that each element has been achieved. As a result, the map enables the elements where the impact of a project may be more or less successful to be explored. This contrasts with, and provides greater insight than, an approach that is focused on more exclusively on the achievement of end outcomes of the project. The approach also acknowledges that there are assumptions (and associated risks) that affect the ability for the outcomes and the individual stepping stones to be achieved. These are also discussed in this report.

The map was not explicitly defined at the project outset, and it evolved over a series of meetings and workshops with Living Streets. The development of the map supported Living Streets to understand more clearly how and why different activities were being undertaken and to explore the (expected) impacts of these activities across the areas. This approach not only informed the approach to engagement but also 'tells the story' of how the project's activities contribute to each outcome.

Fig 1. Project Outcomes Map



The evidence in this document is presented in line with this map. A range of data and information was collected and analysed under the heading of each 'stepping stone' of the map (primarily around the research interviews), i.e. information was collected to understand:

- the extent to which the identified activities were being carried out or supported by Living Streets
- whether the project was engaging with the right people
- how these people were reacting
- the difference the project was making to knowledge, attitude and skills of those involved
- any differences made to stakeholders' practice and behaviour, and
- how this has made a difference to individuals, organisations and the system.

## 6. Findings

The findings relating to each stage of the outcomes map are described within this section and selected evidence presented. Findings from all areas are presented here collectively based around each element, or stepping stone, of the outcome map. From this an assessment of the extent to which the project has successfully contributed can be made.

### What We Do: Living Streets Project Activities

The map identifies that the project undertook a range of different activities across the five areas, and these can be grouped around five themes:

- Bringing people together to explore priorities and opportunities
- Providing support to the community to gather evidence and information on local context and priorities
- Sharing best practice from elsewhere with the community
- Working with communities to develop action plans
- Building a network of ‘champions’ to enable action at local level

It is important to note that at project outset the activities that were to be undertaken by the project were not described or planned explicitly in these terms. Analysis of the activities that had and were planned to be delivered enabled these categories to be identified.

It is also important to note that although there were similarities between the support activities across the five areas, different approaches were undertaken in different areas based on the requirements of the communities, their capacity and the nature of their specific needs. The key activities across all areas are presented in the table 1 below, however this does not present an exhaustive list and what was provided differed across each community. As such this list is presented to provide an indication of the nature and variety of support activities.

**Table 1. Indicative List of Activities in Each Area**

Area	Activities supported by Project in each area (not exhaustive)
<b>Moniaive</b>	<ul style="list-style-type: none"> <li>• Meetings with local organisation and community</li> <li>• Leading on an open community meeting</li> <li>• Enabling a school travel mapping exercise</li> <li>• Supporting local stakeholders to deliver regular Facebook posts, requests for information etc.</li> <li>• Attending Junior Road Safety Officers meeting to gather views</li> <li>• Delivering a formal community street audit and school street audit</li> <li>• Supporting local stakeholder to develop final report / action plan</li> </ul>
<b>Lossiemouth</b>	<ul style="list-style-type: none"> <li>• Series of meetings with schools, Community Council, Council officers etc</li> <li>• Supporting mapping of travel to school by children</li> <li>• Collations of speed, incident, pedestrian count data</li> <li>• Walk around of area, supporting children to lead on walk around, including use of camera to gather evidence</li> <li>• Supporting local promotion of engagement in Facebook, local press etc</li> <li>• Supporting development of action plan</li> </ul>
<b>Tillydrone</b>	<ul style="list-style-type: none"> <li>• Co-ordinating and leading on extensive statutory agency and community engagement (1-2-1 and group meetings, open community meetings and ad hoc contact) including monthly visits between May-December</li> </ul>



	<ul style="list-style-type: none"> <li>• Supporting mapping of travel to school by children in two schools</li> <li>• Development of community survey (via Facebook / paper survey)</li> <li>• Walk to school (WOW) programme introduction in schools</li> <li>• Development of action plan</li> </ul>
<b>Mount Florida (Glasgow)</b>	<ul style="list-style-type: none"> <li>• Meetings / discussion with the community council on their perception of the issues</li> <li>• Meetings / discussion with Primary Parent Partnership (PPP) on their perception of the issues</li> <li>• Support to raise awareness of the 20mph area with residents on Facebook</li> <li>• Support to develop Facebook survey to Parents and wider community members to reach a wider variety of people, discover issues and ask for potential solutions</li> <li>• Delivering guided walk arounds of the area to with community members and school children (Junior Road Safety Officers) to explore key spots and issues first hand</li> <li>• Supporting development of parent communications from PPP via Twitter, Facebook, letters home to promote active travel</li> <li>• Supported development of Action Plan for School, for Community Council and development of school travel plan</li> </ul>
<b>Inverness</b>	<ul style="list-style-type: none"> <li>• Direct stakeholder engagement including meetings with Community Council, BID, Schools, Council Officers and local interest groups to gather views</li> <li>• Development of community survey (via Facebook)</li> <li>• Workshop with range of stakeholders to explore success factors for 20mph and actions required to achieve them</li> <li>• Development of action plan with recommendations for Council</li> </ul>

The activities above are now discussed below in relation to the five themes.

### Bringing people together to explore priorities and opportunities

It was very clear that an activity that Living Streets facilitated extensively in every area was to bring people together to explore priorities and opportunities. This was a central part of all engagement and was achieved through a flexible and adaptable approach, delivered in different ways in different areas (as can be seen from the variety evident in Table 1). The lead Living Streets staff member for this project had extensive previous experience of community development and community engagement and as a result was able to adapt the approach to engagement to meet the needs of each area, rather than taking a ‘one size fits all’ approach.

This resulted in some areas having a more organic or flexible set of meetings, whereas in others a more structured formal approach took place. Central to this role was adapting to be a mediator, translator or facilitator in different areas and at different times to bring together a range of different stakeholders and support them to share and discuss the local challenges. This a range of activities included one-to-one meetings, contributing to existing meetings and structures (such as Community Council meetings), special workshops and setting up specific project and community meetings.

Although important in all areas, bringing people together presented different challenges in different settings. In some areas, community stakeholders were already well connected, appeared to have positive relationships and were working on related issues. For example, in Mount Florida, there had been recent discussions and activity around pedestrian crossings outside the school and local stakeholders had already built relationships with local Councillors. However, the Living Streets support ensured a clearer and more shared focus on information gathering and action planning on a shared agenda:

*“the support coming in opened our eyes to where the project could go; engaging with people more, talking more, [and building] links with council officers, although we already had [some] contact”*

Conversely, in Tillydrone relationship building was of particular importance given the challenging context arising from discontent over the introduction of a new route and bridge through the area. It was reported that there was significant tension and distrust between the community and the Council. As a result, an extended series of meetings (approximately monthly from May to November) were held and co-ordinated by Living Streets, which supported the building of a relationship between the full range of stakeholders in the area, along with exploring opportunities for the area. Respondents in the research were extremely positive about the role that was played by Living Streets in this respect:

*“They were acting as a voice between the town and the Council”*

*“it was very good to have a ‘middle-man’ between the council and the community that could look at and communicate to both sides”*

This sentiment was also expressed in other areas:

*“I found [the Living Streets Staff] very pragmatic and were able to connect to collect away from the negative, and to provide information on the current situation to build a basis for discussion”*

There was strong evidence of extensive activities to bring people together in other areas, both to build relationships and to deliver a focus or understanding of the community concerns in relation to lower speed-related issues.

*“[they] helped us to have a full exploration of the issues, helped us to understand the situation and shaped and developed the action plan”*

### Providing support to the community to gather evidence and information on local context and priorities

In order to support this engagement a second key activity delivered by Living Streets was to provide support to the community to gather evidence and information on local context and priorities. This formed a key element of the project across all areas and was undertaken through a variety of routes, based on, and adapting to, local needs and capacity.

The support provided in relation to this activity appeared to be very significant in the project locations. This influence went beyond support to gather evidence (for example through supporting the design or administration of questionnaires) and included working with stakeholders to understand what type of questions to ask their community and why. This enabled local stakeholders to frame their needs and ask the right questions to provide useful insight to the local community:

*“they brought everything together with a focus”*

*“that was a real impact; we didn’t know where to start as we were busy on the same old issues... [the support enabled us] to have a full exploration of the issues and helped us to understand the situation”*

*“[gathering information from residents] is part of the community council’s work anyway and consulting is something that we always believe is important. However, in this case [Living*

*Streets] passed on questions and thoughts that could be used in the consultation. I'm not sure that this was particularly different to what we would have asked but it certainly helped"*

The support to gather evidence was undertaken through diverse routes including supporting local communities to develop online surveys via Facebook to capture local needs, administering surveys as part of the support, undertaking street audits with residents and school students, working with schools to develop the mapping of walking routes to school and bringing together local stakeholders and organisations in a workshop setting to clarify priorities. This support was uniformly well received across organisations and settings, in part due to the additional resource it provided, but also because this expertise enabled the local communities to better understand their needs:

*"[they] came and undertook the street audit; it was a really good piece of extra technical help"*

### Sharing best practice

To support these engagement activities, Living Streets also shared best practice with key stakeholders in the communities. This was both from across the project and from wider experience in developing low speed communities. This was undertaken through a variety of ways – from sharing examples of 'low speed' interventions used in other areas at community meetings to advising on how best to gather views from across a community.

*"[they] brought ideas from different areas on what could be done"*

In particular, the access that the Living Streets team had to their wider skillset of school travel and street audit related practice, along with their practical knowledge and experience of legislation, local government structures and approaches to placemaking meant that they were able to signpost to relevant resources and case studies to support stakeholders to develop their activity. This again was well received across all areas:

*"They also came up with lots of ideas as to what can be tried and ideas that have worked elsewhere...they came in with a good knowledge of the subject and knew the right people to speak to in the Council"*

### Developing Action Plans

One of the key project outputs was to develop an action plan for each area on the completion of engagement, but these took different forms in different areas based on local need, capacity and agreed aims of the community. These included: project action plans developed by local community groups and by Living Streets; school travel plans and Council papers to be delivered to committees. In one area multiple documents were developed.

### Building a network of delivery 'champions'

The project also sought to build a network of delivery 'champions' in each area to take forward activities and lead in the community once the Living Streets support had finished. Interestingly this was not an *explicit* aim at the start of the project but was evident (if not explicit) throughout in the approach that the Living Streets team were taking to delivering the project. The action plans needed to have clear roles for the ongoing delivery of the project and the work with the community stakeholders meant that these 'champions' were being developed through the interactions. It is important to note that the term 'champions' was not used explicitly in the engagements, rather it is used here to identify those stakeholders that could play an active part in promoting or delivering on the action plans.

There was clear evidence of stakeholders taking a lead across all areas, although the fact that, due to the short-term nature of the project, recruitment was focused on areas that were already interested in progressing similar issues suggests that, to some extent, ‘champions’ were already in place in each setting. The action plans highlighted activities and roles to some extent, but it was clear that for some of the areas that availability of resources within the community could mean that actions may not be taken forward fully when the support from Living Streets was removed. For example, in Moniaive a key local ‘champion’ stakeholder was not able to spend any significant time on the project immediately after the support finished as they were required to work on a different project. However, in other cases, it was clear that the project had inspired activity amongst local stakeholders and there was evidence across all the project areas of action plan elements taking place after the end of the support to some extent. For example, schools planning or delivering events outlined in their plan, and in one project area it was reported that a local community member was producing communications materials and sharing this with the Council 2-3 months after the support from Living Streets had finished.

However, there is some evidence to suggest that the ‘champions’ may not have been fully established as it is clear that actions and activities in some areas now appear to lie with a small number of individuals or organisations now the Living Streets support has finished. This may be a function of time and resources available and there may be scope to consider how local stakeholder could be supported in the longer term to deliver on these objectives and roles.

### Who the Project Engages with

In order to achieve success for this project, engagement through these activities needed to occur across a wide range of stakeholders in each community. These were summarised into two groups in the outcome map:

- Statutory organisations that influence low speed communities
  - Police
  - Local Authority staff
  - Transport
  - Communities
  - Councillors; Community Councillors
- People and organisations within the low speed community
  - Schools & parent bodies
  - Community and special interest groups
  - Businesses; business representatives
  - Cultural organisations

There was clear evidence of engagement with all these groups across all project locations, although engagement and participation varied and not all these stakeholders were present in all areas. Consultation with the community itself was evident across all areas, indeed this was fundamental to the project approach and was achieved through meetings and consultation via Facebook surveys and posts and via local media promotions. In addition, the general public were consulted via street audits and schools engagement. It was not possible through the research to identify the extent to which the project managed to access a representative cross section of each community, however tables 2 and 3 (overleaf) demonstrate the reach of each project. This table shows the organisations represented by the key stakeholders in each area. (N.B. this is based on a master list of possible contacts for the research shared by Living Streets with the research team, as a result *this is unlikely*

to be exhaustive and other organisations may have participated / attended meetings and consultations).

**Table 2. Indicative Lists of Stakeholders Engaged in Each Area: Statutory Organisations**

Area	Police	Local Authority Teams	Councillors	Community Council / Councillors
Tillydrone	Yes	Communities; Roads / Transport	Yes	Yes
Lossiemouth	Yes	Roads Schools/ Schools transport	Yes (4)	Yes
Moniaive	-	Yes	Yes (limited)	Yes
Inverness	-	Roads/ traffic engineers Communications Development / Planning	(consulted after project supported ended via committees)	Yes
Mount Florida	-	Traffic Engineers Road Safety	Yes (2)	Yes

**Table 3. Indicative Lists of Stakeholders Engaged in Each Area: People and Organisations within the Community**

Area	Schools & parent bodies	Community and special interest groups	Businesses; business representatives	Cultural organisations
Tillydrone	2 Primary Schools	Local Church	-	Community Media organisation
Lossiemouth	3x Schools	Development Trust		
Moniaive	Yes	-	Local business owners	-
Inverness	-	Local Cycling Campaign Local Living Streets volunteers	Business Improvement District	-
Mount Florida	Primary School & Parent Partnership	-	-	-

The tables above show that the engagement was similar across all areas, but that there were local variations. Again, this reflects the flexible approach to meeting the needs of each area and project, but there was little evidence in the research interviews of key groups being perceived as being absent from the engagements in individual areas.

### How Stakeholders React to Engagement

The outcome map describes that the stakeholders' desired reactions to the engagements in three ways and the project can be described as successful if there is evidence that these have been achieved. These are:

- Living Streets are trustworthy and credible
- The project is important
- The stakeholders feel they have a contribution to make

## Living Streets are trustworthy and credible

Clear evidence of all stakeholders engaging with Living Streets indicating that they were trustworthy and credible was identified throughout the project, by those that had similar or related skills, by those that had been working in local community engagement in the past and also by those looking for support in developing their plans:

*“They gave the project an idea of what should be looked at”*

Indeed, this was a key element for many stakeholders in assessing the success of the support that Living Streets offered. They enabled progress to take place through their support, and this support was taken on board because they were a credible advisor to the community. This credibility came about due to both their independence from the existing stakeholders and due to their specific expertise, as evidenced by one Local Authority staff member:

*“independent arbitration is key – there’s lots of overlap with our skills, knowledge and experience [of working with communities on roads and safety issues], but [Living Streets’] independence means that trust can be built between partners”*

## The project is important and stakeholders feeling they can make a contribution

To make a successful contribution, the project also needed those being engaged to feel that this project was important to them. Given the targeted nature of the recruitment for the project (i.e. only those sites where there was an existing interest in the introduction of 20mph were recruited), for many the issue of lower speed was already important. As a result, it was to be expected that this evaluation would identify positive responses from at least some stakeholders. However, there was evidence that those beyond the key contacts in each area responded positively to the support and engagement.

For some stakeholders their engagement was simply evidenced by their contribution to a consultation or survey, but for others, the collection of evidence in their local area and definition of actions and plans meant that they understood the relevance of the work, understood it in a new way, and this encouraged participation. For example, one location (Inverness) received 600 responses to an online Facebook survey (which was viewed by local stakeholders as a good response), and in another area attendance at community meetings by wider stakeholders went way beyond what was anticipated initially:

*“a key success of the project has been in the big increase in the local people that are not part of groups turning up to the meetings. The first meeting had five people, when it was changed to the church, the room was full...[the project was successful through] encouraging groups and individuals to come and bringing people together. There were a huge number of non-project-based people in attendance”*

In all locations there was evidence of stakeholders feeling that they could contribute, although this occurred at different levels across the project areas.

*“[through the project we developed the] understanding that the community has to be involved in any changes and gave us some new thinking in terms of what we could do and change to improve safety”*

*“...in particular the project helped us to understand where we might have an impact”*

## What Stakeholders Learn and Gain

The outcomes map identified five areas in which stakeholders should show evidence of learning and gaining knowledge, skills or experiences from the contribution of Living Streets in each project area. These are:

- Stakeholders understand the benefits of lower speed
- Stakeholders understand that 20mph will not by itself realise outcomes
- Stakeholders understand local issues and opportunities
- Champions gain knowledge, confidence and skills
- Champions gain a shared plan to make change locally

## Understanding the benefits of lower speed and that 20mph will not by itself realise outcomes

Living Streets activities contributing to a developing understanding around the issue of 20mph and its role was strongly evidenced across the projects. As has been described above in the section describing each area, it became clear that stakeholders' understanding of the benefits of lower speed and their understanding that a 20mph limit will not by itself realise outcomes became significantly more sophisticated over the course of the project. By the end of the evaluation very few respondents even mentioned 20mph limits in their discussion of the project, with these discussions focusing on issues related to:

- Placemaking/ enhancing the 'Liveability' of streets;
- Increasing economic activity or development in an area;
- Increasing active travel, and;
- Increasing safety

Many stakeholders were very clear in elaborating on how that participation in this project had changed how they and other stakeholders viewed 20mph limits and their and other stakeholders' roles:

*"[It] made me appreciate that stakeholders have different interests. 20 miles per hour is not just stand-alone item and it can contribute to wider objectives"*

*"We [now] think about 20 miles per hour as one of the things that contribute to wider game; not looking at goals on an individual basis - this gives us a better understanding of each project in our area"*

Indeed, although a community desire for 20mph limits was still explicitly in place at the end of each project, this was typically secondary to other issues or actions such as exploring infrastructure improvements (e.g. crossings), signage or active travel related initiatives (e.g. walking to school promotion via the WOW scheme). Indeed, in one case (Inverness), a key recommendation from the project was to *"bring together policies, strategies and initiatives affecting the city centre to create an overall vision for the city centre, with a clear statement on the contribution and role of the 20mph area"* (Promoting 20mph, Inverness City Centre, Living Streets Final Project Report, p.15).

## Understanding local opportunities

In addition to this change and development of understanding of the role of 20mph, there was clear evidence from participants that they had developed an enhanced understanding of local issues and opportunities through the engagements and evidence gathering activities that Living Streets had supported. This ranged from specific activities, such as mapping the routes to school or street audits that highlighted specific issues in particular locations, to gathering a broad set of information and



evidence that could be used to develop a case for wider changes with the local authority, as these quotes exemplify:

*“It shaped our ideas; that was a real impact...we didn't know where to start”*

*“Mapping the walk to school identified the particular areas or locations where safety was a concern...thinking about it from a child's perspective”*

*“the schools would not have engaged without talking about the map and I don't think they would have done this activity: the information changed the emphasis of the project”*

*“the community consultation and evidence [gathering] has given us increased influence as we now have the evidence to make a case for 20mph with the Council”*

### Gaining knowledge confidence and skills

Beyond this understanding, it was also clear that key stakeholders involved in the communities gained knowledge, confidence and skills from their engagement with the project. The knowledge related to the views and needs of the local community and local organisations that were obtained through the diverse evidence and information gathering activities. Many respondents indicated that both the information provided and the networks and channels through which these were obtained enhanced their understanding of their area and how to develop the initiatives in their area:

*“if it was not for this project I would not on have sat down and spoken to the group of people...it has helped us to look sideways and backwards at the problem”*

It was also clear that the project has enabled some local stakeholders to demonstrate increased confidence when dealing with statutory organisations. There was evidence of this occurring through increased understanding of their communities needs and also through Living Streets supporting them to understand how to build more effective working relationships with these organisations:

*“a key impact is giving us confidence that what we are doing is right and is correct...giving us confidence that we can do this and we are allowed”*

*“The initial meeting with the local authority officer happened in June ...we had not seen much of the local authority in quite a while and they said there was no money for this [20 mph introduction]. I would have been quite despondent at the end of the meeting if it was not for [the Living Streets staff member]. She saw it as an opportunity for us to go and gather information and continue the dialogue...she asked questions and clarified what evidence was required and emphasized that we needed to show action in the community before anything can happen.”*

*“if the Council had come to us before, we would have been like a rabbit in the headlights and not known what to say...we can now show what we want [through the evidence collected] ... and now know what they [the Council] can and cannot do and what is ‘pie in the sky’”*

### Gaining a shared plan to make change locally

All areas were provided with an action plan by the end of the project, but the extent to which the actions within in were shared by stakeholders appeared to vary slightly across projects. Given the nature of the actions that could be undertaken it is not surprising that many were the responsibility of statutory agencies (i.e. Local Authority, police etc) but in some areas there appeared to me more focus on actions being delivered by community stakeholders. There was however some good evidence relating to possible actions by local stakeholders to deliver desired outcomes in their



community. Many community respondents indicated that they now had a clearer understanding of how they could contribute:

*“helped us to consider other ways to make it safer that we wouldn't have thought of”*

*“helped us to understand where we might have an impact”*

### What They do Differently: Changes to Behaviour and Practice

The project outcomes map highlighted the following changes to practice that would be expected as a result of the contribution of the Living Streets support:

- Champions working together to implement action plans
- Champions promoting a shared understanding of desired outcomes
- Champions continue to gather evidence and review action plans

### Working together to implement the action plan

There was some evidence across the projects of stakeholders or ‘champions’ working together to implement the action plan, although in all cases plans were only finalised at the very end of the engagement so there was little time for actions to be implemented. Examples of actions that had taken place included, in one area, a Council setting up a specific subgroup to take actions forward whilst another had developed reports for Council committees, along with planning other actions. Community stakeholders also demonstrated evidence of taking their plan forward, including, for example, school groups developing posters and ‘scarecrows’ to be presented roadside to encourage drivers to limit their speed. Often many stakeholders felt they were able to do this as a result of a better understanding of each other’s capacities and roles in the project:

*“The community now have a better understanding of what [the Council] can and cannot do”*

*“...this feels different, it feels like there is now a better understanding between the [different stakeholders]”*

However, perhaps due to the limited time available for the project there was some evidence of stakeholders not fully sharing a plan and fully working together to deliver possible actions. For example, in one area a community member developed some communications materials that ultimately were not used, in part because the local authority had planned to develop their own. In addition, there was clearly some variation across areas in terms of the willingness, interest or capacity of non-statutory stakeholders to take a lead on actions, or to identify actions that they could take to complement those of local statutory bodies.

### Champions promoting a shared understanding of desired outcomes

There is evidence from the project areas that champions were promoting a shared understanding of desired outcomes. Developing and communicating this was a key thread throughout all engagements and projects, and built from the developing understanding of the role of 20mph, low speed and the development of a shared vision for what a community needed and wanted, as the following quotes demonstrate:

*“the work has given a better understanding of the cross-policy aspects and multi stakeholder interests”*

*“we had a different idea to the community council and the project brought them together [with a shared purpose]”*

## Champions continue to gather evidence and review action plans.

Even with the limited follow up interviews it was too soon after completion of support to identify the whether or not champions across all projects continued to gather evidence and review action plans. However, as described above, there was some evidence the elements of the action plans were being put into place.

## What Difference This Makes: Outcomes

The final elements of the outcomes map comprised:

- There is more support for lower speed communities in project areas
- People in project areas feel safer in their streets
- There are more 20mph limit areas

Although these longer-term outcomes were defined within the project brief, it was clear from the short time period for development of the projects and delivery of the action plans that there would be very limited evidence of these elements taking place and thus understanding the contribution that the project had made to achieving these is difficult to evidence. Indeed, it was not possible as part of the evaluation to identify any evidence of changes in perceptions of safety in the areas and there were no new 20mph areas implemented. Of course, the evaluation highlighted that 20mph was less of a focus for these communities, but the introduction of limits was still under consideration in some areas.

It was however clear that there was more support by stakeholders for lower speed communities in project areas and a positive response to the engagement and sharing of knowledge was received across all areas:

*“[there was] definitely a sort of changing attitudes of [some stakeholders] – they are much more positive”*

However, no strong conclusions can be drawn on the extent to which these ‘lower speed communities’ will remain in place working on these action plans. As a result, it is difficult to draw any strong conclusions as to the extent to which these outcomes have been achieved and to assess the contribution of Living Streets to these outcomes. However, a longer-term review of progress in the areas should highlight the extent to which there has been progress towards these outcomes.

## Risks and Assumptions

The logic of the outcomes map is underpinned by a set of risks and assumptions that describe factors that could influence the extent to which the Living Streets support has contributed to the outcomes identified. As has been highlighted and discussed in the findings above, the project was delivered flexibly across the areas, with the level of support and nature of interactions varying in significantly based on a range of factors. For example, in some areas the support took more of a lead role and was focused on chairing and co-ordinating stakeholders, whereas in other areas it was more focused on enabling and supporting other local stakeholders to achieve this. There was also similar variation the support offered in terms of evidence gathering (i.e. leading on data collection activity and design vs. feeding into existing local methods) and for referral to wider services (e.g. formal street audits, school travel mapping etc.). This demonstrates the need for a set of skills and experience in community development and engagement that enabled the most suitable support to be provided when and where it was required. A rigid, fixed approach to engagement may not have made the same contribution across all the areas.

Similarly, the project was able to contribute to these areas because there was capacity and interest within them to engage with these issues and progress actions (in terms of both community

representatives in improving their community and within statutory agencies in focusing on 20mph as an issue). Without these local resources the project would have been unlikely to have made such a contribution. Indeed, in one area a local authority representative expressed concerns about the possible knock-on effect in reduced support or engagement for other local areas arising from the level of time being spent on the project by council staff. In another area, a community stakeholder that had been working on the project reported that they could not progress actions as they were pulled onto other priorities. In addition, at the end of the support most areas expressed some concerns about whether the momentum would be maintained without the external support of the project. As such, the ability of Living Streets to contribute effectively in this way was contingent on capacity and skills being present in each area.

Related to this is the fact that each area was selected in part because there was already some interest in and activity on the topic of lower speed. As a result, each area already had an appetite and a group of engaged stakeholders to work towards a solution. It is likely that this had an impact on the ability of the project to make a contribution to each area, particularly in such a short period of engagement. Thus, seeking to engage in areas without such an interest or networks, and without extend time to build up these, may present a barrier to success.

## 7. Conclusions: Contribution of Living Streets Low Speed Communities Project

It is clear that the support provided by Living Streets has made a significant contribution to the progression of activities within these communities, despite the short project timescale. All areas have participated in a process of relationship building, insight gathering and learning that has resulted in them being more clearly aware of what their community needs and wants.

It is also clear, that despite the initial focus on 20mph limits for this project, these communities were not (only) seeking lower speed; they were seeking to enhance their communities in terms of placemaking, active travel, enhanced local economy or improved safety. The project has clearly highlighted that, although 20mph is a tool that can contribute to these outcomes, it will not achieve this by itself and that other activities, delivered by a range of stakeholders, are required to realise the communities' desired outcomes. It is therefore important for any community or statutory body to consider what the end goal is of any 20mph speed limit introduction and what people expect or want a reduction in speed to bring. The different areas have shown that place is important for people and a discussion on 20mph may allow people to be more overt about what they want the place they live in to be like. This is tied to a widespread desire for a better balance between traffic and other modes of transport.

The evaluation of the support offered by Living Streets has highlighted that this type of community-focused engagement has made a significant contribution across a range of elements. In particular, the project support has been successful in:

- Generating of open, productive, trusted dialogue between local stakeholders
- Incorporating of expertise from elsewhere in terms of evidence gathering, technical solutions and ideas for community action
- Taking groups 'beyond 20mph' as an end in itself and supporting stakeholders to consider what they want their community to be like
- Supporting learning and gathering information within communities
- Building a shared community with a shared focus, shared understanding of problem, challenge, and shared solutions

It is important to note that Living Streets has contributed to, rather than been purely responsible, for the success in these communities. Local stakeholders have clearly acknowledged the support of Living Streets, but much of the successful local work that was undertaken was delivered or co-ordinated by community groups, local authority staff, community councils, schools, parents, pupils and wider members of the community that have been informed, enabled or inspired by the support the project has offered. The project has been as much about enabling communities to deliver outputs as it has about the project activities themselves.

This research would suggest that engaging with communities should be a vital consideration of any organisation seeking to introduce a 20mph area; it is important to find out what communities in these areas want and need, and to work with them to understand wider activities required to achieve their desired outcomes. The approaches deployed by Living Streets enabled these communities to progress towards these, but more time is required to understand fully if these will be ultimately realised. However, the project does show how short-term softer interventions can be evaluated via a contribution analysis approach. This type of evaluation identifies indicators which will influence future progress.

It is also important to note that the experience and expertise within Living Streets and of the staff managing the project were crucial to their success as a credible 'third party' within communities. Living Streets lead officer working on this project had significant experience of community development developed at a local authority level. This understanding of practice allowed the project to adapt to the needs of each area, and to successfully manage competing voices. In addition, access to wider Living Streets resources and experience offered scope for communities to do more local engagement and have greater credibility in the eyes of professional officers and local politicians. The research suggests that attempting to go in with a rigid or predetermined approach to a community that has not begun to consider these issues is likely to have less of an effect and may take more time to achieve the kind of contribution that has been evidenced through this project. In addition consideration should also be made of the capacity and resources available in local communities in advance of such activities. Communities may not be able to respond if they do not have the resources, time or skills to receive such support.

That said, there is extensive expertise held within local authorities and community development organisations in terms of community engagement and development that could be accessed for this type of project. Traditionally, speed reduction has been the preserve of transport professionals. This evaluation shows that focusing on broader community engagement can add significant value to traditional transport planning and road safety approaches and enable them to build more effective links both with communities and other statutory stakeholders. Success requires a strong focus on helping communities define local place-based objectives that go beyond speed reduction. A focus on the topic of speed limits, placemaking and active travel could form a valuable basis from which to engage with and support the development of local communities and to realise the wider objectives of the Scottish Government in terms of creating a healthier, greener and safer community.