
Report to Clackmannanshire Council

Date of Meeting: 2nd October 2025

Subject: Be the Future Update – Sustainable Transport

Report by: Strategic Director - People

1.0 Purpose

- 1.1. This paper provides the latest update in respect of the Council's Be the Future Target Operating Model (BtF TOM) and associated Transformation Programme. This paper provides the highlights on the top three themes and an update on progress on the Sustainable Transport Theme.

2.0 Recommendations

2.1. It is recommended that Council:

- 2.2. Approves the Wellbeing Economy approach to Transport Strategy as set out in Appendix 1(Executive Summary pages 5-11) .
- 2.3. Approves the Short-Term Actions as set out in Appendix 2 (summarised in para 3.10)

2.4 It is recommended that Council:

- 2.5 Notes that a more detailed implementation plan will be developed setting out resources and project detail.
- 2.6 Notes the key strategic highlights from the Be the Future top three priority themes.

3.0 Considerations

Top Three Priority Themes Progress

- 3.1. Please note the progress in the priority themes set out below

Digital and Data Transformation

The Digital and Data programme is moving at pace with a clear 5-year roadmap to make the council more connected, efficient, and focused on people. During September, engagement sessions have taken place with the leadership team and staff to raise awareness of automation—technology that quickly handles repetitive tasks like entering data or processing emails. By working together and investing in smart solutions, service delivery is improving for staff, saving

time, and helping everyone focus on what matters most. This approach can bring real improvements, making the Council stronger, more responsive, and better able to serve our community.

Workforce Strategy

Work has begun to scope out a new Strategic Workforce Plan for the period 2025-28, which will align and be brought forward with the Target Operating Model (TOM). In support of this work, colleagues in HR & Workforce Development continue to develop their approaches to support workforce planning, with management information now submitted to services for scrutiny at Senior Manager meetings, and a Council wide skills matrix project now underway. The latter, whilst in development, will be crucial in helping both services, and the corporate centre understand the needs of workforce, and will allow for more pro-active workforce planning both at a local and strategic level.

Asset Management Strategy

Our Corporate Asset Management Strategy will help provide a structured approach to managing the physical assets of our Council within the context with the desire to maximise on our financial investment and in return the social and community benefits. Officers have been working on the strategy which is nearing completion and scheduled for submission for Council approval late Autumn.

The strategy will outline the alignment of our assets to the Council Priorities and Objectives, seek to provide a framework for optimal performance, managing risk and enhancing sustainability and resilience, followed on by a high level Strategic Asset Management Plan.

3.2. Considerations - Sustainable Transport

3.3. Sustainable Transport was introduced as a priority theme in the BtF update report to Council in October 2023. The scope of this priority covered:

- Resilient local transport
- Carbon Reduction and Net Zero
- Regional Connections
- Partnership Opportunities
- Consolidate/ pooling opportunities
- Resilient and future-focus model of internal and external communications
- Clear Engagement mechanisms that promote participation and local leadership

3.4. The Wellbeing Economy Alliance were commissioned to create a Wellbeing Economy Framework for Transport and an action plan tailored to Clackmannanshire's needs, outlining the short-, medium- and long-term actions required to reach a Wellbeing Economy for Transport. This approach shifts the focus of transport to enable social connections, cultural participation, accessing

nature, caring relationships and improving the overall wellbeing and opportunities for local people.

- 3.5. The framework follows five key principles for a Wellbeing Economy: Nature, Dignity, Purpose, Participation, Fairness.
- 3.6. Action planning was informed by discussion through a multi-agency Transport Steering Group, the Mott Macdonald Report “Multi-Use Vehicle for Clackmannanshire Council”, Scottish Governments Draft Just Transition for Transport Plan as well as direct engagement with local community members.
- 3.7. The Action Plan was developed looking at the evidence base and good practice at local, regional, national, and international levels along with community and stakeholder engagement.
- 3.8. The short-term actions in the Clackmannanshire Wellbeing Economy Transport Action Plan were prioritised based on a combination of evidence, community engagement, strategic alignment, and feasibility.

3.9 **Action Prioritisation**

Urgency of Local Needs

- Transport poverty and access inequalities were identified as pressing issues, particularly in under-served areas.
- Community feedback highlighted immediate barriers to employment, healthcare, and social participation due to unreliable or inaccessible transport.

Evidence-Based Recommendations

- The short-term actions directly reflect findings from the Mott MacDonald report, which provided technical guidance on implementing a hubs-based Demand Responsive Transport (DRT) system.
- These actions also draw on national and international best practices, including frameworks from the OECD, Irish Government, and Public Health Scotland.

Alignment with Strategic Priorities

- The plan translates the National Transport Strategy’s four priorities (Reduce Inequalities, Take Climate Action, Deliver Inclusive Economic Growth, Improve Health and Wellbeing) into local, actionable steps.
- It also aligns with Clackmannanshire’s Local Outcomes Improvement Plan (LOIP) 2024–2034, embedding wellbeing economy principles into transport planning.

Feasibility and Resource Efficiency

- Many short-term actions build on existing infrastructure, contracts, and partnerships, making them more feasible within current budgets and capacities.
- Examples include repurposing the existing D2D contract, leveraging community transport networks, and expanding digital information systems.

Community and Stakeholder Support

- The actions were shaped through extensive engagement with residents, Council departments, NHS, third sector organisations, and the Wellbeing Economy Transport Steering Group.
- Feedback from groups like Community Voice and Exploring Work highlighted specific transport challenges and aspirations that informed prioritisation.

Potential for Quick Wins and Demonstrable Impact

- These actions offer opportunities for visible improvements in the short term, such as better real-time travel information, safer infrastructure, and more inclusive transport options.
- Early successes can build momentum and trust, encouraging further investment and collaboration.

3.10 Short-Term Actions

For the reasons stated above, the outcome of this work has produced the following Short-term actions to be delivered as set out in the table below:

Action	Description
Hubs-based Demand Responsive Transport (DRT) system	Repurpose existing Door to Door (D2D) contracts into a flexible, cost-efficient transport system with hubs, integrated booking, and public transport links. Target implementation: 31 March 2026.
Cross-sectoral collaboration	Continue successful cross-departmental work to embed wellbeing economy principles into transport planning and delivery.
Infrastructure maintenance prioritisation	Focus on accessible pedestrian routes, active travel facilities, and secure bike storage, especially in underserved areas. Use innovative funding like the Transformation Space.
Enhanced digital information systems	Expand real-time passenger information (RTPI) via digital signage, audio announcements, and multi-format communication. Build on existing bids and feasibility work.

Community transport solutions	Develop community-led services for unserved routes, support volunteer driver schemes, and strengthen taxi networks without competing.
Forth Valley regional collaboration	Coordinate transport planning across three local authorities, leveraging City Region and Growth Deals and Forth Valley Connectivity Commission recommendations.
Comprehensive communication strategy	Provide accessible travel info across multiple channels, explore AI tools for accessibility, and engage grassroots networks to reach underrepresented groups.
Regional ridesharing initiative	Develop a regional platform to support ridesharing and potentially serve as booking infrastructure for DRT and community transport.
Local Living audit	Assess availability and accessibility of essential services in town/village clusters using SLAED data and integrate with Scottish policy tools.
Regular community engagement	Use existing groups to embed transport discussions into regular meetings, supporting bottom-up planning and community ownership.

Medium and Long-term actions:

- 3.11 The action plan sets out a phased approach to transforming Clackmannanshire's transport and mobility systems, structured around short-term (0-3 years), medium-term (3-6 years), and long-term (6-10+ years) priorities. It is built on the principles of cross-departmental collaboration, community engagement and a wellbeing economy framework that links transport decisions to broader outcomes such as health, equity, and social participation.
- 3.12 Medium-term actions and long-term ambitions can be adjusted as implementation and delivery stages progress. The full action plan -structured by theme and timeframe, and detailing specific actions, lead partners, and required resources- is provided in the spreadsheet attached to this report
- 3.13 The Medium Term actions build on the foundations of the short-term actions with a drive towards greater integration and accessibility. These include expanding multi-purpose Demand Responsive Transport (DRT) services addressing diverse community mobility needs, strengthening partnerships with regional operators through bus network enhancement, enhancing data and evidence collection for policy decisions. The plan also focuses on participating in affordable fare setting initiatives, developing holistic approaches to active travel that explicitly link to health inequalities and child poverty, and incorporating wellbeing economy considerations into transport policy development processes.

- 3.14 For the Long Term actions, the plan sets out ambitions for systemic transformation: fully integrating multimodal travel through national, regional, and local collaboration; scaling up active travel infrastructure to address socioeconomic inequalities; establishing robust systems for sustainable workforce development and comprehensive evidence-based policy; advancing climate action through net zero transport investments; and embedding a wellbeing-centred approach across all decisions where policies and investments demonstrably improve population wellbeing outcomes. These changes aim to ensure that all investments and policies demonstrably improve wellbeing, resilience, and economic opportunities for everyone in Clackmannanshire.

4.0 Sustainability Implications

- 4.1. N/A

5.0 Resource Implications

- 5.1. Financial Details

A delivery plan will be developed which will include project detail, milestones, timescales and include consideration of resource requirements.

- 5.2. The full financial implications of the recommendations are set out in the report. This includes a reference to full life cycle costs where appropriate Yes ☒

- 5.3. Finance have been consulted and have agreed the financial implications as set out in the report. Yes ☒

- 5.4. Staffing

6.0 Exempt Reports

- 6.1. Is this report exempt? Yes ☐ (please detail the reasons for exemption below) No ☒

7.0 Declarations

The recommendations contained within this report support or implement our Corporate Priorities and Council Policies.

(1) Our Priorities

Clackmannanshire will be attractive to businesses & people and ensure fair opportunities for all ☒

Our families; children and young people will have the best possible start in life ☒

Women and girls will be confident and aspirational, and achieve their full potential ☐

Our communities will be resilient and empowered so that they can thrive and flourish ☒

(2) **Council Policies**

Complies with relevant Council Policies ☒

8.0 Equalities Impact

8.1 Have you undertaken the required equalities impact assessment to ensure that no groups are adversely affected by the recommendations?

Yes ☒ No ☐

9.0 Legality

9.1 It has been confirmed that in adopting the recommendations contained in this report, the Council is acting within its legal powers. Yes ☒

10.1 Appendices

Appendix 1 – WEALL Scotland Report for Transport

Appendix 2 – WEALL Scotland Action Plan

Appendix 3 – EQIA

11.0 Background Papers

11.1 Have you used other documents to compile your report? (All documents must be kept available by the author for public inspection for four years from the date of meeting at which the report is considered)

Yes ☒ (please list the documents below) No ☐


[Council's response to Just Transition Draft Action Plan Consultation](#)

[Mott Macdonald feasibility study and business case "Multi-Use Vehicle for Clackmannashire Council](#)

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LOIP & Just Transition Outcomes	Short-term action (0-3 years)*	Lead department/ service/ partner	Policy area	Geographic scope	Funding needs**	Notes	Wellbeing Needs
LOIP Priorities: Physical & Mental Health; Opportunities for Young People (JT: Communities & Place outcomes)	Hubs-Based Demand Responsive Transport (DRT) system repurposing existing D2D contract based on Mott MacDonald recommendations	Clackmannanshire Council (Transport, Fleet, Education if school buses are utilised for the purpose of this action)	Demand Responsive Transport (DRT) Solutions	Local	Pooling and redistributing departmental funding; identifying other resources	<p>Implement a Hubs-Based Demand Responsive Transport (DRT) system to address connectivity gaps without competing with existing bus operators, based on Mott MacDonald consultants' recommendations from their 2024 review of transport provision. This approach involves repurposing the existing D2D contract into a multi-modal transport option that maximises cost efficiency while better meeting community needs, with implementation targeted by 31st March 2026.</p> <p>This action focuses on establishing transport hubs at key locations, including Alloa, Sauchie, Tillicoultry, and Tullibody, with smaller settlements linked to these hubs for onward connections. This hub-based model aligns with Clackmannanshire's population distribution, where the vast majority of residents live in key towns and villages, supporting the Place Principle by working with existing settlement patterns rather than against them.</p> <p>Key operational features include a flexible booking system where users can request journeys in advance rather than relying on fixed bus schedules, and full integration with existing public transport to ensure coordination between DRT, buses, and rail services for improved travel efficiency. This proposal can make the most of underutilised council-owned minibuses, repurposing vehicles currently used for school transport for DRT services outside school hours. While not ideal for long journeys, this approach enables connections into the regional network and larger coach services using appropriately-sized vehicles, creating a comprehensive and cost-effective transport solution.</p>	Purpose & Participation
All LOIP Priorities	Cross-Departmental and cross-sectoral collaboration and integration of Wellbeing Economy principles into transport	Clackmannanshire Council (Transportation, Family Wellbeing Partnership, Public Health and other relevant departments), third sector, health and social care partners	Transport and wellbeing	Local	Actionable but additional capacity may be required	<p>This represents a key recommendation that builds directly on the Steering Group's successful cross-departmental working and wider networks. The action involves establishing formal or informal mechanisms to systematically integrate wellbeing considerations into transport policy development and appraisal processes. This can be as formal or informal as required, with the primary ambition being to continue and embed the success of the steering group that brought different people from different departments and services together to discuss transport in a holistic manner.</p> <p>Implementation options include establishing a Local Outcomes Improvement Plan (LOIP) working group or creating a structure similar to the Welsh THINK (Transport and Health Integrated Research Network), which brings together people working in transport and health from policy, practice, and academia. This collaborative approach ensures that wellbeing economy considerations are embedded throughout the transport planning process.</p> <p>A potential step in developing this mechanism could involve creating a framework for measuring wellbeing outcomes against transport interventions, incorporating work already carried out by the OECD and the Government of the Republic of Ireland. This would provide a systematic approach to evaluating how transport policies and investments contribute to broader wellbeing goals, enabling evidence-based decision making and continuous improvement in policy effectiveness.</p>	

LOIP Priorities: Economic Opportunities; Poverty; Opportunities for Young People (JT: Jobs, Skills and Economic Opportunities outcomes & Communities and Place outcomes)	Infrastructure maintenance prioritisation (accessible pedestrian routes, parking, active travel facilities maintenance, and secure bike storage)	Clackmannanshire Council (Roads and Street Lighting Team, Transportation Department)	Infrastructure Maintenance, Active Travel, and Road Safety	Local	Identify, pooling and redistributing departmental funding; identifying additional resources	<p>Prioritising maintenance backlogs -especially in under-served areas- is essential for creating an accessible and inclusive transport network that supports health and wellbeing outcomes. This action focuses on improving the accessibility and safety of pedestrian environments, keeping walking and cycling routes, signage, and surface conditions in good repair, and ensuring that active travel facilities meet the needs of all users. A particular emphasis is placed on providing and maintaining secure bike storage, such as shelters and parking areas, as concerns over theft can discourage people from choosing cycling as a mode of transport.</p> <p>While capital funding can be allocated to individual projects, ongoing infrastructure maintenance relies on sustained revenue funding, which remains a significant challenge for local authorities. Addressing this requires innovative approaches to blend different budget streams and external funding sources. Leveraging existing initiatives -such as the Transformation Space- offers opportunities to develop new funding models and cross-departmental approaches that extend beyond traditional budgets. Well-maintained, accessible infrastructure, combined with an effective transport network, is fundamental in delivering improved health and wellbeing for the community.</p>	Dignity & Participation
LOIP Priorities: Economic Opportunities; Poverty; Opportunities for Young People (JT: Jobs, Skills and Economic Opportunities outcomes & Communities and Place outcomes)	Expand digital signage and accessible real time passenger information	Clackmannanshire Council (Transportation and other Council departments specialised on enhancing accessibility), SEStran, supported by charities if required (e.g. Visibility Scotland)	Digital and Technological Innovations	Local	Actionable, identifying other sources of funding in support	Digital signage and accessible real-time passenger information systems should address accessibility needs for people with impaired cognitive and visual processing through clear visual design, simple language, and audio announcements where possible. However, we acknowledge challenges in maintaining digital infrastructure given vandalism and weather damage requiring ongoing maintenance budgets. Existing good practice that could be expanded: Clackmannanshire Council has submitted bids for funding to install RTPI screens and is exploring design feasibility work to integrate bus and rail stations in Alloa, which could travel experience and accessibility.	Dignity & Participation
LOIP Priorities: Physical & Mental Health; Opportunities for Young People, Economic Opportunities (JT: Communities & Place outcomes)	Community transport solutions serving routes not already served by commercial bus operators - mapping and utilising existing resources	Clackmannanshire Council (Transportation, Community Wealth Building and other relevant teams) alongside community groups and 3rd-sector organisations	Community and Demand Responsive Transport (DRT) Solutions	Local	Pooling and redistributing departmental funding; identifying other resources	<p>This action point can include various types of community-led DRT services, such as the volunteer driver pilot, potentially combined with private operators to create comprehensive local transport options.</p> <p>However, community transport solutions should be developed in a way that strengthens rather than weakens the existing taxi network, exploring opportunities to provide sustainable demand and make taxi driving a more attractive career choice. Implementation of community-led DRT services can build on existing resources, including the Community Transport Association's mapping tools, case studies of successful community transport variations, and practical guidance on logistics and operations. By working within the established Community Transport Association network, this approach supports the Place Principle through understanding and leveraging local assets and community capacity. An example of successful joined-up thinking in launching a community transport scheme is the current volunteer driver scheme, piloted in partnership with Clackmannanshire Economic Regeneration Trust (CERT) and Clackmannanshire Council's Family Wellbeing Partnership (FWP). They have used the Community Transport Association's toolkit for creating a volunteer driver scheme. The details of implementation depends on the Council's engagement role and the level of community involvement and willingness to lead. The Council could lead or coordinate this by making connections and engaging with the community, similar to the pilot led by CERT and FWP. This action does not refer to a single scheme; it can cover various schemes or projects with different organisations or groups taking the lead.</p>	Purpose & Participation

LOIP Priorities: Economic Opportunities; Poverty; Opportunities for Young People (JT: Jobs, Skills and Economic Opportunities outcomes & Communities and Place outcomes)	Efforts to establish a Forth Valley transport collaboration to supplement regional transport partnerships work	Clackmannanshire Council to take forward - Joint work of three Local Authorities in Forth Valley are (this cuts through various departments within Clackmannanshire Council, so it is up to the Council to determine the service that is better equipped to take this work forward), supported by SEStran if needed	Strategic Partnerships	Regional	Deliverable/actionable without additional revenue but will require additional capacity, which will be limited in the initial stages but might gradually increase as work progresses.	<p>The geography and population movements across the Forth Valley area makes the case for collaborative transport planning, as people routinely live and work across different local authorities. This cross-boundary reality requires a joint approach to ensure transport works for all residents, a principle that has been reinforced by key strategic documents including the Forth Valley Connectivity Commission report 2023.</p> <p>The timing for this collaboration is particularly favorable, with several regional initiatives already underway and efforts to develop regional economic development strategies that emphasise cross-boundary working. These developments create opportunities to leverage existing frameworks such as City Region and Growth deals to support transport collaboration.</p> <p>At a practical level, when joint priorities and needs are identified -such as three local authorities seeking to recruit transport providers together- regional transport partnerships like SEStran can provide valuable support with procurement exercises and strategic coordination. This regional approach has the potential to deliver more cost-effective solutions through economies of scale and shared expertise, while ensuring transport provision meets the real travel patterns of Forth Valley residents.</p>	Dignity & Participation
All LOIP Priorities (JT: Communities & Place outcomes)	Communication and information sharing - accessible, up-to-date information available to everyone	Clackmannanshire Council (Transport, Communications, Digital, Transformation Space), supported by SEStran; third sector organisations and community groups	Communication	Local	Actionable without additional monetary resources but limited additional capacity may be required	<p>Accessible and up-to-date travel-related information -including timetables, real-time updates on disruptions, cancellations, delays, and service changes- must be readily available to everyone, regardless of where they live, their access needs, age, or level of digital literacy. This comprehensive approach requires addressing digital inclusion challenges through multiple information channels and formats that serve people with learning difficulties and those with low digital confidence.</p> <p>Emerging technologies offer significant potential to enhance accessibility, with AI-powered solutions such as text-to-speech, language translation, simplified content generation, and voice-activated assistance making transport information more accessible across different communication needs and preferences. However, technology alone cannot bridge all gaps in information access.</p> <p>A collaborative approach between council departments -Transport, Communications, and the Transformation Space- alongside established partnerships with third sector organisations and community groups, is essential to maximise reach and effectiveness. This joined-up approach should extend to transport regional partnerships and other public and private bodies to ensure consistent and comprehensive information sharing.</p> <p>Grassroots engagement through community organisations such as community centres, parent-toddler groups, and activity groups provides invaluable opportunities to inform local people about transport options, pilots, and schemes that could benefit them. By putting transport information at the forefront of groups the council already works with, this approach recognises that third sector organisations and community groups offer essential local knowledge and trusted channels for information dissemination. This is particularly important for reaching groups who may not engage through traditional council communication channels, aligning with the Place Principle by building on existing community networks and relationships.</p>	All 5 Needs

LOIP Priorities: Economic Opportunities; Poverty; Opportunities for Young People (JT: Jobs, Skills and Economic Opportunities outcomes & Communities and Place outcomes)	Regional ridesharing initiative development and engagement	Clackmannanshire Council (Transportation, Economic Development) in collaboration with SEStran, neighbouring local authorities, and existing UK ridesharing platforms	Community and DRT Solutions, Regional Partnerships	Local and regional	Actionable without additional monetary resources but limited additional capacity may be required	<p>Explore the development of a regional ridesharing initiative to complement existing transport services and facilitate onward journeys from transport hubs. This approach involves engaging with established UK carpooling platforms such as BlaBlaCar UK for shared learning and technical expertise, while exploring regional coordination mechanisms for better connectivity.</p> <p>The Council's role and level of involvement will determine the funding requirements and implementation approach. Options range from facilitating conversations and partnerships with existing platforms to co-creating a bespoke Forth Valley ridesharing system. A regionally-developed platform could serve various purposes: supporting ridesharing initiatives while potentially providing booking infrastructure for other DRT and community transport schemes across the area.</p> <p>The level of Council involvement could include: convening conversations between local authorities across the Forth Valley; engaging with existing platforms to understand implementation requirements and explore integration opportunities; or leading the development of a regional solution that maximises synergies with the proposed hub-based DRT system for onward journey connections.</p>	Purpose, Fairness & Participation
LOIP Priorities: Environmental Sustainability; Sustainable Place; Labour Market & Fair Work (JT: Adaptation, Biodiversity and Environment outcomes; People & Equity outcomes)	Local Living - pilot and partial implementation, adapted for Clackmannanshire and integrated with Scottish policy tools	Clackmannanshire Council (Planning, Community Development, Economic Development)	Local Living Planning - 20 minute neighbourhood concept adapted for rural areas (Scottish Government)	Local	Pooling and redistributing departmental funding; identifying other resources	<p>This action involves a comprehensive audit of the availability and accessibility of essential services and facilities within existing town and village clusters. The approach adapts Aberdeenshire's proven Rural Facilities Monitor model to Clackmannanshire's context, focusing on the main 8-10 settlements while supporting people to '<i>live well locally</i>' - a principle that Aberdeenshire has successfully implemented to enable residents to "meet the majority of their daily needs within a reasonable distance of their home, preferably by walking, wheeling or cycling or using sustainable transport options".</p> <p>The action builds on the established work of the Scottish Local Authorities Economic Development (SLAED) Group, which already captures robust data on local services, economic activity, and sectoral strengths. This approach suggest expanding the SLAED framework to collect more qualitative and granular data on smaller settlements and rural communities, breaking down information by sector including retail, health, education, and key local services.</p> <p>By utilising SLAED's existing reporting and benchmarking infrastructure, the Council can systematically track service gaps, inform 20-minute neighbourhood priorities, and advocate for targeted support or new developments. This evidence-based approach follows Aberdeenshire's model of using data as the starting point and creating GIS-based individual settlement profiles to enable communities to access essential information for local planning.</p> <p>More information on how local living can be adjusted for rural and semi-rural contexts can be found in the literature review section (pp. 38-40).</p> <p>Detailed implementation approaches and specific methodologies will be included in individual project plans, depending on how this action is taken forward and which settlements are prioritised for initial pilot implementation. This flexible approach allows the Council to adapt the model to local capacity, resources, and community priorities while maintaining consistency with the overall strategic framework.</p>	Nature & Fairness

LOIP Priorities: Opportunities for Young People; Labour Market & Fair Work (JT: Communities & Place outcomes; People & Equity outcomes)	Regular engagement to capture residents' concerns, evolving needs, and monitor progress and impact of interventions	Clackmannanshire Council (Transport, Community Wealth Building, Family Wellbeing Partnership). The newly established Transformation Space can also play a role in transport-relevant engagement.	Community Engagement and Decentralised Governance	Local	Actionable but additional capacity may be required	<p>Establishing ongoing democratic participation and feedback mechanisms for transport planning requires building on the Council's existing engagement infrastructure rather than creating parallel consultation processes. This approach suggests utilising established groups, such as the Exploring Work and youth groups, and the newly established Community Voice (part of the Transformation Space initiative - information on this can be found in the report, pp 45-46), to ensure that transport considerations are systematically integrated into these regular conversations and meetings.</p> <p>This action recognises that these groups are already active within the Council and meeting regularly, providing ready-made platforms for transport-focused engagement. Depending on local priorities and policy needs, there are opportunities to shape the narrative by crafting specific questions and focus areas for engagement sessions. For example, sessions could be designed to identify barriers preventing people from using RTPIs, working collaboratively with these groups to identify key barriers and potential solutions.</p> <p>Other engagement areas could focus on infrastructure maintenance needs, conversations about potential interventions and solutions at both Council and community level, accessibility challenges, or feedback on proposed transport initiatives. These subjects can and should be shaped depending on the Council's priorities and policy agenda, ensuring that community engagement directly informs decision-making processes.</p> <p>This approach supports bottom-up planning and community ownership by ensuring community voice is embedded throughout implementation, not just at the planning stage. Regular forums enable the capture of residents' concerns, evolving needs, and reflections on progress, while decentralising decision-making to involve community groups more meaningfully. This action point aims to strengthen local residents' and stakeholders' resources and powers by providing structured opportunities to influence transport policy and delivery.</p> <p>This regular and consistent engagement embeds the Place Principle by ensuring local communities drive priorities and solutions, creating a feedback loop where transport planning responds to real community needs and experiences. By working within existing engagement frameworks, the approach maximises efficiency, building on established trust and relationships between the Council and community groups.</p>	Participation & Fairness
*Suggested timeframes are purely indicative and should be adapted to the realities of each team's capacity and resources.							
**We recognise that additional funding will be required for some of the actions in this plan. However, any funds that can be identified or reallocated do not need to come solely from transport budgets; they could be drawn from a range of budget streams as well as external funding sources. An example of Council-led pooling and redistribution of cross-departmental funding while leveraging external funding is the newly established 'Transformation Space'							

A Wellbeing Economy Approach to Transport in Clackmannanshire



**WELLBEING
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Comhairle Siorrachd
Chlach Mhanann



Acknowledgements.....	4
Executive Summary.....	5
Introduction.....	12
Scope of this report.....	13
Challenges.....	14
Wellbeing Economy: the policy context in Clackmannanshire.....	15
Methodology.....	17
Wellbeing Economy considerations for Clackmannanshire.....	19
Transport and Wellbeing: an overview of data.....	24
Relevance for Clackmannanshire.....	25
Applying a Wellbeing Economy Lens to Transport: Existing Frameworks and Concepts.....	27
OECD Wellbeing Framework for Transport.....	27
Irish Government's Wellbeing Approach to Transport.....	28
Wellbeing Indicators Framework.....	28
TRAWEL Framework: Transportation and Wellbeing Conceptual Model.....	29
Public Health Scotland's Transport Poverty Framework.....	30
Defining Transport Poverty.....	30
The Cyclical Nature of Transport Poverty.....	31
Wellbeing Economy Framework for Transport in Clackmannanshire.....	32
The Traditional Transport Economic Lens and the Wellbeing Economy Reframe...	33
Evidence Base and Good Practice.....	36
Local Solutions and Strategic Recommendations.....	36
Mott MacDonald Report: Demand Responsive Transport (DRT) Model.....	36
Forth Valley Connectivity Commission.....	37
Glenfarg Community Transport Model.....	38
Evidence and Case Studies from the UK and Beyond.....	38
European Innovations.....	45
Existing initiatives in Clackmanshire.....	46
Engagement.....	51
Wellbeing Economy Transport Steering Group.....	51
Community Engagement.....	52
Community Voice meeting, July 2025.....	52
Exploring Work Group, August 2025.....	55
Participant A.....	55
Participant B.....	56
Participant C.....	57
Participant D.....	57
Wellbeing Economy Action Plan for Transport.....	58
Action Plan Summary.....	59

Conclusion.....	60
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Executive Summary

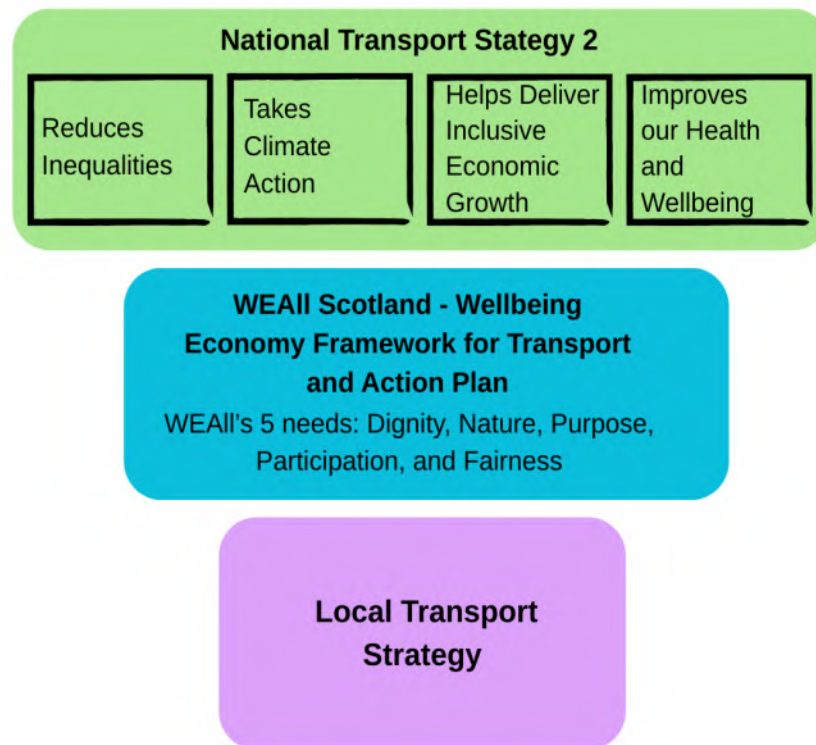
The [Wellbeing Economy Alliance Scotland \(WEAll Scotland\)](#) is the Scottish hub of the global Wellbeing Economy Alliance - the leading collaboration of organisations, alliances, movements, and individuals working for an economy that delivers human and ecological wellbeing.

Clackmannanshire Council is recognised as one of Scotland's leading local authorities in adopting a Wellbeing Economy approach and for this project, it commissioned WEAll Scotland to deliver:

- Desktop research reviewing current transport strategies and identifying best practice.
- Development of a Wellbeing Economy Framework for Transport.
- Creation of a cross-sector steering group bringing together Council teams, regional transport partners, the NHS, and the third sector.
- Community engagement to identify people's views on transport and potential solutions.
- An Action Plan setting out short, medium, and long-term activities – identifying actions the Council could take forward independently, and those requiring collaboration or lobbying.

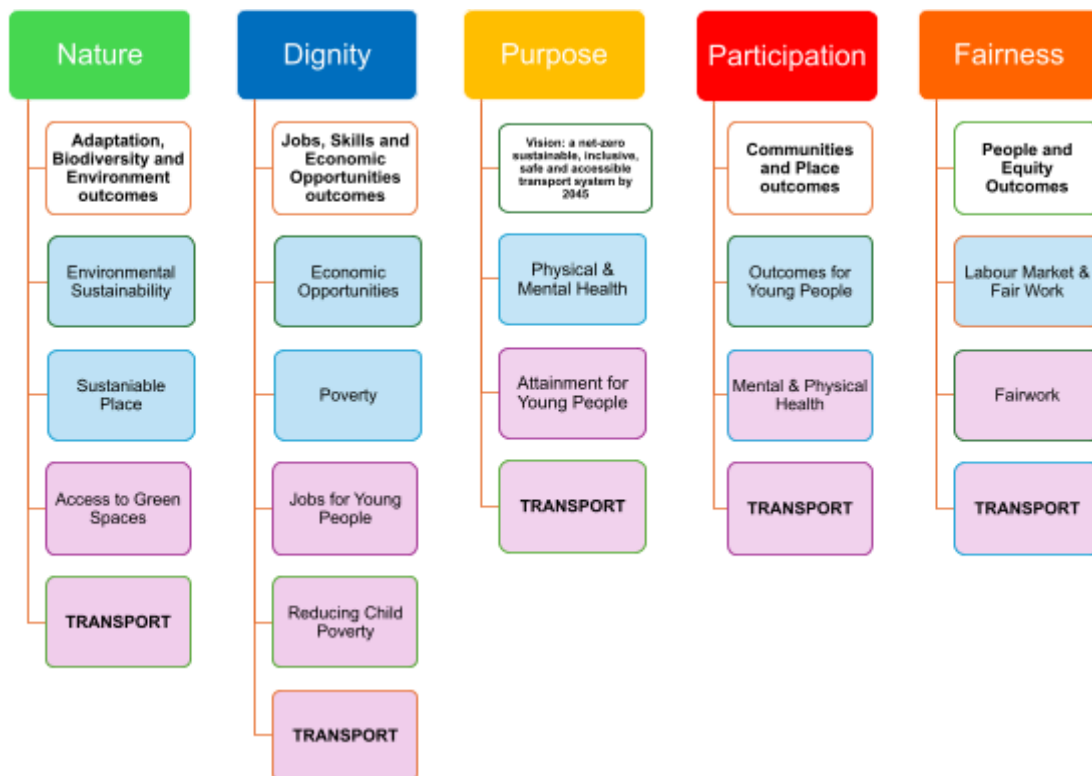
This Action Plan is not a repetition of the National Transport Strategy (NTS), nor a substitute for the forthcoming Local Transport Strategy (LTS).

Instead, it connects the two - taking the NTS's four high-level priorities (Reduce Inequalities, Take Climate Action, Deliver Inclusive Economic Growth, Improve Health and Wellbeing) and translates them into practical, evidence-based actions shaped for Clackmannanshire's needs. For example, where the NTS sets the goal 'Reduce Inequalities', this plan suggests specific ways forward: prioritising infrastructure maintenance in under-served areas, introducing affordable fares, expanding multi-purpose Demand Responsive Transport (DRT) services, and ensuring accessible, up-to-date transport-related information is available to everyone regardless of where they live, their access needs or confidence in utilising digital tools. This translation of broad ambitions into local, actionable steps is a gap we have not seen bridged by many other Scottish local authorities.



In the report, you will find a review of the theoretical foundations of applying a Wellbeing Economy lens to transport, drawing on experience from academic and policy sources such as [the OECD](#), the [Irish Government's Wellbeing Approach to Transport](#), and [Public Health Scotland's Transport Poverty Framework](#).

Following this, and in order to establish a Wellbeing Economy Framework for Transport that fits Clackmannanshire's policy context and local needs, the team used WEAll's five needs (nature, dignity, purpose, participation and fairness) and mapped them against the [Scottish Government's Just Transition for Transport Outcomes](#) (second row in the figure below) and Clackmannanshire's Wellbeing Economy priorities (in blue) and wellbeing drivers (in pink) as found in the [LOIP 24/34](#). It quickly became clear that transport was an overarching theme that runs through each column.

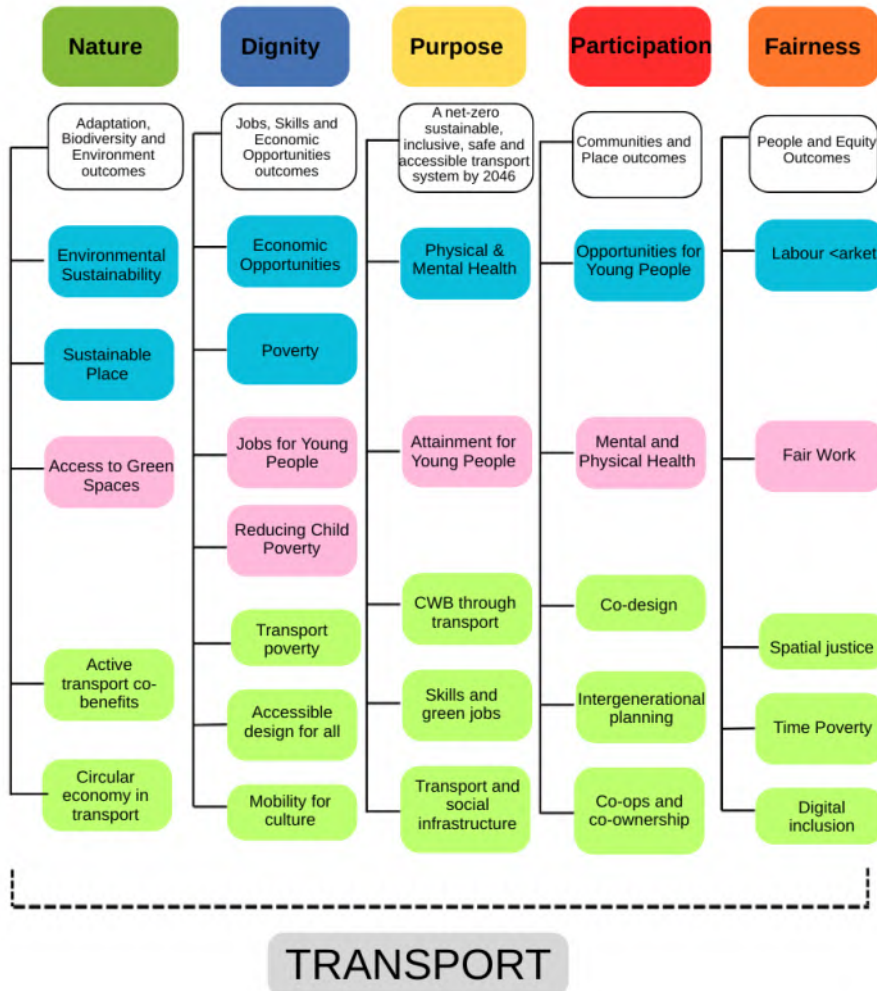


The Wellbeing Economy lens, instead of asking ‘*How do we move people efficiently to be economically productive?*’, it asks ‘*How does mobility contribute to human and ecological wellbeing?*’

This fundamental reframing creates several transformative shifts in how we approach transport policy and planning.

The shift from access to employment toward access to life recognises that transport enables social connections, cultural participation, accessing nature, and caring relationships. A parent cycling with children isn’t just about getting from A to B - it is relationship-building, child development, and embedding an active travel mindset for the next generation. The evolution from technical solutions to relational infrastructure means transport planning becomes about weaving communities together.

Moving from individual choice to community wellbeing means decisions are not just about personal preference but community wealth building, social connections, resilience, and environmental justice. Car-free streets become community spaces, not just transport corridors, supporting broader social and environmental outcomes.



In order to develop the Action Plan, we looked at the evidence base and good practice at local, regional, national, and international levels along with community and stakeholder engagement. This report directly incorporates recommendations from Mott MacDonald's 2024 review of transport provision, specifically their analysis of demand responsive transport opportunities. The hub-based DRT system outlined in the short-term actions represents a direct implementation of their expert findings, with the original Mott MacDonald report containing detailed technical specifications and implementation guidance that informed this strategic approach.

Eight short-term actions (0-3 years) form the foundation of the plan included in this report:

- **Hubs-based demand responsive transport (DRT) system repurposing existing D2D contract based on Mott MacDonald recommendations:** This approach involves repurposing the existing D2D contract into a multi-modal

transport option that maximises cost efficiency while better meeting community needs, with implementation targeted by 31st March 2026. This action focuses on establishing transport hubs at key locations, including Alloa, Sauchie, Tillicoultry, and Tullibody, with smaller settlements linked to these hubs for onward connections. Key operational features include a flexible booking system where users can request journeys in advance rather than relying on fixed bus schedules, and full integration with existing public transport to ensure coordination between DRT, buses, and rail services for improved travel efficiency.

- **Cross-departmental and cross-sectoral collaboration and integration of wellbeing economy principles into transport:** This represents a key recommendation that builds directly on the Steering Group's successful cross-departmental working and wider networks. The action involves establishing mechanisms to systematically integrate wellbeing considerations into transport policy development and appraisal processes. This can be as formal or informal as required, with the primary ambition being to continue and embed the success of the steering group that brought different people from different departments and services together to discuss transport in a holistic manner.
- **Infrastructure maintenance prioritisation (accessible pedestrian routes, parking, active travel facilities maintenance, and secure bike storage):** Prioritising maintenance backlogs particularly in under-served areas, focusing on pedestrian route accessibility, active travel facility upkeep, and secure bike storage provision, while developing innovative cross-departmental funding approaches through initiatives like the Transformation Space.
- **Enhanced digital information systems:** Expanding accessible real-time passenger information through digital signage, audio announcements, and multi-format communication channels, building on existing Council bids for RTPi screens and integration feasibility work at Alloa transport hubs.
- **Community transport solutions:** Mapping and utilising existing resources to develop community-led services for routes not served by commercial operators, strengthening rather than competing with taxi networks, and building on successful partnerships like the volunteer driver scheme piloted with CERT and the Family Wellbeing Partnership.
- **Forth Valley regional collaboration:** Establishing systematic transport collaboration across the three Forth Valley local authorities to reflect real population movement patterns, leveraging existing frameworks like City Region and Growth Deals while building on Forth Valley Connectivity Commission recommendations.
- **Comprehensive communication strategy:** Creating accessible, up-to-date travel information available through multiple channels regardless of digital literacy levels, exploring whether AI-powered tools could be used to enhance accessibility, and engaging grassroots community networks to reach traditionally underrepresented groups.
- **Regional ridesharing initiative development and engagement:** Exploring the development of a regional ridesharing initiative to complement existing transport services and facilitate onward journeys from transport hubs. This involves engaging with established UK carpooling platforms such as BlaBlaCar UK for shared learning and technical expertise, while exploring

regional coordination mechanisms for better connectivity. The Council's role and level of involvement will determine the funding requirements and implementation approach. Options range from facilitating conversations and partnerships with existing platforms to co-creating a bespoke Forth Valley ridesharing system. A regionally developed platform could serve various purposes: supporting ridesharing initiatives while potentially providing booking infrastructure for other DRT and community transport schemes across the area.

- **Local Living adapted for Clackmannanshire, drawing on good practice and integrated with Scottish policy tools:** This action involves a comprehensive audit of the availability and accessibility of essential services and facilities within existing town and village clusters. The approach adapts Aberdeenshire's proven [Rural Facilities Monitor model](#) to Clackmannanshire's context, focusing on the main 8-10 settlements aiming to support people to 'live well locally'. This action builds on the established work of the Scottish Local Authorities Economic Development (SLAED) Group, which already captures data on Wellbeing Economy indicators, local services, economic activity, and sectoral strengths.
- **Regular engagement to capture residents' concerns, evolving needs, and monitor progress and impact of interventions:** This action suggests utilising established groups to ensure that transport considerations are systematically integrated into these regular conversations and meetings. This approach supports bottom-up planning and community ownership by ensuring community voice is embedded throughout implementation, not just at the planning stage. Regular forums enable the capture of residents' concerns, evolving needs, and reflections on progress, while decentralising decision-making to involve community groups more meaningfully. This action point aims to strengthen local residents' and stakeholders' resources and powers by providing structured opportunities to influence transport policy and delivery. This regular and consistent engagement embeds the Place Principle by ensuring local communities drive priorities and solutions, creating a feedback loop where transport planning responds to real community needs and experiences. By working within existing engagement frameworks, the approach maximises efficiency, building on established trust and relationships between the Council and community groups.

The Action Plan is non-binding and serves as a high-level assessment and guide to current and future work that will help inform the development of the Council's statutory Transport Strategy. It is designed to guide discussion, build consensus, and help identify priorities for the Council's leadership and senior management. Final decisions on which actions to implement - and on timescales - remain with the Council. Individual projects will be subject to the appropriate formal appraisal methodologies before approval.

Where the Council decides to proceed with specific initiatives, further analysis and delivery plans will be included as part of the implementation phase. The details of delivery will be up to the team responsible for taking this forward. This is a 'live'

document in the sense that it will be adjusted, reflecting on teams' capacities, priorities and day-to-day realities.

Introduction

The Wellbeing Economy Alliance Scotland (WEAll Scotland) is the Scottish hub of the global Wellbeing Economy Alliance - the leading collaboration of organisations, alliances, movements, and individuals working for an economy that delivers human and ecological wellbeing.

Our mission is to reshape Scotland's economy so that it puts people and planet first. We do this through policy work, advocacy, campaigning, and partnerships that bring Wellbeing Economy principles to life in practice.

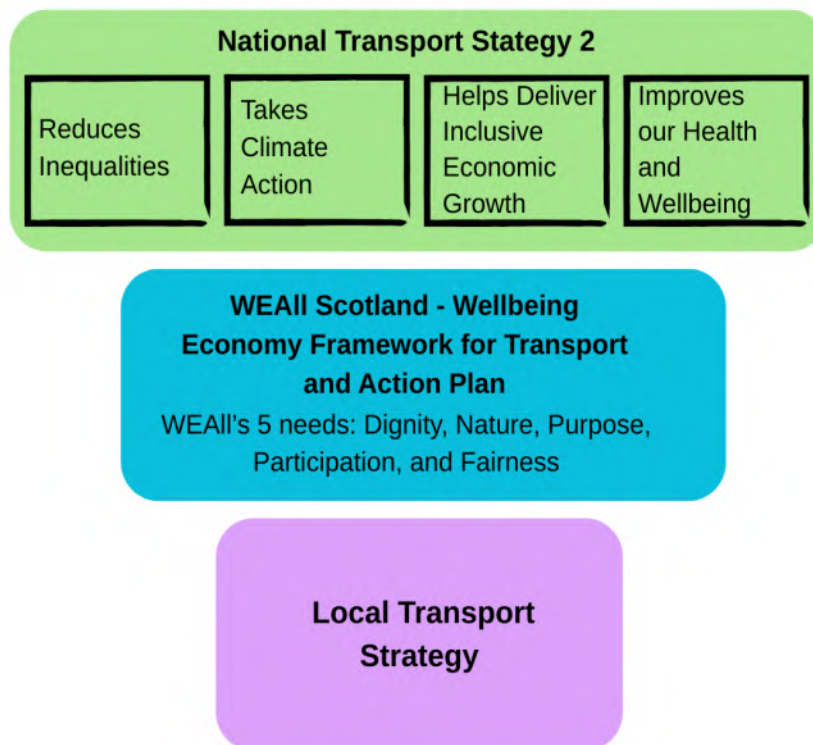
Clackmannanshire Council is recognised as one of Scotland's leading local authorities in adopting a Wellbeing Economy approach. We have worked with the Council on several occasions, and for this project we were commissioned to deliver:

- Desktop research reviewing current transport strategies and identifying best practice.
- Development of a Wellbeing Economy Framework for Transport.
- Creation of a cross-sector steering group bringing together Council teams, regional transport partners, the NHS, and the third sector.
- Community engagement to identify people's views on transport and potential solutions.
- An Action Plan setting out short, medium, and long-term activities - identifying actions the Council could take forward independently, and those requiring collaboration or lobbying.

This builds on similar work we carried out for a Wellbeing Economy report on employability, now successfully used by the Council's Family Wellbeing Partnership to help shape their employability and fair work policies.

Scope of this report

We fully recognise that there are already many strategies, frameworks, and plans at national, regional and local level. This Action Plan is not a repetition of the National Transport Strategy (NTS), nor a substitute for the forthcoming Local Transport Strategy (LTS).



Instead, it connects the two - taking the NTS's four high-level priorities (*Reduce Inequalities, Take Climate Action, Deliver Inclusive Economic Growth, Improve Health and Wellbeing*) and translate them into practical, evidence-based actions shaped for Clackmannanshire's needs.

For example, where the NTS sets the goal '*Reduce Inequalities*', this plan suggests specific ways forward:

- Prioritising infrastructure maintenance in under-served areas
- Introducing affordable fares
- Expanding multi-purpose Demand Responsive Transport (DRT) services
- Ensuring accessible, up-to-date transport-related information is available to everyone regardless of where they live, their access needs or confidence in utilising digital tools

This translation of broad ambitions into local, actionable steps is a gap we have not seen bridged by many other Scottish local authorities.

The creation of the cross-sector steering group proved to be one of the most valued parts of this project, allowing people from different departments and partner organisations to share expertise and perspectives. This has already led to tangible results, including the Falkirk Community Hospital transport pilot and a strengthened Council - third sector partnership launching a volunteer driver scheme.

Throughout this process, two overarching themes have emerged, shaping our recommendations. First, the importance of breaking down silos - ensuring that transport planning is informed by, and connected to, wider priorities across departments and sectors. Second, the potential to maximise resources by pooling budgets, staff time, and specialist expertise, while also tapping into external support and funding opportunities.

These themes sit at the heart of the Action Plan and underpin many of the proposed actions moving forward.

Challenges

Introducing new frameworks and approaches to policy development, particularly the wellbeing economy methodology adopted in this action plan, presents inherent challenges when working within well-established organisations and teams.

In-depth, long-standing expertise and understanding of complex and technical issues, provide invaluable insights into what has worked, what hasn't, and why certain approaches have been adopted over time.

However, this same depth of experience can sometimes create resistance to new methodologies or frameworks that challenge established ways of working. Change requires professionals to expand their analytical frameworks and potentially question long-held assumptions about how interventions should be evaluated and prioritised.

Behavioural insights research helps explain why even well-intentioned professionals may struggle with new approaches. Confirmation bias, for example, leads individuals to seek information that supports existing beliefs while unconsciously filtering out contradictory evidence. And the backfire effect presents an even more challenging dynamic, where presenting evidence that contradicts strongly held professional beliefs can actually strengthen resistance to change rather than promoting adaptation. When professionals have built careers around specific approaches to policy development and service delivery, evidence suggesting alternative methodologies may trigger defensive responses that impede learning and adaptation.

Understanding these dynamics is essential for creating implementation strategies that acknowledge and work with these tendencies rather than against them.

Therefore, successful implementation of this action plan requires deliberate efforts to create development opportunities that help all stakeholders acknowledge potential biases and identify barriers that might impede processing and utilising the evidence and recommendations contained in this report.

Professional development approaches should focus on creating safe spaces for exploring new concepts without threatening existing expertise. This might involve framing the wellbeing economy approach as an expansion of existing skills rather than a replacement of established knowledge. Workshop formats that encourage peer learning and collaborative problem-solving can help professionals integrate new frameworks with their existing expertise.

Co-design and co-production principles become particularly important in this context, with the most effective approach involving working collaboratively across departments and teams. This collaborative approach acknowledges existing expertise while creating space for innovation and adaptation.

Despite differences, there exists fundamental common ground across all stakeholders: the shared commitment to improving the lives of people in Clackmannanshire. This common purpose provides the foundation for collaborative approaches that can bridge different views. When discussions begin with shared values and common objectives, it becomes easier to explore how different approaches might contribute to achieving these goals.

Successful implementation of this action plan requires acknowledging these dynamics and building strategies that work with human nature rather than against it. This includes:

- Gradual integration of key principles, suggested actions and learning from this report
- Peer learning opportunities that enable professionals to learn from colleagues who have successfully integrated wellbeing economy approaches into their practice
- Recognition and celebration of existing expertise while exploring how it might be enhanced
- Transparent and respectful communication

Wellbeing Economy: the policy context in Clackmannanshire

Between 2020 and 2022, Clackmannanshire became a pilot area for implementing wellbeing economy principles at the local level, working in partnership with the Scottish Government. This collaborative initiative sought to develop a place-specific approach to economic development that prioritised wellbeing outcomes over traditional economic metrics. The pilot programme utilised the National Performance Framework and Scotland's Wellbeing Framework as foundational guidance, while building upon Clackmannanshire's existing commitment to sustainable and inclusive growth. Through an evidence-based diagnostic methodology, the partnership aimed to map local wellbeing drivers and identify strategic interventions that could support the area's economic transition towards wellbeing-centred outcomes.

Following from this work and building on the priorities and wellbeing outcomes identified through that process, Clackmannanshire Council along with key partners established their [Wellbeing Local Outcomes Improvement Plan \(LOIP\) 2024/34](#), which sets out the vision for Clackmannanshire over the next nine years, defines the priorities that Clackmannanshire Alliance¹ will focus on and highlight their partners'

¹ The [Clackmannanshire Alliance](#) is the partnership which takes forward community planning locally. The Alliance's role is providing the strategic vision and direction for community planning as well as

combined commitment to reduce inequality and work together to secure better outcomes for people and businesses through a wellbeing economy.



Clackmannanshire Wellbeing Economy Priority Themes (Source: Wellbeing Local Outcomes Improvement Plan 24/34)

monitoring the implementation of the Wellbeing Economy Local Outcomes Improvement Plan, Membership of the Alliance comprises of representatives of the Boards of: NHS Forth Valley, Clackmannanshire Third Sector Interface (CTSi), Police Scotland, Scottish Fire & Rescue Service, Scottish Enterprise, Clackmannanshire Business and Clackmannanshire Council



Clackmannanshire Wellbeing Drivers and Influencers (Source: Wellbeing Local Outcomes Improvement Plan 24/34)

Transport is referred to throughout the LOIP, playing a key part in the Economy and Skills strategic outcome by highlighting the need "to take a local and regional approach to develop transport solutions which work for Clackmannanshire to help people access training and employment opportunities across Forth Valley." While transport's role in achieving improved wellbeing outcomes for people locally was recognised in the document, transport is not featured as a separate category in the LOIP - reflecting both its role as an enabler, but also potentially suggesting a gap in how wellbeing economy principles can be embedded in transport policy and planning.

This report seeks to bridge that gap and provide greater clarity about how the LOIP, and the rationale behind it, can be embedded in transport policy going forward.

Methodology

This report used a mixed-methods approach, combining desk-based research, stakeholder engagement, and community consultation to develop a comprehensive understanding of how wellbeing economy principles can be applied to transport policy and planning in Clackmannanshire.

The research commenced with exploratory conversations with Clackmannanshire Council to establish the project scope, clarify key objectives, and identify steering group membership. These early discussions were essential for ensuring the

research aligned with local priorities and would deliver practical outcomes for the Council.

A comprehensive two-stage literature review was conducted to establish both the evidence base and theoretical framework for this research. The first stage focused on establishing the evidence base, drawing on good practice examples from other Scottish local authorities, UK-wide initiatives, and international case studies. This stage incorporated official data sources including Census 2022, Scottish Household Survey 2023, and Transport Scotland statistics, alongside existing research on transport and wellbeing. Key findings from this initial stage informed the contextual sections of this report.

The second stage employed a backward snowballing² methodology to identify foundational sources for developing our Wellbeing Economy Framework. This process examined international frameworks including OECD work on wellbeing economies, national policy alignment with Scottish Government's Just Transition goals, and academic literature on transport and wellbeing intersections. The review also drew extensively from local context, particularly Clackmannanshire's Wellbeing LOIP 2024/34 and existing initiatives, while incorporating sectoral expertise from Public Health Scotland and Transport Scotland. This stage aimed to understand the complexities of integrating transport within a wellbeing economy context and adapt these insights for Clackmannanshire's specific circumstances.

Using our Wellbeing Economy Framework as a foundation, and following input from steering group members, an initial comprehensive action plan was developed. This 'long list' of potential actions and ambitions was presented to the steering group for consolidation and prioritisation.

To refine the action plan, the WEAll Scotland team conducted individual meetings with steering group members. These one-to-one sessions gathered detailed feedback and constructive criticism, identified additional ideas and priorities, and ensured that diverse stakeholder perspectives were captured while understanding what matters most to different participants.

Working in partnership with Clackmannanshire Council, the team organised a transport-focused session delivered as part of the Council's *Community Voice* within the Transformation Space. This provided direct community input on transport priorities and aspirations for the future.

Through collaboration with Clackmannanshire Council's Family Wellbeing Partnership, the team also attended a drop-in session with the *Exploring Work* group. This engagement included four in-depth interviews exploring the impact of transport on people's daily lives, their lived experiences of transport challenges, and community visions for improved transport and wellbeing outcomes. Detailed findings

² Backward snowballing is a systematic literature search technique that involves examining the reference lists of relevant papers to identify additional sources that may have been missed in initial database searches.

from these community engagement activities are presented in subsequent sections of this report.

Following the stakeholder and community engagement phase, a second, shortened version of the action plan was developed and circulated to steering group members for review and comments. In line with the co-design and co-production principles adopted throughout this work, WEAll Scotland associates, along with Clackmannanshire Council colleagues, reviewed the comments and took into consideration the feedback. The team reworded the actions, made edits and adjustments, and provided greater detail for each action and long-term ambition included in the plan, ensuring alignment between national, regional and local policies and priorities.

Wellbeing Economy considerations for Clackmannanshire

This section reviews evidence and data to set out the wider context of this work and highlight why applying a wellbeing economy approach to transport has the potential to improve outcomes for Clackmannanshire.

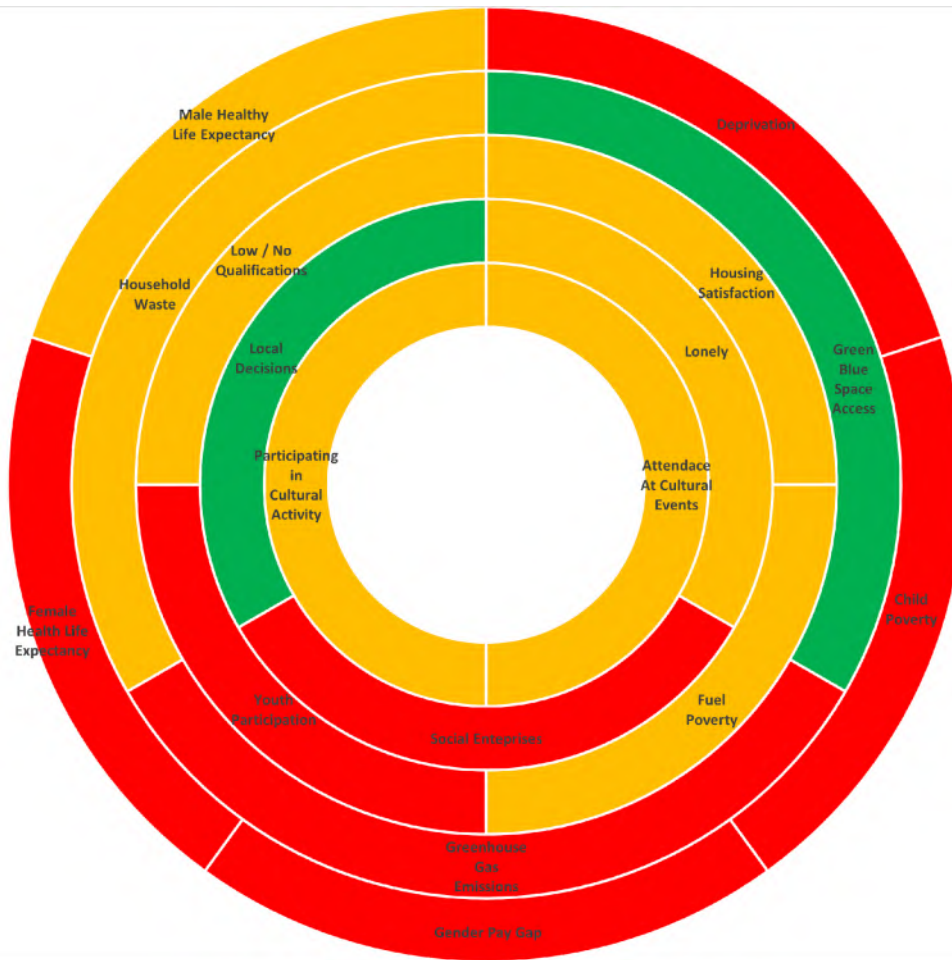
In a Wellbeing Economy, there would be a prioritisation of policies that meet people's fundamental human needs. The WEAll 5 needs were co-produced with members of the Wellbeing Economy Alliance from around the world. They echo concepts that are found in religious texts, indigenous teaching and numerous surveys about what really matters to people.



5 WEAll Needs

Based on these 5 needs, using a simple RAG rating, the Wellbeing Economy Wheel provides a high-level overview of Clackmannanshire's performance across a broad set of wellbeing indicators, benchmarked against the Scottish average³.

³ The statistics included in the table below is based on the Scottish Government's Wellbeing economy monitor: July 2025. [Available here](#). However, please note that individual metrics collated by the Scottish Government may be out of date.



The Wheel covers all five needs from outside to inside: 1-Dignity 2-Nature 3-Fairness 4-Purpose 5-Participation

Need	Indicator	Commentary
Dignity	Deprivation - % of data zones in 20% most deprived in Scotland (2020)	25% of data zones in Clackmannanshire are in the most deprived 20% data zones. This is a higher proportion than in Scotland as a whole (20%) putting it in the bottom quartile of local authorities in Scotland
Dignity	Children in relative low income families (p) % 2022	25.9% of children in Clackmannanshire are in low income families. This is higher than the Scotland level (20.8%) and third lowest local authority in Scotland

Dignity	Gender pay gap % (2023)	Gender pay gap exists in Clackmannanshire – though the gap is lower than across Scotland as a whole and the area is in the better performing local authorities. That said, there should be no pay gap in the area to meet the criteria of a wellbeing economy
Dignity	Female healthy life expectancy (2019-2021)	Female healthy life expectancy is 59.6 years – below the Scottish level (61.1) and below the male age locally (61.2 years) – which is counter to the national trend.
Dignity	Male healthy life expectancy (2019-2021)	Male healthy life expectancy is 61.2, marginally higher than the Scottish average of 60.4. Despite this the area is still in the bottom half of local authorities in Scotland
Nature	Greenhouse gas emissions per capita tCO ₂ e (2021)	Greenhouse gas emissions sit at 9.9 tonnes of carbon equivalent per capita, higher than the Scottish average (7.4) and placing the area in the bottom half of local authorities in Scotland
Nature	Live within a 5 minute walk of their local green or blue space % (2022)	86.4% of the population live within a 5 minute walk of their local green or blue space, ahead of the Scottish average (69.6%) and amongst the top four local authorities in Scotland. However, the caveat here is the rural nature of the area, which makes green and blue space more likely locally
Nature	Household waste per person tonnes (2022)	Household waste per person in Clackmannanshire was 0.47 tonnes, ahead of the Scottish average (0.43 tonnes) and in the bottom quartile of local authorities in Scotland

Fairness	Housing satisfaction % (2022)	Housing satisfaction in the area was 91.2%, which is slightly better than the national average (90.7%). However, this is still just mid ranking for Scotland with as many local authorities with higher scores than lower scores
Fairness	Fuel poverty % (2017-2019)	Nearly a quarter of the population (23.7%) live in fuel poverty, slightly lower than the Scottish level (24.4) but this still places the area in a mid ranking position within Scotland
Fairness	Young people's participation % (2023)	Over 90% of young people in Clackmannanshire were participating in education, training or employment. However this is below the Scottish level (94.3%) and the second worst level in Scotland
Fairness	Low or no qualifications % (2022)	7.9% of the population have low or no qualifications. This is lower than the Scottish average (9.9%) and in the second quartile of local authorities in Scotland but not strong enough to warrant a green rating
Purpose	Social enterprises per 10,000 of the population (2021)	There are 7 social enterprises per 10,000 people in Clackmannanshire. Behind the Scottish level of 11 and among the weaker performing local authorities in Scotland
Purpose	Lonely "some, most, almost all or all of the time" % (2022)	Almost a fifth of residents (20.7%) feel lonely some or all the time. While this is lower than the Scottish level (23.1%) it still places Clackmannanshire in the middle half of Scottish local authorities
Purpose	Influence over local decisions % (2022)	Almost one quarter of residents (23.1%) agree they can influence local decisions affecting their local area. This is above the Scottish average

		(17.8%) and among the top quartile of local authorities
Participation	Attendance at cultural events or places of culture % (2022)	Just under three quarters (72.3%) of Clackmannanshire residents attended a place of culture or cultural event. This is marginally behind the Scottish level (73.5%) and just slips into the bottom half of local authorities in Scotland
Participation	Participation in a cultural activity % (2022)	Just under three quarters (74%) of local residents participated in cultural activities in the past 12 months. This was marginally lower than the Scottish level (74.8%) and in the bottom half of local authorities in Scotland

Transport influences many of these outcomes, with access to affordable, reliable, and sustainable transport affecting:

- Health outcomes, by enabling access to services and supporting active travel.
- Economic inclusion, through improved access to jobs, training, and education.
- Economic development, by connecting people, businesses, and markets, and supporting local growth.
- Education attainment, through improved access to schools, colleges, and lifelong learning opportunities.
- Social cohesion, by reducing isolation, supporting community participation, and enabling cultural engagement.
- Environmental performance, by affecting emissions, air quality, and sustainable land use.
- Access to green and blue space, by improving connectivity to parks, waterways, and natural environments that enhance wellbeing.

Transport and Wellbeing: an overview of data

Transport plays a critical, cross-cutting role in shaping many of the Wellbeing Economy indicators mentioned in the section above.

National data from Scotland underlines clear inequalities in transport access, costs, and modal choice, patterns that are highly relevant when considering the picture in Clackmannanshire.

In 2023, 74% of Scottish households had access to at least one car or van. However, this figure masks significant inequalities⁴:

- Only 64% in large urban areas had car/van access, rising to 88% in accessible rural areas.
- There is a stark deprivation gradient; just 52% in the most deprived SIMD quintile compared to 87% of households in the least deprived quintile have car/van access.
- Among income groups, only 55% of the lowest income households had car access, compared to 92% in the highest income households.

Similarly, only 34% of Scottish households have access to at least one bicycle for private use. Access is lower in large urban areas (30%) and lowest among households in the lowest income quintile (21%), compared to 47% in rural areas and 52% in the top income group.⁵

While 70% of Scots said they found it ‘fairly easy’ or ‘very easy’ to afford transport costs in 2023, over half (54%) still reported that cost affects their choice of mode. Affordability disparities exist across population groups⁶:

- 59% of those in the lowest income quintile found transport at least ‘fairly easy’ to afford, compared with 80% in the highest quintile.
- 61% of disabled people found transport affordable vs 73% of non-disabled people.
- There is also an urban/rural divide: only 63% of those in large urban areas found transport affordable compared to up to 85% in some rural areas.

Evidence from Public Health Scotland warns that prioritising car travel can exacerbate health and social inequalities⁷. Car access is more common among affluent groups, providing greater access to jobs and services, while others may be subject to ‘forced car ownership’ if alternatives are limited, straining household finances. The report emphasises that car-use reduction policies must be matched by adequate investment in high-quality transport alternatives to maintain accessibility and opportunity for all groups⁸.

⁴Data from Transport Scotland (2023), [accessed here](#).

⁵ *ibid.*

⁶ *ibid*

⁷ Public Health Scotland, ‘Scottish Government target for 20% reduction in car kilometres by 2030: implications for health and health inequalities’ (2022). [Accessed here](#).

⁸ *ibid*

Relevance for Clackmannanshire

These national patterns are particularly acute in Clackmannanshire, where car ownership is comparatively high and reliance on private transport creates challenges for many residents. Local survey evidence indicates that over half of respondents face employment barriers linked to transport, highlighting the importance of this issue for economic inclusion and local wellbeing⁹.

Transport access in Clackmannanshire shows patterns of inequality: 78.8% of households have access to at least one car or van; however, 36% of households in the most deprived 20% areas have no car or van availability compared to just 7% in the least deprived areas¹⁰. Transport poverty is compounded by the fact that those in the most deprived areas are least likely to work from home (25% versus 33% in the least deprived areas), making them more dependent on transport for employment access¹¹.

Public transport performance in Clackmannanshire falls significantly below national standards across multiple indicators. The Scottish Household Survey 2023 revealed that 79% of people did not use local buses in the past month -substantially higher than Scotland's average of 62.2%¹². Only 53% of respondents said buses are on time (the third lowest percentage in Scotland), compared to the Scottish average of 67%. These reliability issues create uncertainty that discourages public transport use and reinforces car dependence¹³.

Safety and accessibility concerns further limit public transport usage. Only 57% of people felt safe and secure on buses during the evening -among the lowest percentages in Scotland- while the Scottish average is 70%¹⁴. Additionally, 49% of respondents thought fares offer good value, placing Clackmannanshire among the five lowest-performing areas in Scotland for fare satisfaction¹⁵.

Research from the Shaping Places for Wellbeing programme¹⁶, which included Alloa as a participating town, identified poor connectivity and public transport links as major barriers within Clackmannanshire. These connectivity challenges were linked to wide-ranging impacts, including limited access to nearby urban hubs such as Stirling, Falkirk, and Dunfermline, difficulties accessing healthcare services particularly Forth Valley Royal Hospital in Larbert, and reduced access to community services and support for unpaid carers and vulnerable groups¹⁷. Significantly,

⁹ Clackmannanshire Works Transport Data shared with the project team.

¹⁰ Data from Scotland's Census 2022

¹¹ *ibid*

¹² Scottish Household Survey (2023). The dataset can be found on Transport Scotland website and can be [accessed here](#).

¹³ *ibid*

¹⁴ *ibid*

¹⁵ *ibid*

¹⁶ The [Shaping Places for Wellbeing](#) programme was a 3-year programme, which ran in seven Project Towns until June 2024. The Programme was delivered by Public Health Scotland (PHS), and the Improvement Service (IS) jointly with local authorities and NHS local boards.

¹⁷ Shaping Places for Wellbeing Programme (Alloa Project Town), [Public Transport: Impact on Alloa's Community](#)

transport barriers were frequently cited as preventing people from accessing employment and training opportunities¹⁸.

Alongside these challenges, the Shaping Places for Wellbeing programme highlighted that improvements to active travel infrastructure in Alloa have started to make a positive difference¹⁹.



Source: Shaping Place for Wellbeing Programme, *Active Travel: Impact on Alloa's Community, Improvement Service*²⁰

The Alloa experience suggests that targeted investment in active travel can be an effective part of addressing wider transport inequalities and strengthening local wellbeing.

This evidence examined in this section demonstrates that transport is not merely an infrastructure issue. The interconnected nature of transport poverty, deprivation, and reduced access to opportunities creates a compelling case for applying wellbeing economy principles to transform how transport policy and planning can better serve community needs and reduce inequalities. The next section examines the theoretical concepts, knowledge and tools available to create a Wellbeing Economy Framework for Transport that fits people's needs in Clackmannanshire.

Applying a Wellbeing Economy Lens to Transport: Existing Frameworks and Concepts

The application of wellbeing principles to transport policy has gained significant momentum internationally, with several frameworks emerging that move beyond traditional mobility-focused metrics to embrace a more holistic understanding of transport's role in improving quality of life. These frameworks provide essential theoretical foundations for developing a wellbeing economy approach to transport in Clackmannanshire.

¹⁸ *ibid*

¹⁹ Shaping Places for Wellbeing Programme (Alloa Project Town), [Active Travel: Impact on Alloa's Community](#)

²⁰ *Ibid*. Data source: [ScotPHO Profiles](#)

OECD Wellbeing Framework for Transport

The [OECD's work on climate action through a wellbeing lens](#) provides a foundational approach that reconceptualises how transport success should be measured. The OECD framework recognises that mobility has been used as a proxy indicator for measuring wellbeing in the transport sector, reflected in traditional indicators focused on journey speed, travel times, and effectiveness²¹. However, this approach overlooks the fundamental purpose of transport: enabling access to opportunities and amenities that allow people to lead meaningful lives.

The OECD framework emphasises that demand for transport is derived demand -transport users generally engage in travel to access other amenities rather than for the utility they derive from travel itself. This understanding shifts focus from mobility as an end in itself to accessibility as the primary goal. Accessibility, defined as a function of both mobility and proximity, highlights transport's role as a key enabler of wellbeing by providing access to education, employment, healthcare, leisure and social opportunities²².

Crucially, the OECD framework highlights that focusing solely on mobility can be problematic, as high transport volumes may indicate limited access to services, causing people to travel longer distances while generating greater emissions and costs. This insight is particularly relevant for Clackmannanshire, where connectivity challenges force residents to undertake longer journeys to access services and opportunities.

Irish Government's Wellbeing Approach to Transport

Ireland's Department of Transport has developed a [practical framework for applying wellbeing principles to transport policy](#) evaluation as part of their 2023 Spending Review on climate action. This approach directly addresses the challenge identified in their research: while there is extensive academic literature on transport and wellbeing, there has been limited application in policy practice, particularly regarding climate interventions in transport.

The Irish framework²³ operationalises the OECD principle that accessibility rather than mobility should be the primary measure of transport success. Their approach recognises that high transport volumes often indicate poor accessibility -forcing people to travel longer distances at greater cost while generating higher emissions. This insight directly challenges traditional transport planning that prioritises movement over access to opportunities.

²¹ OECD (2019), *Accelerating Climate Action: Refocusing Policies through a Well-being Lens*, OECD Publishing, Paris, <https://doi.org/10.1787/2f4c8c9a-en>.

²² *ibid*

²³ Adopting a Well-being Approach to Accessing Climate Action in the Transport Sector, Irish Government Economic and Evaluation; Department of Transport. [Available here](#).

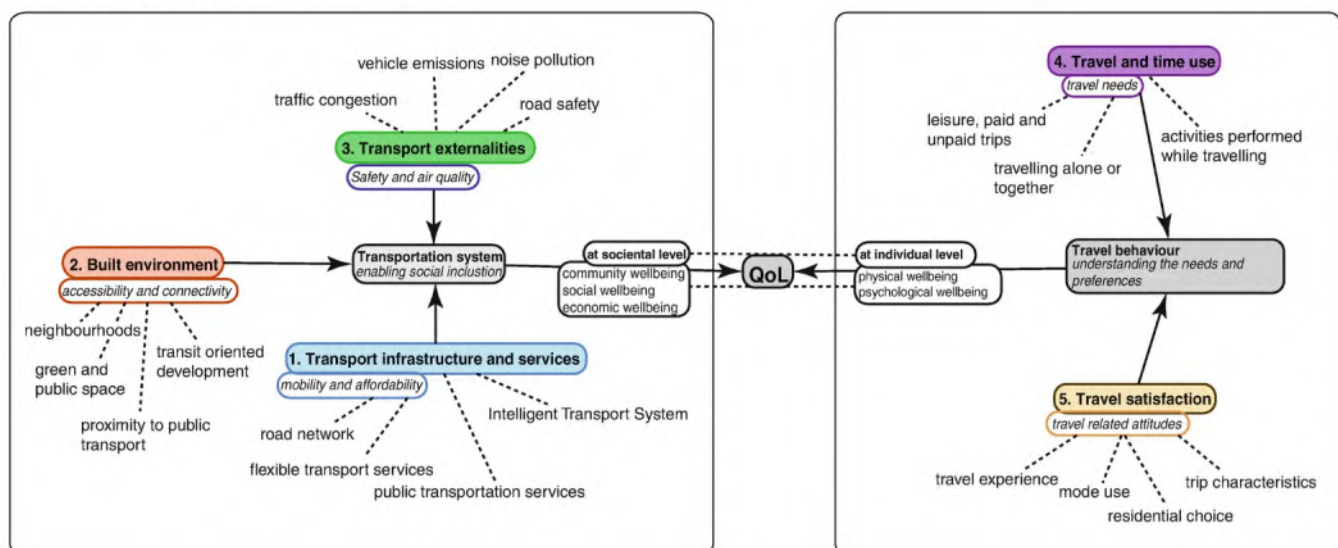
Wellbeing Indicators Framework

The Irish approach includes comprehensive indicators across nine wellbeing domains: social connections, environmental quality, safety and security, housing and local area, health, education and skills, jobs and earnings, income and wealth, and civic engagement. These indicators provide practical metrics for measuring transport's multidimensional impact on community wellbeing.

Finally, the Irish framework emphasises that monitoring mobility alone is insufficient to assess wellbeing impacts of transport interventions. Instead, it calls for integrated measurement that captures how transport changes affect people's ability to access education, employment, healthcare, and social opportunities -outcomes directly relevant to Clackmannanshire's connectivity challenges and access to regional employment opportunities.

TRAWEL Framework: Transportation and Wellbeing Conceptual Model

The [TRAWEL \(Transportation and Wellbeing\) framework](#) developed by Chidambaram provides a comprehensive conceptual model illustrating how various aspects of the transport sector directly and indirectly impact individual and collective quality of life (QoL)²⁴.



Conceptual framework of TRAWEL explaining the interconnectedness between transportation aspects and QoL

Source: Chidambaram, B. (2022)

This framework identifies five key dimensions:

²⁴ Chidambaram, B. (2022). *TRAWEL: A Transportation and Wellbeing Conceptual Framework for Broadening the Understanding of Quality of Life*. In: Wac, K., Wulfovich, S. (eds) *Quantifying Quality of Life*. Health Informatics. Springer, Cham. https://doi.org/10.1007/978-3-030-94212-0_24

Transport Infrastructure and Services (Mobility and Affordability): The framework recognises that transport infrastructure and services enable people to participate in socio-economic activities. However, it warns that car-centric policies can create transport disadvantage, particularly affecting those with limited car access. The framework emphasises the importance of flexible transport systems, including demand-responsive services, shared mobility options, and well-maintained walking and cycling infrastructure.

Built Environment (Accessibility and Connectivity): This dimension focuses on how transport shapes access to neighbourhood services, healthcare, education, and amenities. The framework highlights that well-connected networks encourage participation in community activities and contribute to social wellbeing, while poor connectivity can create barriers, particularly for those on low incomes or disabled individuals.

Transport Externalities (Safety and Air Quality): The framework addresses negative transport impacts, including congestion, air pollution, noise, and road safety concerns. It emphasises that these externalities disproportionately affect different social groups and can become social problems when non-transport users are impacted. The framework calls for policies that consider social aspects alongside technical infrastructure solutions.

Travel and Time Use (Travel Needs): This dimension recognises that people's travel needs are driven by participation in various activities -work, education, running errands, leisure, and socialising. The framework highlights gender disparities in travel patterns, noting that women often carry disproportionate responsibility for unpaid work, affecting their travel choices and employment opportunities.

Travel Satisfaction (Travel-Related Attitudes): The framework incorporates both hedonic wellbeing (emotional responses to travel experiences) and eudaimonic wellbeing (finding meaning and purpose through travel choices). It recognises that travel satisfaction influences both immediate mood and longer-term personal development, autonomy, and social connections.

Public Health Scotland's Transport Poverty Framework

Public Health Scotland's [comprehensive model of transport poverty](#) provides theoretical grounding for understanding how transport disadvantage creates and perpetuates health inequalities. Their framework demonstrates that transport poverty is not simply about lack of access to vehicles or services, but represents a complex web of interconnected factors that systematically disadvantage certain population groups²⁵.

Defining Transport Poverty

Public Health Scotland defines transport poverty as occurring when individuals or communities lack adequate access to transport options that enable participation in

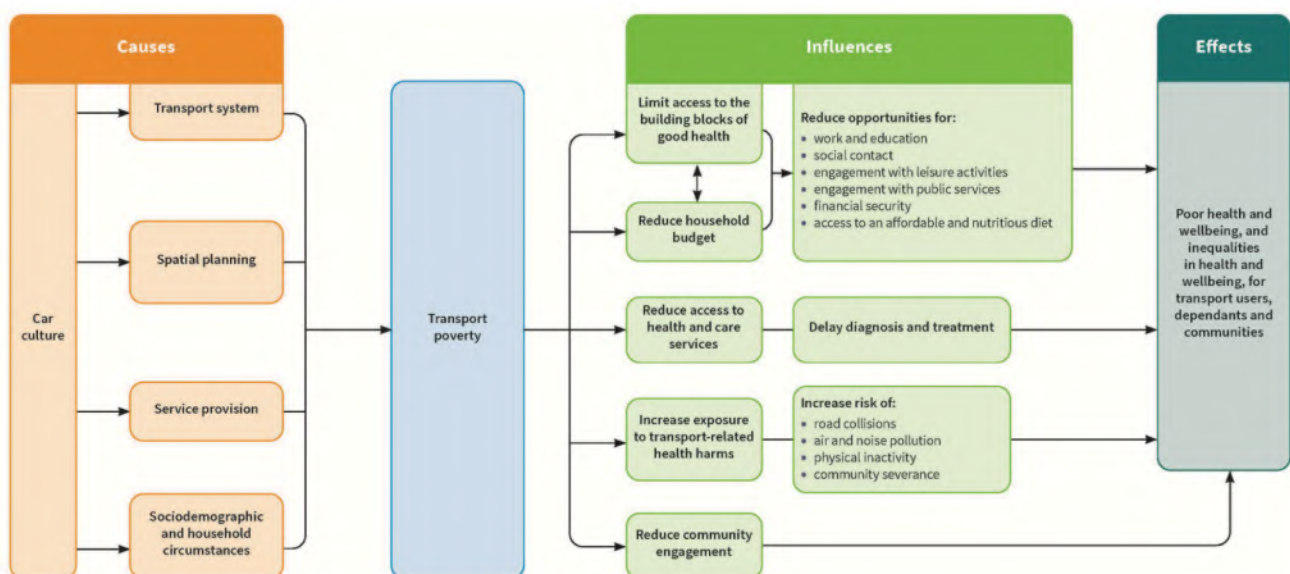
²⁵ Transport poverty: a public health issue, Public Health Scotland. [Available here](#).

employment, education, healthcare, social activities, and other essential aspects of daily life. This definition moves beyond simple measures of car ownership to encompass the broader concept of transport disadvantage, which includes:

- Physical barriers: Inadequate infrastructure, poor road conditions, or inaccessible public transport
- Economic barriers: Inability to afford transport costs, including vehicle ownership, fuel, insurance, and public transport fares
- Temporal barriers: Limited service frequency or operating hours that don't match people's needs
- Social barriers: Safety concerns, particularly affecting women, older people, and marginalised groups
- Information barriers: Lack of accessible information about transport options and services

The Cyclical Nature of Transport Poverty

The Public Health Scotland model illustrates how transport poverty creates self-reinforcing cycles of disadvantage. Poor transport access limits employment opportunities, which reduces income and further constrains transport choices. This cycle is particularly pronounced in areas with high deprivation, where residents may experience 'forced car ownership'- maintaining a vehicle despite financial strain because alternatives are inadequate.



A model of transport poverty: the causes and influences on health and health inequalities, Public Health Scotland

The framework demonstrates multiple pathways through which transport poverty affects health and wellbeing:

Direct Health Impacts: Limited access to preventive and other health services, delayed or missed medical appointments. Transport barriers can also limit access to healthy food options and recreational facilities.

Mental Health and Social Isolation: Poor transport connectivity contributes to social isolation, loneliness, and reduced community participation. This is particularly significant given Clackmannanshire's higher loneliness rates (33%) compared to the Scottish average (21%).

Economic Stress: Transport costs can consume a disproportionate share of household income, creating financial stress that impacts both physical and mental health. The stress of unreliable transport can also affect employment stability and career progression.

Environmental Health: Communities with poor public transport often experience higher levels of air pollution from increased car dependency, while residents may be forced to walk or cycle in unsafe conditions due to inadequate infrastructure.

The Public Health Scotland model emphasises how transport poverty amplifies existing health inequalities. Those already experiencing deprivation -including low-income households, disabled individuals, older adults, and single parents- are disproportionately affected by transport barriers. This perpetuates socioeconomic disadvantage where transport poverty both results from and contributes to broader patterns of inequality.

Policy Implications for Clackmannanshire

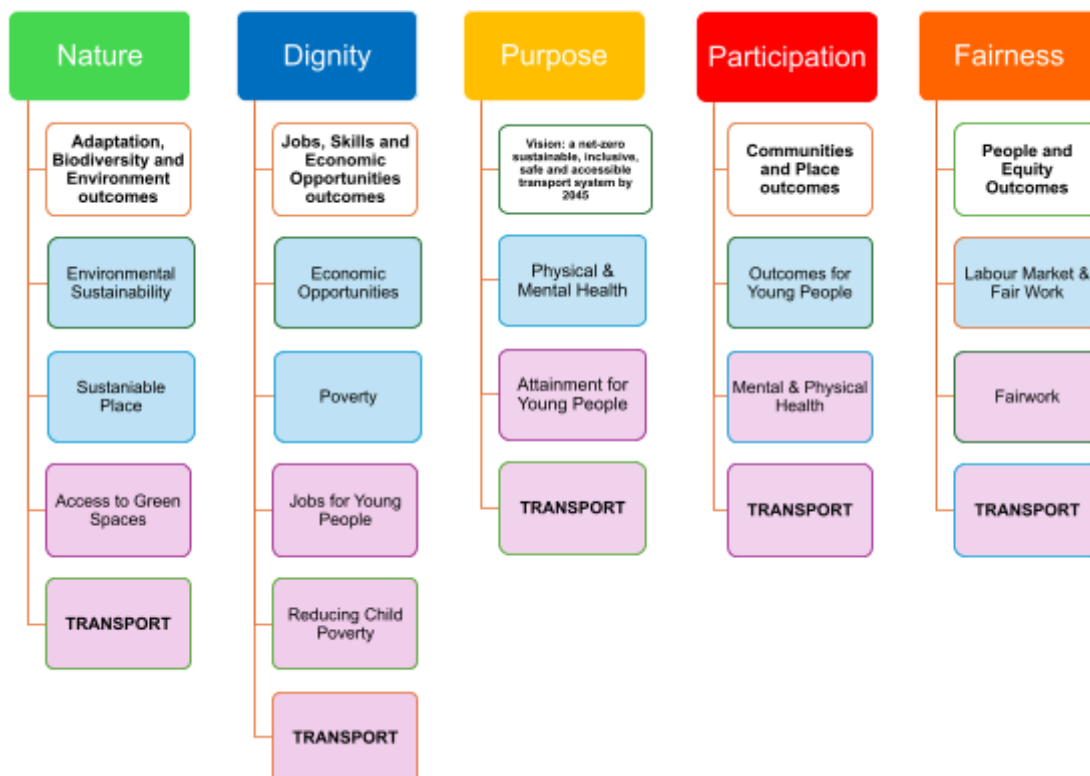
The Public Health Scotland framework has direct relevance for Clackmannanshire's transport challenges. Their model suggests that effective interventions must:

- Address multiple dimensions of transport poverty simultaneously, not just infrastructure deficits
- Prioritise equity in transport provision, ensuring services meet the needs of the most disadvantaged groups
- Integrate with health policy, recognising transport as a social determinant of health
- Focus on accessibility outcomes rather than mobility metrics alone
- Consider cumulative impacts on communities experiencing multiple forms of disadvantage

The Public Health Scotland approach complements the OECD and Irish government frameworks by providing the theoretical links between transport and wellbeing, while highlighting the particular importance of addressing transport poverty as both a cause and consequence of broader health inequalities.

Wellbeing Economy Framework for Transport in Clackmannanshire

In order to establish a Wellbeing Economy Framework for Transport that fits Clackmannanshire's policy context and local needs, the team used WEAll's five needs (nature, dignity, purpose, participation and fairness) and mapped them against the [Scottish Government Just Transition for Transport Outcomes](#) (second row in the figure below) and Clackmannanshire's Wellbeing Economy priorities (in blue) and wellbeing drivers (in pink) as found in the [LOIP 24/34](#). As it becomes clear from the figure below transport is an overarching theme that runs through each column.



The Traditional Transport Economic Lens and the Wellbeing Economy Reframe

Under the traditional transport economic lens, transport exists to get people to productive activities such as jobs, education, and shopping. Success is measured by efficiency metrics including journey times, traffic volume, and GDP contribution, with investment justified by economic returns through business cases and cost-benefit analysis. People are seen as economic units moving between economic functions.

Instead of asking *'How do we move people efficiently to be economically productive?'* the Wellbeing Economy lens asks *'How does mobility contribute to human and ecological wellbeing?'*

This fundamental reframing creates several transformative shifts in how we approach transport policy and planning.



The shift from access to employment toward access to life recognises that transport enables social connections, cultural participation, accessing nature, and caring relationships. A parent cycling with children isn't just about getting from A to B - it is relationship-building, child development, and embedding an active travel mindset for the next generation.

Moving from individual choice to community wellbeing means decisions aren't just about personal preference but community wealth building, social connections, resilience, and environmental justice. Car-free streets become community spaces, not just transport corridors, supporting broader social and environmental outcomes.

The transition from growth-driven to regenerative approaches creates transport systems that restore rather than extract, building community wealth and enhancing ecosystems. Success is measured by reduced inequality, improved health outcomes, and strengthened social fabric rather than purely economic metrics.

Finally, the evolution from technical solutions to relational infrastructure means transport planning becomes about weaving communities together. Bus stops become community gathering spaces and walking routes become social infrastructure that connects people and places.

Within the Nature dimension, the framework addresses transport impact equity by ensuring transport improvements don't disproportionately impact vulnerable communities with pollution and noise. Active travel health co-benefits are quantified not only in terms of reduced healthcare costs but also in addressing health inequalities, with active travel improvements in deprived areas helping tackle child poverty by providing free, accessible mobility options while reducing health disparities through increased physical activity. Investment in safe cycling and walking routes particularly benefits low-income households who are less likely to own cars and more likely to experience transport poverty. The circular economy in transport encompasses bike and scooter sharing along with comprehensive vehicle lifecycle management.

The Dignity dimension tackles transport poverty at the intersection of fuel poverty and mobility poverty affecting rural communities. Accessible design goes beyond compliance to create truly inclusive transport for all ages and abilities, while cultural mobility ensures transport connects people to cultural activities and community events that strengthen social bonds and identity.

Under Purpose, community wealth building through transport demonstrates how transport investments can support local businesses and social enterprises, creating local economic multiplier effects. Skills development and green jobs training prepare

local people for emerging transport technologies, while transport as social infrastructure views transport hubs as community spaces that serve multiple functions beyond movement.

Participation emphasises co-design with excluded groups, involving people who don't typically engage in transport planning processes. Transport cooperatives and community ownership models enable community-led transport solutions, while intergenerational planning ensures transport meets needs across all life stages and considers long-term community development.

The Fairness dimension addresses spatial justice by ensuring rural communities aren't left behind in transport investments and service provision. Time poverty recognition acknowledges how limited transport options increases time spent travelling, disproportionately affecting those with limited resources. Digital inclusion ensures that technology-based transport solutions don't exclude users who lack digital skills or access.

The framework demonstrates how applying a Wellbeing Economy lens transforms transport policy and planning from a narrow focus on economic efficiency to a holistic approach that prioritises human and ecological wellbeing across all five wellbeing needs, with transport acting as the connective thread that enables community thriving rather than simply facilitating individual mobility.

Evidence Base and Good Practice

Transport plays a central role in enabling access to jobs, education, health services, and community life. It also shapes economic development, social cohesion, and environmental sustainability. This section outlines proposed solutions and models relevant to Clackmannanshire, drawing on both local recommendations and wider evidence from across the UK and Europe.

Local Solutions and Strategic Recommendations

Mott MacDonald Report: Demand Responsive Transport (DRT) Model

The Mott MacDonald report²⁶ recommends a Hubs-Based Demand Responsive Transport (DRT) system to address gaps in connectivity without undermining existing bus operators. This approach recognises that traditional fixed-route services may not be viable for smaller, dispersed communities while still ensuring integration with the wider transport network.

²⁶ Multi-use Vehicle for Clackmannanshire Council – Feasibility Study and Business Case, Mott Macdonald, September 2024. This research was commissioned by Clackmannanshire Council's Transportation Department and it was shared with the WEAll Scotland project team. [Mott Macdonald](#) is a global, employee-owned, engineering, management and development consultancy.

Key features:

- Transport hubs at Alloa, Sauchie, Tillicoultry, and Tullibody, linking surrounding villages to onward connections. This hub model aligns with Clackmannanshire's settlement patterns, where the majority of residents live in key towns and villages.
- Flexible booking system allowing users to request journeys rather than relying on fixed timetables, providing greater autonomy and accessibility for users with varying mobility needs.
- Integration with bus and rail services to improve travel efficiency and ensure seamless connections to regional destinations.
- Use of existing resources, such as council-owned minibuses repurposed outside school hours, maximising asset utilisation while controlling costs.

Who would benefit:

- Residents in poorly connected villages (e.g. Muckhart, Cambus, Glenochil, Forestmill) who currently face significant barriers to accessing services and opportunities.
- Disabled passengers and older adults needing door-to-door options that conventional public transport cannot provide.
- Job seekers and shift workers unable to rely on fixed timetables, particularly those working in healthcare, hospitality, or manufacturing sectors with varied shift patterns.

Forth Valley Connectivity Commission

The Forth Valley Connectivity Commission identifies strategic priorities for improving regional transport, emphasising the interconnected nature of travel patterns across local authority boundaries and the need for coordinated planning²⁷.

The Commission recommends halting developments that increase car dependency, stressing that all future housing, retail, and service locations must support sustainable travel. This principle acknowledges that poor planning decisions create long-term transport challenges that are expensive and difficult to reverse²⁸.

The Forth Valley Connectivity Commission report suggests comprehensive redesign for Alloa, Falkirk, and Stirling to reduce car dominance, restore walkable street patterns, and promote mixed-use, higher-density development. This includes removing oversized parking areas that fragment urban centres and creating environments that prioritise pedestrians, cyclists, and public transport users²⁹.

The Commission proposes developing a Bus Rapid Transit (BRT) system named ForthNet, integrated with active travel infrastructure. Key objectives include implementing bus priority measures, reforming fare structures to improve affordability, decarbonising the bus fleet, and establishing dedicated, segregated routes to enhance reliability and usage³⁰.

²⁷ Insights from Forth Valley Connectivity Commission Final Report, 2023. [Accessed here.](#)

²⁸ *ibid*

²⁹ *ibid*

³⁰ *ibid*

The strategy calls for better walking, wheeling, and cycling links across authorities, with particular attention to interconnections with major transport hubs. This recognises that active travel networks must be comprehensive and connected to be effective³¹.

While acknowledging existing rail infrastructure's significance, the Commission advises prioritising rail for longer journeys and strengthening local bus and active travel networks for shorter trips. Additionally, improving digital connectivity is highlighted as essential for modern transport systems and broader regional economic success³².

Glenfarg Community Transport Model

A strong example of community-led innovation is the 55 Bus from Kinross to Perth via Glenfarg³³ developed by the [Glenfarg Community Transport Group](#) after the removal of Earnside Coaches 55 service left the village without suitable connections to nearby towns.

The scheme was established through a Public Social Partnership (PSP) with Perth and Kinross Council, governed by a flexible Memorandum of Understanding rather than a rigid contract. This arrangement allows for adaptation and shared ownership of the service.

The scheme operates a semi-fixed "wobble route" model, deviating from its main path to serve smaller villages and businesses on request. This design is particularly effective for communities with lower population density or those poorly served by conventional fixed-route services.

The service employs paid drivers, supported by volunteers, with Glasgow Community Transport handling bookings and operational management via their call centre.

This model demonstrates how partnership, flexibility, and volunteer capacity can effectively bridge gaps in conventional public transport while maintaining professional standards and financial sustainability.

Evidence and Case Studies from the UK and Beyond

Learning from wider case studies provides insight into how different transport models contribute to health, equality, and sustainability outcomes.

Wales (THINK Network): The [Transport and Health Integrated Research Network](#), a collaboration between Aberystwyth University and Public Health Wales, has pioneered research on transport and wellbeing. Their work on the [Monmouthshire Community Car Scheme](#) revealed that volunteer-run, door-to-door services

³¹ *ibid*

³² *ibid*

³³ Information about the 55 Glenfarg Bus is available on [the Glenfarg Community Transport Group website](#). Further insights, along with advice and tips, shared by the Group during the Community Transport Association's 'Show and Tell' session, [can be accessed here](#).

effectively reduced isolation among elderly and disabled users, with participants reporting improved social connections and mental wellbeing. However, volunteers faced logistical challenges including navigating rural areas and managing last-minute cancellations. As one volunteer shared: *"Meeting different people and realising the benefits it brings is very fulfilling. But balancing it with my own commitments is sometimes difficult."* The research highlighted ongoing sustainability concerns around funding and volunteer recruitment, emphasising the need for robust support structures.

West Midlands Health and Transport Strategy: This [integrated approach demonstrates](#) how transport and public health priorities can be systematically combined. The strategy proposes the use of population health data and Health Impact Assessments (HIAs) to inform transport investment decisions and evaluate new transport schemes. It is suggested that the social impact of transport schemes should be measured by calculating the financial value of improved health and reduced sickness absence to make the economic case for schemes benefiting health outcomes. Their development of 'Healthy and Active Streets' -comprehensive infrastructure improvements to encourage walking and cycling- provides a model for integrating wellbeing outcomes into transport planning³⁴.

Women's Travel Survey³⁵: [Comprehensive research](#) highlights that transport barriers disproportionately affect women, with 28% struggling with transport costs (rising to 41% for disabled women and 54% for single parents). The survey found that 53% of women are dissatisfied with public transport costs, 48% of disabled women are dissatisfied with walking route safety, and 61% of rural women rely on car travel while only 1% use trains. Personal testimonies illustrate the real-world impact: *"I can only afford to get the bus to work once or twice a week. I try to save this for bad weather days, but sometimes I walk for over an hour in the rain because I can't afford the bus."*

Get Heard Scotland project³⁶: [Community engagement work](#) reveals that public transport is seen as potentially transformational, but affordability and reliability remain critical barriers. Rural transport requires significant investment in connectivity, timetabling, and affordability, while efforts to reduce car use must be carefully balanced to avoid unfairly penalising households without realistic alternatives. As one participant noted: *"I firmly believe that if transport was fixed once and for all, for the next 100 years, it would help Scotland massively."* Another highlighted infrastructure gaps: *"From our village to the nearest shop or GP surgery is a one-mile walk along a main road with no pavement."* The research emphasised the

³⁴ Movement for Growth: Health and Transport Strategy, Transport for West Midlands, Draft 04/01/2027. [Available here](#). West Midlands Combined Authority have done a lot of work in 'reimagining transport in the West Midlands'. More information can be found [on their website](#). The final version of their Health and Transport Strategy can [be accessed here](#).

³⁵ Women's survey 2023: Women's experiences of travel and its cost, Scottish Women's Budget Group. [Available here](#).

³⁶ 'Poverty Alliance was commissioned by the Just Transition team at the Scottish Government to support the engagement of people on low incomes in the development of Scottish Government's policies to support a just transition to net zero.' Further information and the full report can [be accessed here](#).

need for incentivising car-sharing, creating multi-modal transport hubs, and securing Just Transition funding for rural transport investment.

Rural and Islands Mobility Plan (RIMP): The [Scottish Rural and Islands Transport Community](#)'s comprehensive analysis reveals systemic challenges in rural transport policy and delivery. The RIMP Stage 1 Report identified five critical gap areas that directly impact rural communities' transport experiences and outcomes³⁷.

Governance gaps highlight how national transport strategies often lack alignment with rural realities, including insufficient local power and funding, inflexible implementation frameworks, and inadequate local authority resources. There are significant disconnects between national ambitions -such as reduced car dependency, improved active travel, and integrated services- and the resources and capacities available locally to deliver these outcomes³⁸.

Sentiment gaps emerged despite broad support for national strategic objectives around health, sustainability, and equality. Rural stakeholders expressed deep scepticism about achieving these goals due to poor implementation, inadequate local consultation, and persistent resource scarcity. Critical dissatisfaction focused on the frequency and reliability of bus and train services, affordability barriers, and inadequate safety infrastructure³⁹.

Technology gaps persist despite national policy support for electrification and digitalisation initiatives like Mobility as a Service (MaaS). Implementation in rural communities lags significantly behind urban areas due to inadequate infrastructure (particularly EV charging points and mobile coverage), prohibitive upfront costs, and local economic constraints that limit technology adoption⁴⁰.

Infrastructure gaps represent perhaps the most visible challenge, with rural infrastructure -including roads, rail, paths, and ports- deteriorating due to systematic underfunding. Poor connectivity through active travel paths, inaccessible rail stations, and unreliable ferry services impedes sustainable transport uptake and creates barriers to accessibility and inclusivity.

Communication issues compound these challenges through ambiguous policy language that uses terms like *could* and *must* without clear commitment to local outcomes. Complex terminology around concepts like MaaS, DDRT (Dynamic Demand Responsive Transport), and autonomous vehicles is not consistently understood or valued by local stakeholders, creating barriers to meaningful engagement⁴¹.

The RIMP research found that rural and island communities prioritise pragmatic, proven innovations -such as enhanced pedestrian infrastructure, digital passenger information, and microgrid energy solutions- over cutting-edge but unproven technologies like autonomous vehicles or sophisticated MaaS systems. This

³⁷ Developing a national rural and islands mobility plan (RIMP) for Scotland. [Accessed here.](#)

³⁸ *ibid*

³⁹ *ibid*

⁴⁰ *ibid*

⁴¹ *ibid*

preference for practical solutions reflects communities' need for reliable, accessible transport that works within existing resource constraints⁴².

Local living adapted for rural and semi-rural realities: While effective in urban settings, the 20-minute neighbourhood concept requires significant adaptation for rural contexts. [Research in the Highlands and Islands](#) identified challenges including sparse population densities, dispersed communities, economic viability constraints, and risks of increased centralisation⁴³. The research defined a specific rural framework identifying essential daily needs across seven key areas.



Rural daily needs in the Highlands and Islands from the Living Well Locally report⁴⁴

However, Aberdeenshire Council's successful [Rural Facilities Monitor](#)⁴⁵ demonstrates how systematic data collection can support place-based planning in rural contexts. This comprehensive dataset, in continuous use since 1981, has evolved from a basic audit of essential daily facilities such as shops, schools, and medical services into a sophisticated planning tool. Following the Scottish Government's emphasis on local living and 20-minute neighbourhoods after 2020,

⁴² ibid

⁴³ Living Well Locally: 20 Minute Communities in the Highlands and Islands (June 2022). [Accessed here](#).

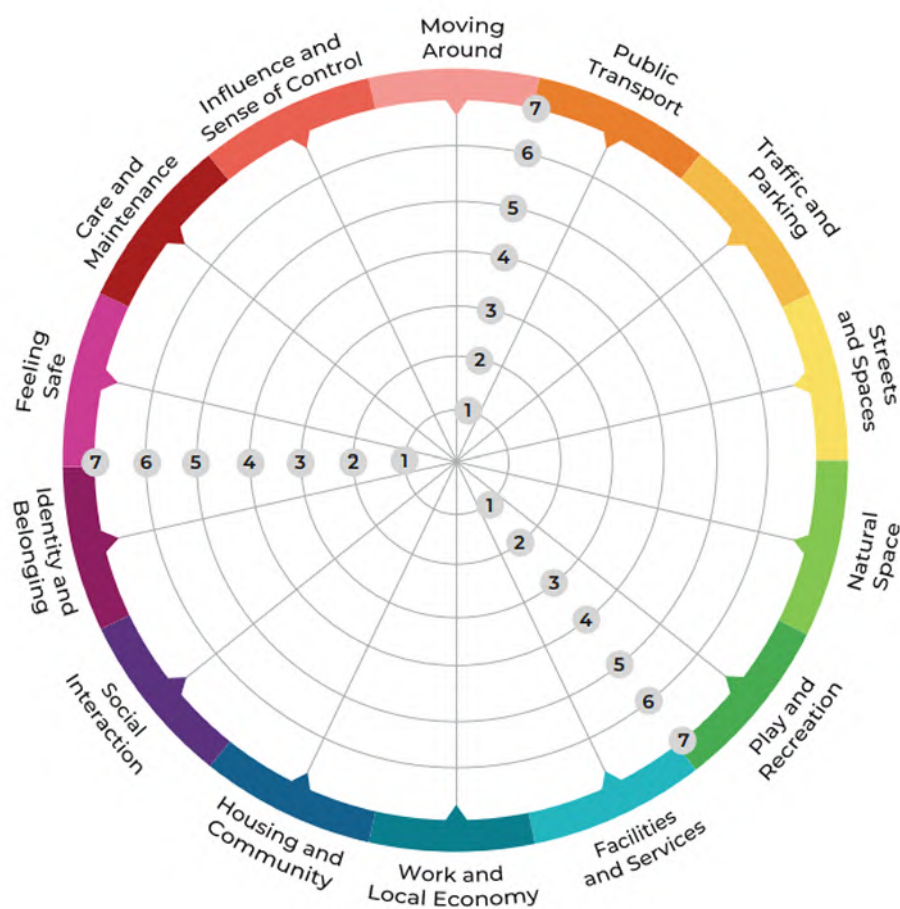
⁴⁴ ibid

⁴⁵ An earlier version of the Rural Facilities Monitor can [be viewed here](#).

Aberdeenshire significantly expanded and updated the Monitor to include additional daily needs beyond traditional services⁴⁶.

The enhanced system now creates GIS-based individual settlement profiles that are publicly accessible, enabling local communities to develop Local Place Plans that align with the 'Living Well Locally' agenda and address issues like rural depopulation. These profiles provide granular data on facility availability, accessibility, and quality across Aberdeenshire's diverse settlement patterns, from larger towns to small villages and isolated communities.

Crucially, Aberdeenshire recognised that the mere presence of facilities does not guarantee their quality or accessibility for residents. To address this gap, the council systematically employs the [Place Standard Tool](#), a community-centred assessment framework that gathers qualitative data on factors such as the safety and appeal of active travel routes, the actual usability of local services, and residents' perceptions of their neighbourhood's strengths and challenges.



⁴⁶ The 'Scottish Government's Planning Guidance: Local Living and 20 minute neighborhoods' includes the Aberdeenshire case study. [It can be accessed here.](#)

The Place Standard Tool

The Place Standard Tool uses a visual wheel format with 14 themes. People can rate each theme on a scale from 1 (very poor) to 7 (excellent), creating a comprehensive profile of local quality of life that extends well beyond infrastructure provision.

This dual approach -combining systematic facility mapping with community-led qualitative assessment- enables Aberdeenshire to identify not just what services exist, but how well they actually serve residents' daily needs. The methodology provides a replicable model for other rural authorities seeking to implement local living principles while respecting the unique characteristics of dispersed, lower-density communities. The [Place Standard Tool](#)'s emphasis on community voice and lived experience aligns closely with wellbeing economy principles, ensuring that transport and planning decisions are grounded in residents' actual experiences rather than assumptions about rural needs.

Lessons from Scottish Mobility as a Service (MaaS) pilots: The Scottish Government's £2 million [MaaS Investment Fund](#) supported five pilot projects, including the GoSEStran project, which successfully integrated various transport modes including demand-responsive services. The GoSEStran app integrated various transport modes, including demand-responsive bus services, and highlighted park and ride locations, EV charging locations, and journey hub locations across the region, involving significant technological innovation to overcome data integration challenges.

[Key lessons from these pilots](#) emphasise that marketing and communication strategies must be developed early, with simple messaging that avoids complex terminology⁴⁷. The most successful promotional efforts proved to be targeted and local -such as posters at bus stops- rather than broad-reach campaigns. SEStran discovered that word-of-mouth recommendations and endorsement by trusted local organisations (such as councils, employers, and educational institutions) proved more effective than promotion by regional transport partnerships with low public visibility⁴⁸.

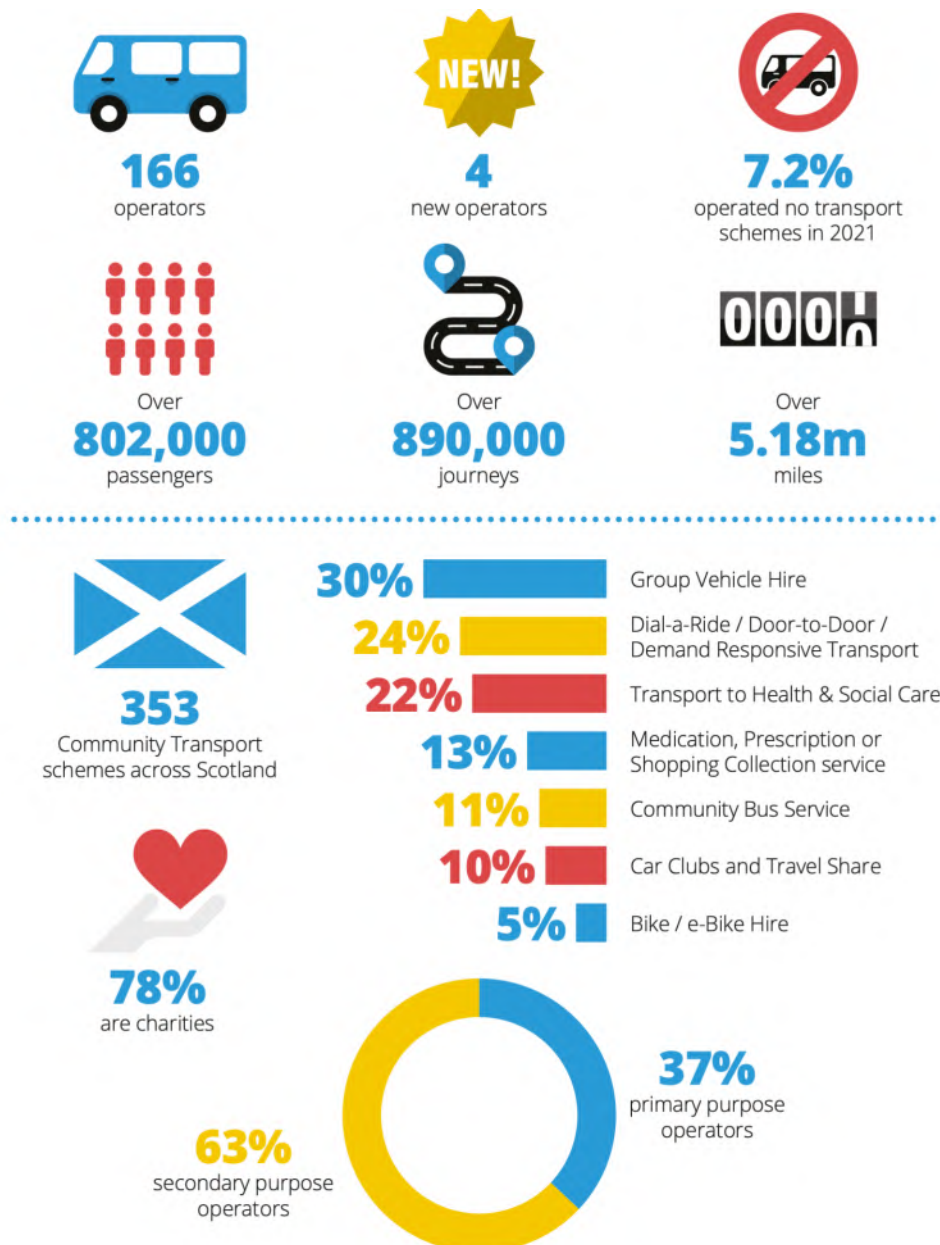
The [Integrated Mobility Partnership](#), launched to share experiences across Scottish regions, demonstrates the potential for scalable MaaS solutions that reduce costs through shared licensing and resources. However, the pilots emphasised that residents need early engagement to understand new services and that digital solutions must be accompanied by accessible alternatives to avoid excluding users with limited digital skills or access.

Evidence from the Community Transport Association: Community transport can often raise questions about financial and operational sustainability, however, evidence from the [Community Transport Association \(CTA\)](#) demonstrates that when

⁴⁷ GoSEStran MaaS project, Final Report. [Available here](#).

⁴⁸ *ibid*

properly supported, community transport offers a viable, adaptable and inclusive alternative in areas where traditional transport services often fail to meet the needs of local people. In 2021, CTA produced [a comprehensive report](#) documenting the state of Scotland's community transport sector in 2021, marking the first 'State of the Sector' analysis since 2015. The study reveals a resilient and diverse sector comprising 166 operators delivering 353 transport schemes across Scotland, serving over 802,000 passengers and completing more than 890,000 journeys covering 5.18 million miles⁴⁹.



MORE THAN A MINIBUS Scotland's Community Transport Sector in 2021, CTA

⁴⁹ MORE THAN A MINIBUS: Scotland's Community Transport Sector in 2021, Community Transport Association. [Available here](#).

The report shows that 76% of community transport operators have been established for 10 years or more, with the sector operating over 900 vehicles, and more than 68% of the fleet being accessible for people with disabilities.

However, community transport funding is often fragile: only 13% of operators have income over £1m, while 23% operate with less than £25K per year; over 32% rely on a single funding source. Nevertheless, the sector shows innovation, with 8% of operators having a trading arm to supplement grant and fare income and 35% receiving Bus Service Operators' Grant⁵⁰.

Another area of potential concern could be digital capacity and the need to improve communications, given that 1 in 4 operators do not have a website or presence on social media, that could be used to reach new audiences, suggesting the need for technical and digital support to futureproof the services⁵¹.

European Innovations

Germany (EcoBus Service): [The EcoBus pilot](#) in Bad Gandersheim operated across 100 km² serving approximately 14,000 inhabitants, demonstrating sophisticated demand-responsive transport. The system used algorithms to combine routes with similar origins and destinations, operating with extended hours (daily 8 AM-11 PM, extending to 2 AM weekends) to cover diverse mobility needs. Pricing matched scheduled public transport and tickets were fully integrated with bus and rail services. The service offered multiple booking options (app, internet, telephone) with real-time route calculation and immediate confirmation. The fleet comprised 8-seater minibuses with full public transport specifications but requiring only standard driving licences, making recruitment more feasible.

Combined mobility in the North Sea Region: [The project](#) represented a significant transnational collaboration involving 13 partners across seven North Sea Region countries from 2019-2022, with a total budget of €4 million. Led by Region Värmland in Sweden, the project focused on developing '*Combined Mobility in the rural public transport system to build sustainable rural public services in symbiosis with private mobility providers and citizens.*'

The project's core objective was to stimulate uptake of green transport solutions specifically tailored for rural contexts, recognising that traditional urban mobility models often fail in dispersed, lower-density communities. Rather than implementing single-solution approaches, the initiative tested integrated mobility systems that combined public transport, private providers, community initiatives, and digital platforms to create comprehensive rural transport networks.

The evidence presented in this section highlights a wide variety of concepts, solutions, case studies, and tools operating at different levels, all of which illustrate holistic approaches to transport. Together, these examples offer a rich set of options

⁵⁰ *ibid*

⁵¹ *ibid*

and inspiration to consider for Clackmannanshire. While many solutions may not be directly transferable to the local context, they demonstrate what becomes possible when creative, innovative approaches are combined. This review of evidence serves as a starting point, offering new perspectives for developing the action plan presented later in the report.

Ridesharing and Co-voiturage Success in France: France has developed Europe's most successful ridesharing ecosystem, anchored by BlaBlaCar, which has grown to [over 100 million users across 22 countries](#). [In 2024 alone](#), members collectively saved €540 million while avoiding 2.5 million tonnes of CO₂. The French co-voiturage (carpooling) model demonstrates how ridesharing can provide substantial transport solutions, particularly for medium-distance journeys where public transport may be expensive or inconvenient and can generate environmental benefits through increased vehicle occupancy rates⁵².

BlaBlaCar's success in France stems from several factors: comprehensive trust and verification systems using ratings, profile information, and identity verification; cost advantages; and significant scale with [30,000 passengers per day](#) on long-distance journeys and a further 40,000 on commuter journeys in France alone. In France specifically, [one in five adults](#) are members of BlaBlaCar, with [60% of the 18-35 age demographic](#) using the service.

The French government has actively supported ridesharing through comprehensive policy frameworks. The [Mobility Orientation Law of December 2019 enabled](#) local transport authorities to fund carpool trips similarly to public transport subsidies. In the [Île-de-France region around Paris](#), passengers can book two rides daily at no extra cost on their Navigo travel card, with drivers receiving payments of €2-5 from the state.

[Research indicates](#) that successful carpooling adoption requires addressing specific barriers around safety concerns, insurance clarity, and creating sufficient user density for effective matching⁵³.

The ridesharing app *BlaBlaCar* is available in the UK; however, its popularity and uptake are more limited compared to other countries. For areas like Clackmannanshire, the French model offers insights into how regional coordination, platform integration with existing transport services, and supportive policy frameworks can enable ridesharing to address rural connectivity gaps while complementing rather than competing with conventional transport options.

Existing initiatives in Clackmannanshire

After reviewing good practice and evidence at local, national, and international levels, the team sought to gain an in-depth understanding of the work already

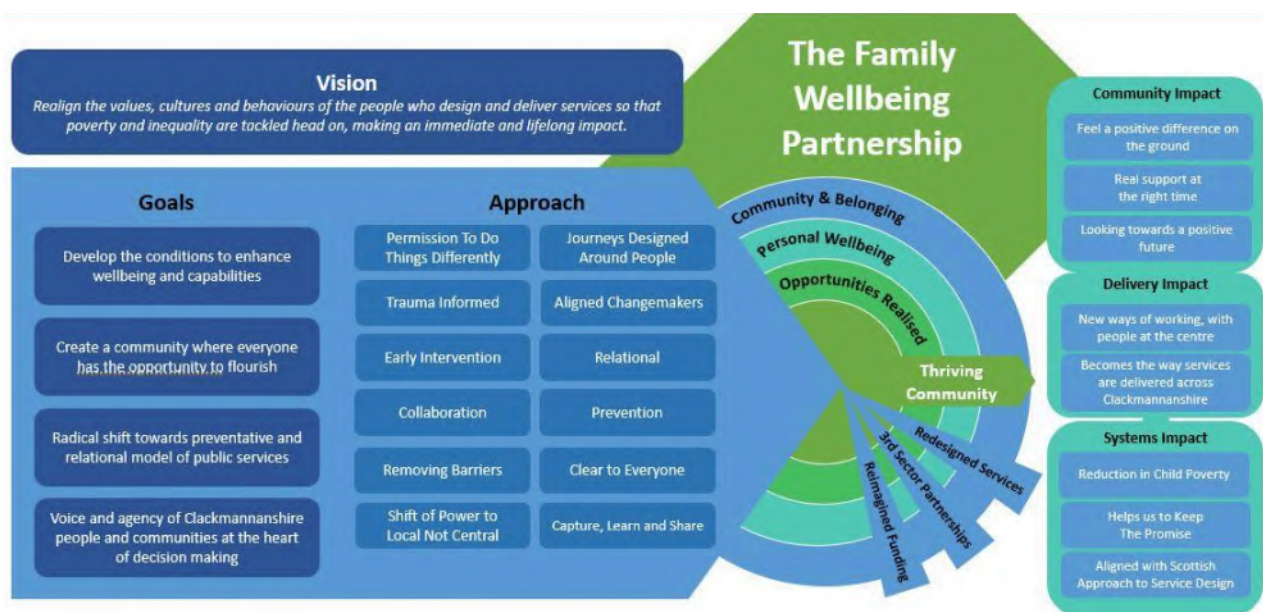
⁵² Zero Empty Seats: A study into BlaBlaCar's environmental contribution (2028). [Available here](#).

⁵³ Ridesharing: its potential, challenges, and future in France, Diansuo Zhu (February 2022). [Available here](#).

underway in Clackmannanshire. The aim was to identify where local innovation and effective partnership working are already contributing to better outcomes for people, and to ensure that new proposals build on existing strengths and lessons learned within the area.

An overarching theme of this report, the Wellbeing Economy Framework for Transport developed and the subsequent action plan is the need for joined-up thinking, adopting an approach that incorporates the wider determinants of individuals, community and ecological wellbeing.

One example of this thinking coming into practice is Clackmannanshire's Family Wellbeing Partnership (FWP), which is a partnership between Clackmannanshire Council, the Scottish Government, the local community of Clackmannanshire, funders and a range of public and third sector stakeholders. The goal is to transform public service delivery, by addressing the social determinants of wellbeing by reducing child poverty, improving intergenerational ties, reducing isolation and fostering community across all stages of people's lives.



Clackmannanshire Council, Family Wellbeing Partnership

[Research commissioned by the Scottish Government](#) to evaluate the initiative found that "FWP has had a positive impact on the wellbeing of individuals and families in Clackmannanshire, and has led to innovative models of service delivery that are based on enhanced trust, collaboration and co-design with the community."⁵⁴ The report identifies lessons other communities across Scotland can draw from, and highlights eight key factors that have been instrumental in FWP's success⁵⁵:

⁵⁴ Family Wellbeing Partnership in Clackmannanshire: evaluation, The Scottish Government. [Available here.](#)

⁵⁵ *ibid*

1. the leadership and governance of the FWP
2. long-term, flexible funding
3. local context and place-based approaches
4. whole family systems approaches
5. collaborative leadership and multidisciplinary service delivery
6. co-design and empowering families to own activities
7. communication and shared vision
8. data collection and management.

Building on this joined-up, cross-sectoral and cross-departmental approach, a new initiative has been developed: the *Transformation Space*.

The Clackmannanshire Transformation Space is designed to:

- Maximise community assets
- Deliver improved outcomes for local people
- Attract funding from a variety of sources
- Eliminate siloed funding and thinking across public services

Informed by the priorities of elected members, the Transformation Space enables different Council department funds to be pooled together to tackle complex challenges that cut across areas -such as transport, mental health, housing, and wellbeing. A key innovation is a Citizens Panel, comprising diverse community members, which oversees decision-making about how funding is allocated. This panel is empowered to design, shape, and help deliver the services and solutions they use and need, shifting power from traditional authority structures to local residents.

Funding is managed by a third sector body, with the explicit aim of attracting additional support from funders, corporate partners, or philanthropists -resources the Council alone would not be eligible for. This approach increases overall spend and impact, compared to the constraints of siloed Council budgets.

The Transformation Space also focuses on prevention and early action, aligning with the recommendations of [the Christie Commission](#) and local learning from previous partnership programmes. Its aim is to remove long-standing barriers in the public sector, enable genuine collaboration, and improve outcomes in areas such as transport, housing, and mental health.

As transport emerges as a top priority in consultations, if this plan is approved, the Citizens Panel will be empowered to co-create proposals that address local transport needs, drawing on blended funding and direct community insight to support community-driven action and innovation.

Another example of joined-up thinking is The Wellbeing Hub and Lochies School project, which will be built at the Pavilions site in Alloa West. This Hub will provide “a range of health, wellbeing and learning services that are connected, holistic and well

signposted both internally and with other services in Clackmannanshire, creating a destination that the community takes pride in.”⁵⁶

The intention is to create “a place where the whole community feels welcome, safe and encouraged to come in, spend time, try new things or develop existing skills and activities.”

Clackmannanshire’s Transportation Department has also taken steps toward this joined-up thinking, with various initiatives that could serve as good practice to be further developed. Particularly in relation to Active Travel, Clackmannanshire Council has some innovative projects to showcase:

Education and Estates Integration

The Transportation Department’s partnership with education has created systematic approaches to promoting active travel among young people. Annual participation in Living Streets’ Active Travel Tracker campaign involves all 18 primary schools and has been funded for over five years to monitor how pupils travel to school. This sustained commitment has positioned Clackmannanshire as the second-highest performing local authority in Scotland for active travel to schools.

The Council’s most innovative education initiative involves dedicated Active Travel Hubs embedded within all three secondary schools, with Lornshill Academy leading the way since 2019. These hubs provide comprehensive support for pupils and staff, demonstrating how transport initiatives can deliver far beyond mobility outcomes. In 2024 alone, the hubs secured additional funding to provide 237 bikes for pupils eligible for free school meals, engaged 3,206 pupils through 278 active travel events, and contributed to over 800 bikes delivered to children eligible for school meals since 2021.

Significantly, these hubs extend beyond transport provision to support mental and physical health initiatives while contributing to cross-curricular learning through SQA Bike Maintenance classes and map reading links with Mathematics. Evidence shows the hubs improve attainment, self-esteem, and confidence among participants, illustrating how transport interventions can generate multiple wellbeing benefits.

Supporting infrastructure development includes extensive provision of cycling storage across educational and community settings. In 2024-25, the Council installed 25 new bike shelters (including 7 designed for adaptive bikes) and 6 bike lockers across 13 locations, encompassing 6 educational establishments - releasing essential classroom space - 5 council properties, and 3 community groups.

⁵⁶ From the business case submitted, ‘Overarching vision’ section.

Cross-Departmental Collaboration

The Transportation Department's partnerships with other council services demonstrate practical joined-up working. Collaboration with Economic Development led to providing 6 bikes for young unemployed people in 2024, ensuring access to jobs and appointments through an ongoing arrangement that addresses transport barriers to employment.

Partnership with Housing has initiated a trial bike shelter project for residents without safe storage solutions, involving either new installations or retrofitting unused lock-ups. This approach recognises that effective active travel policy must address practical household-level barriers.

Community and Stakeholder Engagement

The Council's stakeholder collaboration extends beyond internal departments to include community organisations, businesses, and public agencies. Working with Alloa Business Improvement District and Police Scotland, the Council delivered an Alloa Town Centre Bike Promotion Day featuring pop-up bike shops, police bike marking, and e-bike demonstrations, supporting both active travel uptake and town centre economic activity.

Community-focused initiatives include establishing a community bike library in Menstrie and providing free bike maintenance services in community spaces. In 2024, 5 community spaces and 16 primary schools received free bike repair pop-up workshops, specifically targeting support for those experiencing transport poverty who cannot otherwise access bike shops.

Strategic Infrastructure Development

The Transportation Department has implemented systematic improvements to cycling infrastructure, including upgrading barriers on cycle networks at 11 locations in 2024 to ensure multi-user accessibility. The creation of a new journey hub in Tillicoultry demonstrates integrated transport thinking by co-locating bus stops, cycle facilities, and EV chargers in one accessible location.

Internal practice improvements include establishing a council staff e-bike fleet for site visits, supporting both the Climate Emergency Action Plan and staff mental and physical wellbeing while demonstrating leadership in sustainable transport.

In addition to the initiatives mentioned above, conversations have begun between SEStran, the Transportation Department, and NHS Forth Valley to pilot a bespoke bus service between Clackmannanshire and Falkirk Community Hospital, which will significantly improve the travel experience for people accessing health services, including appointments to the eye clinic. This pilot came to life as a direct result of

the joined-up working and cross-sector collaboration facilitated by the Wellbeing Economy Steering Group, launched as part of this project. Another initiative accelerated through the steering group is a volunteer driver community pilot, currently under development in partnership with Clackmannanshire Council and the Clackmannanshire Economic Regeneration Trust. These initiatives demonstrate the effectiveness of applied cross-departmental and cross-sectoral thinking, showing how resources, capacity, and expertise can be maximised through effective collaboration and partnership building.

Engagement

Wellbeing Economy Transport Steering Group

The purpose of the Wellbeing Economy Transport Steering Group (WETSG) was to support the development of a Transport Action Plan designed to serve the residents of Clackmannanshire and their transport needs.

Membership was drawn from the following organisations and groups which have an interest in Transport in Clackmannanshire. Other invited stakeholders and specialists were asked to join specific meetings, including [SEStran](#).

Name	Organisation
Lorraine Sanda	Clackmannanshire Council
Veronica Cully	Clackmannanshire Council
Madeleine Muirhead	Clackmannanshire Council
Rachel Maclean	Clackmannanshire Council
Dr Janet Adam	Clackmannanshire Council
Stuart Cullen	Clackmannanshire Council
Paul Morris	Clackmannanshire Council
Mark Craske	NHS Forth Valley
David Holmes	Scottish Government
Jean Hamilton	Clackmannanshire Economic Regeneration Trust (CERT)
Naya Koulocheri	WEAll Scotland
Paddy Wiggins	WEAll Scotland
Suzanne Crimin	WEAll Scotland

WEAll Scotland worked with the Steering Group to identify and embed wellbeing economy principles and framework. The team regularly updated the Group about the progress of their work, delivered an introductory presentation on Wellbeing Economy Principles and the vision and ambitions of the global Wellbeing Economy Alliance. The team presented interim findings of their literature review to the Group, highlighting key findings and potential implications, and signposted the Scottish Government's consultation on [Just Transition: draft plan for transport in Scotland](#). Following successful engagement with Steering Group members and effective cross-departmental collaboration and initiatives within the Council,

Clackmannanshire Council submitted a detailed response to the consultation, with WEAll Scotland contributing with comments before submission.

The team developed a first draft of the action plan - a long list of proposed actions, sharing it with the Steering Group for their input. Following this initial presentation and group conversation, WEAll Scotland reached out to Steering Group members individually to arrange one-to-one meetings. These meetings allowed the team to gather members' detailed feedback on the draft; better understand their priorities; and identify any actions that might have been omitted. This stage was essential in shaping the final, shorter action plan, which was then recirculated to the Steering Group for further input.

The individual feedback sessions were recorded, or an AI tool was used to generate automatic notes, in order to help the team analyse and incorporate the comments. To protect the confidentiality of individual views, the transcripts and notes have not been attached or shared, and have now been deleted from our systems.

At the final Steering Group meeting this second version of the action plan was shared for additional comments and review. These conversations informed the development of the third and final version of the plan, which is included in the next section.

A key recommendation of this report is the continuation of the cross-departmental and cross-sectoral work that began with this Steering Group, with SEStran and Transport Scotland expressing interest in participating should a subsequent version of the group be established.

Community Engagement

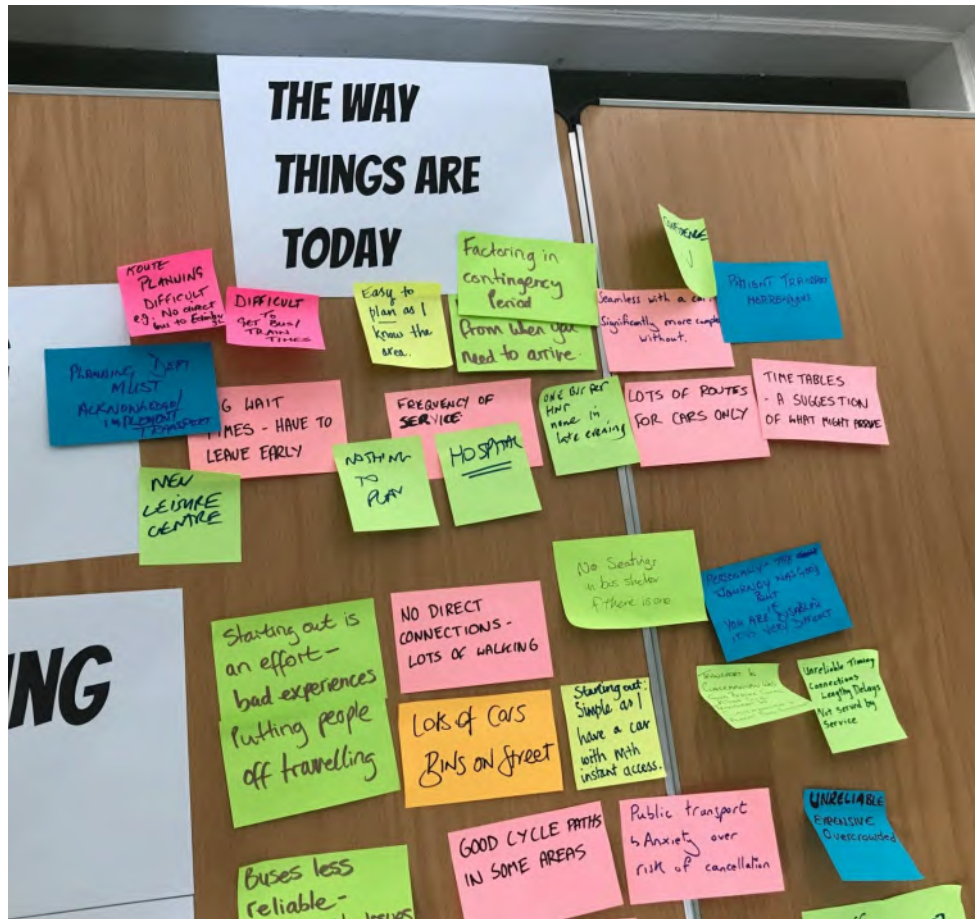
Community Voice meeting, July 2025

Residents of Clackmannanshire are gathering to form Community Voice, a group that represents the experience and expertise of those living in the area. They work together with Foundation Scotland and the Hunter Foundation, bringing their own experiences, along with stories from others living in the county, to bring clarity and context to local challenges. Not to try and design a fix but to describe the best problems to solve.

During a Community Voice meeting on 29th July, ca 20 residents discussed the challenges of getting around Clackmannanshire. They considered the different aspects of journeys - planning, starting out, waiting for transport, using transport, arriving and returning home.

The first part of the discussion painted a picture of the challenges they experience today. During the second part they described the conditions and situations they would encounter if future mobility services fitted with their lives and enabled them

to do what they want and need to do locally and beyond.



Current Transport Challenges

Healthcare access emerged as a particularly acute concern, with residents struggling to access specialist medical appointments at locations like Falkirk Hospital, Queen Elizabeth Hospital, and The Beatson. The challenge extends beyond routine appointments to include vulnerable situations such as returning home after chemotherapy sessions, where public transport becomes completely impractical. Patient transport eligibility criteria exclude most people, creating significant gaps in healthcare accessibility that force reliance on informal support networks and potentially require others to miss work to provide transport.

Reliability issues with public transport create cascading problems throughout residents' daily lives. The frequent sight of empty buses passing by reflects both poor service quality and reduced confidence in the system. Unreliability generates stress and anxiety, forcing people to build extensive contingency time into journeys to ensure they reach work or appointments on time. This uncertainty particularly affects vulnerable groups who may face long, difficult days when extended journey times combine with early departures and lengthy waits.

Infrastructure barriers compound transport difficulties. Pavements prove challenging to navigate, especially on bin collection days, while competition for multi-use accessibility spaces on buses creates conflicts between wheelchair users, people with mobility aids, and parents with prams. Bus stops often lack basic facilities like shelter and seating, leaving older people and others waiting in poor weather conditions for delayed services.

Safety concerns further limit transport use. Poor lighting and anti-social behaviour at bus stations and on secluded active travel routes make people feel unsafe, particularly affecting evening and night-time travel. The lack of transport connectivity to essential services, including the new Wellbeing Hub, and poor links between public transport and childcare providers require extensive walking that may not be feasible for all users.

Community Aspirations for Future Transport

Residents articulated clear visions for improved transport that would enhance their wellbeing and life opportunities. The ability to plan journeys with confidence in reliable services emerged as a fundamental need that would reduce stress and

enable people to participate more fully in work, education, and social activities.

Access to reliable, affordable transport would expand employment and training opportunities while encouraging social and leisure travel that combats isolation. Residents emphasised the importance of feeling safe and comfortable in transport environments, with well-lit, clean, and attractive waiting areas and travel routes that welcome all users.

Community-led transport solutions that serve areas where commercial services are inadequate received strong support, alongside employer transport schemes and car-pooling initiatives that could provide practical alternatives. The need for transport that operates when people actually need it -including evenings and nights- at affordable prices represents a core aspiration for inclusive mobility.

Infrastructure improvements featured prominently in residents' visions, including accessible, up-to-date travel information, well-lit walking routes, and safer cycling connections from rural areas to towns and cities. Enhanced access for disabled people to travel independently to destinations of their choice reflects broader aspirations for dignity and participation in community life.

Exploring Work Group, August 2025

WEAll Scotland joined a drop-in session of Clackmannanshire Council's *Exploring Work* at the Alloa Speirs Centre. The team carried out four in-depth interviews.

In the first stage of the process, individuals were asked to score their experiences in relation to the five WEAll needs. *Nature* emerged as the highest-performing area, suggesting good environmental resources and accessibility. *Purpose* showed moderate-to-strong performance, indicating some sense of community belonging. *Participation* ranked lowest, with *Dignity* also falling below moderate levels, reflecting transport-related stress, financial pressures and other challenges.

The second stage followed the same pattern as the Community Voice session, with participants asked to reflect on their current travel experiences compared to what they would like to see in the future.

Participant A

For Participant A, access to nature is generally positive: cycling and walking routes are well maintained and remain usable. However, they expressed concern about environmental deterioration in recent years. Their travel patterns are dominated by active travel, with over 80% of journeys by bike or on foot. Public transport is avoided where possible, as local rail services are perceived as unreliable, with delays and

cancellations posing a real risk of disruption. High fares also mean that using the train feels like “paying a premium just to get to work.”

Because cycling is predictable, journey planning requires little effort. Yet reliance on a bike is driven more by negative experiences with public transport than by personal preference. A major concern is bike security—an issue that generates high anxiety. While Participant A is interested in secure, weather-proof shelters, they remain unconvinced that such facilities would genuinely be safe from theft.

In terms of buses, they highlighted the Clackmannan-Dollar route, which takes 1 hour 25 minutes to cover a relatively short distance. By comparison, cycling is faster, cheaper, and more practical. Nonetheless, rising financial pressures and travel costs create persistent challenges for those without access to a private car. Participant A praised the maintenance of local cycling paths but stressed that investment is needed in secure storage and affordable, reliable public transport.

Participant B

Participant B’s main challenges centre on accessibility of information. Train timetables are seen as overly complex and bus information is often unclear or missing. As they cannot use smartphone apps for real-time updates, and with vandalised RTPi (real-time passenger information) screens limiting access further, they face significant barriers. AI tools like Google Assistant have been described as a “game changer,” simplifying travel information into usable directions.

In terms of participation, local leisure opportunities are often inaccessible without a car: they are not within walking distance, and routes by bus are confusing or awkward. Weekly community involvement requires a 2.5-hour commute, which constrains wider engagement. While Edinburgh and Glasgow are technically accessible, reaching them demands considerable effort, and even services like banking in Stirling require long, slow bus journeys.

Employment opportunities are also affected. Many jobs demand early starts or cross-region commuting, which is practically impossible given unreliable connections. Health appointments pose further challenges: trips to Falkirk Community Hospital are long and difficult, though proposals for a new direct service were viewed as potentially transformative.

The stress of travel uncertainty shapes daily wellbeing. Participant B described feeling compelled to arrive excessively early to avoid missing commitments, which increases anxiety. Cost is another factor: buses are preferred because of a free travel pass, while rail remains prohibitively expensive. Severe weather adds another

layer of risk, as services often stop without warning, leaving them socially isolated.

For the future, Participant B would prefer to continue using the bus -finding it scenic and enjoyable- if reliability and real-time information could be improved.

Participant C

Participant C was blunt: “Buses are horrible.” Their biggest frustration is the lack of information, as no system reliably confirms whether a service is running or delayed. This has direct consequences: missed shifts or late arrivals at work have put employment at risk.

On wellbeing, they rated dignity as low, citing antisocial behaviour on public transport as a significant mental health concern. By contrast, they were satisfied with local natural resources, describing them as “safe and well kept.” However, they felt disconnected from community participation, viewing local councils as irrelevant to them.

Mobility for work and health remains a constant struggle. With no direct bus links to major hubs, employers have to be flexible to accommodate delays or missed shifts. Although they do not use active travel infrastructure, they repeatedly raised safety concerns on buses. Hospital transport was one area they felt worked relatively well, though the loss of certain direct services (such as Alva-Alloa) has added unnecessary journey time.

On trains, information was said to be easier to access, but reliability remained poor. On buses, reliability was described as “non-existent,” with ghost cancellations and no updates leaving people stranded.

Participant D

Participant D is a working mother who also cares for her son with Down syndrome, whose healthcare needs require frequent travel. For her, the car is the only viable option. Buses are impractical: accessibility for a buggy is poor, and timetables are too unreliable for the demands of work and healthcare.

Walking is also difficult due to pavement parking and bins blocking pathways, which she noted also create major obstacles for wheelchair users. She emphasised that these barriers -though small on their own- compound to restrict accessibility for a wide range of people.

Her main requests for public transport were straightforward: more frequent, direct

buses at times that match people's lives, particularly for shift work and health appointments. Currently, information about disruptions and cancellations is often outdated or absent, making buses unusable. Physical access issues and inconsistent information reinforce her reliance on a car, even though parking is increasingly difficult.

She also raised broader equity concerns, noting that when people lose their bus passes, they are effectively cut off from essential services: *"I don't have my bus pass, I can't afford to go where I need to go."* Safety was another recurring theme, both in terms of secure parking close to destinations and the risks faced by those unable to drive.

While her employer offers some flexibility, she pointed out that many essential jobs -such as shop or public service roles- require strict punctuality. Poor public transport, therefore, functions as a real barrier to work and participation for many people in her community.

These engagement findings demonstrate that transport challenges extend far beyond simple mobility issues to affect health, employment, education, social connection, and overall quality of life reinforcing the case for the wellbeing economy approach adopted in this action plan.

Wellbeing Economy Action Plan for Transport

This action plan has been developed as a direct result of the work undertaken, including the literature review, stakeholder and community engagement, and the application of the overarching principles of the Wellbeing Economy.

Some notes for this action plan:

- Suggested timeframes are purely indicative and should be adapted to the realities of each team's capacity and resources.
- We recognise that additional funding will be required for some of the actions in this plan. However, any funds that can be identified or reallocated do not need to come solely from transport budgets; they could be drawn from a range of budget streams as well as external funding sources. An example of Council-led pooling and redistribution of cross-departmental funding while leveraging external funding is the newly established 'Transformation Space'.
- In the context of Clackmannanshire's transport planning, 'holistic' means taking an integrated, interconnected approach that recognises transport as a

catalyst for achieving multiple wellbeing outcomes simultaneously, rather than viewing it in isolation. In the fourth tab of this spreadsheet, you will find the Wellbeing Economy Framework for Transport which informed the development of the action plan and breaks down the various aspects of the term 'holistic' in this context.

- The Action Plan is non-binding and serves as a high-level assessment and guide to current and future work that will help inform the development of the Council's statutory Transport Strategy. It is designed to guide discussion, build consensus, and help identify priorities for the Council's leadership and senior management. Final decisions on which actions to implement - and on timescales - remain with the Council. Individual projects will be subject to the appropriate formal appraisal methodologies before approval.

Action Plan Summary

The action plan sets out a phased approach to transforming Clackmannanshire's transport and mobility systems, structured around short-term (0-3 years), medium-term (3-6 years), and long-term (6-10+ years) priorities. It is built on the principles of cross-departmental collaboration, community engagement and a wellbeing economy framework that links transport decisions to broader outcomes such as health, equity, and social participation.

Eight short-term actions (0-3 years) form the foundation of the plan included in this report:

- **Hubs-based demand responsive transport (DRT) system repurposing existing D2D contract based on Mott MacDonald recommendations:** This approach involves repurposing the existing D2D contract into a multi-modal transport option that maximises cost efficiency while better meeting community needs, with implementation targeted by 31st March 2026. This action focuses on establishing transport hubs at key locations, including Alloa, Sauchie, Tillicoultry, and Tullibody, with smaller settlements linked to these hubs for onward connections. Key operational features include a flexible booking system where users can request journeys in advance rather than relying on fixed bus schedules, and full integration with existing public transport to ensure coordination between DRT, buses, and rail services for improved travel efficiency.
- **Cross-departmental and cross-sectoral collaboration and integration of wellbeing economy principles into transport:** This represents a key recommendation that builds directly on the Steering Group's successful cross-departmental working and wider networks. The action involves establishing mechanisms to systematically integrate wellbeing considerations into transport policy development and appraisal processes. This can be as formal or informal as required, with the primary ambition being to continue and

embed the success of the steering group that brought different people from different departments and services together to discuss transport in a holistic manner.

- **Infrastructure maintenance prioritisation (accessible pedestrian routes, parking, active travel facilities maintenance, and secure bike storage):** Prioritising maintenance backlogs particularly in under-served areas, focusing on pedestrian route accessibility, active travel facility upkeep, and secure bike storage provision, while developing innovative cross-departmental funding approaches through initiatives like the Transformation Space.
- **Enhanced digital information systems:** Expanding accessible real-time passenger information through digital signage, audio announcements, and multi-format communication channels, building on existing Council bids for RTPi screens and integration feasibility work at Alloa transport hubs.
- **Community transport solutions:** Mapping and utilising existing resources to develop community-led services for routes not served by commercial operators, strengthening rather than competing with taxi networks, and building on successful partnerships like the volunteer driver scheme piloted with CERT and the Family Wellbeing Partnership.
- **Forth Valley regional collaboration:** Establishing systematic transport collaboration across the three Forth Valley local authorities to reflect real population movement patterns, leveraging existing frameworks like City Region and Growth Deals while building on Forth Valley Connectivity Commission recommendations.
- **Comprehensive communication strategy:** Creating accessible, up-to-date travel information available through multiple channels regardless of digital literacy levels, exploring whether AI-powered tools could be used to enhance accessibility, and engaging grassroots community networks to reach traditionally underrepresented groups.
- **Regional ridesharing initiative development and engagement:** Exploring the development of a regional ridesharing initiative to complement existing transport services and facilitate onward journeys from transport hubs. This involves engaging with established UK carpooling platforms such as BlaBlaCar UK for shared learning and technical expertise, while exploring regional coordination mechanisms for better connectivity. The Council's role and level of involvement will determine the funding requirements and implementation approach. Options range from facilitating conversations and partnerships with existing platforms to co-creating a bespoke Forth Valley ridesharing system. A regionally developed platform could serve various purposes: supporting ridesharing initiatives while potentially providing booking infrastructure for other DRT and community transport schemes across the area.
- **Local Living adapted for Clackmannanshire, drawing on good practice and integrated with Scottish policy tools:** This action involves a comprehensive audit of the availability and accessibility of essential services and facilities within existing town and village clusters. The approach adapts Aberdeenshire's proven [Rural Facilities Monitor model](#) to Clackmannanshire's context, focusing on the main 8-10 settlements aiming to support people to 'live well locally'. This action builds on the established work of the Scottish Local Authorities Economic Development (SLAED) Group, which already

captures data on Wellbeing Economy indicators, local services, economic activity, and sectoral strengths.

- **Regular engagement to capture residents' concerns, evolving needs, and monitor progress and impact of interventions:** This action suggests utilising established groups to ensure that transport considerations are systematically integrated into these regular conversations and meetings. This approach supports bottom-up planning and community ownership by ensuring community voice is embedded throughout implementation, not just at the planning stage. Regular forums enable the capture of residents' concerns, evolving needs, and reflections on progress, while decentralising decision-making to involve community groups more meaningfully. This action point aims to strengthen local residents' and stakeholders' resources and powers by providing structured opportunities to influence transport policy and delivery. This regular and consistent engagement embeds the Place Principle by ensuring local communities drive priorities and solutions, creating a feedback loop where transport planning responds to real community needs and experiences. By working within existing engagement frameworks, the approach maximises efficiency, building on established trust and relationships between the Council and community groups.

Medium-term actions build on this foundation with a drive towards greater integration and accessibility. These include expanding multi-purpose DRT services addressing diverse community mobility needs, strengthening partnerships with regional operators through bus network enhancement, enhancing data and evidence collection for policy decisions. The plan also focuses on participating in affordable fare setting initiatives, developing holistic approaches to active travel that explicitly link to health inequalities and child poverty, and incorporating wellbeing economy considerations into transport policy development processes.

For the long term, the plan sets out ambitions for systemic transformation: fully integrating multimodal travel through national, regional, and local collaboration; scaling up active travel infrastructure to address socioeconomic inequalities; establishing robust systems for sustainable workforce development and comprehensive evidence-based policy; advancing climate action through net zero transport investments; and embedding a wellbeing-centred approach across all decisions where policies and investments demonstrably improve population wellbeing outcomes. These changes aim to ensure that all investments and policies demonstrably improve wellbeing, resilience, and economic opportunities for everyone in Clackmannanshire.

Medium-term actions and long-term ambitions can be adjusted as implementation and delivery stages progress.

The full action plan, structured by theme and timeframe and detailing specific actions, lead partners, and required resources, is included as an appendix for

reference.

Conclusion

This report demonstrates how wellbeing economy principles can be applied to transport policy to create more equitable, sustainable, and community-centered mobility systems. Working in partnership with Clackmannanshire Council, WEAll Scotland has developed a comprehensive framework that positions transport as a fundamental contributor to individual and community wellbeing, moving beyond traditional mobility metrics to consider broader impacts on health, employment, education, and social participation. The resulting action plan provides a Wellbeing Economy approach that addresses immediate community needs while building toward long-term systemic change.

The literature review established the theoretical foundation for applying wellbeing economy principles to transport planning, demonstrating how mobility directly affects health, employment, education, and social participation outcomes. Community engagement revealed significant barriers including unreliable public transport, inadequate healthcare access, poor information systems, and infrastructure gaps that force residents toward car dependency or social isolation. In-depth interviews illustrated how these challenges compound across life domains, particularly affecting vulnerable groups including older adults, carers, and those dependent on public transport.

The report demonstrates how transport interventions can be evaluated against WEAll's five wellbeing needs - Dignity, Nature, Purpose, Participation, and Fairness - while aligning with the National Transport Strategy; Scottish Government's Just Transition goals and Clackmannanshire's Local Outcomes Improvement Plan priorities. This framework shifts evaluation metrics from traditional indicators toward comprehensive wellbeing impact assessment.

The Wellbeing Economy Transport Steering Group successfully brought together transport, health, economic development, and community engagement professionals to develop integrated policy responses. This cross-departmental approach generated innovative solutions that transcend traditional sectoral boundaries and has attracted interest from Transport Scotland for future collaboration.

The action plan encompasses 21 interconnected interventions across three progressive phases. Short-term actions include essential infrastructure, information systems, community transport solutions, hub-based demand responsive transport, and regional collaboration frameworks. The medium-term phase (3-6 years) builds systematic connections through multi-purpose transport services, bus network

improvements, evidence collection systems, Local Living pilots, community engagement mechanisms, and wellbeing policy integration. Long-term ambitions (6-10+ years) refer to systemic change through active travel expansion targeting socioeconomic inequalities, comprehensive multimodal integration, sustainable workforce development, evidence-based policy frameworks, and net zero infrastructure implementation.

Implementation requires sustained commitment to cross-departmental and cross-sectoral collaboration, effective partnership building, community engagement, and evidence-based decision making. This work positions Clackmannanshire to lead in demonstrating how rural and semi-rural areas can develop transport systems that serve broader wellbeing outcomes while creating a replicable model for Local Authorities across Scotland.



Equality and Fairer Scotland Impact Assessment (EFSIA) Summary of Assessment

Title:

Be The Future Update – Sustainable Transport

Key findings from this assessment (or reason why an EFSIA is not required):

The Be The Future – Sustainable Transport report identifies significant disparities in access to transport across income levels, geographic and demographic groups (e.g. disabled people, carers, women and rural residents). The framework addresses fairness and participation aligning with the EFSIA principles. The plan supports the National Transport Strategy priorities, including reducing inequalities and improving health and wellbeing. The actions are designed to reduce inequalities and improve outcomes for disadvantaged groups.

Summary of actions taken because of this assessment:

Actions taken include:

The assessment findings were reviewed in detail by relevant stakeholders.
Key areas of concern and opportunities for improvement were identified.
A targeted action plan was developed to address the assessment outcomes.
Responsibilities were assigned to appropriate team members to ensure accountability.
Outcomes and actions were communicated to all relevant parties.

Clackmannanshire Council has a clear focus on reducing inequality through the Local Outcomes Improvement Plan 2024/34; Community Wellbeing One Plan One Report; and Be the Future Transformation Plan.

Ongoing actions beyond implementation of the proposal include:

Revisit the EFSIA as new data emerges or circumstances change.

Lead person(s) for this assessment:

Judith Morrison

Senior officer approval of assessment:

DATE: 22 September, 2025

Equality and Fairer Scotland Impact Assessment (EFSIA)

An Equality and Fairer Scotland Impact Assessment (EFSIA) must be completed in relation to any decisions, activities, policies, strategies or proposals of the Council (referred to as 'proposal' in this document). The first stage of the assessment process will determine the level of impact assessment required.

This form should be completed using the guidance contained in the document: ['NAME']. Please read the guidance before completing this form.

The aim of this assessment is to allow you to critically assess:

- the impact of the proposal on those with protected characteristics and, where relevant, affected by socio-economic disadvantage (referred to as 'equality groups' in this document);
- whether the Council is meeting its legal requirements in terms of Public Sector Equality Duty and the Fairer Scotland Duty;
- whether any measures need to be put in place to ensure any negative impacts are eliminated or minimised.

The Fairer Scotland Duty requires public authorities to pay 'due regard' to how they can reduce inequalities of outcome caused by socio-economic disadvantage, when making **strategic decisions**. Strategic decisions are key, high-level decisions such as decisions about setting priorities, allocating resources, delivery or implementation and commissioning services and all decisions that go to Council or committee for approval.

Step A – Confirm the details of your proposal

1. Describe the aims, objectives and purpose of the proposal.

The Wellbeing Economy Transport Action Plan aims to outline short, medium and long term ambitions and actions for Clackmannanshire Council to lead both independently and in partnership with others to improve transport and connectivity across the area. The aim is to enhance the overall wellbeing and life opportunities of local residents.

Objectives include:

- Developing a Wellbeing Economy Framework for Transport tailored to Clackmannanshire's needs.
- Translating national transport priorities (e.g. reducing inequalities, climate action, inclusive growth, health and wellbeing) into local, actionable steps.
- Addressing transport poverty and improving access to employment, education, healthcare, and community life.
- Promoting cross-sector collaboration through a Steering Group involving Council departments, NHS, third sector, and regional partners.
- Engaging communities to co-design transport solutions that reflect lived experience and local aspirations.
- Creating a phased action plan (short, medium, and long-term) to guide future transport strategy development.

2. Why is the proposal required?

The proposal is required to address significant transport inequalities in Clackmannanshire that impact residents access to essential services, employment, education, and community life.

3. Who is affected by the proposal?

The proposal affects a wide range of individuals and groups across Clackmannanshire, particularly:

- Residents in rural and under-served areas, who face limited transport options and poor connectivity to services, employment, and education.

- Low-income households, who experience transport poverty due to high costs, unreliable services, and limited alternatives to car ownership.
- Disabled people and those with mobility challenges, who encounter barriers to accessible transport, including poor infrastructure, lack of real-time information, and limited door-to-door services.
- Older adults, who may face isolation due to infrequent or inaccessible public transport and unsafe walking environments.
- Young people, especially those in education or training, who rely on active travel and public transport to access opportunities.
- Carers and parents, particularly those with young children or dependents, who struggle with buggy access, time constraints, and affordability.
- Council departments and partner organisations, whose work relates with transport planning, including health, education, housing, and economic development.
- Community organisations and third sector groups, who are involved in delivering or supporting transport solutions, such as volunteer driver schemes and active travel initiatives.

4. What other Council policies or activities may be related to this proposal? The EFSIAs for related policies might help you understand potential impacts.

The proposal is closely aligned with several existing Council policies and strategic initiatives, including-

- Local Outcomes Improvement Plan (LOIP) 2024-2034
- Family Wellbeing Partnership (FWP)
- Transformation Space Initiative
- Climate Emergency Action Plan
- Active Travel Strategy and Education Partnerships:
- Economic Development and Employability Programmes
- Housing and Community Planning

5. Is the proposal a strategic decision? If so, please complete the steps below in relation to socio-economic disadvantage. If not, please state why it is not a strategic decision:

Yes, the proposal is strategic.

Step B – Consider the level of EFSIA required

You should consider the available evidence and data relevant to your proposal. You should gather information in order to:

- *help you to understand the importance of your proposal for those from equality groups,*
- *inform the depth of EFSIA you need to do (this should be proportionate to the potential impact), and*
- *provide justification for the outcome, including where it is agreed an EFSIA is not required.*

6. What information is available about the experience of those with protected characteristics in relation to this proposal? Does the proposal relate to an area where there are already known inequalities? Refer to the guidance for sources of evidence and complete the table below.

Equality Group	Evidence source (e.g. online resources, report, survey, consultation exercise already carried out)	What does the evidence tell you about the experiences of this group in relation to the proposal? NB Lack of evidence may suggest a gap in knowledge/ need for consultation (Step C).
Age	WEAll Scotland Transport Report; Community Voice consultation; Exploring Work interviews; Scottish Household Survey	There is ample data to suggest persons relating this protected characteristic face societal inequalities. Older adults face barriers due to poor public transport reliability, lack of shelter and seating at bus stops and safety concerns during evening travel. Young people benefit from active travel initiative in schools, but transport poverty limits access to

Equality Group	Evidence source (e.g. online resources, report, survey, consultation exercise already carried out)	What does the evidence tell you about the experiences of this group in relation to the proposal? NB Lack of evidence may suggest a gap in knowledge/ need for consultation (Step C).
	2023. Mott McDonald Report	<p>education, training and social opportunities. Both groups experience isolation due to transport challenges.</p> <p>Barriers to employment: Over 50% of survey respondents cited transport as a barrier to employment. Key evidence suggests 36% of households in the most deprived areas have no car access, compared to 7% in the least deprived. Only 53% said buses are on time (third lowest in Scotland).</p> <p>The evidence shows that transport challenges are deeply intertwined with age-related needs:</p> <ul style="list-style-type: none"> • Older adults need safe, accessible, and community-led transport. • Young people benefit from active travel but face barriers to employment and education. • Working-age adults and carers require reliable, affordable, and flexible transport to balance work, care, and health responsibilities. <p>These findings strongly support the proposal's emphasis on a Wellbeing Economy Framework for Transport, which prioritises accessibility, equity, and community participation across all age groups.</p>
Disability	WEAll Scotland Transport Report; Exploring Work interviews; Public Health Scotland Transport Poverty Framework. Mott McDonald Report	<p>There is ample data to suggest persons relating this protected characteristic face societal inequalities.</p> <p>The evidence shows 36% of households in the most deprived areas (where disabled people are overrepresented) have no car access, compared to just 7% in the least deprived. From interviews and engagement sessions, Participant B (disabled) described 2.5-hour commutes for weekly community involvement due to poor connections. They rely on buses because of a free travel pass but find trains unaffordable and inaccessible. Participant D (carer for a disabled child) highlighted how buses are impractical due to poor accessibility and unreliable timetables, forcing reliance on a car despite increasing parking difficulties. Public transport infrastructure often lacks accessibility features - Bus stops without shelter or seating. Poor pavement conditions and blocked paths (e.g. bins, parked cars) hinder mobility aids and wheelchairs. Multi-use spaces on buses create conflicts between wheelchair users, parents with prams, and others.</p>
Race	WEAll Scotland Transport Report; National transport data (Scottish Household Survey); Public Health Scotland;	<p>There is ample data to suggest persons relating this protected characteristic face societal inequalities.</p> <p>Ethnic Minority groups have been considered a priority for employability and transportation.</p>

Equality Group	Evidence source (e.g. online resources, report, survey, consultation exercise already carried out)	What does the evidence tell you about the experiences of this group in relation to the proposal? NB Lack of evidence may suggest a gap in knowledge/ need for consultation (Step C).
	Poverty Alliance engagement, Mott McDonald Report	
Sex	WEAll Scotland Transport Report; Scottish Women's Budget Group Survey 2023; Mott McDonald Report Exploring Work interviews	Women are disproportionately affected by transport barriers, including cost, safety concerns, and unreliable services. Single Women are disproportionately affected by transport barriers, including cost, safety concerns, and unreliable services. Single mothers and carers face compounded challenges due to childcare responsibilities and shift work. Disabled women report dissatisfaction with walking route safety and public transport accessibility. These issues limit access to employment, healthcare, and social participation. The proposal addresses these concerns through inclusive design, improved service reliability, and community led transport solutions.
Gender Reassignment	WEAll Scotland Transport Report; National Equality Evidence Strategy (Scotland); Lack of local engagement data, Mott McDonald Report	There is insufficient data to adequately comment on the relationship between persons related to this protected characteristic and perceived societal inequalities, however the long term action plan considers safety concerns of this group.
Sexual orientation	WEAll Scotland Transport Report; National Equality Evidence Strategy (Scotland); Lack of local engagement data, Mott McDonald Report	There is no indication at this stage that this protected characteristic would be impacted. The WEAll report does not include specific data or consultation findings related to LGBTQ+ individuals however actions put forward will be beneficial to this group.
Religion or Belief	WEAll Scotland Transport Report; National Equality Evidence Strategy (Scotland); Lack of local engagement data, Mott McDonald Report	There is no indication at this stage that this protected characteristic would be impacted. An increase in public transport services within and beyond Clackmannanshire will significantly improve access for individuals including those who wish to attend places of worship. .
Pregnancy or maternity	WEAll Scotland Transport Report; Exploring Work interviews; Community Voice consultation, Mott McDonald Report	Parents and carers, particularly those with young children, face barriers such as poor buggy access on buses, pavement obstructions, and unreliable public transport. These challenges affect access to healthcare, childcare, employment, and community services. The proposal addresses these issues by recommending improvements to infrastructure, service reliability, and inclusive design.
Marriage or civil partnership (only the first aim of the Duty is	WEAll Scotland Transport Report	There is no indication at this stage that this protected characteristic would be impacted.

Equality Group	Evidence source (e.g. online resources, report, survey, consultation exercise already carried out)	What does the evidence tell you about the experiences of this group in relation to the proposal? NB Lack of evidence may suggest a gap in knowledge/ need for consultation (Step C).
relevant to this protected characteristic and only in relation to work matters)		
Socio economic disadvantage (if required)	WEAll Scotland Transport Report; Scottish Household Survey 2023; Public Health Scotland Transport Poverty Framework; Community Voice and Exploring Work consultations	Transport poverty is a major issue in Clackmannanshire, particularly for low income households and those living in deprived areas. These groups face barriers such as unaffordable fares, unreliable services, poor connectivity, and limited access to employment, education, and healthcare. The proposal directly addresses these challenges by prioritising inclusive, affordable, and responsive transport solutions. It aims to reduce inequalities of outcome caused by socio-economic disadvantage through targeted infrastructure investment, demand-responsive services, and community-led initiatives.

7. **Based on the evidence above, is there relevance to some or all of the equality groups? Y/ N/ unclear**
YES

If yes or unclear, proceed to further steps and complete full EFSIA

If no, explain why below and then proceed to Step E:

Step C – Stakeholder engagement

This step will help you to address any gaps in evidence identified in Step B. Engagement with people who may be affected by a proposal can help clarify the impact it will have on different equality groups. Sufficient evidence is required for you to show 'due regard' to the likely or actual impact of your proposal on equality groups.

8. **Based on the outcome of your assessment of the evidence under Step B, please detail the groups you intend to engage with or any further research that is required in order to allow you to fully assess the impact of the proposal on these groups. If you decide not to engage with stakeholders, please state why not:**

Based on the evidence gathered, further engagement is recommended with the following groups to inclusive transport planning:

- Ethnic minority communities - engagement is needed to understand specific barriers and experiences.
- LGBTQ+ individuals, including trans and non-binary people - National evidence suggests safety and inclusion concerns in public transport settings.
- Faith based groups - explore how transport affects access to places of worship and religious events, and to ensure cultural needs are considered.
- Young carers and single parents to better understand challenges of childcare, shift work, and transport access.
- Disabled people and those with long term health conditions, continued engagement is essential to improve accessibility.

9. **Please detail the outcome of any further engagement, consultation and/or research carried out:**

Step D - Impact on equality groups and steps to address this

10. Consider the impact of the proposal in relation to each protected characteristic under each aim of the general duty:

- Is there potential for discrimination, victimisation, harassment or other unlawful conduct that is prohibited under the Equality Act 2010? How will this be mitigated?
- Is there potential to advance equality of opportunity between people who share a characteristic and those who do not? How can this be achieved?
- Is there potential for developing good relations between people who share a relevant protected characteristic and those who do not? How can this be achieved?

If relevant, consider socio-economic impact.

Age	Place 'X' in the relevant box(es)			Describe any actions you plan to take, eg. to mitigate any impact, maximise positive impact, or record your justification to not make changes
	Positive impacts	Negative impacts	No impact	
risk of discrimination	X			Based on the assessment, no significant age-related impacts were identified. existing measures are considered sufficient to ensure age equality and inclusion. Ongoing monitoring will continue to ensure that no future issues arise. Promote age inclusive practices that support participation and engagement across all age groups.
potential for developing good relations				
potential to advance equality of opportunity				

Disability	Place 'X' in the relevant box(es)			Describe any actions you plan to take, eg. to mitigate any impact, maximise positive impact, or record your justification to not make changes
	Positive impacts	Negative impacts	No impact	
risk of discrimination	X			Review existing policies, procedures, and environments to identify any barriers for disabled individuals. Make reasonable adjustments where necessary, such as improving physical accessibility, adapting communication formats, or providing assistive technologies. Consult with disabled staff or service users to better understand their experiences and needs. The targeted investment will help mitigate the risk of discrimination and ensure that the transport needs of disabled people are appropriately met.
potential for developing good relations				

potential to advance equality of opportunity				
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Race	Place 'X' in the relevant box(es)			Describe any actions you plan to take, eg. to mitigate any impact, maximise positive impact, or record your justification to not make changes
	Positive impacts	Negative impacts	No impact	
risk of discrimination	X			There is no evidence of disproportionate impact on individuals from racial minority backgrounds in this area
potential for developing good relations				
potential to advance equality of opportunity				

Sex	Place 'X' in the relevant box(es)			Describe any actions you plan to take, eg. to mitigate any impact, maximise positive impact, or record your justification to not make changes
	Positive impacts	Negative impacts	No impact	
risk of discrimination			X	<p>Evidence from the Women's Travel Survey showing that transport costs, safety concerns, and service reliability disproportionately affect women.</p> <ul style="list-style-type: none"> • 28% of women struggle with transport costs. • This rises to 41% for disabled women and 54% for single parents. • 53% of women are dissatisfied with public transport costs. • 48% of disabled women are dissatisfied with walking route safety. • 61% of rural women rely on car travel, while only 1% use trains. <p>Ensure transport infrastructure (e.g. bus stops, active travel routes) is designed with gendered safety and accessibility needs in mind, including lighting, shelter, and seating. Expand demand responsive transport and community led services to better support women with caring responsibilities, especially those without access to cars.</p>
potential for developing good relations	X			
potential to advance equality of opportunity	X			

Gender Reassignment	Place 'X' in the relevant box(es)			Describe any actions you plan to take, eg. to mitigate any impact, maximise positive impact, or record your justification to not make changes
	Positive impacts	Negative impacts	No impact	
risk of discrimination			X	It is unlikely that this report will have a direct or indirect impact on this protected characteristic.
potential for developing good relations	X			
potential to advance equality of opportunity	X			

Sexual Orientation	Place 'X' in the relevant box(es)			Describe any actions you plan to take, eg. to mitigate any impact, maximise positive impact, or record your justification to not make changes
	Positive impacts	Negative impacts	No impact	
risk of discrimination			X	It is unlikely that this report will have a direct or indirect impact on this protected characteristic.

potential for developing good relations	X			
potential to advance equality of opportunity	X			

Religion or Belief	Place 'X' in the relevant box(es)			Describe any actions you plan to take, eg. to mitigate any impact, maximise positive impact, or record your justification to not make changes
	Positive impacts	Negative impacts	No impact	
risk of discrimination			X	It is unlikely that this report will have a direct or indirect impact on this protected characteristic.
potential for developing good relations	X			
potential to advance equality of opportunity	X			

Pregnancy/maternity	Place 'X' in the relevant box(es)			Describe any actions you plan to take, eg. to mitigate any impact, maximise positive impact, or record your justification to not make changes
	Positive impacts	Negative impacts	No impact	
risk of discrimination	X			Actions include improving pavement design, ensuring bus stops have shelter and seating, and enhancing multi-user accessibility on public transport. DRT services are being explored to support door-to-door travel, especially for those with mobility challenges or caring responsibilities. This would benefit pregnant individuals and parents needing flexible, reliable transport for healthcare, childcare, or work.
potential for developing good relations	X			
potential to advance equality of opportunity	X			

Marriage/civil partnership	Place 'X' in the relevant box(es)			Describe any actions you plan to take, eg. to mitigate any impact, maximise positive impact, or record your justification to not make changes
	Positive impacts	Negative impacts	No impact	
risk of discrimination (only the first aim of the Duty is relevant to this protected characteristic and only in relation to work matters)			X	It is unlikely that this report will have a direct or indirect impact on this protected characteristic.

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Socio-economic disadvantage	Place 'X' in the relevant box(es)			Describe any actions you plan to take, eg. to mitigate any impact, maximise positive impact, or record your justification to not make changes
	Yes	No	No impact	
(If required) Will the proposal reduce inequalities of outcome caused by socio-economic disadvantage?	X			The proposal is designed to reduce inequalities of outcome caused by socio-economic disadvantage in Clackmannanshire. By prioritising investment in affordable and accessible transport options, targeting deprived areas, and introducing demand-responsive and community led transport solutions, the plan aims to remove key barriers faced by low-income households and those living in rural or under-served communities. Actions such as reviewing fare structures, improving real-time information, and engaging directly with affected groups will help ensure that transport services are inclusive, affordable, and responsive to local needs. These measures are expected to improve access to employment, education, healthcare, and community life, thereby reducing inequalities and supporting better outcomes for those most at risk of transport poverty.

11. Describe how the assessment might affect the proposal or project timeline?

Examples of the items you should consider here include, but are not limited to:

- **Communication plan:** do you need to communicate with people affected by proposal in a specific format (e.g. audio, subtitled video, different languages) or do you need help from other organisations to reach certain groups?
- **Cost:** do you propose any actions because of this assessment which will incur additional cost?
- **Resources:** do the actions you propose require additional or specialist resource to deliver them?
- **Timing:** will you need to build more time into the project plan to undertake research, consult or to complete any actions identified in this assessment?

The Equality and Fairer Scotland Impact Assessment highlights several areas that may influence the timeline of the proposal -

- **Cost** - some actions identified such as infrastructure upgrades, may incur additional costs. These will need to be factored into budget planning and may require external funding or other resources via initiatives like the Transformation Space.
- **Resources** - delivering the proposed actions will require:
 - Specialist input (eg. accessibility consultants, community engagement facilitators).
 - Ongoing monitoring and evaluation capacity.
- **Timing** - additional time may be needed to conduct targeted engagement with underrepresented groups.

12. **Having considered the potential or actual impacts of your proposal, you should now record the outcome of this assessment.** Choose from one of the following:

Please select (X)	Implications for the proposal
X	No major change Your assessment demonstrates that the proposal shows no risk of unlawful discrimination and that you have taken all opportunities to advance equality of opportunity and foster good relations, subject to continuing monitoring and review.
	Adjust the proposal and/or implement mitigations You have identified ways of modifying the proposal to avoid discrimination or to better advance equality of opportunity or foster good relations. In addition, or alternatively, you will introduce measures to mitigate any negative impacts. Adjustments and mitigations should be recorded in the tables under Step D above and summarised in the summary sheet at the front of the document.
	Continue the proposal with adverse impact The proposal will continue despite the potential for adverse impact. Any proposal which results in direct discrimination is likely to be unlawful and should be stopped and advice taken. Any proposal which results in indirect discrimination should be objectively justified and the basis for this set out in the tables under Step D above and summarised in the summary sheet at the front of the document. If objective justification is not possible, the proposal should be stopped whilst advice is taken.
	Stop the proposal The proposal will not be implemented due to adverse effects that are not justified and cannot be mitigated.

Step E - Discuss and review the assessment with decision-makers

13. **You must discuss the findings of this assessment at each stage with senior decision makers during the lifetime of the proposal and before you finalise the assessment. Record details of these discussions and decisions taken below:**

Step F – Post-implementation actions and monitoring impact

It is important to continue to monitor the impact of your proposal on equality groups to ensure that your actual or likely impacts are those you recorded. This will also highlight any unforeseen impacts.

14. Record any post-implementation actions required.

Ongoing review and assessment with key stakeholders.

15. Note here how you intend to monitor the impact of this proposal on equality groups.

Gather demographic and socio-economic data on transport users, with attention to protected characteristics under the Equality Act 2010 (e.g. age, disability, race, religion or belief, sex, sexual orientation). Identify existing transport barriers experienced by equality groups through surveys, focus groups, and stakeholder interviews. Develop measurable indicators such as changes in transport accessibility for disabled users, satisfaction levels among minority ethnic groups, usage rates by gender and age, impact on religious observance and access to places of worship.

The action plan sets out a phased approach to transforming Clackmannanshire's transport and mobility systems. Medium term and long term actions can be adjusted as implementation and delivery stages progress. The impact of the proposal will be monitored as part of the Transport implementation. We will identify performance metrics and measures to enable effective reporting on progress of mainstreaming equalities and share findings with stakeholders and the public to build trust and accountability.

16. Note here when the EFSIA will be reviewed as part of the post-implementation review of the proposal:

The EFSIA will be reviewed alongside updates of The Sustainable Transport Strategy.

Step G – Assessment sign off and approval

Lead person(s) for this assessment:

Signed: Judith Morrison

Date: 23 September, 2025

Senior officer approval of assessment:

Signed: Maddie Muirhead

Date: 23 September, 2025

All full EFSIAs must be published on the Council's website as soon as possible after the decision is made to implement the proposal.