

# **‘Travelling Less and the Role of Online Opportunities: Five Ideas for Local Authorities’**

**Sean Ford  
Business Operations Manager  
Act TravelWise  
Thursday 20<sup>th</sup> May 2021**





## **Mission: To make transport in the UK more sustainable**

We are a Not-for-Profit Members Organisation who help people and organisations from across all sectors. We aim to promote sustainable transport and Active travel in the UK. **Members – LAs, NHS, Universities, Charities and Private sector.**

We're focused on building expertise and experience in sustainable transport, travel behavioural change and transport demand management - by providing training and regional events, tools and resources, marketing support and collaborative partnerships.

**8<sup>th</sup> June TfWM Network Resilience Event @2pm**

We support UK organisations of all sizes seeking to shift away from single-occupancy car use and increase the uptake of walking, cycling, public transport and shared transport.

**[www.acttravelwise.org](http://www.acttravelwise.org)**

# Objectives

| Encourage:   | Discourage:    |
|---|---|
| Active travel (walking and cycling), public transport, lift sharing                              | Energy-intensive travel (single-occupancy private car use)           |
| Lower local speeds, less local traffic, less space devoted to vehicles                           | Higher speeds, more traffic, road space dominated by motor vehicles  |
| Shorter distances (and possibly fewer trips)   | Greater distances (except for infrequent trips)                      |
| Productive uses of time, employee satisfaction, work/life balance                                | Unproductive uses of time, stress, frustration, road rage            |
| Key amenities provided within mixed-use walkable neighbourhoods<br>"20 minute neighbourhoods"  | 'Functionalist' uses separated into single-use districts           |





# Hybrid and 'hub and spoke' offices to overtake remote working next year

Posted by: Sara Bean  
in Covid-19, Coworking, Facilities Management, flexible working, flexible workspace, mobile workforce, News, Office environment, Office workspace, remote working  
December 14, 2020 2,065 Views

Once employees are no longer at significant risk of contracting Covid-19 in the UK, businesses will start to roll-out a combination of remote and on-site work, which may see employees come to the office for only a few days a week or month. This is the main prediction in global technology company Zoho's 2021 workplace report.

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# Road and rail building plans under review after Covid

By Roger Harrabin  
BBC environment analyst

6 days ago Comments

Coronavirus pandemic

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# No full-time return to the office for over a million

By Simon Read  
Business reporter, BBC News

6 days ago Comments



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# Pandemic impact 'yet to be felt' on High Streets

By Emma Simpson and Daniele Palumbo  
Business correspondents, BBC News

14 March

Coronavirus pandemic

BBC Sean Ford Home News Sport Weather iPlayer Coronavirus pandemic

## NEWS

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# 'Keep spending on transport ready for return to work', says adviser

Faisal Islam  
Economics editor  
@faisalislam

16 minutes ago



# What is the new normal ?

- Working from home more ?
- More hybrid offices ?
- Less commuter travel ?
- Less public transport services ?
- Increase in walking / cycling ?
- More car usage, more congestion?
- More local demand retail/services ?
- City centres less demand ?
- Willowing of jobs, shops and services ?

# What is the new normal ?

- Learn to live with Covid19?
- More Variants = More Vaccinations?
- Limited International Travel 2021?
- Increase in UK Holidays?
- More demand on UK outdoors
- Will it lead to more vehicle trips?

## What's definitely needed

- Less car usage, less congestion, less pollution.
- Better air quality, individual health, more activity.
- Better quality spaces & safer streets and roads.
- Better access to more green space.

# COVID-19 Transport Survey Telephone Survey Wave 4

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[The West Yorkshire Combined Authority](#) commissioned 4 waves of telephone surveys of West Yorkshire residents to be conducted during the spring/winter of 2020, aimed at exploring attitudes and impacts of COVID-19 on transport.

**Fieldwork (wave 4):** December 2020

**Sample:** 700 West Yorkshire residents with quotas for age, gender, district and ethnicity, making it a representative sample of the West Yorkshire population.

**Survey method:** 10-minute telephone interview.

**Structure:** Impacts on work and employment  
Impacts on travel behaviour  
Walking and cycling trends  
Future trends  
Home working

## Notes and definitions

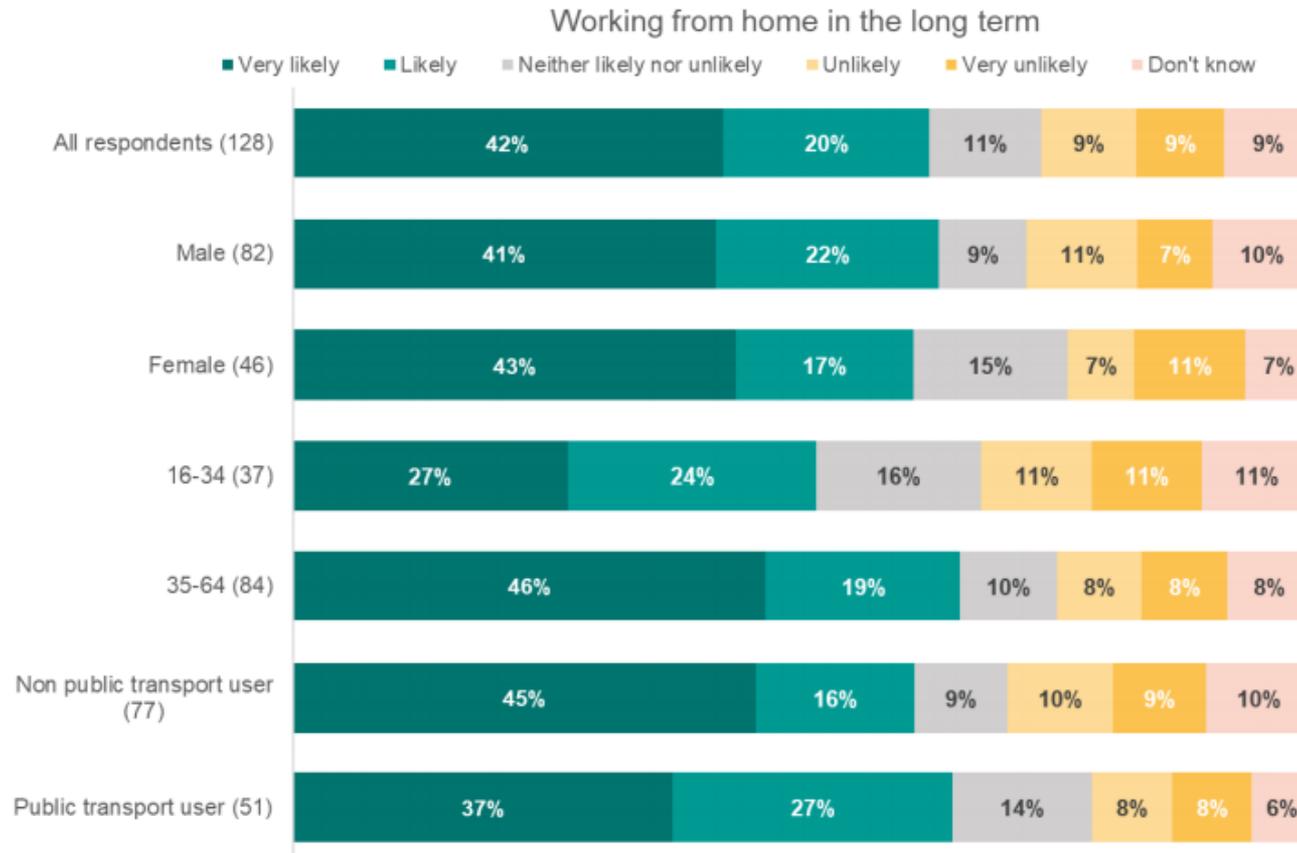
- Throughout this report, the use of the term *significantly*, or *significant* refers to statistical significance at the 95% level using the Wilson Score method<sup>1,2</sup>.
- The term 'public transport user' is applied to those using public transport at least once a month.

<sup>1</sup> [Wilson EB. Probable inference, the law of succession, and statistical inference. J Am Stat Assoc 1927; 22: 209–12.](#)

<sup>2</sup> [Newcombe RG, Altman DG. Proportions and their differences. In Altman DG et al. \(eds\). Statistics with confidence \(2nd edn\). London: BMJ Books; 2000: 46–8.](#)

# Working from home in the long term

A *significantly* greater proportion of respondents (62%) said that, in the long term, they are likely to work from home more often than before COVID, compared to 18% who said that would be unlikely. The results further support a sustained preference for more home working in the long term compared to pre-COVID.



Q. In the long term, how likely are you to work from home more often than you did before COVID? Base = 128  
 Note % on charts are rounded.

# Home Working

## Sentiments



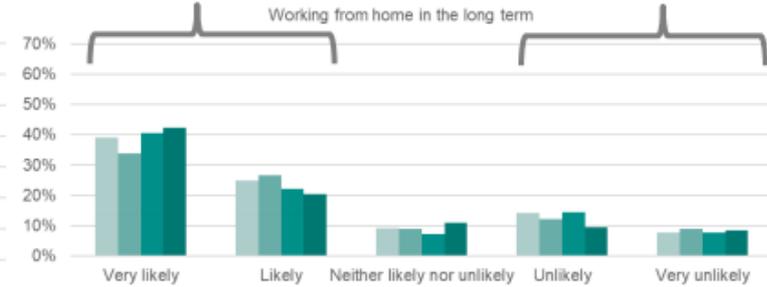
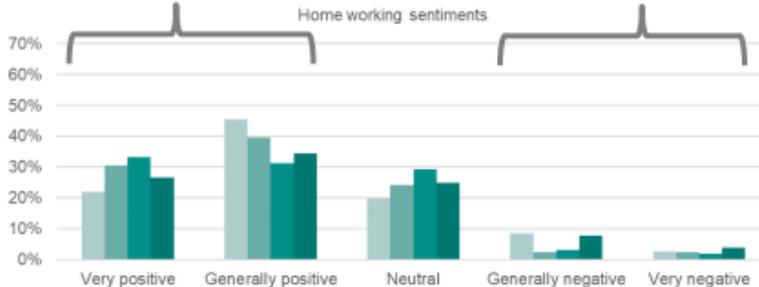
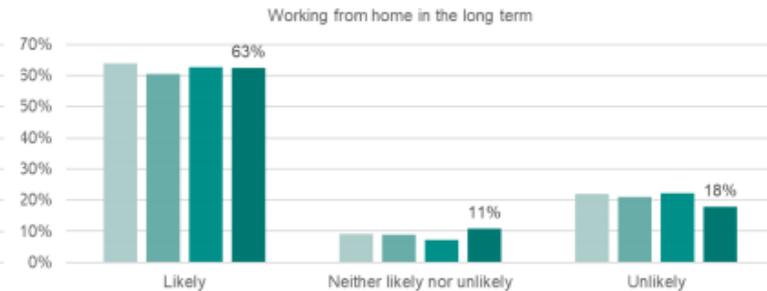
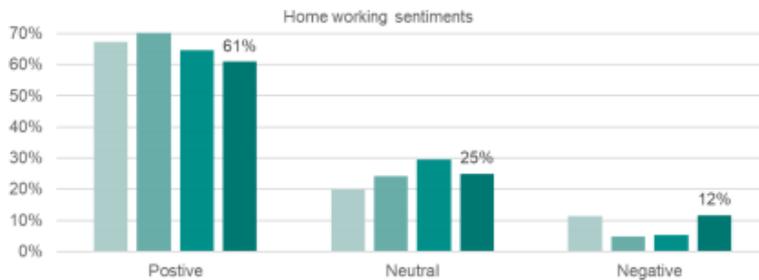
found home working to be a positive experience

## A long term trend?



of respondents said that in the long term, they are likely to work at home more often than before COVID-19.

Wave 1 Wave 2 Wave 3 Wave 4

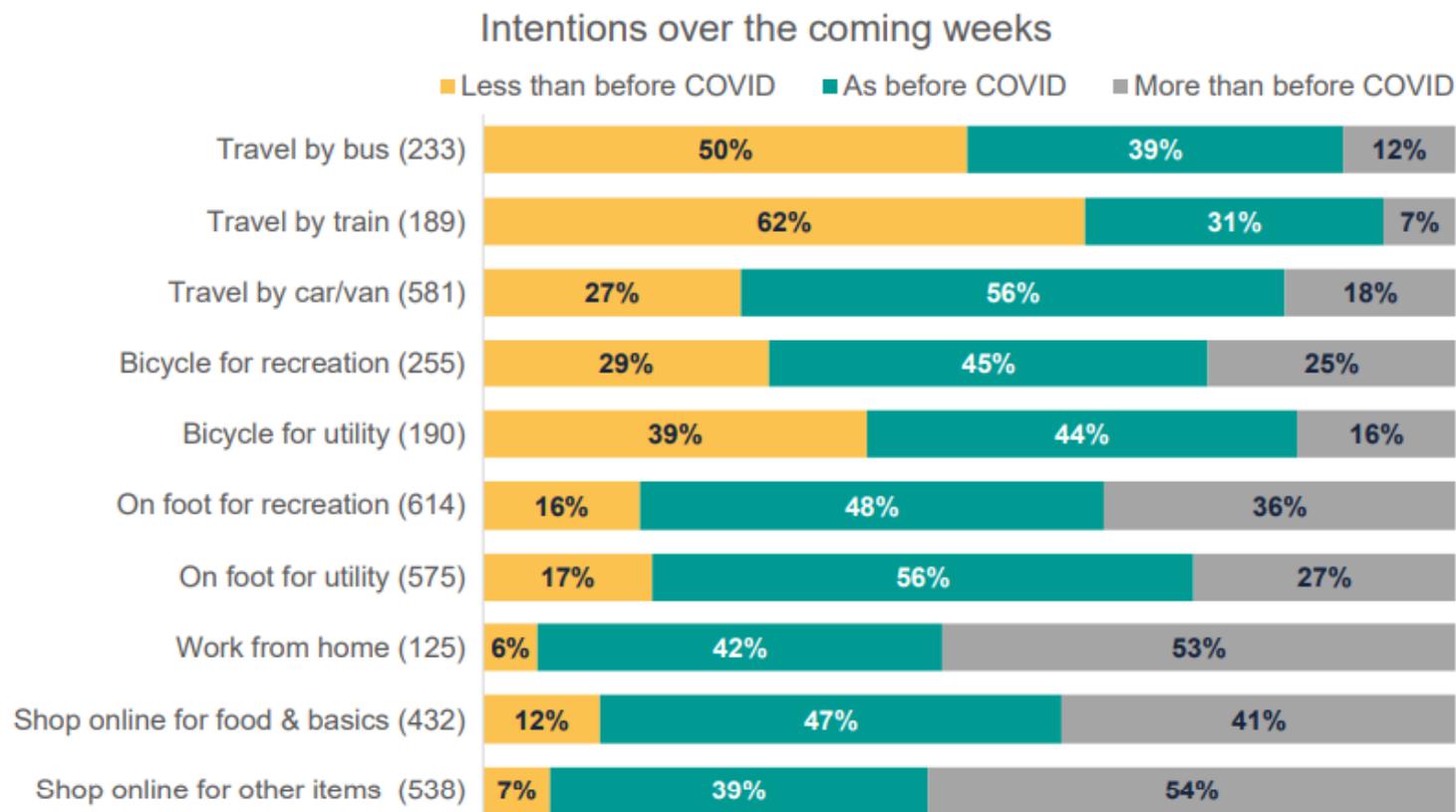


Q. How do you feel about working from home at the moment?

Q. In the long term, how likely are you to work from home more often than you did before the lockdown?

# Changes in travel activity

50% of respondents state they will travel by bus less in the coming weeks than before COVID, and 62% will travel by train less; 27% will walk more for utility purposes, and 36% will walk more for recreation in the near future. The relative change in the frequency of undertaking these activities (i.e., the difference between the increase and reduction) is *significant* in all cases except bicycle for recreation.



Q: Over the coming weeks do you think you will do each of the following more, less, or the same as before COVID?

Base (in brackets): People who were routed to answer the question, excluding 'not applicable' responses

# Act TravelWise SW Regional Meeting West of England Combined Authority. March 2021

## Travelwest Travel to Work Survey



Take part in the 2021  
**TRAVEL TO WORK SURVEY**

8-14 March 2021

However and wherever you travel to work,  
**we want to hear from YOU!**

This week **North Bristol NHS Trust** is participating in the Travelwest Travel to Work Survey!

Have you completed it yet? At the end of the survey you can enter a prize draw with 2 x first air balloon rides for 2, 10 x £50 shopping vouchers and 5 x PDM trackers up for grabs.

To take part, go to:  
[www.travelwest.info/survey/nbhatrust](http://www.travelwest.info/survey/nbhatrust)

 travelwest+

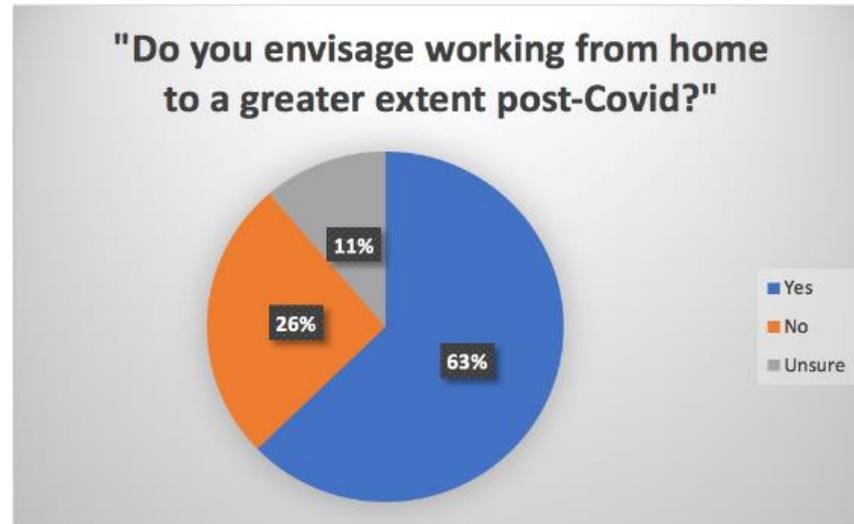
| Year | Participants | Organisations |
|------|--------------|---------------|
| 2021 | 17,013       | 89            |
| 2020 | 21,539       | 174           |
| 2019 | 22,536       | 185           |
| 2018 | 15,551       | 172           |
| 2017 | 21,332       | 182           |
| 2016 | 19,679       | 142           |

# Act TravelWise SW Regional Meeting West of England Combined Authority. Travelwest Travel to Work Survey March 2021

## Future Working

In the future, if your job role allows, do you envisage working from home to a greater extent than you did before the Covid-19 lockdown that started on 23 March 2020?

| TOTAL RESPONSES | 16,917 | %  |
|-----------------|--------|----|
| Yes             | 10,613 | 63 |
| No              | 4,394  | 26 |
| Unsure          | 1,910  | 11 |

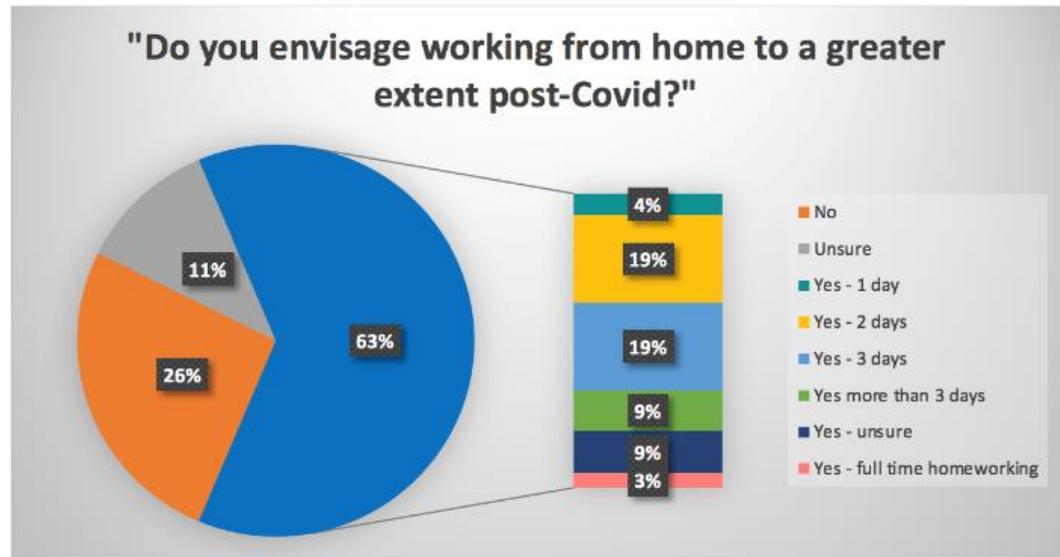


# Act TravelWise SW Regional Meeting West of England Combined Authority. Travelwest Travel to Work Survey March 2021

## Interim Data Analysis - All Organisations

With the 63% yes response broken down

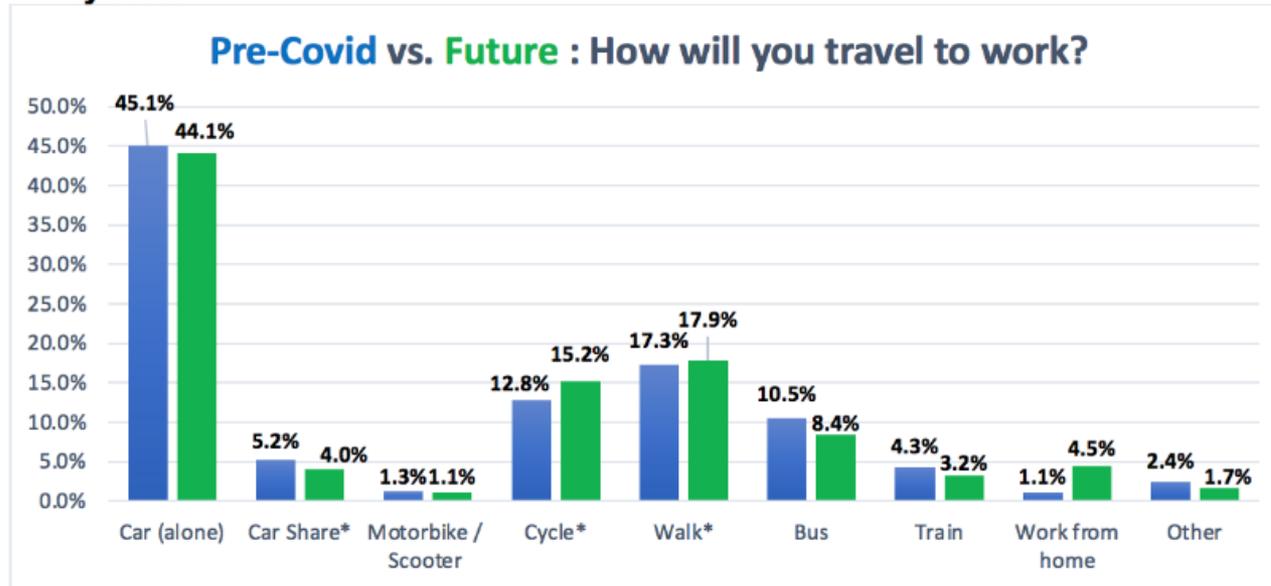
| TOTAL RESPONSES             | 16,896 | %  |
|-----------------------------|--------|----|
| No                          | 4,394  | 26 |
| Unsure                      | 1,910  | 11 |
| Yes - 1 day                 | 775    | 5  |
| Yes - 2 days                | 3,160  | 19 |
| Yes - 3 days                | 3,151  | 19 |
| Yes - More than 3 days      | 1,460  | 9  |
| Yes - Full time homeworking | 525    | 3  |
| Yes - Unsure at present     | 1,521  | 9  |



# Act TravelWise SW Regional Meeting West of England Combined Authority. Travelwest Travel to Work Survey March 2021

## Interim Data Analysis - All Organisations

Always use:



|      |       |      |      |       |       |       |      |      |      |
|------|-------|------|------|-------|-------|-------|------|------|------|
| 2020 | 44.2% | 8.3% | 1.3% | 13.3% | 13.8% | 11.4% | 5.8% | 0.3% | 1.6% |
|------|-------|------|------|-------|-------|-------|------|------|------|

## **Trends across United Kingdom 2021?**

Increased hybrid working for those who can.

Less public transport commute usage.

Less overall car commute usage.

More walking & cycling for work, utility and recreation.

## **What's needed?**

Avoid increases in short local car journeys.

Compliment increases in walking and cycling with safer, better connected routes and infrastructure.

Do this both locally and in town centres.

## Developing hybrid working in local government

An overview of some the key considerations of developing a hybrid working organisation, and information about a series of round table events to help us to develop a hybrid working model for local government to use.

## Office space provider IWG posts £620m loss but expects Covid-19 rebound

Company says it expects 'hybrid working' - from both home and offices - to become the norm

# BBC poll shows most big employers don't plan full-time return to office

A survey by the BBC of 50 of the leading employers shows the majority will not return full time to the office after Covid.

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Science & Environment

## Calls for post-Covid 'revolution' in building air quality

By David Shukman  
Science editor

2 days ago | Comments

Coronavirus pandemic



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## Covid: Should I be working from home or going back to the office?

5 May

Coronavirus pandemic





# 1: Embrace 'Connected' Remote / Hybrid Working

- West Yorkshire Combined Authority distributed laptops to employees at the start of 2020 , to allow for home working (pre-Covid: approved by line manager via a standing or temporary flexi-work request).
- Desk phones were replaced with telephone numbers linked to the laptops.
- MS Teams was put into use to support the full range of communications and teamwork, including meetings (similar to Zoom).
- Relatively seamless transition into Covid home working, although employees found it strange for the first few weeks.
- Employees are finding that they are speaking to their team members more than they had done in the office, but can lead to too many meetings/day.
- Employees are happy with the arrangements, and many would like to continue home working for much of the week (e.g. three days).



## 2: Replace Commuting and Business Travel with Webinars and Web Meetings

- Act TravelWise events have been replaced with webinars, enabling greater participation levels, excluding fewer people, and reducing unnecessary travel. Speakers from around the world can now add value to the events.
- Regional meetings for discussion with members from around the UK are now held online. The Annual Conference was online in seven sessions over three days.
- West Yorkshire Ticketing Company used to hold monthly Board meeting in Leeds, requiring up to four hours per person in travel alone x 12 people. Now meetings are online and recorded, meaning that the administration is easier, costs are lower, and no room bookings are required.
- Training can easily be moved online, with lower costs . Educational platforms combined with webinars or web meetings, can allow for an interactive experience from home. **Open University 50+ years**



### 3: Support Agile / Remote Working Other Than Home Working

- East Riding of Yorkshire Council runs nine business centres across the local authority area.
- Up to 34 units per business centre are provided, from 165-900 ft<sup>2</sup>.
- Not just offices, but light industrial workshop spaces are available.
- Occupancy rates are high, indicating high demand.
- Private sector - Wework and IWG provide flexible office spaces.

#### Next steps for Employers:

- Carry out data analysis of employee post codes and identify clusters.
- Provide decentralised work spaces for council employees.
- Partner with others councils / organisations to set up co-working spaces for employees / independent professionals (e.g. Westminster Council partnered with the social enterprise Impact Hub to create Hub Westminster). **County and Local / Town / Unitary Councils – overlaps.**





## 4: Influence and Work with Local Employers Through a Travel Plan Network

- West Yorkshire Travel Plan Network, part of the combined authority, incentivises its free corporate membership through discounts and offers.
- Currently about 450 members, representing 25% of the West Yorkshire workforce, across all business sectors.
- Travel plan advisors, events and email communications engage with employers and employees to share best practice to encourage sustainable travel (and remote working/meeting options?).
- In Future Public Transport ticketing will need to be flexible to be cost effective to both passengers and operators. Passenger fare revenues decreased drastically. (Metrolink introduced Clipper 10 trip ticket – Smart ticketing)





## Travel Plan Network

We work with employers to create cost-effective, sustainable ways to travel for business and to commute to work.



### What is the Travel Plan Network?

The Travel Plan Network is a FREE membership scheme for any employer in West Yorkshire who is committed to encouraging their staff to travel to work sustainably.



### Join The Travel Plan Network

How your business can become a member of the West Yorkshire Travel Plan Network.



### Member benefits: Public transport

Travel Plan Network members enjoy discounts on two types of MCard, for travel on bus and rail in West Yorkshire. They also get access to operators' own schemes and tailored public information for your business.

### Benefits to your business

- Cost savings from reduced on-site parking
- Reduced sickness with a healthier workforce
- Enhanced environmental credentials
- Raised community image
- Reduction in business travel costs

### Benefits to your members

- 12% discount on the [Corporate Annual MCard for employees](#)
- 75% discount on [Business Travel Passes](#) - find out more about travel discounts
- 5% discount on the [First Annual Corporate ticket](#)
- [Enterprise Car Club](#) membership
- Support with [car sharing](#)
- [Relocation support](#): with FREE public transport laster tickets
- Leaflets, posters and promotional material for your office and company website
- Sustainable travel events and seminars
- Regular travel news and updates
- On-site real-time information



### Sustainable travel options

Useful links to information on sustainable ways to travel, such as walking, cycling, car clubs and car share.



### Business relocation: How can we help?

Relocation assistance is available to Travel Plan Network members.



### Annual Travel to Work Survey

The West Yorkshire Travel Plan Network (WYTPN) works with employers in West Yorkshire to promote greener ways of travelling to work. The Annual Travel to Work Survey measures the travel modes commuters use.



## 5: Work with Planners/Developers to Build Walkable Mixed-Use Neighbourhoods. That are great to live in!

- Develop a vision of a walking / cycling community with on-site amenities.
- Provide Planning that creates healthy places to live.
- Avoid designs that 'build in' car dependence. **Needs to be integrated / challenged.**
- Mitigate obesity, asthma, diabetes, air pollution, lack of community.
- Facilitate remote working without social isolation. **Pleasant destination.**
- Avoid white van man curse by providing a central location for parcel drop-off and collection – enable / provide cargo bike delivery options.

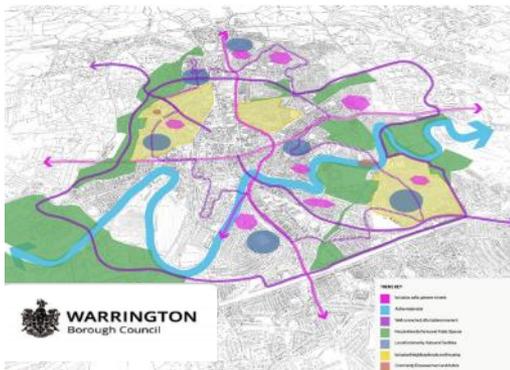
Photos: Wykeland Beal / Fruit Market, Hull



# The 20-minute Neighbourhood (Active Liveable Neighbourhoods)

Town and Country Planning Association - TCPA Guide - <https://www.tcpa.org.uk/>

- 20 minutes is the most people will walk to somewhere, 10m there 10m back.
- Historically medieval towns and cities developed organically.
- 19<sup>th</sup> century Garden Cities of Letchworth and Welwyn were among the first attempts at local sustainable development.
- 15 minute city idea developed by Paris Mayor Anne Hidalgo.
- Madrid, Milan, Ottawa and Seattle are among those to have declared plans to copy the Paris approach.
- Melbourne and Portland have each developed 20minute neighbourhoods.
- UK new developments are taking on the connected town concept - Ipswich Town Centre Waterfront.

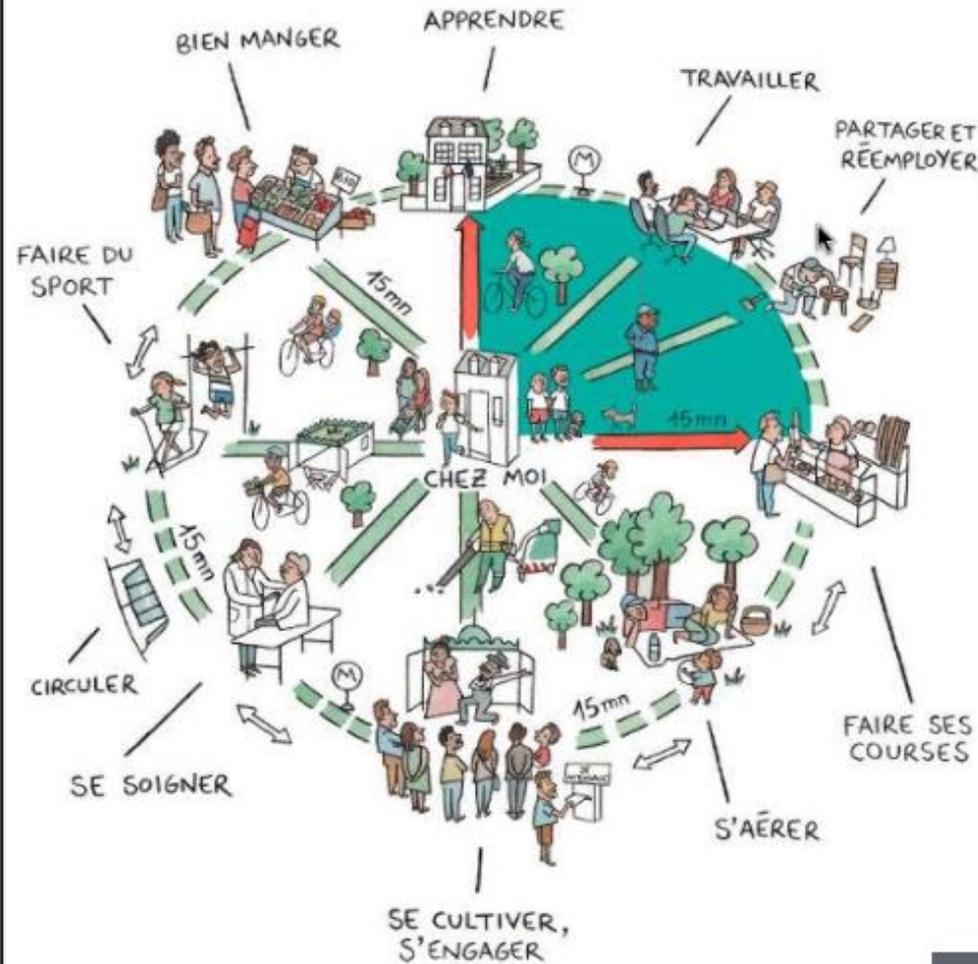


# A flexible concept that municipalities have tailored to their city's culture and to respond to specific local needs



# Paris's 15-minute city

- **Supporting local shops:** semi-public agency aiming to preserve local shops by preempting and renovating premises, searching for tenants and keeping rents down. Strict zoning rules to ensure a active ground floor and diversity of retail.
- **Ensuring social housing is present everywhere** with a 30% by 2030 objective.
- **Making schools the heart of 15-minute neighborhoods:** greening and opening school yards to the public, schools streets.
- **Promoting active mobility:** -50% parking spaces to create new uses, building more bike lanes.
- **Participatory budgeting:** spending resources at the district level (10% of Paris investment budget)



# Characteristics of a 20-minute neighbourhood

Every community has its own context and aspirations for the future. Any plans to create a 20-minute neighbourhood should be based on what the local community wants.

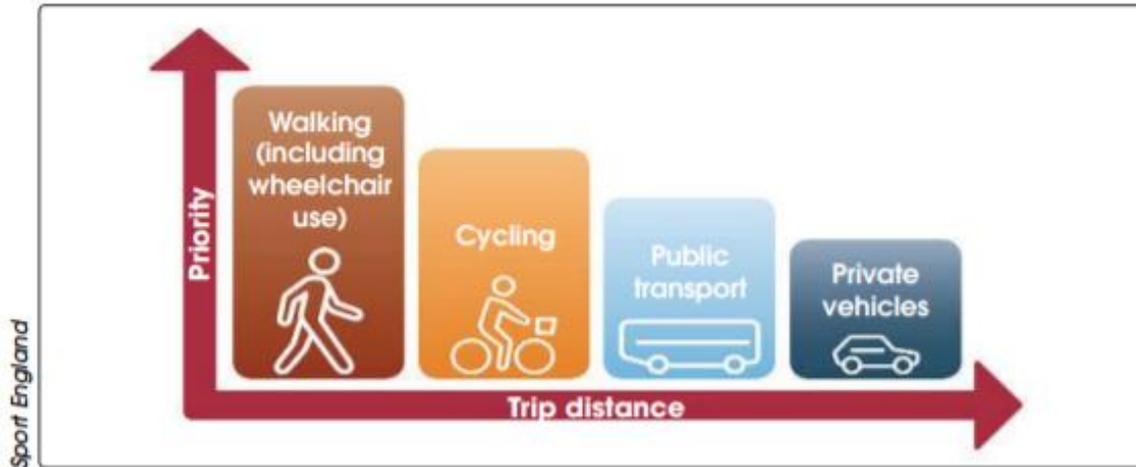
However, the following characteristics, or ‘ingredients’, are likely to be part of the mix:

- diverse and affordable homes;
- well connected paths, streets and spaces;
- schools at the heart of communities;
- good green spaces in the right places;
- local food production;
- keeping jobs and money local;
- community health and wellbeing facilities; and
- a place for all ages.



# Characteristics of a 20-minute neighbourhood

## 2.2 Well connected paths, streets, and spaces



Left: A hierarchy of movement to support active travel

- Active Travel - Walking and Cycling is good for health , well being , air quality
- Provision of well connected paths, streets and spaces enables Active Travel and mitigates; car use, congestion, road accidents
- Premise is not to be car centric but to rebalance and provide priority & space for pedestrians / cyclists , old and young, car free families
- Nicer places to live = safer/quieter streets, nicer spaces/shops, cleaner air, economic prosperity ?
- Nicer places to live = speeding vehicles, blocked pavements, rat runs, KSI's?

# Active Travel Options

## Walking & Cycling

Reclaim existing paths and routes

Parklets & cycle parking

E bikes / E Cargo bikes

Safer crossings

Low Traffic Neighbourhoods

Mobility Hubs

Covid-19 response – April 2020+

More people walking and cycling for exercise and personal well being

More space needed to allow social distancing to take place

Urgent response to meet people's needs

Injection of resources – government and in house.

# Reclaim existing paths and routes

Pictures courtesy of John Nichol Warrington Borough Council



25. Grappenhall Walled Garden to Lumb Brook Road

Before



After



9b. Cromwell Avenue (A574)

Before



After



20c. Sankey Valley Park (Central Section) Bewsey Old Hall to Westbrook Dallam

Before



After



27. Kingsway Bridge (A50)

Before



After



# Reclaim existing paths and routes



# Parklets



**LIVING  
STREETS**

**PARKLETS**

**YOUR GUIDE TO CREATING A  
POP-UP PARK ON YOUR STREET**

# Parklets

the budget for the Romsey Mill Rd parklet is £1,000, with local volunteers

and companies giving their time and



# E bikes / E Cargo bikes



**E-CARGO BIKES:**  
TRANSFORMING  
DELIVERIES IN  
MILTON KEYNES



JOIN THE REVOLUTION

  
get smarter. travel in Milton Keynes



# Safer crossings

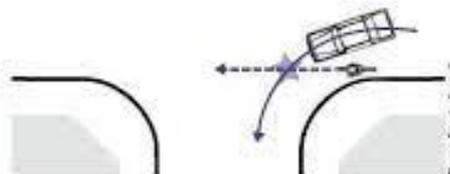


Small radius (eg. 1 metre)

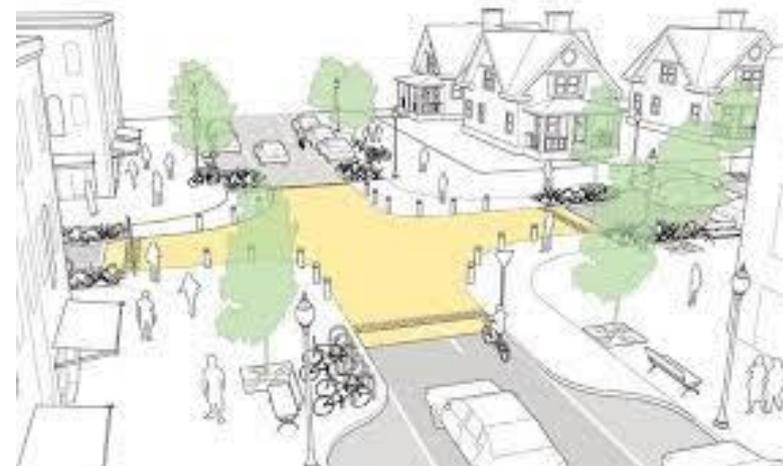


• Cycle and car speeds compatible.

Large radius (eg. 7 metres)



• Danger from fast turning vehicles cutting across cyclists.



# Low Traffic Neighbourhoods



Low traffic neighbourhoods will lead to 'ghost high streets' in major cities



Milan

The Piazza Aperte program in Milan has been seeking to reclaim spaces in piazzas that were once dedicated to cars, using a range of temporary strategies. The approach relies on working with inhabitants to restyle their neighbourhoods through cheap and scalable spatial interventions.



# Mobility Hubs

## Parking and pick up of all modes

- Walking and cycling
- Shared transport
- Public transport
- Public realm



## Hamburg, Germany



## Vienna, Austria



# GB mobility hub pipeline





## Thank you for listening!

- Contact: Sean Ford, Business Operations Manager,  
[Sean@acttravelwise.org](mailto:Sean@acttravelwise.org) / 07909 066233
- Transport West Midlands/Live Lab **Network Resilience** 8<sup>th</sup> June @ 2pm
- Subscribe to free monthly e-bulletin:  
<http://www.acttravelwise.org/subscribe-to-e-bulletin/>
- Act TravelWise free webinars are at [www.acttravelwise.org/events/](http://www.acttravelwise.org/events/)
- Membership info is at [www.acttravelwise.org/membership/](http://www.acttravelwise.org/membership/)  
(Special offer for new LA members: just £250 for 12 months)



# for Colchester



# Richard Walker

Group Manager North Essex Parking Partnership



/parkingmanager/  
/north-essex-parking-partnership/



@parkingmgr  
@nepp\_parking



Managing parking in a new way



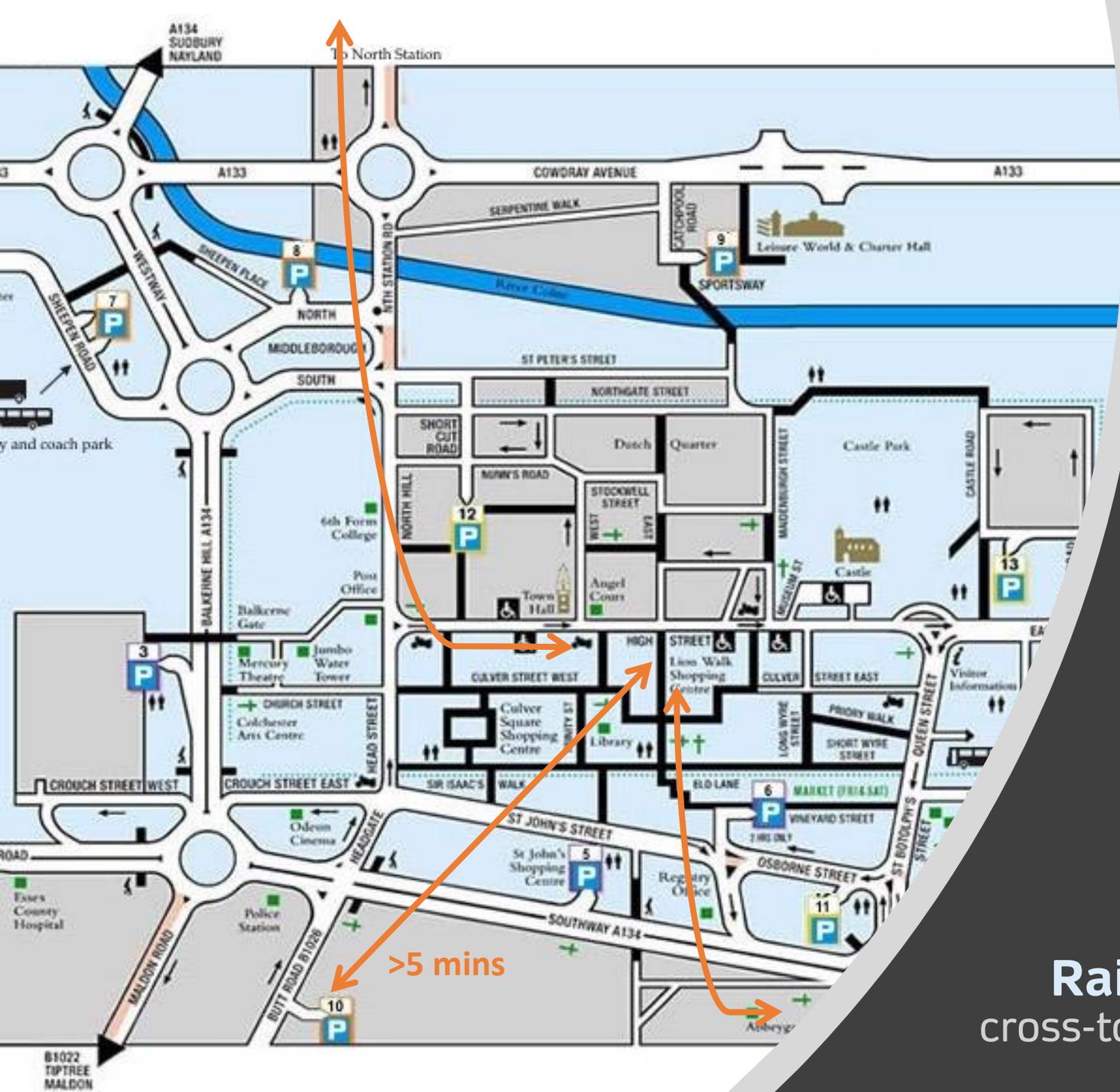
[parkingpartnership.org](http://parkingpartnership.org)



Colchester

- 1. Choosing Locations**
- 2. Location Criteria**
- 3. Overcoming barriers**
- 4. Launch of first scheme**
- 5. What's next?**





# choosing locations - benefits

Roman grid pattern  
difficult 'last mile'

Social Distancing/Active Travel  
town centre road narrowing/layout

New Cycle Routes  
north/south & east/west links

Long stay market  
new uses: pandemic changed forever?

Rail Station, Hospital, Park & Ride  
cross-town options from south & east to north

# the locations - criteria

## **Long Stay car parks**

5 min+ walk to town centre, with space

## **Provision for facilities**

cycle hubs/click & collect delivery

## **New Cycle Routes**

nearby links to other parts of town

## **Rail Station, Hospital, Park & Ride**

cross-town options



# hurdles - overcoming issues

## Highway signage

signage design & special authorisation

## Communications

banners, web page, social media, press

## Sign up and Community

hosted in app with  
direct communication

## The Parking Offer

better prices than  
town centre parking



# launch

## 30 November 2020 & April 2021

### Tariff charged is via App

distinct T&C and special area in MiPermit  
we can then measure success by counting...

### Web Page

details on website

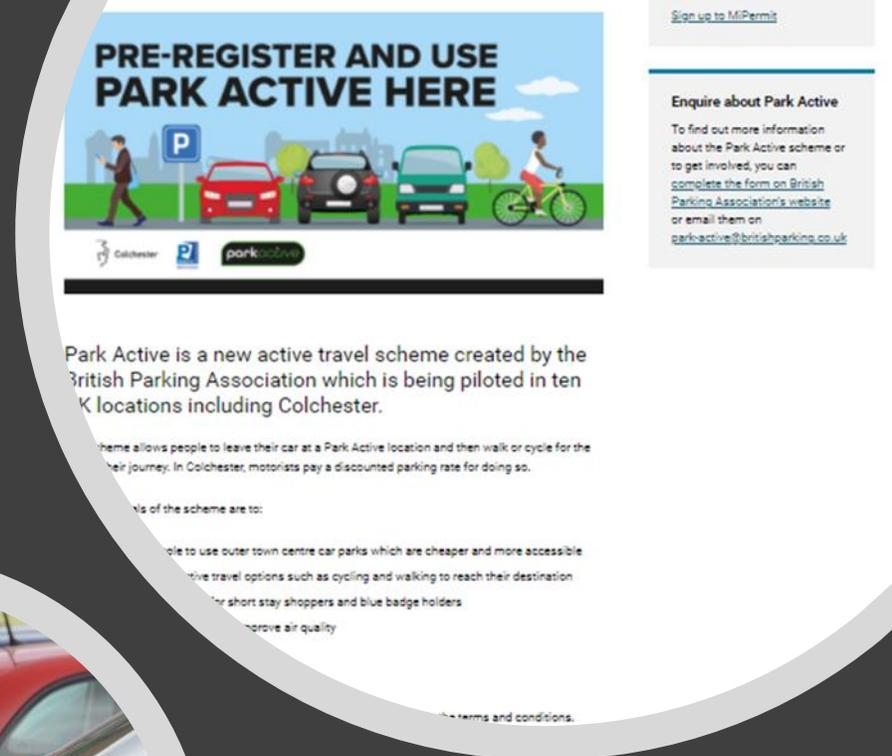
### Social Media and Press

coverage / soft launch from 3 December

### [www.colchester.gov.uk/parkactive](http://www.colchester.gov.uk/parkactive)

soft launch 30 November 2020 **sign up now!**

Fully launched from April 2021





# what next?

## Park Active

**Secure cycle parking**  
different options at Park & Ride

**Park & Choose: Hospital,  
rail station, football ground**  
links to cross-town routes & active travel

**Click & collect; town centre cycle hub**  
e-cargo bikes to deliver to car parks  
improving cycling provision

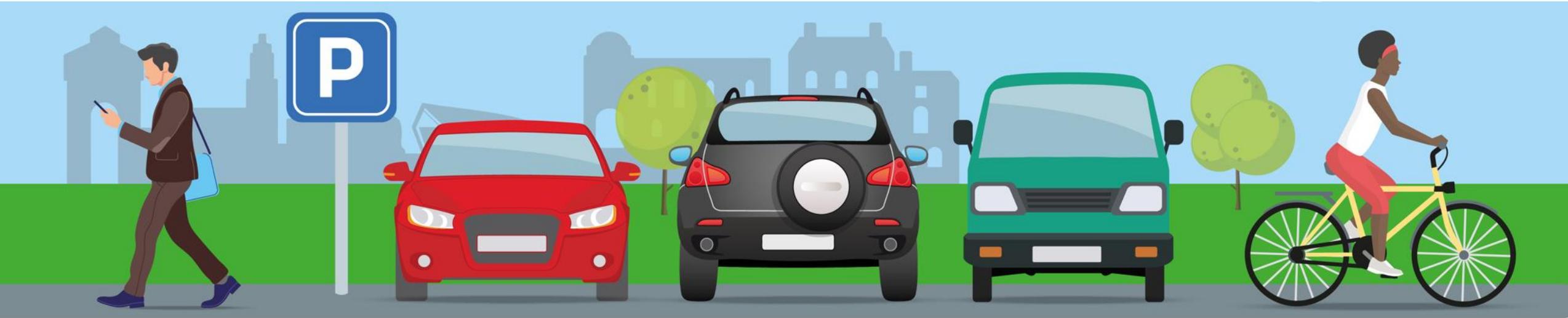
**Work with the Community**  
develop offers  
& work with shops

**Improvements....**  
Signage, maps, walking time  
data collection & evidence





# for Colchester





**Enabling active  
travel choices for  
healthier communities**



Julian O'Kelly

Head of Technology Innovation & Research

[www.park-active.co.uk](http://www.park-active.co.uk)

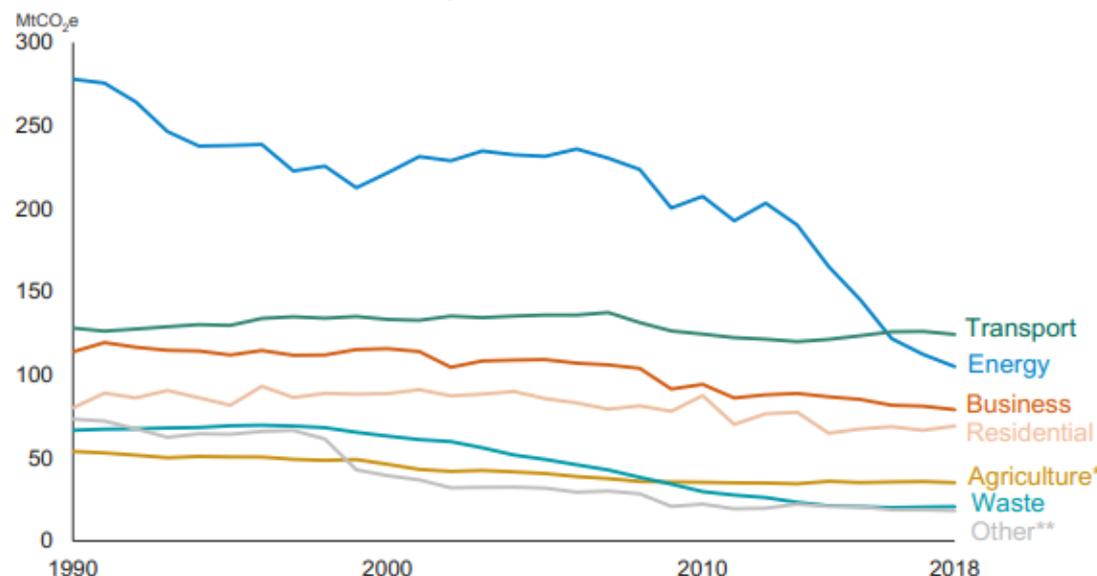




## GHG emissions by sector

[TSGB0306](#)

UK domestic GHG emissions by sector: 1990 to 2018



\* Includes land use, land use change and forestry  
\*\* Includes public and industrial processes

- The UK's net domestic greenhouse gas emissions were 451 million tonnes of CO<sub>2</sub> equivalent (MtCO<sub>2</sub>e) emissions in 2018, down 2% from 2017.
- Transport emissions have decreased by 3% between 1990 and 2018, and made up 28% of net domestic emissions in 2018.

## GHG emissions by transport mode

[TSGB0306](#)

- Since 1990, emissions from rail, buses and domestic shipping decreased, whereas van emissions increased by 67%. Van traffic has doubled since the early 1990s.

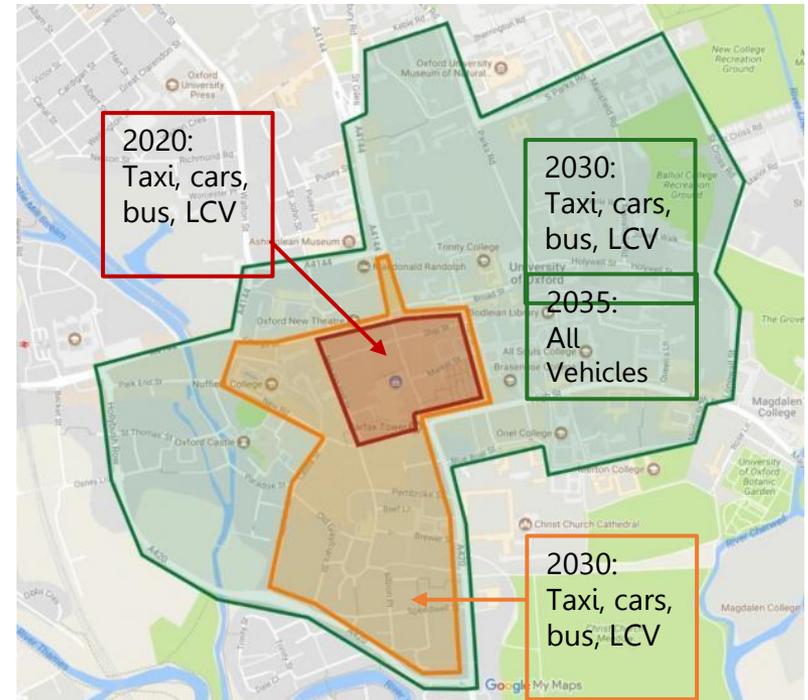




[www.park-active.co.uk](http://www.park-active.co.uk)



# Clean air zones will expand



Oxford's Zero Emission Zone (ZEZ) Proposals





Up to 40% increase in footfall with well planned improvements to walking environment <sup>1,2</sup>



Majority of the public prepared to walk 5 – 10 minutes between a parking place and the high street, but they spend 2.3 days a year searching for a parking spot <sup>3</sup>



58% of car journeys in 2018 were under 5 miles. For many people, 'these journeys are perfectly suited to cycling and walking.' <sup>4</sup>



Doubling cycling and increased walking would lead to savings of £567 million annually from air quality and prevent 8,300 premature deaths <sup>5</sup>

Sources:1. DfT (2015) Investing in Cycling and Walking: The economic case for action; National Travel Survey 2014; 2. Living Streets (2013) The Pedestrian Pound, 3. BPA [Public perceptions of parking \(britishparking.co.uk\)](https://www.britishparking.co.uk) (2021) 4. 'Gear Change' Gov.Uk (Online), 6. Department for Environment and Rural Affairs (2019) Clean Air Strategy 2019 .(online).

# Gear Change

A bold vision  
for cycling  
and walking



10 Point Plan for a Green Industrial Revolution: 1000's of miles of segregated cycle lanes and more low-traffic neighborhoods planned

Gear Change: £2 billion of new funding for cycling and walking in England

Scottish Government investing over £550 million in active travel over 5 years

£40m second round of the Green Recovery Challenge Fund open for applications

## Let's Get Scotland Walking

### The National Walking Strategy



Action Plan 2016-2026



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## ENABLING ACTIVE TRAVEL FOR HEALTHIER COMMUNITIES

Providing a framework to enable active travel  
Supporting high streets and the parking sector  
Developing tailored options for local needs

[www.park-active.co.uk](http://www.park-active.co.uk)



# Parking Space = Mobility Space?



# Park Active is...

- ✓ Delivery of Park Active framework to enable active travel options tailored to the local needs
- ✓ Operational guide
- ✓ Supporting providers and potential providers of Park Active
- ✓ Growing a network of Park Active stakeholders inform its evolution
- ✓ National branding guidelines and communications toolkit to ensure Park Active is recognised and respected



# TOOLKIT



Search Factsheets, Guides, Case Studies and more

Search



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Park Active Operational  
Guidance

TOOLKIT



Download

Park Active Communications  
Toolkit



Download

Park Active Brand Manual

# Operator Benefits

## Outer/inner car parks

Repurposing of underutilised long stay parking with

- Bike hire schemes/franchises
- Rentable secure storage for cycles
- Click and collect shopping hub
- E-cargo bike storage and delivery
- E-scooter hire
- Bike repair/MOT
- Delivery hubs with potential for last mile delivery using electric vehicles or e-cargo

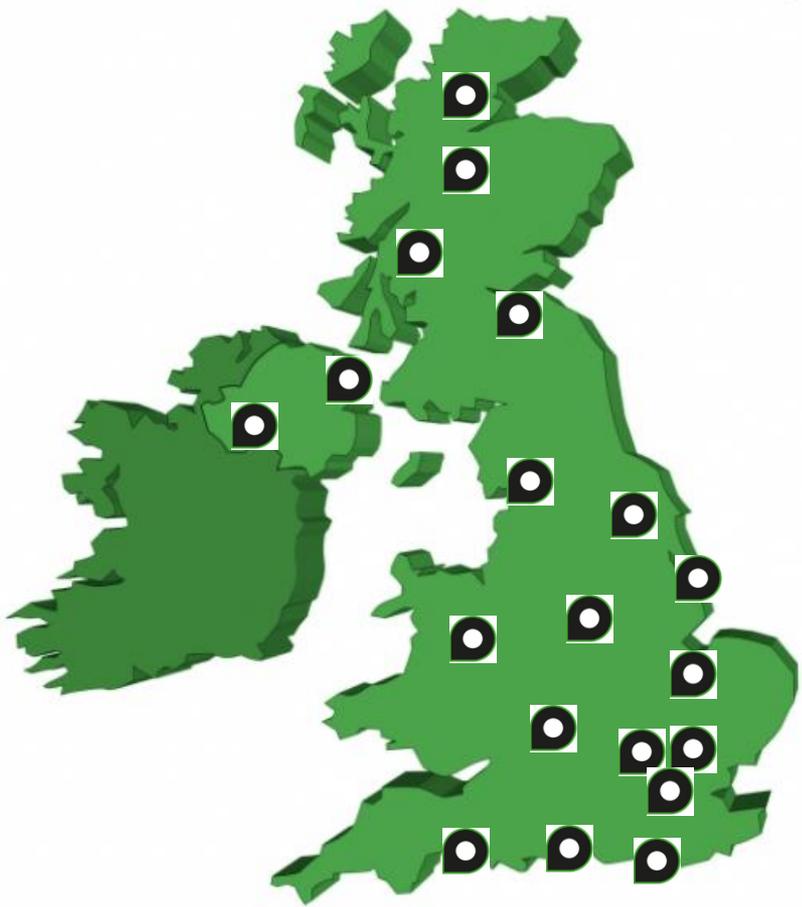




[www.park-active.co.uk](http://www.park-active.co.uk)



Enabling active travel choices  
for healthier communities



[www.park-active.co.uk](http://www.park-active.co.uk)



# Next Steps...

- Marketing campaign including animation for operators and public
- Business development
- Establishing operational and financial sustainability
- Evaluation

# Get involved!



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