

# North Somerset Council Transport Behaviour Change Action Plan – Summary

## Active Travel Action Plans 2023-30



One of our seven Active Travel Action Plans (ATAPs) for 2023-30 to help deliver our Active Travel Strategy's vision, to:

**'Make walking and cycling the natural choice for a cleaner, healthier and more active North Somerset'**

**Our Vision:** While the other six Active Travel Action Plans are more focused around changes to our infrastructure, this Transport Behaviour Change Action Plan centres on the interventions and initiatives we will prioritise to promote and help enable the shifting of everyday transport choices to more active ways, such as walking, wheeling, and cycling.

Transport planning has previously focussed on providing infrastructure for active travel; creating safe spaces to move around in. However, there is a significant impact to be made in providing behaviour change incentives, focussed on building new habits and giving people the awareness, skills and confidence to choose active travel. This document will focus on those incentives, working in tandem with the other action plans to deliver a comprehensive approach towards active travel uptake.



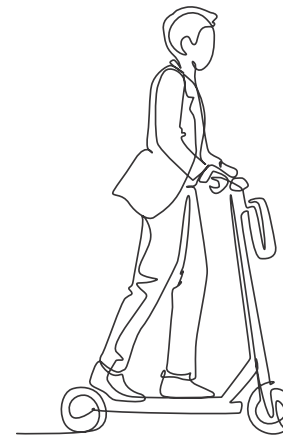
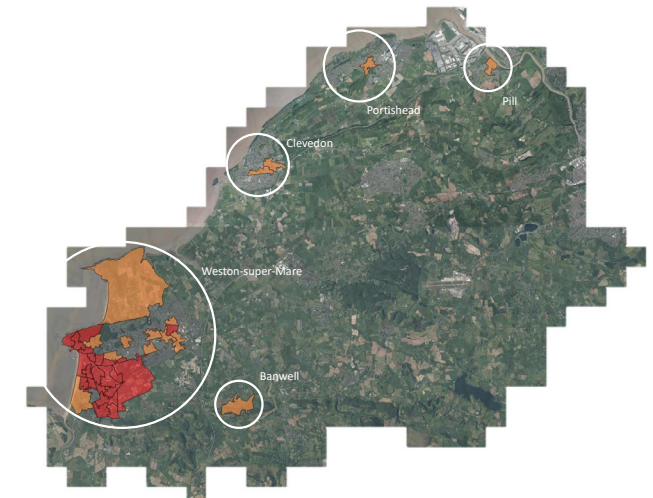
## Guiding principles

1. As part of our Corporate Plan 2020-24 commitment to the Council and North Somerset being Open, Fair and Green, we will target investment and transport behaviour change initiatives at our more deprived areas whenever possible, to help provide residents and businesses with safer, cheaper and more green options for everyday transport journeys.
2. We will provide opportunities and support for people to take up walking/wheeling and cycling, through programmes in schools, workplaces, and local communities.
3. We will work with local communities and stakeholders to understand the specific local barriers to increasing active travel take-up in rural and deprived areas.
4. We will increase Education, Training and Promotion (ETP) of active travel, and will deliver behaviour change campaigns in order to publicise and maximise the use of our current, upcoming and new active travel infrastructure facilities across North Somerset.
5. We will develop a range of media promotional activities, as part of a mainstream, inclusive, public-facing communication strategy.

## Benefits

- Behaviour change initiatives can help improve uptake for new and existing active travel infrastructure
- The action plan helps highlight the importance of socio-demographic factors, deprivation and how active travel can help provide more opportunities for these areas.
- These initiatives provide an opportunity to make a difference in places where new infrastructure may not be possible
- Active travel initiatives in schools help develop habits into adulthood
- Providing behaviour change initiatives in new developments helps build new habits for new occupants

Figure 1: North Somerset's most deprived areas are in Weston-super-Mare as well as parts of Banwell, Clevedon, Portishead and Pill.



## Example scheme proposals

As the transport behaviour change activities often operate and are funded by various funding sources, the table below (Table 2) outlines the activity/initiative and its scope and funding. A more extensive list of our transport behaviour change activities are included within the Activities Delivery Plan within the full Action Plan.



Figure 2 and 3: Branding for travel planning and business engagement

Activity	Scope	Funding source
Travel planning	Schools, workplaces, and communities	Section 106 (not available for schools and workplaces)
Match funded grants	Schools, workplaces, and communities	Currently not available
Sustainable travel vouchers	Communities	Section 106
Cycle training	Schools and communities	Bikeability Trust and Road Safety ETP Funding
Cycle loan scheme	Workplaces and communities	Capability & Ambition Fund for limited period in 2023
Cycle maintenance training	Workplaces and schools	Currently not available – Potential for self-funded model
Branding	Schools, workplaces, and communities	Section 106 (not available for schools and workplaces)
Led rides and walks	Communities	Run by NSC Public Health
Travel challenges	Schools, workplaces, and communities	Currently not available

## Good current examples

### Travel planning and branding

New Roots, New Routes (see branding in figure 2) is a travel information pack, tailored for new housing developments. New occupants of houses get the brochure as part of a welcome pack when moving in. It highlights active travel options and routes, public transport routes and car clubs. We have used the New Roots, New Routes for a new development in Winford in 2022.

### Active Travel Champions scheme

The Active Travel Champions scheme (see branding in figure 3) is to get more people walking or cycling to work through peer lead support. Our champions are empowered and supported to make positive changes within their organisations and change the behaviour of those around them. Some of the ways in which they can do this is through the organisation of free

bike health check events, bike loans, cycle confidence training, led rides, personalised travel planning, organising travel challenges, the provision of maps, walking and cycling accessories, and an Emergency Bike Repair Kit for all staff to use.



## Challenges to delivery

- Securing sufficient funding to develop & deliver our initiatives with our communities, schools and workplaces
- Community interventions often only available for new developments
- Lack of resource for business and community engagement

## We want to hear from you!

**We want your ideas** about active travel interventions you want in your area.

**Residents, businesses, visitors and other stakeholders** – we encourage you to discuss issues local to you with your Town or Parish Council and your Elected North Somerset Councillor for your ward area.

You can also add your requests at [Widen My Path](#).

**Town and Parish Councils and North Somerset Council Elected Members** – please use the **Highway Improvement Request Form** to submit your transport network improvement requests.



This publication is available in large print, Braille or audio formats on request.

Help is also available for people who require council information in languages other than English.

For all enquiries please contact the Transport Team  
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