

North Somerset Council

Transport Behaviour Change Action Plan

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'

Plan statement: 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.



What is Active Travel?

Active Travel refers to the movement of people or goods by using the physical activity of a person for movement¹. During this Active Travel Action Plan, active travel refers to the most popular forms walking/wheeling and cycling most commonly, but also includes (and is not limited to) important options such as running and scooting.

What is Transport Behaviour Change?

When trying to enable people to choose active travel for everyday trips, transport planning has previously focussed on providing infrastructure for walking and cycling; 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.

Equalities impact assessment

North Somerset Council (NSC) welcomes its Equality Act 2010 responsibilities and is committed to meeting them. Our activities are consistent with the council's Corporate Plan vision of an Open, Fair and Green authority and our **Equalities Policy**.

Our Place and Movement Framework and Active Travel Action Plans are consistent with central government Levelling Up priorities by building capability to deliver an inclusive active travel network. All the plans included are about bettering travel choice for all our local residents and include provisions, such as more level pedestrian crossings, tactile paving and removing barriers to travel, particularly for the elderly, disabled, those with mobility issues or people who are visually impaired.

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¹ North Somerset Council Active Travel Strategy (July 2021)

This is part of the council's response to the Climate Emergency, the cost of living crisis and the health emergency by enhancing our transport network for cleaner, cheaper and healthier transport choices.

National refocus on Active Travel

Since the launch of central government's **Gear Change: A bold vision for cycling and walking** in July 2020, we have seen an increase in priority of active travel within the national transport agenda. With new strategies, funding opportunities and even a new national agency, active travel is quickly becoming a serious priority for national government's transport agenda and a material requirement for local authorities across the country:

- The Department for Transport's (DfT) **Decarbonising Transport** plan to 2050, with the top Strategic Priority being 'Accelerating modal shift to public and active transport' so that they 'will be the natural first choice for our daily activities'
- **Gear Change** and **Local Transport Note (LTN 1/20)** setting much higher standards for active travel infrastructure;
- **Active Travel England** the new government agency with responsibility for assessing and allocating all active travel funding bids for national funding, but also have statutory planning consultee and other support functions, as well as

hosting regular local authority self-assessments, to measure authorities' ability to plan and deliver active travel networks;

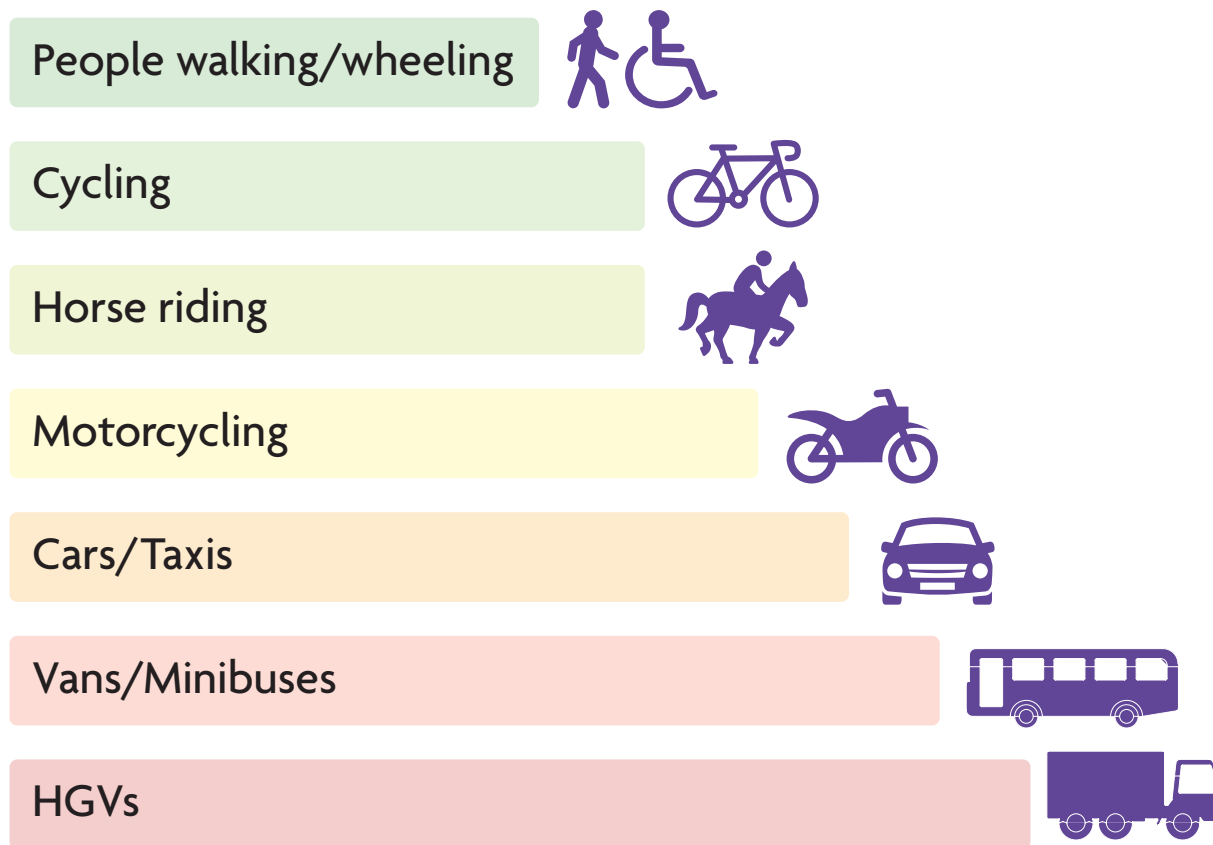
- **Local Authority Toolkits** – supporting local authorities to promote active travel in their areas;
- **A Moment of Change** – guidance for local authorities to promote an active return to work (following the pandemic and associated lockdowns/homeworking).
- CWIS2 – national government's second **Cycling and Walking Investment Strategy** – including the target of 46% of journeys within towns and cities to be walked by 2025 (from 41% in 2018-19)
- **Active Travel Funds 2, 3 and 4** – dedicated funding for active travel enhancement schemes.
- Capability & Ambition Fund – national government revenue funding for local authorities to build their 'capability' to plan and deliver active travel networks
- Local Transport Plan (LTP) guidance is being updated by the DfT (due to be announced early 2023) and future funding likely to be tied to a decarbonising approach to transport planning and delivery
- New Manual for Streets 3 expected soon (design guidance for new developments).
- The above, and our emerging North Somerset active travel design guidance (through our Place and Movement Framework) (see section

2), will feed into a revised North Somerset Highway Development Design Guide (HDDG), for developers and any other external and internal stakeholders planning changes to the transport and highways network.

Hierarchy of road users

All interventions we pursue will reflect the **recently updated Highway Code's hierarchy of road users**, which places the onus on larger, faster and heavier vehicles to take extra care around those that are at greater risk in the event of a collision.

Figure 2: New road safety hierarchy of road users



Road users with the potential to cause the most harm – such as those in large vehicles – have more responsibility to reduce the threat to others (in consistency with updated Highway Code, January 2022).

2. Theory background and policy approach

2a. Theory background

Active travel behaviour theory

As part of the Active Travel Strategy, there are several projects which aim to improve the uptake of active and sustainable modes of travel in North Somerset. Most of these focus on improving the physical and built environment through infrastructure. However, it is important to also consider the wider social aspects of changing modes of transport.

There are many different factors that influence our travel choices. To illustrate this, we have used the **PASTA (Physical Activity through Sustainable Transport Approaches) framework of active travel behaviour** (Götschi, T., de Nazelle, A., Brand, C. et al., 2017). This includes built environment factors such as land use, availability of public transport, and cycling and walking infrastructure. It also includes the influence of the various layers of society right down to our individual characteristics. These layers include our communities, peers, and households. On a personal level, our behaviour is influenced by lots of factors, including: socio-demographics, locations (work, home, school), travel demand, opportunities and constraints, attitudes, perceptions, and habits.

Social characteristics, and work and home locations are linked to the built environment and infrastructure, and we are able to map these together. Community layers such as our community characteristics, and expectations about the way we move can also be mapped, but this would be less specific. However, the other social factors are more difficult to map as they are based on individual characteristics which in turn influence the way we travel.

Our behaviour can be roughly divided into two categories: reasoned and unreasoned behaviour:

- **Reasoned behaviour** is influenced by attitudes, perceptions, and preconceptions. For example, someone could cycle to work because they believe it is better for the environment.
- **Unreasoned behaviour** is defined as habits. These are behaviours people do, because they always do them, such as driving to work or school even if it could be walked or cycled relatively easily. It can be difficult to change habits, as they are an ingrained behaviour that does not always have to align with someone's reasoned behaviour, i.e., someone can believe that cycling to work or school is better because it is healthier and better for the environment, but choose not to travel this way due to habit. We should provide policy and incentives to plan for both reasoned and unreasoned behaviour and aim to change both.

As discussed, changing people's behaviour can be difficult, as people generally need strong reasons to make changes. 'Windows of opportunity' are proven to be key periods for positive travel behaviour changes. A 'window of opportunity' is usually caused by a large personal event or a change in circumstances, which makes people reconsider their attitudes, perceptions, preconceptions, and habits. This could be anything from moving house, to having children, or changing jobs; these are opportunities to change the way we travel. This means that new developments, both residential and commercial, need a special focus on active travel because this is a more likely time for people to make changes and develop new routines. Similarly, there is an opportunity to work with businesses and schools to make sure that new starters have the tools to make active and sustainable travel choices.

Socio-demographic factors and deprivation in North Somerset

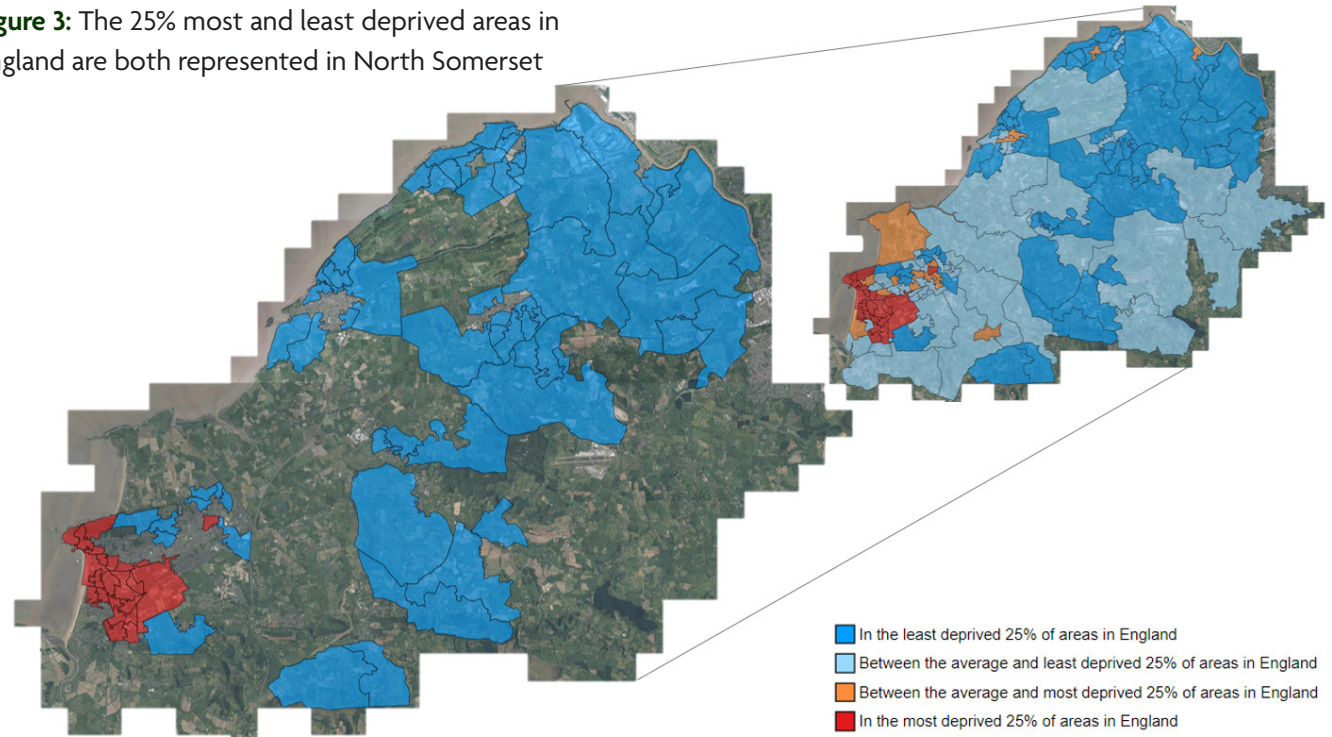
Aspects that are often missed in transport policy are socio-demographics and socio-economic status. These are personal characteristics that include age, gender, race, health factors and income. One way to show this on a map are the **English indices of deprivation**, which look at income, employment, education and crime (among others things) to rank specific areas, called Lower Super Output Areas (LSOAs). North Somerset has significant differences

with some of the most deprived and least deprived areas in England, sometimes even next to each other as shown in Figure 3.

Deprivation can be one of the predicting factors to the use of active travel. Data from the UK Longitudinal Household Study found that part-time or unemployed, young men were more likely to use cycling as a mode of transport in both urban and rural areas². Active travel is generally cheap and easily accessible to all demographics. Therefore, areas with high levels of deprivation could be places of opportunity for uptake of active travel. However, it is acknowledged private cars are still viewed by many as aspirational at the moment for those that can't afford one and walking and cycling may not seem attractive or currently be an option. This is a challenge to increasing the proportion of everyday trips by active travel; making these healthier, cheaper and greener trips more attractive than aspiring to drive a car.

In general, urban residents are 64% more likely to often use active travel. On top of this, in urban areas, having a degree level of education and not having children are also make higher use of active travel more likely. This means that in general, easier gains for active travel usage are to be made in the larger urban areas in North Somerset.

Figure 3: The 25% most and least deprived areas in England are both represented in North Somerset



- In the least deprived 25% of areas in England
- Between the average and least deprived 25% of areas in England
- Between the average and most deprived 25% of areas in England
- In the most deprived 25% of areas in England

Guiding principle: 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 Hutchinson, J., White, P. and Graham, H., 2014. Differences in the social patterning of active travel between urban and rural populations: findings from a large UK household survey. *International Journal of Public Health*, 59(6), pp.993-998.

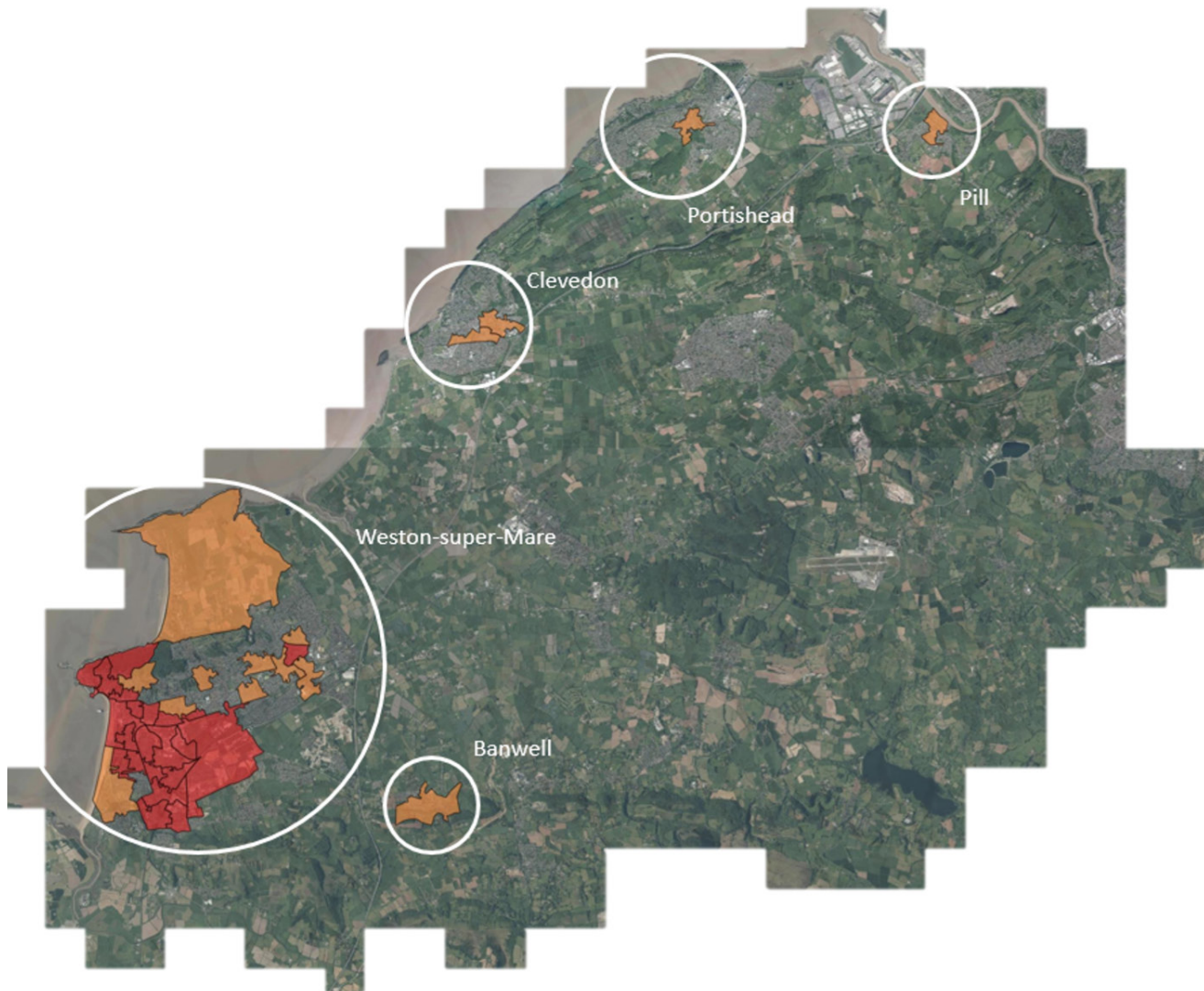


Figure 4: Most deprived areas in North Somerset, including parts of Pill, Portishead, Clevedon and Banwell (shaded orange) but the most deprived areas are shown in red in Weston-super-Mare

Place and Movement Framework

The emerging North Somerset Place and Movement Framework (see Figure 5) will set the guiding principles for our Place and Movement needs and provide a background for the Active Travel Action Plans to help us make our Active Travel Strategy commitments and interventions a reality. It will:

- Set out the rationale for use and purpose of our transport network;
- Provide an Audit process to evaluate road space availability, user needs and priority functions to facilitate early-stage scheme feasibility and evaluation;
- Provide design guidance to shape new and improved active travel infrastructure both for our existing transport network and for all new developments;
- Enable the development of Coherent; Direct; Safe; Comfortable and Attractive routes for active travel journeys for people of all ages and abilities;
- Give us the strategy and tools to facilitate the shift from private cars to active travel and public transport whenever possible.
- Enable us to enhance the character of our Places and to improve Movement on our network, especially for the most vulnerable users, on the most appropriate routes.

There are typical transport behaviours on the nine different classifications of our network that we can target our transport behaviour change actions and interventions towards. Table 1 includes examples of likely behaviours at each of these nine classifications.

Figure 5: Place and Movement Framework classifications for every road, street, lane in North Somerset (with examples). This includes three 'Place' categories (Urban hub, Urban and Rural) and three 'Movement' categories ('Primary route', 'Neighbourhood distributor' and 'Local access').

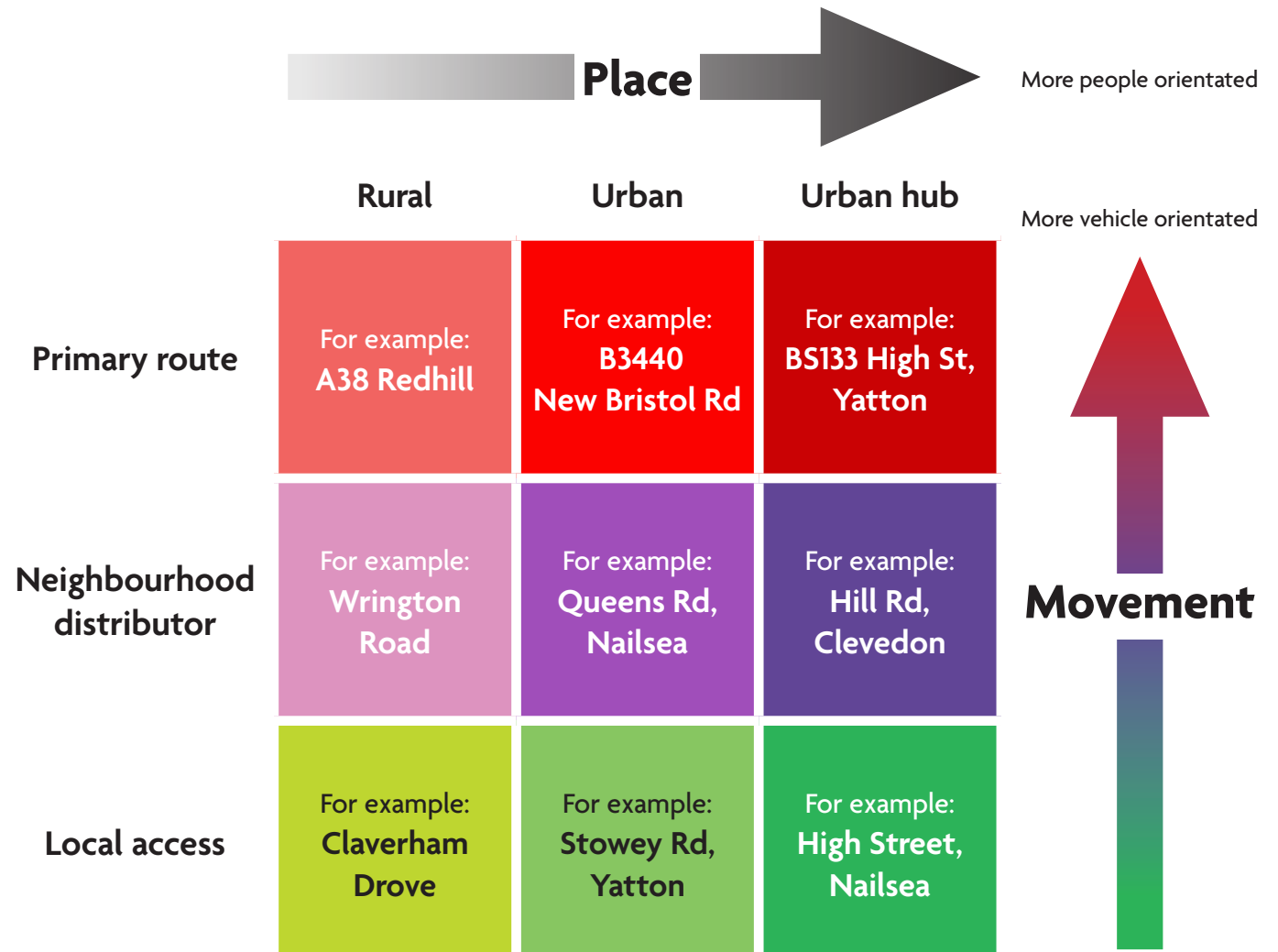
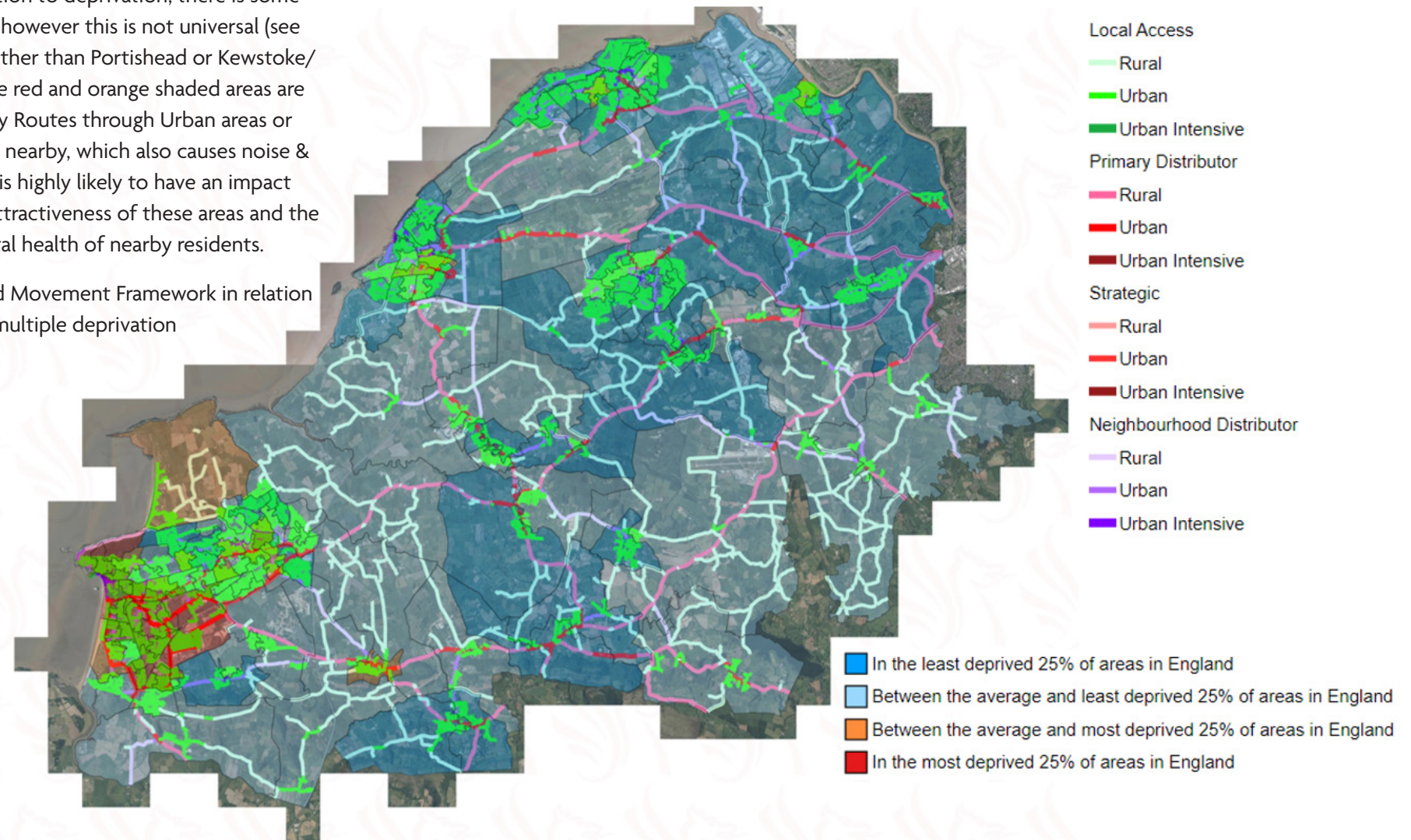


Table 1: General transport behaviours on the nine Place and Movement Framework classifications

	Urban Hub	Urban	Rural
Primary route	Competing needs for space are high between through movement and place functions. Lower speeds and limited space generally accepted, but still high expectation of parking on or near to these streets, despite very high number of pedestrians.	Through-movement is important here and the competition for space is high, but lower than Urban Hub Primary Distributor and over longer distances. Private vehicles dominate the space available and drive to the speed of the design of the road. Lower speeds are less accepted as part of these longer trips, despite being within our towns and villages.	Low likelihood of interaction with transport users not in cars and generally wide carriageways; this means through traffic and high vehicle speeds. Lower demand for active travel made lower by traffic dominance, so alternative routes are sought by active travel users.
Neighbour-hood Distributor	Strong competition for space, with high levels of through movement (although shorter trips between neighbourhoods) competing with public realm and essential facilities. Pedestrians linger in these central spaces. Vehicle access and some parking required but currently disproportionately dominate the space available.	Often the key routes within towns/ villages linking Local Accesses to the Primary Distributor network, so currently dominated by private vehicles despite speed limits present. Attractive routes for bus and active travel trips but currently little priority and lots of pinch points limit safe and comfortable journeys by active travel.	Unlikely to meet non-car modes so speed is often unrestricted and therefore little readiness to share space or limit speed. High through movements on these key linking roads mean active travel rarely provided for and therefore rarely used.
Local Access	Traffic flows are low but parking still welcomes private vehicles, which often dominate the limited space. Strong need for public realm (as the centres of our communities) and through-movement needs are low. These should be people-first places.	Quieter roads within towns & villages mean low traffic flows but often higher speeds than what are welcome. Often get rat-running vehicles avoiding busy roads despite these streets being where children play, people walk/wheel/cycle to avoid busier roads and where a large % of our population live. Often used for free parking near Urban Hubs.	Our most rural roads, often narrow with poor visibility. Both private vehicles (rat running) and active travel users expect to use these for maximum speed and minimal interaction with other users compared to parallel busier routes. Occasionally LGV/HGVs use through these routes (often inappropriately).

When looking at the Place and Movement Framework in relation to deprivation, there is some common overlap, however this is not universal (see Figure 6 below). Other than Portishead or Kewstoke/Sand Bay, all of the red and orange shaded areas are severed by Primary Routes through Urban areas or the M5 motorway nearby, which also causes noise & air pollution. This is highly likely to have an impact on reducing the attractiveness of these areas and the physical and mental health of nearby residents.

Figure 6: Place and Movement Framework in relation to the indices of multiple deprivation



2b. Policy approach

This section sets out NSC’s approach to the different areas of intervention we plan to make across our ‘toolkit’ of transport behaviour change initiatives. Each sub-section tries to set out the following structure wherever possible:

- Guiding principle: this is our approach to that particular initiative
- More detail explaining the approach and intervention.
- A best-practice case study is then provided to give a good example of where this initiative has been implemented and had success.

When seeking to improve active travel, the focus for funding is often on the provision of infrastructure, rather than behaviour change. This has meant that funding for behaviour change work has often been limited. On top of this, during the COVID-19 pandemic travel was largely suspended and public events were cancelled, making it extremely difficult to deliver behaviour change projects.

When funding allows, we provide a programme of behaviour change interventions and services to schools, businesses, and community groups; in order to increase their use of active and sustainable travel modes. The case studies provided throughout this document have been carried out thanks to external funding.

Travel planning

Guiding principle: we will provide opportunities and support for people to take up walking and cycling, through programmes in schools, workplaces, and local communities.

Travel planning is a tool used to plan and design a package of actions designed by a workplace, school, or other organisation to encourage safe, healthy and sustainable travel options. A travel plan is customised to the individuals and prioritises active and sustainable modes of transport, to showcase walking, cycling, and public transport options as an everyday mode of travel. By providing travel planning services to schools, workplaces, and communities we hope to achieve a modal shift towards active travel.

As mentioned in the theory background, people take up new habits more easily when they have experienced a big change like moving house, children going to school, or getting a new job. These are great opportunities to shift to more active modes of transport.

Schools

Guiding principles:

- We will continue to promote resources, incentive schemes, events, and activities to help targeted schools, and take part in activities to encourage active travel
- We will promote the use of Modeshift STARS to increase levels of sustainable and active travel and to document road safety concerns and requests for highway improvement
- We will support the Home to School Transport team to find active travel solutions

Building active adults starts at school and within families. We have a programme of activities that help to increase children’s physical activity, reduce congestion, and improve safety around schools. Schools can participate in national promotions to encourage an increase in active travel journeys, such as Bike Week or Walk to School Month. Children who walk or cycle to school tend to be more attentive and achieve better results and cycle-friendly environments promote more physical activity in later years.

Significant work is ongoing engaging with schools helping them develop and commit to travel plans to increase walking and cycling levels amongst pupils, which has been increasing as a result of these interventions.

Case Study: Scooter Training

In the past, we have offered scooter training to primary schools as part of a training package. Scooters are a popular mode of transport among younger pupils. The training enabled teachers to deliver the training, and included activity cards. The feedback for this was very positive. Schools that had the training initially all wanted to participate again.

Workplaces

Guiding principles:

- We will continue to engage with businesses to increase awareness of existing active travel options and seek guidance on future improvements that will deliver a further increase in cycling to employment and services across North Somerset.
- Where funding permits, we will continue to recruit and maintain our active travel champion network.

Workplace travel planning and residential travel plans are a planning requirement for larger developments. We are currently funded to encourage travel planning through the platform Modeshift. We have found this very effective in engaging schools and workplaces in travel planning. Travel plans are a means to encourage walking and cycling and to make employees and residents aware of the new opportunities and health benefits of active travel. A revised Travel Plans

Supplementary Planning Document (SPD) has been consulted on and will be adopted in early 2023.

Following infrastructure improvements to benefit commuters being completed, our sustainable travel business engagement officers have targeted employers to ensure they are aware of these and fully appreciate the opportunities and benefits they pose to their workforce. With routes connecting to Bristol, we have worked closely with our colleagues at Bristol City Council in order to engage seamlessly with commuters travelling in and out of North Somerset. In 2017 – 2021 we delivered the Access Fund, alongside the West of England local authorities. This allowed us to jointly increase active and sustainable travel across the region. In 2020, in North Somerset alone we recorded 25 successful Active Travel Champions, based throughout our largest employers, schools and community groups.

Case study: Active Travel Champions

The purpose of the Active Travel Champions scheme is to get more people walking or cycling to work and school 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 providing 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.



Communities

Guiding principles:

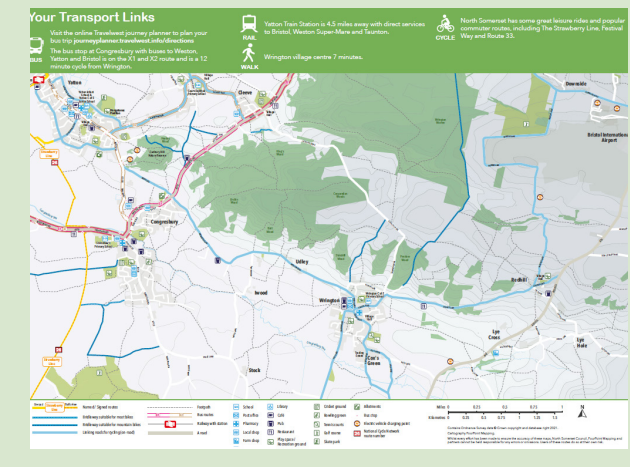
- We will work with local communities and stakeholders to understand the specific local barriers to increasing active travel take-up in rural and deprived areas.
- We will record, score and prioritise requests from Town & Parish Councils via the Highway Improvement Request Form, now available on the North Somerset Council website
- We will monitor requests using public interaction websites for active travel (such as Widen My Path) for active travel improvement requests from North Somerset residents, businesses and visitors to develop and deliver improvements wherever possible.

Personalised Travel Planning (PTP) – PTP is a proven and cost-effective way of shifting people towards sustainable transport. It often involves travel advisors visiting households interested in exploring sustainable travel options. They assess people’s current travel situation, establish travel desires, and provide information and incentives specific to their needs. It provides information for local authorities about what the public want to help them change their travel behaviour as well as creating good will, as people feel they are being listened to. PTP can

also be performed in other settings, such as in workplaces and schools. PTP is often funded by a new development site as part of a Travel Plan.

Case study: New Roots, New Routes

New Roots, New Routes 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. Figure 8 shows one of the pages in the travel information pack, as used for the Cox’s Green development in Winford.



Financial support

Grants and financial support have in the past been a great tool towards achieving modal shift from the bottom up. Providing grants enables organisations to invest in active travel provision. We are currently unable to provide any grants due to a lack of funding, but we look forward to doing so again where funding allows. The grants below show types of funding we have been able to offer in the past.

Match funded grants

Guiding principles:

- Funding allowing, we will provide sustainable and active travel grants to businesses, schools, organisations, and stakeholders.
- Grants will be issued on a case-by-case basis but would be eligible to applicants wanting to install facilities or run interventions, which will increase active and sustainable travel to their premises. Examples include cycle parking, showers, lockers, or even a fleet of electric bikes for staff to use. The grants must be at least ‘match funded’ and are up to the value of £3000 per organisation.

Applicants will be scored against each other, and when funding becomes low, grants which are likely to have a bigger impact on a larger number of users

will be favoured. Grants have been a key part of our active travel offer since 2011.

Through these grants we have been able to effectively improve cycle parking provision, both on-street and for those travelling to private businesses, leisure facilities or places of interest.

Case study: Electric bike grant

Bristol Airport successfully received a grant from North Somerset Council for a fleet of electric bikes in 2020 which their staff use to get to work and for travel around the site, instead of using a car.

Sustainable travel vouchers

As part of an incentive for new occupants, ‘taster tickets’ are often provided for new housing developments. The tickets can cover public transport vouchers, bicycle vouchers (new and second hand) or both. These vouchers are often provided via developer contributions as part of their planning application. As moving house can provide a window of opportunity for behaviour change, using these types of incentives can provide people who normally would not use sustainable or active travel the opportunity to do so.

Claim a Stand

Guiding principles:

- Cycle parking will also be offered through our ‘Claim a Stand’ scheme.
- We will work with reputable providers to deliver secure bike storage for businesses or people living in HMOs (houses of multiple occupancy) or flats/apartment blocks, where people living in small or crowded accommodation are likely to struggle with bike storage.

This is a scheme we have offered successfully over the last 7 years. The stands are available to workplaces, schools, leisure facilities, places of worship and other amenities used by the public. Applicants can apply for up to five Sheffield type stands. We provide the cycle parking infrastructure, and the applicant is responsible for collection, installation, and the associated costs.

Funding is not currently available for this initiative, but we continue to monitor opportunities to secure grant funding for cycle parking improvements.

Case study: Claim a Stand

As part of this initiative, North Somerset Council provided organisations with free ‘Sheffield bike stands to be installed by the organisation in a desired location. The stands are suitable for two bikes on each stand and provide a safe place to secure a bike to, incentivising cycling as a mode of transport.



Cycle training

Guiding principles:

- We will develop, coordinate, and monitor the following:
 - Cycle training for all children during their primary and secondary school years and embed a culture of walking and cycling throughout the school curriculum.
 - Adult cycle training programmes. We will, where funding allows, continue to coordinate adult cycle training to enable people to boost their skills, confidence, and knowledge to make everyday cycle journeys.
- We will use DfT Modeshift STARS to target the delivery of sustainable travel training skills in order to increase levels of sustainable and active travel and to document road safety concerns and requests for highway improvement
- We will continue to facilitate Bikeability cycle training in accordance with best practice
- Where funding permits, we will continue to facilitate child pedestrian training to children in KS1 age group.

Using cycling as a transport choice can be daunting for many. Providing cycle training to both adults and children helps build confidence to use a bike for leisure or transport. This can be the first step towards using active travel more frequently.

Schools

North Somerset Council facilitates Bikeability in schools, to ensure that habits are formed from an early age and young people develop cycling as a habit, and then continue this into adult life.

Case study: Bikeability training

The Bikeability scheme is one of a series of measures that the DfT put in place to improve safety on British roads. It has links to the sport strategy – Sporting Future – from the Department for Culture, Media and Sport, which stresses the importance of ensuring that children are given the opportunity to get involved in cycling and be active from a young age. Bikeability teaches young people the necessary skills to ride on today’s roads, while encouraging them to be active and healthy both mentally and physically.

Communities

For those who haven’t ridden a bike for a while, or perhaps never learnt to cycle, North Somerset Council offers the opportunity of free sessions with a qualified cycle-trainer. You can have up to two sessions, either on a one-to-one basis, with a partner or friend, or as part of a group. The trainer will go to a person’s location of choice, adjust their bike, and even accompany them on a given journey, such as their route to work. Advice is provided on planning a journey and local facilities can be highlighted by the trainer. The purpose is to give participants the

skills, confidence, and knowledge to cycle whichever journeys are important to them. This will require additional funding – we will seek all opportunities to continue to deliver this.

Case study: Adult Cycle Training

As part of Access Fund, North Somerset Council facilitated free adult cycle training for individuals and groups. The training sessions were advertised through active travel champions and flyers.



Cycle hire and cycle loan schemes

Guiding principles:

- We will deliver cycle loan schemes
- A dedicated Cycle Hub for Weston-super-Mare town centre in the Sovereign Centre at Weston seafront is now open offering a wide range of cycles for hire, cycle maintenance, and a shop/ café. We will seek opportunities to work with providers to develop and deliver more cycle hubs elsewhere in North Somerset.

Cycle hire offers individuals the opportunity to try cycling without having to commit to the purchase of a bicycle straight away. It is also a great way to try a range of bicycles, including hybrid, electric, and foldable bikes. It can often work as a ‘try before you buy’, with many people going on to purchasing their own bike and making cycling one of their main methods of transport.

Cycle hire can also be a great way of encouraging multi-modal transport, making it easy for those visiting or travelling through North Somerset to hire a bike as part of their journey. We have worked with partners to deliver a Cycle Hub at Yatton Station. This includes cycle hire and a focal point for led rides and free maintenance sessions.

Cycle loan schemes focus on residents of North Somerset who are looking for new ways to get

around, but do not yet want to purchase a bike, or are not able to purchase one.

Case study 1: Borrow a Bike

Since 2012, residents have been able to borrow a bike, for free, for two to four weeks to see how they get on. The scheme is aimed at those in employment, or those seeking employment in education or training, to encourage more sustainable commuting. Conventional, electric-assist and folding cycles are available with the bikes being currently provided by The Bicycle Chain – a local shop. Since 2010, there have been over 500 cycle loans. We plan to continue this, subject to funding.



Case study 2: Wheels to Work

The Wheels to Work scheme is an initiative run by all West of England authorities. It helps people overcome barriers to travelling to work, training, and skills opportunities. In North Somerset, this includes offers for discounted bike sales, loan bikes and adult cycling training. One of the promotional flyers circulated in 2015 is attached below (Figure 12). Feedback gathered from the scheme in 2021 showed high satisfaction in participants.



Cycle Maintenance

Guiding principles, where funding allows:

- We will deliver bike maintenance training and services (Dr. Bike) for adults of all ages and abilities.
- We will deliver bike maintenance training and services (Dr. Bike) in secondary schools, colleges, and higher education establishments.
- We will deliver bike maintenance (Dr. Bike) in primary schools.
- We will continue to work with external providers to offer these across North Somerset, like we have with at the Weston Cycle Hub and the Yatton Strawberry Line Café.

These will in turn create the opportunity for participants to follow on by taking part in other engagement activities such as led rides and cycle training. Self-efficacy (when people believe in their capacity to act in the ways necessary to reach specific goals, e.g. cycling to work to lose weight) can also be an important tool to increase the amount of value people put on their bikes, making them more likely to continue to use them.

Cycle Maintenance Training

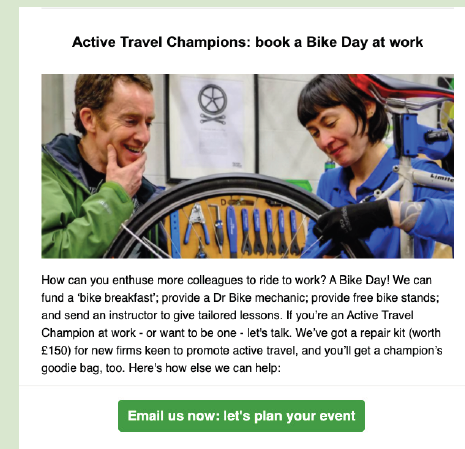
Increasing people's ability to maintain their own bicycle will have many benefits. Participants may consequently feel empowered and equipped with the skills needed to get their old bikes out of disrepair and back on the road and learn to keep their bikes in working order. The training may also work as a motivational tool to start cycling for the first time or start doing so more regularly.

In an educational setting, running a bike maintenance workshop could also spark new interests, hobbies, and encourage students (for example) to consider cycling for the first time.

Dr. Bike sessions used to be funded through North Somerset Council and would be offered to communities and workplaces. We currently do not have any funding to supply this, but we will look at applying a self-funding model in the future.

Case study: Dr. Bike

These sessions are run by a qualified mechanic who attends an engagement event usually organised by the local Active Travel Champion, usually within a workplace, community centre, school or as part of a larger event. A basic free bike MOT is offered, to help get bikes back on the road. Figure 13 below is an example of our Dr Bike promotion via our business newsletter.



Source: lifecycle.org.uk

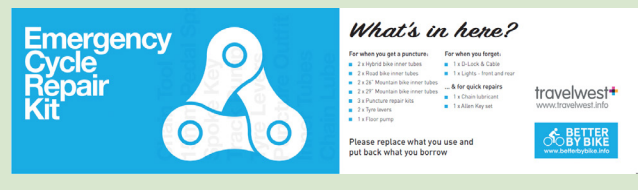
Emergency Cycle Repair Kits

Guiding principle: Where funding allows, businesses, schools, and community organisations will be offered an Emergency Cycle Repair Kit comprising the essential equipment to maintain a bike and to help individuals avoid getting caught out with issues like punctures.

These are usually assigned to an Active Travel Champion, who will take ownership of the kit and will be the focal point of contact between the organisation and the council.

Case Study: Emergency Cycle Repair Kits

The kit includes and is not limited to a D-lock bike lock, inner tubes, a puncture repair kit, a bike pump, and tyre leavers. It enables Active Travel Champions to help colleagues to maintain their bikes and not get caught out with problems while on the road (or at home).



Cycle security measures

Guiding principles:

- Where funding allows, we will invest in high-quality bike locks which will be gifted as prizes within businesses, schools, and communities.

Research has shown that cycle security is a barrier to cycling. We have previously effectively provided cycle security marking to businesses, schools, and community groups (see Figure 7). In order to do this, we are committed to working with Avon & Somerset Police to promote the importance of cycle security and signpost to sessions to enhance cycle security. If for any reason the police do not have sufficient bike marking kits, we will use funding (when available) to ensure this is the case.



Figure 7: Previous cycle security flyer

Case study: Bike marking by Avon & Somerset Police

Over the last couple of years, local Police Community Support Officers (PCSOs) from Avon and Somerset Police have been offering bike marking events for people who need it. This puts thieves off from stealing a bike and helps the police identify owners when bikes are found. Events are published and promoted on social media.

Media, Communications and publicity

Guiding principles, where funding allows:

- We will increase Education, Training and Publicity (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.
- We will promote as many relevant sustainable and active travel campaigns as possible that are relevant during the period of funding. These may include campaigns such as Bike Week, Walk to School Week, Walking Month or Road Safety Week.
- We will develop a range of media promotional activities, as part of a mainstream, inclusive, public-facing communication strategy. This will include but not be limited to:
 - Digital and paper mapping of our active travel network, including journey planner functions.
 - Various media publicity, including North Somerset Life magazine and through various NSC social media channels (including Facebook, Twitter, YouTube, and business newsletter at present).
 - The aims of this communication strategy is to increase active and sustainable travel across North Somerset.

- We will promote the awareness and take-up of electric bikes for hills, longer distances and into our more rural areas where conventional walking/wheeling and cycling is more difficult
- We will seek to build a mainstream, inclusive, district-wide cycling culture as well as project specific promotions.

Providing infrastructure is important to shift trips to walking and cycling as a safe, attractive travel choice. However, without sufficient awareness boosting, all potential users (the majority of people in North Somerset) will not be aware of the active travel option and all the benefits that come along with it.

Without knowledge that a route exists, or that a journey is achievable by active means, then infrastructure improvements will not meet their full potential. This is recognised by the DfT who recommend a reasonable proportion of an infrastructure scheme budget should be spent on so called ‘soft’ measures. To achieve the highest Benefit/Cost Ratios (BCRs) for the improvement scheme, the principle has been established that capital investment should be balanced by revenue supported Education, Training and Publicity (ETP). Research for the DfT (‘Finding the Optimum: Revenue / Capital Investment Balance for Sustainable Travel’, 2014) has shown that nearly all infrastructure (capital) schemes are more effective when complemented by an element of revenue funded ETP.

As part of their ‘Moving the Nation’ framework (2018), the Cycling and Walking Alliance prioritised five policy changes to begin the transformation of our roads and streets and trigger wider societal change towards active travel. Along with Speed, Space, Safety and Priority, Culture is an important strand that will need to adjust for us to meaningfully alter the status quo on our transport networks to active travel priority but also our attitude towards active travel as a realistic, attractive and first choice form of transport for as many short and medium journeys as possible. Enhancing a walking/wheeling and cycling culture will be a powerful instrument for building sustainable, healthy, and equitable places which can catalyse widespread change through movement away from the negative norms of car-centric development such as; segregated, congested, unhealthy and polluted communities. The social, environmental, and economic drawbacks of over-reliance on private cars have become overwhelmingly clear.

We are committed to giving people a realistic choice to travel actively so that anyone, of any age, gender, fitness level and income can make this their choice. The case for shorter journeys is strong, and the resulting benefits are wide-reaching – to the economy, to the environment and to the enjoyment and health of individuals and communities. A real step change cannot be achieved overnight, and it requires strong leadership, commitment, and vital long-term planning for incremental changes

to take place until active travel becomes the norm for everyone. In order to deliver an active-travel supportive culture we will require a suite of engagement and promotional activity.

Case study: Better by Bike

The Better by Bike website is a brand, publicity, and planning tool used by all West of England authorities to identify cycling related incentives. The Better by Bike branding has been used on cycle maps, promo flyers, and cycle loan schemes.



Branding

Guiding principle: We will continue to use and develop an easily recognisable, vibrant, and consistent brand for all our active and sustainable travel work, including all infrastructure and behaviour change initiatives. We will seek to continue consistent branding with our neighbouring West of England authorities, but should this not materialise North Somerset will develop its own branding.

The brand will allow us to build trust, familiarity, and confidence that our interventions for active travel are connected and holistic.

Case study: New Roots, New Routes

As part of travel planning for new developments, TravelWest have developed a tailored travel guide for new occupants under the brand name New Roots, New Routes. Under this common umbrella, people are able to get advice on sustainable travel options available to them, as well as infrastructure and amenities that will be near their new home.



Led rides and walks

Guiding principles: we will support and where possible arrange led rides and other promotional events, especially when new flagship active travel infrastructure is completed.

We try to organise group led rides to launch and publicise new cycle routes, but this is funding and resource-dependent. We did this very successfully for the launch of our Brean Down Way and are planning to use Active Travel England's Capability & Ambition Fund funding to plan and deliver the upcoming launch of the Pier to Pier Way (to become part of the National Cycle Network) which is expected to be in spring/summer 2023. Evidence shows it is crucial that all new infrastructure is promoted with active travel events such as led rides and led walks, as one of the keystones to behaviour change is awareness of existing infrastructure.

We have also worked with cycle confidence trainers to run led rides with both businesses and colleges. These have allowed employees and students to gain support from a professional cycle trainer, who will help map their journey and practice the route, both in groups or 1-2-1. Similarly, Weston College students have taken part in rides, allowing them to discover local routes that they can later start to use.

Case study: North Somerset Health Walks

North Somerset Health Walks have been running for more than 15 years and welcome over 300 regular walkers each week, helping and supporting them to become more active. The walks are led by friendly, trained walk leaders and take place in locations across North Somerset. There are currently Health Walks in Clevedon, Nailsea, Portishead, Weston-super-Mare, Winscombe, Long Ashton and Yatton. Each walk lasts no longer than one hour and can be made shorter to help people build up their fitness. The walking routes are chosen to be accessible and inclusive to as many people as possible.



Travel challenges

Guiding principle: We will run an annual travel challenge for our schools and one for our businesses and members of the public, funding allowing.

The competitiveness, accountability, and sense of comradery involved in travel challenges has shown to be an effective way to create behaviour change. These may be using a digital platform and/or in collaboration with external providers.

Case study: TravelWest Challenge

Alongside the 4 West of England local authorities North Somerset has delivered the TravelWest Challenge for several years. This challenge was aimed to those 16 years and above and was primarily aimed at businesses, as that is where it has had its greatest impact. We have found travel challenges like this one especially effective at engaging businesses and their employees, as well as a very engaging tool when it has come to recruiting new schools onto our active travel programmes.



Social prescribing

Guiding principles: the Council will work with its partners to expand the reach of its social prescribing for active travel programmes.

Social prescribing for active travel is when primary care professionals such as GPs refer people to a variety of local, non-clinical activities or services, such as active travel, to address people's needs in a more holistic way. For example, a GP might prescribe someone struggling with either physical or mental illnesses to undertake walking as a solution to benefit their overall health.

We will review our previous funding bid for social prescribing (see below) and propose which walking and cycling social prescribing elements could be progressed on a smaller scale. We will consider future funding streams to further develop our local walking/ wheeling and cycling social prescribing offer.

Case study: Active Travel Social Prescribing funding bid to DfT (April 2022)

Between August 2021 and August 2022, the DfT invited local authorities to submit expressions of interest (EOIs) for a 3-year funding opportunity to pilot a package of social prescribing for active travel. North Somerset Council developed a comprehensive bid package for Weston-super-Mare (as the area of North Somerset with the poorest health outcomes) and succeeded through the first two EOIs rounds but fell just short of becoming one of four authorities in England to win the 3-year funding.

The funding would have built upon a growing programme of social prescribing for active travel in the Weston-super-Mare and Worle area, where there were already over 720 social prescribing referrals by Pier Health GP surgeries plus 550 referrals by other community groups in the last year (from April 2021 – April 2022).

The bid won £60,000 of feasibility funding for 2022-23 and subject to securing further funding we will use the bid's activities listed below (and expand further where possible) to enhance the social prescribing offer in the Weston-super-Mare, Worle area and potentially to other areas in North Somerset:

- Enhance staff capacity to lead Active Travel Social Prescribing (ATSP) activities

- Increase the range of active travel activities through supplying equipment and activity funding
- Improve marketing and communication to highlight the range of available social prescribing activities and to strengthen the monitoring of activities.

2c. Links to other plans and strategies

Here we set out how this Transport Behaviour Change Action Plan relates to and will work with the six other Active Travel Action Plans (ATAPs), as well as other NSC plans, strategies, schemes, and activities.

Active Travel Action Plans

Other ATAPs	How this Action Plan will interlink/work alongside
20mph Action Plan	Interacting with and involving communities at an early stage helps establish the desired behaviour changes early. Having residents contribute meaningfully makes them more likely to support the changes.
Active Travel Network Action Plan	The initiatives outlined in this action plan help encourage the use of the active travel routes proposed.
First and Last Mile Action Plan	The provision of improved first and last mile to mobility hubs will help enable more people to use active travel modes.
Liveable Neighbourhoods Action Plan	Interacting with and involving communities at an early stage helps establish the desired behaviour changes early. Having residents contribute meaningfully makes them more likely to support the changes.
Rural Lanes Action Plan	Alongside the planning with communities over Rural Lanes improvements schemes, we will identify the most appropriate behaviour change initiatives to accompany the physical improvements, such as led rides, route planning, consistent branding on signage.

Other ATAPs	How this Action Plan will interlink/work alongside
Safer Active Routes to School Action Plan	Creating safer active routes to school will help build confidence for children and parents to use walk/wheel, cycle or scoot. Combined with the behaviour change initiatives, this would lead to a modal shift.

Other plans

Other NSC Plans	How this Action Plan will interlink/work alongside
Bus Service Improvement Plan (BSIP)	Our BSIP will need to be supported by Transport Behaviour Change initiatives to make people aware of the bus service/route improvements and encourage them to try them out.
NSC Health and Wellbeing Strategy Action Plan	The promotion of physical activity for both children and adults will be enhanced by this action plan and the promotion of active travel.
NSC Integrated Transport Programme	While the Integrated Transport Programme focuses on infrastructure improvements, we will make it a requirement for each scheme to consider what initiatives will support the opening of the schemes e.g., bike hire, led rides, or for smaller schemes publicity and communications.
NSC Joint Physical Activity Strategy	The emerging NSC Joint Physical Activity Strategy will include a range of initiatives that officers in the Active & Sustainable Travel team will help develop this strategy to be consistent with and support this Action Plan.

Other NSC Plans	How this Action Plan will interlink/work alongside
NSC Local Plan	The Local Plan seeks to locate development in or very close to urban areas and active travel and public transport links. This will help people change their travel habits to more active and sustainable choices to access nearby facilities and via sustainable transport options.
NSC Maintenance Programme	We will work with Maintenance colleagues to include Transport Behaviour Change initiatives alongside maintenance improvements, for example publicising and educating people on active and public transport benefits and alternatives as part of the communications on maintenance improvements where appropriate.
North Somerset Transport Narrative	All our communications with stakeholders and communities on Transport Behaviour Change initiatives will be framed under the emerging Transport Narrative about how NSC are responding to the cost-of-living crisis, climate emergency and lack of transport options through making shorter and medium journeys more attractive to the cheapest form of transport: active travel.

3. Scheme development process and delivery

3a. Scheme development process

Guiding principles: We will develop processes that engage at early stages with our community, ensuring we share the rationale for interventions, the wider benefits that are to be secured and how these schemes will deliver on the Council's priorities, align with the Place and Movement Framework and road user hierarchy.

We will use the following tools to achieve this:

- Develop a targeted approach to engagement and consultation
- Provide clear information on the life of a scheme and when the opportunities to make changes to designs and other key decisions occur. We will explain the purpose of our communications:
 - Engagement on principles or scheme concepts
 - Consultation on scheme outline or detailed designs
- We will be clear about our funding constraints and the grant conditions of different funding sources to ensure we appropriately manage expectations whilst gathering local insight
- Use stakeholder mapping to ensure the Council understands all stakeholder groups as well as their

levels of influence and interest in projects and can act appropriately. This will enable more effective communication, bringing a higher likelihood of project success. Good communication provides project managers with essential insight which in turn reduces risk.

- We will seek views from marginalised communities and under-represented groups to ensure we understand the range of community views.
- Where appropriate we will develop schemes and strategies through co-design processes, ensuring we share technical information, policy and best practice with our communities. Tools will include use of surveys for issue identification, 'Planning for Real' approaches for scheme development with the public and Citizens Panel inputs to strategies.
- We will take a proactive approach to media and press relations.
- We will use both in-person and digital approaches to communicate, for example workshops, Q&A sessions, eConsult (the Council's consultation website), social media, Facebook Live events.
- We will play an active role in partner relationship management with our strategic partners and via best practice.

To help fulfil the Open & Fair values of our NSC Corporate Plan, a transparent and consistent process is being developed to give North Somerset and the Council a future 'pipeline' of Integrated Transport

schemes. A more formal process and centralised database is needed to record, score, prioritise and develop transport network issues or scheme proposals into deliverable transport improvement schemes for and with our communities. This future 'scheme pipeline' is also being requested at regular intervals by central government's Department for Transport via new government agency Active Travel England.

The way we develop infrastructure schemes will also form part of our behaviour change programme. This will ensure a clear link between the physical changes we make to our environments and the changes in behaviours that result – we call these outputs (physical changes) and outcomes (changes in behaviour).

3b. Activities delivery plan

As the transport behaviour change activities often operate and are funded differently, the table below (Table 2) outlines the scope, Place and Movement Framework classification, funding, and priority of each intervention described in this action plan.

Figure 19: The Scheme development process, which North Somerset Council officers will use to record, score and prioritise all transport network issues/improvement requests.

Integrated Transport – Scheme development process

Assuming the scheme proposal passes each stage

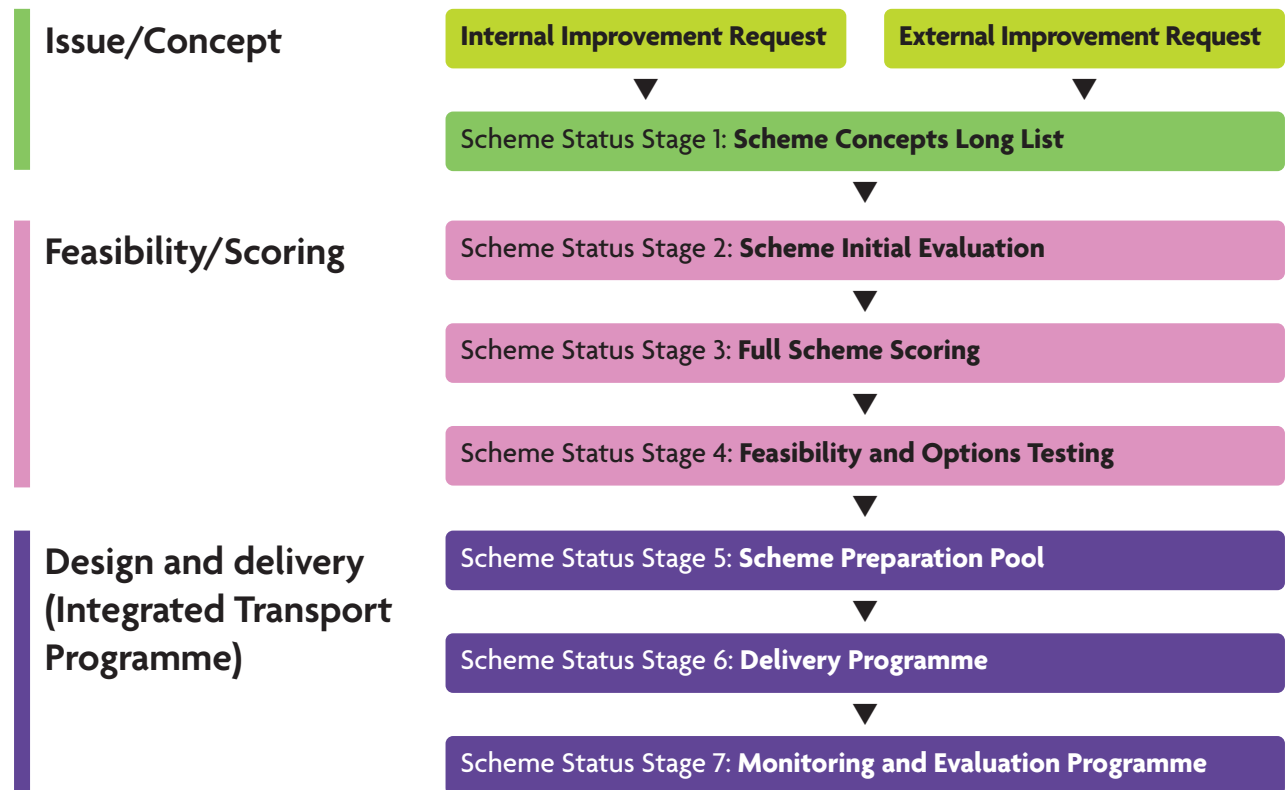


Table 2: Summary of our Transport Behaviour Change initiatives

Activity	Scope	Place & Movement classification	Funding source	Priority
Travel planning	Schools	All classifications	Currently not available	High
	Workplaces		Currently not available	Medium
	Communities		Section 106 (from new developments)	High
Match funded grants	Schools, Workplaces, Communities	Neighbourhood Distributor and Local access – Urban Hub and Urban	Currently not available	Low
Claim a Stand	Workplaces	Neighbourhood Distributor and Local Access – Urban Hub and Urban	Currently not available	Medium
Sustainable travel vouchers	Communities	All classifications	Section 106 (for new developments)	High
Cycle training	Schools	Local Access – Urban Hub and Urban	Active Travel England – Through Bikeability Trust	High
	Communities		Road Safety ETP Funding (Adults only)	Medium
Cycle loan scheme	Workplaces, communities	Neighbourhood Distributor and Local Access – Urban Hub and Urban	Capability and Ambition Fund	Medium
Cycle maintenance training	Workplaces, schools	All – Urban Hub and Urban	Currently not available – Potential for self-funded model	Medium/High
Emergency Cycle Repair Kits	Workplaces	All classifications	Currently not available	Medium
Cycle security measures	Communities	Neighbourhood Distributor and Local Access – Urban Hub and Urban	Delivered by Avon and Somerset Police	Medium
Branding	Schools	All classifications	To be confirmed	Medium
	Workplaces		Currently not available	Medium/High
	Communities		Section 106 (new developments only)	High
Led rides and walks	Communities	Local Access – Urban Hub and Urban	Currently run by Public Health (Led walks only)	Medium
Travel challenges	Schools, Workplaces, Communities	All classifications	Currently not available	Low
Social prescribing	Communities	All classifications	Currently not available	Low

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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