

walking, cycling, connecting communities

2nd National Active Travel Conference

Wednesday 13th May, 2009

Perth Concert Hall



Cycling Scotland

LIVING STREETS

PUTTING PEOPLE FIRST



Why should you walk, cycle or connect communities?

We are currently living in a Scotland where 69% of people travel to work by car; 11.8% walk; 1.6% cycle and 13.5% take public transport. Of all car trips taken, 26% are less than 2 miles and 56% are less than 5 miles. Our cities and towns are increasingly choked by traffic, and at the same time, people struggle with overweight, obesity, lack of physical activity, social isolation and exclusion. We do not want these trends to continue into the future.

Our preferred future is a Scotland where, by 2040, walking and cycling are the natural choices for short journeys. These journeys are convenient and comfortable, and often quicker to achieve than by driving. Pedestrian and cyclist injuries and fatalities are close to zero. We live in villages, towns and cities where our children play safely in the streets, where our streets are places of social interaction, where pedestrians and cyclists have priority over motorists, especially in residential areas [where 20mph or lower is the norm] and where, for most of us, our services and even our workplaces are within walking or cycling distance of our house.

Why is it relevant to you?

The Scottish Government has outlined the aim of reducing CO₂ emissions by 80% by 2050. To meet this challenging target, within the context of increasing sustainable economic growth, the Government has identified a number of National Outcomes including: we live longer, healthier lives; we have tackled the significant inequalities in Scottish society, we live in well-designed, sustainable places where we are able to access amenities and services and we value and enjoy our built and natural environment and protect it and enhance it for future generations.

Event aims

- To promote the contribution that Active Travel can make to Scottish Government strategic objectives and local authority Single Outcome Agreements.
- To initiate debate on what the future for Active Travel should be in Scotland in 2040.
- To encourage a commitment by the Scottish Government and local authorities to at least 10% of present and future transport budgets going to Active Travel and for effective joint working across departments to ensure that policies to support the development of Active Travel are included in all relevant strategic documents.
- To identify recommendations for practice and policy change that will achieve our preferred future.
- To provide training and tools for practitioners to develop Active Travel in their professional area.

Event objectives

Following the event delegates will:

- Have a greater understanding of current Active Travel achievements in Europe and elsewhere.
- Have a better understanding of the role of Active Travel in creating attractive towns, great places and a healthier society.
- Have an appreciation of what the future for Active Travel in Scotland could and should be.
- Understand the policy and practical changes necessary to achieve this preferred future.
- Have a greater awareness of the contribution that their own professional discipline can make to achieve the preferred future.
- Promote the importance of Active Travel initiatives and infrastructure within their area of professional influence.
- Increasingly engage in partnership working to deliver Active Travel projects and initiatives.



Format

To encourage as much face to face exchange of experience, ideas and information as possible, the day will be interspersed with generous refreshment breaks that will allow sufficient time for networking. The day will consist of a series of short presentations, with plenary question and answer sessions; a debate on whether or not a predetermined preferred future for Active Travel can be achieved; and two distinct periods of parallel workshops. There will be an adjacent exhibition of projects, initiatives and best practice examples. Commercial companies will also be given an opportunity to provide a display.

Target Audience

Members of the Scottish Parliament and Researchers; Local Authority Councillors; Directors, Heads of Department, Managers and Officers working in Local Authorities; Regional Transport Partnerships; National Health Service who deal with Travel Plans (work and school); Active Travel and Active Schools; Health Promotion; Outdoor Access; Transport Planning; Roads Engineering; Town Planning; Landscape Architecture; Urban Design; Transportation; University / College Campus Sustainability; Scottish Government Sustainable Transport Team/Transport Strategy Team/Planning Team/Health Team; Transport Scotland; Walking and Cycling; Health Walks; Healthy Working Lives; Physical Activity and the Healthy Environment Network.

Venue

Perth Concert Hall is a 15-20 minute walk from Perth Railway and Bus Stations. Sustainable travel information can be obtained by entering PH1 5HZ into a web-based journey planner – www.travelinescotland.com; www.transportdirect.info.

Directions to Perth Concert Hall, including a location map, can be found at www.horsecross.co.uk

Attending the event

The cost of the event is **£75** per delegate, however, if you book before the **17th April** there is an **early bird rate of £65**. There are a limited number of free places for students.

If you would like to attend the event, please contact **Mary Doig** at the Paths for All Partnership;

E-mail: mary.doig@pathsforall.org.uk

**Paths for All Partnership
Inglewood House
Tullibody Road, Alloa, FK10 2HU**

Tel: **01259 218888**

Exhibition Space

There will be an adjacent exhibition of projects, initiatives and best practice examples. If you would like exhibition space it is offered on a **space only** basis. Each exhibitor will have an area of 3m x 2m.

Commercial Exhibitor fee: **£250**; Costs include: Delegate status for two exhibition staff, daily refreshments and lunch for two people.

Non-commercial Exhibitors: Delegate fee for each member of exhibition staff applies. (**£75/£65** per delegate).

If you would like exhibition space please contact **Mary Doig** on 01259 218888 or email mary.doig@pathsforall.org.uk



Programme

- 09.30 **Registration, tea & coffee.**
- 10.00 **Welcome**, introduction by Louise Batchelor, Chairperson for the event.
- 10:15 **Keynote Address** - Stewart Stevenson, Minister for Transport, Infrastructure and Climate Change, the Scottish Government. (Followed by Q&A)
- 10.45 **To Boldly Go: breaking through aspirational and policy barriers** – John Whitelegg, Professor of Sustainable Transport, John Moores University, Liverpool. (Followed by Q&A)
- 11.15 **Tea/Coffee & networking.** Opportunity to view exhibition.
- 11.30 **The Preferred Future** – multimedia presentation
- 11.45 **Can it be done? The Great Active Travel Debate** – Louise Batchelor, Patrick Harvie (MSP), Des McNulty (MSP), John Whitelegg (John Moores University), Fiona Crawford (Glasgow Centre for Population Health), Neil Gellatly (Dundee City Council), Stuart Knowles (Fife council), Helen Todd (Ramblers Scotland) & Dave du Feu (Spokes).
- 12.30 Questions & Answers to the debaters.
- 12.40 **Lunch & networking.** Opportunity to view exhibition.
- 13.25 **The Art of Mastering Change** - Gil Penalosa, Walk & Bike for Life, Canada (via video conference). (Followed by Q&A)
- 13.55 **Smarter Choices, Smarter Places – the Dumfries Programme** – John Nelson, Service Manager, SWestrans. (Followed by Q&A)
- 14.20 **Tea/Coffee & networking.** Opportunity to view exhibition.
- 14.35 **Introduction to workshops**
- 14.45 **Workshops - Session 1.**

Whose Side Is The Law On: the enforcement issue

Frances McCartney, Environmental Law Centre Ltd.
This workshop will explore the current state of theory and practice of traffic law and regulations in Scotland relating to pedestrians and cyclists.

The workshop will look at enforcement of the law both in the UK and elsewhere in seeking to answer the question - does Scotland provide enough legal protection for the most vulnerable using our roads and streets?

Are there opportunities for Scotland to pursue more progressive traffic law to allow higher standards of protection for those not in cars?.

Invisible Infrastructure: it's not all about cycle lanes

Steve Essex, Transport Initiatives

The success of many walking and cycling initiatives are often measured by the physical improvements made to the local environment, such as the length of footpath or cycle lane constructed, however, this evaluation does not take account of the infrastructure's true value to the walker or cyclist, or whether it has genuinely increased the level of walking or cycling.

The concept of 'invisible infrastructure' aims to create an environment in which cycling can become a more accessible mode for shorter trips. Invisible Infrastructure could be seen as 'all those sustainable transport policies, practices and physical measures which contribute to a cycle-friendly environment but which are not cycle specific in their execution'.

This workshop will help delegates identify, what invisible infrastructure is; what existing policies it will fit in with; how to pull it together with other projects; how transferable the concept is within a cross-departmental working model; whether any new policies are needed in Scotland in support of invisible infrastructure.

The contribution of Open Space for Healthy People and Healthy Environments

Catharine Ward Thompson, OPENSspace Research Centre

Drawing from OPENSspace research, this workshop will explore the role of place making in bringing together and achieving health, environment and community objectives. In particular, consideration will be given to:

- The mechanisms through which neighbourhood environments enhance health.
- What features facilitate walking for transport?
- What features facilitate recreational walking in outdoor spaces?
- Barriers to access in the environment.
- The most important environmental features that facilitate use of outdoor spaces for older people.
- Home Zones as a solution for an ageing population.

Recommendations for policy change to achieve inclusive environments for all and encourage active modes of transport will be identified.

Proving the worth of Active Travel

Lisa Muller, Sustrans

In order to illustrate best practice and secure funding for active travel projects it is critical to monitor and evaluate the progress and impact of your work. This workshop will look at the monitoring and evaluation of two different types of active travel projects:

Motivational projects
In which information is given out to a target audience about how they can travel more actively or sustainably; facilities are provided (showers in work places, bike loan schemes etc.); activities are organised to address other barriers (cycle training, maintenance etc.)

Infrastructural changes
In which infrastructure is changed to make a community more walk and cycle friendly, e.g. building new traffic free paths, traffic calming interventions etc.

Social Marketing: turning awareness into action

Janet McDonald, Atlas Communications

This session will give a wider perspective of the basics of social marketing – linking in with the 5Es model and introducing the tools and resources developed by the National Social Marketing Centre. We will also review a travel related case study which highlights the effective use of social marketing techniques with a limited budget.

A list of useful resources from the National Social Marketing Centre and a reference list of useful reports, tools, case studies, books, websites and networks will be provided.

Promoting the Health Benefits of Active Travel

Fiona Crawford, Glasgow Centre for Population Health

Drawing on the activities of the "Moving in the Right Direction" project to date, this workshop will explore how the health benefits of active travel can be effectively promoted to policy makers at national and local level, and to the public at large.

Recommendations for policy change that would unlock the health benefits of more active modes of transport will be discussed.

Auditing our streets for walkability (outdoors)

*Richard Smith, Living Streets
Keith Irving, Living Streets Scotland*

The main objective of this session is to enable participants to organise and facilitate their own street or site audits post event.

The group will learn to utilise a series of tools such as a walkability checklist, refresh their knowledge of relevant engineering and planning issues, and enhance their skills of successful engagement.

Auditing our streets for cyclability (outdoors)

*Peter Leslie, Cycling Scotland
Paul Ruffles, Sustrans Scotland*

The main objective of this session is to provide an overview of existing auditing/reviewing tools and their application. The workshop will explore opportunities for users and non-technical staff to review our streets for cycling.

This will be completed by a practical review of existing cycle infrastructure and an outline of the key stakeholders to involve in successful engagement.

- 15.35 Change workshops.
- 15.45 **Workshops - Session 2.**
- 16.35 **Closing comments** – Louise Batchelor.
- 16.45 **Close**