

## 7.3 Infrastructure

### 7.3.1 Reallocation of road space – rebalancing our streets and places for active travel

Road space is finite and we must make the most efficient use of it as possible in order to improve accessibility across B&NES. Currently across our transport network there is very little space dedicated to those walking, wheeling and cycling relative to motor vehicles. Currently across B&NES there is 1,102km of roads for vehicular traffic but only 885km of footways and 39km of dedicated off-road cycle routes.

**“As a percentage of the overall road length available within B&NES, space for cars and other motorised traffic accounts for more than half at 54%, whilst footways make up 43% and dedicated cycle routes accounts for less than 2%.”**

We must start planning how we can move more people in more efficient ways in order to address our Climate Emergency and help tackle congestion and, in doing so, meet our objective to address air quality. Walking, wheeling and cycling are efficient ways to travel with less demand on road space than cars carrying individual people. But in order to ensure these modes are realistic for people, we need to provide infrastructure for this, and existing road space is not enough.

If we want more people to walk, wheel and cycle across our district we must start providing more dedicated facilities for these modes to make it safer, more convenient and much more pleasant. To achieve this, it will be necessary to reprioritise the limited road space we have available in favour of active travel provision.

In line with the Joint Local Transport Plan 4, B&NES supports the reallocation of road space in favour of walking, wheeling and cycling as an essential measure to achieve its transport objectives, although new schemes must be considered on a case-by-case basis.

We are in the process of developing a Movement Strategy for Bath which will look at how different roads across the city are used and propose how they could work differently in the future. Once completed, it will change the way that traffic and people use roads and streets to move around the city. Space on the roads could be freed up for more frequent and reliable public transport, as well as creating a safer and more attractive environment for people walking, cycling or using other methods of active travel. B&NES will consider similar reviews in other areas of the district.

Wherever possible, we will look to reallocate road space to walking, wheeling and cycling that carry people more efficiently. We will achieve this through converting road space currently used by motorised traffic, creating safer, more attractive active travel infrastructure.

### 7.3.2 Road safety and traffic calming

B&NES will seek to lower speeds to enable active travel, address actual and perceived danger, and reduce the risk of accidents. We will prioritise the implementation of traffic calming measures and speed enforcement strategies. This includes installing road humps, speed cushions, narrowings, chicanes, gateways and parking management to enhance the character and attractiveness of active travel while ensuring road safety.

We will collaborate closely with the police to identify the most effective enforcement tools. This includes initiatives such as Community Speed Watch, mobile safety camera enforcement, and static safety camera installations. B&NES is committed to achieving Vision Zero. Our goal is to achieve a future where our transport networks are devoid of fatalities

and serious injuries. We will adhere to a comprehensive Safe System approach, tirelessly working to minimise road safety issues through infrastructure improvements, effective enforcement, data-driven decision-making, public engagement, and education.

- 1 **Safe Speeds:** Our Vision Zero initiative in B&NES focuses on encouraging safe speeds appropriate to the streets in our communities.
- 2 **Safe Streets:** The safety of our road users is paramount, and we are committed to creating an environment safe for everyone. In B&NES, we will design streets that better accommodate all users, including people walking, wheeling and cycling, with features such as wider pavements, better lighting and safer junctions (often the locations of collisions), ensuring safety is a central consideration in all design schemes.
- 3 **Safe Vehicles:** We will promote the use of vehicles that meet high safety standards, including features such as automatic emergency braking and pedestrian detection systems. We shall also encourage public and private fleets to adopt safer, more modern vehicles that offer better protection for all road users.
- 4 **Safe Behaviours:** Reducing the likelihood of risky behaviours on our roads is a key aspect of Vision Zero in B&NES. We will achieve this by implementing a package of measures. Our strategy includes working with law enforcement to deter risky behaviours, impactful marketing campaigns to raise awareness, comprehensive educational programs for all road users, and specialised safety training for pedestrians and cyclists.
- 5 **Post-Collision Response:** In the unfortunate event of a road incident, we are dedicated to improving our post-collision response.

While the Safe Systems Approach sets out the key principles, it should not be relied upon in isolation to deliver the improvements required to achieve B&NES' Vision Zero target. Through these efforts, we are committed to reducing road traffic injuries and fatalities, ensuring that active travel is a safe and attractive option for all.

**“In the three years immediately prior to publication of this report, Bath and North East Somerset had experienced zero pedestrian or cyclist fatalities.”<sup>50</sup>**



50 B&NES Casualty Data

### 7.3.3 Improving safety between active transport users

We are committed to enhancing safety and reducing potential conflicts between the different modes of active transport, specifically pedestrians, cyclists, and e-scooter users. To achieve this, we will work with our local communities to identify specific areas of concern and develop targeted interventions to improve safety and reduce potential conflict between various modes of transport.

We will also look to develop and promote a Code of Conduct to educate all users about sharing paths. Inconsiderate use of shared use paths can undermine their appeal and be intimidating for people with reduced mobility or hearing or vision difficulties. The code will outline clear guidelines on how to share the space responsibly including:

- **Be aware:** Be aware of others who may be vulnerable, such as children, older people, or people with disabilities.
- **Give way:** Give way to pedestrians and wheelchair users, and slow down when approaching them.
- **Be prepared to stop:** Be prepared to stop if necessary.
- **Let others know:** Let others know you are there by ringing a bell, calling out politely, or singing, whistling, or coughing.
- **Keep your distance:** Keep your distance from others and avoid congregating on the path.
- **Pick up litter:** Don't leave litter behind and take anything you bring out back home with you.
- **Keep dogs on a short lead:** If you're walking your dog on a shared use path, keep it on a short lead.
- **Be alert:** If you're using headphones, be alert to others around you.

To effectively communicate these rules, dedicated signs will be developed and strategically placed along paths, using simple and universally understood symbols.



Educational campaigns such as the one below, both online and offline, will further reinforce these messages, highlighting the importance of mutual respect and awareness amongst those cycling, walking and other path users.

Alongside working with our communities, we will look at opportunities to provide comprehensive training for different road users, focusing on safe driving practices for motorists, safe and considerate riding practices for cyclists and e-scooter users as well as road safety for pedestrians. This training will emphasise the importance of awareness and respect for all road users, particularly vulnerable pedestrians. Specifically training for motorists will focus on techniques for safely passing active travel users aiming to reduce the risk of accidents and will provide an insight into what it is like for active travel users on our roads. By educating the community, we aim to support a culture of safety and mutual respect.

We will also identify and provide designated storage areas for e-scooter parking on the highway where feasible. This is intended to enhance the convenience and safety of e-scooter use, ensuring that users can clearly see where to park without obstructing pedestrian pathways. By creating these dedicated spaces, we intend to enable the responsible use of e-scooters and integrate them seamlessly into our wider transport network.

We are committed to doing everything in our power to manage potential conflicts and reduce the frequency and severity of collisions between different modes of transport. However, there is an element of personal responsibility.

Those using e-scooters and cycling should remain mindful of vulnerable pedestrians and exercise care and consideration, just as drivers are expected to around other road users. By combining these efforts, we aim to create a safer and more harmonious environment for everyone.

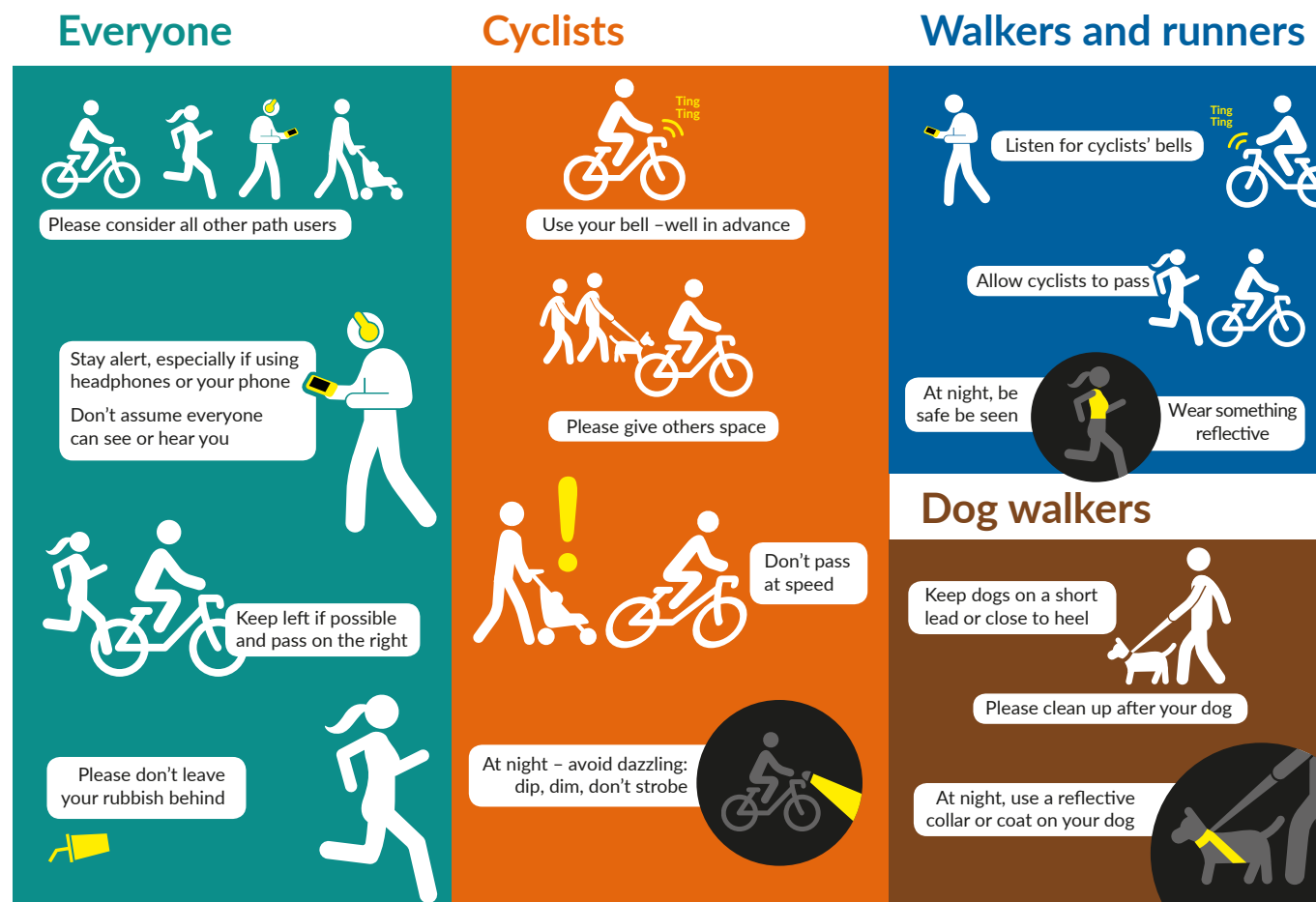


Figure 7.2 © City of Edinburgh Council - Paths Code of Conduct

### 7.3.4 Shared Spaces

A shared space is a public area designed to be used by multiple types of users including pedestrians, cyclists, those using mobility aids and sometimes vehicles, without traditional traffic controls like signals or signs. The goal is to create a more inclusive and flexible environment that enables safe and efficient movement for all users by promoting awareness and cooperation. In July 2018, the Department for Transport (DfT) ordered local authorities to pause shared space road schemes to address concerns raised in the consultation of their new Inclusive Transport Strategy, including safety concerns from groups representing people with visual impairments. The pause applied to schemes with a level surface, including those at the design stage and in high density traffic areas. Other features often included in a shared space scheme, such as the minimal use of traffic signs and other traffic management related street furniture, removing traffic signals, removing/modifying formal and informal crossings, raised side road entry treatments, continuous footways, table junctions and shared use routes for pedestrians and cyclists were not included and can therefore still be used by local authorities.

Our approach to designing shared spaces for active travel will seek to align with the guidance offered in Local Transport Note (LTN) 1/20, which sets out comprehensive standards for cycle infrastructure design. The key principles from LTN 1/20 that we will incorporate include ensuring that all users, regardless of age or ability, can navigate shared spaces safely and comfortably. This includes clear signage, appropriate lighting, and well-maintained surfaces. We will ensure our network of routes are logical, consistent, and easy to follow, integrating shared spaces seamlessly with existing infrastructure and ensuring continuity across different travel modes. Future shared spaces will be visually appealing and pleasant to use, incorporating green spaces, public art, and amenities such as benches and rest

areas. Ensuring that shared spaces can accommodate future changes in travel patterns and emerging technologies is also crucial, involving flexible design solutions that can be easily modified or expanded as needed.

When developing future shared use schemes we will engage with the community to ensure we fully understand local needs and preferences, ensuring that the designs reflect the community's vision. We will also work with disability advocates, urban planners, traffic engineers, and accessibility specialists to develop designs that meet the highest standards of safety and functionality.

### 7.3.5 20mph limits

Bath & North East Somerset Council is taking significant steps to enhance road safety, promote active travel, and improve the overall transport experience for residents and visitors. As part of our ongoing efforts, we are introducing 20mph speed limits along several key roads across the district. These measures align with our commitment to improving air quality, reducing accident risks, and enabling more people to walk, wheel, and cycle by making our roads safer for everyone.



The speed at which people drive also impacts the likelihood and severity of the outcome of a collision. People walking hit by a vehicle at 30mph are around five times more likely to be killed than at 20mph. Reducing speeds and imposing more 20mph limits is one of the most impactful things we can do to reduce the risk of people being killed and seriously injured on our roads. By ensuring that the roads are safer for everyone, we aim to ensure that more individuals can take up walking, wheeling and cycling as their preferred modes of transport.

We will keep introducing and expanding 20mph limits, responding to local demands that support walking, wheeling and cycling to ensure that the 20mph limits not only improve road safety but also promote active travel. Additionally, we will keep assessing and managing traffic speeds in rural areas and along rural roads as part of our broader plan to make rural cycling more attractive by addressing the main deterrent, which is traffic speed.

### Case Study - Wales 20mph

Many towns and cities have introduced 20mph limits on a case-by-case basis. In September 2023, Wales implemented a default 20mph speed limit on restricted roads, replacing the previous default of 30mph. This widespread change to 20mph limits aimed to reduce speeds and improve road safety across the country. It was announced in April 2024 that certain roads would revert back to a higher speed limit, but the principle of a default 20mph has been particularly successful in areas with higher volumes of pedestrians and cyclists.

An independent analysis was conducted to assess the impact of the 20mph limits on vehicle speeds in the first week after implementation. The study analysed GPS data from over 13 million vehicle trips in 10 Welsh towns and cities, including major population centres such as Cardiff, Swansea and Wrexham

#### Key Findings

Average vehicle speeds reduced by 12.8%, from 22.7mph to 19.8mph, following the introduction of 20mph limits. This shows significant compliance with the new speed limits.

The proportion of roads with average speeds at or above 30mph dropped from 2.3% before implementation to just 0.2% after.

Around half of roads (49.5%) saw average speeds above 20mph. This indicates more work is needed to improve compliance, although most excessive speeds were within 4mph of the limit.

Median travel times increased by 45-63 seconds on sample 2.5km routes. Those traveling at higher speeds previously saw the greatest increase in journey time.

Speed limit compliance was highest in Wrexham (3.7mph reduction) and lowest in Merthyr Tydfil (1.2mph reduction), pointing to varied effectiveness across Wales.

The analysis indicates the new 20mph limits have been largely successful in reducing speeds across Wales. Although compliance is not universal, the significant drop in average speeds and extremely excessive speeds shows most drivers are adhering to the new limits. This is likely to lead to improved road safety, with reduced risk and severity of crashes.

### 7.3.6 School Streets

The school run is a major contributor to traffic during peak times throughout the school week. These journeys contribute to congestion, noise, and air pollution, as well as creating safety issues due to parking and manoeuvres where there are high volumes of traffic, especially when children are walking, wheeling and cycling along the path.

A School Street is a road outside a school that is temporarily closed to motor traffic during drop-off and pick-up times to create a safer environment for students walking, cycling, or using other active modes of transportation. Bath and North East Somerset Council will seek to enhance road safety and promote active travel through the implementation of School Streets across our district. By doing this we will create a safe and convenient environment for active travel, enabling children to walk, wheel and cycle to school.



At locations where we face challenges due to traffic impacts, we will explore comprehensive traffic reduction measures to facilitate the implementation of School Streets. Our goal is to ensure that all of the primary schools in B&NES can be accessed via low-traffic safe streets that enable more of our children to travel to school safely. B&NES will collaborate with partners such as Public Health, schools and their families to explore ways to increase the number of journeys made by active modes.

B&NES will explore two kinds of School Street:

- 1 **Temporary/Volunteer-led School Streets** – Parents apply for permission to temporarily close the street, typically a few times a year. They voluntarily take on the role of traffic marshals during these closures.
- 2 **Permanent, Enforced School Streets:** These are enduring School Street initiatives with built-in enforcement mechanisms. Drivers are required to avoid these areas every weekday during the school term.

Implementing School Streets may not be feasible for every school, particularly those located along bus routes or major roads. The suitability of a School Street scheme often depends on the school's location. Moreover, the successful implementation of a School Street, especially if operated with manual traffic marshalling, hinges on the active participation and enthusiasm of volunteers, such as parents, governors, and school staff. It is also worth noting that not all schools may be supportive of the School Street concept.

### 7.3.7 Safe Routes to School

The UK government has set a number of challenging targets for active travel levels. This includes increasing the percentage of children aged 5 to 10 that usually walk to school from 49% in 2014 to 55% in 2025<sup>51</sup>.

Our ambition is for all secondary school pupils to be able to travel independently to school whether by bus, on foot, or by bike, in both urban and rural areas. We would like to break the cycle of parents driving their children to school because of real or perceived threats to their safety. To do this, we will look at improvements to walking, wheeling and biking facilities close to schools and develop:

- High-quality routes.
- Good crossing facilities.
- Reduced traffic speeds.
- Good levels of security and lighting.
- Secure, undercover bike storage at school sites.
- An enhanced cycle training programme that will support children's transition to secondary school, giving them the tools and confidence to make those school trips by bike.

### 7.3.8 Maintenance

Poorly maintained road surfaces, particularly those riddled with potholes, pose significant threats to all users of active travel. For cyclists, potholes can cause sudden jolts or loss of control, leading to accidents, injuries, or damage to bicycles. Pedestrians are also at risk, as uneven surfaces increase the likelihood of trips and falls, particularly for those with mobility issues or visual impairments.

Moreover, potholes can be especially hazardous for users of mobility aids such as wheelchairs or scooters, potentially causing equipment damage or causing individuals to become stuck or injured. Overall, addressing road surface maintenance is crucial for ensuring the safety and accessibility of active travel routes for all users.

Ensuring secure and pleasant walking, wheeling and cycling experiences relies on well-maintained surfaces. Road maintenance is a crucial element in guaranteeing that road or path surfaces on the network remain smooth, well-drained, and visually appealing. Regular pruning of vegetation overlooking active travel routes, paths and footways is essential to create a safe and welcoming environment for active travel. An overgrown path or cycle route can pose significant hazards to users by effectively narrowing the available space, leading to reduced clearance and increased potential for conflicts between pedestrians, cyclists, and other users. Vegetation can limit visibility, impede passage, and create unsafe conditions, compromising the overall usability and safety of the pathway or cycle route.

Furthermore, road improvements, especially routine resurfacing, offer a cost-effective opportunity to significantly enhance cycle routes, particularly those reliant on line markings, especially on main roads where traffic management is a substantial element of scheme cost.

B&NES will seek to improve the maintenance of our footways and cycle routes to ensure that surfaces are smooth, well-drained, and safe. We will also review our maintenance program for cutting back vegetation on or near our public footpaths and cycle paths, collaborating with local communities to identify problematic areas.

<sup>51</sup> Cycling and Walking Infrastructure Plan



### 7.3.9 Wayfinding and signage

B&NES will place a strong emphasis on the role of wayfinding and signage in promoting active travel. Our strategy revolves around providing clear and accessible directions to local facilities, such as parks, schools, retail centres, and community spaces. Our goal is to create safe, appealing, and easily navigable routes for pedestrians and cyclists.

We will deliver consistent and accessible signage and wayfinding solutions. This includes offering clear and uniform directions between essential destinations. We will also explore the potential to use more digital technologies to assist visually impaired individuals, thus enhancing inclusivity.

Ensuring the safety and well being of our community is of utmost importance. We will review our signage and wayfinding systems, with a particular focus on the integration of pedestrian and cycle signage. As we promote active travel, we will work on creating a comprehensive network of routes, marked by a unique identity, to make navigation effortless and efficient for all. We will apply principles that emphasise the importance of treating signage as an integral part of the design process, ensuring consistency, legibility, and sensitivity to the environment.

As part of our forward-looking strategy, we will explore innovative digital technologies to enhance wayfinding systems. This initiative will involve the development and implementation of accessible digital wayfinding solutions, including mobile apps and interactive maps. These tools will provide real-time information about active travel routes, such as walking, wheeling and cycling paths, public transport options, and points of interest. They will cater to a wide range of users, including those with disabilities, by offering features like voice-guided navigation and screen-reader compatibility. Our aim is to make it easier for everyone to plan and navigate their journeys, promoting inclusivity and accessibility in our active travel network.



## 7.4 Behaviour Change & Education

### 7.4.1 Branding of walking, wheeling and cycling network

We recognise the significance of branding our active travel routes and networks. This section outlines the essential principles and considerations when it comes to creating a distinctive and memorable brand for our infrastructure, with the objective of improving visibility and enabling walking, wheeling and cycling as the preferred mode of transportation in our region.

To make the network easily recognisable, a strong emphasis will be placed on brand consistency. This means that visual elements, such as logos, colour schemes, and typography, will be consistently applied across all aspects of our network, from signage to promotional materials. This consistency will build trust among users and reinforce the identity of the National Cycle Network routes in Bath and North East Somerset.

Branding will be seamlessly integrated into our signage and mapping systems. Direction signs will prominently feature our network's logo, creating a strong link to the National Cycle Network. This ensures that users can easily associate route names and numbers with our network's visual identity. Digital and printed maps will also reflect our branding, providing a unified and user-friendly experience.

Branding elements should also go beyond visual recognition. They will serve as reminders of responsible behaviour on the network. This means using branding to encourage courteous and safe cycling practices, such as adhering to traffic rules and demonstrating respect for shared path etiquette.

Ensuring consistent branding at key points, including junctions and decision points, will enhance the legibility of our routes. Users will be able to navigate the network with ease, making their cycling journeys more convenient and enjoyable.

To make our network more appealing, we will use branding to create attractive and engaging environments. Elements such as artistic designs, interpretation boards, and eye-catching visuals will be integrated along the routes where safe to do so. These elements will not only enhance the user experience but also make using the network a memorable and enjoyable activity.

A consistent brand identity will extend to our outreach and promotional efforts. Whether through digital campaigns, brochures, or public events, our brand will remain consistent and recognisable. This not only builds trust but also encourages users to explore the network further and participate in our active travel initiatives.

The combination of these branding principles, in alignment with the guidance from Local Transport Note 1/20, will create a compelling and recognisable brand for our network. This approach will not only enable more people to adopt walking, wheeling and cycling as their preferred mode of transport, but also foster a sense of community and responsibility among all users in Bath and North East Somerset.

### Case Study – Branding and ‘The Bee Network’

Greater Manchester’s Bee network is an integrated London-style transport system which seeks to join together buses, trams, cycling and walking and rail. The Manchester Bee Network has emerged not only as a strategic transportation initiative but as a powerful brand that has played a pivotal role in raising awareness of active travel and driving a significant modal shift towards healthier and more sustainable transport options. The distinctive branding of the Bee Network, inspired by the iconic Manchester bee symbol, has proven to be a key factor in capturing public attention, building trust and familiarity and promoting the adoption of active and sustainable modes of transportation.

The brand’s visual elements, including the bee logo prominently featured on signage, cycling lanes, and promotional materials, have become synonymous with the ideals of active travel. This consistent and recognizable branding has contributed to a strong association between the Bee Network and the benefits of walking, wheeling and cycling, reinforcing the message that these modes of transport are integral to a healthier and more sustainable lifestyle. The Bee Network has cultivated a cultural shift towards a more sustainable and active future for the city and in doing so has become more than just a transportation project but a symbol of Manchester’s commitment to a sustainable and active future.

### 7.4.2 Social prescriptions, including walking, wheeling and cycling

Social Prescribing attempts to establish meaningful connections between individuals and a diverse range of local resources, activities, and services within their communities. These connections serve to address the practical, social, and emotional needs that significantly influence an individual’s health and overall wellbeing.

B&NES received funding in 2023 from the Department for Transport to trial ways in which health workers can be supported to prescribe walking, wheeling and cycling for health, wellbeing and to promote active travel for everyday journeys.

The Active Way is a three-year pilot project being delivered by B&NES, which will provide a range of free activities to increase the health and wellbeing of the people in the Somer Valley, through active travel.

The Active Way aims to remove any obstacles (physical and mental) to becoming more active through travel, whether that is the opportunity to try something new, access to bikes or local infrastructure, or the support to become more confident, meet like-minded people and offer advice with the overall aim of establishing sustained behaviour change.

Subject to the monitoring of this trial, B&NES will continue to support these initiatives to reduce reliance on prescribed pain medication, mental health need, and health inequalities, and improve life expectancy through active travel measures. While only available currently in the Somer Valley, this scheme could be implemented in other parts of the district.

## The Active Way Case Studies

Chat E Cycle is an innovative side by side electric tandem taxi service to help users make short journeys to get to the shops, appointments or sessions.

The charity supported by the Active Way aims to show users how they can increase their physical activity levels and improve their mental health and wellbeing through cycling.

The journeys undertaken so far include helping people get to GP appointments, assisting someone with sight loss to reach their support group, and bringing others to their local shops.

Active Steps, a collaborative initiative by Sustrans and The Active Way, is a free 10-week walking and cycling program designed to build confidence and promote lasting active travel habits in a social setting. Small groups of up to 10 participants meet weekly for guided walks and rides, tailored to individual skill and confidence levels, using local infrastructure and green spaces. Free bike loans and refreshments make the sessions accessible to all. The program is particularly beneficial for those looking to improve health and wellbeing, rekindle their love of cycling, or gain confidence in walking and cycling.



### 7.4.3 Bikeability and adult cycle training



One in eight UK adults do not know how to cycle and one in five have not ridden a bike for more than 10 years<sup>52</sup>. Many adults cannot cycle or lack the confidence to. Adult Cycle Training sessions can boost their confidence and improve their cycling skills. B&NES will promote and provide cycle training for adults, including people with disabilities.

Currently, we provide regular one-to-one cycle courses for adults. As part of the Active Travel Masterplan, B&NES will continue to deliver this training whilst also exploring options for online sessions.

Bikeability is a cycle training programme that aims to help you cycle to the [National Cycling Standard](#). It is about gaining practical skills and becoming confident to make safe and responsible on-road journeys. That means making frequent observations, choosing suitable riding positions, communicating intentions clearly to others, and understanding priorities when negotiating shared spaces.



B&NES Council is committed to expanding its Bikeability program as a pivotal component of the Active Travel Masterplan. B&NES aims to extend the reach of Bikeability training beyond schools, making it accessible to workplaces and community groups.

Recognising the cooperative relationship between education and cycling proficiency, B&NES plans to integrate Bikeability training into the educational curriculum. By collaborating closely with schools, the goal is to ensure a significant portion of students undergo Level 2 Bikeability training by the end of Year 6.

Sustainability of the Bikeability program is integral to its long-term success. B&NES will actively seek funding partnerships to support ongoing maintenance of school cycle fleets, ensuring the program's longevity and effectiveness. This proactive approach to securing funding will involve exploring various streams and strategically allocating resources based on availability and requirements.

<sup>52</sup> <https://www.bhf.org.uk/what-we-do/news-from-the-bhf/news-archive/2017/january/new-statistics-reveal-average-brit-hasnt-cycled-in-nine-years>

#### 7.4.4 Campaigns to promote walking, wheeling and cycling

There is a significant benefit to be gained by introducing incentives that promote behavioural change, emphasising the application of new habits and giving individuals the awareness, skills, and confidence to opt for active travel. These incentives, working alongside other measures, create a comprehensive approach for increasing active travel participation.

To promote walking, wheeling and cycling as attractive and accessible modes of transport, B&NES Council will continue to deliver engaging travel choice campaigns. Through targeted marketing efforts, we will aim to raise awareness of the benefits of walking, wheeling and cycling for individuals, communities, visitors, and businesses alike.

One initiative already underway by the council is Modeshift STARS, which recognises schools that excel in promoting cycling, walking, and other forms of active travel. By working with schools to develop effective travel plans alongside our School Travel Plan Officer, this program not only educates children on the health benefits for themselves, parents, and staff, but also enhances the local environment by reducing traffic and car use. Projects like Modeshift STARS instil the importance of sustainable transport and embed positive travel habits from a young age that children carry with them into adulthood.

### “Of the 89 school sites in B&NES, 41 are signed up to a Modeshift STARS school travel plan”

As part of our commitment to raising awareness of active travel, we will expand our direct marketing efforts to reach more residents. This will include targeted social media and postal campaigns, designed with clear, accessible messaging that highlights the many benefits of active travel, such as improved health, cheaper travel, and reduced carbon emissions. These campaigns will also inform residents about the local route options available to help them easily integrate walking, cycling, and other active travel methods into their daily lives.