**Leeds Active Travel Group**

7 October 2020

**Attendance:** Paul Chatterton, Cllr Lisa Mulherin, Cllr Peter Carlill, Tina Shield, Ruth Gelletlie, Mike Babbitt, Martin Stanley, Lizzie Greenwood, Anzir Boodoo, Paul Foster, Martin Hamilton, Adrian Capon

**Update on Travel Behaviour Change Project (Connecting Leeds)**

* Goal getting people out of cars and onto public transport or active travel
* Project commissioned by LCC and being carried out by Magpie Steer
  + looking at existing routes and trials and how to sustain active travel
  + working with employers on active travel schemes
  + working with volunteer participants recording travel diaries, taking simple surveys about travel habits
  + different micro-interventions will be trialled with participants to gauge effectiveness of different types of messaging
  + Larger interventions beginning of next year
* Good response to recruitment process
* 7 locations, 6 panels at different stages of considering walking or cycling
* Using MCom model of behaviour change
* Plan to establish co-creation groups going forward
* Already getting lots of useful feedback from surveys about barriers to active travel, motivating factors, etc
* **Action Adrian/Paul C:** **circulate Adrian’s slides**

**Questions and Comments**

* Have they made use of Leeds Beckett Get Set Leeds behaviour change research?
  + There is an academic involved in the process, there is a literature review as part of the process, and they were sent this information. Lizzie confirmed the Get Set Leeds research had been shared with Magpie Steer
* Will any additional active travel interventions be put in in response to work with the panels?
  + They are focusing on trials and interventions rolled out as part of tranche 1 of the Active Travel funding with a view to sharing their learning as we move into tranche 2
* What don’t we know now that we will learn from this study?
  + Covid Behaviour change impacts specifically for local areas in Leeds
  + Numbers too small to have statistical significance—it’s more a qualitative snapshot
  + They may do another quantitative study further along in the process
* What will they do with the study and will it feed into the transport strategy?
  + They hope to learn what messages work best for getting through to people in specific areas
  + Learning from this will help coordinate messaging for transport strategy and will shape some of the action plan and delivery
  + Will help with planning for the next year or so when people are less likely to be switching to public transport
  + Insight will help support Active Leeds and Public Health campaigns
* When will the report be available? What is the timescale of the project?
  + Initial report November
  + Intervention phase early next year
* Will this approach be used to test other ideas in future?
  + There may be opportunities to ask the participants about other things as well
* Different people are motivated by different things: clean air, exercise, climate change, etc…

**Update on Tranche 1**

* Finalising Shaw Lane to Hyde Park
  + Working on design from Hyde Park into City Centre
  + No adverse comments so far
  + Positive comments received. Active Travel Group members asked to amplify these
* Roseville Rd scheme has machinery booked for later in the month to remove lines, wands to follow
* Finalising legal orders with Chapeltown and Hyde Park
  + Work scheduled to start next week
* Public meeting in Beeston was held last week to address concerns
  + Meeting was quite challenging
  + Speaking to ward members how best to address local concerns with design of ATN
  + Plan to distribute information about changes to show that we have listened
  + Learning as anticipated from this is that residents may not be happy with the idea of putting something in as a trial—they want to be engaged at the planning phase
  + Important to note that government criteria and timescales for implementation (eight weeks) prevented effective public engagement in advance
* Working on putting in cycle track in Otley and are putting in cycle stands across the district
* Haven’t heard anything yet about tranche 2 funding

**Questions and Comments**

Has any progress been made on getting voices with positive messages or some other publicity campaign? How can we help put out supportive statements?

* Adrian and team are looking at this with Lizzie and Gill
* **Action All: Send any useful contacts you have for this**
* **Action All: Use your social media and links to organisations to amplify positive messaging**
* Individual personal stories can have a big impact
* Co-badged webinar to pull in support. A bunch of people on a panel from a different successful area and talking about their experience—hook in Yorkshire Post or Leeds Live
  + Zero Carbon Yorkshire, Cycling Forum could help
  + **Action All: send ideas for speakers or organisational support to Margo**
  + **Action Ruth/Margo: explore webinar options**

What can we do differently with tranche 2 to make community feel more involved?

* Ask for opinions, show different options at an earlier stage and see what options are most popular
  + Two sorts of sessions—one for raising ambitions and demonstrate where we could go, one to discuss specific options for a particular place
* What if the interventions were put in more slowly streets shut down one at a time?
  + Government funding has short timescales for design through to implementation
  + Would residents see the value/impact if it didn’t happen all at once?
* Workshop between Active Leeds/Public Health and LCC transport planners to reflect on the learning from tranche 1 and how to do things differently for tranche 2
  + Cllr Mulherin and Paul F are in support of this
  + Could involve some people from communities (those who have complained loudest about the process and lack of community involvement)
  + Would need to happen relatively quickly
  + Local ward councillors should be involved
  + Make sure that there are under 18s represented
  + Make sure we’re hearing seldom heard voices, not just angry older male drivers
* It would be great for people to see a groundswell of trusted individuals and organisations supporting these measures
* Mike Babbit working with DfT and Sustrans on how to create and advertise good visualisations of infrastructure projects
  + Opportunities with places like landscape and architecture school at Leeds Beckett
* Communication packs can be more effectively distributed by individuals and organisations directly rather than collating contacts and distributing only from a central point
* **Action Adrian**: send comms pack around to this group when ready
* Get Set Leeds research will be shared at meeting that Ruth is attending on Tuesday

**Next Meeting**

**Next meeting Monday, 19th October, 9-10am** (due to Climate Emergency mtg on Wednesday)

Focus on Adrian’s communication packs and how to get out the messages