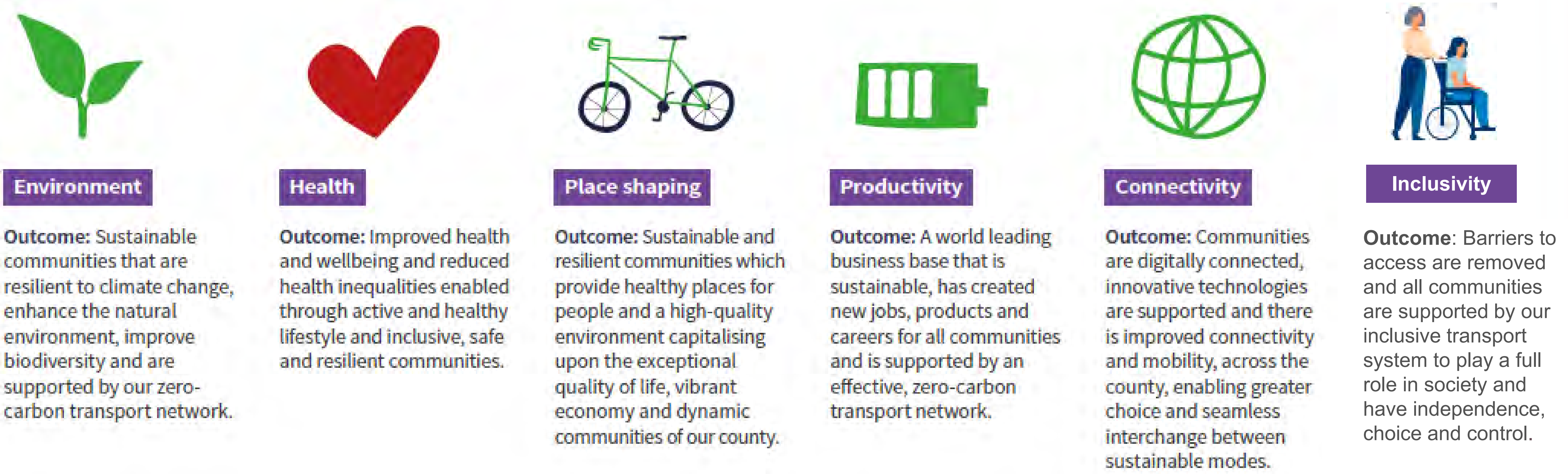
LTCP key themes

- In support of the vision we have identified six key themes.
  - These are the specific areas we are seeking to transform through implementation of the vision.



Environment

Outcome: Sustainable communities that are resilient to climate change, enhance the natural environment, improve biodiversity and are supported by our zero-carbon transport network.

Health

Outcome: Improved health and wellbeing and reduced health inequalities enabled through active and healthy lifestyle and inclusive, safe and resilient communities.

Place shaping

Outcome: Sustainable and resilient communities which provide healthy places for people and a high-quality environment capitalising upon the exceptional quality of life, vibrant economy and dynamic communities of our county.

Productivity

Outcome: A world leading business base that is sustainable, has created new jobs, products and careers for all communities and is supported by an effective, zero-carbon transport network.

Connectivity

Outcome: Communities are digitally connected, innovative technologies are supported and there is improved connectivity and mobility, across the county, enabling greater choice and seamless interchange between sustainable modes.

Inclusivity

Outcome: Barriers to access are removed and all communities are supported by our inclusive transport system to play a full role in society and have independence, choice and control.

LTCP targets

- In order to achieve and track delivery of the vision and key themes we have identified a set of headline targets.

By 2030 our target is to:

- Replace or remove 1 out of every 4 current car trips in Oxfordshire
- Increase the number of cycle trips in Oxfordshire from 600,000 to 1 million cycle trips per week
- Reduce road fatalities or life changing injuries by 50%

By 2040 our targets are to:

- Deliver a net-zero transport network
- Replace or remove an additional 1 out of 3 car trips in Oxfordshire

By 2050 our target is to:

- Deliver a transport network that contributes to a climate positive future
- Have zero, or as close as possible, road fatalities or life-changing injuries

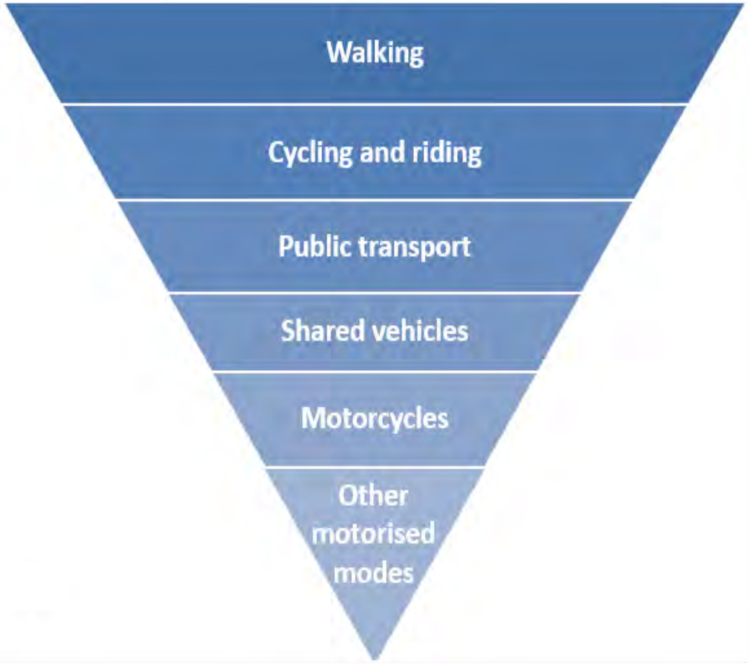
LTCP policies

- Our transport policies will be used to influence and inform how we manage transport and the types of schemes we implement.
- The policies explain the new approaches and measures that we will be taking to make the vision and targets achievable.
- The policy areas are summarised below:

  - Walking and cycling
  - Healthy place shaping
  - Road safety
  - Digital connectivity
  - Data
  - Regional connectivity
  - Public transport
  - Environment, carbon and air quality
  - Network, parking and congestion management
  - Innovation
  - Freight and logistics
  - Local connectivity

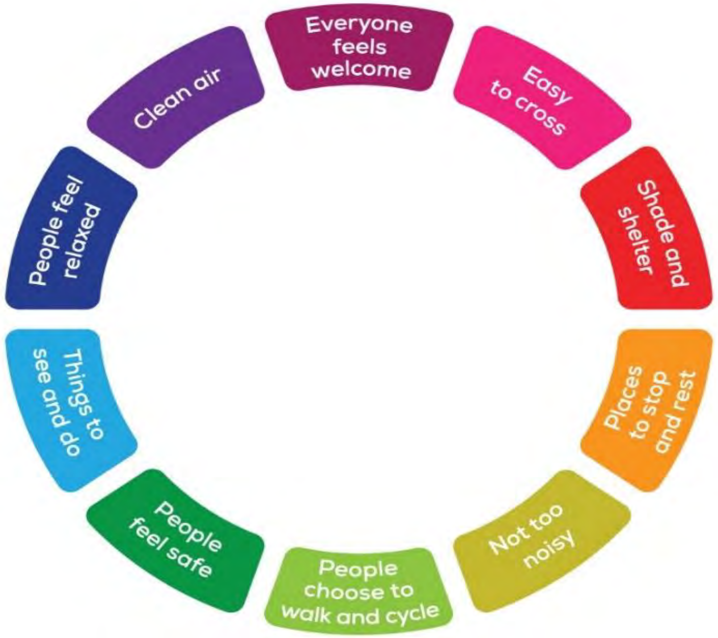
Walking and cycling policies

- Encouraging more walking and cycling is central to delivering our vision for travel in Oxfordshire.
- More residents choosing to walk and cycle is important for improving health, reducing the use of private cars and achieving our ambition for a zero-carbon transport network.
- The 'walking and cycling' chapter identifies the policies that will help us to achieve this. A summary of the policies is provided below:
    - Transport user hierarchy
    - Cycle and walking networks
    - Local Cycling and Walking Infrastructure Plans (LCWIPs)
    - Strategic Active Travel Network
    - Greenways
    - Community activation


Walking
Cycling and riding
Public transport
Shared vehicles
Motorcycles
Other motorised modes

Healthy place shaping policies

- We need to consider how we design our urban environment to make it easy and enjoyable for people to walk and cycle.
- Designing streets that prioritise people over motor vehicles will create places where people feel welcome, safe and choose to walk and cycle.
- We need a new approach to street design to achieve this.
    - The ‘Healthy place shaping’ chapter outlines the policies that will support this new approach.
- A summary of each policy is provided below:
    - Healthy Streets Approach
    - Health Impact Assessment
    - Guidance and standards for new development
    - Safe streets
    - 20-minute neighbourhoods
    - Travel to work and school


Everyone feels welcome
Easy to cross
Shade and shelter
Places to stop and rest
Not too noisy
People choose to walk and cycle
People feel safe
Things to see and do
People feel relaxed
Clean air

Public transport policies

- Encouraging an increased number of public transport trips will also be an essential part of delivering our vision.
- Increased public transport use will help to reduce the number of private vehicle trips, which will deliver air quality improvements and also support the economy.
- The 'public transport' chapter views the different ‘modes’ of walking, cycling and public transport, as part of one connected system rather than as competing modes.
- A summary of the policies in the ‘public transport’ chapter is provided below:
    - Bus strategy
    - Community transport
    - Park and Ride
    - Rail strategy
    - Multi-modal travel
    - Mobility hubs

FREE GUY
city centre
city5

LTCP supporting strategies

- Alongside the main LTCP document we have published supporting strategies for:
    - Freight and Logistics
    - Active Travel
    - Innovation
- These build on the LTCP principles and provide more detail about complex topics.
- The LTCP will also be supported by a set of more detailed place based area and corridor strategies.
    - These will be developed as a ‘part 2’ of the LTCP in 2022.
    - The strategies will outline how the LTCP vision and outcomes are delivered in locations across the county.

GATEway
RATE MY DRIVING
#GREENWICHDRIVERLESS
GATEway

Lessons learnt / challenges

Challenges

- Finding data to understand the pathway to net-zero. No national transport decarbonisation guidance yet.
- Establishing more detailed delivery plans, particularly due to funding uncertainty.
- Establishing a robust monitoring framework, particularly for the headline targets.
- Developing tailored approaches for rural areas.
- Delivery of behaviour change and developing public understanding.

Lessons learnt

- Need for clear vision, strong policy, political commitment and consistent application.
- Need to move away from the traditional transport planning approach of ‘predict and provide’
- Need for a greater focus on healthy place shaping and activation measures to support infrastructure improvements.
- Need for robust consultation and engagement.
- Consider language used in communications and how schemes are explained.

Our Journey to Net Zero

Peter Wiggins, Outcome Manager, Sustainability,
Gloucestershire County Council

Julian Atkins, Countywide Climate Change Coordinator Gloucestershire

Luisa Senft-Hayward, Transport Planning Team Manager,
Gloucestershire County Council

Journey to
Net Zero

Gloucestershire Decarbonising Transport Forum 2022

Climate Change Strategy Gloucestershire

Peter Wiggins

Outcome Manager, Sustainability

Gloucestershire County Council

Journey to Net Zero

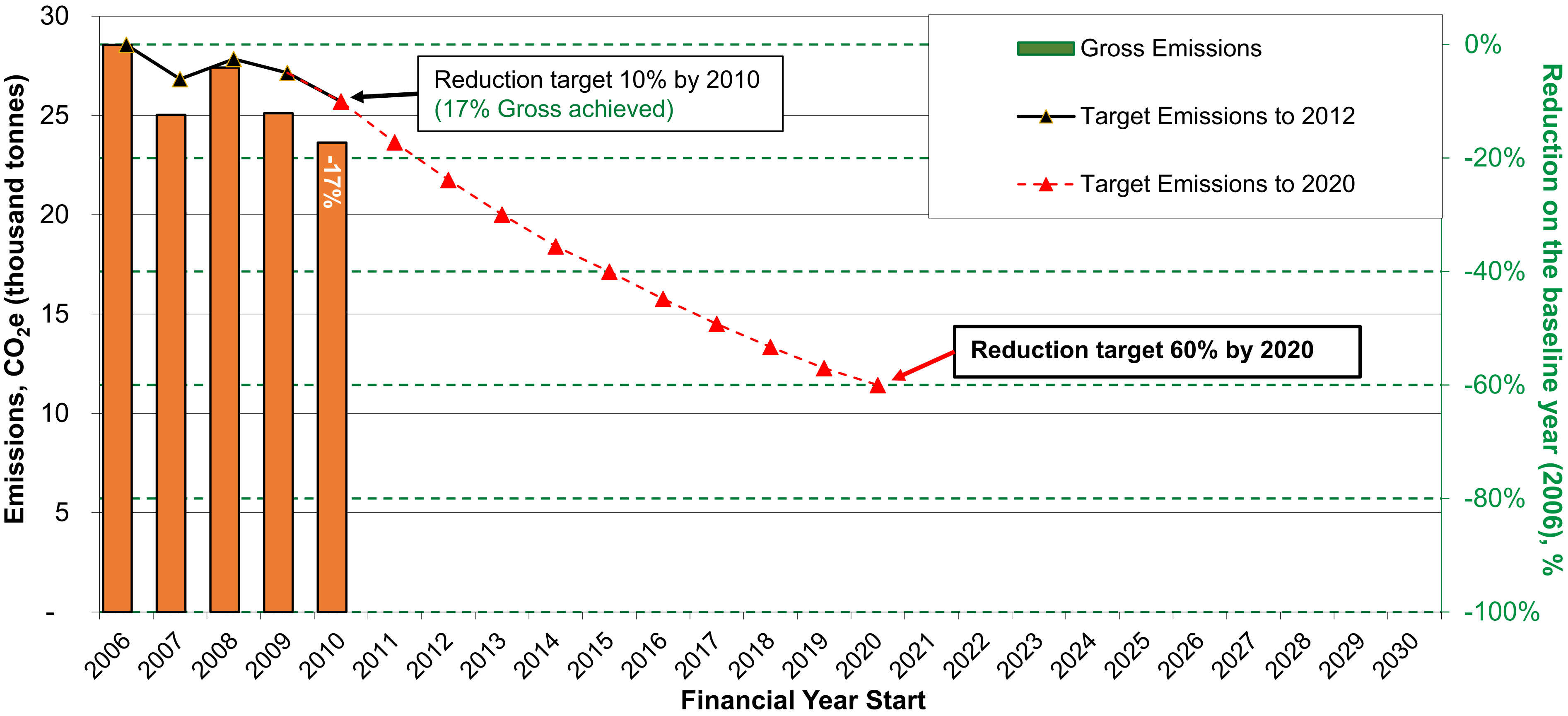
Gloucestershire Decarbonising Transport Forum 2022

How we got here…

- Climate emergency declared, May 2019
- Reduce corporate carbon emissions by at least 80% by 2030; with the remaining being offset, resulting in a "net zero" organisation
- Deliver a carbon neutral county by ~~2050~~ 2045*
- Work with partners to identify what measures would be needed to deliver a stepped target of 80% carbon reduction by 2030

- * Brought forward on joining UK:100's 'Race to Net Zero' local authority partnership initiative, included in refreshed Local Transport Plan

Reducing GCC emissions - a step change in ambition

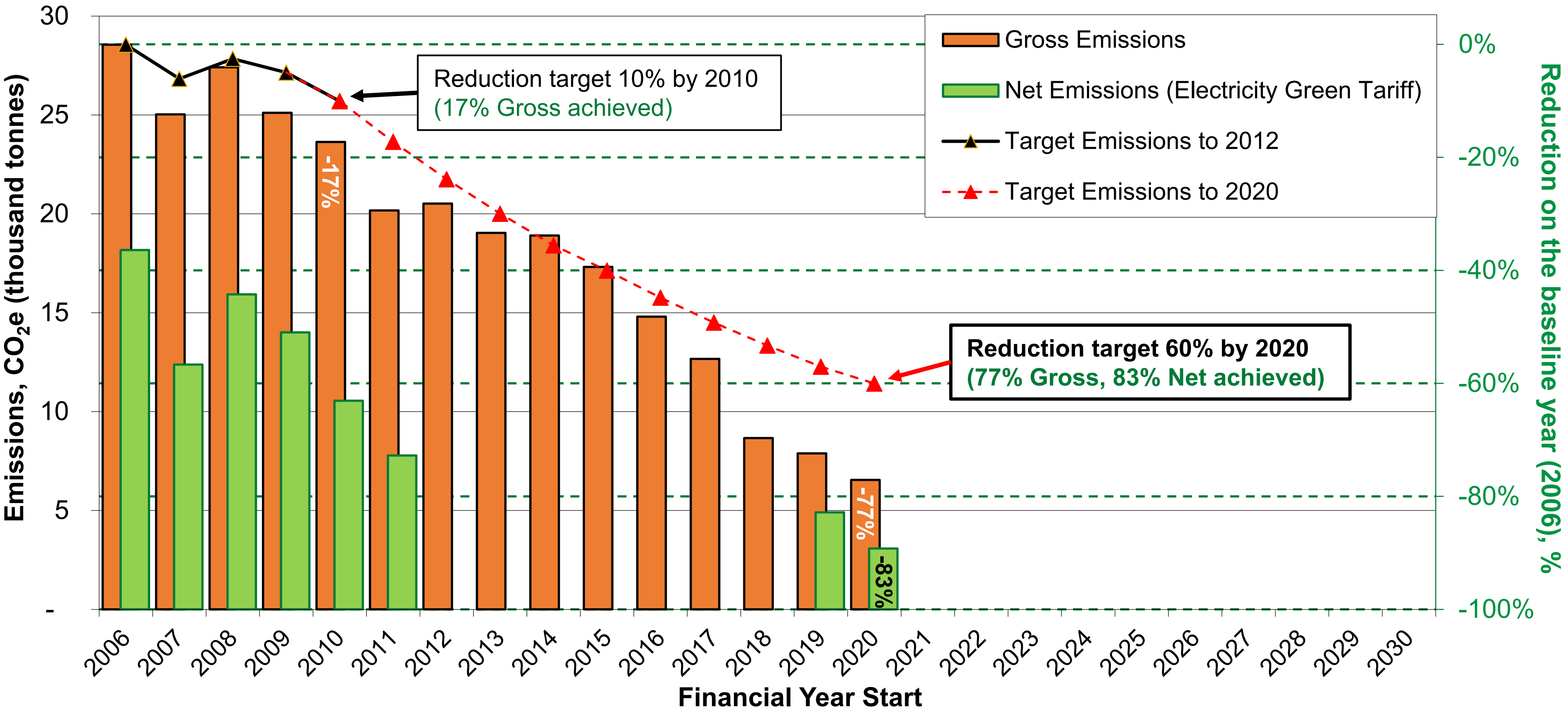


Reduction target 10% by 2010
(17% Gross achieved)

Reduction target 60% by 2020

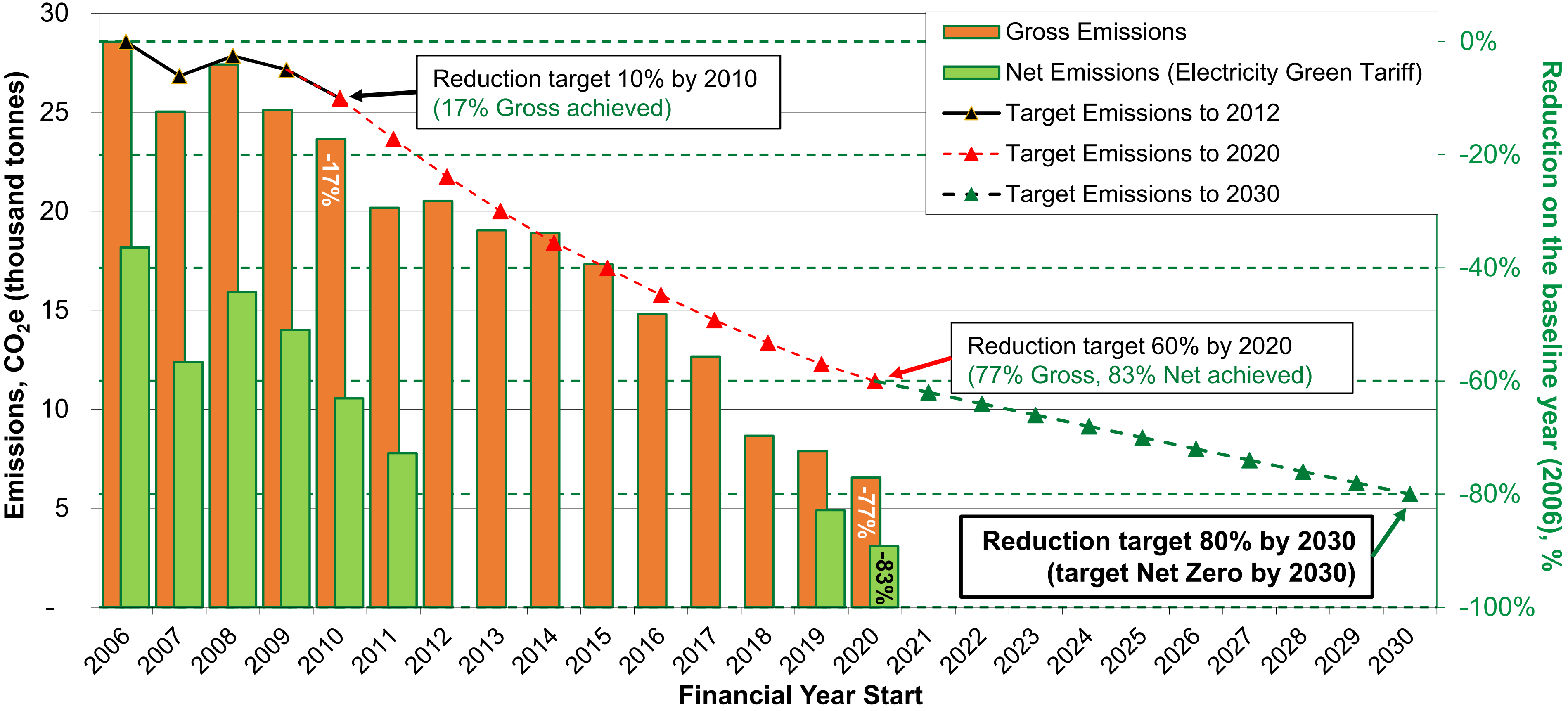
† Emissions Scope: GCC premises; Street Lighting, Signs, Signals, Bollards; Fleet; Staff & Member Business Travel

Reducing GCC emissions - a step change in ambition



† Emissions Scope: GCC premises; Street Lighting, Signs, Signals, Bollards; Fleet; Staff & Member Business Travel

Getting GCC to 80% by 2030



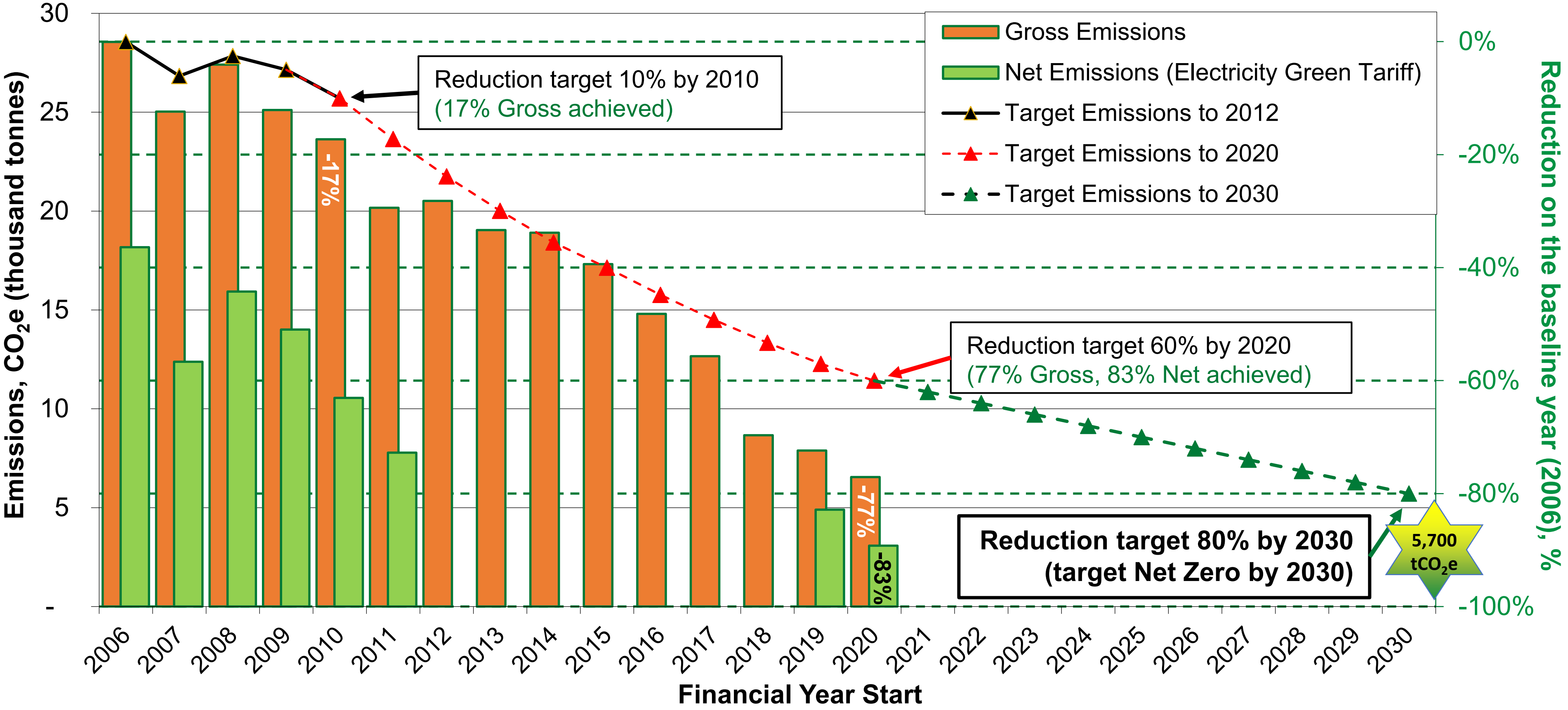
Reduction target 10% by 2010
(17% Gross achieved)

Reduction target 60% by 2020
(77% Gross, 83% Net achieved)

**Reduction target 80% by 2030
(target Net Zero by 2030)**

† Emissions Scope: GCC premises; Street Lighting, Signs, Signals, Bollards; Fleet; Staff & Member Business Travel

Getting GCC to 80% by 2030



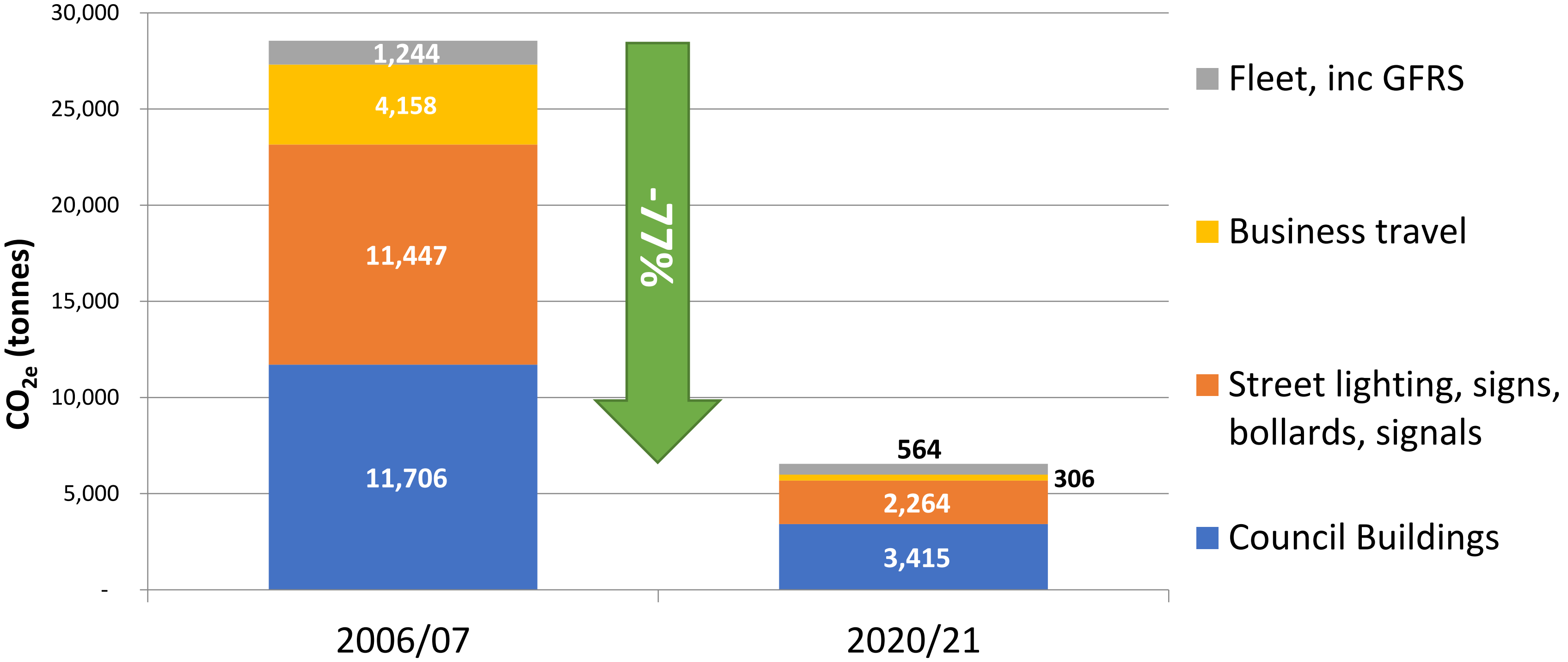
Reduction target 10% by 2010
(17% Gross achieved)

Reduction target 60% by 2020
(77% Gross, 83% Net achieved)

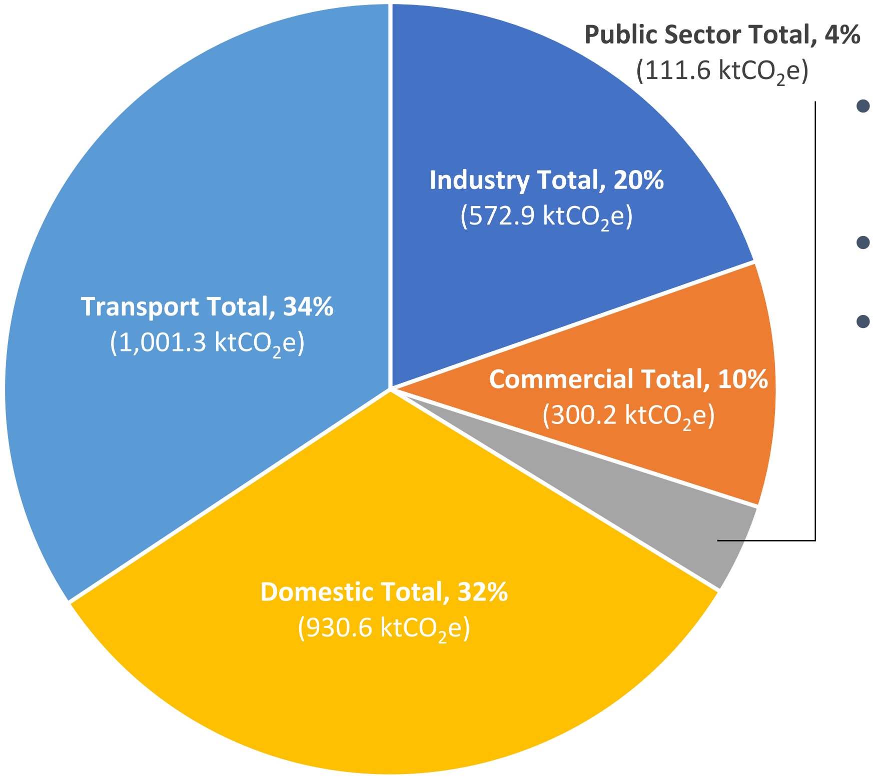
Reduction target 80% by 2030
(target Net Zero by 2030)

† Emissions Scope: GCC premises; Street Lighting, Signs, Signals, Bollards; Fleet; Staff & Member Business Travel

GCC Emissions reduction on the baseline



Gloucestershire Emissions by sector 2019



Local Authority Influence: 2,917 ktCO$_2$e, 4.6 tCO$_2$e per capita

(Excludes large industrial sites, railways, motorways and land-use)

- Over 1/3 from transport journeys start/ end in Glos
- Adding through journeys extra 9%
- Public sector emissions <5%

We cannot do it alone…

- Great strides in reducing our own emissions - we're almost there, but not the answer
- Overall challenge is so much bigger – we all must change our habits
- Took the lead to secure countywide approach – Countywide Coordinator and strategic partnership…

Climate Leadership Gloucestershire

Julian Atkins

Countywide Climate Change Coordinator

Gloucestershire

Journey to
Net Zero

Gloucestershire Decarbonising Transport Forum 2022

Climate Leadership Gloucestershire

Countywide ambition to achieve net-zero across the whole county by 2045 requires us all to work in tandem:

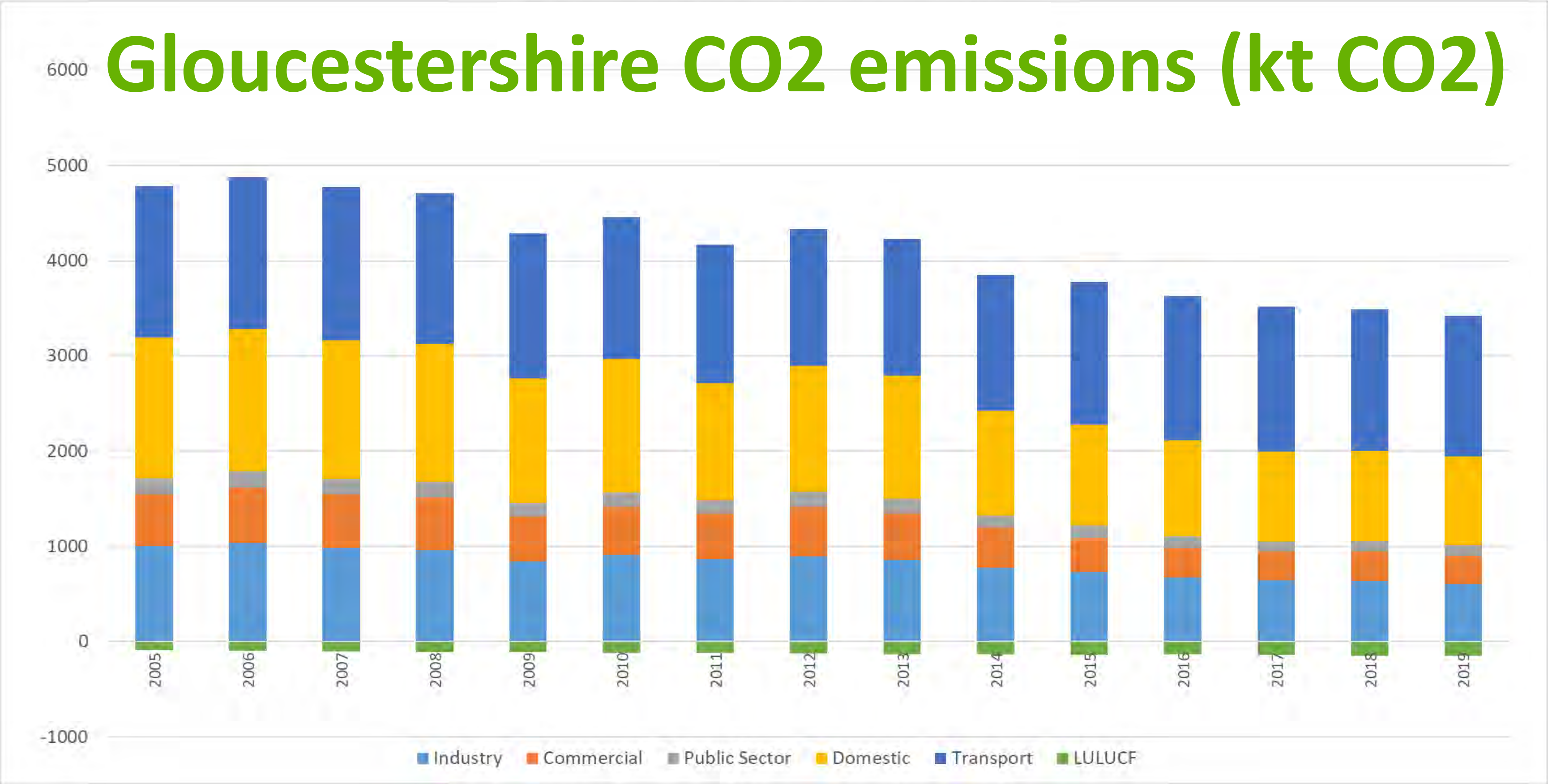
Climate Leadership Gloucestershire – County & District Councils, NHS, Police, GFirst LEP and Gloucestershire Local Nature Partnership collaborating on strategic Net Zero Actions.

Formed November 2021 and supported by a Countywide Climate Change Coordinator

The Strategic Climate Action Plan

Climate Action Theme	Theme Lead
1. Adaptation	Gloucester City Council
2. Behaviour Change	Gloucestershire Constabulary & NHS Partners
3. Biodiversity	Gloucestershire Local Nature Partnership
4. Economy	GFirst LEP
5. Energy	Forest of Dean District Council
6. Food & Farming	Cotswold District Council
7. Planning	Cheltenham Borough Council
8. Retrofit	Stroud District Council
9. Transport	**Gloucestershire County Council**
10. Waste	Tewkesbury Borough Council

Gloucestershire CO2 emissions (kt CO2)



BEIS Data: 2005-2019

The Transport Challenge

3.38 Billion Vehicle Miles were travelled within Gloucestershire *

80% of all trips started and ended in the County *

Gloucestershire home to 640,650 people, and 29,885 businesses *

40,000 households have no vehicle with which to access services *

Over 21 Million day visitors visit Gloucestershire each year #

Transport Challenges – sustaining the economy, tourism, our personal mobility and supply chains, while decarbonising transport

* 2020 Data; # 2019 Data

A Gloucestershire Transport Carbon Reduction Pathway

Luisa Senft-Hayward

Transport Planning Team Manager

Gloucestershire County Council

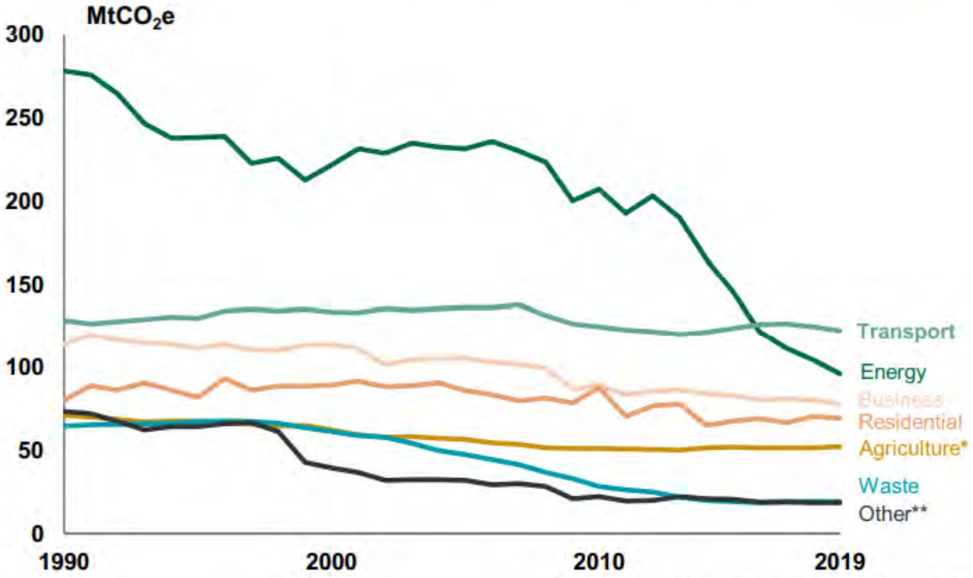
Journey to
Net Zero

Gloucestershire Decarbonising Transport Forum 2022

Importance of reducing emissions from transport

- The sector with least progress since 1990
- GCC commitment to carbon reduction:
    - Climate Change Strategy
    - Local Transport Plan

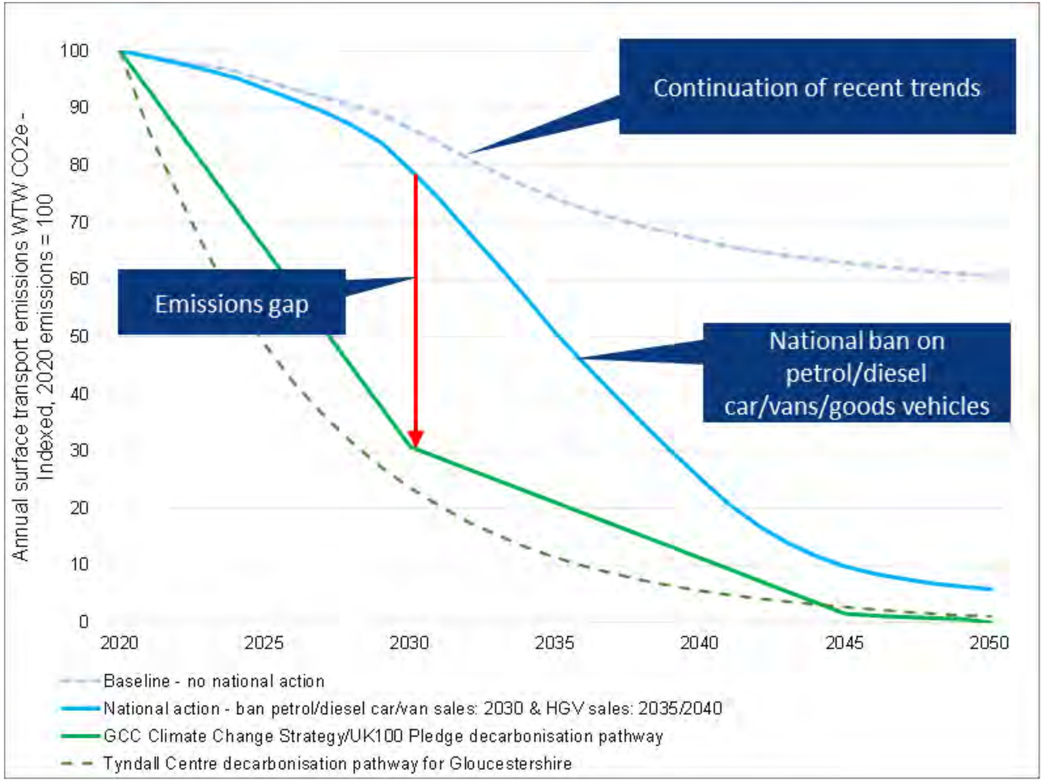
Figure 2: Greenhouse gas emissions by sector, 2019 (BEIS, 2021)



* LULUCF – Land Use, Land Use Change and Forestry
** Includes emissions from Public and Industrial Processes

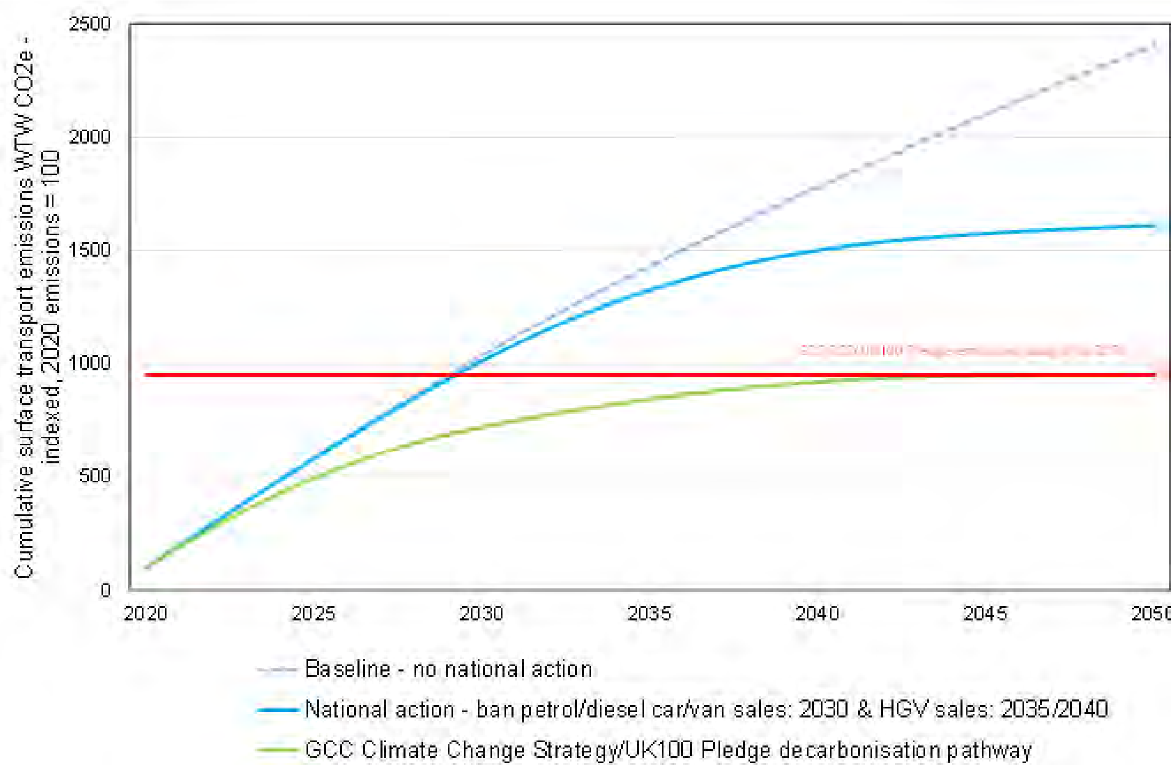
Gloucestershire’s carbon emission gap

- Gloucestershire targets:
  - Emissions from all sources: net zero by 2045
  - 80% emissions reduction by 2030
- Electric cars not in time to close 2030 gap
- Emissions gap needs to be closed by reducing emissions



Emission budget

- Just stopping to emit carbon in 2045 is not enough. We need to stay within our carbon budget.
- Any delay in action will make intervening even more challenging.

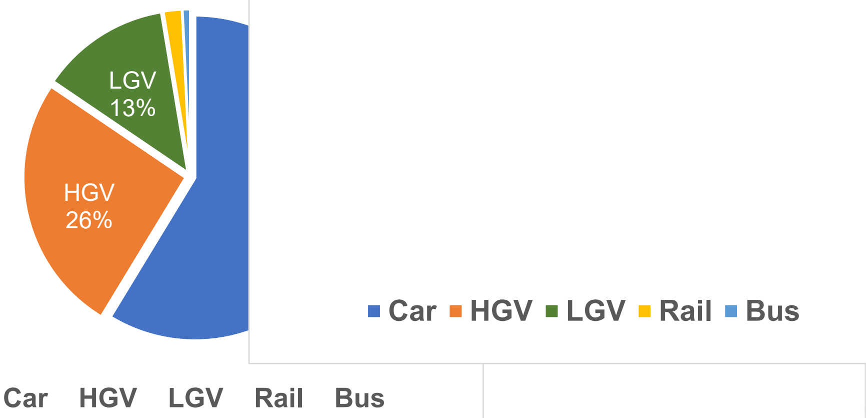


Emissions analysis

Vehicles

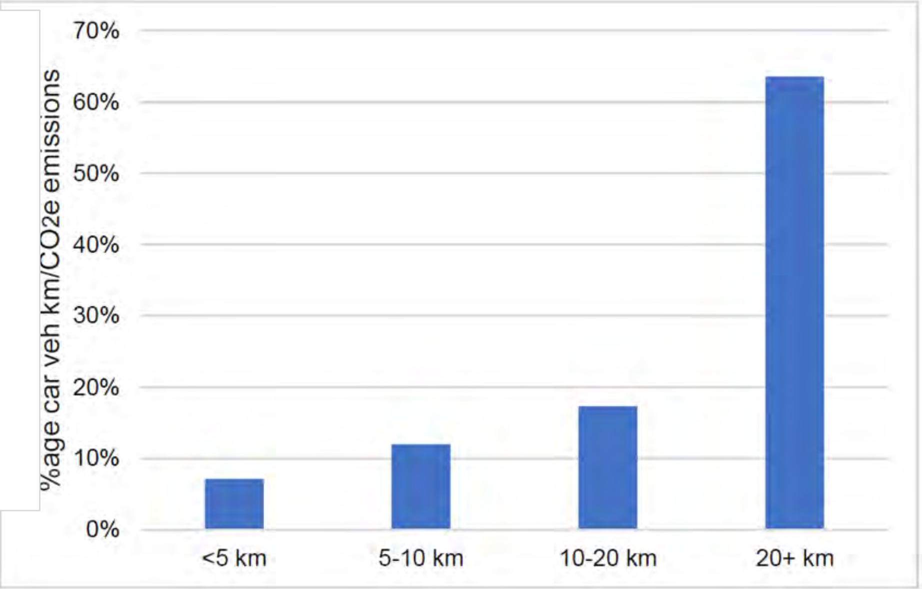
Almost 60% of emissions from car travel.

Freight accou



Distance

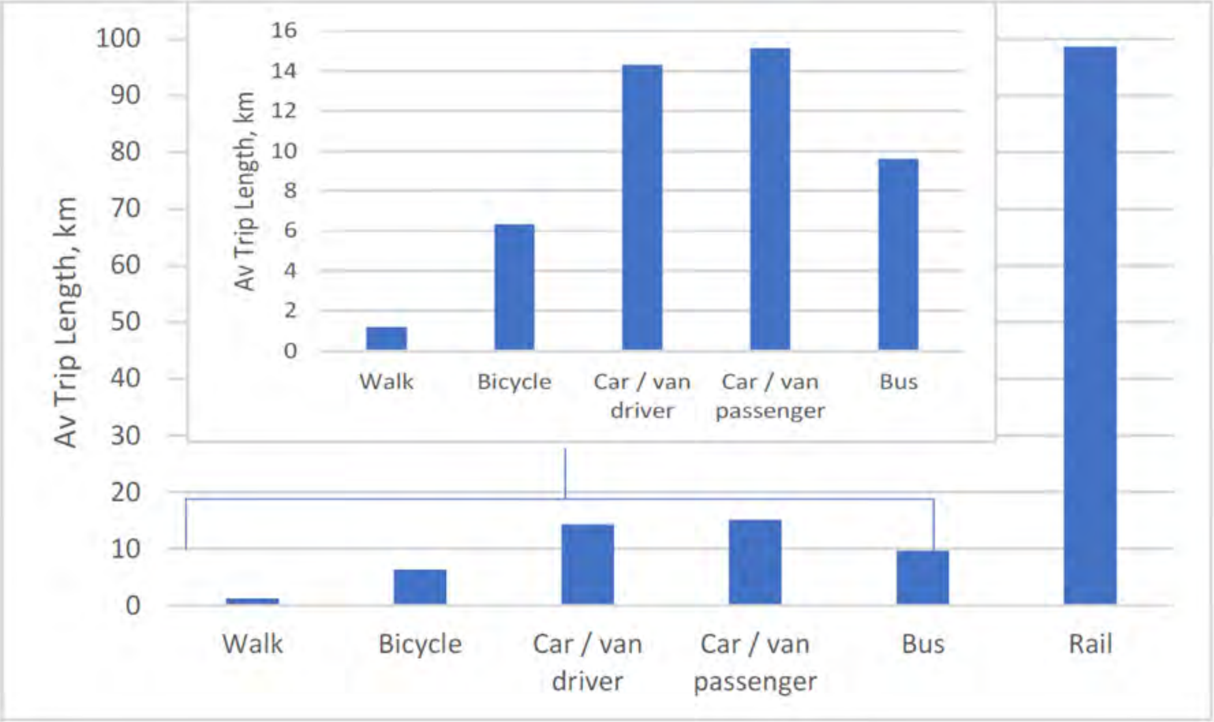
Trips > 20km make up c. 15% of trips but account for c. 60% of emissions.



Emissions analysis

Modes

- Use zero emission vehicles for high mileage trips
- Bus and rail: highest potential to replace most emitting trips.
- Cycling an alternative for up to 10 km. Could be extended through better facilities and e-bikes.



Journey to Net Zero

Potential interventions

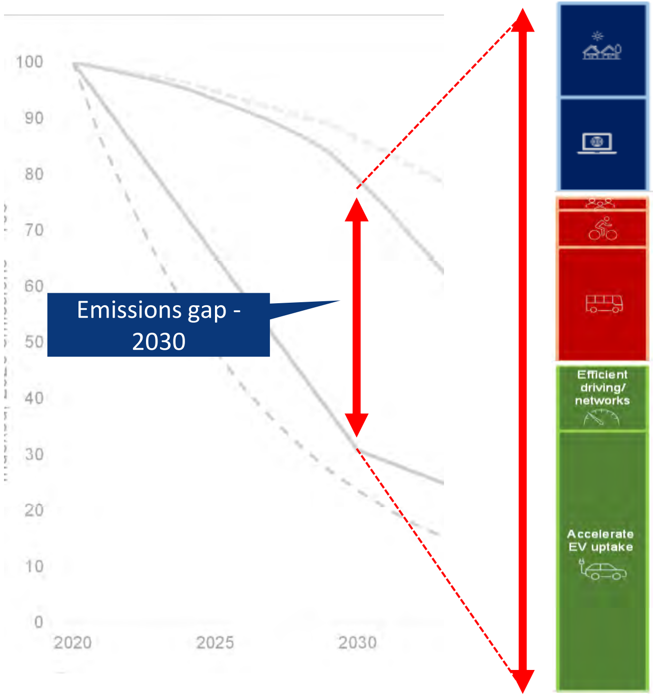
Smarter access	Area of influence
Land use planning - e.g. 20 min neighbourhoods	Districts
Digital connectivity – work with employer and service providers. Needs access to 5G and good broadband connections	Private sector, districts, GCC, public
Travel planning – e.g. delivery hubs	GCC, private sector, districts

Mode shift	Area of influence
Shift to public/shared transport – e.g. Mass Rapid Transit and delivering BSIP	GCC, transport operators, public
Shift to active mode – e.g. Gloucestershire Cycle spine and e-scooters	GCC, public
Demand management – e.g. manage parking	Districts, GCC
Behaviour change – e.g. Thinktravel and travel planning	All stakeholders

Improve vehicles	Area of influence
Shift to Zero Emissions Vehicles – e.g. for buses, car clubs and corporate fleet	Public, private sector, districts, GCC
Effective Network Management – e.g. maximise use of information	GCC, National Highways

Sketching the scale of ambition needed …

…by all actors: general public, private and public sector organisations



Reduce av. trip length by 7.5 % (0.6 miles)

Reduce 7.5 % of car trips (3 trips/month each)

Ride sharing for extra 2.5% of car travel

Increase active travel 300%

Increase public transport 100%

Eco-driving/smoothed speed on 75% of car km

100% increase in car km by EV

A vision for Gloucestershire 2030?

Gloucestershire 2030

Excellent bus services – bus use per person as in Oxfordshire.

EV car clubs and company fleet upgrades bring EV uptake forward by 4.5 years.

Increased online activity e.g. Cotswolds 2020 WfH levels countywide & similar change for other purposes

Better land use planning reduces average car trip length by 7.5% (0.6 miles)

New apps make **ride sharing** easy for up to 2.5% of car travel.

Excellent active travel provision - ‘Go Dutch’ (propensity to cycle tool) for all routes, with widespread e-bike use.

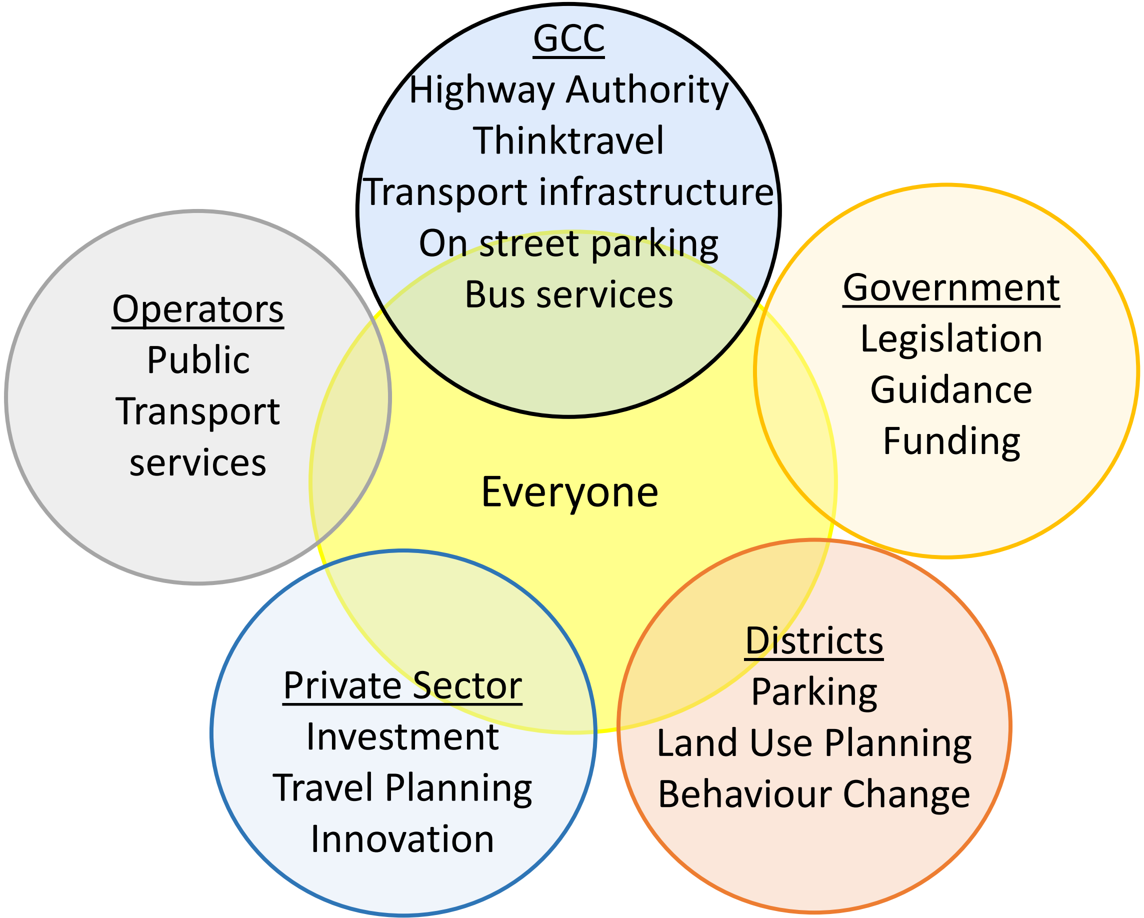
Smart road network management, speed limits and eco-driving apps make **car travel more efficient** by 6%

Key players

Department for Transport

Decarbonising Transport

A Better, Greener Britain



GCC
Highway Authority
Thinktravel
Transport infrastructure
On street parking
Bus services

Operators
Public Transport services

Government
Legislation
Guidance
Funding

Everyone

Private Sector
Investment
Travel Planning
Innovation

Districts
Parking
Land Use Planning
Behaviour Change

Urban vision – high quality, healthy streets for people

Challenges

- Trip attractors
- Congestion/ capacity constraints
- Poor air quality

Cheltenham
Gloucester
Innsworth
Longlevens
Churchdown
Barnwood
Shurdington
Brockworth
Ullenwood
Charlton
A417
A40
A38

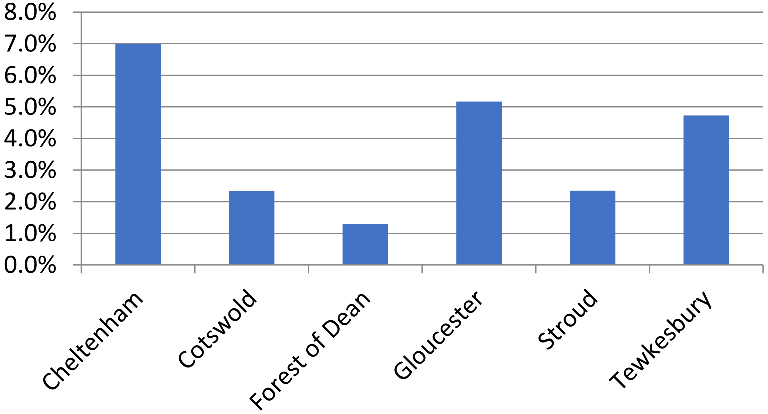
Vision:

The efficient use of existing road space allows for better public transport, high quality cycle links and healthier, more attractive places to live.

Opportunities

- Highest propensity to shift to active travel
- Good access to public transport

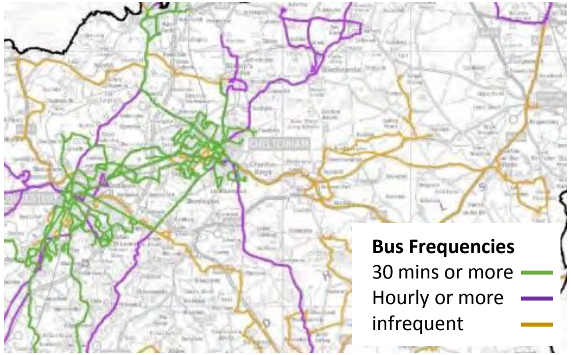
% of journeys to work by bicycle



Vision for market towns – bringing local communities together

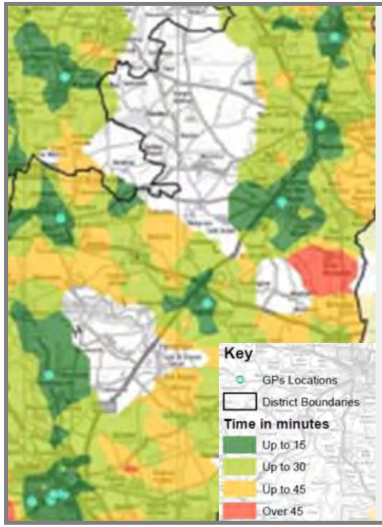
Challenges

- Market towns and villages compete with out of town locations
- Poor public and active travel provision
- Through traffic


Bus Frequencies
30 mins or more
Hourly or more
infrequent
CHELTENHAM

Opportunities

- Hubs for interchange
- Service centres
- Strong communities


Key
GPs Locations
District Boundaries
Time in minutes
Up to 15
Up to 30
Up to 45
Over 45

Public Transport Access to GPs, Cotswolds

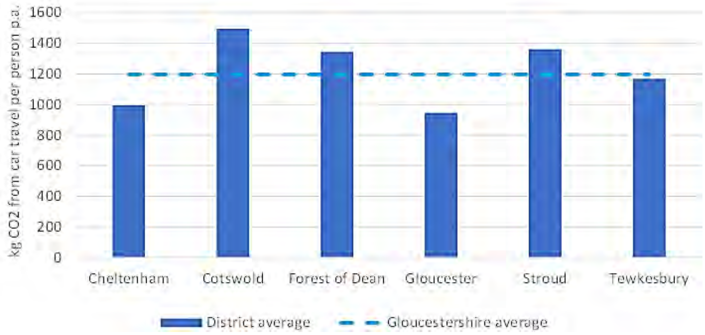
Vision:

Resilient market towns that function as service and transport hubs while providing high quality environments to local communities.

Rural vision – vibrant communities through innovation and connectivity

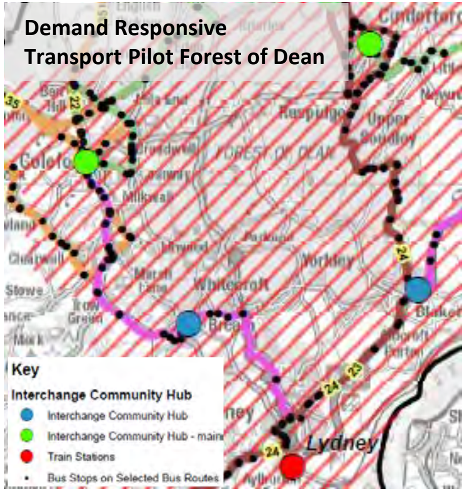
Challenges

- Long distances
- Dispersed trip patterns
- Highest CO2 emissions



Opportunities

- Greatest CO2 saving potential
- High levels of home working in some areas
- Good broadband access
- E-bikes
- Demand responsive transport
- Connectivity through hub and spoke system


Demand Responsive Transport Pilot Forest of Dean
Key
Interchange Community Hub
Interchange Community Hub
Interchange Community Hub - main
Train Stations
Bus Stops on Selected Bus Routes
Lydney

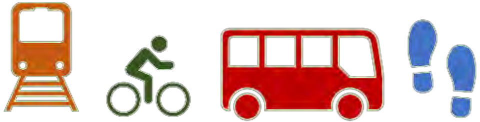
Vision:

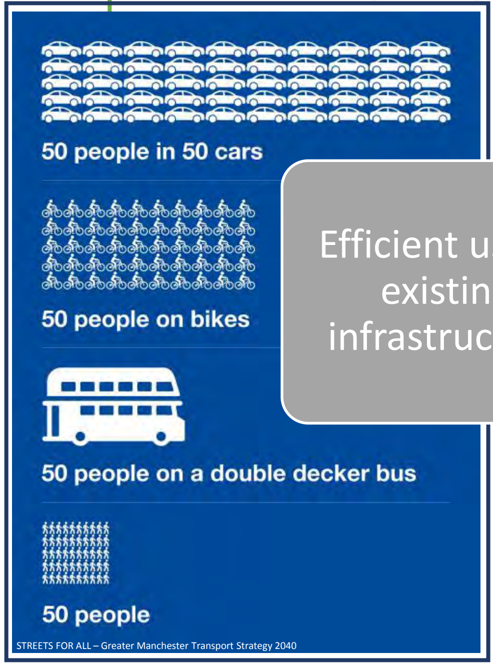
Highly connected rural communities with accessible active travel and public transport links.

Building on our success

- 🔴 £40 million for Gloucestershire Cycle Spine
- 🟢 1,000 Electric Vehicle charging points
- 🔴 Develop Mass Rapid Transit
- ⚪ Carbon reduction pathway
- 🔵 Carbon modelling capability
- 🔴 £2.6 million for bus priority at junctions
- 🔴 Ongoing Thinktravel activities
- 🔴 LCWIP rollout and implementation
- 🔵 Fastershire
- 🔴 £20 million investment in Arle Court Interchange Hub
- 🔴 £1.3 million for demand responsive rural transport
- 🔴 £550,000 additional this year for community road safety
- 🔴 Bus Service Improvement Plan
- ⚪ Local Transport Plan/net zero commitment
- ⚪ Climate Change Strategy/net zero commitment

What will success look like in the future?





50 people in 50 cars

50 people on bikes

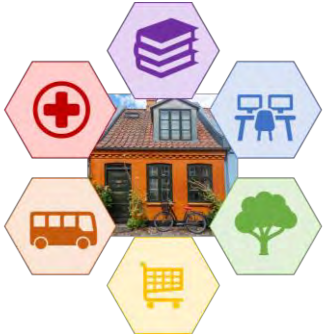
50 people on a double decker bus

50 people

STREETS FOR ALL – Greater Manchester Transport Strategy 2040

More sustainable travel opportunities

20 minute neighbourhoods



Efficient use of existing infrastructure

Behaviour Change

Digital connectivity and new technologies

Next steps

- Ongoing engagement: Autumn 2022
- Assembly of intervention packages and impact analysis
- Carbon Reduction Pathway early 2023.

A plan setting out detailed steps and phasing required to reduce Gloucestershire's transport emissions in order to align with emission reduction targets.

Workshop 11:25 – 12:35

How do we reduce transport emission

Please join your facilitator to go into your Breakout Room

Lunch

12:40 – 13:40

Journey to
Net Zero

Please go to **www.menti.com** to:

- Submit your answers
- Make a pledge
- Tell us your challenges and opportunities

Send questions to our Q&A panel: ltp@gloucestershire.gov.uk

Gloucestershire Decarbonising Transport Forum 2022

Gloucestershire Youth
Climate Group

Our Perspective, Opinions, Experiences and Potential Solutions to Transport in Gloucestershire for Young People

Cate James Hodges and Megan Land

What did you use public transport for when you were a young person?

What we came up with:

Education/ apprenticeships/ university
Socialising and connecting
Shopping
Work/ interviews/ planning your futures
Sports/ clubs /hobbies
Holidays/ adventures and exploring
Health appointments

INDEPENDENCE

In 2021, Gloucestershire Community Rail Partnership and Stroud District Youth Council surveyed 862 young people across Gloucestershire to find out their views on Transport

Price

35% Up to 35% said Fare systems for journeys to school were not reasonable.

50% Over 50% chose car (or got a lift) over public transport due to price Factors

information

Young people weren't aware that travel concessions and discounts were available to them

"website is not very user friendly"

"not clear on how to get discounts especially student discounts"

Safety

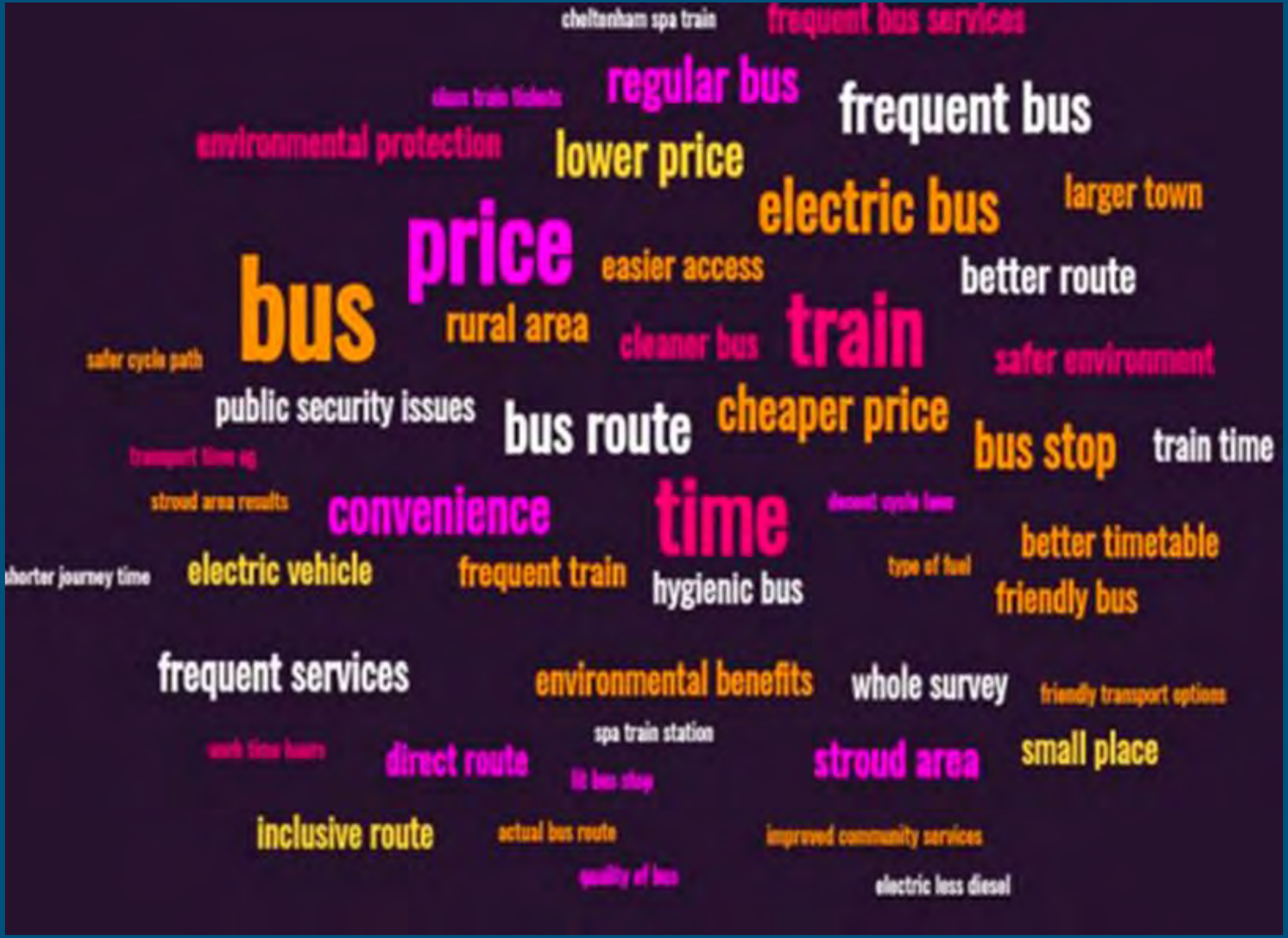
1/3 of young people reported being discriminated against on train Journeys, Public Buses and school buses

Access/ frequency

37% 37% respondents stopped using public transport because timings did not fit with school, college or working hours.

GCRP
Gloucestershire
Community Rail Partnership

What would encourage you to consider using public transport more?


cheltenham spa train
frequent bus services
regular bus
frequent bus
environmental protection
lower price
electric bus
larger town
price
easier access
better route
bus
rural area
cleaner bus
train
safer cycle path
safer environment
public security issues
bus route
cheaper price
bus stop
train time
stroud area results
convenience
time
decent cycle lane
better timetable
shorter journey time
electric vehicle
frequent train
hygienic bus
type of fuel
friendly bus
frequent services
environmental benefits
whole survey
friendly transport options
spa train station
work time hours
direct route
lit bus stop
stroud area
small place
inclusive route
actual bus route
improved community services
quality of bus
electric less diesel

Conclusion

More joint work / more talking between all stakeholders to make sure changes work for the benefit of everyone

Public transport is so important for our futures, especially in rural Gloucestershire where we are already fairly isolated. Young people move out of the area because of the lack of access to the things they want to access. Let’s improve the situation and the opportunities for young people to thrive.

Let’s break down the barriers for young people to access public transport and create a culture where young people use public transport and continue to use it as first choice throughout their lives. Get this right and we can get more cars off of the roads.

Any Questions?

Creative Sustainability

Website - www.cscic.org

Email – glosyouthclimate@cscic.org

GCC -

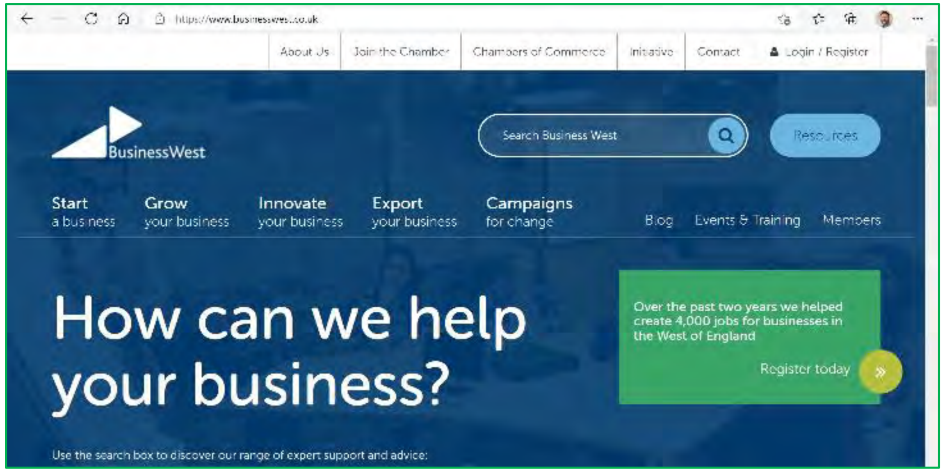
Gloucestershire Community Rail Partnership

www.gloucestershirecommunityrail.org

Stroud District Youth Council

Role of business in decarbonising transport

Business West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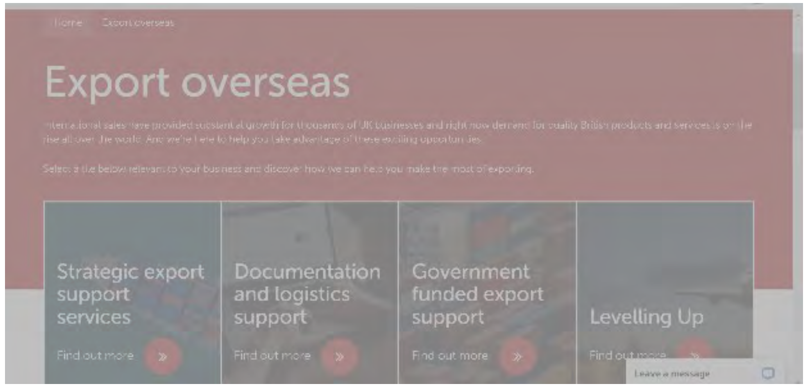
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Levelling Up

HYDROGEN SOUTH WEST

NUCLEAR SouthWest
EMPOWERING THE INDUSTRY

Business West and Climate Change

THE HYDROGEN POWERED CAR
BusinessWest
DRIVING INNOVATION
H2Only

Business West & Climate Change

- Big strategic issue for business
- Members want to make change
- Also harness market opportunities

Business West & Climate Change

Businesses tell us via QES/Climate survey and British Chamber of Commerce: (June 2021)

- **Businesses do care about Climate change:** 70% of businesses consider Climate change an issue
    - 54% of businesses are planning to reduce their consumption (e.g paper, plastics)
    - 47% are planning to reduce emissions they use via travel
    - 40% are planning to reduce the energy used at their office and premises

- **What drives them to take action?**
    - 78% Business owners values
    - 57% Client expectations
    - 35% Staff expectations
    - 35% Technological innovation
    - 34% New business opportunities
    - 31% Mandatory regulations
    - 28% Financial incentives/cost cutting

Business West & Climate Change

But there is a gap between their aspirations and actions:

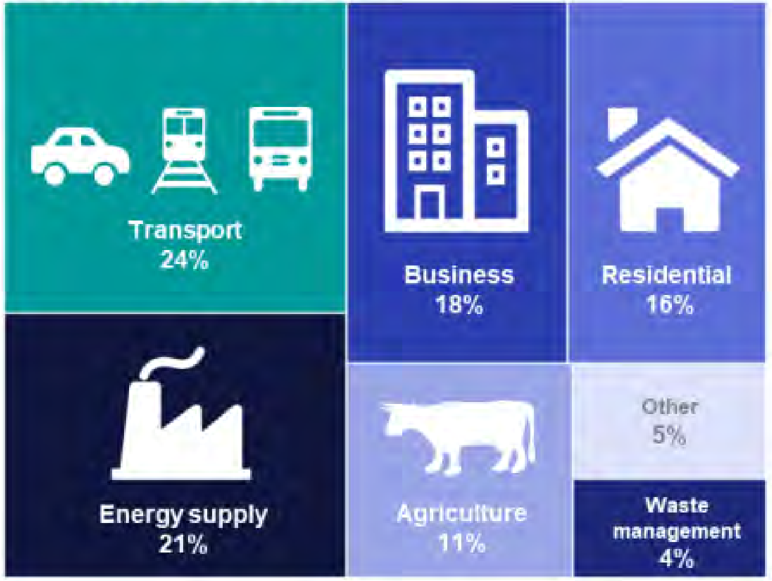
- Only 11% of businesses are measuring their Carbon footprint (9% for small businesses and 5% for micro businesses)

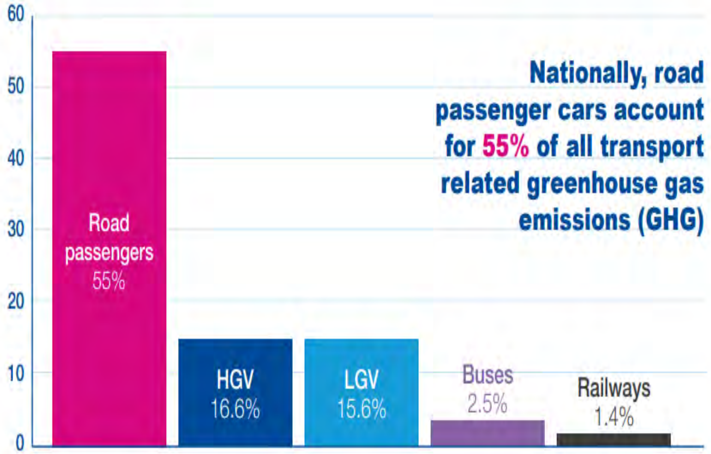
- Top 3 Barriers to taking action:
  - Cash flow
  - Competing priorities
  - Lack of knowledge/don't know what to

Businesses need support and help!

Transport emissions

Transport was the largest emitting sector in the UK in 2020, responsible for almost a quarter of emissions





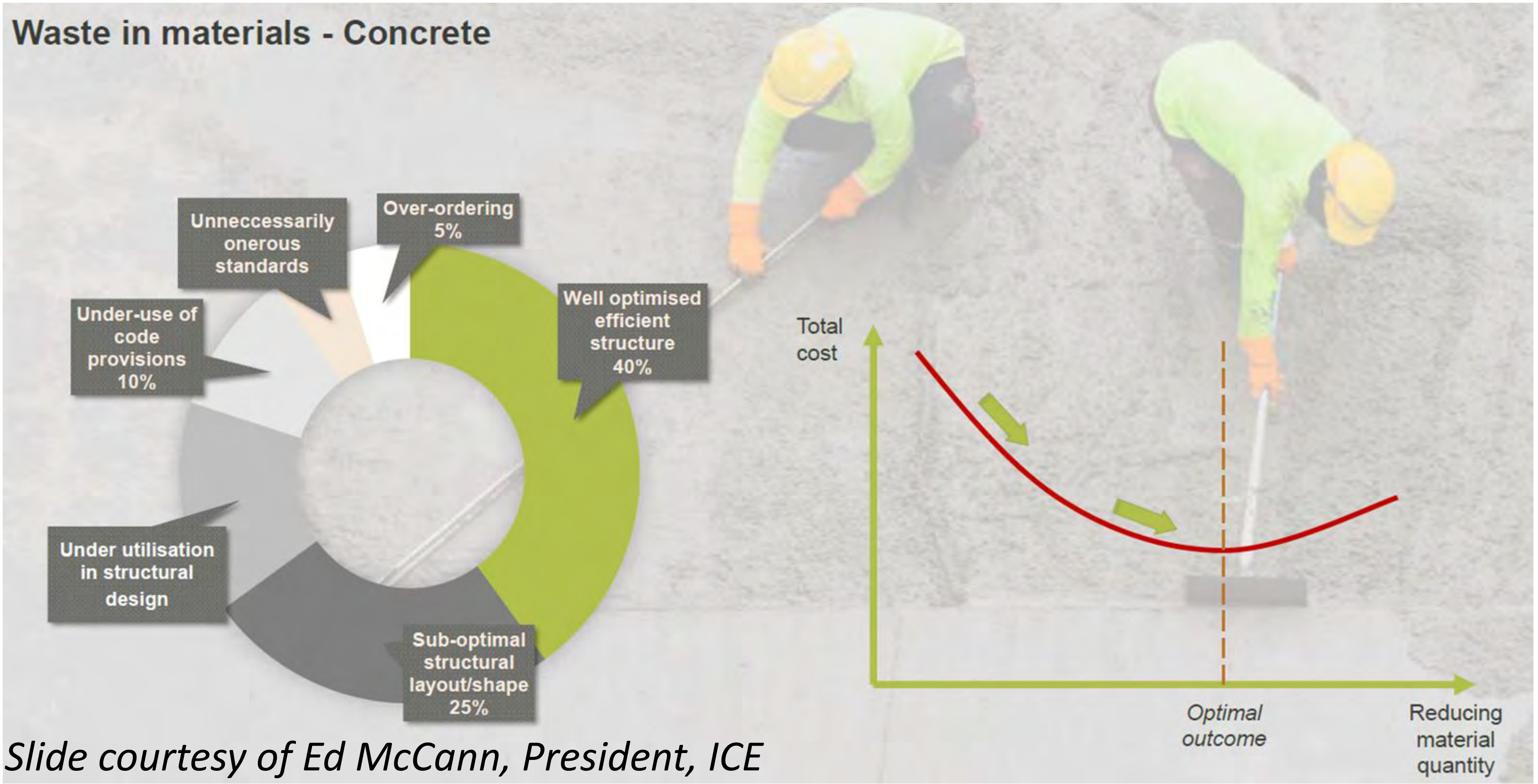
Nationally, road passenger cars account for 55% of all transport related greenhouse gas emissions (GHG)

National Greenhouse Gas Emissions (2018)

Transport is a **key area to focus on** - the No 1 source of emissions with passenger cars accounting for 55%

Transport, Business & Carbon

- Transport in business is an important source of carbon
  - But its not just the operating carbon costs



Waste in materials - Concrete

Slide courtesy of Ed McCann, President, ICE

Transport, Business & Carbon

- Investments and business change driver of transport behaviour
  - Confidence in supply to invest in electric and hydrogen fleets and innovative solutions
  - Cutting commuting through WFH - not always possible
  - Driving demand for public & active travel via staff incentives

- But requires clear leadership planning and investment from the state

BusinessWest

Partnerships

Office for
Low Emission
Vehicles

CYCLING
WORKS
BRISTOL

BRISTOL
GREEN
CAPITAL
PARTNERSHIP

North
Bristol
SusCom

BusinessWest

Private Sector Innovation

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HYDROGEN SOUTH WEST

THE BIG ISSUE EBIKES

Vertical Aerospace VX4

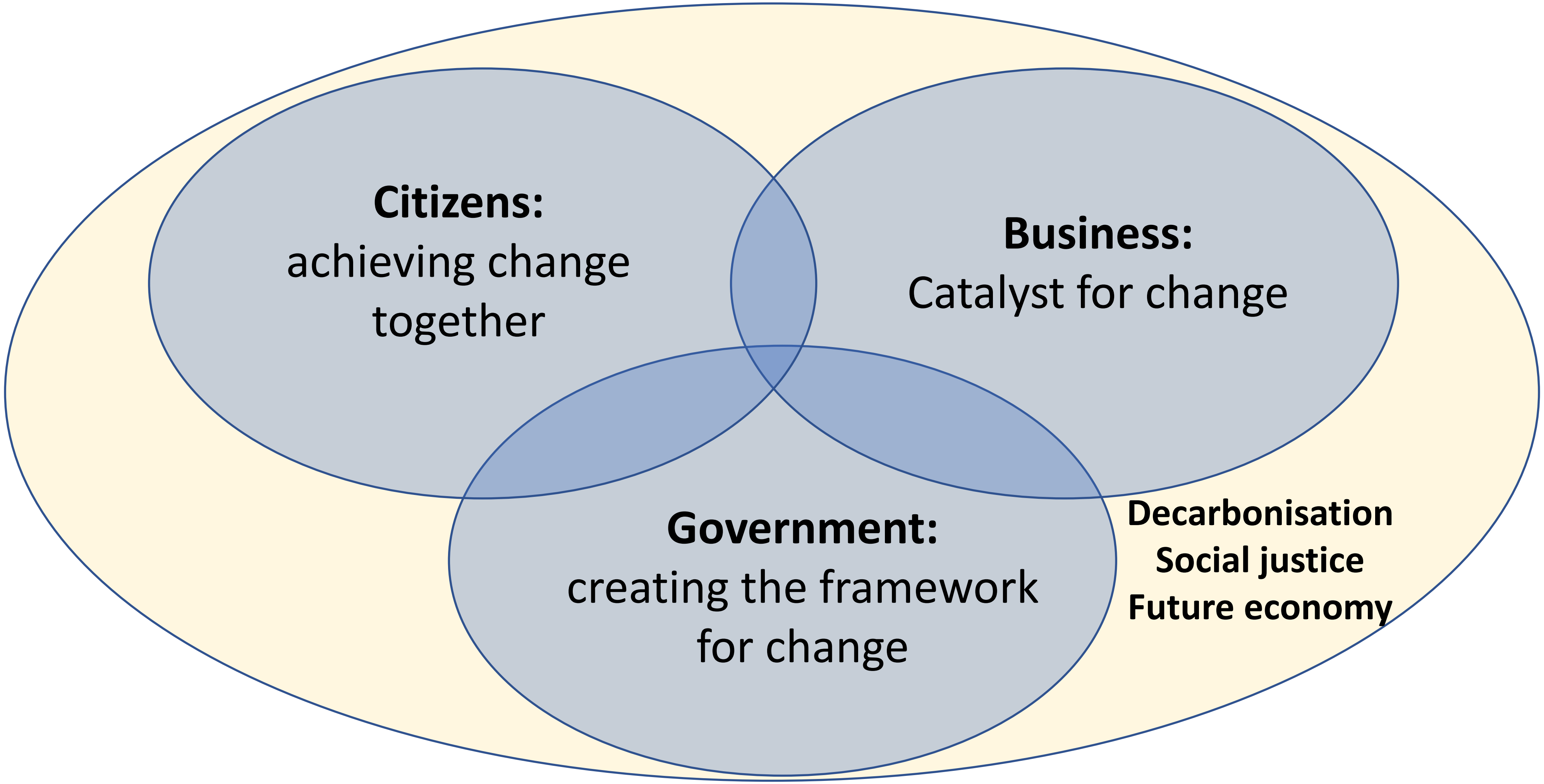
Business ask of public authorities

- Reliable economic and related energy strategies
- Spatial land use planning
- Sympathetic & functioning public transport networks & infrastructure
- Sticks/carrots from government for investment and behaviour change
- Incentives to reduce carbon in infrastructure design and construction

Business offer

- Business is able to take the long view
- Act as catalyst and broker
- Support difficult choices
- Drive behaviour change
- Take risks on innovative solutions

A final thought



Citizens:
achieving change together

Business:
Catalyst for change

Government:
creating the framework for change

Decarbonisation
Social justice
Future economy

Workshop Feedback

Tim Cheetham

Association for Public Service Excellence (APSE)

Journey to Net Zero

www.menti.com

Break

14:30 -14:50

Journey to
Net Zero

Please go to **www.menti.com** to:

- Submit your answers
- Make a pledge
- **Tell us your challenges and opportunities**

Send questions to our Q&A panel: ltp@gloucestershire.gov.uk

Gloucestershire Decarbonising Transport Forum 2022

Speakers Panel Q&A

Cllr David Gray
Cabinet Member Environment & Planning, Gloucestershire County Council (GCC)

Jason Torrance
Assistant Chief Executive, UK 100

Claire Haigh
CEO, Greener Transport Solutions

Melissa Goodacre
Infrastructure Strategy Team Leader, Oxfordshire County Council

Pete Wiggins
Outcome Manager, Sustainability, GCC

Julian Atkins
Countywide Climate Change Coordinator, Gloucestershire

Luisa Senft-Hayward
Transport Planning Team Manager, GCC

Cate James-Hodges & **Megan Land**
Gloucestershire Youth Climate Group

Phil Smith
Managing Director, Business West

Gloucestershire Decarbonising Transport Forum 2022

Next steps

- Forum slides and feedback analysis will be published online
- Ongoing dialogue
- Carbon Reduction Pathway early 2023

Contact

- Transport Planning Team ltp@gloucestershire.gov.uk
- Luisa Senft-Hayward luisa.senft-hayward@gloucestershire.gov.uk
- Peter Wiggins peter.wiggins@gloucestershire.gov.uk
- Julian Atkins julian.atkins@gloucester.gov.uk

Gloucestershire
COUNTY COUNCIL

Gloucestershire's Journey to Net Zero

Decarbonising Transport Forum July 2022

– Feedback Report –

Journey to
Net Zero

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Executive summary

1. **Introduction**

2. **Engagement activities and feedback**

   2.1 Summary of electronic engagement and workshop feedback

   2.2 Challenges and opportunities

3. **Summary of question-and-answer session**

4. **Conclusion**

Appendices

A. Agenda

B. Presentations (weblink)

C. List of organisations in attendance

D. Participation in electronic engagement

E. Workshop feedback notes (key messages)

F. Summary of question-and-answer session

Executive summary

In July 2022, Gloucestershire County Council (GCC) invited key stakeholders and experts to participate in a transport decarbonisation forum held at the Kingsholm Stadium in Gloucester with the aim of shaping Gloucestershire's 'Journey to Net Zero'. In total, 102 individuals attended, representing forty-five public, private and third sector groups across Gloucestershire.

Through a mixture of keynote speaker presentations, workshops and electronic engagement, the challenges, opportunities, and potential interventions to decarbonise Gloucestershire's transport system were discussed.

Participants felt that we need to make local town centres more attractive and accessible by walking and cycling and that we need to bring services closer to where people live in order to reduce and shorten journeys. New development was seen as providing opportunities to enable these ambitions but needs to be well planned and integrated with sustainable transport infrastructure and services.

Public transport, in particular buses, were seen as providing the highest potential to incentivise mode shift, followed by cycling. However, delegates across all workshops highlighted the need to improve the current public transport offer and to make cycling safer for this to be successful. A number of workshop groups also discussed demand management measures such as parking and 20mph speed limits.

The greatest need to change from petrol/diesel vehicles to electric vehicles was suggested to be for business rather than individual usage for electric vehicles. Delegates also voiced concerns about the cost of changing to electric vehicles and equity in access to transport in the future was seen as a concern, especially for young people.

When asked to prioritise, a clear preference was evident for prioritising better public transport, followed closely by better walking and cycling infrastructure. However, demand management measures and improved digital connectivity were also supported. Workshop discussions around the role of individuals were reflected in the high rating for the potential of 'behaviour change' to bring about the changes needed.

The most frequently named challenges to decarbonise the transport system were costs, funding, and the rural nature of Gloucestershire. The need for urgent action, the enthusiasm of the young for change and the desire for better health outcomes were most frequently named as opportunities.

The question-and-answer session demonstrated the strong interest in the topic of climate change and the strong feeling that urgent action is needed. There was a strong sense of the importance of involving young people in every aspect of decision making.

The discussions and feedback clearly implied the need for ongoing engagement and cooperation between all stakeholders if Gloucestershire wants to achieve its carbon reduction targets.

1. Introduction

In June 2019, Gloucestershire County Council (GCC) and all other Gloucestershire authorities each declared a climate emergency and GCC adopted a Climate Change Strategy setting out the following carbon reduction targets:

- The County Council's own operational emissions to be net zero by 2030;
- Emissions from all sources across the county to be net zero by 2050; and
- The county to work with partners to deliver an 80% reduction in emissions by 2030, relative to 2005.

In 2020, GCC strengthened its targets, committing to reaching net zero emissions from all sources across the county by 2045. This target is reflected in Gloucestershire's fourth Local Transport Plan (LTP), adopted in March 2021. The LTP also states that a Transport Carbon Reduction Pathway will be developed, setting out the interventions necessary to achieve this target.

GCC in partnership with UK100[1] held the Gloucestershire Decarbonising Transport Forum 2022 - Journey to Net Zero in July 2022. The forum's aim was to bring together key stakeholders and experts to discuss Gloucestershire's journey to net zero.

Keynote speakers presenting at the forum provided insight into the carbon pathway from a wide perspective, including the work being undertaken through Climate Leadership Gloucestershire[2], the lessons learnt from one of our neighbouring authorities (Oxfordshire), Gloucestershire businesses and young people's future outlook. **Appendix A** provides the forum agenda and **Appendix B** provides a link to all presentations held at the event.

In total 102 delegates from key stakeholder organisations across Gloucestershire attended, representing Gloucestershire County Council, UK100, Local Planning Authorities, National Highways, Network Rail, transport operators, different demographics in our communities including protected characteristic groups, and those representing environmental, education, health, employment, and training. A list of all organisations represented at the Forum is available in **Appendix C**.

---

[1] UK100 is a network of highly ambitious local government leaders, which seeks to devise and implement plans for the transition to clean energy that are ambitious, cost effective and take the public and business with them. GCC is an active member.

[2] Climate Leadership Gloucestershire (CLG) aims to raise the profile and level of action on climate change within Gloucestershire. By bringing together councils and other strategic partners, CLG will work together to develop solutions to tackle the climate emergency.

2. Engagement activities and feedback

Forum attendees were asked for their feedback through one-hour face-to-face workshops and electronic engagement.

Throughout the day, views were sought through an online interactive system, Mentimeter, using a short online survey to provide quantitative feedback. Participation in the electronic engagement was high with over 82.3% of the total participants at the forum contributing. There was a good spread of respondents across the various geographic and demographic groupings and with a total of 1,567 votes. There was a high degree of responses with an excellent level of interaction across the questions and polls.

The electronic feedback was used to start a discussion in the face-to-face workshops. These workshops were held in ten small groups, designed to hear the perspective of:

- Rural Gloucestershire: Forest of Dean and Cotswold district representatives (two groups)
- The role of Market Towns and villages: Tewkesbury and Stroud district representatives (two groups)
- Urban transport solutions: Cheltenham and Gloucester district representatives (two groups)
- Gloucestershire businesses (one group)
- Young people of Gloucestershire (one group)
- Gloucestershire community representatives (one group)
- Transport Operators (one group)

Workshop group sizes varied between six and eleven attendees per workshop group and each group was supported by a facilitator and a note taker. A detailed breakdown of participation in the workshops and the electronic engagement is provided in **Appendix D** and **Appendix E**.

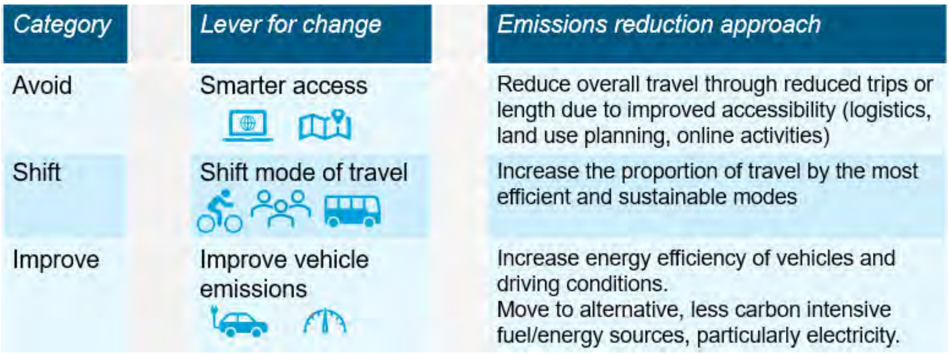
In the afternoon, a real-time interactive polling survey around challenges and opportunities provided dynamic feedback visualised as ‘word clouds’ (see chapter 2.2).

All engagement activities were hosted by the Association for Public Service Excellence (APSE), a not-for-profit local government body working with over 300 councils throughout the UK. APSE also provided an engagement feedback report, which informed the engagement summary in this report.

2.1 Summary of electronic engagement and workshop feedback

Workshop discussions and electronic engagement were focused on potential interventions to reduce transport carbon emissions, categorised under the headlines of **avoid, shift,** and **improve**, as set out in the table below. Participants were also asked about what they think should be the highest **priority** and how to make **change** happen.

Potential Interventions for Decarbonising Transport



Category	*Lever for change*	*Emissions reduction approach*
Avoid	Smarter access	Reduce overall travel through reduced trips or length due to improved accessibility (logistics, land use planning, online activities)
Shift	Shift mode of travel	Increase the proportion of travel by the most efficient and sustainable modes
Improve	Improve vehicle emissions	Increase energy efficiency of vehicles and driving conditions. Move to alternative, less carbon intensive fuel/energy sources, particularly electricity.

i. Avoid: How can we reduce the number, or the length of trips made?

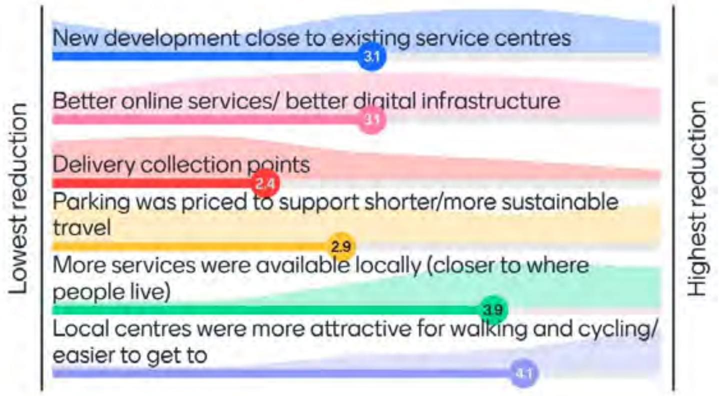
When stakeholders were asked to consider how we can reduce the number of trips made or reduce the length of trips, more local services (20-minute neighbourhoods) and good access to public transport was seen as a key priority in the workshops, along with broadband access and digitalisation, in particular in rural areas. Education providers and employers should consider whether more activities (lessons/ working) could take place remotely. However, delegates also pointed out the need to recognise that different jobs have different levels of ability to reduce transport demand and that different approaches are needed for different sectors of the economy, e.g., factory workers and waste collectors compared to office workers.

Another key discussion point was around new development and the need to make sure that this is in the right locations (close to public transport hubs) and provides access to the right mix of services and employment. Councils need to make sure that developer contributions contribute to the provision of sustainable travel options.

In rural areas in particular, key messages were around improved local services and development mix in the right location, and for longer journeys a need to shift modes of travel to a reliable and comfortable public transport network supported by demand-responsive services and improved active travel routes between large settlements and Market Towns.

Electronic engagement showed that participants felt that ‘making local centres more attractive for walking and cycling and easier to get to’ would result in the biggest reduction in trips and trip length (out of the options provided). This was closely followed by the need for services to be located closer to where people live. Allocating new development close to existing service centres, better online services, and pricing parking to support sustainable travel were also seen as important.

Survey graph 1: Which of the following would cause the biggest reduction in trips/trip length in your area (scores 1-5)?



ii. Shift: How do we get people to change their mode of transport?

When stakeholders were asked about potential interventions to incentivise a shift to more sustainable modes of transport, the need for excellent public transport provision came through clearly as the highest priority amongst all workshop groups. Better public transport was also seen as a key requirement to cater for the needs of an aging population, particularly in a rural context. This was often put in contrast to a perceived trend of decreasing quality in service provision. Suggestions for improvements were:

- High quality waiting areas and transport hubs (market towns)
- Better accessibility
- Make public transport safer (real & perceived) so that every population group feels comfortable using it
- Higher frequencies
- Better reliability (particularly in the urban context)
- Better access to information
- Better affordability
- Demand responsive services in rural areas

Young people in particular see affordable, reliable public transport and access to shared mobility as their key messages. Community groups pointed out the need to improve the confidence that transport outside of our own car is safe.

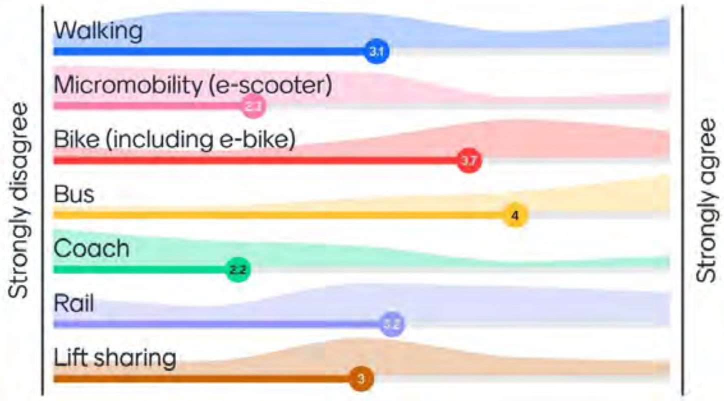
Cycle infrastructure was also mentioned as important and inter-settlement links for public transport and cycling were mentioned, especially in a rural context. Several workshop groups mentioned the need for cycle infrastructure to be safe and segregated from general traffic (preferable). Safety for walking and cycling was clearly a key consideration. 20mph speed limits and Low Traffic Neighbourhoods were seen as a way to improve safety and connect people better to local services, particularly in urban areas.

Schools and employers were seen as playing a key role in promoting sustainable transport modes through travel planning, e.g. subsidised tickets for employees. It was also suggested that access to shared vehicles or bike hire/share schemes would be beneficial.

Car parking management and pricing was seen as a potential lever to shift people to more sustainable transport modes by at least two workshop groups. Another group stated that any such measures would need to be accompanied by "carrot" measures, such as improved public transport, to make sure they are fair. Other attendees found that it was important to attract people out of the car (though a better public transport offer) rather than tell them what to do. The same group commented that the cost of public transport still seems too high in comparison to the car and that car parking charges needed to reflect that and could contribute to bus service provision.

In the electronic voting, buses were seen as the mode of transport with the highest potential to attract people, closely followed by cycling.

Survey graph 2: Which mode of transport has the highest potential to attract people away from the private car in your area (scores 1-5)?



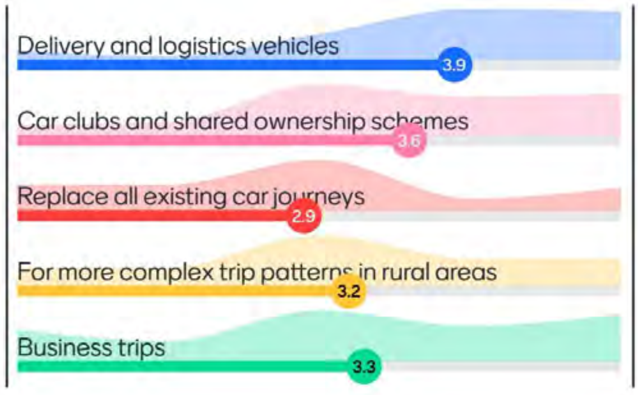
iii. Improve: How do we reduce emissions from vehicles?

Stakeholders felt that particularly the cost of purchasing and charging electric vehicles needs to be considered. Last mile delivery companies should switch to an electric fleet, but self-employed delivery drivers would need financial support.

One group commented that electric vehicles are not an entirely sustainable solution. It was suggested to move away from "owning cars" to a subscription service. This could be made affordable and easy through technology. Network efficiencies were also mentioned as a means to reduce emissions from vehicles.

Electronic engagement responses were dominated by a clear need for delivery and logistics vehicles in particular to change to electric, with the steer being towards focussing on institutional usage rather than individual usage for electric vehicles. Overall, electric vehicles were seen as a smaller part of the overall agenda. Public transport was strongly suggested as a missing option that should have been included.

Survey graph 3 (scores 1-5): What do you think the main role of electric vehicles should be?



iv. Priorities: What should we be our focus?

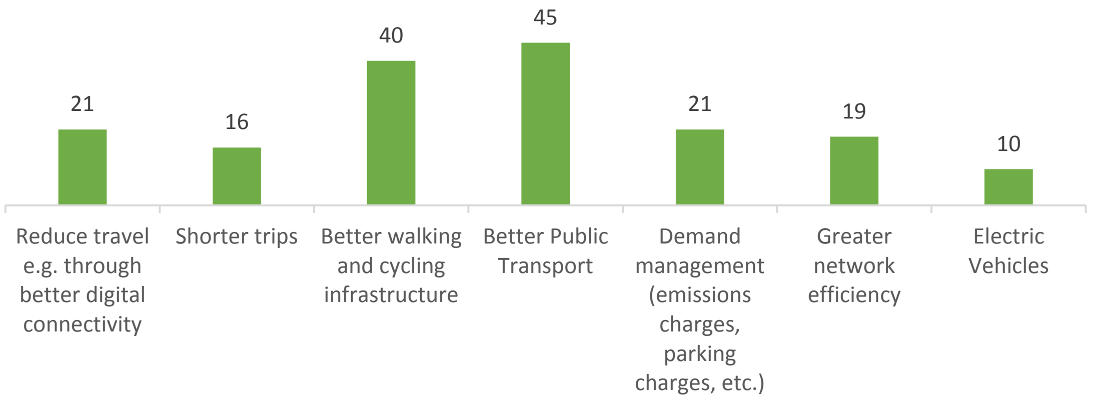
When stakeholders were asked to prioritise between types of interventions, workshop participants saw improvement and promotion of public transport services as the key priority. When asked to discuss further issues, time, frequency, comfort, safety, cost, promotion, subsidies, reliability, and ticketing were raised frequently regarding public transport. Rural representatives emphasised the need for public transport subsidy and equitable provision. Shared transport and cycling was also named as a priority and stakeholders emphasised the need for interventions to be local and community driven.

For walking and cycling infrastructure, investment and information were seen as key. Common themes were the importance of highlighting and somehow measuring and valuing added value, such as health and wellbeing.

One group pointed out the need to specifically targeted business travel, which accounts for greater carbon emissions than commuting.

Similarly, electronic engagement demonstrated a clear preference for prioritising better public transport, followed closely by better walking and cycling infrastructure .

Survey graph 4: Which of these should be a priority?



v. Change: What are the key factors that will enable change?

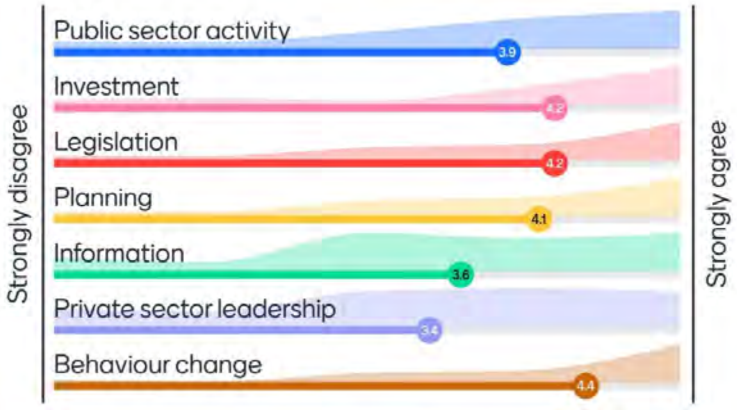
Stakeholders were asked to consider factors that would make change happen. Comments ranged from “do something radical” to “more central government support is needed.” People also thought that we need to move away from individual ownership of vehicles towards a more community and sharing approach.

It was felt that better data could improve the understanding of health benefits of active travel, which needs to be made safer and more attractive. We should also look to other authorities for lessons learnt.

Stakeholders commented that the public and private sectors both need to work together more closely. The solution needs to be not just public sector driven. That is to harness innovation of the private sector and to make sure private sector transport operators can work most efficiently. There was a feeling that a cultural change is needed to prioritise walking and cycling.

In the electronic engagement, all answers scored very highly, though ‘behaviour change’ scored marginally higher, which reflects further discussion in workshops around the role of individuals.

Survey graph 4: What are the most important factors that would make change happen (scores 1-5)?



2.2 Electronic feedback on challenges and opportunities

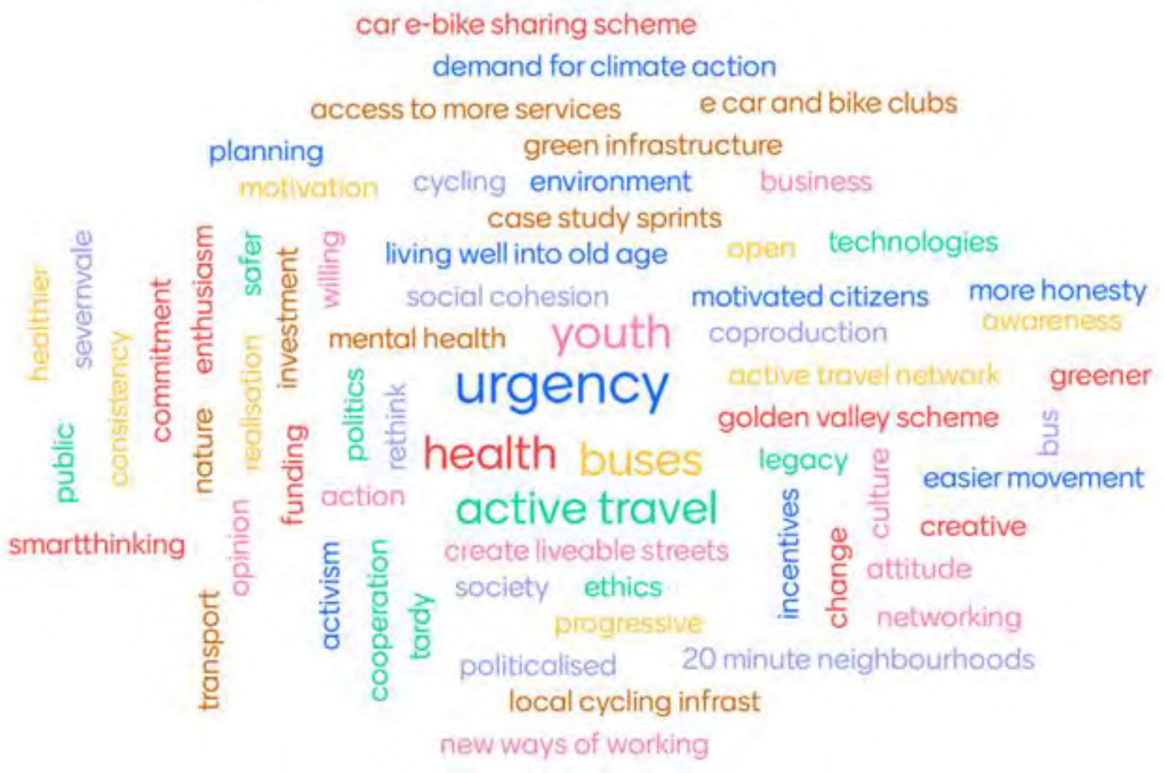
In the afternoon, participants were asked to sum up the opportunities and challenges to decarbonising transport by voting in a real-time polling event for their top three challenges/opportunities. The most voted for priority is represented in the largest lettering in a ‘word cloud.’

Words describing opportunities to decarbonise transport in Gloucestershire that received a high number of mentions include:

- Urgency;
- Youth;
- Health;
- Business; and
- Active travel.

The relative equal weighting of words with less mentions than these top five, suggests that further dialogue is needed to unpick the priorities beyond the obvious headline actions in terms of benefiting from opportunities.

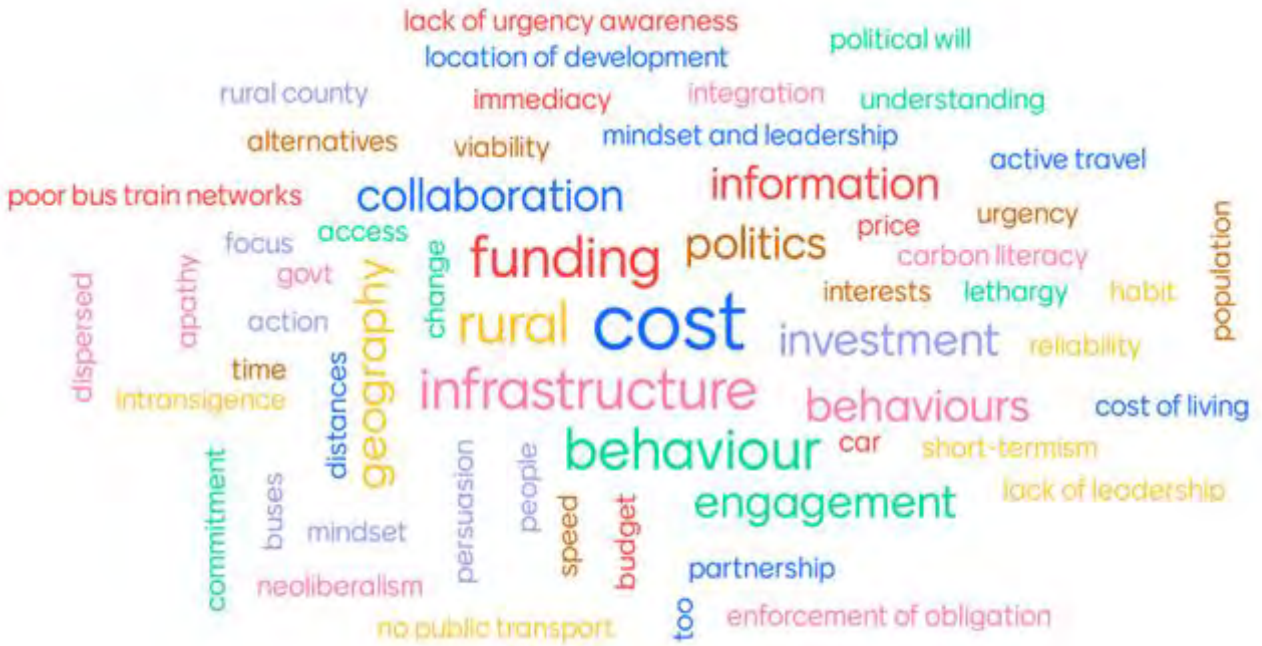
What three words sum up the opportunities we have to decarbonise our transport in Gloucestershire?



Words describing challenges to decarbonising transport in Gloucestershire that received a high number of mentions include:

- Cost;
- Funding;
- Rural;
- Infrastructure; and
- Behaviour.

What three words sum up the challenges we face to decarbonise our transport in Gloucestershire?



3. Summary of the question-and-answer (Q&A) session

The event finished with a Q&A session to the panel of the keynote speakers, representing both local and national perspectives, to share lessons learnt and their expertise on decarbonising transport. The session was hosted by Jason Torrance from UK100. The audience was a geographical mix of representatives from businesses and the community, education and training, district councils, national transport operators and transport providers, local interest groups, young people, and other protected characteristic groups.

The Q&A session participation was a mix of pre-submitted questions and open questions from the audience over a one-hour session. Plenty of questions were received and there was good sense of open and frank discussion around the varying topics of discussion raised. Both questions and answers are summarised in **Appendix F.** The topics ranged from how we can reach net zero to the rising costs of living and its impacts on travel, through to encouraging people to use public transport and support for an integrated transport network that includes tackling rural transport. Discussion included the topic of how national funding could provide more investment and certainty for businesses and lessons learnt from our neighbouring authority – Oxfordshire – and how we should involve our young people going forward.

4. Conclusion

Overall the transport decarbonisation forum seemed well received and participation was high, representing forty-five public, private and third sector organisations across Gloucestershire.

Support for sustainable transport measures was strong, however, stakeholders demonstrated recognition of the scale of the challenge. There was an understanding that Gloucestershire, like other authorities, will struggle to deliver on the commitment to carbon reduction within the confines of current funding, and will need to review how best to use existing infrastructure to best serve the movement of people and goods to grow investment in the county.

A number of cross-cutting themes on the potential interventions for reducing transport carbon emissions emerged during the varied discussions. These included issues of using a ‘carrot and stick’ approach to various elements of the behaviour change and demand management proposals.

Joined-up or partnership working also surfaced regularly in debate and discussion. Public and private partnership, developer and provider (both of transport and other services), and the varied services themselves were all repeatedly highlighted as areas where coordination was important.

The value of health and wellbeing in active travel, the economic benefits of reducing journeys and using public transport, the social benefits of strengthening localities and service placements etc., all featured in the discussions across various topics. Finding ways to measure, value and include these in policy making and especially evaluation were seen as areas where improvement could be made.

Issues around the importance of localities, particularly infrastructure development and planning, ran through discussions beyond the initial question where they are indicated above. Across the board there were issues related to these matters in comments on all questions.

There was, perhaps surprisingly, less differentiated responses across the geographic groups than may have been anticipated, with strong correlation on most matters and only a few individual issues identified.

The Q&A session demonstrated the strong interest in the topic of climate change and the strong feeling that urgent action is needed. There was a strong sense of the importance of involving young people in every aspect of decision making.

The discussions and feedback clearly implied the need for ongoing engagement and cooperation between all stakeholders if Gloucestershire wants to achieve its carbon reduction targets.

5. Appendices

Appendix A: Agenda

09:30 Welcome (Cllr David Gray, GCC Cabinet Member for Environment & Planning)

09:35 Decarbonising Transport – Local Power in Action (Jason Torrance, UK 100)

09:55 Pathways to Net Zero (Claire Haigh, Greener Transport Solutions)

10:15 Break

10:35 Local Transport & Connectivity Plan (Melissa Goodacre, Oxfordshire County Council)

10:55 Our Journey to Net Zero (Pete Wiggins, Julian Atkins &, Luisa Senft-Hayward, GCC)

11:25 Workshop: How do we reduce transport carbon emissions

12:40 Lunch

13:40 Gloucestershire Youth Climate Group (Cate James-Hodges & Megan Land)

13:55 Business Role in Decarbonising Transport (Phil Smith, Business West)

14:15 Workshop Feedback

14:30 Break & Electronic Engagement: Challenges and Opportunities

14:50 Speakers Panel Q&A

15:50 Next Steps & Closing Remarks

16:00 Close

Appendix B: Presentations (weblink)

All presentations are published online: https://www.gloucestershire.gov.uk/media/2116505/j2nz-decarbonising-transport-forum-gloucester-20220719.pdf

Appendix C: List of organisations in attendance

Councillors and officers from the following Local Authorities:

- Forest of Dean District Council
- Oxfordshire County Council (officers only)
- Gloucestershire County Council
- Cotswold District Council
- Stroud District Council
- Tewkesbury Borough Council
- Gloucester City Council
- Cheltenham Borough Council

Community organisations/organisations representing local interests:

- Cotswold AONB
- Cotswold Friends
- Association of Town and Parish Councils
- Young Gloucestershire
- Gloucestershire Youth Climate Group
- Climate Action Network
- Local Nature Partnership
- GARAS
- Community Rail partnership
- Sustrans

Organisations representing places of education:

- Royal Agricultural University
- Cheltenham Ladies College
- Gloucestershire College
- Hartpury University
- University of Gloucestershire
- Royal Agricultural University
- University of Bristol

Government departments or other public sector organisations:

- National Highways
- BEIS
- Department for Work and Pensions
- Gloucestershire Constabulary
- NHS
- UK100
- Public Health

Private sector organisations/organisations representing business:

- Creative sustainability
- Active Businesses
- Active Gloucestershire
- Business West
- Connected Kerb
- Edge Public Solutions
- Gfirst LEP
- UBICO
- Western Power
- Atkins

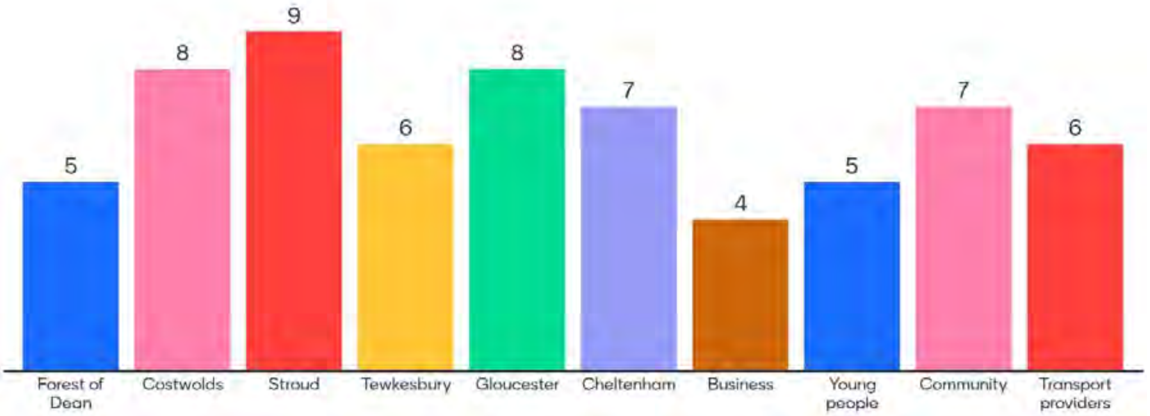
Transport Operators

- Pulhams Coaches
- Stagecoach
- Road Haulage Association

Appendix D: Participation in electronic engagement

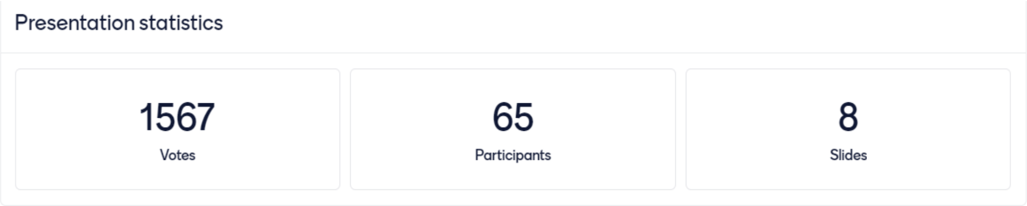
This interactive format of engagement allowed the forum participants to answer survey questions in a measurable and dynamic way. The group breakdown of Mentimeter responses is reflected below by themed group, (Stroud group generating the greatest responses and business group the least):

Responses to Interactive Online Survey – by themed group



This represents a good spread of respondents across the various geographic and demographic groupings. The total overall volume of online engagement responses is reflected in the presentation statics below, (1,567 votes by 65 participants). This represents a high degree of responses with an excellent level of interaction across the questions and polls.

Overall Interactive Engagement Response (includes survey/polls)



Presentation statistics

1567
Votes

65
Participants

8
Slides

Appendix E: Summary of workshop feedback notes

Attendance at workshops was broken down as follows: a total of seventy-nine attendees supported by facilitators spread across the ten groups as per the table below:

Decarbonising Transport Forum – participants by themed group

Themed Group	Participants
Forest of Dean	8
Cotswold	8
Stroud	9
Tewkesbury	7
Gloucester	6
Cheltenham	6
Business	11
Youth	8
Community	8
Transport Providers	9

All engagement activities were hosted by APSE who also provided the following key messages from the workshop groups which were later classified under the discussion headings.

Key Messages (classified under headings):

Avoid

- Need to decentralise services (e.g., health, education) where possible
- Role of new development getting the right mix and location
- Need efficient digital connectivity everywhere – both mobile and broadband to allow people to access services including transport digitally
- Development; avoid new development located and designed in ways which are high carbon generators
- More local services and business hubs in existing and new development.
- Accessible local services, e.g., housing next to schools
- Improved local services
- 20-minute neighbourhood zones
- Low Traffic Neighbourhood
- Rethink working / school and college practices based on learning form the pandemic, do we need to travel to travel to school/work and how much of these practices need to be face to face?
- To build on the value of homeworking in avoiding journeys by ensuring good digital infrastructure
- New development needs to be in the right locations, we can't retrofit public transport provision
- New development offers a sweet spot of opportunity where people may review how they travel, this needs to be marketed by developers

Shift

- Need excellent public transport provision, in a time where provision and quality of services is decreasing
- Comfortable bus waiting areas and Market Town Transport Hubs
- Larger settlements need to be connected by public transport & attractive traffic free cycleways
- Opportunities to access all modes
- Make car journeys less convenient and attractive
- Increased fuel prices and incentivising sustainable modes
- Increase demand responsive travel and image of buses

- Integrated Transport all modes
- Demand based public transport
- Safer walking and cycling – real and perceived
- Review price of parking
- Frequency and reliability of buses
- 20mph speed limit
- Better access to information, better access to ebikes and shared vehicles
- More cycling schemes; Share, Hire, Cycle to Work, School bike training and other types of schemes.
- Better interaction between public transport and cycling infrastructure
- We need to attract people out of the car, rather than tell them what to do
- Bus services frequency in rural areas - needs more investment
- Bus service reliability in urban areas due to congestion, makes for expensive and slow bus services
- Need for a positive vision of how your live could be if using public transport
- Cost of public transport still seem too high in comparison to the car
- Car parking charges need to reflect PT fares; however, town and city centres are competing with out-of-town locations for shopping where parking is free

Improve
- Speed limits: all roads – 20mph urban areas and reduced on motorways
- Network efficiency
- Concerned about the cost and use of electric vehicles of all kinds
- EVs will mean we potentially will need to reduce vehicle journeys overall due to availability of charging, it will be not just a simple switch from ICE vehicles to EVs.
- Discussion on the high value of used EVs as opposed to a perception that post 2030 used ICE vehicles having little value - this is impacting on fleet decisions for the public sector, where the model includes the end-of-life value

Priorities
- Improve promotion of existing bus and community transport services – which may be present but poorly understood
- Reduced car business trips – as these generate the greatest level of emissions overall in the Cotswolds
- Planning for increasing needs of an ageing population
- Establish agreement frameworks which ensure carbon, social, environmental, economic impacts are all under the umbrella of quantifiably reduce carbon
- Single multi-operator public transport ticket across all modes
- Public transport subsidies
- Solutions need to be local and community driven
- Bus frequencies are key – more investment is needed
- For the demand responsive transport (DRT) to work, you still need an attractive bus service network
- Car parking should contribute to bus services provision
- Reliably of public transport is very important

Change
- Speed up carbon evaluation policy and make decisions based on carbon as the priority, whether it's services, development, infrastructure
- Cross-sectoral working needs collaboration to reduce carbon
- Culture change - need to prioritise pedestrians and cyclists
- Behaviour change - attitudes and peoples buy-in and long-term cultural change to sustainable travel
- Public health priorities focus around co-benefits of carbon reduction
- Place making at the centre for change
- Recognition that rural transport needs subsidy

- Scale and consistency of support from government policy is needed to make the changes at pace
- Move away from individual ownership of vehicles to a community shared vehicle approach
- Robust data analysis to inform decisions, including wellbeing benefits of active travel.
- Make active transport (mostly cycling) corridors safer and more attractive to encourage higher usage
- Recognising that different jobs have different levels of ability to reduce transport demand, we need different approaches for different sectors of the economy e.g., factory workers and waste collectors compared to office worker
- Do something radical – we're in an emergency!
- Learning from other urban areas: e.g., Bath, Nottingham, Oxford, Amsterdam, Ghent, Budapest, Belfast
- Public and private sector needs to work together more closely - the solution is not just public sector driven but harness private sector innovation so transport operators can work most efficiently

Appendix F: Summary of question-and-answer session

With rising fuel and energy costs, how can we help people to save money and save carbon?
We need behaviour change towards car ownership and to move towards shared use models such as car clubs. GCC's role is providing people with the opportunity to avoid using cars by pursuing policies particularly around active travel, examples are mass transit and cycle infrastructure, and Gloucestershire is now delivering the cycle spine corridor scheme. Gloucestershire are soon to launch rural demand responsive transport in two pilot areas in the Forest of Dean and North Cotswolds to ensure affordable accessibility in areas currently with poor public transport access.

How can we encourage people to use a wider public transport system?
Information is key and a holistic transport offer is needed with multi-operator ticketing options being available. Inter-urban connectivity complimented by integrated transport hubs combining bikes and electric vehicle car clubs and flexible travel options with the public transport network also need to be explored.

What are the quick wins? What is the one priority for each member of the panel?
The quick wins when it comes to reducing transport carbon emissions is firstly reduce making those unnecessary journeys and GCC can help where necessary trips are needed to be made to help us plan our journeys. Hybrid working from our homes is a quick win. The extension of free school travel up to 18yrs for young people would avoid additional car trips. For businesses it is reliability regarding accredited carbon offsetting on a national basis.

What lessons learnt can we take from Oxfordshire?

Oxford is driving forward radical core schemes related to workplace parking levy and zero emission zone and these schemes are not easy to achieve, and our politicians, local people and businesses want to see more of such schemes. Oxfordshire market towns are learning from the Oxford example.

With 41% of the population of the UK having less than one month's finances in savings, and one of the number one motivators for people to do something is via their pocketbook, are we being naive to overlook the cost to the consumer? How are you going to tell those stories about a healthy future rather than an expensive present?

In Oxfordshire we are looking holistically at the long-term benefits and taking a more structured approach on how we fund things, as Local Authorities are under enormous financial pressures. The majority of young people will not be able to afford to invest in electric vehicles, so public transport will be crucial, and the cost of public transport journeys is a major factor for our young people as we want to be able to use the existing public transport that is available now and in the future, so how about extending free bus passes to young people, something that should be raised nationally.

What one thing could central government stop doing to support sustainable travel and local councils?
Central government funding timeframes and how we structure planning for the next 30-50 years were seen as a block to supporting investment in sustainable travel. For businesses the uncertainty of investment is their biggest issue, they want to see more public/private partnerships. Young people's voices need to be heard, so stop marginalising their views and include them in all areas of discussions.

How can we encourage rail travel?

There is a need post-pandemic to tackle the remaining fear factor with regard to using rail and the final approach to rail stations/destinations, so that the last mile, for personal safety and walkability, is crucial.

How do we decarbonise rural transport?

Local Cycling and Walking Infrastructure Plans in Gloucestershire rollout across the county will help bridge the gap to our more rural communities to offer a more comprehensive transport offer.

What are the enablers to reach net zero?

From the audience there was a clarification that net zero for 2045 or 2050 was an ongoing target beyond those years, which the older generation will have to pass onto the younger generations to come. Young people felt their voices needed to be heard in all aspects of decision making with appropriate support and guidance.

Appendix C Mobility as a Service (MaaS) – Solent example

Solent Transport

The Solent Transport

Future Transport Zone

The future of your travel across Portsmouth, Southampton, South Hampshire and the Isle of Wight

Spring/Summer 2022

Hampshire County Council
SOUTHAMPTON CITY COUNCIL
Portsmouth CITY COUNCIL
ISLE of WIGHT COUNCIL

Click on the topics below to jump straight to a page that interests you most

Contents

- What is the Solent Future Transport Zone (FTZ)?
- What area does the FTZ cover?
- Who runs the Solent FTZ?
- What difference will the Solent FTZ make to me?
- Breeze – the new transport and travel super app
- Bike/e-bike hire
- Direct Demand Responsive Transport (DDRT)
- E-Scooter trials
- Using drones for medical deliveries
- Macro Consolidation
- Micro Consolidation
- Key Trip Generators (previously Lift Share)
- Mobility Credits
- Mobility Hubs
- Solent Go
- Get in touch

What is a Future Transport Zone (FTZ)?

The Solent Future Transport Zone (Solent FTZ) is one of four areas across the UK chosen and funded by the Department for Transport (DfT) to trial new and better ways of providing public transport and logistics. The aim is to help make journeys easier, smarter and greener for everyone.

The Solent FTZ has been awarded £28.8m from the DfT to run a range of innovative tests and trials over the next few years. Throughout these trials we'll be working with transport experts and local organisations like councils, hospitals, transport operators, businesses and universities.

As these tests and trials take place, we'll carry out research, collect data and feedback to understand how much these innovations are improving local transport options and the way people travel. This will help find better ways for people and goods to travel around the Solent region.

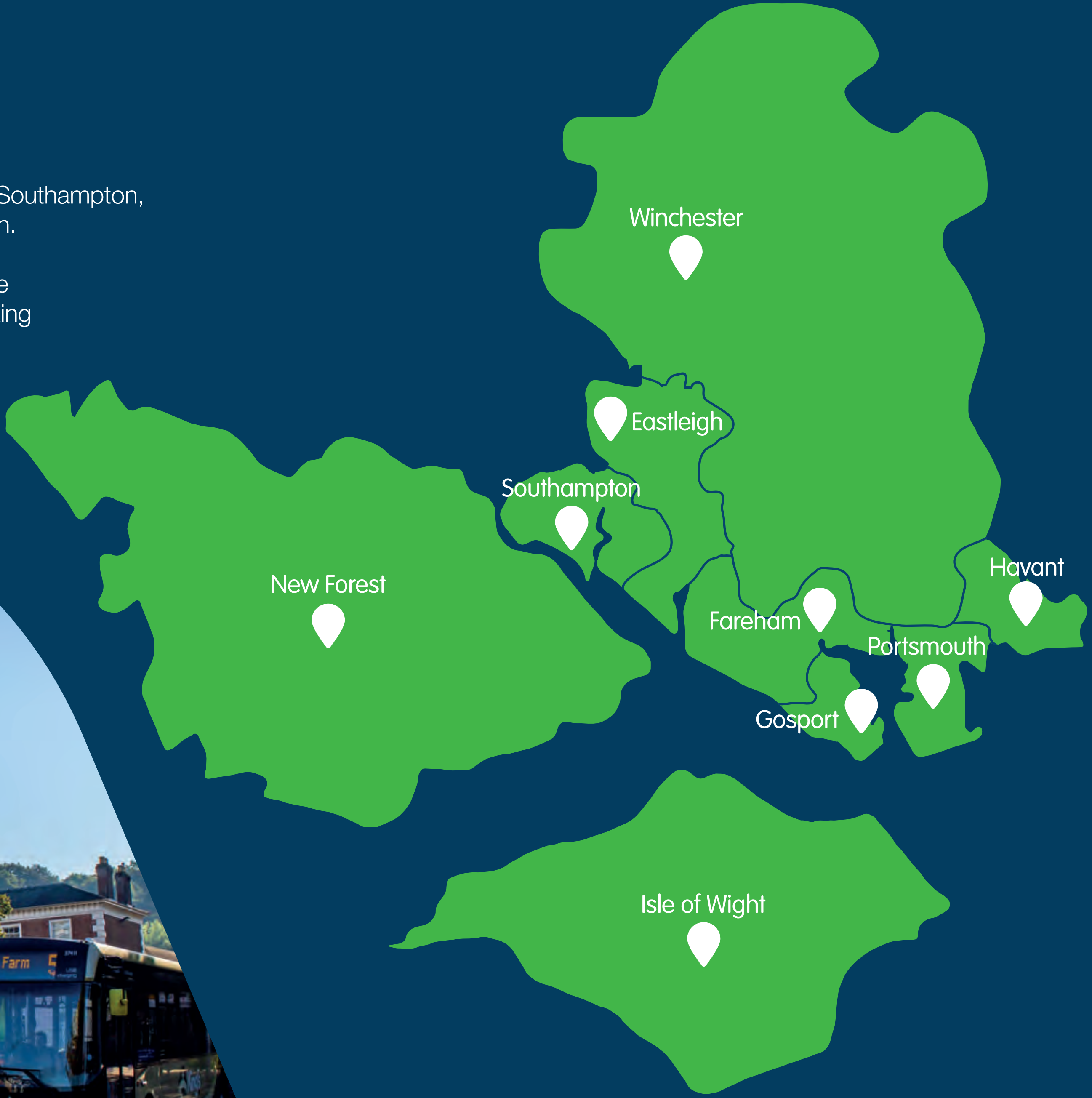
This report gives you the latest updates for each of the projects. Use the contents page to jump to the ones that interest you most.

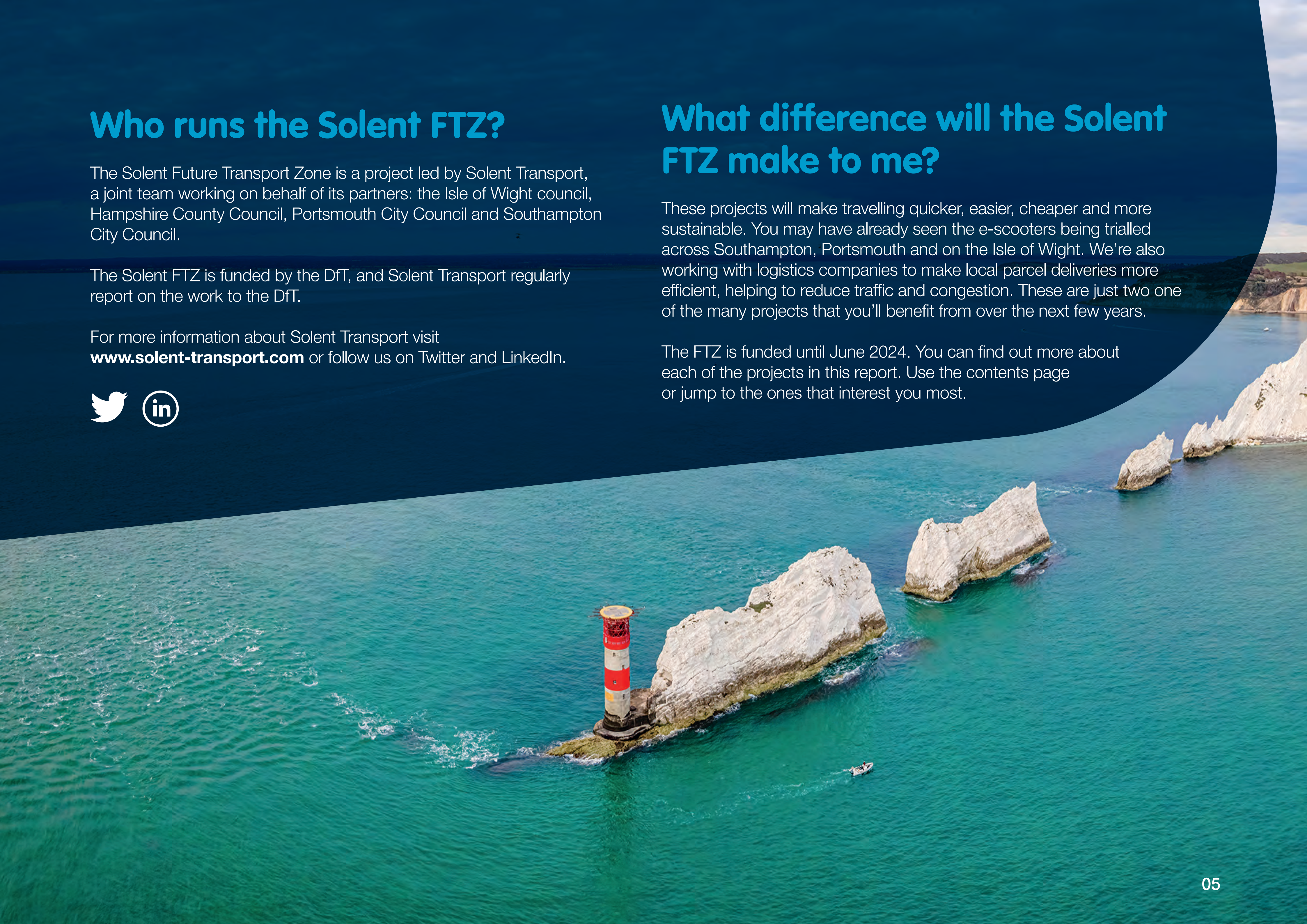
What area does the work of the FTZ cover?

The map shows the area the FTZ covers: Portsmouth to Southampton, Winchester to the Isle of Wight, and everything in between.

Some of the projects are focused on the busiest areas like Portsmouth and Southampton. However, the FTZ is working closely with bus and train companies across the whole region so those outside the highlighted area will also benefit.

Badger Farm 5
FIRED EARTH
King's city
YX65 PYF


Winchester
Eastleigh
Southampton
New Forest
Fareham
Havant
Portsmouth
Gosport
Isle of Wight



Who runs the Solent FTZ?

The Solent Future Transport Zone is a project led by Solent Transport, a joint team working on behalf of its partners: the Isle of Wight council, Hampshire County Council, Portsmouth City Council and Southampton City Council.

The Solent FTZ is funded by the DfT, and Solent Transport regularly report on the work to the DfT.

For more information about Solent Transport visit **www.solent-transport.com** or follow us on Twitter and LinkedIn.

What difference will the Solent FTZ make to me?

These projects will make travelling quicker, easier, cheaper and more sustainable. You may have already seen the e-scooters being trialled across Southampton, Portsmouth and on the Isle of Wight. We're also working with logistics companies to make local parcel deliveries more efficient, helping to reduce traffic and congestion. These are just two one of the many projects that you'll benefit from over the next few years.

The FTZ is funded until June 2024. You can find out more about each of the projects in this report. Use the contents page or jump to the ones that interest you most.

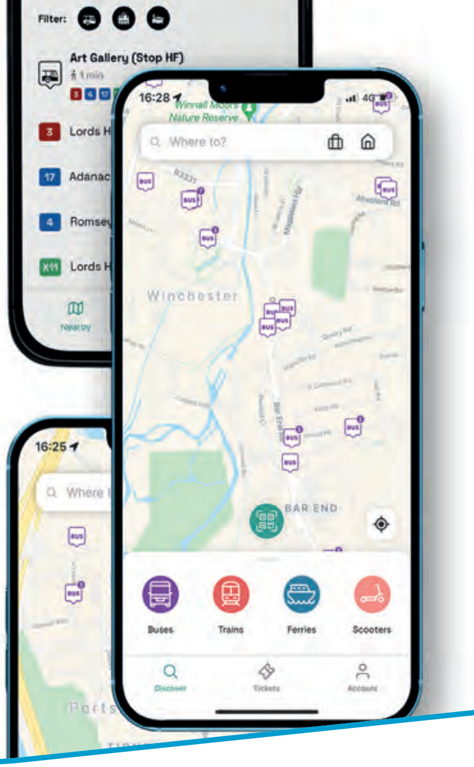
Breeze

(Transport and travel super app)

A new travel super app called Breeze is being developed for the Solent region. It's a revolutionary new way to plan, book and pay for your journeys across all transport types including buses, trains, cycling, walking routes, driving, car clubs, e-scooters and much more.

Breeze makes it possible to travel around the Solent region using just one app. It will be possible to rent e-scooters, buy and scan tickets for trains, buses or ferries, and even rent cars from car clubs.

Breeze will be available to download from the Apple and Google Play stores. The app is being developed by experts, Trafi and Unicard.



Latest updates:

- More than 14 mobility providers are being added to the app.
- We have secured a licence and accreditation from the Rail Delivery Group to retail rail tickets.
- A beta version is being tested and has been downloaded nearly 1,000 times.
- The Breeze brand is trademarked and a wide range of materials have been created to promote and explain the app.
- The universities of Portsmouth and Southampton have been carrying out cutting-edge research into the benefits and opportunities this concept creates.

Next steps:

- A wider public trial and full launch of the Breeze app. Look out for the Breeze website, social media channels and more.
- Work with local mobility providers to add more transport options into Breeze.
- Speak with businesses, residents' groups, employers and others to promote the app and develop new features that will provide real value to organisations and their employees.

Benefits:

- You can do everything in one app – no need for multiple travel apps anymore
- Breeze helps you to find the quickest, cheapest or greenest route for your trip and discover new ways to travel.
- Access to the bike share scheme that is planned to start in autumn 2022.

For more information about Breeze please contact **enquiries@solent-transport.com**

Bike/e-bike hire

We're designing a new bike hire scheme to be trialled in the Solent region. A range of pedal bikes, e-bikes, cargo bikes and assisted bikes will be available to hire at designated parking zones across Portsmouth, Southampton and the Isle of Wight. You will be able to hire them using the Breeze app.

The bikes will be fully insured. It is recommended to wear a safety helmet when using the bikes.

Latest updates:

- Bike scheme has been approved by three councils: the Isle of Wight, Portsmouth City and Southampton City councils.
- Beryl chosen as the company that will be supplying the bikes, starting with an initial pool of bikes and building up to a fleet of over 1000 across the Solent region by spring next year. The number of bikes will be increased in phases as the location of parking racks and bays are agreed.
- Once the scheme is fully rolled out, We aim to ensure that 90% of the population in the operating area will live within a five-minute walk of a hire bike.
- Beryl averages 95% parking compliance across all its UK schemes.

Next steps:

- Decide where parking bays will be located.
- Initial launch in autumn 2022.
- Give you access to the bikes through the Breeze app.
- Study how popular the bikes are and where they are being used.
- Use our ride analysis to understand where to put new racks and how to improve the service.

Benefits:

- A fun and sustainable way to travel – simply hop on a bike for short journeys or take an e-bike for longer ones.
- Easy to access, easy to ride and available in the Breeze super app.
- Option for both push and e-bikes, as well as cargo bikes and assisted bikes for those who need them.
- Secure parking places close to where you live and work.

For more information on cycle/e-bike hire please contact **enquiries@solent-transport.com**

Direct Demand Responsive Transport (DDRT)

Career Opportunities at www.scagroup.co
www.eaveswaytravel.c
023 8022 2289
Southampton Dial-a-Ride
scatransport

DDRT is a flexible method of public transport that involves picking up and dropping off people on demand. The route will change throughout the day depending on where bookings are coming from. Often this happens just a few minutes in advance. This differs from traditional buses which have a fixed route and run to a fixed timetable and could provide a better and more affordable service during off-peak travel times.

Latest updates:

- COVID-19 has changed how people use public transport. The project has been reviewed and updated since the pandemic to account for this.
- Approval of changes by the FTZ board at the start of 2022.
- Working with two existing community transport providers to run a pilot project: Southampton Dial-A-Ride and FYT Bus on the Isle of Wight.
- Appointed a new project manager
- Procured the consultancy Integrated Transport Planning Ltd to give technical advice across the project.

Next steps:

- Procure a back-office system which will make it possible to add the two community transport providers for the pilot project.
- Review the success of the pilot project.
- If the trial is successful, we'll expand and run some more trials in Portsmouth and elsewhere in Hampshire. We'll also look to add more vehicles and transport operators.

Benefits:

- You can book transport through Breeze exactly when you need it rather than waiting on a timetable.
- See real-time information about pick-up times and locations.
- Fewer people using cars so there is less traffic congestion and reduced CO2 emissions.
- More transport options for older people and those with mobility issues.
- DDRT improves connectivity in rural areas.

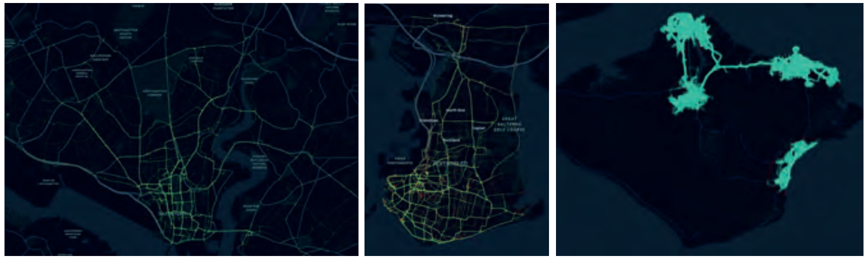
For more information on DDRT please contact **enquiries@solent-transport.com**

E-scooter trials

Three trials of rental e-scooters continue to run successfully on the Isle of Wight, in Portsmouth and in Southampton. E-scooters have been on the Isle of Wight since November 2020 and in Portsmouth and Southampton since March 2021. Currently there are:

- **150 e-scooters on the Isle of Wight**
- **750 available in Portsmouth**
- **1250 in Southampton.**

These maps show where people have been riding the scooters so far.



Scroll down to find out the latest stats, like how many people are using the scooters, how many have chosen to scoot instead of drive and how much CO2 has been saved so far.

Latest updates:

- All three trial areas have been extended until November 2022.
- More parking racks have been installed in Portsmouth meaning you're never far from a place to pick up or drop off an e-scooter.
- New virtual parking bays added in Southampton.
- A research study on the trials has helped to improve incident reporting and safety.

E-scooter information:

- Currently it is still illegal to ride a private e-scooter on any public land including the road and pavement. Only rental e-scooters provided by the operators in the Solent (Voi or Beryl) should be used.
- You must have a provisional or full driving licence to hire an e-scooter.
- Riders must follow the rules of the road.
- E-scooters are limited to 12.5mph.
- Rental e-scooters can only be parked in specific bays provided by Voi or Beryl. This helps keep the streets tidy and avoid blocked pavements.

Next steps:

- Consider further extensions to the trials beyond November 2022, as the DfT has recently allowed trials to continue until May 2024
- Give you access to e-scooters through Breeze – the new super app for the Solent region, launching later this year.
- Collect more feedback from local residents and councils about the e-scooter trials.
- Share research with the DfT to help shape e-scooter legislation.

Benefits:

E-scooters offer a new, greener way of getting around your local area. You can see some of the latest findings on the next page.

- Leave the car at home for short trips. Over 40% of trips on the e-scooter trials in the Solent region have replaced car trips.
- Easy to register and ride using the apps.
- Quick, easy and fun to use.
- Available near rail stations, universities, hospitals and shopping centres so you can use them for your everyday journeys.
- Discounts for NHS workers, students and those on low incomes.

E-scooter trials key facts

A full e-scooter fact sheet has been created and is available at **here**

283k
(40%)
of e-scooter trips replaced car/taxi trips

2.4M km
Total distance travelled across all schemes

17.5 minutes
Average trip time

700k
e-scooter trips

2/3
of riders identify as male

1/3
of riders identify as female

2.3
Average rides per e-scooter per day

3.6km
Average distance travelled per trip

48k
Registered users

126 tonnes
of CO_2 equivalent saved

70%
of trial riders are under 35

Using drones for medical deliveries

#THANKYOUNHS
NHS
UK SPACE AGENCY
RAINBOW 1

This project is designed to test how medical items, like urgent test results or life-saving medicines, might be delivered by drone to remote parts of the country more quickly.

We'll be developing and testing the systems needed to carry out drone deliveries, as well as testing which types of drones are best suited for medical deliveries. We're also looking at product safety, packaging and how logistics could be affected.

Latest updates:

- Completed a test flight from Thorney Island to St Mary's hospital on the Isle of Wight, carrying prescription medication.
- The flight tested the stability of the medication and the method of flying a drone out of sight of the pilot.
- Drones come in two main types: 'fixed wing' (aeroplane style) and 'vertical take-off and land' (helicopter style). Working with organisations including the Isle of Wight NHS Trust, the University of Southampton and commercial partners, both types of drone have been involved in the testing.
- Currently, a single drone needs its own airspace to fly safely. We are developing airspace to enable multiple drones to fly in the same airspace. The team have been testing this approach at a large testing centre in North Wales.

Next steps:

- Apply what is learnt from the test in Wales to see what is possible in the Solent region and will test multiple drones of different types.
- Use the information collected from the drone trials to help shape changes in the regulation of airspace to allow more flexible use of drones in future.

Benefits:

- Using drones could reduce the time it takes to make deliveries to the Isle of Wight by 75%.
- This will help improve the level of care the NHS provides to people in the Solent region.
- Hospitals can get test results and give vital medicine to patients more quickly which, ultimately, saves lives.
- Moving some NHS logistics off the road and into the sky could help reduce congestion and improve air quality.
- Long-term, the development of local skills and knowledge in this area should enable the Solent Region to be a centre of excellence in the rapidly developing drone sector.