

Jan Smallacombe

From: Gemma Bristow <Gemma.Bristow@swdevon.gov.uk>
Sent: 20 June 2023 13:36
To: Gemma Bristow
Cc: Corra Boushel; Chris Brook; Adam Williams; Chris Shears
Subject: Cycling and walking behaviour change project - your help needed

Dear Borough/District Councillor, Town and Parish Council Clerk,

As some of you will now be aware we currently underway on an exciting new piece of work on cycling and walking. We have appointed active travel consultants Phil Jones Associates together with Cycling UK to deliver this work, which is being funded from the UK Shared Prosperity Fund. This project is due to conclude at the end of this year.

The project has two halves that will come together to recommend a series of prioritised infrastructure measures geared around the key population centres and additionally behaviour change initiatives across the Borough/District. This email relates to the behaviour change side of this work.

Cycling UK are our consultants appointed to lead on the behaviour change side of the work. The project includes a public survey (link below) with follow up in-depth interviews and attending events to identify the most effective initiatives to help people to make more short journeys on foot or wheels.

Cycling UK have asked if you can help us to share this survey widely <https://www.surveymonkey.co.uk/r/DevonTravel> e.g. Facebook groups, community newsletters etc. The survey will be open until mid-July. They have provided some supporting text that could be used to share this survey (at the bottom of this email).

Cycling UK are also looking for organisations to interview (online, 30-45 mins) that can highlight the views of less heard voices in the area, their experiences and barriers to walking, wheeling (mobility scooters or wheelchairs) and cycling. They have an initial set of contacts for organisations representing disabled people, but your suggestions of contacts for groups to cover the following themes would be very helpful:

- People experiencing poverty
- Women (any age category)
- Younger people (aged 16-25)

If you have any questions on this side of the project please get in touch with Corra Boushel from Cycling UK (cc'd) or myself.

Many thanks
Gemma

Suggested text for promotion (feel free to adapt):

What stops you from running errands, seeing friends and getting around in easy and convenient ways? What makes it easy or difficult to walk, wheel (mobility scooters or wheelchairs) or cycle around in your area?

We want to hear from people in South Hams and West Devon. Your local councils are working on a project to improve the area for local people to get about, please let us know: <https://www.surveymonkey.co.uk/r/DevonTravel>

Gemma Bristow | Active Travel & Digital Connectivity lead
Monday to Thursday

South Hams District Council | West Devon Borough Council



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