



Active and low carbon travel

a transport vision for Yeovil

for
Department of Health South West

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Summary - Active and low carbon travel

A transport vision for Yeovil

This report presents a radical and challenging new departure for integrated transport planning. It presents a sustained programme of active and low carbon transport investment directed at a single town in the south west; Yeovil. The report shows how such investment can provide a very high ratio of benefit to cost - benefit distributed across a range of current national and local sectoral policy commitments, including climate change, public health, economic development, transport, social inclusion, biodiversity and the environment.

Delivering change

The premise for this initiative is that in order to overcome resistance to change, there is a requirement for four conditions to be met:

- 1. Dissatisfaction with the current situation:** The evidence base and policy direction points to the need for a radical change of direction
- 2. A clear vision of where you want to go:** A wide range of key stakeholders are articulating a shared future destination
- 3. Capacity to act:** It is clear that local stakeholders do not have alone have capacity to act, national and regional resources need be re-directed to make this project a priority.
- 4. A clear first step:** This has four recommendations to initiate the first steps towards delivering the change needed

Adopting the vision

This is an immensely challenging vision, it will greatly support Yeovil's ambition to re-invent itself as a low carbon town with a high quality of life. It will only be achievable with strong and broad local support.

Recommendation 1: That this vision is adopted by the Local Strategic Partnership

Coordinating and spreading support

Strategic planning is vital to success for such a long term programme. The project will immediately need a small steering group drawn from a cross-sectoral stakeholders and representing all scales local, county, regional and national.

Recommendation 2: A small cross-sectoral steering group with multi-level representation is established to the next stages of the programme.

Proving the value

The Treasury has introduced a new approach to evaluate projects across Government. For transport projects, this establishes that benefits should be assessed in much wider terms than just those associated with reductions in travel time. Wider economic, environmental, social and distributive benefits should be assessed. Research indicates that potential cost to benefit ratios many times greater than those considered as 'high' value for money by the Department of Transport can be achieved. Due to the nationally strategic nature of what has been outlined here, a detailed feasibility study is now needed to prove the case.

Recommendation 3: A feasibility study is undertaken specifically focussing on determining the wider societal benefits of implementation.

Creating a funding plan

In order to complete a programme at this large geographic scale, over a challenging time-scale, which has so many elements of synergy with other policy objectives the funding plan must be flexible. A funding plan is needed that can respond to various and mixed sources of funding.

Recommendation 4: Create an adaptable funding plan to implement the vision over a 10-15 year period from a variety of sources.

In summary

An alignment of sectoral public policy gives credence to the viability of the vision outlined in this report. Transport and the promotion of active and public modes for health, climate stability, local economic resilience makes sense.

The new spatial planning system, calling for sectoral integration provides further support for the approach. The current economic context, with a renewed focus on value for money, provides the context for a real 'step change' in the way transport funding is awarded.

In terms of safeguarding health and reducing health inequalities priorities are changing, The recent Marmot Report and the Chief Medical Officer's Annual Report both support strong interventions in urban environments to increase activity levels and promote inclusion. The evidence base implicates historic road transport policy and the spatial development patterns it causes in a plethora of adverse health impacts on individuals and communities.

Finally benefits from a new approach in Yeovil will extend widely and include, not just increased activity levels and associated impact on obesity and diabetes, but also the strengthening of local economies, reduced carbon emissions, social inclusion, place-making in the town centre and residential streets, reductions in noise and emissions exposure, accommodating future housing growth, responding to an ageing population.

If undertaken this programme can provide the unique pilot for large scale urban retrofit of current priorities into existing towns which is so sorely missing in the UK.

I. Future this Yeovil!

It's the start of another day and everyone is raring to go. Dad is busy in the kitchen, not only preparing his breakfast but keeping an eye on the TV set. In addition to telling him what's going on in the world, it's also keeping him informed of when his next Fastrack bus is to arrive ...

Kids will be kids

As usual it's running on time, unlike the children who burst in with seemingly endless supplies of energy after playing in the street for the last half an hour. Gone are the days when playing outside would have caused him endless worry; most of the neighbours just see the road now as an extension to their own garden. Despite a minor disagreement between who had the lost the ball, both of the kids look so happy- they clearly enjoy living where they do.

Wild at heart

After a bite to eat, Mum and the kids are on their way to school. Not for long though as both are off their bikes, running around the pocket park that the community has taken to its heart since it was created as part of the works to develop the cycle way. Jake is trying to remember where he saw a couple of rabbits the night before, while Katie is wondering whether there's a connection between her prize lettuce disappearing from the vegetable plot that the neighbours have begun to develop over the years.

The green corridors through which the town's cycle ways pass is a definite success and has certainly helped the town to re-discover its traditional links with the surrounding countryside.

Forget the school rat-run

Despite these distractions, Katie and Jake soon get to school, locking their bike in the brightly coloured sheds which they got a key to after successfully completing a cycling proficiency scheme. As the children walk across the playground they wonder whether their class might win the monthly cycling achievement prize today; certainly they've done their bit!

The journey's not over for Mum though as she continues into town to go to the bank and to get some shopping. She recalls with grimace the experience she endured last weekend when she visited her sister in the city. It seemed that nearly everyone was trying to get to the local superstore, with a maze of cars in its vicinity. That experience seems a distant memory for the residents of Yeovil now. She is certainly appreciative of her new bike, complete with trailer, that she's hired from within the town. After 'testing' it for over a month, the time has come to make a purchase- luckily its pay day tomorrow. After unloading the shopping she's back on her other bike, this time to work. It's certainly a lot further than the school-run, but time flies fast when her colleagues join her on the way.

Quality timetable

Meanwhile Dad is already on the bus, reminding himself of the tasks for the day. Somehow life seems so much calmer now he travels by bus rather than by car and he's seemed to have gained time as well. At last, some breathing space to think about what he'll say in the first sales meeting of the day.

His mind soon wanders to reminisce about the bus journeys he had experienced in the past. He remembers the time when he got soaked waiting for a bus that never turned up, and trying to decipher a timetable that was actually a month out of date. And the times he would used to search his pockets for change; if only he had the travel card he had now. Things seemed so frustrating then, no wonder he used his car so much. Looking back, it was inevitable that traffic in the town centre was so bad, and why air quality had always been a major issue of concern.

Yeovil: European cause célèbre

As he neared the entrance to his work, he looked out the bus to see another news crew stood in the middle of Lysander Road, with the reporter patrolling up and down the recently planted boulevard to find the best opening shot for his broadcast. Never would he have imagined that so many people would have been interested in what Yeovil was doing, but clearly the town and its people were doing something right. Indeed, he heard just the other day that two local hotels had started organizing study tours for those wishing to replicate the town's success at promoting green and active travel transport. Apparently, the starting point is on North Queensway where visitors are shown images of how the road once looked, including the infamous 'bridge too far' which seems like a distant memory now.

A place to do business

Once at his desk his guests soon arrive. One is beaming as while he was intending to drive into the town centre, he decided to stop off at the park and ride and continue his journey by bike. Although snacking on a bacon roll now, it was the first time in ages he had apparently felt awake and refreshed. The other guest had taken the train and she was equally boastful of the bus service that picked her up and dropped her off in record time. If only their town had such a good bus service; she wouldn't have had to buy a car if she lived here she mused. They all walked into the meeting room on time, despite the guests making a diversion to see Natasha on reception to search out a copy of the week's property paper; "two more people sold on Yeovil" she quipped.



A story or a hope

While the story above is fictitious, it does emphasise some of the key qualities that were inherent when the vision for green and active transport in Yeovil was being developed. The story refers to how accessibility has been achieved across the town, with various transport modes successfully interlocking with each other to deliver efficient and streamlined services. It also suggests that the simplicity and convenience of service has been achieved with respect to bus travel, while the competition that Jake and Katie refer to is indicative of the type of promotional device that can be used to help kick-start greener travel. What is also apparent is that Yeovil has become a fantastic place to live, with guests envious of those already living in the town and people (in this case, a broadcasting team) keen to learn and take away the key lessons of the project.

The story also talks about having an attractive green network, traffic calmed streets and a new sense of community spirit and buy-in that many of the participants at the visioning event were keen to nurture.

One of the key points of the story is that it is unclear as to what year the story refers. Consequently, the utopia that the story talks about could have been achieved at variously lengthened end dates, such as after five, ten or twenty years of the programme starting. This is a deliberate omission since the roll-out of the vision will, in reality, be dependent on the strength of partnership, the commitment of key stakeholders and, of course, the level of resources made available.

Fulfilling the Vision

This future is based on the outcome of a trajectory initiated at an extreme visioning event held in Yeovil in June 2009. Over 40 stakeholders with an interest in health and transport attended.

Eight 'project ideas' came forward. Each of the eight ideas was developed under the umbrella of a collective vision that was sketched out during the morning of the event.

In order to avoid each of the eight projects being considered in isolation, the eight ideas must be viewed as part of a systemic strategy. Building on the eight projects as seed ideas provides the opportunity for a more complete strategy of change to transform the whole conurbation and its hinterland in terms of transport, travel and accessibility.

The systemic approach for promoting the emergence of a totally green and active travel solution for Yeovil focuses around three underlying drivers:

- **Think**, in order to change existing attitudes and mindsets away from the car towards using active and public transport
- **Plan**, in order to ensure that the most significant connections are in place at a range of scales, from the strategic down to the level of an individual neighbourhood
- **Create**, in order to ensure routes are delivered and that broken routes are re-connected, and to ensure that the overall environment of the town is retrofitted to help encourage walking, cycling and public transport use.



A key goal of the project is to help facilitate a modal shift away from the car to the use of green transport

St Johns in the heart of the town provides a high quality environment

(Source: Roger Evans Associates (2005) Yeovil Urban Development Framework, page 50)



2. Setting the scene

Transport: The promotion of active and public modes

The 2004 Transport White Paper (DfT, 2004) contained a policy aim for the next two to three decades of increasing walking and cycling by making it more convenient, attractive and realistic for short journeys, especially those to work and school. Cars account for 80% of the UK's traffic, with 678 billion passenger kilometres travelled in 2005 (DfT, 2006a, 2006b). Of these journeys, 38% are under 2 miles in length. This is despite demonstrations that, in urban environments at least, driving is often amongst the slowest means of transport (DfT, 2004b). There is little sign that the dominance of the private motor vehicle is likely to decline in a way that cycling and walking has done over the past 10 years (DfT, 2006b).

Between 1980 and 2004 the amount travelled per year by car in the UK has grown by 293 billion km, an increase of 75% (DfT, 2006d). Traffic is predicted to grow by another 31% from 2004 to 2015 (DfT, 2004). The current levels of driving are detrimental to the environment (DfT, 2006c), and to individual health with over 3,000 road deaths each year (DfT, 2006a), and a further 24,000 deaths from pollution (DOH, 1998). Levels of walking and cycling are much lower in the UK than other north west European states: accounting for 46% of urban trips in the Netherlands but just 16% in England and Wales. Cycling in England, Wales and Scotland has a particularly low modal share: just 2.9% cycle to work whilst 2.1% of trips under 5 miles are by bicycle (2006 National Travel Survey).

People generally have a positive view of cycling although many are deterred by safety concerns. The majority of adults agree that everyone should be encouraged to cycle to help their health (87%), help the environment (79%) and to ease congestion (73%) (Omnibus). However, many adults are concerned about the safety of cycling. Almost half (47%) strongly agree that 'the idea of cycling on busy roads frightens me' with a further 27% tending to agree with this. Women are more likely to express concerns about safety (85%) than men (61%).

Identifying the benefits

There is evidence that the strategic transfer of travel modes from private to active and public modes and movement patterns, and the concurrent implied changes to the urban realm, can have a positive effect on air quality, stress levels, social capital, levels of crime and economic vitality. Significantly, such a shift can also contribute to tackling climate change and developing a low-carbon society.

Transport and climate change

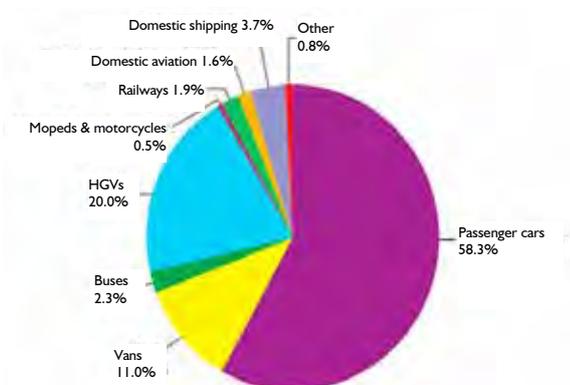
Since 1990 greenhouse gas emissions from domestic transport have increased by 12% and now represent 21% of total UK domestic emissions. Of this, road transport is by far the bigger emitter, with passenger cars being responsible for 58% (see Figure ?). Further analysis of current data shows that 21% of the CO₂ emissions arise from journeys of less than 5 miles, and 64% from those of less than 25 miles.

A transition to public transport or more active modes of travel such as cycling and walking can therefore play a major part in reducing emissions over shorter distances. Likewise, public transport can have a role over longer distances.

The promotion of de-carbonised travel is a key component of the government's fight against climate change, with a strategy for low carbon transport being published this summer by the Department for Transport.

The document refers to how, by 2050, the country should expect to see a fundamentally different transport system, which the strategy seeks to deliver through a wide-range of proposals. While a number of these focus upon the role of technology, for instance by improving fuel efficiency or the sophistication of information and traffic management systems, active and green travel is deemed particularly important if people and businesses are to be given more low carbon

Transport is a significant source of domestic greenhouse gas emissions



Source: Department of Transport (2009) *Low carbon transport: a greener future*, page 23.

Transport is a significant source of domestic greenhouse emissions

choices about when, where and how to travel.

With regards to action, the document refers to how regions and local authorities should make the maximum contribution to climate change goals by:

- Spreading skills, knowledge and best practice; and
- Incentivising delivery.

The document also invites regions to identify their transport challenges and the priorities for responding to them. The strategy therefore seeks to kick-start a process through which regions can identify their carbon reduction challenge and the solutions that might be achievable. This project, looking at the opportunities in Yeovil, is therefore compatible in meeting these aspirations.

Transport and health

Intervening in the environment to encourage greater rates of walking, cycling and public transport use can have a very positive affect on an individual's health and quality of life. In this respect the project responds to issues raised in the Foresight Tackling Obesity report (Butland et. al, 2007).

In England alone, nearly a quarter of men and women are now obese. The trends for children are even more concerning; almost a fifth of 2 to 5 year olds are obese, while a further 14% are over-weight. The Foresight report indicates that on current trends nearly 60% of the UK population will be obese by 2050. Research has shown that these future obesity rates will lead to declining health and well-being across society.

In January 2008, the relationship between an individual's health and their physical environment, became the subject of NICE public health guidance (NICE, 2008). However the challenge rests on getting theory into practice. There rests an urgent need to establish greater and more routine collaboration between planners and health professionals (Rao et. al, 2007).

Growing levels of inactivity directly increases the likelihood of serious and fatal illnesses including type 2 diabetes, hyper-tension and the increase likelihood of strokes and heart attacks (see Figure right) (DfT, 2007).

Research suggests that a daily cycle of around 30 minutes increases an adult's fitness level to that of someone ten years younger (DfT, 2007). Recently there has been an increased focus on encouraging cycling and substantial investment is now being made at improving cycling at the local level.

Economic drivers

Strong evidence also exists about the benefits that increased walking and cycling can make to the economy. Some of these gains link to improvements in health, behaviour change, and other environmental benefits. Other benefits are often attributable to a revival of economic vitality in the town.

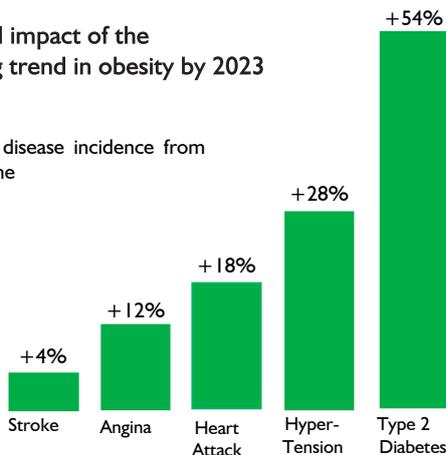
Changing priorities

It is recognised that a fresh approach towards policy and action will need to be taken if the opportunities for delivering green and active travel, and improved health, are to be fully grasped. As our understanding of key problems becomes more sophisticated then the solutions we put forward must change in response.

Rather than looking at just short-term goals or paybacks, the goal must be to develop long-term visions or journeys capable of delivering effective action at the lowest possible cost. For instance, in terms of health, it is increasingly clear that greater emphasis must be given to help prevent illness, rather than just treat it. Particularly important within this is the recognition that policy goals, and funding streams, must be coordinated via a process that includes, rather than excludes, relevant partners.

Estimated impact of the increasing trend in obesity by 2023

Increase in disease incidence from 1998 baseline



Source: Estimated effect of obesity (based on straight line extrapolation of trends) DH-EOR (unpublished). Taken from HM Government/Department of Health (2004) *Choosing health: making healthy choices easier*.

Estimated impact of the increasing trend in obesity by 2023.

The need for such a re-think is particularly evident in the Grey to Green campaign that the Commission for Architecture and the Built Environment is championing with others, such as English Heritage, Sustrans and Trees for Streets. Under the agenda the role for green infrastructure is being heralded against traditional, and more expensive, forms of (grey) infrastructure that is seen to generate far fewer benefits to society on a cost for cost basis. A change of altitude is felt to be a clear must:

“Thinking in terms of green infrastructure will therefore mean change....Traffic planners and highway engineers, for example, are used to tackling congestion with road-widening schemes and sophisticated traffic management systems. Now they need to provide green routes to school and networks of low-key interconnected cycleways”

(Grey to Green, CABE, 2009)

Health evidence: The effect of transport on health

The effect of transport of physical activity

The transport infrastructure and the land use pattern are interdependent. The existence of transport networks affects the pattern of accessibility which helps determine where land use development occurs. The pattern of use determines movement patterns, which in turn triggers demand for extra transport provision.

Car infrastructure

The construction of bypasses in and around urban areas increases total car use, however evidence now suggests that the construction of bypasses triggers a greater switch to car use than previously forecast. Furthermore, this can then lead to a case for further road building in these areas (Matson et al., 2006).

Perceived physical danger posed by motorized traffic has been cited as one of the main barriers to engaging in walking and cycling (Davis, 2002). This has a disproportionate effect on activity levels in both children and older adults.

A recent meta-analysis in the United States of America showed that if individuals did not perceive traffic as a problem they were 20% more likely to be physically active (Duncan, Spence and Mummery, 2005). Studies have also shown that busy traffic can reduce physical activity levels (Bauman and Bull, 2007).

Individuals from low-income groups, older people and those with disabilities are less likely to have access to personal transport (Lavin et al., 2006). These groups may find that access to services such as shops and health care is reduced. Consequently, they may spend a higher proportion of their income on transport (Lavin et al., 2006).

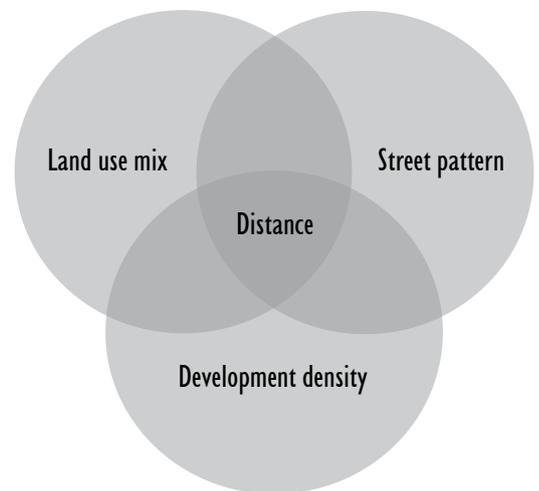
Public transport infrastructure

The higher the density of a city, the higher the demand for public transport. The more each new development is linked into the existing public transport infrastructure the more viable that infrastructure becomes (Balacombe, 2004).

The perceived quality of public transport services is strongly influenced by the built environment which includes the proximity to a transport pick-up point, frequency of the service, attraction of destinations served, reliability, and total trip time compared with other modes of transport (Balacombe, 2004).

Investment in high-quality public transport infrastructure can prove a positive stimulus to people walking (Cavil, 2007). People will walk up to 1km to access good quality public transport, with the distance they are prepared to walk diminishing in line with a reduction in the quality of service offered (Balacombe, 2004; O’Sullivan, 1996).

Cycling infrastructure



The average person in the European Union cycles about 0.5 km, walks about 1.0 km and travels 28 km by car per day. Cycling and walking, as active modes, could be especially relevant in the urban environment where more than 50% of the total urban trips currently carried out by car in the European Union are shorter than 5 km.

Modal choice is the main factor that determines transport’s impact on physical activity. The relative distance that people have to travel, to conduct general activities of daily living for example shopping and recreation that affects whether they choose to use active transport such as walking, cycling and roller blades or motorised transport.

Closing roads or reducing the capacity for motorised transport can lead to long-term increases in the levels of walking and cycling within the vicinity (Jones et al. 2007).

Additionally, infrastructures to support cycling can have positive, long-term effects on the prevalence of people using bicycles as a preferred mode of transport. (NICE, 2008). Effective infrastructures include cycle lanes, preferably separated from other road users, and other measures to calm motorised traffic in addition to off road cycle paths (Lavin et al., 2006).

Cycling can also be used to access good quality connected public transport, in particular the longer inter-urban journeys, with people prepared to not only travel a longer distance but also spend a longer time in accessing the public transport stop (Krygsman et al. 2004).

Walking infrastructure

In a review of European best practice for delivering integrated transport (CFIT, 2001) it was found that levels of investment in pedestrian facilities contributed to higher levels of walking.

Several reports have identified that the poor maintenance and management of pavements can have a negative affect on walking. Littered streets, poorly maintained surfaces and 'crime-ridden streets' have been associated with low levels of physical activity. (TRB, 2005; Lavin et al., 2009).

A WHO report (Davis, 2002) reviewing walking found that populations who are most at risk from poorly maintained paved areas include older people, those with chronic diseases that restrict their ability to be mobile and independent, and parents with young children in prams and push chairs. Reduction of uneven walking surfaces, ensuring walkways are clutter free, provision of public toilets (Greed, 2006) and seating can help contribute towards promoting independence, active living and reduce falls where possible in this population (Davis, 2002; Bauman, 2007).

Walking to and from public transportation can help physically inactive populations, especially low-income and minority groups, attain the recommended level of daily physical activity (Besser and Danneberg, 2005). Therefore increased access to public transit may help promote and maintain active lifestyles.

Health evidence: Noise and air pollution

Road transport is the major source of urban air pollution, emitting pollutants that damage human health and reduce life expectancy (RCEP, 2007). Douglas et al. (2007) suggest that long-term exposure to transport-related air pollution would reduce life expectancy by a few months, a similar effect to that estimated from passive smoking.

Emissions

The main transport related pollutants in the urban environment are particulate matter, ozone, carbon monoxide, nitrogen oxides and sulphur dioxide (RCEP, 2007) mainly due to emissions from the combustion of fuel. Particulates are also created from dust propelled into the air by tyres, ozone is a result of the reaction of emissions with the atmosphere (Kavanagh et al, 2005).

Road transport is expected to continue to contribute significantly to urban air pollution over the next few decades in most European cities whilst in some less developed cities it is still a growing problem (RCEP 2007;WHO 2005b). Whilst greater regulation and technological improvements have reduced individual vehicle emissions over the last decades, transport growth, more diesel vehicles and congestion have largely countered any improvements in air quality (RCEP 2007;WHO 2005b).

Continuing increases in the number of cars (RCEP, 2007), urbanization and

expansion of urban areas and longer commutes (WHO 2005b) all point to transport related air pollution remaining a significant health issue for an increasing proportion of the population. Another issue in urban centres is that many trips are too short (<6km) for catalytic converters to be effective so average emissions per km are high (WHO 2005b) and congestion, involving more stopping and starting and changes in acceleration, means more fuel is used and even higher emissions result (Kavanagh et al, 2005).

Transport hot spots with increased air pollution include street canyons which trap transport-related pollutants and belts along major urban highways which also clearly show higher levels of certain pollutants. Others are spread more evenly over the wider city area (WHO 2005b). Other transport hot spots include railway stations, airports and harbours which generate heavy road traffic as well suffering the bursts of high pollutant levels from diesel locomotives, airplanes and ships (WHO 2005b). Near ports and airports, although ships and planes do cause some raising of pollutant levels (10-20% from ships in coastal areas), the majority of the particulates come from the road transport serving the facility (WHO 2005b).

Exposure

Exposure is determined by daily activity patterns and the amount of time spent in highly polluted environments; living or working near busy roads and time spent in traffic are critical factors. Travellers can be exposed to levels three times the background levels and cyclists and walkers may experience higher levels as their physical activity means that they breathe in more air per minute, although generally motorists experience the highest levels of exposure (Douglas et al. 2007; Frank et al. 2006; WHO 2005b).

Traffic noise

Transport is the main source of environmental noise in urban areas. Road traffic is the main cause with additional impacts from trains and airplanes being experienced by those people living close to railway lines or airports. (Kavanagh et al, 2005).

Data on noise exposure in major agglomerations and at major infrastructures was reported to the European Commission in 2007 and cited by the EEA (2009c). This consisted of information on 162 settlements (with more than 250 000 inhabitants), some 82 000 km of major roads, approximately 12 000 km of major railways and 74 major civil airports (data from DG ENV 2008 cited EEA 2009c).

The figures show that almost 67 million people living in towns and cities (i.e. 55% of the population) are exposed to daily averaged road noise levels exceeding 55 dB Lden, (the lower benchmark for the combined noise indicator), which is associated with significant annoyance (EEA, 2009b).

Overall 80 million people (cities and rural areas) are exposed to continuous road traffic noise above 65 dB(A) which is associated with cardiovascular effects (EEA, 2009b).

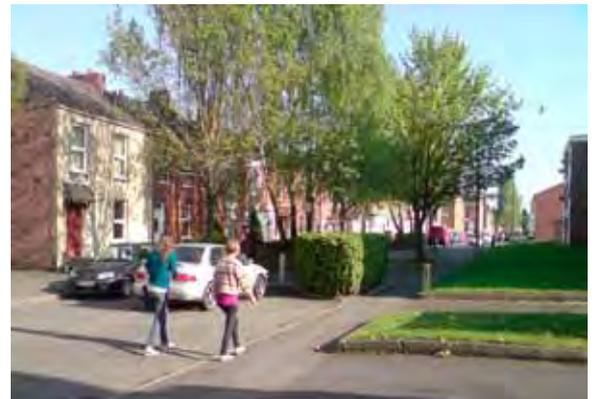
Road noise comes mainly from three sources: engine systems, tyre/road interaction and air turbulence, which in turn are influenced by factors such as vehicle speed, traffic flow rate, vehicle type, tyre width, driving style, road surface and weather (Frank et al. 2006; Douglas et al. 2007; EEA 2009c). Research has shown that “an holistic approach, combining measures on vehicles, tyres and road surfaces with speed moderation, would yield 5dB reduction in road noise at source in most situations with current technology” (Kropp et al 2007 cited EEA 2009c p24).

Specific data on speed shows that “cars travelling at 30kph produce maximum sound pressure levels that are 7dB lower, and equivalent sound pressure levels that are 5dB lower, than cars driving at 50kph” (Kavanagh et al, 2005 p30).

To reduce road traffic collisions: First reduce speed!



Street parties provide an opportunity which can make more vulnerable members of the community shine.



Retrofit green pedestrian and community zones into existing streets.



With slower car speeds outdoor space in our communities can be more inclusive.

How motor vehicle traffic is threatening our quality of life and our communities

Research carried out at the University of the West of England in early 2008 has found a dramatic deterioration in the community life of streets with heavy motor vehicle traffic. The average resident on a busy street was found to have less than one quarter the number of local friends compared with those living on a similar street nearby with little traffic. The research confirms for the first time in the UK the results of a 1969 San Francisco study by Professor Donald Appleyard.²

Light Traffic 140 motor vehicles/day

5.35 friends per person/ 6.1 acquaintances



"There is really a sense of community on the street. We share plants and look after each other – when my next door neighbour hasn't seen me for a few days, he knocks just to see if I'm okay."

"A few cars come very quickly and threaten people in the street. My 2-year-old darts out into traffic, which is extremely stressful."

Medium Traffic 8,420 motor vehicles/day

2.45 friends per person/ 3.65 acquaintances

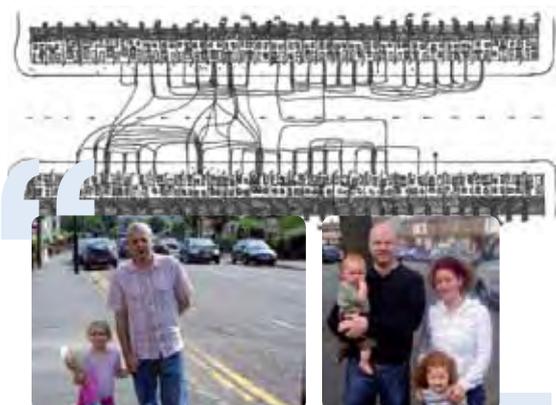


"Traffic in our street bothers us frequently when we're eating, as the dining room is at the front of the house."

"It's not so friendly. People rarely talk on the street"

Heavy Traffic 21,130 motor vehicles/day

1.15 friends per person/ 2.8 acquaintances



"Our 4-year-old girl has a constant cough and we limit the amount of time she spends outside... we're constantly

"The street is quite anonymous, we only know our immediate neighbours."

Globally, road traffic collisions are the single largest cause of unintentional injury. (WHO, 2008b).

Road traffic collisions in the Member States of the European Union annually claim about 43,000 lives and leave more than 1.8 million people injured (ERSO, 2008). In 2006, 67% of all road traffic collisions occurred in an urban environment (European Commission, 2007).

In the UK approximately 100 people die everyday as the result of a road traffic collision.

Europe data reveals that in 2006 the majority (51%) of fatalities are car or taxi passengers, with 24% two-wheeled vehicle and 18% pedestrian deaths (7% others, tractor, coaches, vans and lorries etc.). Of the two wheeled vehicles 18% of people where on motorcycles or mopeds and 6% were cyclists (ERSO, 2008).

The main determining factor in injury relates to traffic speed.

Health evidence: Social and psychological impacts of transport

Access to transport that enables residents to move outside of their own community has been shown to positively correlate with a reduced fear of social isolation and positive mental health (Whitley et al, 2005).

For those on lower incomes access to public transport is important (Whitley et al, 2005). Fear of crime has been shown to be a barrier to the use of bicycles as transport for recreation (Stafford et al, 2007).

The density of motorised transport can negatively affect social cohesion within a community. Both through direct community severance due to road construction or through the impact of high levels of heavy motor traffic.

The results of what has become a classic study in the United States of America were published by Appleyard (1981), his findings have since been replicated in the United Kingdom (Hart, [see panel opposite] 2008). Appleyard found increased in motor traffic on roads where they live, forced people to make major adjustments in their lives to shield against the nearly constant noise, pollution, dust and danger outside their front doors. Many residents reported sleep disturbances, no longer spending social time outside on their street and curtailing the independence of their children.

Traffic collisions & mental health

Increased risk of 'accidents' from high traffic density can contribute towards the development of long-term mental health problems in drivers, passengers and victims (Racioppi, 2004). According to Mayou et al (1993), after an 'accident' approximately 10% will develop mood disorders, 20% phobic traffic anxiety and 11% may develop post traumatic stress disorder. Moreover, nearly 20% of those injured in a road traffic collision develop an acute stress reaction and 25% display mental health problems within the first year after the incident.

Health evidence: Impacts of green space on health

In terms of the promotion of active travel, it is important to understand the evidence base for the multiple connections between contact with nature and health (Brown and Grant 2005; Bird 2004, 2007; SDC 2008). Evidence indicates that 'the natural environment provides synergistic physical, mental and social wellbeing benefits' (Newton 2007, p4). A large-scale study in Tokyo found that living in areas with green space had a positive influence on longevity independent of several other socio-demographic characteristics usually associated with health status such as income and education (Takano 2002).

The effect of green space on physical activity

The natural environment plays a large part in facilitating physical activity. For residential neighbourhoods 'Evidence consistently shows that accessible and safe urban greenspaces have a positive influence on levels of physical activity' (Croucher et al. 2007). Accessible nature, including trees, wooded areas and green open spaces can both encourage and facilitate communities to become more active. However the evidence also shows that that these effects are only valid where the green space is well-maintained and safe to use (Greenspace Scotland et al. 2008).

The link between green space and activity can be separated into two domains. The first is the effect of background and everyday nature such as street trees, green verges, pocket and local parks and front gardens and their associated flora and fauna. The second is green space used for active and passive recreation, local and regional parks and greenways. In terms of a strategic active travel network in Yeovil, both of these effects are important.

A review undertaken for the Institute of Public Health in Ireland concluded that provision of attractive open spaces can facilitate people taking the opportunity for exercise (Lavin et al. 2006). Evaluations of programmes for encouraging exercise indicate that an attractive, green environment close to home and work provides the best opportunities to encourage daily exercise in the form of walking and cycling (HCN 2004, Bird 2004). People exercise for longer in natural surroundings.

Evidence shows that children who have better access to safe green spaces, such as parks and playgrounds, are more likely to be physically active compared to those living in neighbourhoods with reduced access to such facilities (Croucher, et al. 2007). It was found that the likelihood of being physically active may be up to three times higher in residential environments that contain high levels of green space compared with areas with low levels of green space; the likelihood of being overweight or obese may be up to 40% less (Ellaway et al., 2005). Access to green space also has a positive effect on physical health, particularly on those from low income groups (Mitchell et al, 2008).

The social impacts of green space

According to several reviews access to green spaces and nature has been shown to positively affect mental health, possibly through reducing stress and through providing a distraction and distancing ourselves from the everyday activities (HCN, 2004; Pretty et al., 2005; Lavin et al, 2006). Additionally, green spaces have a positive effect on promoting social interaction and cohesion (Greenspace Scotland, 2008).

Conversely restricted access to green spaces has been associated with poorer mental health (Guite et al, 2006; Kuo 2001). Residents in urban social housing who had views of trees and open spaces demonstrated a greater capacity to cope with stress compared to those who did not have such access (Kuo, 2001). Older people in particular benefit from such access (Orsega-Smith et al, 2004).

The effect of greenspace on air quality

Green space has a positive impact on health by improving air quality and removing pollutants. Canopies of trees act as a physical filter for pollution by trapping particles on the leaf surfaces as well as absorbing harmful gases (LUC 2004). Green space also helps to cool urban areas and moderate the heat island effect which also helps to address air pollution by reducing the formation of photochemical ozone (RCEP 2007). Streets with trees have around a quarter of the particles of those without (Lavin et al.2006 and LUC 2004)

The effect of green space on noise exposure

Urban noise causes stress and even chronic low level background noise has been linked to mortality heart conditions. Green space, particularly trees and large shrubs, can have a positive impact in reducing noise (Greenspace Scotland et al. 2008; RCEP, 2007). People also value greenspace for its restorative capacity in allowing an escape from the noise of the wider built environment (Greenspace Scotland et al. 2008).

A recent study conducted in Sweden found that access to such recreational green space areas was associated with a positive assessment of neighbourhood satisfaction and time spent on physical activity, which they predicted could be expected to reduce obesity (Bjork et al. 2008). Physical activity was found to be influenced the following attributes of green space (Croucher et al. 2008):

- distance of residence from a green space
- ease of access in terms of routes and entry points
- size of the green space in terms of levels of population use
- connectivity to residential and commercial areas
- attractiveness, including biodiverse habitats and absence of graffiti and litter
- range of amenity, the wider the range of informal and formal facilities the more likely the space is to be used by different kinds of people.

3. Why Yeovil and why visioning?

Drivers and the challenge: why now?

- The push, responding to the threats of the obesity epidemic and climate instability and peak oil.
- The pull, creating an environment for healthier, more inclusive and more vibrant communities.

These strategic drivers point to the efficacy of active modes of travel, meaning that the imperative for a strategic response at the regional level cannot be ignored. Now is the time to test a regional transport response not driven by just by narrow cost benefit analyses, but a response, based on a broad policy alliance, that measures up to the challenges facing us in the 21st century.

At a regional scale there is the potential for Government to fund major transport infrastructure projects. In order to be considered for funding, a scheme's costs needs to exceed £5m. Due to this entry threshold, cycling and walking projects are never awarded the levels of funding that motorised transport projects regularly win.

Why Yeovil?

Yeovil was selected to host the study on the basis of the following points:

- The Sustainable Community Strategy (SCS) for South Somerset (2008-2028) includes a number of strategic priorities related to obesity, the promotion of walking and cycling and the promotion of low carbon initiatives (i.e. SP9, 13, 20, 21, 28 and 33).
- Yeovil is classed as regionally significant within the emerging Regional Spatial Strategy, and will therefore need to accommodate large levels of development and population growth over the coming years. Under the latest plans, the population of Yeovil could grow by over 50% up to 2026. Given this growth, it is vital that levels of walking, cycling and public transport use are maximised in the town in order to benefit health, help tackle climate change, and promote economic vitality. Such a strategy would also help to minimise traffic growth on an already congested road network.
- Yeovil has high levels of self-containment, meaning there is potential for a modal shift from the car to walking and cycling, as travel distances within the town are relatively low.
- The support could help to achieve the ambitions set out in 'Yeovil Vision' aimed at improving the town's image, transport connections and building on existing self-containment, which specialist involvement could help achieve. Emerging regional planning policy states that Yeovil's economy should be diversified, and the range of retail and leisure opportunities in the town centre be broadened.
- The whole of Yeovil's urban area is designated as an 'Air Quality Management Area'. The study could therefore help to tackle poor air quality in the town by encouraging walking and cycling, as well as public transport.

End state visioning

A special event was planned in response to the challenge. The aim was to engage local stakeholders and transport specialists from a range of organisations to identify an ambitious vision for green transport in and around Yeovil. The planning and execution of the visioning so far has been guided by the following general recommendations which has arisen from research into visioning in planning;

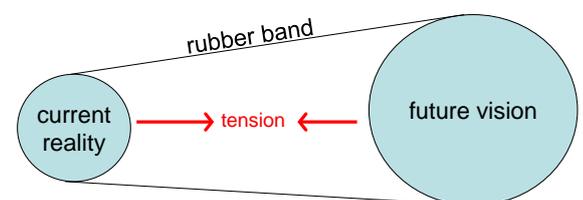
- (1) Facilitators of visioning exercises should have current knowledge of the process of visioning, its background, theory and variations. They should understand its strengths and weakness and be clear about their own goals and the expectations of participants prior to commencing a visioning exercise;
- (2) Participants should be involved from the beginning of the visioning process. They should also be encouraged to contribute as much input as they can, since on balance the evidence suggests that more involvement seems to increase satisfactory outcome and commitment;
- (3) A careful balance must be struck in order to produce visioning documents from the visioning process that are substantive, yet still sufficiently concise



Yeovil has been identified for major strategic growth over the next twenty years. Providing sufficient infrastructure will be key, especially with respect to promoting green and active travel.

In order to overcome resistance to change, there is a requirement for:

- dissatisfaction with the current situation,
- a clear vision of where you want to go,
- capacity to act,
- ... and a clear first step.



"It's not what the vision is; but what it does ..."
Quote in Peter Senge, the fifth discipline

“If you want to move people, it has to be toward a vision that’s positive for them, that taps important values, that gets them something they desire, and it has to be presented in a compelling way that they feel inspired to follow.”
Quote from Martin Luther King

Summary of article by: Shipley, R., Feick, R., Hall, B. (2004) ‘Evaluating multiple visioning’ in *Planning Practice and Research* 19(2), 195-210

- to be remembered easily by citizens;
- (4) The plans or vision statements generated from visioning exercises should have, and more importantly be seen to have, actual impacts on decision making within the community;
 - (5) Visioning plans should be monitored and measured for success as they are implemented;
 - (6) Planning exercises should not be called visioning and their products should not be called visions if they are merely public consultations on previously developed options;
 - (7) Visioning, like any other planning exercise, should not be oversold and should not promise the population more than can be delivered.
- (Shiple, Feick and Hal 2004)

Many of these points relate to future progress and implementation. It is suggested that they should be used as a future guide. The prompt question for the workshop was:

What would a future Yeovil be like where people could easily move around and access the places they needed, choosing walking, cycling or public transport as their preference?

The event sought to address this by:

- Demonstrating the importance of having a strong and shared future vision as part of the progress for developing Yeovil’s green transport infrastructure.
- Identifying new opportunities for improved public transport, cycling and walking links in Yeovil’s town centre, its neighbourhoods and its immediate hinterland.
- Scoping the extent and scale of hard interventions (physical structures) and supporting measures (management, social marketing etc).
- Focusing on the wider hinterland to give consideration to commuting journeys.
- Deepening understanding of the benefits to people’s health and reducing CO2 emissions.
- Gauging potential barriers and supporting factors and their implications.
- Drawing on local, national and international examples of outstanding practice to generate ideas capable of working in Yeovil
- Determining options for the next steps to be taken, such as a full feasibility study.

The visioning team

This project was developed by the WHO Collaborating Centre for Healthy Cities and Urban Policy and funded by the Regional Public Health Group at Government Office South West as part of an ongoing programme of capacity building for public health and the built environment in the South West.

The WHO Collaborating Centre for Healthy Cities and Urban Policy, formally designated as a collaborating centre by the World Health Organization Regional Office for Europe is based at the University of the West of England in Bristol. It is staffed by planners, urban designers, landscape architects and transport planners. The WHO Centre has established itself in the UK for promoting a better understanding of the interactions between health and urban form. It has a strong track record of working with national, regional and local interests from both the planning and health traditions.

The project was supported locally by South Somerset Together. The partnership together with individuals from Yeovil Town Council, Yeovil Vision, South Somerset District Council and Somerset County Council helped with preparation and details of the event. They gave practical support and all helped ensure high levels of attendance and commitment.

4. Getting to know Yeovil

Yeovil is located in the south east of Somerset, close to the Dorset border. The town has a population of 42,140 (2001 census), making Yeovil the second largest in the county and the largest in south Somerset district. The town exists as an important commercial and administrative centre in an extensive and mostly rural district; over 40% of the district's population live in small towns, villages and hamlets of fewer than 2,500 residents. Chard, Crewkerne, Ilminster and Wincanton are the next largest towns.

Yeovil today

Strategic connections

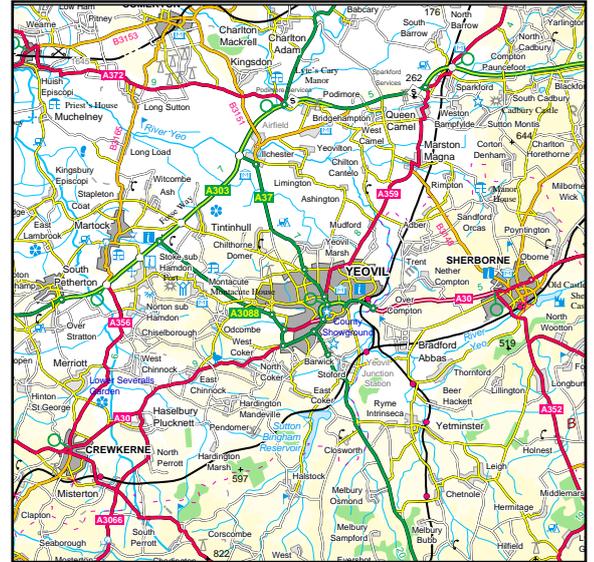
The town is located 40 miles south of Bristol and 20 miles east of Taunton. Although the town was once served by five railway stations, Yeovil currently has two. Pen Mill station lies 1.5km to the east of the town centre on the Weymouth-Bristol line. This offers an hourly service in either direction. Yeovil junction, on the Exeter to London Waterloo line, lies 3km to the south. The town is served by four major routes: the A30, A37, A359 and A3088. The A303, a key link between London and the south west, passes 6km to the north of Yeovil. The A30 extends through Yeovil as a 'ring-road', an intervention of the 1970s that has helped to remove traffic from the town centre but has, in doing so, turned former route ways into cul-de-sacs and make it harder and far less attractive for walkers and cycling to enter Yeovil's heart. Congestion in and around the ring road is significant at peak times.

High quality environment

The town has a particularly attractive environment, particularly to the south of the River Yeo that marks a clear divide between town and country. Wide ranging facilities are provided for sport and recreation, including a country park that is within 5 minutes walk of the town centre.

Economy and prosperity

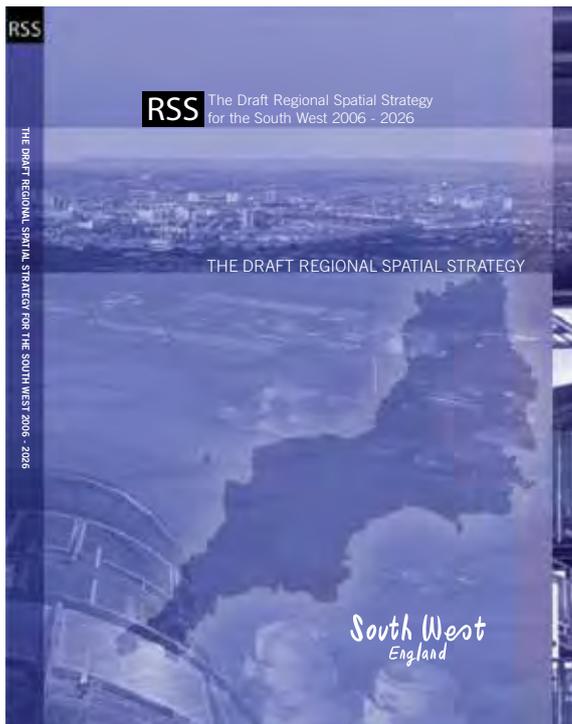
The town has been successful economically, with activity being concentrated in the service, distribution/catering and manufacturing sectors. The largest employer in Yeovil is AgustaWestland which employs 4,300 people. The town centre includes pedestrianised areas and a shopping centre which collectively support a range of chain and independent shops. The environment of this central area is enhanced by the town's historic core and the public realm improvements that have been put in place in recent years. Despite this prosperity, some areas in Yeovil fall amongst the 20% most deprived in England. Significant inequalities exist, such as in life expectancy which ranges by up to six years between the best and least performing wards in the district.



Yeovil is South Somerset's principal town, lying at the heart of a large rural hinterland

Rolling countryside adjoins Yeovil's town centre to the east





The emerging RSS sets out ambitious growth targets for Yeovil and its hinterland.

Yeovil tomorrow

Yeovil has achieved considerable growth in recent years, a trend that is set to continue to 2026 when the town's population is set to increase by approximately 50%. Yeovil is identified as one of the 21 Strategically Significant Cities and Towns (SSCT) that the emerging south west England regional spatial strategy has designated to receive the greatest share of housing growth in this 20 year period.

Draft regional spatial strategy (to 2026)

In total, 11,400 homes are proposed for Yeovil in the latest set of proposed changes (July 2008), a significant increase (78%) on the figures that were included when the strategy was published in draft in 2006. Of this total, 6,400 homes are to be directed to Yeovil's existing urban area to help drive the renaissance that already underway. The remaining 5,000 homes are to be directed in one or a series of urban extensions in an area of search that also includes west Dorset. The strategy also plans for 9,100 jobs and over 40ha of employment land in the Yeovil travel to work area.

Future opportunities

While the scale of this projected growth poses certain challenges, it also provides some exciting opportunities for the community to collectively embrace. Much of the detail in planning for this growth has yet to be completed but a significant amount of effort has already been taken to ensure that the necessary principles for delivering sustainable and successful communities begin to get understood. There is a strong appetite for delivering something new and exciting, with a growing body of ideas to help address some of the issues that Yeovil and the surrounding area experience today. This project, which seeks to assist Yeovil on its journey from a largely car-based community to one where walking and cycling are the norm, is one such example.

A number of strategies have already been produced; some of the most significant are considered below.

Strategic drivers

Shaping South Somerset (2009)

Shaping South Somerset has recently been published by South Somerset Together (the Local Strategic Partnership). The document sets out a strategy for developing sustainable communities in the period to 2026.

The strategy begins by exploring the ingredients for a sustainable community, which it summarises using the themes to the right. Amongst the ten goals, the strategy encourages the development of a 'health enticing environment' and a 'carbon neutral economy' with 'quality services and facilities'. It also envisages a 'thriving Yeovil' with safe, resilient and socially just communities.

The 28 strategic actions include a pledge towards reducing the presence of obesity in all and supporting the development of an integrated, low carbon transport infrastructure.



The key themes of the Shaping South Somerset

South Somerset District Council: Local Development Framework

The South Somerset Local Development Framework will play an important role in ensuring that spatial goals of Yeovil Vision and the South Somerset's Sustainable Communities Strategy are effectively delivered.

It will also need to ensure that the growth requirements of the regional spatial strategy are appropriately taken into account, with sufficient sites being identified to accommodate the level of development being proposed. Issues and options on the Core Strategy were published for consultation in March 2008. A revised Core Strategy will be published for consultation during summer 2010.

South Somerset District Council: Strategy for health and well-being, 2007 to 2012

This strategy is intended to guide the Council's activities in adding the major health and well-being issues facing the district's communities. The document proposes various measures to help tackle obesity and smoking and promotes sensible drinking, healthy eating and active lifestyles which, in itself, priorities a significant increase in walking and cycling rates.

Somerset Local Transport Plan (2006-11) and the Yeovil Transport Strategy Review 2

The Somerset Local Transport Plan seeks to:

- Improve the safety for all who travel
- Reduce social exclusion and improve access to everyday facilities
- Reduce growth in congestion, pollution and improve health
- Support sustainable growth in appropriate locations
- Protect and enhance the built and natural environment

Priorities include the need to:

- Increase the number of people using public transport
- Promote 'smarter travel choices' such as cycling, walking and car sharing through marketing campaigns and travel plans for businesses and schools

In the context of Yeovil, the plan was shaped by the Yeovil Transport Strategy (1998) and its first review that was completed in 2004. A further review has recently begun to facilitate and accommodate the planned development in the greater Yeovil area as set out in the south west regional spatial strategy.

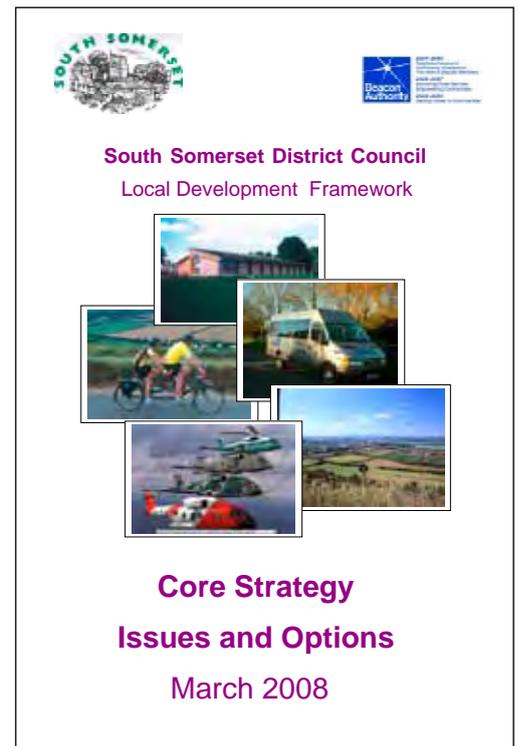
Yeovil Vision: Heart of the Country, Mind of the City

Yeovil Vision is an agenda for positive change which was commissioned by the Local Strategic Partnership in 2004. An early success of the project included a Town Centre Strategy which set out the importance of greening the town and developing stronger links with the centre's adjoining countryside and hinterland.

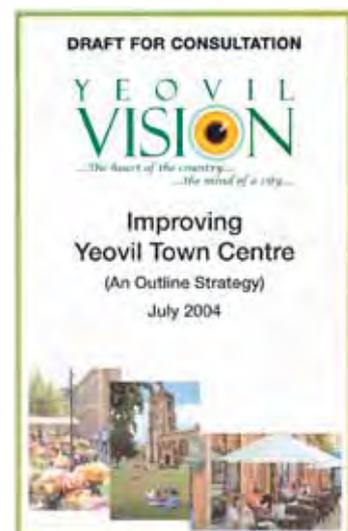
It also spoke of the need to regenerate under-used sites, delivering an improved public realm, and providing a permeable, accessible and legible environment.

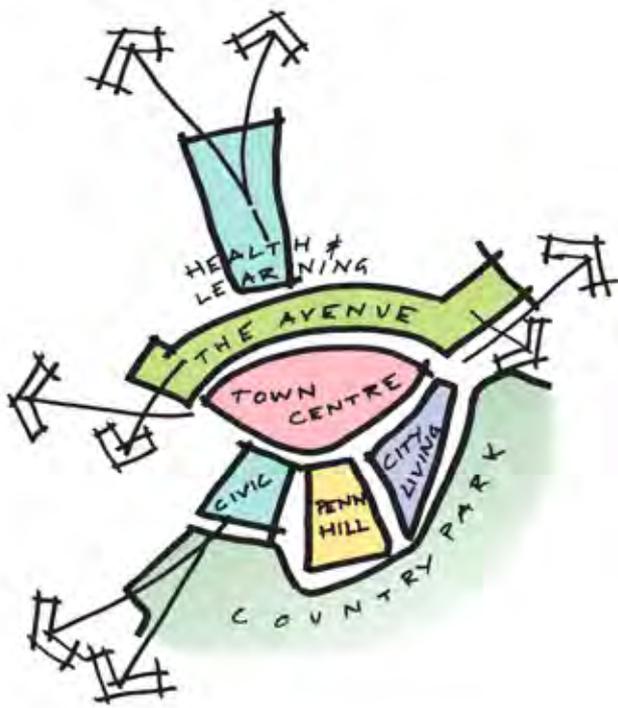
The overarching objective was to make the town centre a distinctive destination in its own right, with a set of complementary quarters that could offer a safe and vibrant environment day and night.

The principles of the strategy were taken forward by the Yeovil Development Framework which was formally agreed by South Somerset District Council in 2005.



The Core Strategy will set out the long term planning framework for the district to 2026.





Yeovil Vision urban quarters
 (Source: Roger Evans Associates (2005)
 Yeovil Urban Development Framework, page 71)

Key objectives for the framework include:

- Reconnecting residential areas with the town centre
- Repairing and adopting the town to 21st century needs by re-establishing lost radial links into the town for all modes of transport
- Transforming the interaction between the town and its landscape setting
- Planning extensions to the town centre that have 'timeless' qualities
- Creating 'locations' which raise both development quality and property values
- Promoting a quality public realm and settings for public art

Yeovil Vision is now a 'local delivery vehicle' and receives ongoing financial support from South Somerset District Council, Somerset County Council, Yeovil Town Council and the South West Regional Development Agency. The vision continues to be shaped and promoted by the Galaxy Group which includes representatives from a number of local businesses and organisations.

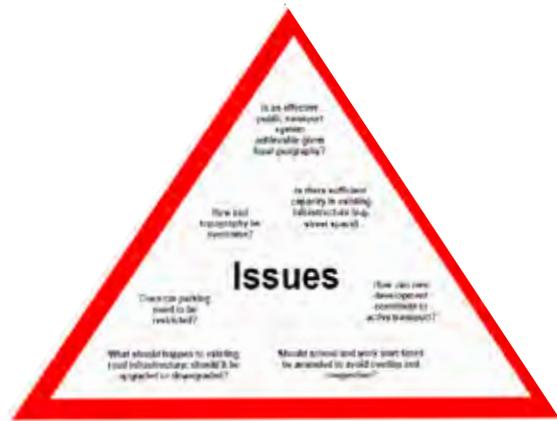
Yeovil transport strategy review

Somerset County Council is currently undertaking a second review of the Yeovil Transport Strategy that was originally published in 1998.

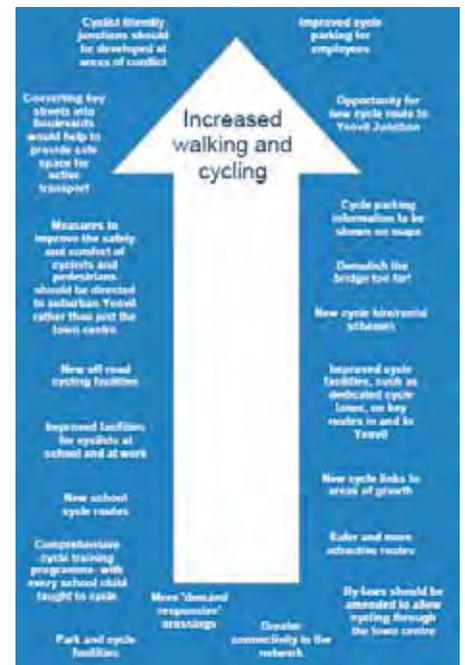
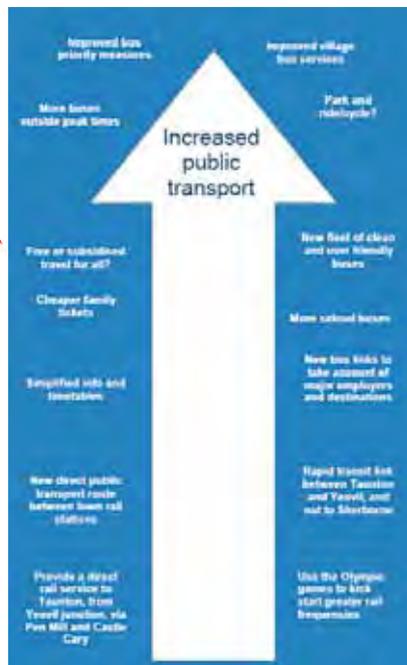
A baseline review has already been published and will be used to help identify the type of infrastructure that will be required to support Yeovil's growing strategic role. The study will help to provide a strategy for the town and its associated hinterland. This will be fed into an update of the County Council's Local Transport Plan which is due to be published in mid 2011.

The baseline review has drawn on a number of wide ranging surveys, and two County Council workshops.

The first of these was held in January 2008. In March 2009, a similar event was held with representatives from South Somerset District Council and Yeovil Town Council. Amongst other things, their discussions helped to identify a number of barriers towards active travel, as well as possible solutions. The barriers are presented on the 'no entry' signs above. The workshops also revealed some wider issues; these are shown in the 'one way street' diagrams.



Sources: Somerset County Council (2009) Second Yeovil Transport Strategy Review, Yeovil Members' Workshop Outputs Report, Taunton: Somerset County Council and Somerset County Council (2008) Second Yeovil Transport Strategy Review, Yeovil New Ideas Workshop Outputs Report, Taunton: Somerset County Council

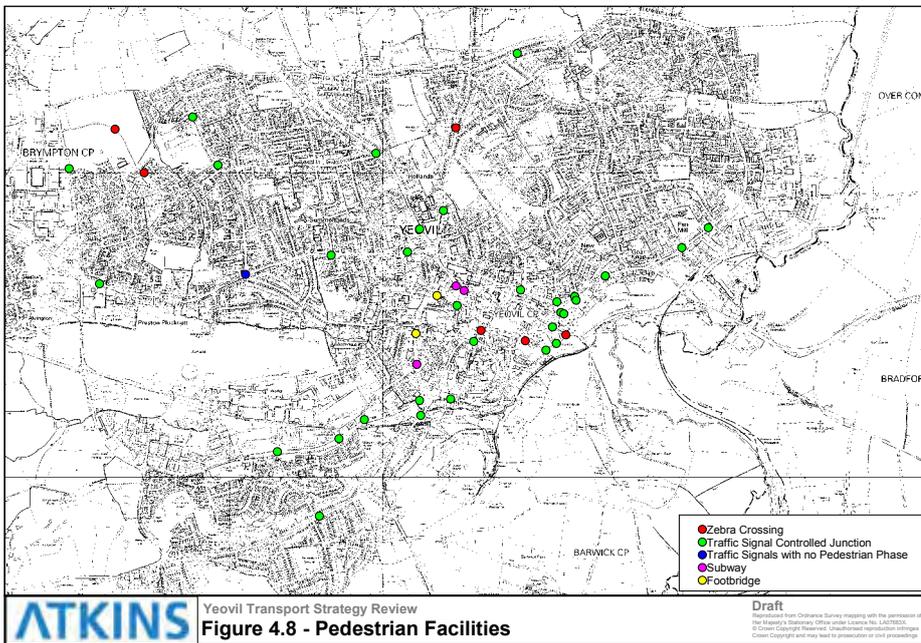


5. Movement in Yeovil

Walking in Yeovil

Some observations

- Parts of the town centre are pedestrianised
- Access to the town centre is severed by the A30 dual carriageway
- Crossings over the A30 Queensway are limited and need to be improved for the benefit of all users
- Walking routes across the town centre are often torturous and inconvenient



Walking and cycling guides are being used to help to showcase opportunities for active travel

Pedestrian facilities in Yeovil SCC (2009 p98) The second Yeovil Transport Strategy Review: Baseline review of transport conditions, Final Draft



A bridge too far?



An inviting environment for pedestrians?



Do current facilities match pedestrian desire lines?



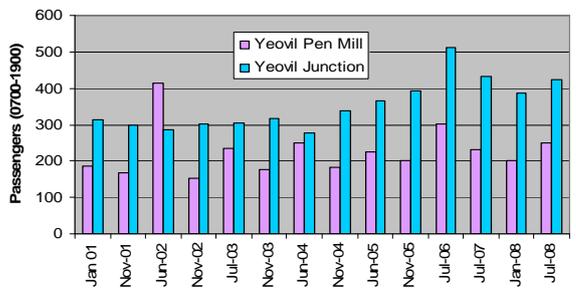


On the train to Yeovil: Rail basics

- Yeovil has two rail stations; Yeovil Pen Mill, which is located on the Bristol to Weymouth line; and Yeovil Junction, which is located on the London to Exeter line.
- The stations are located at distance from the town centre (1 km for Yeovil Pen Mill, 2.5 km for Yeovil Junction)
- Limited provision exists to link these stations to the town centre. At Pen Mill, 37% of travellers arrive by car, 34% on foot and 14% by bus and 8% by cycle
- Long sections of single track constrain capacity and frequency on both lines
- Rail use in Yeovil is generally rather low integrating rail travel with other movement modes is a key objective
- Connectivity between the stations is limited by the lack of direct bus services which means that users must change buses in the town centre. The distance between the stations, unlit roads, lack of footways and topography limit the potential for making such connections by foot or bicycle.

Local Rail Network

Taken from: SCC (2009) *The Second Yeovil Transport Strategy Review- Baseline Review of Transport Conditions, Final Draft*, Taunton: Somerset County Council, page 77.



Rail Passengers Boarding and Alighting at Yeovil Stations (2001-2008)

Taken from: SCC (2009) *The Second Yeovil Transport Strategy Review- Baseline Review of Transport Conditions, Final Draft*, Taunton: Somerset County Council, page 88.



Yeovil Junction railway station. Yeovil Junction station has an island platform, serving both the up and down lines, which is accessed by means of a footbridge. Disabled passengers and others requiring assistance need to summon staff using an intercom.

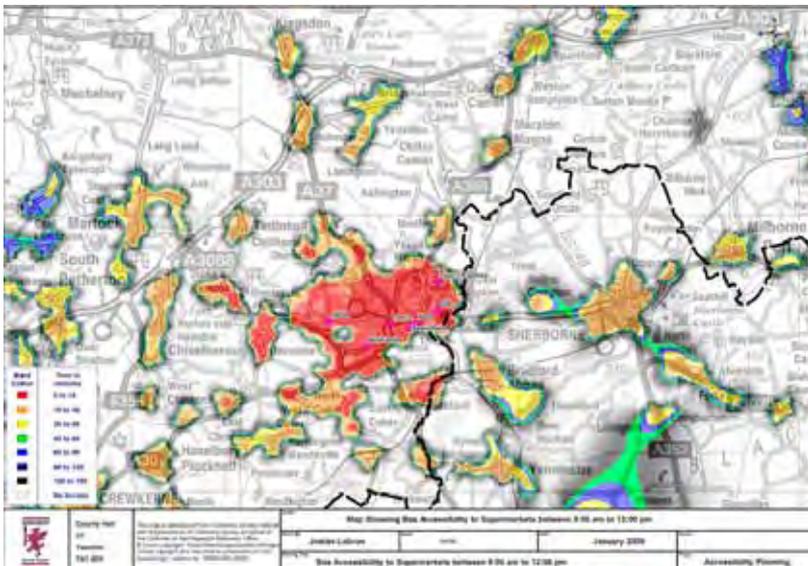


Yeovil Pen Mill. Rail services operate predominately between Weymouth and the Bristol/ Gloucester area. The main intermediate stations are Bath Spa, Bradford-on-Avon, Trowbridge, Westbury and Dorchester West.

Yeovil Junction has had an average footfall of some 354 passengers per day (07:00-19:00) over the period 2001-2008, whereas the equivalent figure for Yeovil Pen Mill is 227 passengers per day. According to data from Network Rail the passenger footfall at Yeovil Junction is comparable to Bridgwater and Castle Cary whilst at Yeovil Pen Mill it is comparable to Frome and Crewkerne.

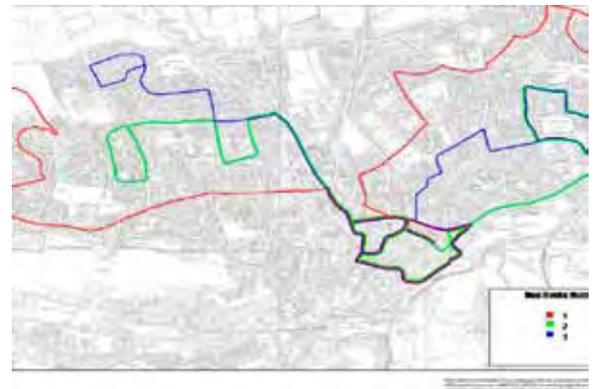
Bus transport in Yeovil

- Bus services operating in and around Yeovil are not well used, although the national concessionary fares scheme has help to stimulate demand
- Bus travel therefore accounts for a small part of the transport market within Yeovil
- There are three cross-Yeovil services that run between the residential areas of north west and north east Yeovil via the town centre at a reasonable frequency; however, large parts of Yeovil are not penetrated by any frequent service
- Frequencies of other bus routes linking Yeovil with outlying villages and towns are generally poor. Some of these services tend to use the town's radial routes without penetrating outlying areas
- The town's bus station is well located but is in need of modernisation
- Few bus priority measures exist



“Between 0900 and 1200 in the morning, most of urban Yeovil is able to access a supermarket in the town on foot or by bus in less than 15 minutes. A number of outlying towns and villages also enjoy good access but there are also many rural areas that have no bus access at all”.

Bus Accessibility to Yeovil Supermarkets (0900-1200). SCC (2009) The Second Yeovil Transport Strategy Review- Baseline Review of Transport Conditions, Final Draft, Taunton: Somerset County Council, page 89

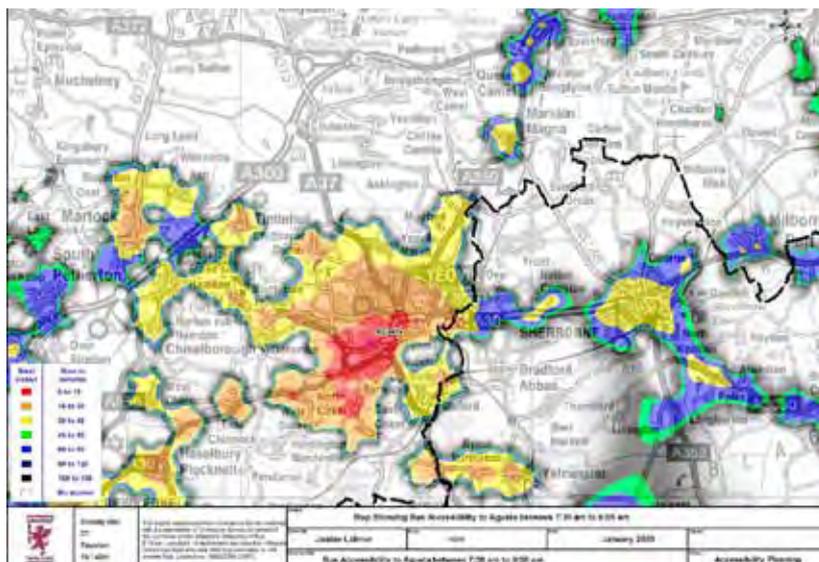


Bus Routes with Frequency >3 per Hour (0700-1000)
Taken from: SCC (2009) The Second Yeovil Transport Strategy Review- Baseline Review of Transport Conditions, Final Draft, Taunton: Somerset County Council, page 82.



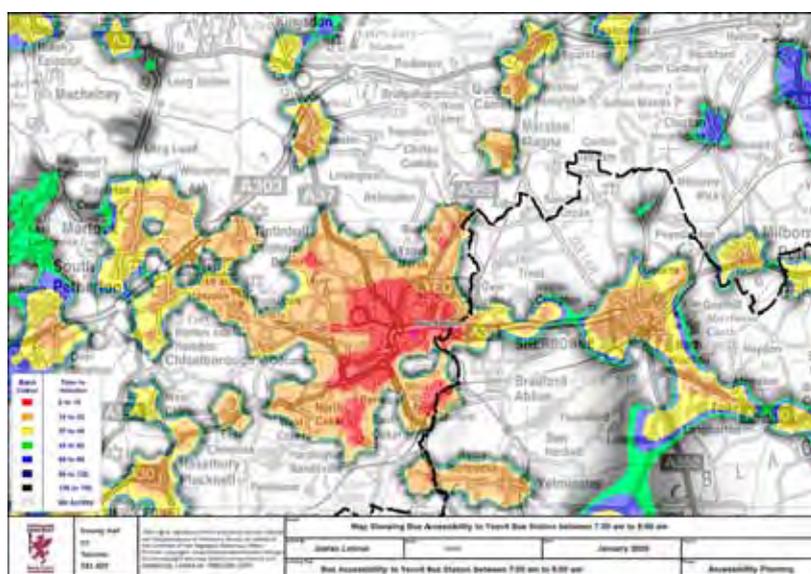
Bus Routes with Frequency between 1 and 3 per Hour (0700-1000)
Taken from: SCC (2009) The Second Yeovil Transport Strategy Review- Baseline Review of Transport Conditions, Final Draft, Taunton: Somerset County Council, page 83.

“Route 1 runs to a 15 minute frequency in each direction, as do routes 2 and 3 in combination. These are the most frequent services operating in the area. These three routes provide a cross-Yeovil service between the residential areas of north west and north east Yeovil. They operate via the town centre stopping at the Borough on the way into Yeovil and then the bus station before leaving the town centre. Many of the journeys on route 1 are operated by low floor buses”.



“Agusta Westland can be reached from most of the urban area of Yeovil within 45 minutes; however this is longer than it would take by car even in current congested conditions. The map reveals that from many rural towns and villages surrounding Yeovil there is no bus access at all to Agusta Westland in the morning peak”.

Bus Accessibility to Agusta Westland (0730-0900). SCC (2009) The Second Yeovil Transport Strategy Review- Baseline Review of Transport Conditions, Final Draft, Taunton: Somerset County Council, page 89



“Yeovil Bus Station and Yeovil College can generally be accessed more quickly than Agusta Westland from origins within Yeovil town. There are also more connections with outlying towns and villages during the morning”.

Bus Accessibility to Yeovil Bus Station (0700-0900). Taken from: SCC (2009) The Second Yeovil Transport Strategy Review- Baseline Review of Transport Conditions, Final Draft, Taunton: Somerset County Council, page 88.

6. Learning from elsewhere

It was agreed from the outset that any vision for Yeovil would need to be embedded within the needs and characteristics of the town and its surrounding hinterland. Equally, in order to be cutting-edge, and be sufficiently forward-thinking, it was recognised that the vision would also need to capture ideas of current best-practice or achievement.

By doing so, the team hoped to introduce new ideas or opportunities, as well as provide hope that with the right strategy, and the best possible resources, transformational change in relation to green and active travel could be achieved. A series of posters were created for the visioning event to help showcase these ideas, and to stimulate discussion as to whether similar interventions or practices could be applied in Yeovil.

Looking to the exemplars

During the course of the event the team tried to identify those places that had already shown considerable commitment to the encouragement of green and active travel. While these places included the likes of Vauban and Freiburg in South Germany, the team also identified some examples closer to home by referring to some of the achievements that a number of exemplar programmes in the UK had achieved; notably the Sustainable Travel Demonstration Towns and the Cycling City and Towns programme.

Settlement wide solutions

Sustainable travel towns

Darlington, Peterborough and Worcester were designed as sustainable travel towns in 2004. By taking advantage of some £10m in funding (made available by the Department of Transport), each of the towns have undertaken a variety of projects to help deliver a modal shift towards walking, cycling and public transport.

These projects have tended to include combinations in travel planning, improved information, marketing of travel options, organising services to address local needs, and providing new services focused on particular places (such as workplaces or schools). Over the five years to 2009, the three towns have seen reported car trips fall by up to 9%, walking increase by up to 14%, and cycling increase by at least 12% (DoT, 2009, para. 4.32).

Key features of Worcester's campaign ('choosing how you move') have included:

- A detail audit of travel behaviour across the city, including telephone surveys and 400 face to face interviews
- Individual Travel Marketing, which about half of the 23,000 households have participated within
- Distributing guides on each of the sustainable modes, as well as distributing a booklet on 'eco-driving' to some 3,000 households
- Helping develop school and employment travel plans
- Arranging marketing initiatives to promote walking and cycling, such as the Pedal in the Park fun day

The Worcester project has already shown signs of success, with latest statistics showing how travel by car has fallen by 12% (with the proportion travelling by foot and bike increasing by 17% and 36% respectively).

Cycling demonstration towns

In 2005 the Government designated six 'cycling demonstration towns' at Aylesbury, Brighton and Hove, Darlington, Derby, Exeter and Lancashire and Morecambe. Eleven further towns were given the role in June 2008, helped by £140m of funding that was awarded to Cycling England by the Department of Transport. Towns included the centres of Cambridge, Shrewsbury and Woking. The area of Greater Bristol was also named the country's first cycling city, with a project aim to double the number of regular cyclists in Greater Bristol by 2011. The status was awarded jointly to the two councils in Greater Bristol - Bristol City Council and South Gloucestershire Council.

Winning back space in the public realm

Cars whether parked or moving take up a lot of space in our towns which could be put to much better use. This communications 'experiment' in Freiburg was carried out to show people just what a difference can be made. Public transport, walking and cycling all take less space, space that can be public squares, street cafes, markets, greens, trees or commercial space.



Road space filled with cars



The same number of people without their cars



The space they would all occupy on a bus

The demonstration towns have shown that it is possible, in every case, to increase cycling, even in towns which almost completely lacked a 'cycling culture' from the very start of the project.

Each of the towns has developed their own ideas for delivering exemplary conditions for improving cycling. For example:

- In Aylesbury, the District Council has introduced eight colour-coded routes, with each being branded with the name of a gemstone.
- In Brighton, advanced stop lines have been installed at 28 of the city's busiest traffic controlled junctions

In Exeter, over 50 schemes have been successfully completed to date to extend its network of cycle routes to provide good links to schools, colleges and industrial estates. Within the first 18 months of the project, Devon County Council created 16 kilometres of cycle routes which it has heavily marketed towards school children and workers.

As a result, some schools are now reporting upwards of 20% of trips by bike on a regular basis. In addition, 9% of employees are now cycling regularly to work, compared to 4% in the 2001 national census.

Analysis of the round one participants has revealed a 20% increase in cycling rates. Other highlights include:

- In Aylesbury, where the number of people saying that their bike is one of the main modes of transport has risen from 3 to 14%
- In Exeter, where 72% of people feel that it is easier to cycle around the city than it was two years ago
- In Lancaster, where the number of parked cycles counted in the city centre has increased by 48%

The successes of the project to date also offer a clear view of the benefits that increased spending on active transport can bring. For example, government funding for the programme equated to about £5 per resident, a figure that was doubled once matched by the demonstration authority. Investment has therefore been significantly higher than the English local authority average, which, at the beginning of the programme, was closer to roughly £1 per head per year. However, the figure of £10 per head is still below the level of spend achieved elsewhere in Europe; for instance, Amsterdam is spending between £15 and £20 per person per year. A table in the appendix shows the levels of funding provided by DfT through Cycle England to the various cycle towns and cities in the UK. Lead authorities are required to match funds donated by Cycle England, so for example, total funding for Greater Bristol is £22.8million.

Integrated public transport strategy

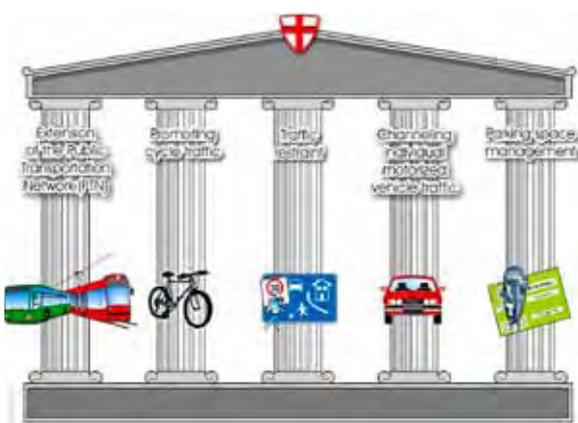
Public transport is an essential element in the armoury of active travel. People will walk further to good quality local public transport and people will walk even further or cycle to good quality regional public transport. In Freiburg, 'Good quality' is a function of reliability of service, frequency of service, safety and cleanliness.

The five pillars in an integrated approach

- 1 - Public transport fare policy directed at increasing ridership
- 2 - Promotion of cycling to relieve congestion
- 3 - Home zone policy
- 4 - Car access control to restrict car mobility in towns
- 5 - Parking control to balance modal use costs

In Freiburg success of the public transport is measured in ridership. More people using it the better, this is the key performance indicator, not profit. Although of course greater ridership leads to better investment and finally feeds through to profit. Radical policies have been used to increase ridership, such as:

- a simply priced regional zonal ticketing system across all operators
- time based tickets (e.g. for 3 hours) usable across the whole system
- season tickets transferable to other household members.
- automatic green traffic lights for public transport



The five pillars in an integrated approach to public transport in Freiburg

Integration with urban development

In Freiburg's newest development area, Reiselfeld, public transport infrastructure was secured through the heart of new developments. A full service started running at the beginning of the development phase (subsidised) to enable active travel habits from the start, and reduce need for car ownership and second car ownership. The service also provided transport for the many construction workers needed in the early years of development. The service is now well used as development of these new neighbourhoods reaches completion.

The development of the public transport network also goes hand in hand with the settlement structure, town redevelopment or expansion. The objective is that a high percentage of the development (say 90%) is within 5 or 6 minutes walk of a bus/tram stop. Major employment, commercial and retail are all preferentially located within walking distance of very good public transport - they both can be winners with this strategy.

Neighbourhood design solutions

Low car use development

Attractive and popular residential areas can be designed or retrofitted to support very low car use and fewer car movements. These places are good for quality of life and sense of community. They are ideal for growing families; providing a safer and more communal home environment and of course it is much easier to chose a healthy lifestyle in an area not devoted to car parking and frequent and heavy car movement.

Important factors to consider are that owning a vehicle or having immediate access increases the likelihood that an individual will use it. Therefore plan for car clubs and parking that sometimes is not right next to each property. Developers and residents need to realise that in neighbourhoods that are developed and planned around accessibility this is at the cost of poor quality public realm. Low car environments encourage residents to use more diverse modes of transport than just the car.

Details from Freiburg examples

- Limited parking on edge of development for which there is a high initial buy-in cost
- Cycling and walking priority within development – cars only allowed for loading/unloading and then only at walking-pace on residential roads
- Vital to have excellent public transport connectivity; throughout and at convenient places
- Cycling and walking links between residential and services/shops well developed throughout

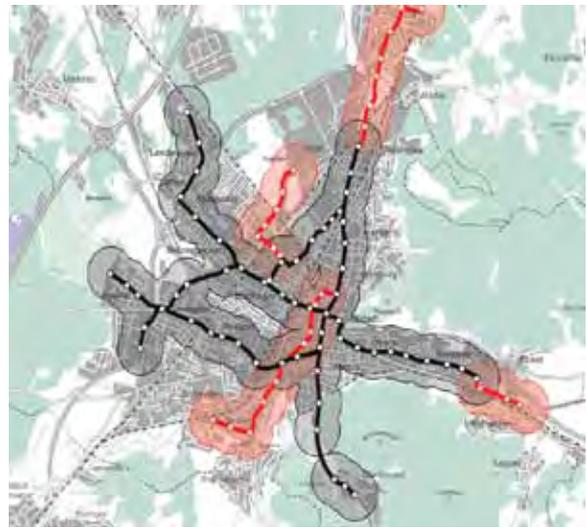
Example: Vauban, Freiburg

This development has high car ownership but much lower car use than average. Cycling and walking rates are high as is use of public transport.

- Vehicles are allowed down one side of the main street at 30kmph (18mph), where on-street parking is metered.
- Cycling and walking has priority
- Vehicles may enter the roads in the car-free areas at walking pace for pick-up and deliveries only.
- It works because the residents appreciate the high quality of life delivered. There are some infringements but - controls are rare and penalties light, though this is a source of annoyance to some residents without cars.



Reiselfeld Neighbourhood, Freiburg
Note public transport through the heart of the development



Public transport accessibility map, Freiburg. Areas served by a 5 minute walk to a stop



Quality public realm and community spaces in low car developments in Freiburg



Higher density mixed use development

Correctly planned, mixed use leads to useful destinations - facilities - within walking and cycling distances. Several recent studies have confirmed that this is good for encouraging walking in the locality and also increases social cohesion and reduces inequality. A mixed use neighbourhood has local shops, services and many jobs are within walking distance, single use residential area may have nothing of any interest within walking distance. The higher density also leads to better vitality of local services through higher catchment populations.

Details

- Higher density neighbourhoods designed with a highly accessible 'hub', preferably on a main access route,
- Density peaks at the local hub which contains local facilities and a transport node.
- Area is well integrated with the surrounding areas
- Dedicated, convenient, direct routes for pedestrians and cyclists with clear views and easy orientation.
- Little/no parking space but does have car pools and plenty of cycle storage

Potential issues

- Public realm – high density often looks crowded, needs trees and well designed green areas
- Public image – high density often receives negative perceptions of quality of life, personal safety etc., but the key is attention to good quality design.

Street level design solutions

Creating a room

Good for:

- Situations where cars dominate
- Road is a movement corridor but needs to be seen as a place
- The public realm is ugly

Why?

- Can help to balance needs of all road users
- Encourages alternative carriageway uses
- Makes car drivers feel like a visitor in a neighbourhood
- Improves quality of public realm

Details

Design the street as a room with: an entrance; floor and ceiling; walls; artwork and focal points.

Create an entry or 'gateway' by making a perception of passing through a narrowed space to enter a larger space, using in various combination;

- markings on the roadway
- 'portals' in the form of decorated poles
- sculptures or wall structures that visually narrow the road
- overhead banners or sculptures

Define and change the character of the space using: overhead banners; tree canopy; lights; flags; overhead sculptures; a shade structure

A room does not feel lived in until it contains 'furniture' and art. Seating, planting or play structures can be used. Some items can also be temporary and movable.

Details

- Physical traffic calming
- Psychological traffic calming
- Speed: embed within 20mph zones
- Use entry gateways
- Use surface treatments
- Use variety: seating, planting, play equipment

Home zones

Good for:

Home Zone is a term used in the United Kingdom for a residential street or group of streets that are designed primarily to meet the interests of the local community, whether they are on foot, cycling, or in a car, enabling the street to operate primarily as a space for social use. These principles are similar to those of the shared space type schemes, which apply also to a wider range of environments.

A key to success is resident participation in the design

Why?

- Encourage 'place' rather than movement
- More pleasant for residents
- Reduced vehicle speeds and vehicle numbers
- Promote playing in the street
- Encourage active travel – walking and cycling
- Improve visual aesthetics of residential streets
- Reduce anti-social behaviour
- Make a street a 'home-place' - visitors should feel like they are entering someone else's space

Painted surfaces and psychological traffic calming

Good for:

- Situations where cars dominate
- Situations where there is ambiguous road user priority
- Collision black-spots
- Using theory from human psychology in order to reduce speed and increase driver attention

Why?

- Can help to balance needs of all road users
- Increases cyclist perceptions of safety
- Communicates areas of danger
- Indicates user priority
- Physical traffic calming is ugly, costly and can be ineffective

Details

Use of paint, colour, texture and coloured surfaces, non-standardised: Red for danger; Green or blue for cyclists/buses; Brown for be aware

Use of thermoplastic surfaces, non standardised: Block paving/rumble areas; Send audible cues to road users; Skid resistant surfaces

Potential issues

- Are road users aware of what is meant?
- No standards for where they should be placed
- Could result in a non-treated area being viewed by users as being less risky approaching junctions and roundabouts
- Adjust perception of width; by creating an impression of narrowing the carriageway
- Hide visual cues; e.g. by masking green filter light until close to the light, so drivers slow uncertain about it colour until close.
- Repeat messages; by roundels used on road surface to reinforce speed



Copenhagen blue junctions

These have been proved to boost cycling numbers by increasing cyclist confidence at busy junctions. Research has shown that these blue junctions give cyclists a greater perception of safety.



Advance cycle stop lines

These increase safety and the perception of safety.

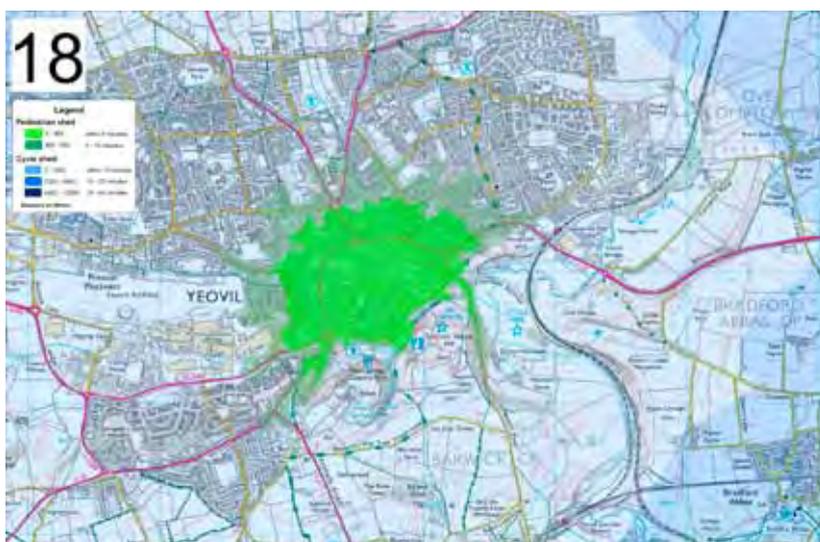
7. The workshop

Preparation and groundwork

It was agreed that a visioning day would be needed to help develop the kind of vision and package of works needed to deliver a step-change in the use of green transport across Yeovil. While this was subsequently arranged for the 30th June 2009, a number of preparatory steps were taken to ensure that the team were sufficiently aware of Yeovil as a place, its aspirations towards encouraging greater rates of walking, cycling and public transport use, and the challenges that would need to be addressed if the community's vision was to become fully realised.

These initial steps comprised:

- An assessment of Yeovil's existing environment to gauge the extent to which it already provided support towards walking, cycling and public transport use. The tour was conducted by foot and cycle and enabled the team to understand Yeovil, its neighbourhoods, its key facilities, as well as the issues and opportunities that residents were likely to face when seeking to use green or public transport. As part of this, the team were encouraged to visit areas where improvements to the network and local facilities had recently been made, as well as those sites or locations considered problematic.
- A review of key documents relating to Yeovil and South Somerset in order to appreciate the targets and objectives that had been set for encouraging green travel and promoting improved health. This review also identified the key aspirations, and intended interventions, of the town's regeneration and development framework, Yeovil Vision. The review also identified the level of growth that Yeovil was expected to accommodate in the future, and where this might be spatially delivered across the town.
- Initial discussions were held with key and relevant staff from South Somerset District Council and Somerset County Council. The project was also presented to the members of the South Somerset Local Strategic Partnership who gave their broad support towards the project. These early discussions focused on the format and timing of the visioning event, the range of stakeholders to be invited, and the geographical extent of the project. A project steering group was created to help provide support and direction to the workshop.



Wide-ranging analysis was undertaken in advance of the visioning event. This image shows walking and cycling distances from within 400 and 800 metres of the town centre.

Research of best practice

Alongside these place-specific investigations, the team also researched a number of themes relevant to the project, such as the inter-relationships between policy, transport and health, and the type of initiatives and projects that have been progressed elsewhere to promote walking, cycling and public transport use.

Attention was not only given to those examples with international recognition, such as Freiburg in South Germany, but to more domestic and local successes where car use had been tamed through the promotion of green travel.

Research was also directed towards the geography and history of Yeovil, the socio-economic characteristics of the town, and the current trends with respect to travel and movement. Key points arising from the research were disseminated via a series of 22 posters that the team developed specially for the visioning event.

Preparing the way

Participants were provided with some preparatory material in advance of the event, including a briefing note on the relationship between transport and health, and a spoof newspaper article (Future This Yeovil!) which announced a number of ambitious successes that Yeovil had theoretically achieved at an un-specified date in the future.

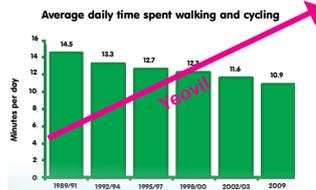
Participants were also asked to bring with them images of an inspirational journey.

Future This Yeovil- a spoof article sent to all guests in advance of the event- announced a number of ambitious successes that Yeovil had theoretically achieved by an un-specified date in the future

Yeovil..Future This!

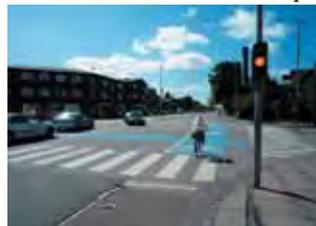
We now have a Yeovil that fully supports active, accessible and inclusive access. But has Yeovil really reached the end of its long journey of transformation?

Fit town - Healthy lives!
Yes, Yeovil in Somerset bucks the national trend of a decline in walking and cycling.



National decline while Yeovil rides high (and walks tall).

Its good for health, good for the planet and good for Yeovil's economy. Residents of Yeovil must be some of the fittest in the region meaning fewer sickies. ...cont p4



Yeovil adopts the 'blue' safety crossings from Copenhagen and cyclists' love them!

What's behind the steep fall in childhood obesity?
Exclusive report explores the hidden benefits across a range of life threatening diseases ...p10

Employers say: 'Find us space!'

Manufacturer of the 'Taga' tricycle-buggy are the latest 'green' industry to put their faith in Yeovil. Following a well trodden path of other new employers to the region, the company says ...cont p2



Award winning TAGA trike-buggy in action



Even those with no storage room can have a bike, thanks to Yeovil introducing secure on-street cycle parking - manufactured by a local firm and sold nationwide.

Centenary Tina

Local resident, Tina Adams (age 74), has become the 100th resident to renew her cycling skills in a district wide programme that sees thousands return to their bikes. ...page 2 explains

SNIPPETS

East meets west new bus service opens!
Residents across the town will benefit greatly from a new east to west bus expressway that opens this week.

On tracks for success
Cyclehire4u, based at Yeovil Junction railway station, has achieved its highest number of rentals since opening.

Reality show time
Yesterday saw the grand opening of Yeovil's newly styled bus-stops. Designed by 'style guru' Gok Wan, the innovatively styled pods come with real-time information as standard, of course!

Bye concrete collar; Hi urban boulevard!
Council officials unveiled the final section of the Reckleford/Queensway urban boulevard yesterday amongst a party-like atmosphere. The redesigned street has a 30mph speed limit, is supported by at-grade pedestrian and cyclist crossings, and is fronted by a variety of exciting retail and leisure uses. Leader commentp14 Have your sayp16

Workplace cyclepark: a winner

One of Yeovil's biggest employers has won a national award for its 200-space cycling shed that was opened earlier this year. A spokesperson, local employee Fiona Jenkins said, "It's great that I can leave my bike at the start of the day knowing that it will still be there when I return".

Starting the process

The event was attended by 40 people. Delegates had a common interest in the promotion of green travel and better health and came from a variety of organisations across Yeovil and the wider area.

Groups and issues

A core-team from within the attending group were selected to act as a strategic 'big picture group'. This had a coordinating role across information emanating from the topic five groups:

- North east Yeovil
- North west Yeovil
- South Yeovil
- Public transport and the hinterland
- Town centre vitality

All groups were provided with large scale plans of their respective area and a set of rulers that set out some common distances for walking and cycling. The big picture group had larger overview plans of all the areas.

Arrival and the rush hour

The visioning event began at 8.00am, deliberately coinciding with Yeovil's rush hour with a breakfast. On arrival, each guest was asked to participate in two exercises.

1. Today's journey.

Each plotted their route to the venue on a large map of the South Somerset district. Using a common colour scheme the transport mode used was also plotted (blue for active travel; red for public transport; and black for car use). Delegates were asked to accompany this with a few words capable of capturing the quality and experience of their journey.

Each participant was then asked to pair up with someone else who had chosen a different travel mode that morning. Once in these pairs, each person recounted their journey, without interruption for two minutes, so each could understand the other's experience.

2. An inspirational journey.

Guests had been asked to think about an inspirational journey they had taken in their life, remembering the nature of the journey and the qualities that had made it so special. They had been asked to bring in an object that could represent their journey, such as a photo, drawing or souvenir.

Participants were asked to work in pairs, with each being asked to speak for two minutes, with the other taking notes on the nature of their journey and its particular qualities. These messages were then displayed alongside any associated material that the delegate had chosen to bring or found on the day.

Orientation

The event was formally opened by Mark Pollock (South Somerset District Council), Alan Brown (Yeovil Vision) and Gabriel Scally (Regional Director of Public Health) who spoke about the objectives for the event and the wide-ranging benefits that would be achievable if Yeovil was to forge itself an exciting vision for promoting active and green travel.

These introductions were followed by an opening talk by Marcus Grant from the WHO Collaborating Centre who spoke about the programme for the day and its objectives.

Participants were told of the need to develop the fullest possible vision, one that would not be constrained by time frames, budget or current policy.



Picture cards were used to help develop an ambitious vision for Yeovil's future.

Elements of a compelling future

The collective goal

The basic tenets for a future Yeovil were sketched out as broad concepts using range of image cards to help identify the type of place Yeovil would need to become in the future. It was felt that Yeovil would need to collectively work towards becoming:

- More Accessible; at all scales from the ability of the community to access jobs, services and facilities, to accessing individual developments and buildings.
- Better connected; with preferred opportunities for people to get around Yeovil and adjoining areas by using a range of travel modes other than the private car
- More attractive; needing streets and spaces which are both well-designed and better equipped to meet the needs of walkers, cyclists and public transport users
- Safer, with the factors above helping to create environments capable of supporting a greater range of activity through the day, thereby helping to improve the safety of places and the connections in-between
- Greener, with attention being given to providing for a greater amount, and range, of public space and planting across the town, thereby helping to reinforce Yeovil's existing connections with the country
- More enticing, with Yeovil being able to develop a reputation for being a healthy and sustainable place to raise a family or develop a business

How would you know?

After setting out the desired end-state in these broad terms, participants reviewed potential criteria which could be used to measure the progress of the town along this desired journey. A range of indicators were proposed including:

- Number of cars using Yeovil's roads
- Air quality
- Accessibility of named services and facilities by different transport modes
- Number of children walking or cycling to school
- Level of footfall in key streets and spaces
- Level of interaction between neighbours, say by average connectivity - who knows who.
- Number of trees, or the size of green open space
- General health condition, especially fitness and obesity levels



The day began with a working breakfast with delegates having to find images that characterised their morning commute.



Projects began to be worked up in detail once an initial list of ideas had been agreed on.



A variety of boards were made available to offer some useful context to the study and to help disseminate best practice.



The big picture group played an important role in capturing the enthusiasm, knowledge and suggestions of the working groups.



Each of the working groups were asked to analyse existing conditions, helping to identify areas for future intervention.

The baseline

In order to understand the scale of the transformation, and the type of interventions that might be necessary, each of the working groups were asked to record the existing situation in each of the study areas.

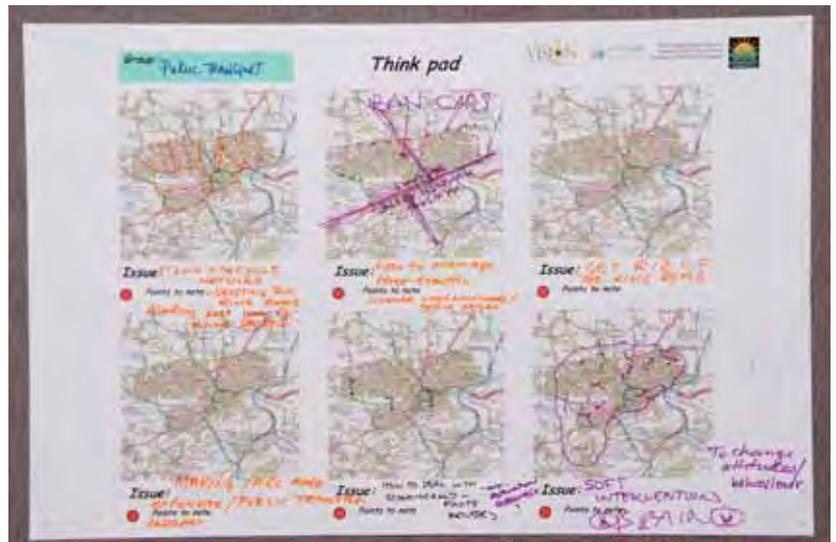
To help facilitate this activity, delegates were given an overview of Yeovil as a place and a service centre. The strength and adequacy of the town's transport networks were also discussed, alongside the priorities and ambitions of Yeovil Vision. The group were given an update on the level of future growth that the district was expected to plan for in the period to 2026.

In marking up their particular area, working groups were asked to use a standard colour scheme:

- Green, for depicting the natural environment
- Purple, for identifying key origins and destinations
- Blue, for identifying key active transport routes
- Red, for identifying key public transport routes
- Black, for identifying key roadways

Opportunities for change

With this baseline information in place, each of the working groups then identified opportunities for change to bring about the type of vision that had been collectively envisaged. Potential opportunities were shown in orange.



Participants were encouraged to explore ideas for fulfilling the group's vision

Lunch provided the opportunity for specific project ideas to be worked up. It also provided the opportunity for different groups to view the ideas that had been proposed for specific areas of the town. The 'big-picture' group looked at the ideas of each sub-group in some detail, pulling out key ideas and proposals for transferring to the strategic large scale plan.

Templates were given to each working group to help develop their project ideas

Working-up the projects

Working groups for each of these projects were established, with delegates choosing to develop the project of their choice. Using a pre-prepared flip chart template, each group was asked to brain storm and set out on their sheet:

Extent of the project

- Outline and purpose of the project
- Benefits and barriers from a physical, social, economic, political and environmental perspective

Force field analysis:

- The forces that could help or hinder a particular project coming forward
- To identify actions that could be taken to ensure support in forces are maximised and hindering forces are minimised

Action plan

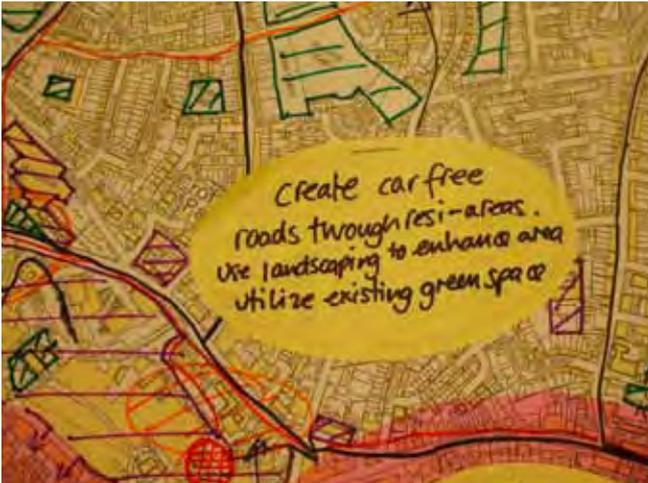
- Five key staging posts towards delivering the project
- Partners that would be involved

The projects were presented by each of the project champions, with initial attention being given to how specific ideas could be meshed together. The event was brought to a close with some final thoughts of the big-picture group.

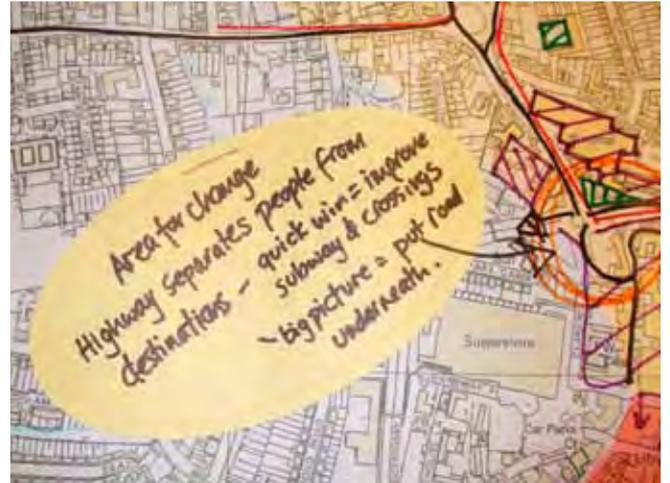
Post event and feedback

A questionnaire was sent out to all delegates in order to develop the detail of each of the eight projects.

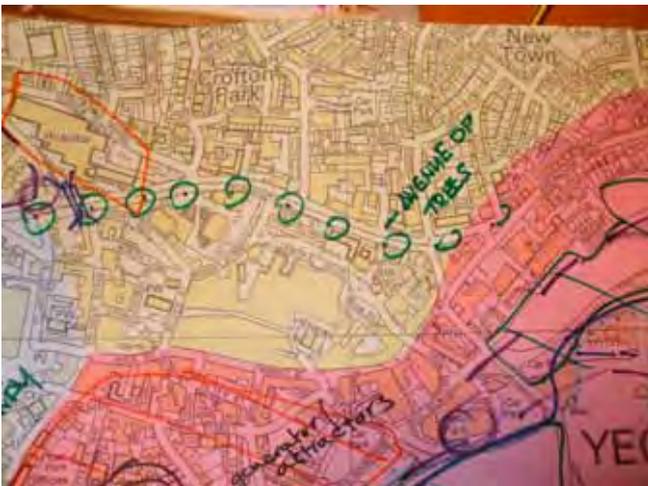
The questionnaire had a transcription of the project template that had been completed during the visioning day. Delegates were given the freedom to add comments to any project. Although relatively few questionnaires were returned to the team, those that were received offered some constructive comments which have been added to the project profiles.



Lessening the impact of traffic through residential streets was a key goal, as was the desire to create green and attractive neighbourhoods



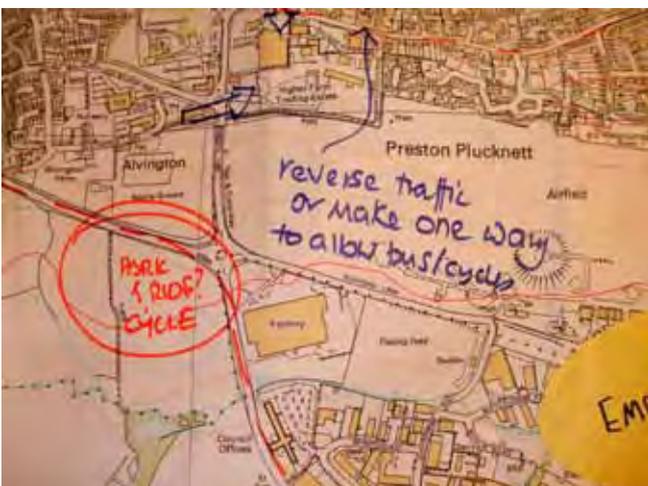
Severance was seen as an important issue, with wide and congested streets creating a barrier to those wishing to move between the town centre and surrounding neighbourhoods.



Boulevarding the existing gyratory was seen as being important to help improve the quality of the environment and to give a clear impression of the positive change Yeovil was embarking on



Some routes were identified as being poorly designed for walkers and cyclists, with certain junctions having been designed with the motorist in mind to the detriment of other road users.



Park and ride was seen as attractive option for reducing the number of cars entering the town centre and for existing car park land to be used for alternative, and more productive, uses

8. So how do we get there?

Establishing the key principles

Based on research and stakeholder participation this report has developed an innovative and challenging vision for green and active travel. The proposals are drawn from the unique characteristics and opportunities inherent within Yeovil's environment, as well as the best-practice from elsewhere that can transform the town's communities. In setting out the type of place that Yeovil would need to become, there has been consensus that the town and associated hinterland will need to be:

- **Better connected;** with opportunities being provided to enable people to get around Yeovil by a range of transport modes other than the car
- **More attractive;** requiring streets and spaces that are well designed and better equipped to meet the needs of walking, cycling and public transport users
- **Safe;** with the factors above helping to create environments capable of supporting a greater range of activity through the day, thereby helping to improve the safety of places and the connections in-between
- **Greener;** with attention being given to providing for a greater amount, and range, of public space and planting across the town, thereby helping to reinforce Yeovil's existing connections within the community
- **More enticing;** with Yeovil being able to develop a reputation for being a healthy and sustainable place to raise a family or develop a business.

Co-ordination and delivery

Based on experiences from successful long term urban change programmes elsewhere there will need to be a core delivery team throughout the 15 year programme. Their role will be:

- To ensure continuity of the end-point vision throughout the programme
- To ensure co-ordination, synergy and avoid duplication of effort between the different seed projects. This will be akin to implementing 'total place' and 'total capital' approaches.
- To develop and maintain popular and political support
- To win funding for delivery
- To commission and gather the necessary data and research that will underpin the eight seed projects and be the single point of reference for information and technical support.

Sowing the seeds to success

The transformation in culture, behavior and the environment can be delivered through strong and lasting commitment to the vision, enacted through eight very substantial projects. These first emerged in the visioning workshop and has subsequently been developed, in conformity with the five key principles, to provide a set of complimentary and mutually supporting proposals that taken as a whole will lead to the desired deep and fundamental changes. These are terms seed projects are they all in themselves just starting points for a new trajectory in for Yeovil's relationship with a new and healthier urban living environment. The projects are:

- **Strategic network phase I: Winning hearts and minds** - This initial project is a high profile physical works programme. The focus is a core walking and cycling network delivered with a physical quality and social marketing campaign to convince key organisations such as schools, businesses and health faculties, residents, visitors, workers and employers; that Yeovil will become a far healthier and positive place to live, work and visit if walking, cycling and public transport choices were made more attractive. Three new flagship 'hinterland' longer distance cycle commuting routes will also be planned and delivered in this project.

This project is about popular routes. As the initiating project, it is aimed at quick wins that are highly visible, and on the most popular routes. The value added

Core team summary and costs

Overall: £ 2,460,000 Year 1-15

Broad assumptions salary and on-costs. office rental not included.

Senior project leader: Years 1-10 at £80,000

Senior project manager and technical supervisor: Years 1-7 at £60,000

Technical assistant: Years 2-15 at £50,000

Administrative support: Years 1-7 at 40,000, Years 8-10 at 20000, Years 11-15 assumed absorbed into local public administrations.

Office technical requirements. GIS, CAD, computers, GPS, access to plotters for maps and posters, allowance £100,000 spread over years 1 & 2.

Included in these sums is the costs of co-ordinating a detailed pedestrian, cycling and public transport survey of existing network to provide spatial data, quality, usage, land ownerships, vegetation and materials survey, key trip origins and destinations etc. to provide underpinning for the other project in particular project 2: Pedestrian and cycling for all and 3: Really green corridors

would be demonstrated though targeted up grades to 'broken' links in existing strategic routes. This includes providing missing links, re-surfacing, signage, lighting and items like benches, rain shelters, cycle parking etc. An in-depth user and network survey would guide the work.

- **Strategic network phase II: Park and go** - a project designed to reduce car congestion and car parking in the town centre, by developing a number of park and ride, walk and cycle sites on Yeovil's periphery. Linking routes will be added to the strategic core network.

The focus is reduction in commuting traffic in the centre. The project needs to be seen in tandem with the others especially employee parking and figure eight. Very careful handling is required, so as not to increase the ease and volume of car commuting in the surrounding areas. This would be carried out in parallel with further restricting unnecessary car movements in the town core.

- **Public transport figure of eight** - a project that would seek to provide a frequent and reliable public transport route that would be easy to understand and would be capable of providing links between residential areas, key local destinations.

An ideal route may well also pick up passengers from rail and park and ride. It would also deliver good quality interchange facilities and bus stops, such as with real time information.

- **Safe and liveable residential streets** - a programme of place-making and transformation of public realm in residential areas, to ensure that the programme of active travel reaches deep into neighbourhoods across Yeovil and is embedded in all new proposed growth areas.

This project is about places, mainly residential and non-centrally located community and local facilities. The emphasis is place making for accessibility, health and active travel. This programme would include extensive use of 20 mph zones, car channelling and extensive new and retrofitted home zones and play streets.

- **Strategic network phase III: Green and complete** - this project sees completion of the strategic walking and cycling network. A variety of green and open space is provided along each route, with the opportunity for the adjoining community to help persuade and manage each of the spaces created. The end result is an attractive and biodiverse, well-signposted, convenient and traffic-free/traffic controlled network.

This project switches from the easy wins to the important desire lines and route not yet catered for. The key is green corridors. Some of these already exist in part or whole. This project would see the upgrading of those existing routes, including the addition of new feeder loops and links as required where deficiencies in access combine with potential for new routes.

- **Lysander Road improvements** - a project designed to achieve a better balance between car drivers, cyclists, pedestrians and public transport users on Lysander Road to enhance its importance as a route into Yeovil

Works along Lysander Road would also help to provide improved access for those who work or shop in the area. The project could help to provide the necessary infrastructure for accommodating some kind of rapid transit route which could be introduced at some time in the future.

- **Access across the A30** - a project to secure a more efficient and pedestrian and cyclist friendly road crossing over the A30 (North Queensway), thereby providing improving access between Huish and other residential areas to the North West and North East and the town centre.

A wide package of works including removal of a 'bridge too far' and providing instead an at-grade crossings.

- **Journey to work** - a programme of education and direct intervention designed to encourage employees to use alternative modes of travel to the car when travelling to work.

Key employers would need to be involved at the outset, with individual projects and initiatives tapping into existing and future green travel commitments.

Developing a strategy

Although each of the eight projects would contribute towards achieving the desired end-state, it is clear that they must be developed as part of a wider strategy in which the benefits from one project would naturally help one another.

In order to help frame these projects, it is felt that any strategy for promoting green and active travel in Yeovil should be focused around three inter-related strategies:

- Think, in order to change existing attitudes and mindsets away from the car towards using active and public transport
- Plan, in order to ensure that the most significant connections are in place at a range of scales, from the strategic down to the level of an individual neighbourhood
- Create, in order to ensure routes are delivered and broken links are re-connected, and to ensure that the overall environment of a town is retro-fitted to help encourage walking, cycling and public transport use.

Each of these strands will be considered over the following pages.

To build in timescale and funding robustness, the projects have been developed to be both stand alone and synergistic. The strategic walking and cycling network is a colossal project and has been broken into three phases, one in each strand of the overall programme.

THINK

In order for the programme of change to be successful it is clear that the community has to be encouraged away from their existing travel patterns to those where the use of active and green travel becomes the norm. Simply put, there is little merit in delivering new cycle ways or cycle hire facilities if few in the town feel able, or sufficiently confident, to use a bike for their journey.

The first of the eight seed projects fits squarely with this objective since it recognises that if Yeovil is to become a beacon for green and active travel, existing attitudes and mindsets will need to be transformed. In doing so, it will be important to convince the community through their own experiences of the beneficial effects of green and active travel. Demonstrating tangible benefits in relation to improved health and well-being and a more convivial public realm.

After allowing the community to appreciate 'why' such a transition in travel is beneficial, emphasis should then be directed to 'how' green and active travel modes can be used. For instance, certain members of the community may need to learn how to cycle, or be given greater confidence in reading bus or train timetables.

For existing routes and services to be successful, the first element of the strategy is to ensure that the community is fully aware of what routes exist, how they can access them, the destinations they serve, and the distances and timescales involved. The Cycle City guide of walking and cycling routes in Yeovil, as produced for Somerset County Council, is a good example of what has already been achieved in this area. A well designed signage and way-finding plan will make this evident 'on the ground'

Apart from just communicating information, emphasis would also need to be given to coordinating and simplifying the information that exists, for instance, by providing information tailored to the needs of a specific household or business.

A key part of this strand would also be the championing of green and active travel within the community. Under a clearly identifiable brand, separate campaigns could be targeted for particular groups, with individual benefits being suggested for each. For instance, for school and college students the selling point could be 'feeling healthy and looking good'. Businesses could be sold on the idea of 'saving time and money'.

Rewarding cases of success or innovation would be particularly important, for instance, by identifying the 'most active school' or the business committed to having the most 'cycle to work' days.

Equally important in this first strand would be for the community, and policy makers, to look elsewhere to gather ideas and to duplicate cases of best practice. This knowledge exchange would need to be two-way. While members of Yeovil's community could travel to investigate projects developing elsewhere, the town would also need to take steps (as its strategy develops) to promote its achievements by encouraging politicians, policy officers or residents from elsewhere to visit.

The 'think' strand would need to be continuously maintained alongside the other two strands for 'planning' and 'creating' Yeovil's green and active travel networks. This relationship would need to be cyclical since any enhancement to the network, or any of the environments within it, would need to be advertised to the community to help encourage up-take and deliver a transformation in attitudes and mindsets.

The central project to this stream is:

- Strategic network phase I: Changing hearts and minds

Seed project 1: Strategic network phase 1: Winning hearts and minds

Project purpose

To kick-start the transformation by consolidating the existing walking and cycling infrastructure into a highly visible, attractive and popular core network. As an innovative move this project includes creating several rural feeder routes based on a 40 minute cycle commute.

Project outline

This project is about routes. As an initial project in the programme, it is aimed at some quick wins that would be highly visible and on some of the most popular routes plus the added dimension of starting to tackle three long distance cycle commuting routes. The value added would be demonstrated through a programme of targeted upgrades to raise quality, provide directional and distance signage and mend 'broken' links in existing strategic routes. The package includes new elements of missing network, surfacing, signage, information, lighting; and smaller items like dropped kerbs, benches, rain shelters, cycle parking etc. Also provided is an in-depth user and network survey, carried out by a core team overseeing all eight seed projects would guide the work.

Initial action is to deliver strategic routes along popular desire lines capable of linking up key destinations and promoting active travel early on. This would largely be based on existing partial or poor quality potentially popular routes. Survey and implementation of the rural commute elements would take longer.

In parallel and using marketing for social objectives; an ongoing targeted programme to demonstrate the benefits of Yeovil being an active travel town linked to physical change in the right sequence. Aimed at schools, businesses and residents.

Programme and indicative costs summary

Overall: £7,392,000

£6,500,000 Capital Year 2-5

£892,000 Revenue Year 1-8

Task 1: Mapping and auditing costs: assumes project would have a research manager and a team of cycling volunteer auditors similar to Sustrans model (this would be funded through the initial set-up cost) [£100k p.a. Y1-3].

Task 2: Proposal/feasibility of new routes. Costs include extra Geographic Information Systems analysis and include a complete 'hinterland package' of survey and proposals to include longer distance cycle commuting (within a 40 minute accessibility cycling distance); to include rural route access to the railway stations and improvements concentrating on works outside the current urban boundary and needs of this user group – including working in a consultative manner with cycle commuters and landowners [£80k].

Task 3: Rolling four year programme of major works within Yeovil town [£2.5m Yr 2-3] and delivery of the 'hinterland package' [£4m Yr 2-5].

Task 3: Personalised travel plans [£237k]. Information on active and public transport alternatives is presented to households in line with their current travel patterns. Including education, information and campaigns and events and initiatives with businesses [100k Yr 2-8].

Costs are purely indicative some of the big ticket items, see appendix for more details and the basis of these indicative costs.

Force field analysis from workshop

Supporting forces

- Social marketing to instil 'change of life' approach for key sectors: college students (looking better); elderly (keeping independence); kids (active and fun); and business (more land).
- The requirement for travel plans

Taking action to maximise help

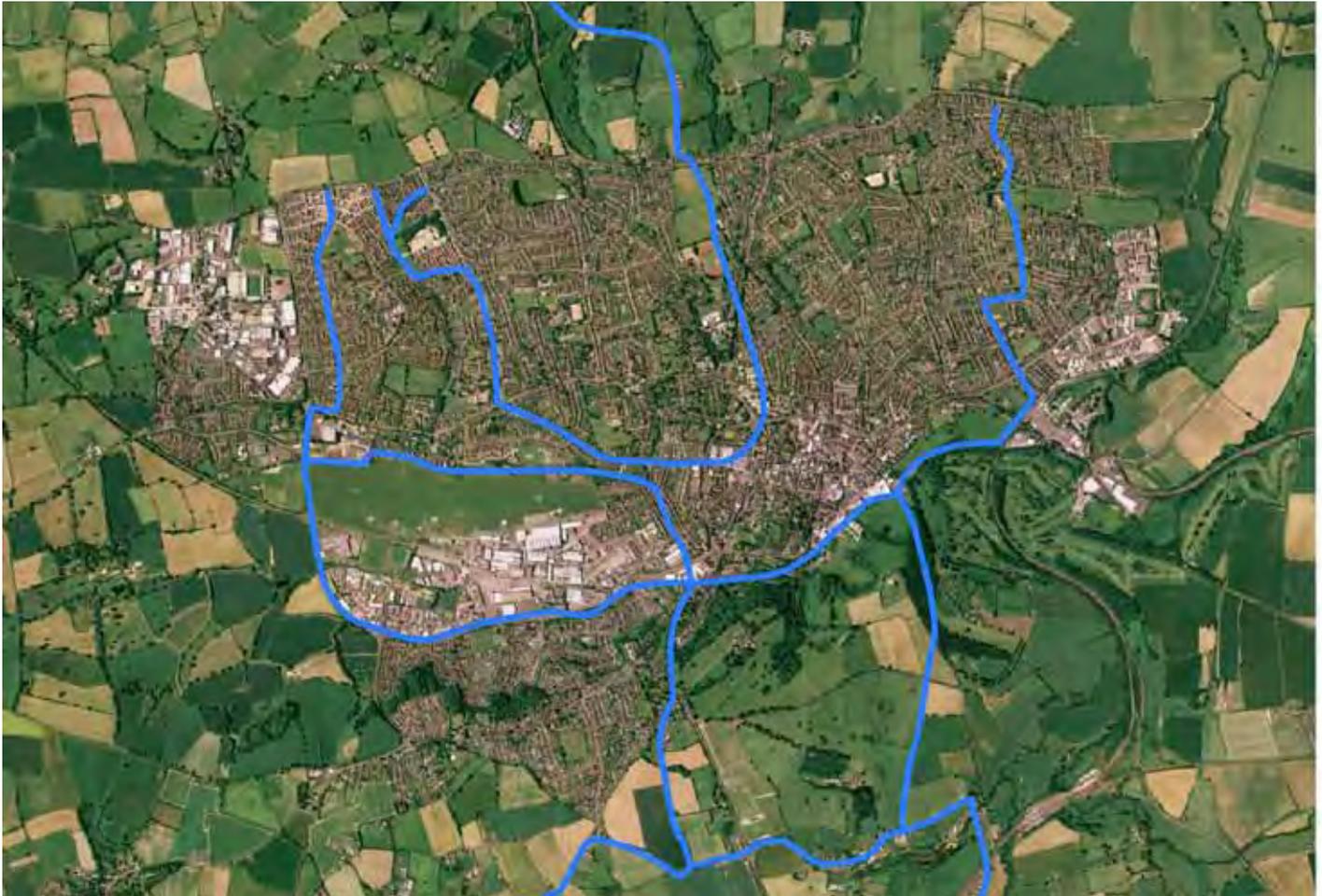
- Plan more cycling proficiency / bikeability schemes and encourage more 'cycle to work' days
- Use signage to consolidate available routes and pathways
- Promote collaborations with employers and major traffic generators to arrange events (e.g. Bike to Work), to encourage investment (e.g. secure cycle parks, shower and changing facilities, pool cycles, cycle hire)

Hindering forces

- Fears that walking and cycling is unsafe
- Perception that walking and cycling takes up a greater amount of time
- The problems associated with transporting large or bulky items
- Psychological barriers of habit

Taking action to minimise hindrance

- Install project champions e.g. the most active school, employer, shop
- Assist every major employer and organisation in Yeovil to have a travel plan that promotes active travel



Strategic network phase I: Winning hearts and minds

Workshop appraisal	Pros and cons
Physical	<p>Benefits</p> <ul style="list-style-type: none"> • Physical activity provides positive health benefits • Yeovil already has some good pedestrian/cycle routes in place (e.g. through the country park). <p>Barriers</p> <ul style="list-style-type: none"> • The availability of suitable walking and cycling routes
Social	<p>Benefits</p> <ul style="list-style-type: none"> • Greater awareness of the locality, thereby helping to promote greater community buy-in • Potential for walking and cycling to generate much greater levels of social interaction
Economic	<p>Benefits</p> <ul style="list-style-type: none"> • Potential savings in fuel (and time) for households and businesses alike <p>Barriers</p> <ul style="list-style-type: none"> • Current car parking may be too cheap to encourage people to make a modal shift towards active travel
Political	<p>Benefits</p> <ul style="list-style-type: none"> • Would actively support current campaigns designed to promote health and address climate change <p>Barriers</p> <ul style="list-style-type: none"> • Unwillingness of some politicians to support a policy deemed to be 'anti-car'
Environmental	<p>Benefits</p> <ul style="list-style-type: none"> • Opportunity to minimise congestion, improve air quality and reduce harmful emissions
Other	<p>Benefits</p> <ul style="list-style-type: none"> • The project and associated campaign could enable a range of bodies to come together

PLAN

Changing attitudes and mindsets can never be just a matter of social marketing, changes in behaviour are sustained when new lifestyles are supported by the living environment. A key component of the strategy to arise from the visioning event was the need for careful and in-depth survey and planning across the entire walking, cycling and public transport network. Before considering the form and scale of particular interventions that might be needed to promote green and active travel, participants recognised the need for existing footpaths, cycle ways and road ways to be mapped and assessed with respect to their performance.

Equally important is the need to map key land uses, outlining significant travel generators such as schools, business centres, retail and leisure centres.

Particular effort needs to be directed to identifying broken connections or, more positively, identifying interventions will allow routes and nodes to be connected.

The core team activities are fundamental to this process and their evidence based activities underpin all the seed projects.

It was generally accepted that in order for green and active travel opportunities to be maximised, and for car use to be tamed, key routes, be it for walking, cycling, or public transport, would need to be integrated together. Furthermore, the emergent network will need to link to the type of destinations that the community would most likely need to access.

It was recognised that connections will need to be planned at a range of scales, from that of the neighbourhood to Yeovil in its wider, strategic context. At the micro level it was noted that good and effective connections will need to be provided to local facilities, such as play areas, local schools and shops. Equally, links will need to ensure accessibility to bus stops or more significant walking and cycling routes into town.

At a more strategic scale, participants spoke of the need to provide links to:

- The town's railway stations
- Key employers such as Agusta Westland, Yeovil College and Hospital, South Somerset District Council etc
- Destinations further afield, such as Martock and Langport to the north west and the Yeovilton airbase to the north east
- Places of historic or recreational interest such as Yeovil's country park and local parks and gardens.

Although there was discussion about the form that some of these connections would need to take (i.e. formal or informal, on-road or off-road), there was general consensus that routes would need to be logical, attractively set out, and be clearly communicated to provide users with an accurate picture of the destinations served and the times that individual journeys might take.

The ground work for this strand having been already set-up by actions of the core team and the research undertaking for seed project 1, a further two of the eight seed projects developed during the course of the visioning event can be seen to contribute to this strand. These, which have been briefly introduced already, are:

- [Strategic network phase II: Park and go](#)
- [Public transport 'figure of 8'](#)

Seed project 2: Strategic network phase 1 I: Park and go

Project purpose

To reduce car congestion in the town, release land currently used for car parking in central areas. The project provide increased ridership for the public transport figure of 8 (seed project 3) and triggers the next phase of links in the strategic network.

Project outline

This project would involve setting up a park and ride, walk and cycle scheme to enable those who live across Yeovil's large hinterland and who work, study or use health and other facilities in the centre to have safe and convenient car parking on the periphery. These car parks would be served by frequent public transport services and would be linked to the town centre and strategic walking and cycling network with attractive and convenient cycle ways and footpath links. The scheme would ease congestion, improve environmental quality, and provide scope for reduced journey times. By placing car parking on peripheral sites, land used for car parking in the town centre could be put to better use.

The focus is reduction in commuting traffic in the centre by encouraging modal shift and thus releasing road space and parking space for other economic and social uses. The project need to be seen in tandem with the others especially employee parking and figure eight. Very careful handling is required, so as not to increase the ease and volume of car commuting in the surrounding areas by reducing the friction on car travel to Yeovil. This would be carried out in parallel with further restricting unnecessary car movements in the town core.

Programme and costs summary

Overall: £11,025,000
£10,500,000 Capital Year 1-5
£525,000 Revenue Year 2-5

Task 1: Identify key sites in the north, south, east and west of Yeovil. Consider how existing public transport, cycle and pedestrian networks might be incorporated

Task 2: Prioritise proposals and commence detail design work

Task 3: Begin construction of peripheral sites. Take steps to reduce in-town car parking as the capacity of peripheral parking sites grow.

Costs are based on average demolition and build costs per parking space. Potential income based on re-use of attractive city centre land now used for parking would offset some costs, peripheral sites may be funded as park of town growth packages. A detailed feasibility study is needed to assess the potential balance sheet outcomes. See appendix for more details and the basis of these indicative costs.

Force field analysis

Supporting forces

- Park and ride schemes have tended to be popular elsewhere
- Greater awareness of environmental issues
- Recognition that growth in congestion is unsustainable
- Rising fuel costs
- Providing peripheral car park sites could tap into a general strategy for growing the town.

Hindering forces

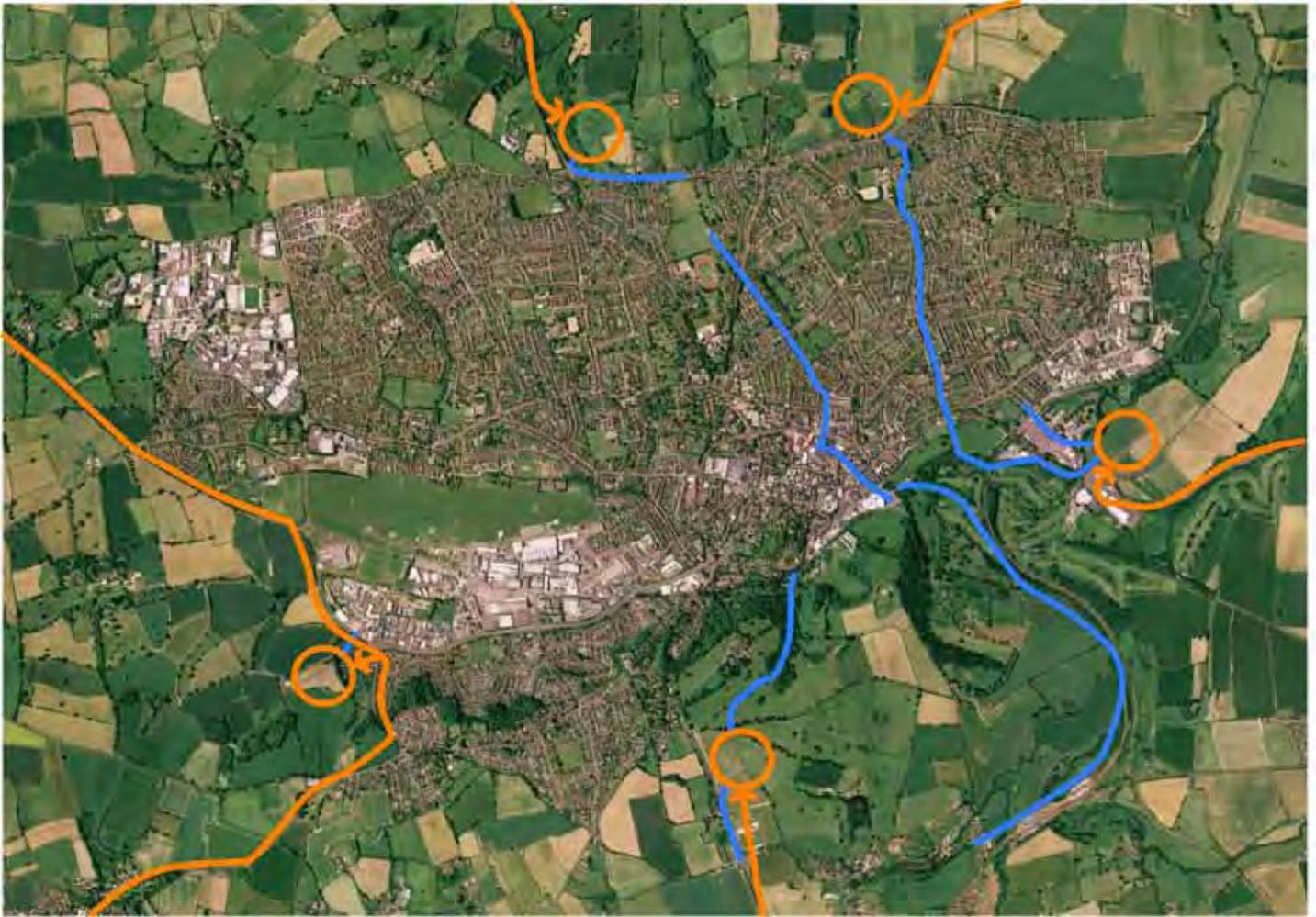
- Cost of the proposals
- Difficulty of assembling land (reluctance of site owners, cost of land etc)
- Finding suitable sites in the east could be problematic

Taking action to maximize help

- Raising awareness of exemplar schemes elsewhere
- A single demonstration site could be planned and developed to explore possible up-take
- In order to encourage cycling from these sites it may be important to provide cycle hire facilities (bikes as well as helmets, visibility clothing etc)

Taking action to minimize hindrance

- Getting key stakeholders to sign up and develop ideas early on
- Incorporating parking sites in emerging peripheral schemes could help to improve the sustainability of emerging outlying developments. These developments would also provide a possible source of revenue.



Strategic network phase II: Park and go

Workshop appraisal	Pros and cons
Physical	<p>Benefits</p> <ul style="list-style-type: none"> • The removal of car parking in the town centre would enable other uses to be introduced to the town centre <p>Barriers</p> <ul style="list-style-type: none"> • Would need to be located besides key distributor routes- these would be largely undeveloped, greenfield sites. • Natural constraints and proximity of the Dorset border may make finding appropriate sites difficult.
Social	<p>Benefits</p> <ul style="list-style-type: none"> • Motorists completing their journey active modes would improve individual health. • Reducing car use in the town would generate significant improvements in air and amenity • Encouraging people out of their cars could help to make their journeys more sociable
Economic	<p>Benefits</p> <ul style="list-style-type: none"> • Release of car parking land in central areas could provide an important revenue stream • A more attractive town centre, with less cars, could encourage more visitors to the town • Peripheral car park sites could be incorporated into new residential, business or leisure centres <p>Barriers</p> <ul style="list-style-type: none"> • Cost of developing and acquiring the peripheral park sites and supporting improved public transport routes
Political	<p>Benefits</p> <ul style="list-style-type: none"> • Reducing congestion, improving health, releasing vacant land, would satisfy key corporate and political goals • Reducing congestion in the town centre would also help to draw more business and activity into the town <p>Barriers</p> <ul style="list-style-type: none"> • Loss of central car parking and penalising central parking through higher charges would be contentious.
Environmental	<p>Benefits</p> <ul style="list-style-type: none"> • Would help to reduce congestion in the town centre, thereby encouraging more people to walk and cycle • Would help to reduce harmful emissions <p>Barriers</p> <ul style="list-style-type: none"> • Possible impact of new peripheral car parks on landscape quality, flood plain, open space etc

Seed project 3: Public transport figure of 8

Project purpose

To have full accessibility within the town, including excellent provision at key modal interchanges, without the need for a car by introducing a transport system that is frequent, affordable and easy to understand.

Project outline

The project would seek to provide a frequent and reliable public transport route that would be easy to understand and capable of providing links between residential areas and key local destinations. An ideal route may well also pick up passengers from rail and park and ride. It would also deliver good quality interchange facilities and bus stops, such as with real time information.

Programme and costs summary

Overall: £1,522,000

£1,500,000 Capital Year 2-3

£22,000 Revenue subsidy Year 2-4

Task 1: A strategic group should commission consultants via a worldwide design competition that places the emphasis upon bidders demonstrating cutting edge design and innovation. Full political and policy buy-in necessary for success.

Task 2: The selection of the preferred bidder- initial designs and ideas are developed alongside a general review of best practice

Task 3: The project team (comprising the successful consultants and original steering group) work together in developing the route, the type of vehicles to be used, the cost and timetable of the service, and the general timetable for delivery

Task 4: Allowance for one off capital infrastructure – branded shelters, real time indicators etc. £1.5m and small tapered running subsidy for three years. Needs to be designed as financially self-sustaining except possibly at marginal service times.

A detailed feasibility study is needed to provide a robust estimate of the costs.

Force field analysis

Supporting forces

- Health stakeholders who want to promote improved health and well-being
- Policies and funding directed at mitigating the effects, of climate change
- Saturation and congestion levels of existing roads
- Concern of responding to peak oil
- Commercial interest of potential operators

Hindering forces

- The mindsets of relevant stakeholders (and the level of communication between them)
- Reluctance of operators
- Existing contractual arrangements and current licensing schemes

Taking action to maximise help

- Effective publicity
- A strong political champion
- An effective programme of community involvement

Taking action to minimise hindrance

- Clearly communicating the benefits of such a route to key stakeholders
- Engagement of key relevant stakeholders throughout the project

CREATE

The third element of the strategy centres upon the need for the appropriate routes and networks, and the general conditions for promoting green and active travel, to be created. In addition to the connections that the 'plan' element refers to, participants recognised the needs for links to be attractive, safe and accessible and usable by everyone, irrespective of their age or mobility.

In addition to providing the type of environment that would be typically expected for ensuring ease of access (such as flat surfaces, well-lit areas etc.), the visioning event also concluded that for success these routes need to be interesting in their own right, for instance with creative landscaping, public art or lighting. Creating an environment that the community could buy-into was deemed particularly important.

Connections were seen as being helpful to linking the town's green spaces together, with individual routes being tasked to promote and improve local biodiversity. Having clear and legible routes was also seen as being important, with signage and way-markers being used throughout, under a clear and distinguishable brand.

In addition to creating new routes and resolving broken connections, certain links will need to be improved by increasing the priority, or amount of space, devoted to green and active travel. For instance, wider footways or cycle ways were seen as being important for increasing the safety of pedestrians and cyclists. Equally, dedicated bus lanes within the extent of existing carriageways were also seen as being critical if bus (or other transit services) were to operate with maximum convenience or efficiency.

There is a need for appropriate junction crossing facilities to be provided. These improvements would help to ensure the safety of all travellers, while at the same time ensuring quick and efficient crossovers for the benefit of all routes.

Crossovers will need to be usable by everyone, particularly those reliant on wheelchairs or mobility scooters, or those with buggies or heavy loads. It was noted that a number of successful junction improvements had been made; the challenge now was to roll these out more widely across the town.

To help encourage physical activity, social interaction and the up-take of green and active travel, many of the town's environments will need to be designed or retro-fitted to become more attuned to the needs of walkers and cyclists.

These objectives can be achieved in a variety of ways. For instance, softening the impact of a typical neighbourhood road by narrowing the width of the carriageway, lowering speeds and limiting the amount of on-street car parking were seen as being vital for encouraging street-play and social interaction, as well as shaping long-term behaviour patterns. Other, supporting, interventions will need to be created for delivering the type of vision envisaged. For example, while it was recognised that the quality of existing car parking would need to be reduced if green alternatives were to be seen as being more attractive, other initiatives would also be necessary. These would be wide-ranging, extending from improved interchange facilities to cycle parking or cycle hire stations.

Five of the eight seed projects fall within this 'create' strand, namely:

- Safe and liveable residential streets
- Strategic network phase III: Green and complete
- Journey to work
- Lysander Road improvements
- Access across the A30

As with before, the tables on the following pages set out these projects in greater detail, by identifying benefits, potential barriers, and supporting or hindering forces. They also set out the type of actions likely to be necessary, as well as possible costs for implementation.

Seed project 4: Strategic network phase III: Residential streets

Project purpose

To ensure that the programme of active travel and the transformative placemaking involved reaches deep into residential neighbourhoods across Yeovil and is embedded in all new proposed growth areas.

Project outline

This project is about places, mainly residential and non-centrally located community and local facilities. The emphasis is place making for accessibility, health and active travel. This programme would include extensive use of 20 mph zones, car channelling and extensive new and retrofitted home zones and play streets.

This project would seek to ensure that the key elements of a community are accessible to everyone, irrespective of their age and mobility. People should be able to access public transport with ease and use footpaths and pavements safely as pedestrians, wheel-chair users, mobility/buggy scooters, people with mobility/access issues, people with injuries and people with heavy loads.

Delivery

Placemaking and homezone spend for retrofit of DIY homezones in existing areas, all new build to have homezones / play streets designed-in. Complete 20 mph zones across the town when coming away from through routes with gateways on entering. Pedestrian access works outside homezone areas such as incorporation of dropped kerbs, tactile paving, corkscrew crossings and such like to promote safety and enable greater mobility. A comprehensive signage project for 5 years including further incidental responsive improvements to problems identified by users later in the programme.

Programme and costs summary

Overall: £4,365,000
£3,865,000 Capital Year 2-13
£500,000 Revenue Year 2-6

Task 1: Develop understanding of issues and benefits through participative training, research and communication with residential communities about 20 mph areas and homezones [£50k p.a. Yr 2-6].

Task 2: Undertake locality specific reviews in collaboration with communities within the wider town scale review of walking, cycling and public transport routes. Focus also on local buildings, streets and spaces at the neighbourhood scale [Already costed into core team activity].

Task 3: Prioritise key projects and areas arising from this review, in collaboration with key stakeholders and communities.

Task 4: Communication of key issues and conclusions with the community in order to develop a definitive lists of projects and initiatives with high levels of buy-in and ownership..

Task 5: Ensure funding and deliver improvements. Forty 20 mph gateways [£240k Yr 2-3]. 100 DIY homezone streets [£2.5m Yr 5-15]. Incidental improvements [£25k p.a. Yr 4-8].

Costs are purely indicative some of the big ticket items, see appendix for more details and the basis of these indicative costs.

Force field analysis from workshop

Supporting forces

- Greater awareness of the need for greater equality and accessibility (as well as the legal requirements as set out in the Disability Discrimination Act)
- Public and political support (as well as active support and campaign groups, such as the South Somerset Disability Forum)

Hindering forces

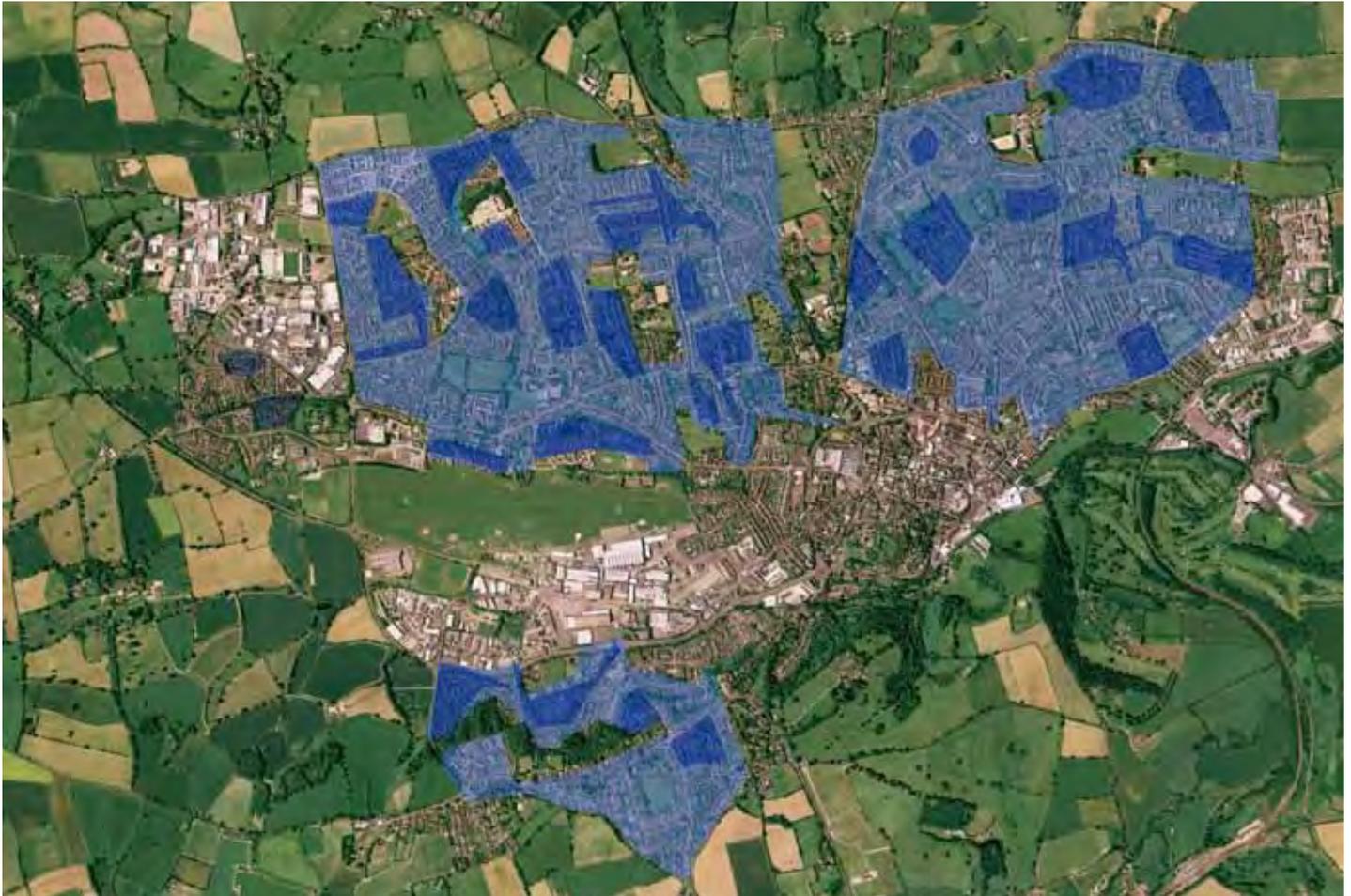
- Lack of education/ignorance of accessibility issues
- Lack of will (or urgency) to deliver

Taking action to maximize help

- Incorporation of dropped kerbs, tactile paving, corkscrew crossings and such like to promote safety and enable greater mobility
- Maintenance of footways, e.g. keeping vegetation cut back and ensuring adequate levels of lighting

Taking action to minimize hindrance

- Greater education and awareness of mobility issues
- Access reviews for buildings, streets and spaces



Strategic network phase III: Residential streets

Key Dark blue = Home zones
 Lighter blue = 20mph areas

Workshop appraisal	Pros and cons
Physical	<p>Benefits</p> <ul style="list-style-type: none"> • Considerable steps have already been taken to ensure that public buildings are accessible to all- the momentum from this can be extended and applied across other elements of the community <p>Barriers</p> <ul style="list-style-type: none"> • Uneven and narrow pavements that are inaccessible or pose significant risks to safety
Social	<p>Benefits</p> <ul style="list-style-type: none"> • Design in measures to ensure that safety and security are maintained.
Economic	<p>Benefits</p> <ul style="list-style-type: none"> • Such a project would enable funding to become available as increased accessibility could increase the use of certain organisations and businesses, thereby helping to promote economic development <p>Barriers</p> <ul style="list-style-type: none"> • Possibility that accessibility may not be seen as a high priority
Political	<p>Benefits</p> <ul style="list-style-type: none"> • The project would satisfy equality legislation and respond to a duty to promote social inclusion and prevent discrimination. It would also tap into a growing recognition that facilities and services need to be accessible for all <p>Barriers</p> <ul style="list-style-type: none"> • Unwillingness of some politicians to support a policy deemed to be 'anti-car'
Environmental	<p>Benefits</p> <ul style="list-style-type: none"> • The project would encourage the delivery of shelters, level paving, and improved lighting – good design of places • A strategy promoting walking and cycling, as well as public transport use, would help to improve air quality and reduce harmful emissions
Other	<p>Benefits</p> <ul style="list-style-type: none"> • The project would help to provide greater awareness of disabled attitudes/issues

Seed project 5: Strategic network phase III: Green and complete

Project purpose

To complete the network along strategic desire lines. To further increase the appeal of walking and cycling, on the whole network through providing a biodiverse and green environment that is attractive, safe, and connects people to nature.

Project outline

This project seeks to complete the network of well-signposted, convenient, attractive, and traffic free/traffic calmed routes for promoting walking and cycling and providing effective links to public transport. Route will be well sign-posted with key destinations and journey times and connections listed. A variety of green and open space will be designed and provided within the network, in accordance with local area characteristics. There is potential for play space, micro-greens and growing food. In terms of species assemblages, all planting design should be guided by principles derived from the Local Biodiversity Action Plan. There is now very strong evidence that urban nature encourages more active lifestyles.

Sections of the route could be personalised by the immediate community, helping to respond to localised needs and helping to install community buy-in. This would include encouragement for residents and communities to help manage the route and associated spaces, thereby providing further health benefits.

This vital seed project builds on the core network established in phase I, and the additional links established in phase II, here the focus switches from the easy wins to the remaining important strategic routes. Some of these already exist in part or whole. This project sees the addition of new feeder loops and links as required, and the scoping and establishment of further routes where deficiencies in access combine with potential for new routes. An indicative total of 50km of routes is allowed for under this seed project.

Delivery is mainly by the core team with some additional commissioned work and a project co-ordinator for five years.

Programme and costs summary

Overall: £20,220,000
£20,000,000 Capital Year 4-13
£220,000 Revenue Year 2-6

Task 1: Establishing a stakeholder group to establish a governance and a commitment [£30k p.a. for Yr 2-6].

Task 2: Auditing routes to identify areas of need, either in terms of new routes or routes requiring improvement. A residents' survey could be used to identify need, problem areas, and possible ideas greening routes and associated areas.

Task 3: Identify route networks and opportunities for greening (creating the plan) [Commissioned report £50k Yr 3].

Task 4: Secure proposals through statutory plans and developments. Core group action [£20k allowed for extra expenses Yr 3].

Task 5: Implementing projects, including alteration of surfaces from road to pedestrian, alteration of land to green space, tree planting, micro-greens and growing space. [£20m capital including associated professional fees based on 50km mixed works, upgrades, change of surface, provision of green space average km cost of £400k Yrs 4-13].

Costs are indicative, see appendix for more details of the assumptions made.

Force field analysis from workshop

Supporting forces

- General feeling of the public to improve the quality of their environment
- Changing political priorities that reflect the need to promote health and well-being, as well as address the causes and effects of climate change
- Environmental enhancements can be delivered economically and in a short period of time, especially if work is led by local residents. Successful schemes would help to provide a visible front to the implementation of this and other projects
- Engage allies and interests in the nature conservation world and align resources for implementation.

Hindering forces

- Public reluctance to get involved (perhaps in certain locations or neighbourhoods)
- The flexibility that the project encourages in terms of delivering new space may make delivery difficult in places- a single, top-down master plan covering the whole of the town could be viewed as being more conducive to meeting project goals

Taking action to maximise help

- Clear project ownership and senior management sponsorship
- Promotion of similar projects elsewhere, inspiring examples and site visits by groups of residents to see what can be done.
- Development of a local exemplar that can be used to show residents the type of environment that might be achieved. This could be publicised to promote wider roll-out of the project across the community

Taking action to minimise hindrance

- Political buy-in, with strong project champions
- Win public support



Strategic network phase III: Green and complete

Workshop appraisal	Pros and cons
Physical	<p>Benefits</p> <ul style="list-style-type: none"> The project would improve the quality and attractiveness of the town and its surrounds <p>Barriers</p> <ul style="list-style-type: none"> Land-ownership issues may frustrate the ability to provide/extend routes or provide green space
Social	<p>Benefits</p> <ul style="list-style-type: none"> The project could help to provide greater community cohesion by providing opportunities for people to meet and socialise It may also help to shape community identity and encourage residents to 'invest' in their area <p>Barriers</p> <ul style="list-style-type: none"> The community may be disinterested in such a project, or their enthusiasm could wane over time Particular projects could become owned or directed by a certain few rather than the community more generally
Economic	<p>Benefits</p> <ul style="list-style-type: none"> Improved quality of life, and an enhanced local environment, would be helpful in the branding of Yeovil as an attractive place to live, work or visit An attractive environment could encourage a greater proportion of the community to walk or cycle, thereby providing stronger opportunities for sustained health benefits and minimising travel/congestion costs <p>Barriers</p> <ul style="list-style-type: none"> Funding and the availability of appropriate funding streams
Political	<p>Benefits</p> <ul style="list-style-type: none"> To provide greater kudos for Yeovil and would assist in ensuring that key strategic and corporate goals are met <p>Barriers</p> <ul style="list-style-type: none"> Possible reactions if the strategy is deemed to be too 'anti-car'
Environmental	<p>Benefits</p> <ul style="list-style-type: none"> To give drivers a bigger incentive to leave their cars at home, thereby reducing congestion and harmful emissions Providing new and improved green space to enhance biodiversity, improve quality of life, and help with general environmental education. Some of the additional space could also be devoted to local food production.

Seed Project 6: Lysander Road improvements

Project purpose

To achieve a better balance between car drivers, cyclists, pedestrians and public transport users on Lysander Road to enhance its importance as a route into town. The project would also create a new link road for a new park and ride that could be developed on the western side of Yeovil.

Project outline

To make Lysander Road more bike, bus and walker friendly by enhancing the environment along the route and by prioritising such traffic over cars at key junctions. Works along Lysander Road would also help to provide improved access for those who work or shop in the area. The project could help to provide the necessary infrastructure for accommodating some kind of rapid transit route which could be introduced at some time in the future. Such a route could make it easier for people having to travel further afield. This new route could also help to support more frequent bus services and provide an effective link to any park and ride site developed on the western side of Yeovil.

Programme and costs summary

Overall: £2,050,000
£2,000,000 Capital Year 4-5
£50,000 Revenue Year 3

Task 1: Undertake a survey of potential barriers to walkers, cyclists and bus users to fully understand the problems they experience along Lysander Road with a view to developing a package of projects and proposals [£50k Yr 3]

Task 2: Lobbying for identified improvements to be included in the Local Transport Plan and other policy guidance. Somerset County Council and Augusta Westland (as the largest employer on Lysander Road) should be actively involved.

Task 3: Capture funds via the Local Transport Plan and deliver works Deliver improvements - to make Lysander Road more bike, bus and walker friendly by enhancing the environment along the route and by prioritising such traffic over cars at key junctions [Allowance of £2m, for outline cost basis see appendix] .

Task 4: Achieve more frequent bus and rapid transit services. The project could help to provide the necessary infrastructure for accommodating some kind of rapid transit route – e.g. ULTRA lite which could be introduced at some time in the future. Cost of ULTRA lite £4-6million per mile to build and set-up ready to run.

Task 5: Promotion of new services to employers, employees and residents [Costs already assumed in seed project 1 and core group activities]

All costs are indicative, see appendix for more details of the assumptions made.

Force field analysis from workshop

Supporting forces

- The work of the Local Strategic Partnership and the direction and priorities set out in the Sustainable Community Strategy/Yeovil Vision
- The work of Somerset County Council

Hindering forces

- The cost of delivering the improvements
- The habitual use of the car as the first choice in travel

Action that could maximize help

- Effective publicity
- A strong project champion
- An effective programme of community involvement

Action that could minimize hindrance

- Rather than being progressed incrementally, the works are more likely to be funded if they are packaged with other programmes and initiatives (e.g. east and west corridor studies).



Lysander Road improvements

Workshop appraisal	Pros and cons
Physical	<p>Benefits</p> <ul style="list-style-type: none"> • The width of Lysander Road and the availability of adjoining land would enable new infrastructure to be introduced, such as bus priority measures and new routes/crossing facilities for walkers and cyclists <p>Barriers</p> <ul style="list-style-type: none"> • Wider benefits (such as promoting bus access along Lysander Road) may be frustrated in their total value by land/infrastructure constraints elsewhere in the town centre
Social	<p>Benefits</p> <ul style="list-style-type: none"> • Increase in safety, thereby encouraging more of the community to walk or cycle in the area <p>Barriers</p> <ul style="list-style-type: none"> • Psychological factors, such as the reluctance of cars drivers to seek alternative forms of transport
Economic	<p>Benefits</p> <ul style="list-style-type: none"> • Opportunity to enhance the prospects of businesses in and around Lysander Road <p>Barriers</p> <ul style="list-style-type: none"> • The cost of delivering the identified improvements • Possible impact on businesses in the short term as improvements are made
Political	<p>Benefits</p> <ul style="list-style-type: none"> • Compatible with wider strategic objectives for promoting sustainable travel and improving public health <p>Barriers</p> <ul style="list-style-type: none"> • Competition with other political priorities/projects - should other areas of Yeovil be given greater priority? • The difficulty of forging consensus amongst a wide range of stakeholders
Environmental	<p>Benefits</p> <ul style="list-style-type: none"> • Improvements to Lysander Road would help to reduce congestion, improve air quality and enhance the amenity of those living close by (particularly elderly residents). <p>Barriers</p> <ul style="list-style-type: none"> • Loss some green space/trees due to proposals - this can be minimised with careful design

Seed project 7: Active access over the A30

Project purpose

To secure a more efficient and pedestrian and cyclist friendly road crossing over the A30 (North Queensway), thereby providing improved access between Huish and the town centre/Tesco superstore and other residential areas to the North West and North East and the town centre.

Project outline

To reconfigure the existing access arrangements between Huish and the town centre by removing the 'bridge too far' and providing instead an at-grade crossing with dedicated pedestrian and cyclist crossing facilities. These works could form part of a wider package of works to boulevard North Queensway. The project would help to re-establish the natural link that Huish once had with the town centre before the A30 dual-carriageway was constructed. Works could also be combined with a re-design of the entrance/access road of the Tesco store to make it more attractive for pedestrians and cyclists.

Programme and costs summary

Overall:£1,700,000

£1,700,000 Capital Year 3 -4

£ n/a Revenue (core team actions)

Task 1: Communicate and consult with stakeholders, funders and political leaders to ascertain objectives and to understand funding opportunities. Removing the 'bridge too far'.

Task 2: Appoint a design team and develop scheme in consultation with others. Develop a cost: benefit based bid. Providing instead an at-grade crossing with dedicated pedestrian and cyclist crossing facilities: possible pedestrian/cyclist priority crossing.

Task 3: These works could form part of a wider package of works to create a more boulevard approach to North Queensway. Final costs of any boulevard type improvements would depend on the design, delivery management costs already assumed in conjunction with core team..

Task 4: A re-design of the entrance/access road of the Tesco store to make it more attractive for pedestrians and cyclists, entrance and gateway works plus re-surfacing with cycle path or shared space. [Removal of ' bridge to far' £70k; at grade crossing £25k;A30 urban design improvements and crossings £1.5m includes associated gateway and cycleway approach costs]

All costs are indicative, see appendix for more details of the assumptions made.

Force field analysis from workshop

Supporting forces

- Promoting greater access by foot and cycle is a national priority
- The removal of the bridge would tap into, and possibly help to initiate, the wider programme to boulevard North Queensway
- The removal of the bridge would have public support. It is viewed as a mistake and its removal would provide a powerful signal that change is underway

Hindering forces

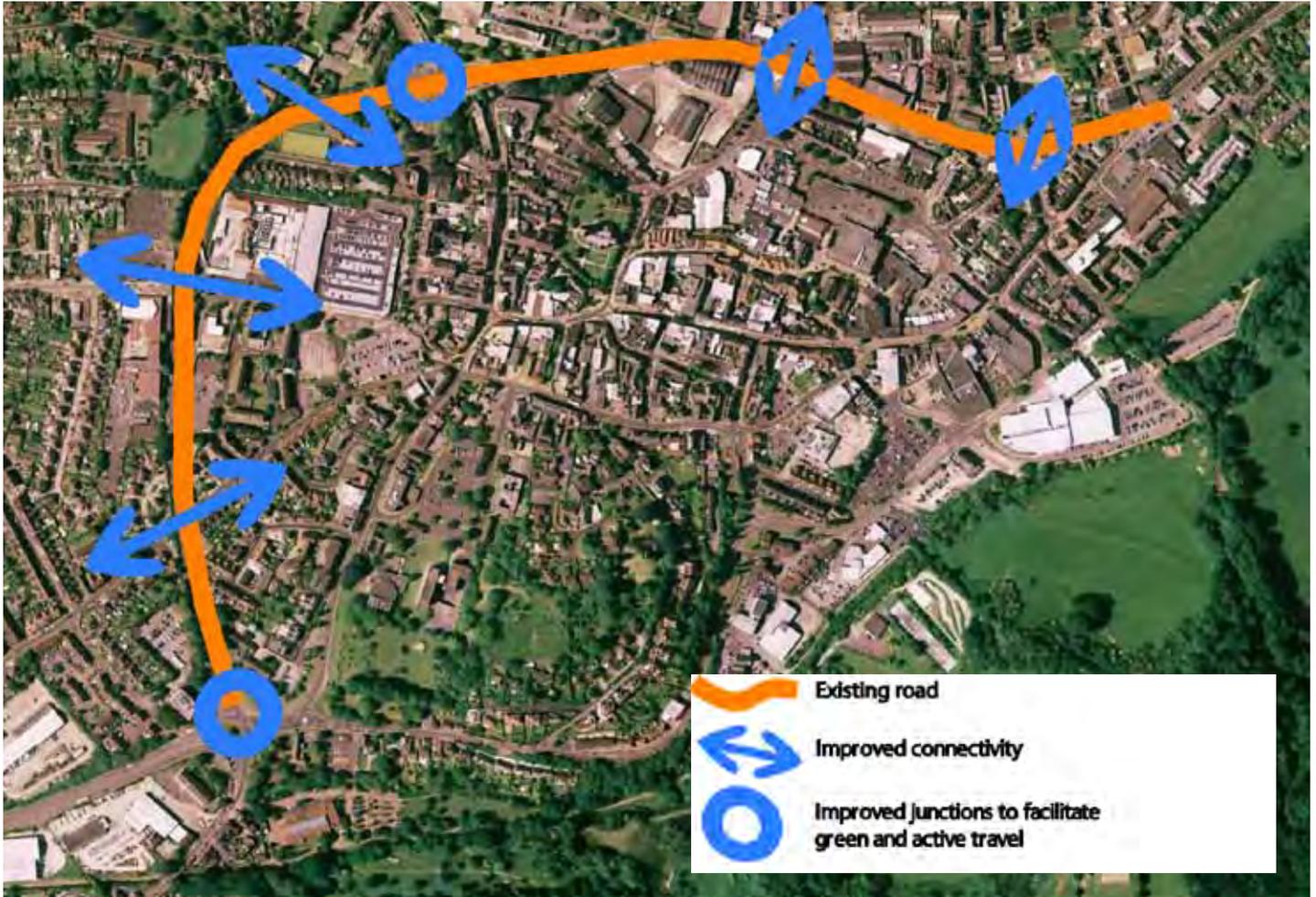
- The amount and speed of traffic currently using North Queensway
- The designation and priority that the A30 is given as a distributor route- will a more sympathetic crossing be permitted?
- Possible lack of funding to deliver 'another' crossing - would the upgrading of other possible sites be more of a priority?
- The actions of those who were responsible for the design and financing of the current bridge crossing

Taking action to maximise help

- Political leadership to drive through the improvements being sought
- Discussing project with partners to identify appropriate funding streams
- Anticipated public support towards creating a new at-grade crossing

Taking action to minimise hindrance

- Political consensus



Active access over the A30

Workshop appraisal	Pros and cons
Physical	<p>Benefits</p> <ul style="list-style-type: none"> • A more efficient bridge is unlikely to be achievable given space constraints, at-grade crossing may release existing highway land
Social	<p>Benefits</p> <ul style="list-style-type: none"> • Enable existing severance issues ameliorated • At-grade crossing particularly beneficial for those with mobility issues and enables cyclists & walkers safety, • Improves safety, especially for those who decide to cross North Queensway without using the bridge <p>Barriers</p> <ul style="list-style-type: none"> • Could be contested due to its effect on slowing down traffic along North Queensway • Benefits to safety would be dependable on the design of the junction
Economic	<p>Benefits</p> <ul style="list-style-type: none"> • Enable Huish to capture a proportion of Tesco's footfall • May encourage more people to walk into town, thereby increasing the level of spend across Yeovil's centre <p>Barriers</p> <ul style="list-style-type: none"> • Criticism over the money wasted in constructing the current bridge
Political	<p>Benefits</p> <ul style="list-style-type: none"> • Builds on the ambition of Yeovil Vision and taps into the current development of the Eastern corridor study <p>Barriers</p> <ul style="list-style-type: none"> • Potential objections from road-users given the likely drop in speed and traffic flow along North Queensway • Disruption associated with construction could be contentious depending on its form and programming • Resistance from those who were responsible for designing and financing the current road crossing
Environmental	<p>Benefits</p> <ul style="list-style-type: none"> • Would help to encourage more people to walk and cycle to town, helps reduce car use for short journeys • It would help to reduce traffic speeds • Bridge removal would help to kick-start wider attempts at developing a boulevard North Queensway

Seed project 8: Journey to work

Project purpose

To encourage employees to use alternative modes of travel to the car when travelling to work.

Project outline

To encourage employees to use alternative modes of travel to single car occupancy by adopting a two-prong strategy that promotes the health and economic benefits of active travel, and the use of these modes as viable options, while at the same time limiting the availability of employer parking (except for those where access by car remains a priority). Key employers would need to be involved at the outset, with individual projects and initiatives tapping into existing and future green travel commitments.

Programme and costs summary

Overall:£200,000

£ n/a Capital (by employers)

£ 200,000 Revenue Year 1-3

Task 1: Based on the employment of a business travel planning co-ordinator for Yeovil for three years. Arranging meetings between key employers, Somerset County Council and South Somerset District Council to discuss travel planning and possible approaches.

Task 2: Undertake a survey targeting employees to understand how and why they use their cars [£25k Yr 1]

Task 3: Undertake an assessment of the measures that might be used to encourage a modal shift away from the car [£25k Yr 2]

Task 4: Seek to actively deliver measures in collaboration with business and other sources of funding [£50k p.a. for Yr 1-3].

All costs are indicative, see appendix for more details of the assumptions made.

Force field analysis from workshop

Supporting forces

- District Council has refreshed its travel plan
- Ongoing dialogue with public transport operators
- Ongoing dialogue with Somerset County Council for subsidised services
- New cycle-ways/improved footways have already been developed

Hindering forces

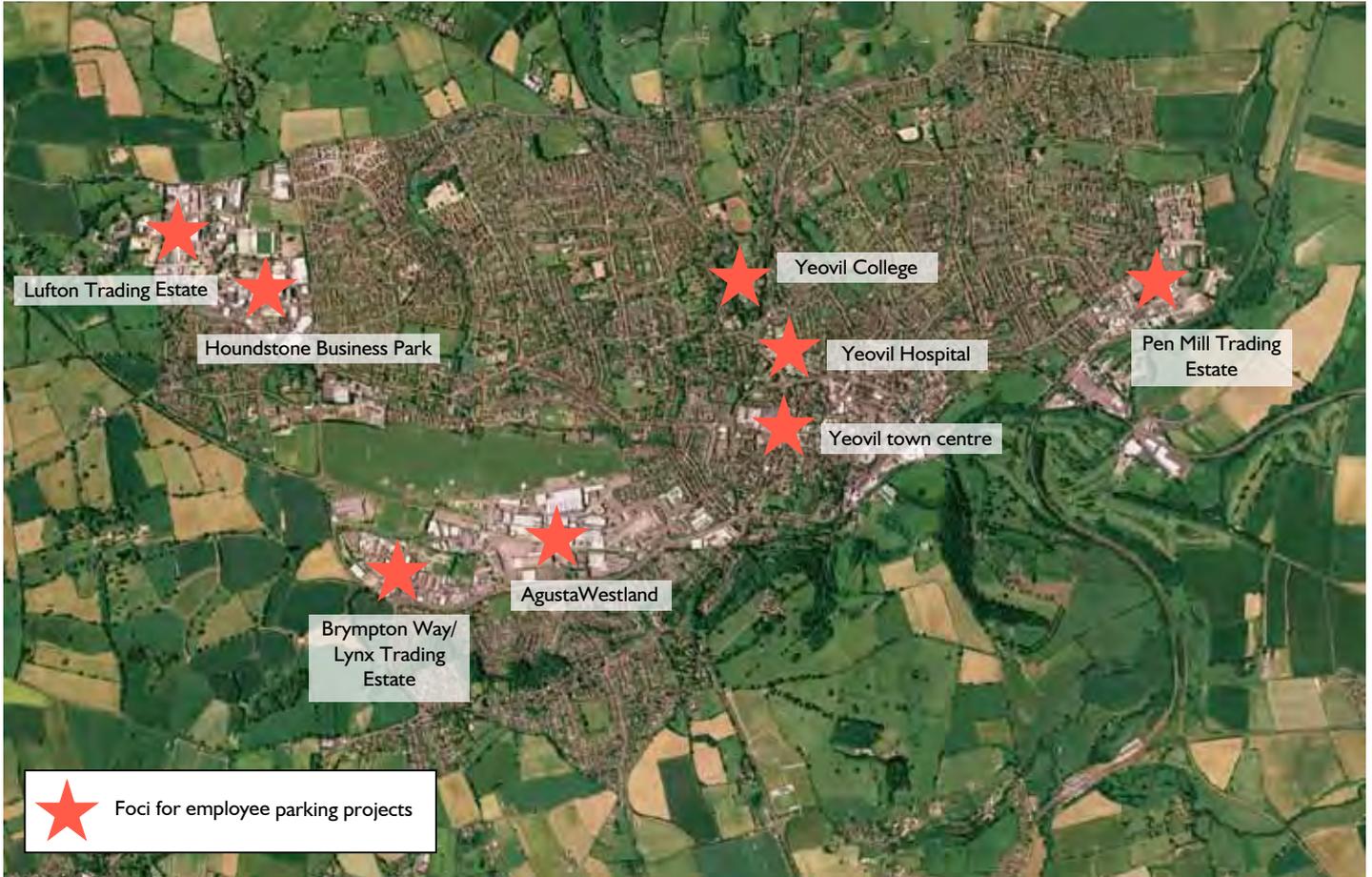
- Communication with certain employers
- Set-up costs
- Public resistance to managing car-parking (particularly if there is a reduction/introduction of a policy to charge for parking)

Taking action to maximise help

- The strategy could be targeted towards group of employers in one area, rather than on an individual basis
- Set-up costs may be fairly low
- It may be necessary to reassess and subsequently enforce Traffic Regulation Orders in adjoining streets where a car parking strategy is applied
- Helping businesses develop their own green travel plan

Taking action to minimise hindrance

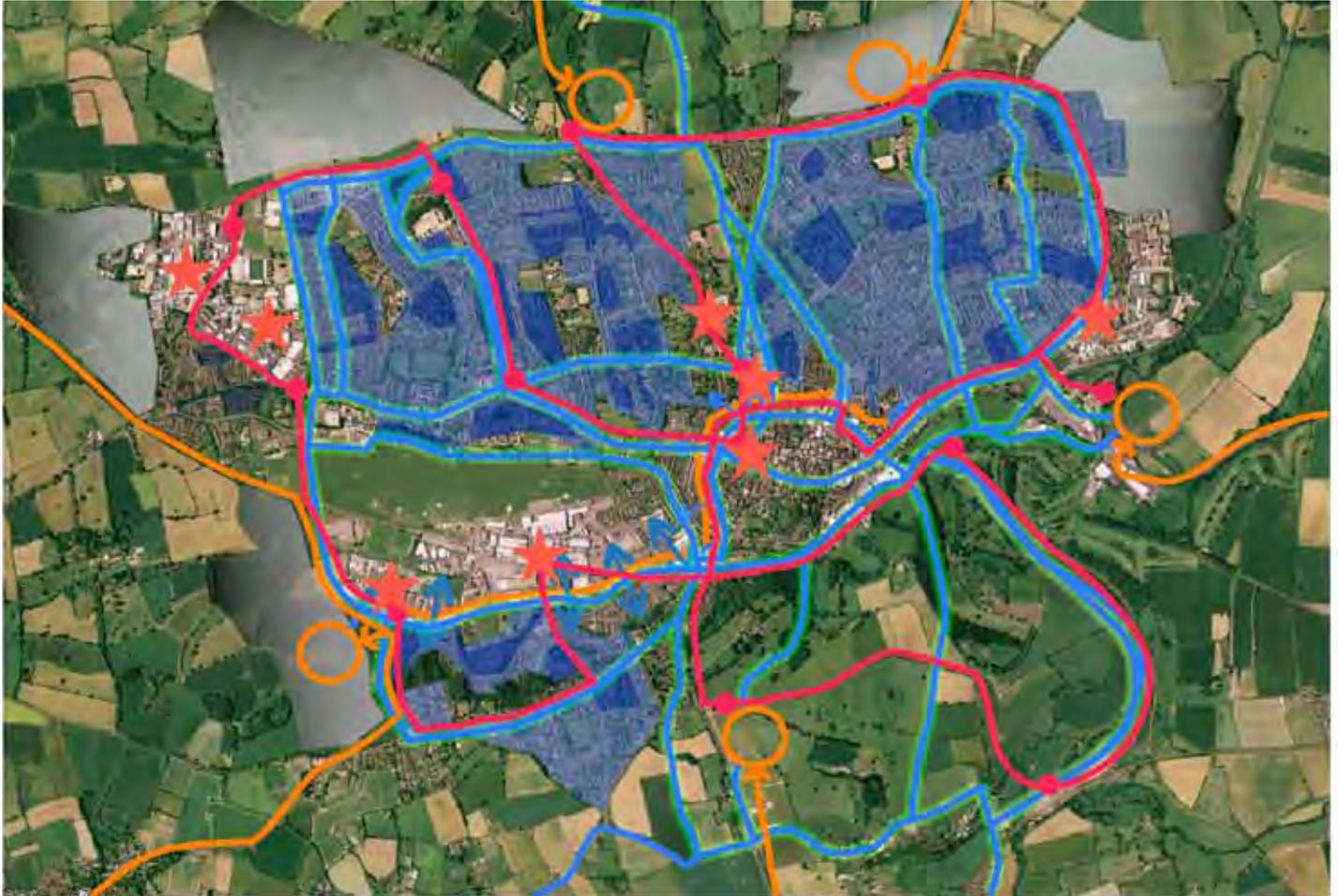
- Encouraging partnership working



Journey to work

Workshop appraisal	Pros and cons
Physical	<p>Benefits</p> <ul style="list-style-type: none"> • A reduction in on-site parking could provide space for alternative uses • A reduction in those wishing to have a car parking space could make it easier for those who may find alternative modes difficult (e.g. for those with health or mobility issues, or those poorly served by public transport). <p>Barriers</p> <ul style="list-style-type: none"> • Reduction in on-site parking could encourage displacement car parking to neighbouring residential or commercial areas
Social	<p>Benefits</p> <ul style="list-style-type: none"> • Improved health and well-being of workforce, • Using active or public transport could reduce journey times, providing the opportunity for other activities • Possibility for greater social interaction through using active travel/public transport <p>Barriers</p> <ul style="list-style-type: none"> • Time could be lost in using alternative modes to the car
Economic	<p>Benefits</p> <ul style="list-style-type: none"> • Modal shift in employee behaviour could help to reduce congestion and enable economic growth • Reduction in on-site car parking could free up land for further expansion or be released for development • Improved health and well-being of workforce, reducing the number of days taken off sick <p>Barriers</p> <ul style="list-style-type: none"> • The availability of free parking/street parking- how might alternative car parking be controlled • Stringent controls on car parking could impact upon the ability to recruit
Political	<p>Benefits</p> <ul style="list-style-type: none"> • The promotion of active and public transport corresponds with a number of key policy goals <p>Barriers</p> <ul style="list-style-type: none"> • In order to be a success, companies and businesses will need to work together. Possibility of political fall-out if a reduction in on-site parking led to displacement parking in surrounding areas
Environmental	<ul style="list-style-type: none"> • A reduction in car traffic would lead to reduced congestion, cleaner air and lower road noise

The eight seed projects: Yeovil transformed



All eight seed projects working together

			Initial seed project	Indicative costs (see notes)
Think		Changing attitudes and mindsets away from the car towards using active and public transport.	• Network I: Winning hearts & minds	• £ 7.39m
Plan		Ensuring that the most significant connections are in place at a range of scales, from the strategic down to the level of an individual neighbourhood	• Network II: Park and go • Public transport: Figure of 8	• £11.02m+subsidy • £ 1.51m
Create		Ensuring that broken routes are re-connected, and that the overall environment of the town is retro-fitted to help encourage walking, cycling and public transport use.	• Safe and liveable residential streets • Network III: Green and complete • Lysander road improvements • Access across the A30 • Journey to work	• £ 4.36m • £20.22m • £ 2.05m • £ 1.7m • £ 0.20m
Programme Team		Programme support: Research , co-ordination and delivery	• Core delivery team	• 2.46m
			Total for transformation programme	£50.93m *

Notes

- Costs not including ongoing additional green space and path etc maintenance
- Not including rapid transit on Lysander Road
- Not including P&R subsidy or figure of 8 subsidy at non-peak times

9. Summary and recommendations

Delivering change

The premise for this initiative has been that in order to overcome resistance to change, there is a requirement for four conditions to be met:

1. Dissatisfaction with the current situation

There is demonstrably an evidence base and policy direction pointing to the need for a radical change of direction

2. A clear vision of where you want to go

Through this study a wide range of key stakeholders are articulating a shared direction of travel and future destination

3. Capacity to act

In meeting this condition it is clear that the county and local stakeholders do not have alone have capacity to act, national and regional resources need be re-directed to make this project a priority.

4. A clear first step

This report provides a programme of potential action. However to embark on such an ambitious programme and harness the resources and support necessary, the first step will be to carry out an in-depth health and sustainability technical appraisal and feasibility study.



Future this Yeovil: The whole package of changes working to transform active and low carbon transport in Yeovil

Adopting the vision

This report has four recommendations to initiate the first steps towards delivering the change needed. The first stage is for the vision to be adopted.

Recommendation 1

That this vision is adopted by the Local Strategic Partnership

Coordinating and spreading support

Strategic planning is vital to success for such a long term programme. The project will immediately need a small steering group drawn from a cross-sectoral stakeholders and representing all scales local, county, regional and national.

This group needs to be responsible at every stage of the programme for keeping the vision and action on track by:

External delivery activities: The hand-in-hand activity associated with both winning extended external project support and demonstrating the benefits of the approach to an ever widening circle of interest, including international audiences.

Internal delivery activities: The continual activity required to win and extend support locally, especially focussing on partnerships and cross-sectoral support with potential allies where there will be shared benefit.

Once established the core project group will discharge these tasks on behalf of the steering group.

Recommendation 2

A small cross-sectoral steering group with multi-level representation is established to the next stages of the programme.

	External delivery activities	Internal delivery activities
Think	Ensure regional strategic focus and support through continued close involvement of NHS South West, extending to include a strategic cross-government group at regional level.	Assemble high level LSP group to co-ordinate, provide political leadership and win support. Develop strategic plan covering potential funding capture covering a 25 year period..
Plan	Networking with towns of similar demographic and size in continental Europe who are further down the route of strategic sustainable transport planning. Develop relationships with academic and commercial partners for innovation, piloting and delivery. Establish Yeovil and South Somerset as locus for expertise and dissemination.	Core group to co-ordinate activity of task and finish teams for the send projects. Build coalition of support for later projects through the earlier phases, ensuring the benefits for the few are communicated to the many.
Create	Promote Yeovil and the broad programme as a town to learn from and evaluate success.	Develop and maintain a coalition of stakeholders and user groups at all levels of civic society.

The need for a strategic plan: External and internal delivery activity

NATA
New Approaches to Appraisal
Transport Appraisal and the New Green Book, DfT

Proving the value

In 2003 the Treasury introduced a new approach to appraise and evaluate projects across Government. (NATA) For transport projects, this established that benefits should be assessed in much wider terms than those associated with reductions in travel time. Wider economic, environmental, social and distributive benefits should be assessed. As a consequence potential health benefits and carbon emission reductions are now an integral part of the assessment and decision making process.

Davis 2010
Value for Money; An economic assessment of investment
in walking and cycling, GOSW

This report alludes to the potential health, environmental and social benefits associated with a major and relatively long-term action plan. Research indicates that potential cost to benefit ratios many times greater than those considered as 'high' value for money by the Department of Transport can be achieved (Davis 2010). Due to the nationally strategic nature of what has been outlined here, a detailed feasibility study is now needed to prove the case.

Recommendation 3

A feasibility study is undertaken specifically focussing on determining the wider societal benefits of implementation.

Appendix I

Indicative proposed project costs: 15 year cost profile

Years 1-5 Rapid
Years 6-15 Consolidation and strengthen

Inflation and annual increments have not been built in.

	Rapid start					Consolidate and strengthen										Sub totals	Totals		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15				
Core programme team	Think 255,000	355,000	230,000	230,000	230,000	230,000	230,000	150,000	150,000	150,000	50,000	50,000	50,000	50,000	50,000	50,000	2,460,000	2,460,000	
1 Strategic Network: Phase I	230,000	214,500	184,250	84,250	84,250	44,750	25,000	25,000									892,000	7,392,000	
Revenue & soft actions																			
Winning hearts and minds		2,250,000	2,250,000	1,000,000	1,000,000													6,500,000	
2 Strategic Network: Phase II	131,250	131,250	131,250	65,625	65,625												525,000	11,025,000	
Revenue & soft actions		2,625,000	2,625,000	2,625,000	2,625,000												10,500,000		
Park and go																			
3 Public transport figure of 8		9,900	7,700	4,400													22,000	1,522,000	
Revenue & soft actions		1,000,000	500,000														1,500,000		
Capital infrastructure																			
4 Safe and liveable streets		100,000	100,000	100,000	100,000	100,000											500,000	4,365,000	
Revenue & soft actions		320,000	320,000	475,000	475,000	475,000	275,000	275,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000		3,865,000		
Capital infrastructure		30,000	100,000	30,000	30,000	30,000											220,000		
5 Strategic Network: Phase III																	20,000,000	20,220,000	
Green and complete																			
Revenue & soft actions					50,000												50,000	2,060,000	
Capital infrastructure					500,000	1,500,000											2,000,000		
6 Lysander road improvements																		1,700,000	
Revenue & soft actions																			
Capital infrastructure																			
7 Access across the A30																		200,000	
Revenue & soft actions																			
Capital infrastructure																			
8 Journey to work																			
Revenue & soft actions		75,000	75,000	50,000															
Capital infrastructure																			
Sub-totals	691,250	915,650	863,200	514,275	509,875	404,750	255,000	175,000	150,000	150,000	50,000	50,000	50,000	50,000	50,000		4,869,000	46,065,000	
Revenue & soft actions		6,195,000	6,545,000	7,450,000	7,600,000	2,475,000	2,275,000	2,275,000	2,250,000	2,250,000	2,250,000	2,250,000	2,250,000	2,250,000	2,250,000				
Capital infrastructure																			
Total	691,250	7,110,650	7,398,200	7,964,275	8,109,875	2,879,750	2,530,000	2,450,000	2,400,000	2,400,000	2,300,000	2,300,000	2,300,000	2,300,000	50,000		Total	50,934,000	

* not including ongoing additional greenspace and path etc. maintenance costs

* not including P&R subsidy or figure of 8 subsidy at non-peak times

* not including any adjustments to the main rail configuration, feasibility study should consider costs of single modal hub

Appendix II

Indicative proposed project costs: Assumptions and basis

Inflation and annual increments have not been built in.

Core Team

Broad assumptions salary and on-costs. Office rental not included.

Senior project leader: Years 1-10 at £80,000

Senior project manager and technical supervisor: Years 1-7 at £60,000

Technical assistant: Years 2-15 at £50,000

Administrative support: Years 1-7 at 40,000, Years 8-10 at 20000, Years 11-15 assumed absorbed into local public administrations.

Office technical requirements. GIS, CAD, computers, GPS, access to plotters for maps and posters, allowance £100,000 spread over years 1 & 2.

Included in these sums is the costs of co-ordinating a detailed pedestrian, cycling and public transport survey of existing network to provide spatial data, quality, usage, land ownerships, vegetation and materials survey, key trip origins and destinations etc. to provide underpinning for the other project in particular project 2: Pedestrian and cycling for all and 3: Really green corridors

Seed Project 1:

Strategic network phase 1: Winning hearts and minds

Step 1: Mapping and auditing costs: assumes project would have a research manager for three years and a team of cycling volunteer auditors similar to Sustrans model: Allowing £100,000 p.a. for three years (years 1-3) officer and part time admin salary and office costs.

Step 2: Proposal/feasibility of new routes: Costs assumed in step one plus £80,000 for technical aid / commissioned work

Step 3: Allowance of £2.5m for works (spread years 2 and 3), to be handled by the core team within Yeovil. Plus an extra package of £4m (spread years 2 to 5) for a complete 'hinterland' package of survey of longer distance cycle commuting (within a 40 minute accessibility cycling distance); to include rural route access to the railway stations and improvements concentrating on works outside the current urban boundary and need of this user group – including working in a consultative manner with cycle commuters and landowners.

Step 4: Personalised travel plans and campaigns

Personalised travel plans: Information on active and public transport alternatives is presented to households in line with their current travel patterns. Reported success varies, but it is widely believed that it can make around 5-15% reduction in car use, however, it is difficult to ascertain how long such an effect lasts without regular follow-up interventions. £158,000 (spread Yr 2-5) (+ annual follow ups at 50% cost = 79,000)

Information campaign. Possible indicative cost £100,000. Publicity at a national level for road safety is £15.1million a year (£3million is on THINK! campaign alone) and education is around £29million. (Put as yr 1 & 2 spend).

Events and initiatives with businesses: indicative cost £1,000 per event for promotion and support – car free day, cycle safety training, walk to work day etc (suggest 25/year for years 2-8 incl.)

Some cost bases

Personalised travel plans costs between £11 and £166 per person. Average is around £15 (pop of Yeovil 42,140, say whole 25% of the population to be covered in a 4 year programme = £158,000 + annual follow ups at 50% cost = 79,000.)

Table 5.3: Comparison of budgets for personalised travel planning projects

	Gloucester pilot project	Gloucester large-scale project	Bristol VIVALDI phase 1	Bristol VIVALDI phase 2	Bristol Bishopston	Nottingham
When marketing intervention took place	Oct 2001	July 2003	Sept 2002	Sept 2003	May 2003	Sept 2003
Number of people targeted-	500	10,000	2500	2500	5364	1000
Number of people in 'before' survey *	871	Not known	862	Not known	Not known	1350
Staff time / cost within local authority	Equivalent to £3000	100 hours	The equivalent of 2.5 fte staff during campaign phases of the programme			£3000 per month, or 1.2 fte
Monitoring costs	£18,000	£37,600				£41,000
Marketing costs	£12,000	£65,000				£27,000
Other costs +		£66,000				
Total cost #	£30,000	£168,600	£100,000		£100,000	£68,000
Monitoring cost per person surveyed	£21					£30
Marketing cost per person targeted	£24	£13				£27
Total cost per person targeted	£60	£17	£20		£19	£68

- Number of people targeted is the total number of individuals approached (including those who wished to receive assistance or information and those who did not)

* Number of people in 'before' survey includes people in target group (who will later be offered the marketing intervention) and a control group. The number of people in the 'after' survey tends to be slightly smaller than the number in the 'before' survey due to people dropping out.

+ Other costs include production of new information materials, management, and dissemination of findings.

Total cost does not include local authority staff time in managing the project, except in Nottingham where some staff time costs were included.

Table 5.4: Costs of other pilot projects funded by Department for Transport

Initiative	Size of target group	DfT contribution	Cost per person targeted *
West Sussex County Council	2400 students	£25,000	£21
Oldham Metropolitan Borough	2000 individuals	£50,000	£50
Hampshire County Council	8870 staff and students	£50,000	£11
York city council	2100 households (4800 people implied)	£49,900	£21
Northumberland County Council	2000 households along corridor (4600 people implied)	£42,000	£18
North Yorkshire County Council	>1000 students	£20,000	£40
Worcestershire County Council	2500 hospital staff	£30,000	£24
Bracknell Forest Borough Council	2000 staff	£50,000	£50
South Yorkshire PTE	3000 residents	£50,000	£33
Durham	300 business park employees	£20,000	£133

* A household occupancy of 2.3 residents has been used to convert households into individuals. It is assumed that each organisation has contributed matched funding equal to the DfT grant.

Education, information, campaigns and events.

Possible indicative cost £100,000. Publicity at a national level for road safety is £15.1million a year (£3million is on THINK! campaign alone) and education is around £29million.

Events and initiatives with businesses: indicative cost £1,000 per event for promotion and support – car free day, cycle safety training, walk to work day etc (suggest 25/year for 7 years)

Seed Project 2

Strategic network phase II – Park and go

Cost for moving 1,000 spaces from city centre to park and ride = £10.5million + revenue costs as a 5% project management cost in years 1 and 2, and a 2.5% cost in years 3 and 4.

Subsidy to run not put into the figures.

Stage 1: Identify key sites in the north, south, east and west of Yeovil

Stage 2: Consider how existing public transport, cycle and pedestrian networks might be incorporated

Stage 3: Prioritise proposals and commence detail design work

Stage 4: Begin construction of peripheral sites

Some cost bases

Cost of park and ride sites:

Most require a subsidy of between £0.11 and £5.87 per user.

Cost of construction can be high: possibly £1 million per 100 spaces

Take steps to reduce in-town car parking as the capacity of peripheral parking sites grow

Cost of demolishing car parks - £50,000 per 100 spaces

Seed Project 3:

Public transport: figure of 8

Eventually should be self-sustaining but with some subsidy at the margins, initial tapering subsidy of £22,000 over 3 years.

To provide a frequent and reliable public transport route that would be easy to understand and capable of providing links between residential areas and key local destinations

Cost of running and operating bus services

Route research and negotiations by core team

Allowance for one off capital infrastructure – branded shelters, real time indicators etc. £1.5m

Seed Project 4:

Safe and liveable residential streets

Stage 1: Proper understanding of access – employ two walkability and cyclability co-ordinators £50,000 at p.a. for five years, years 2-6 to work with residential communities.

Stage 2: Series of locality specific reviews – on all pedestrian, cycling and public transport routes and buildings and spaces as facilities: specific commissioned reports £100,000 year (already costed into core team).

Stage 3: Key projects to be identified (assumed costed into work of core team).

Stage 4: Communications £50,000 (costs already assumed in Hearts and Mind

funding).

Stage 5: Delivery –

£1,000,000 pedestrian access outside homezone areas over five years 2 to 6; Incorporation of dropped kerbs, tactile paving, corkscrew crossings and such like to promote safety and enable greater mobility.

£2,500,000 placemaking: homezone spend for retrofit in existing areas (years 5-15) , all new build to have homezones / play streets designed in over ten years 4-13.

£240,000 over years 2 and 3 for 20mph gateways; Complete 20 mph zones across the town when coming away from through routes. Funding 40 gateways @ £6000 each = £240,000 years 2 and 3.

£ 25,000 a year signage project for 5 years (4 to 8) including for incidental responsive improvements to problems identified by users.

Some other cost bases

Dropped kerbs £420 each on average, Tactile pavement £350/sq metre. Estimated costs in region of £1,000,000 years 2-6

Home zones - DIY community streets £25,000 per street 25-50 households, say 100 streets = 2,500,000 across years 5-15.

Seed project 5:

Strategic network phase III: Green and complete

1. Establishing a stakeholder group to establish a governance and a commitment. Using a co-ordinator - £30,000 for the first 5 years
2. Auditing routes to identify areas of need, either in terms of new routes or routes requiring improvement (assumed within core team activity). A residents' survey could be used to identify need, problem areas, and possible ideas greening routes and associated areas.
3. Identify route networks and opportunities for greening (creating the plan) allow commissioned expense of £50,000 co-ordinated by core team.
4. Secure proposals through statutory plans and developments extra expenses of £20,000 (but activity and co-ordination within core team activity)
5. Implementing ideas and projects approx £20 million on 50 km shared routes and green space

Delivery mainly by core team. This project seeks to create well-signposted, convenient, attractive, and traffic free/traffic calmed routes for promoting walking and cycling and providing effective links to public transport. This would include strategic longer distance commuting cycle routes. Each route would need to be well sign-posted with key destinations and journey times listed. They would also need to provide connections to other routes. A variety of green and open space could be designed and provided along the route, depending on the characteristics of the area. Examples could include play space, gardens, micro-greens or growing space.

Some cost bases

Alteration of surfaces from road to pedestrian £625,000 per km

Alteration of land to green space, micro-greens and growing space: £312,000 per km

Seed project 6:

Lysander Road improvements

Stage 1: Barriers to walker, cyclists and bus users in Lysander Road – in-depth case study £50,000

Stage 2: Lobbying for improvements – to coincide with stage 1

Stage 3: Deliver improvements - to make Lysander Road more bike, bus and walker friendly by enhancing the environment along the route and by prioritising such traffic over cars at key junctions. Allow £2m

Stage 4: Promotion of changes £50,000 (costs assumed already catered for in the core team activities and winning hearts and minds)

Stage 5: More frequent bus and Rapid transit services (unknown costs). The project could help to provide the necessary infrastructure for accommodating some kind of rapid transit route – ULTRA lite which could be introduced at some time in the future.

Some cost bases on the cost of shared space:

Normal road surface Approx cost: £20,000 per mile. Shared space can cost up to £1 million for completed works per mile.

Road surface changes can be different colours and textures to highlight particular features. These may include cycle lanes, pedestrian crossings, bus stops or changes in speed limit. These are likely to be in line with normal road surface changes £20,000 per mile.

Other possibilities: Cycle path: £100,000 per mile; Gateway at either end £5000 each

Cost of ULTRA lite £4-6million per mile to build and set-up ready to run.

Project 7: Active access North Central

Seed project 7: Active access over the A30

Stage 1. Removing the 'bridge too far' : £70,000

Stage 2. Providing instead an at-grade crossing with dedicated pedestrian and cyclist crossing facilities: possible pedestrian/cyclist priority crossing: £25,000.

Stage 3. These works could form part of a wider package of works to boulevard North Queensway, Queens Boulevard, North Boulevard improvements: circa £1.5 million depending upon actual design. To include technical fees, additional crossings and tree planting.

Stage 4. A re-design of the entrance/access road of the Tesco store to make it more attractive for pedestrians and cyclists

Some cost bases

Entrance/gateway costs :£5,000. Re-surface with cyclepath or shared space: Cycle path: £100,000 per mile say 1 mile.

Delivery management costs in conjunction with core team.

Project 8: Journey to work

Stage 1: Arrange a meeting between key employers, Somerset County Council and South Somerset District Council to discuss travel planning and possible approaches. £free

Stage 2: Undertake a survey targeting employees to understand why they use their car. £25,000

Stage 3: Undertake an assessment of the measures that might be used to encourage a modal shift away from the car. £25,000

Stage 4: Seek to actively deliver measures in collaboration with business. Could use business travel planning co-ordinator for Yeovil, £50,000 p.a. for three years

Some cost bases

- A reduction in on-site parking could provide space for alternative uses £free – may need incentives for business or use legislation – like Nottingham City Council;
- Legislation passed in Transport Act (2000). Levy charge on owner/occupiers of premises related to number of vehicles parked by workers. LAs use proceeds for funding car alternatives. WPL is a charge that would be made to City of Nottingham employers. Liable parking spaces would be those employers provide for their staff or certain types of business visitors. Nottingham City Council version: On each liable parking space the levy would be in the region of £185 per year starting in 2010 and rising to around £350 at the opening of NET Phase Two, with increases linked to inflation in future years. It is proposed that there would be some employers who would receive a 100% discount from the levy. They would be City of Nottingham employers with 10 or less 'liable' spaces, the emergency services and staff at NHS run premises. It is also proposed that certain parking spaces would not be charged for. Spaces that are designated for disabled people, business customers, motorbikes, display or fleet vehicles, vehicles loading or unloading and employees who live at their place of work. Funding the local financial contribution to extend the tram system to serve Chilwell and Beeston via the QMC and Clifton via Wilford; continuing to run the popular Link bus services which serve areas not covered by commercial public transport operators and add more Link services; improving bus services in areas not served by the NET; transforming Nottingham Station to become a 'Gateway to the City' with improved connections to buses and trams and expanded passenger facilities – turning it into one of the top European transport interchanges.
- Use of work buses – costs as required
- Increase cycling facilities – showers, shelters – cost as required

Broad costs from experience elsewhere

Sustainable travel towns (cost £10million per town)

Darlington, Peterborough and Worcester were designed as sustainable travel towns in 2004. By taking advantage of some £10m in funding (made available by the Department of Transport), each of the towns have undertaken a variety of projects to help deliver a modal shift towards walking, cycling and public transport.

Key features of Worcester's campaign ('choosing how you move') have included:

- A detail audit of travel behaviour across the city, including telephone surveys and 400 face to face interviews
- Individual Travel Marketing, which about half of the 23,000 households have participated within
- Distributing guides on each of the sustainable modes, as well as distributing a booklet on 'eco-driving' to some 3,000 households
- Helping develop school and employment travel plans
- Arranging marketing initiatives to promote walking and cycling, such as the Pedal in the Park fun day

The Worcester project has already shown signs of success, with latest statistics showing how travel

by car has fallen by 12% (with the proportion travelling by foot and bike increasing by 17% and 36% retrospectively).

Place	2005-08 (1/11/05 -31/03/08)	2008/09	2009/10	2010/11	Total
City					
Greater Bristol	--	1,400,000	5,000,000	5,000,000	11,400,000
Towns					
Stoke	--	880,000	2,000,000	1,920,000	4,800,000
Exeter	1,559,500	751,000	750,500	760,500	3,821,500
York	--	535,000	1,555,000	1,590,000	3,680,000
Cambridge	--	500,000	1,550,000	1,550,000	3,600,000
Southend	--	398,000	1,398,000	1,404,000	3,200,000
Brighton & Hove	1,389,500	435,000	635,000	535,000	2,994,500
Blackpool	--	400,000	1,220,000	1,220,000	2,840,000
Lancaster with Morecambe	1,309,200	500,000	500,000	500,000	2,809,200
Derby	1,300,000	500,000	500,000	500,000	2,800,000
Darlington	1,148,710	500,000	500,000	500,000	2,648,710
Chester	--	400,000	1,000,000	1,000,000	2,400,000
Colchester	--	350,000	900,000	900,000	2,150,000
Aylesbury	765,000	460,000	300,000	300,000	1,825,000
Woking	--	364,000	728,000	728,000	1,820,000
Southport & Ainsdale	--	300,000	750,000	750,000	1,800,000
Shrewsbury	--	600,000	600,000	600,000	1,800,000
Leighton-Linslade	--	588,900	281,000	270,100	1,140,000
Total	7,471,910	9,861,900	20,167,500	20,027,600	57,528,910

Cycling demonstration towns and city (cost average: £6million per town/city)

In January 2008, the Government allocated £140m to Cycling England over the next three years. This funding injection gave a huge boost to the Cycling Demonstration Towns programme; it allowed Cycling England to recruit 11 new towns in addition to the six already established, and create the UK's first ever Cycling City in Bristol. The area of Greater Bristol received the UK's first Cycling City status in June 2008. The status was awarded jointly to the two councils in Greater Bristol - Bristol City Council and South Gloucestershire Council. The table below shows the levels of funding provided by DfT through Cycle England to the various cycle towns and cities in the UK. Lead authorities are required to match funds donated by Cycle England, so for example, total funding for Greater Bristol is £22.8million.

Each of the towns has developed their own ideas for delivering exemplary conditions for improving cycling.

For example:

- In Aylesbury, the District Council has introduced eight colour-coded routes, with each being branded with the name of a gemstone.
- In Brighton, advanced stop lines have been installed at 28 of the city's busiest traffic controlled junctions
- In Exeter, over 50 schemes have been successfully completed to date to extend its network of cycle routes to provide good links to schools, colleges and industrial estates.

Analysis of the round one participants has revealed a 20% increase in cycling rates. Other highlights include:

- In Aylesbury, where the number of people saying that their bike is one of the main modes of transport has risen from 3 to 14%
- In Exeter, where 72% of people feel that it is easier to cycle around the city than it was two years ago

