



Sustainable Swanage Active Travel Plan

Aim:

To get more people moving around the town using sustainable and/or active travel, this includes walking, scooting, cycling, using public transport.

Benefits:

- A healthier community who are more active and getting fresh air which contributes to improved mental and physical health,
- Reduced air pollution and carbon emissions by replacing short car journeys with sustainable transport methods.
- Resolves issues around parking and traffic hotspots.
- Creates a better sense of community as creates more opportunity for social interaction with more people walking around rather than door to door car journeys. (observing social distancing in the short term)

Where:

The focus of this action plan is on local community trips in and around the town to venues such as school, work, shops, places of exercise/leisure and visiting friends. We will also work with other communities to expand the benefits by connecting neighboring villages through safe and accessible cycling and walking routes.

How:

- Create a vision for Active Travel in Swanage
- Projects will focus on key areas where lots of people travel to and from e.g. local schools and the high street.
- We will work with schools and help them develop resources and ideas and incentive schemes, assisting them in their aims to reduce cars at the school gates.
- We will deliver a wider campaign focusing on other journeys around the town, spreading positive messages of the benefits via quotes from people and recording the reduction in car use (where possible) and possibly looking at air quality figures if available.
- We will engage with the community, local groups and the councils on identifying barriers to the use of sustainable transport and work together to identify and promote possible solutions.

Links to national, regional and local policies:

- Links with 'Active Travel England'- a new government department to oversee £2billion allocation for active travel over next five years.

- Cycling and walking investment strategy- a government initiative to make cycling and walking a natural choice for shorter journeys or as part of a longer journey.
- Dorset Council Ecological and Climate Change Strategy- to reduce carbon emissions from Travel and work in partnership to do this.
- Links with Dorset Council Local Transport Plan
- Swanage Environment Action Plan- could link in by encouraging active travel.

Information and support available:

There are several charities and social enterprises that focus on this issue and there is a possibility of forming an affiliated local group to ensure continuity of this project into the future. There are many resources available so we would be able to tailor these to suit local areas and promote relevant resources to schools, groups, businesses and other organisations.

Resources and initiatives include:

www.livingstreets.org.uk

A UK charity for everyday walking – they run schemes but a fee is required.

Although this leaflet has some useful tips and information.

<https://www.livingstreets.org.uk/media/3561/family-walk-to-school-kit.pdf>

www.modeshiftstars.org

Modeshift STARS is the Centre of Excellence for the delivery of Effective Travel Plans in Education, Business and Community settings – free to schools funded by D of Transport

www.brightkidz.co.uk

A social enterprise encouraging active travel for schools.

www.sustrans.org.uk

A national charity that tries to make it easier for people to walk and cycle. They are the custodians of the National cycle Network.

www.twinkl.co.uk

Resources and lesson plans for varying topics including some interesting ones on walking to school, schools may have access to this already.

Progress so far:

We have had our first open meeting on this topic (see separate notes) and are in the process of setting up a team to work on the ideas. We are looking for more people that could help.

The Sustainable Swanage project officer is currently assisting St Mary's school with a walk to school scheme incorporating the use of the car park at north beach. The project officer has also been in contact with the transport team at Dorset Council to discuss work already being done and how we can help with that. We have been working on ideas for schools with Johnathon Dixon, the Dorset 'Bike it Plus Officer' from Sustrans and he has also offered advice and

support in the possibility of installing bike racks/shelters in the town if necessary.