Travel Plan Club meeting

19 September 2024

CARELESS POLLUTION

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What we are going to do today

- Part 1: View seeking to help inform the strategic messaging in support of active travel

- Part 2: Update on the CAReless Pollution campaign

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Active Travel – strategic messaging

- Increasing uptake of active travel is a key priority for Colchester City Council

- There are many related initiatives and partnerships across Essex that support this aim in various ways

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cycle colchester

Colchester Park and Ride

1 bikeability
2 bikeability
3 bikeability

LIVING STREETS

COLCHESTER CLIMATE ACTION
CLEANER | GREENER
TOGETHER

Colchester Bike Kitchen

WALK COLCHESTER

GET MONKWICK MOVING!

COLCHESTER eCargo

Colchester Travel Plan Club

3PR

Colchester Cycling Campaign

Colchester eCargo Bike Library
Delivering a Greener Colchester

Essex Pedal Power

ActiveEssex

Active travel – strategic messaging ambition

- Align messaging to improve public understanding of active travel and motivate behaviour change
- Demonstrate the collaboration and connections between initiatives
- Support a more consistent use of language
- Identify practical opportunities for communications work to be more aligned

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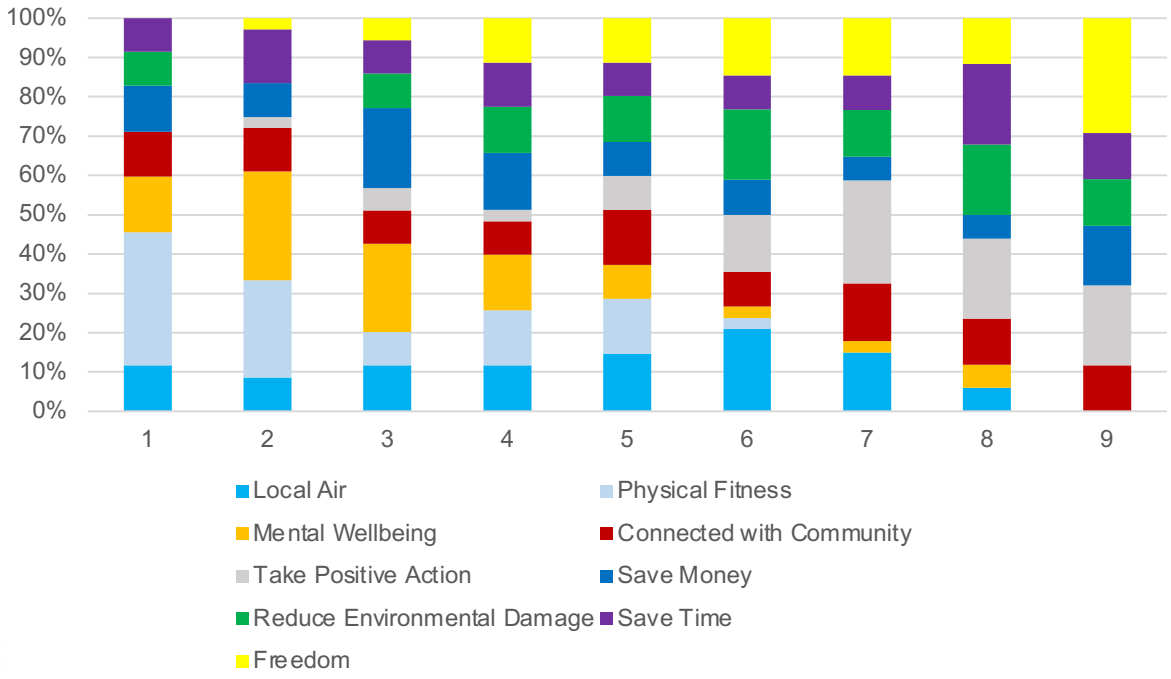
To support this programme of work Colchester City Council is undertaking view seeking with different audiences

Residents and children have provided their input



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Active travel

What do you think the term active travel means to your audiences?

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Active travel

What do you think are the most important motivators?

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A.	I will improve the local air that we all have to breathe (by reducing vehicle emissions and congestion)
B.	I will increase my physical fitness (by using my muscles and giving my heart and lungs a workout)
C.	I will improve my mental wellbeing (because cycling and walking puts me in a better mood and I feel more relaxed)
D.	I will feel more connected with my local community (by being able to see what is happening on the streets around me and more easily stop and talk to passing people)
E.	I will join others in taking positive action to improve our local area
F.	I will save money (by reducing spending on petrol, parking and other costs associated with owning a vehicle)
G.	I will reduce negative damage to the environment (by reducing vehicle emissions and congestion)
H.	I will save time (by being able to reach my destination without sitting in traffic queues)
I.	I will gain a sense of independence and freedom

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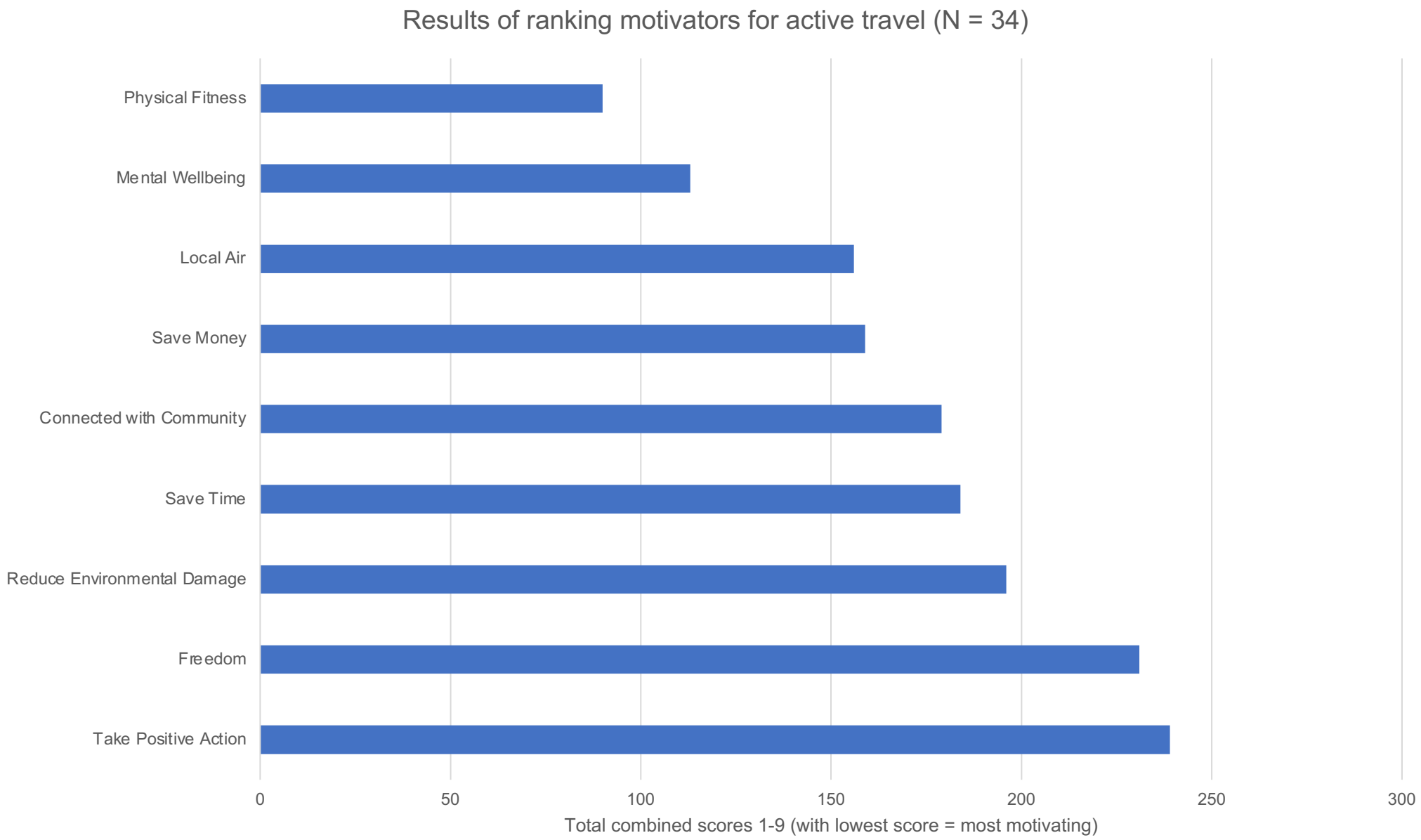
Results of ranking motivators for active travel (N = 34)
Physical Fitness
Mental Wellbeing
Local Air
Save Money
Connected with Community
Save Time
Reduce Environmental Damage
Freedom
Take Positive Action
0
50
100
150
200
250
300
Total combined scores 1-9 (with lowest score = most motivating)

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Terminology

- Are there any terms that you feel are particularly useful for building understanding and motivating action?

- Are there any terms that you see being used but that you feel should be avoid?

Net Zero

Sustainability

Environmentally friendly / Eco-friendly

Climate emergency

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Unifying elements

- Do you feel there would be value in developing a common ‘campaign’ name to unify organisations working on active travel?

- Do you feel there were be value in developing a common visual ‘look’ to unify organisations working on active travel?

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Next steps

- Review feedback gathered today alongside insights from other audiences

- Use insights to shape a ‘Communicating Active Travel’ toolkit
  - Examples of core explainers for use by partners across their communications
  - Lexicon of terms to use as well, as those to avoid
  - Visual branding elements for a more unified look and feel

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Businesses

- Developing a business-led e-learning module to support understanding of active travel:
  - What it means for employees
  - How they can incorporate active travel into their work journeys

- Developed following engagement with key stakeholders to gather insights and feedback:
  - Simon Mead – Colbea
  - Ann Scott – Federation of Small Businesses
  - Nick Brown – Essex Chamber of Commerce

- Currently in design development stage

- Keen to obtain feedback on draft module from TPC members

- Dissemination and promotion focus will be on businesses within three miles of the city centre

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Schools

- Undertook a review of schools-based work from existing projects in Colchester
- Researched good practice examples of other Toolkits aimed at schools
- Revised existing Toolkit for Schools to include additional active travel content to reflect the wider team activities including:
    - Cycling
    - Walking
    - eCargo bikes
    - Cycle map
    - Bike parking

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Local residents and communities

- Researching relevant local groups with which to develop partnerships
- Preparing tailored content for their communication channels
- Attending relevant community-based events to disseminate information and give presentations
- Focus on the most deprived areas of Colchester including Greenstead, Monkwick, Shrub End, and the City Centre

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Comments and questions?

Thank you

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