



Expert Panel Coventry

PRESS RELEASE

*We care for each other,
we care for our space,
we become part of mobility planning*

03.11.2020. On November 3, 2020, [e-smartec](#) partner Coventry University Enterprises organised its Expert Panel. The discussion verted on strategies to improve cycling and citizens engagement in the Region.

By the end of Phase One of the e-smartec project (July 2021), each Region will prepare an Action Plan based on the most appropriate marketing campaigns and with the objective of shifting users' willingness to travel by sustainable transport and encouraging them to participate in the mobility agenda-setting.

The Expert panel investigated the findings from the Open event with Citizens organised in March 2020 at the Big Green Fair. During the event, a total of 91 questionnaires were distributed to people visiting the e-smartec stand. The aim of the questionnaire was to check if people cycle, how often, on what occasion and which marketing techniques they would prefer in order to have a better take on cycling in our area.

56.04% of the respondents answered they do not cycle, because they consider it unpractical, unsafe or they do not own or know how to ride a bike. On the other hand, 43.96% of the respondents' answered they cycle mainly for leisure. 32.26% of the respondents answered that more cycling routes would encourage them to cycle, whereas 18.82% and 14.52% respectively mentioned safer bike parking spaces discounts to buy bicycles and accessories as better solutions.

As the priorities of the West Midlands Region are linked to decarbonise road transport and investing on cycling, the Expert panel focused also on looking at the questionnaire results and brainstorm possible actions to improve and encourage cycling and citizens engagement in the Region. Through the pandemic, new funding streams have been set up to encourage cycling and improve lanes as the public transport could not ensure social distancing: indeed, a significant increase in cycling and micro mobility has been recorded.

Looking at the results from the questionnaires collected by CUE Ltd, a combination of several things is needed to promote cycling. Above all, training is part of a big picture, together with promotion; and promotion needs to be well strategically thought through.

Notes to editors

The e-smartec project is designed to strengthen the urban dimension of regional and local mobility policymaking, contributing to the implementation of the EU Transport White Paper, Urban Agenda and EU 2020 with a view to transit to a low carbon economy.

e-smartec aims at developing action plans to start and implement effective mobility interventions, as the basis for a competitive, resource-efficient, and low carbon oriented European transport system.

e-smartec brings together 9 partners from 7 EU countries representing the 6 e-smartec test-bed areas, to join forces to provide tailored guidelines on citizens' and stakeholders engagement marketing techniques, innovative for decision-making and traditional procedures.

e-smartec proposes accompanying each step of mobility planning with the deployment of targeted marketing techniques for linking bottom-up and top-down decision making.

More information: <https://www.interregeurope.eu/e-smartec/>

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