Active Travel: encouraging citizens to change their behaviours

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Ambition

“Making active travel an attractive and realistic choice for short journeys”

Outcomes

- Improved health through an increase in physical activity
- Reduced congestion on the highway network by providing better travel choices
- Safer active travel
Barriers to Active Travel

1. A lack of suitable routes
2. The need to carry heavy or bulky loads
3. Perceptions of safety
Actions

Action 1: Integrate active travel into planning

Action 2: Provide and maintain appropriate routes for active travel

Action 3: Support active travel in the community
Step Ahead of the Rest (StAR)

- Adult Cycle Training
- ReCycle
- Park & Pedal
- Brief Interventions
- Cycle Loans

- Workplace Challenge
- Small Steps
- Wheels to Work
- Walk / Cycle maps
- Signage Refresh

- Walk / Cycle Videos
- Community Route Champions
- Cycle Route Assessments
- Youth Travel Ambassadors
Other Initiatives / Schemes

Kent Connected Journey Planner

Operation Motion: Giant Steps

Journey Sharing

Car Clubs

Travel Plans & Grants for Schools & Businesses

Infrastructure improvements

Responsible Parking website
Brief Interventions

(A StAR initiative)
Welcome to

Operation Motion:

Giant Steps

http://www.operationmotion.co.uk
School Clean Air Zone

Active Travel Strategy Action 3.3: “Pilot a no parking zone around a school to increase active travel and reduce parking problems.”

Aim:

To encourage an increase in the number of children travelling actively to school.

Outcomes:

- Reduce congestion.
- Improve children’s health.
- Provide a safe environment for active travel around school.
- Improving the environment for residents.
A successful example:

Healthy Streets Project

Camden Borough Council – St. Joseph’s Primary School

https://camdencyclists.org.uk/2018/09/healthy-school-streets/
Web links

• Kent County Council Active Travel Strategy – www.kent.gov.uk/activetravel

• Kent Connected - https://kentconnected.org/ - Email kentconnected@kent.gov.uk for any enquiries regarding active and sustainable transport in Kent

• Operation Motion - http://www.operationmotion.co.uk/

• Jambusters - https://jambusterstpms.co.uk

• Responsible Parking - http://www.responsibleparking.co.uk/

• Kent Journey Share - https://liftshare.com/uk/community/kent

• Explore Kent - https://explorekent.org/