

## PUBLIC ENGAGEMENT FOR SUSTAINABLE PUBLIC TRANSPORT



## COVENTRY AND WARWICKSHIRE ACTION PLAN

## PART I – GENERAL INFORMATION

Project: **Public Engagement for Sustainable Public Transport**

Partner organisation: Coventry University Enterprises Ltd

Other partner organisations involved (if relevant): not relevant

Country: UK

NUTS2 region: West Midlands

Contact person: Eleni Anoyrkati

email address: e.anoyrkati@coventry.ac.uk

phone number: +44(0)7974984863

### **Introduction:**

PE4Trans project addresses the issue of potential for improvement of public transport policies by including citizens to the process of design and implementation of sustainable transport strategies and plans with the view to change peoples' mobility habits and routines incorporating findings of behavioural sciences. Regions and cities across Europe invest significant funds in public transport infrastructures, introduce incentives and regulations as well as information campaigns with the view to reduce carbon footprint by stimulating peoples more pro-environmental behaviours. P4Trans partners adopt the approach “for the people, by the people and with the people” as a guiding principle for the possible policy improvements, which go in two directions:

- Influencing the citizens' behavioural change using knowledge and good practices of environmental solutions based on economy, sociology and psychology developments to stimulate people towards more sustainable routines and habits,
- Launching in the participating territories transferable mechanisms of public engagement in policy makings process

The project is delivered by six partners, from five countries:

Adam Mickiewicz University Foundation, Poznan Science and Technology Park, Poland  
Kalisz-Ostrow Agglomeration Association, Poland  
Coventry University Enterprises Limited (CUE), UK  
Aristotle University of Thessaloniki, Greece  
City of Valladolid, Spain  
District of Grafschaft Bentheim, Germany

The Action Plan comprises the final output of Phase 1 of the Pe4TRans and describes the main actions that need to be implemented to achieve sustainable mobility. During Phase 2, these actions will be implemented and the outcome will be measured.

The actions were co-designed during four citizen panel meetings taking also into consideration citizen surveys, good practices identified in other regions, study visits and consultations with the policy stakeholders.

## PART II – POLICY CONTEXT

### THE ACTION PLAN AIMS TO IMPACT:

1. European Structural and Investment Funds 2014 to 2020
2. Emergency Active Travel Fund

### POLICY INSTRUMENTS ADDRESSED:

1. Coventry and Warwickshire European Structural and Investment Funds Strategy
2. Cycling and Walking Investment Strategy

### POLICY CONTEXT DESCRIPTION

For the 2014 to 2020 programming period Local Enterprise Partnerships (LEP) in England are responsible for designing and delivering strategies on how best to use this funding. Each LEP area receives a national allocation from the funds for seven years to deliver its **European Structural and Investment Funds (ESIF) strategy** which must be spent in line with a set of overarching priorities set out in the EU regulations. The Coventry and Warwickshire LEP (CWLEP) area has a notional allocation of 135.5m Euro. CWLEP is determined to increase employment and wealth opportunities for all.

Under the Priority 4: Low Carbon economy, C&WLEP focuses on integrated strategic approaches to reduce greenhouse gas emissions by increasing levels of sustainable urban mobility, particularly through:

- Investments in actions aimed at introducing innovative environmentally friendly and low-carbon technologies (for example, alternative fuel stations or charging points)
- Cycle paths where they are part of an integrated approach to GHG reductions and support improved access to key employment sites.

Having recognised the economical relevance of low-carbon economy the local authorities search for strengthening actions towards its social dimension in order to enhance the uptake of alternative transport solutions. Public authorities recognise also the vital importance of engaging communities in order to meet carbon reduction targets but lack specific schemes and tested practices.

Coventry City Council has a strong history as a leader in transport innovation but also sustainable mobility. Participation in, and facilitation of, recent innovation projects has led to the city becoming

known as a testbed for innovation, especially for connected and autonomous vehicles. The council has strong links with academic partners, two world class universities in the city. In particular Coventry University hosts the Institute for Future Transport and Cities for which is the largest transport related research department of any university in the UK. Coventry has been at the centre of transport innovation throughout its industrial history. The first bicycle factory was built here, which led the region into motorcycle and automotive production. Today the region hosts various research and development centres for the motor industry including Jaguar Land Rover and TATA motors. Regional development plans weave automotive and transport strands through every theme.

Coventry City Council has worked along with Coventry University Enterprises Ltd to foster innovations in transport that responds to the grand challenges and current citizen needs. This has led to a focus on active mobility for the region, and especially for Coventry which was supported financially by the **Emergency Active Travel Fund** allocated by the central government as a response to COVID-19 pandemic. More specifically, the West Midlands was awarded £3,850,997; £400,000 more than Department for Transport's (DfT) indicative allocation and a reflection of the strength of the region's funding application. This extra funding was distributed amongst TfWM and Birmingham, Coventry, Solihull and Wolverhampton authorities to implement additional schemes. This included the following investments:

- Infrastructure: A total of 57 infrastructure schemes
- Monitoring and evaluation: Photographs, online surveys, focus groups, lessons learnt
- Road safety campaigns
- Commonplace: an online feedback platform

#### **IMPROVEMENT NEEDS:**

A more systematic public consultation will ensure that citizens would make better informed choices therefore insuring citizens understand the impact on sustainable transport. Therefore, significant improvements in policy governance are planned through specific project activities. So firstly, the involvement of different stakeholders, including citizens, will increase their support but also validate any decisions taken. Secondly learning from other region good practices, during phase 1 gave our region the opportunity to learn from other experiences that have been tested and that could potentially be transferred to improve our policy instrument. Finally, thanks to the improved policy, all stakeholders would be adopting more sustainable transports and would allow the decrease of GHG.

There are two policies addressed currently in our Action Plan:

- European Structural and Investment Funds (ESIF) strategy (ERDF)
- Emergency Active Travel Fund (Department of Transport)

The two policies will be improved by **Active Mobility Accelerator programme** presented in this Action Plan. The programme will be delivered through two components (actions):

- Introduction of active mobility education to existing ERDF programmes stakeholders
- Integration of co-creation approach on the active travel schemes

## INDICATORS

Number of stakeholders being educated in sustainable and/or active mobility: 200

Number of citizens actively engaged in consultations: 600

## BACKGROUND AND FOCUS:

Research (Neun et al, 2016; Rajé et al, 2016; Handy et al, 2014; ECF, 2020; Arseni et al, 2018; Götschi et al, 2020) has shown that the value of active mobility for society, environment and economy is very high and covers a variety of fields. This is in line with continuous efforts in investment in research by the European Commission to support the active mobility's multiple benefits; a fact which is reflected on the funds made available but also on the development of a number of policies and schemes to support a boost on cycling and walking. On 30th October 2020, the European Mayors along with the first Vice President of the European Commission, Frans Timmermans, the European Cyclists' Federation (ECF) and Cycling Industries Europe (CIE) called for a 10 bn Euro in cycle investments from the National Recovery and Resilience Plans (NRRP) to help countries to address the economic and health crisis caused by the COVID-19 pandemic. This was accompanied with three suggested measures that could support cycling infrastructure investments, allocate funds for e-bikes and support cycling tourism too.

The West Midlands Combined Authority (WMCA) through Transport for the West Midlands has outlined their vision for transport in Movement for Growth: The West Midlands Strategic Transport Plan. The West Midlands Strategic Cycle Network plan was revised as part of the, 'Common Approach to Cycling and Walking in the West Midlands' (2019), setting out regional priority routes. The Movement for Growth Health and Transport Strategy (2018) sets out the health benefits from active travel, links good health to more inclusive growth and highlights groups who might benefit more from walking and cycling (such as the elderly and people with long term conditions). The West Midlands Cycle Charter (2015) provides the strategic context for cycling in the West Midlands and is fully endorsed by Birmingham City Council. The Charter identifies targets to raise levels of cycling across the West Midlands Metropolitan Area to 5% of all trips by 2023 from the 1% baseline and to raise cycling levels to 10% of all trips by 2033. Policies, schemes and projects that will enable the transition to lower CO2 emissions from transport need to be implemented.

Plans for pop-up cycle lanes, wider pavements and many other measures to encourage more cycling and walking across the West Midlands have been given overwhelming backing from Government. The **Department for Transport** (DfT) has awarded Transport for West Midlands (TfWM) and its partner councils a £3.85 million grant to implement these fast-track measures. A list of more than



45 projects includes a pop-up cycle lane linking Coventry city centre to the Canal Basin, a Birmingham city centre cycle lane connecting the A38 and A34 blue routes, and road closures to improve pedestrian and cycle safety in Wolverhampton city centre. The investment in active travel – the collective term for cycling and walking – also meets the WMCA’s aims of improving the region’s health and reducing carbon emissions as set out in the region’s #WM2041 plan to tackle climate change. ( <https://www.wmca.org.uk/news/west-midlands-awarded-385-million-to-get-the-region-cycling-and-walking/> )

With regards to Coventry Active Travel plan, as part of the local response in Coventry to Covid-19, the Coventry City Council introduced a number of active travel schemes to encourage more people to walk and cycle. The Council involves the citizens to have their say on active travel measures through a dedicated website: <https://coventryemergencyactivetravelfund.commonplace.is/overview>

With regards to the ERDF programme, our Action Plan will be targeting the Coventry and Warwickshire Green Business Programme. The Green Business Programme is an ERDF funded project with main objective to support the shift towards a low carbon economy by delivering a cohesive package of SME support activities that will facilitate economic growth through Coventry & Warwickshire SMEs developing and adopting energy efficiency measures and renewable energy. The Green Business Network allows businesses to come together, share ideas and promote energy, resource, waste and water efficiency as well as engage on low carbon, environmental and green sustainability initiatives. The network is free to join and open to any business, community organisation, social enterprise, charity or individual. The Green Business Programme is delivered not only by Coventry City Council but also Coventry University and Coventry University Enterprises. Through the Active Mobility Accelerator programme, an active mobility streamline will be added to it. That includes seminars and workshops on encouraging active mobility update by the Green Business organisations but also, they will be open to the wider audience too.

## **PE4TRANS PROCESS: RESPONDING TO LOCAL NEEDS**

Within the project activities in 2020, a local survey took place in Coventry combined with an expert workshop, organised by CUE, in order to capture the needs and preferences of citizens in terms of cycling. The results revealed that the actions that can be used to accelerate a change of modal split are new lanes that offer enhanced safety but also convenience (to access more places), safe and secure parking spaces in key areas and monetary incentives to buy bicycles and accessories. The most promising promotional tools appear to be social media-based campaigns, establishment of information points and mobile applications.

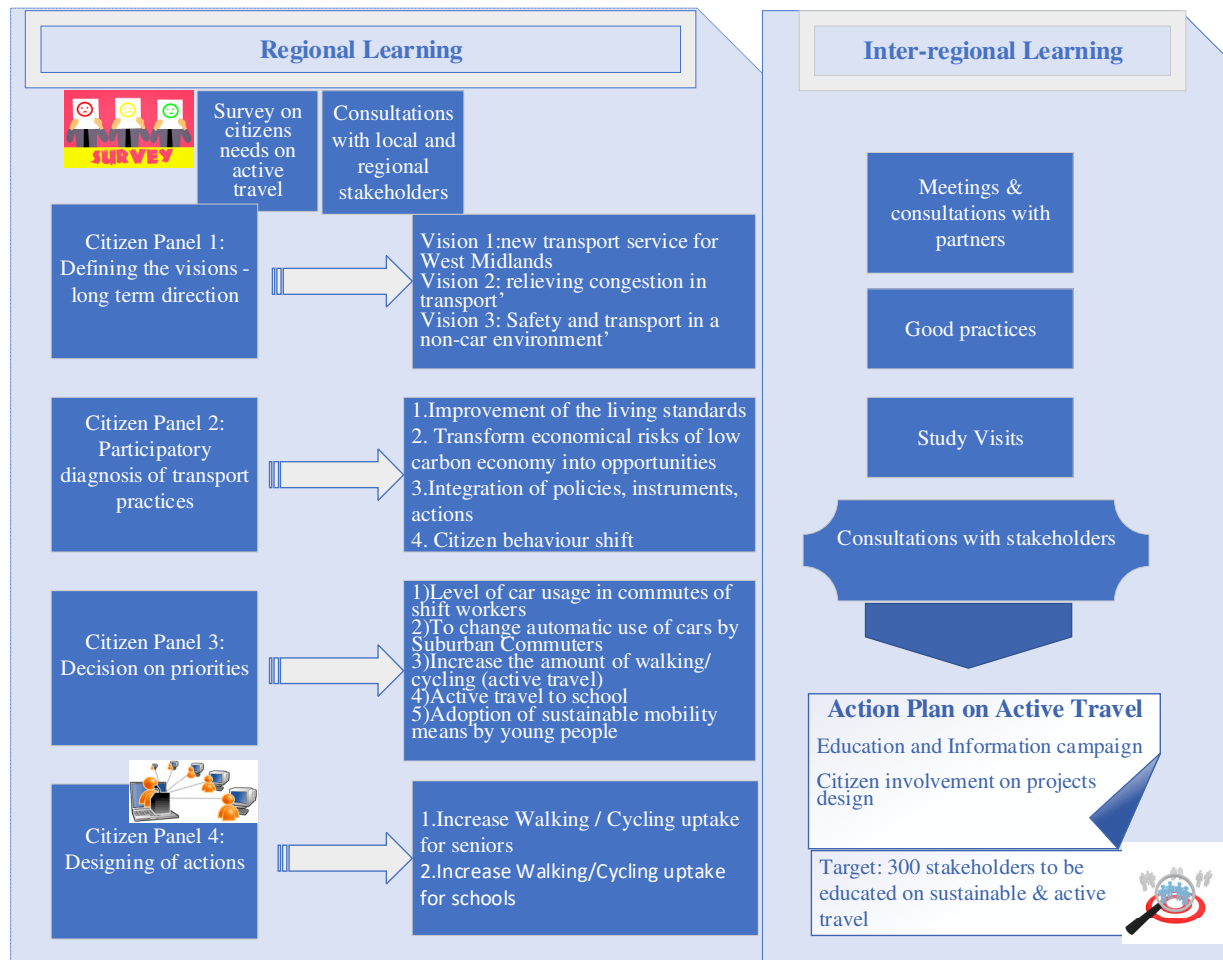
The citizen consultation process using PE4Trans four citizen panels in West Midlands, UK has delivered the main visions of citizens and the desired focus of the policies. These are the following:

- Vision 1 – ‘new transport service for West Midlands’ (intended to give transport cohesion to all areas of the West Midlands, creating an environment that promotes and gains trust in public transport);
- Vision 2 – ‘relieving congestion in transport’ (envisages to improve transport options with more regular trains, designated freight routes, faster buses, smart road signage and improved in-vehicle technology to re-route cars and lorries away from congestion);
- Vision 3 – ‘Safety and transport in a non-car environment’ (focuses on making the shift to sustainable transport, using tactics to create cultural shift reducing single person car usage by reducing car ownership and increasing appeal of public transport).

The citizens also selected two of the most predominant behaviours that need to change in the region. These are:

- the habits of automatic/habitual car users so that they increase the amount of walking/cycling, as active travel has been identified as a key practice that the region should invest on and
- the habits of parents of young families so as to offer alternative choices for safer and independent travel of the kids.

The diagram below presents the process of selecting the focus of the Action Plan activities



## PART III: DETAILS OF THE ACTION ENVISAGED

### ACTIVE MOBILITY ACCELERATOR PROGRAMME

The -planned programme will follow two distinctive but also interconnected actions that will target two policy initiatives. The aim is to enhance the active mobility uptake in everyday life to commute to work, leisure and school but also within the framework of the first and last mile solutions to connect users with public transportation.

The programme draws on the PE4Trans' main aim which is the co-creation and co-design of solutions involving citizens but also a wide range of stakeholders. The main objectives are:

- To promote active mobility as a means for transportation
- To support active mobility programmes and measures
- To increase the number of active mobility users
- To educate stakeholders on the impact of active mobility



- To enable users, participate in the development of new active mobility projects and measures

## **ACTION 1: ACTIVE MOBILITY PROMOTION (ON GREEN BUSINESS PROGRAMME)**

### RELEVANCE TO THE PE4TRANS PROJECT

Lesson learnt	Source of the lesson
Successful social media campaigns that foster behaviour change should be accompanied by attractive incentives or introducing challenges and competitions	#retofotograficoAUVASA - social media campaign during European Mobility Week to upload photo on Facebook and Twitter.
Adapting a holistic strategy approach where sustainable mobility is introduced as a cross-sector policy initiative.	How to achieve behavioural change towards bicycle & sustainable mobility: the case of Karditsa, Greece
PPNT walking, running and bike riding madness	How to use 'nudging' techniques to foster employees' interest towards active mobility

### THE POLICY CHANGE NEED

The funds under the current ERDF 2014-2020 have already been allocated. However, it is possible to positively impact on the instrument by introducing a change on the running programmes funded by it. The Coventry and Warwickshire Green Business Programme & Network is a 4.5-year (01/2019 to 07/2023) ERDF funded programme, that supports SMEs in the region to develop Low Carbon Products and Services.

The Programme is a collaboration between Coventry University, Coventry University Enterprises and Coventry City Council.

SMEs are supported through a number of different interventions:

1. One to one business support: Up to 12 hours, utilising expertise from the School of Energy, Environment and Construction
2. Workshops: 12-hour workshops are run on a range of topics relating to the development of Low Carbon products.
3. Grant Funding: Up to £20,000 grants (40% match funded) to support SMEs in the development of Low Carbon Products or Services. Grants are used for external consultancy or to invest in equipment required to bring products to market
4. Research Collaborations: Support is available through Research collaborations between the University and clusters of SMEs with similar challenges.

The programme is very much focused on supporting companies to develop low carbon products and services; that also includes transport companies. However, there is currently no focus on individuals.

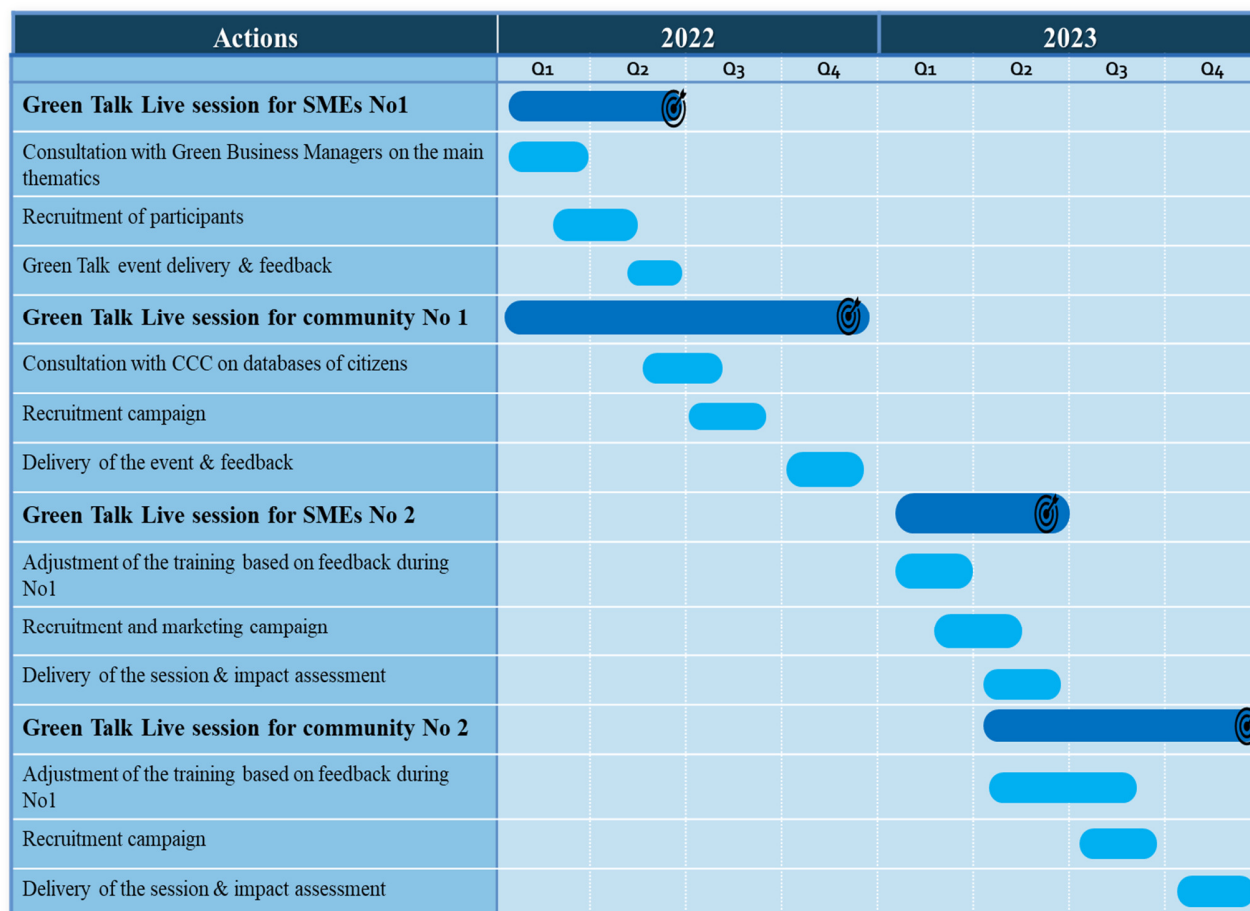
directors of the companies, employees, and other stakeholders who might benefit from a modal shift towards sustainable mobility and in particular active mobility. So, adding an extra dimension into the existing ERDF programme that will target citizens is currently missing.

#### **NATURE OF THE ACTION**

In terms of the Green Business Programme/ Network, a number of series of seminars will run as a 'GreenTalk Live' webinars targeting 50 to 70 individuals per session. The seminars will be delivered from the City Council and Coventry University and will count as two sessions per year, accompanied by two more sustainable transport sessions with local organisations and communities informing them about the city's plans for a more sustainable transport network.

The four sessions (two targeting companies and two targeting communities) will be delivered online in order to avoid cancellations due to a new possible COVID-19 outbreak. During the sessions is expected that also feedback will be provided by the participants to support the improvement Green Business ERDF programme. During the sessions with the companies, there will be seminars based on Pe4Trans Good Practices on how they can engage their staff in potential active mobility through 'nudges'. According to Nobel prize winner Richard Thaler, a nudge is "any aspect of the choice architecture that alters people's behaviour in a predictable way without forbidding any options or significantly changing their economic incentives". The nudge theory suggests that behaviour can be influenced by small, cheap suggestions and positive reinforcements. These interventions that will be presented include for example competitions or prompts via emails and texts. The SME owners will be encouraged to adopt similar practices for their staff to encourage them avoid car usage.

#### **Timeframe**



## COSTS

30000 staff costs (own funding)

## FUNDING SOURCES

The scheme is co-financed by ERDF.

## ACTION 2: CO-CREATION ON ACTIVE TRAVEL SCHEMES

### RELEVANCE TO THE PE4TRANS PROJECT

Lesson learnt	Source of the lesson
Successful social media campaigns that foster behaviour change should be accompanied by attractive incentives or introducing challenges and competitions	#retofotograficoAUVASA - social media campaign during European Mobility Week to upload photo on Facebook and Twitter.
Knowledge and information provision can increase the sustainable transportation uptake	Mobility days (“Mobilitätstag”) – providing information about all existing offers of sustainable means of transport (e.g. bicycle, bus, train)
Collection of users views at large scale can enable local stakeholders to identify the opportunities and weaknesses of some potential concepts/improvements	Crowdsourcing campaign (Thessaloniki)

### THE POLICY CHANGE NEED

As a response and recovery from Covid-19, the West Midlands Active Travel Fund policy includes a suite of measures to enable citizens to cycle or walk safely around neighbourhoods and town centres. These schemes include local measures that prioritise active travel, making it easier for citizens to access local services and enjoy the spaces around them.

The policy includes bold initiatives such as pop-up cycle lanes that keep cyclists separate from traffic along busy routes or provide more space for walking by expanding footways. The funding has been channelled through the Government and will support the delivery of temporary schemes. A recent Covid-19 travel survey concluded that 81% of citizens would like cleaner air, and 65% of respondents would like to be more active. In response to that, more than 45 projects will be introduced, including pop-up cycle lanes and pavement widening. These new measures will support:

- Travel safely and securely
- Get workers and businesses back up and running
- Support school travel and keep children and families safe
- Keep air clean, reduce carbon emissions, improve mental health and increase physical activity that have resulted through lockdown
- Support a green recovery

During the PE4Trans phase 1 implementation and the citizen panels, it was evident that policies and projects need to address the citizens’ needs but also to secure user acceptance. Also, previous research has demonstrated that:

‘treat potential issues using a multi- dimensional approach integrating interdependencies with different values, norms and interests. (Nascimento et al, 2016)

And

‘consequences of an effective citizen engagement are the acceptability of the solutions by citizens and their readiness to change their mobility habits, which is often needed in order to implement the mobility measures in practice’ (Marega et al, 2012)

To this end, in order to better implement the Active Travel Fund policy, a greater user participation is required. This will allow to better design services that are responding to real needs and increase the possibility of a great active mobility uptake in the region.

## **NATURE OF THE ACTION**

As part of the local response in Coventry to Covid-19, the Coventry Council with the support of Coventry University Enterprises will introduce a number of citizens consultations on further active travel measures as part of the Active Travel Fund. The consultations, named ‘Let’s Talk’ will gather responses from citizens on the following proposed changes:

- People on cycles will have priority over traffic entering and leaving side roads. At traffic light junctions and roundabouts, the cycleway will by-pass them or have its own set of traffic lights to ensure safety through them.
- Bus stops and parking lay-bys will be repositioned within the overall highway to make space for the cycleway.
- New Parallel Crossings (zebra crossings for people on foot and cycle) will be installed and roads will be narrowed.

It is envisaged that at the end of the consultations there will be two main achievements:

- More people engaged in active travel, especially cycling
- An improved policy (Active Travel Fund) that will give priority on active travel developments that are corresponding to the needs and suggestions of the citizens.

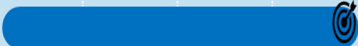




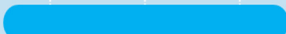

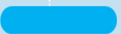

Good Practices that were used:

- #retofotograficoAUVASA - social media campaign during European Mobility Week to upload photo on Facebook and Twitter.
- Mobility days (“Mobilitätstag”) – providing information about all existing offers of sustainable means of transport (e.g. bicycle, bus, train)
- Crowdsourcing campaign (Thessaloniki)

## **STAKEHOLDERS INVOLVED**

- Coventry City Council
- Transport for West Midlands
- Coventry University
- Coventry University Enterprises Ltd

## TIMEFRAME

Actions	2022				2023			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Design &amp; launch the crowdsourcing Let's Talk campaign</b>								
Consultation with CCC on priorities and/or changes								
Consultation with the technical/IT administrators								
Launch of the campaign at social media								
<b>Delivery of Let's Talk initiative</b>								
Continuous recruitment through social media & other								
Responses received & analysed								
Delivery of Let's Talk & feedback								
Anchoring and evaluation								

## COSTS

30000 staff costs (own funding)

## FUNDING SOURCES

National funding



## Endorsement

**Date** 19/01/2022

**Name:-** Sunil Budhdeo

**Function :-** Transport Innovation Manager

**Organisation Stamp ( if possible)**

**Coventry City Council**

**Signature** 