

South Hams and West Devon Active Travel Behaviour Change Strategy

Cycling UK

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1. Introduction

In 2023, South Hams District Council and West Devon Borough Council jointly commissioned a Local Cycling and Walking Infrastructure Plan (LCWIP) with behaviour change strategy from Phil Jones Associates and Cycling UK. The aim is to develop understanding and provide a basis for a strategy that suits the rural nature of the council areas, enabling authorities and the local community to increase the use of walking, wheeling (using a wheelchair or mobility scooter) and cycling for local journeys.

Increasing the amount that local people walk, wheel and cycle improves the health and wellbeing of residents by increasing overall physical activity levels. Enabling people to use these “active travel” modes as a way to make local journeys means they are also reducing traffic, improving road safety and removing carbon emissions from motorised transport.

In a rural area, not all journeys are realistic to undertake by walking, wheeling or cycling due to distances, topography, available infrastructure, health and personal circumstance. However, for shorter local journeys the benefits of reducing motor traffic in towns and villages, encouraging more active lifestyles and reducing carbon emissions through switching some journeys towards active modes can still have significant individual, community and environmental impact.

This behaviour change strategy to encourage more walking, wheeling and cycling for local journeys in South Hams and West Devon supports Active Travel England’s target of achieving 50% of trips in England’s towns and cities to be conducted actively by 2030. It also goes beyond this ambition to think about how to implement these aims in smaller, rural communities alongside larger urban areas.

This document provides the context of research that has supported the development of this strategy, alongside core principles that any application of interventions can uphold. The delivery approaches give information on the potential structures that can be taken within the area to encourage joined-up impact. A longer list of intervention options are framed within the COM-B model to demonstrate their intended impact, with a further section outlining a strategic approach to monitoring and evaluating. In the appendix, interventions are combined in relevant examples to demonstrate how they can be brought together for an area-based approach that can provide maximum benefits.



2. Context

In preparation for this strategy, the councils commissioned two pieces of research:

- A literature review summarised evidence about existing best practice on active travel promotion, with specific concern for rural areas.
- A survey, interviews and events with local residents and organisations in summer 2023 collected information about the views and needs of people in South Hams and West Devon.

2.1 Literature review summary

Understanding what individuals will need to change their behaviour helps to frame the types of interventions that will be effective. The COM-B model is a simple way to understand behaviour change. It stands for capability, opportunity, and motivation—the three things needed to change a behaviour. "Capability" is about having the skills and knowledge to do the behaviour. "Opportunity" is having the chance and right environment for the behaviour. "Motivation" is being driven or wanting to do the behaviour. When all three aspects are in place, it's easier for someone to change their behaviour effectively. The [Behaviour Change Wheel](#), where the COM-B model serves as a central component, can be used as a framework for understanding and designing interventions.

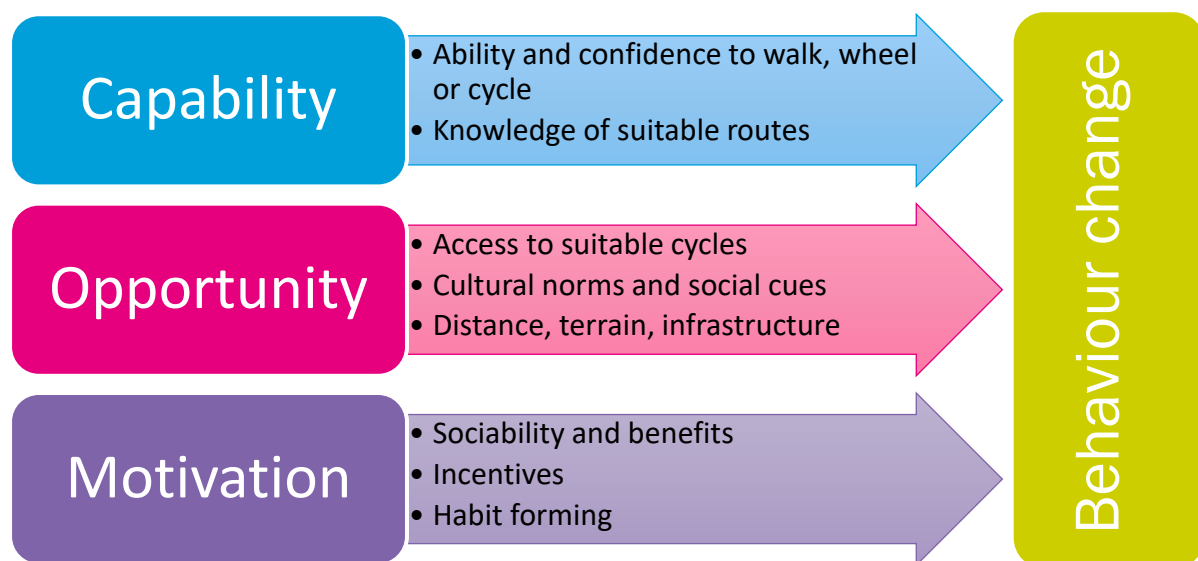


Figure 1: COM-B model

Connecting the COM-B model to the specific context of rural areas, where distances and demographics play a significant role, helps tailor interventions accordingly. Some of the specific issues affecting rural areas include:

2.1.1 Distance

In rural areas, the impact of greater distances and fewer public transport alternatives affects the type of interventions proposed. For example, promoting use of electric cycles that can manage longer distances, or designing messaging to target specific (shorter)

journey types that will be more achievable such as moving within the local village or town amenities for visits to friends or family, local shops or primary school commutes.

2.1.2 Demographics

Rural populations are typically older, with 28% of the population in South Hams and West Devon aged over 65. Some interventions can be designed to target older audiences, but it is essential to note that most of the population is under 65 and should also be considered when planning.

2.1.3 Audiences

Alongside the resident population, parts of West Devon and South Hams have significant tourist industries. The needs and motivations of tourists will be different from residents, but there may be interventions where tourism investment can help sustain efforts that benefit residents.

2.1.4 Sense of community

Evidence from other rural locations suggests that smaller towns and villages have the potential to offer stronger social support for individuals to change or maintain behaviours. This can work for or against active travel if there is already a developed “social norm.” It is therefore important to design interventions that help change perceptions and influence social cues. This can be done effectively by working with existing organisations to deliver tailored events and campaigns.

2.2 Primary research summary

In summer 2023, Cycling UK collected the views of residents of West Devon and South Hams including 1,599 online survey responses, nine interviews with organisations who work with underrepresented and more vulnerable groups (disabled people, children, etc) and three public events at local libraries. There were more women, older people and cyclists in the survey responses than typical in the local area. In contrast, young people, disabled people and those without a bike were underrepresented in the data, hence the inclusion of selected stakeholder organisations to help represent those less represented views.

2.2.1 Key Findings

Despite high car ownership and usage, walking and wheeling (using wheelchairs or mobility scooters) to get around is normalised, positive and welcomed in the community. Around 7 in 10 respondents felt that they lived a walkable or wheelable distance from local shops, public transport links and green space. Only 51% felt they were a walkable or wheelable distance from friends or family.

Cycling is positively or neutrally viewed, even by non-cyclists. There is less public support for cycling than walking or wheeling, but the majority are not in opposition to increasing local cycling. 45% of non-cyclists would consider cycling for local journeys. While only 55% of non-cyclists thought their area would be a better place if more people cycled but a further 26% were neutral, indicating that active travel is not as politically divisive locally as it might be in some national media.

Safety is a key barrier to more walking, wheeling and cycling, due to high traffic volumes, high speeds and lack of space. Not feeling safe and having fewer route or transport

options reduced peoples' choices and quality of life, especially for more vulnerable community members.

“The roads near Totnes e.g. Station Rd are often very busy with cars and lorries - this is unsafe for cyclists. As a result some cyclists ride on the pavement - I object to this as my mobility is reduced and I can't get out of the way quickly when cyclists pass.”

Totnes resident, female

How do local residents feel about walking, wheeling and cycling in their area?

Over 90% agree that walking and wheeling is good for health and the environment

4 in 5 non-cyclists think that cycling is good for health and the environment

78% make regular use of walking or wheeling as a mode of transport

78% agree (16% neutral) that their area would be a better place if more people walked or wheeled

78% say that roads where they live feel unsafe for walking or wheeling

81% of cyclists and non-cyclists say that roads where they live feel unsafe for cycling

The data suggested that improved route knowledge would be an enabler of more active travel, alongside traffic reduction and connected safe routes. For cycling specifically, access to bikes and storage as well as improving cycling confidence were also relevant enablers. Other significant barriers for people walking/wheeling and cycling more of their local journeys were logistics (carrying shopping etc), distance and hilliness.

2.3 Additional local data

The June 2023 [My Place, My Views consultation](#) also highlighted a strong dependency on private vehicles across the region and identified that this reflected a lack of choice of other options, specifically barrier to access public transport and limited walking and cycling infrastructure. Older residents raised longer term fears around how a reduction in mobility may prompt a greater reliance on cars initially. However, as driving becomes less feasible, with few alternative public transport options, reliance on public transportation and walking or wheeling intensifies.

3. Overall strategy

South Hams and West Devon's mission is to unite and empower the communities of South Hams and West Devon, harnessing the existing support for walking and cycling as a catalyst for community wellbeing. Recognising the prevalent car dependency and the limitations of public transport as current challenges, addressing these issues will require time and effort.

This behaviour change strategy focuses on building a stronger consensus around active travel. The strategy is designed to empower individuals to feel confident and capable of walking, wheeling and cycling around their communities. Despite existing physical or safety barriers that may currently limit their options, behaviour change interventions can still empower them to utilise available opportunities and collaborate to create new ones.

Our aim is to foster an active travel culture, enhance community health, alleviate traffic congestion, and cultivate lively local areas. This strategy is about growing community capacity and building consensus on the value of having more travel choices and opportunities.

3.1 Key themes

By advocating for active travel as a complement to public transport and private vehicle use, we aim to enhance health and community wellbeing while making local areas more liveable and sustainable. This strategy sets the foundation for a collective vision, supporting active travel through behaviour change interventions. This shared vision can then be built upon to support future opportunities for active travel improvements, ensuring a healthy and thriving South Hams and West Devon. The following themes can be applied to individual towns and settlements when designing interventions. Specific examples can be found in the Appendix as worked examples of typical scenarios.

3.1.1 Community Centric Approach

Tailor strategies to address the specific needs, demographics, and challenges of each community within South Hams and West Devon. Encourage active involvement and collaboration among community members, authorities, and stakeholders to ensure inclusivity and sustainability.

3.1.2 Building Collective Capability

Establish a common understanding and enthusiasm for active travel, focusing on the benefits and potential of walking, wheeling, and cycling. This can pave the way for future ambitious opportunities and a healthier, more sustainable region.

3.1.3 Inspiring Ambition and Motivation

Showcase successful examples and testimonials within the communities of South Hams and West Devon, highlighting the positive impact of incorporating walking, wheeling and cycling into daily routines, even without a cycling background.

Celebrate small steps towards active travel improvement, reinforcing the idea that every effort counts in building a healthier community.

3.1.4 Leveraging Existing Resources

Capitalise on the region's existing support for walking, wheeling and cycling to position them as attractive and accessible transport and leisure options. Collaborate with local champions, businesses and organisations to create awareness and encourage the integration of active travel into daily activities like shopping, visiting friends, sports and leisure.

3.1.5 Safe and Accessible Infrastructure

Together with the Local Cycling and Walking Infrastructure Plan (LCWIP), move towards the development of safe, accessible walking and cycling infrastructure, considering the challenges posed by car dependency and limited public transport options. Work in collaboration with community members, authorities, and stakeholders to secure further investments in infrastructure in support of the LCWIP.

3.1.6 Continuous Dialogue and Adaptation

Maintain an ongoing dialogue with the community to gather feedback, address concerns, and adapt strategies to ensure continuous alignment with community needs and aspirations.



4. Delivery approaches

Recognising the diverse needs and preferences of target audiences is an important factor in delivering interventions, as well as an understanding of existing assets, opportunities and gaps in provision. Finding cost effective and inclusive methods for delivery means a variety of options exist dependent on local circumstances. The following are different approaches to deliver interventions efficiently.

4.1 Working with existing organisations

Providing funding for local group to deliver interventions, such as led rides, cycling skills sharing sessions and walking groups, through existing community organisations and volunteers can be a cost-effective way to engage individuals who own a bicycle but lack confidence in using it for local trips, as well as those seeking to enhance their walking capabilities.

These interventions will target individuals who have access to a cycle or wish to improve their confidence and fitness for walking, contributing to reducing short car trips. However, successful implementation is contingent upon local interest and existing capacity. Staff capacity, volunteer availability and the scope of existing community organisations will place natural limits on the scale of opportunity.

Building a network and connectivity between organisations who have the opportunity to support active travel – even if their primary goal may be on other topics, such as community cohesion or health – is an important element of a successful local approach that can inspire and generate wider benefits.

4.2 Expanding delivery through hubs

Not all locations will have a local organisation with the capacity to provide cycling, walking or wheeling interventions, or the skills required to support particularly new or nervous cyclists or wheelers with the level of support they need. Extending existing delivery of interventions can fill this gap.

Targeting availability towards locations where existing infrastructure is more favourable for local journeys and ensuring that providers have relevant local information for route planning support will increase the impact of interventions. Selecting locations that are well served as local transport hubs will improve accessibility.

Providing some local centralisation in delivery can help to ensure that active travel initiatives are more inclusive and equitable, as gaps in provision can be identified. This may involve tailored programs, and targeted outreach efforts to encourage broader participation. Ideally they can act as a connector between places where local organisations have capacity with areas where providing more support is required, to maximise the benefits of a joined up approach.

4.2.1 Fixed location active travel hubs

In locations with larger populations such as Ivybridge or Tavistock with infrastructure favourable for local journeys, a fixed location increases the visibility and broadens the offering with a range of services and a permanent source of inspiration, skills development and access to knowledge. A staffed “hub” can be standalone or co-located with other community resources and provide a base for the delivery of interventions such

as route planning; led rides, led walks, confidence building sessions, cycle maintenance skills sessions.



Figure 1 The Inverclyde Bothy, an active travel hub located at the central train station in the town of Gourock, Scotland. Led rides, health walks, cycle training and maintenance events are coordinated and hosted through the hub.

4.2.2 Mobile, multi-location active travel hubs

Many locations in South Hams and West Devon are unlikely to generate sufficient demand for a fixed physical active travel hub or for a commercial bike hire or loan scheme on their own. However, several communities together will have significant opportunity and demand for active travel support across a wider geographical area. This can be achieved through mobile, multi-location delivery.

As an example, Cycling UK's Rural Connections project in Scotland uses a flexible model where multiple communities share access to staff members who deliver interventions across the area with a fleet of bikes, providing taster sessions, long term bicycle loans, cycle confidence/Bikeability sessions, cycle repair training, led rides and events. Depending on the geography and funding, some areas have a central location as well as satellite provision, whereas others have key locations that they move between without needing a central hub. Having a key point of contact – even without a fixed location – increases local capacity and complements existing provision through networking local community groups and businesses.

4.3 Targeting specific locations and journey types

As a hilly as well as rural location, it is evident that there are certain journeys in South Hams and West Devon that will not be suitable to switch to active travel modes. Acknowledging this through messaging and tailoring interventions to specific journeys or routes will encourage buy-in as interventions will feel more relevant and appropriate.

Targeting can be done by identifying appropriate destinations, specific population cohorts or journey types within intervention designs rather than blanket messaging. This nuanced approach ensures that interventions resonate with individuals and communities, increasing the likelihood of their adoption.

4.4 Timeframes

Some interventions can be set up immediately, often within a month, particularly those that do not require permissions, consultations or safety audits. Conversely some interventions require medium to longer term set-up timeframes such as initiatives requiring building up community support, obtaining permits or address complex technical issues.

Similarly, interventions vary in terms of duration and financial requirements. Some are time-limited, requiring short-term funding like a "walk to work month" challenge. Conversely, certain interventions demand an initial investment of time and resources during setup but deliver benefit over a prolonged lifespan or can be handed over to community groups or volunteers (like community mapping projects).

Additionally, certain interventions incur ongoing costs, requiring sustained financial support for their long-term viability, such as the employment of staff at an Active Travel Hub. Despite the potentially extended financial support, these interventions can be initiated quickly and deliver results while future funding is sought. Start-up funding can provide evidence or proof of concept that can make it easier to find further sources of funding in the future. Section 5 includes a detailed table of interventions including a timeframe classification.

Set-up timeframe
Immediate
Short term
Long term

Investment timeframe
Time-limited funding
Start-up funding
Ongoing costs



5. Interventions

The following interventions are categorised in relation to the COM-B model of behaviour change. The model identifies that an individual and community will need a combination of capability, opportunity and motivation to increase the amount of walking, wheeling and cycling they undertake.

This section provides a brief explanation of different intervention types which can be adapted and combined to enable more active travel in South Hams and West Devon. There are various ways to deliver interventions; please refer to Section 4 on Delivery Approaches to identify the best approach for the specific needs of the town or settlement, and the Appendix to see some examples provided in more depth.

5.1 Capability

Increasing capability means ensuring that more individuals have the ability, confidence and knowledge to get them to walk, wheel or cycle more of their journeys. The types of interventions will depend to great measure on the type of capability barriers that need to be addressed

Walking and, to some degree, wheeling have fewer capability barriers than cycling, but individuals – particularly those with disabilities, more serious health conditions or with increasing age may lack confidence, fitness and awareness of their own capability.



Photo 1, Participants at a "Health Walk" exploring local town centre routes together, Inverclyde

5.1.1 Education, training and improving people's knowledge

Providing educational workshops on the benefits of walking and cycling, safety measures, route planning, and cycling skills can take place in schools, workplaces or through community organisations. This intervention enhances knowledge and skills related to walking, wheeling and cycling, addressing psychological capability.

“Unless you are confident about to get from one village to another [by other modes of transport]... which lots of adults are, because we look at maps... and you understand how to do it – but young people won’t necessarily do that. They’ll travel in cars... They’ve only moved around by one mode [lifts by car]... they haven’t been to places because they’ve [only] been through them in the car.”

Tavistock Youth Café support worker, working with 11-19 year olds

5.1.2 Skills and confidence building session

Conducting skill-building sessions to improve cycling proficiency, such as balance training, proper gear usage, and road safety practices. This intervention aims to build physical and psychological capability, enhancing cycling skills and confidence.

“[My experience would be improved by] possibly incentives to buy an electric bike and more confidence in using it on the roads network - a scary proposition in the lanes and faster roads network. I guess I am not alone.”

South Brent resident, female, aged 45-54, car owner, owns a standard bike but does not cycle.

Led rides or walks will require a trained leader (volunteer or staff) and insurance cover but in some locations may be delivered through local community organisations. Local specialised provision is already available through [Active Devon](#), with local provider [Freetrike](#) offering inclusive provision for non-standard cycles.



5.1.3 Increasing route knowledge through mapping and journey planning

Generating online or physical resources such as local maps or personalised journey planning support for individuals identifies access to key destinations and local options. Improved knowledge of routes and their suitability increases psychological and physical capability.

“It’s not common sense that people do know how to travel locally, you have to show people.”

Staff member, South Hams library service

5.1.4 Capability intervention table

Intervention	Type of intervention	Delivery through	Approval process / owner	Impacts	Cost	Initiation timeframe
Led walks	Improve skills and confidence	Specialised provider, charities or community champions	No approval required	Older, disabled and socially isolated community members	£ Inexpensive	Immediate set-up Start-up funding
Route mapping and community map making	Route knowledge	Specialised provider, charities or community champions	Town/parish council	Existing walkers, existing cyclists and non-cyclists	£ Inexpensive	Medium term set-up Start-up funding
Safe route to school session	Education and training	Specialised provider, charities or schools	Agreement from the school	Children and families	£ Inexpensive	Immediate set-up Start-up funding
Bike to work seminar	Education and training	Specialised provider, charities or workplace champions	Agreement from employer	More confident cyclists, car users	£ Inexpensive	Immediate set-up Time limited funding
Bus and HGVs blind spot session	Education and training	Specialised provider	Bus companies, delivery companies. Useful to get Police involved	Large vehicle drivers Existing and new cyclists	£ Inexpensive	Immediate set-up Time limited funding
Cycle training sessions e.g., Bikeability	Education and training	Local cycling community group or specialised provider	Can be delivered by community groups, at schools or workplaces	New and less confident cyclists	££ Some costs	Immediate set-up Time limited funding

Basic bike repair training	Education and training	Specialised provider - certified instructor is required	Community groups	Existing cyclists, less confident cyclists	££ Some costs	Immediate set-up Time limited funding
Led rides	Improve skills and confidence	Specialised provider, charities or community champions	No approval required	Less confident cyclists	££ Some costs	Immediate set-up Time limited funding
Personalised journey planning	Route knowledge	Specialised provider	Employers, new housing developers, town or parish councils	Less confident and more experienced cyclists, new residents	££ Some costs	Medium term set-up Time limited funding

5.2 Opportunity

Increasing opportunity mean the right environment to promote the desired behaviour. This encompasses providing physical access to safe and convenient spaces, along with access to essential materials (e.g. cycles), which are fundamental elements for promoting active travel.

5.2.1 Permanent infrastructure

Improving cycling and pedestrian infrastructure involves the development of dedicated cycling lanes, pedestrian-friendly pathways, dropped curbs, cycle parking, tactile paving, benches, natural resting points, cycle storage and safe crossings amongst other things. Permanent infrastructure focuses on enhancing opportunity by creating safe, accessible, and convenient spaces for walking, cycling and wheeling. The Local Cycling and Walking Infrastructure Plan outlines specific interventions that aim to generate opportunities for walking, wheeling and cycling within the community.

5.2.2 Temporary infrastructure and street re-purposing



Supporting or promoting local groups or businesses to organise regular, temporary street closures, car park bay suspensions or “pop-up” parklets can give a community a light touch experience of infrastructure changes and the value of non-vehicle dominated space.

Using temporary measures to design, test, consult and promote the benefits of permanent infrastructure over time can benefit later permanent infrastructure design. Promoting short road closures for special events can help find local champions, bring the community on board and recognise future issues that may be raised.

Regular temporary road closures around schools, known as “[school streets.](#)” will change traffic patterns at school pick up and drop off times and can be delivered without physical infrastructure changes. Buy-in from the school community will provide a cohort of advocates to promote the idea of active travel for the school run.

5.2.3 Access to cycles, e-cycles and storage

To enable more cycling opportunities, there are a range of ways to support residents to have access to a suitable, working cycle.

- **Bike Repairs:** Increase access to subsidized pop-up cycle repairs at busy locations like schools and workplaces, offering discounts or vouchers for residents at local cycle repair shops.
- **Try-Out Sessions:** Offer taster cycling sessions, particularly for electric or non-standard cycles, allowing people to try different options before making a commitment.

“We’ve been talking about electric bikes and a lot of people said “yeah, I’d like to try one but I don’t want to commit to buying one because they’re really expensive”... Wouldn’t it be good idea if we can get a sort of a try before you buy, led social and ride along a level path with some electric bikes for people to try, to see how they got on with them... That would be a really positive thing for people.”

So Social (supporting people reduce loneliness and isolation), Ivybridge

- **Engage with Local Cycle Share Schemes:** Collaborate with neighbouring cycle share schemes such as Beryl bikes in Plymouth to provide satellite access into larger cities and support identified recommendations on cycle corridors.
- **Cycle Loans:** Facilitate cycle loans through Active Travel Hubs or 'bicycle libraries' at workplaces, schools, or community centres. Existing businesses already offering loans, particularly e-cycle loans, are available including in [E-xplore Devon](#) near Kingsbridge and [Devon Cycle Hire](#) and [Granite Way Cycles](#) around Okehampton. These businesses can be partners or involved through consultation to make sure that any subsidised provision acts to complement rather than compete with their business models.
- **On-Street Bike Share:** Introduce on-street e-bike share schemes in larger towns such as Ivybridge, Totness or Tavistock to inspire smaller towns and villages, considering them as a public investment rather than a commercial opportunity.

“I am unfit [and] would like to try an electric bike for a few months to see if I can get my knees working but cannot hire an electric bike for short term.”

Village resident near Okehampton, aged over 65 with restricted mobility

5.2.4 Signage

Signage can play a crucial role in promoting active travel by creating opportunity. Where maps and personalised journey planning both require a level of pro-active engagement from potential beneficiaries, well-designed local signposting is likely to reach a wider audience. Signage can help increase local route knowledge, generate interest and clarify rights of access. West Devon and South Hams Councils commissioned research with over 1,500 local residents about their views of walking, wheeling and cycling. A third of people who did not currently cycle said they were interested in knowing more routes that were suitable for cycling. 45% of respondents who did not cycle said they would consider cycling for local journeys. For walking and wheeling (using a wheelchair or mobility scooter), 39% of respondents would like to know more routes that were suitable for them.



*"Quiet Lane" signage in Bucklebury village, Berkshire.
Credit: PJA*



Footpath access sign to identify hidden access to train station through residential area, Bristol. Credit: Google maps



*Signage confirming rights of access to a path, Sussex.
Credit: PJA*

"I once cycled the lanes daily to both commute to work around Tuckenhay and Harbertonford as well as visiting friends in Dittisham or Moreleigh or Dartington or Buckfastleigh as a normal part of daily life. I do not even feel safe cycling some of those lanes any more as many have become so much busier with traffic and many drivers using the lanes like racetracks. That was the safe alternative to main roads and still can be in a few places that the masses have yet to discover, but mostly the lanes are much more heavily frequented."

Totnes resident, aged 45-54, owns a bike but no longer cycles due to traffic

5.2.5 Cultural norms and social cues

Local cultural norms and social cues about who walks, wheels and cycles, the "normal" way to travel to different destinations can limit or encourage active travel. Similarly, cultural expectations about how cars are used (e.g. acceptability speeding, close overtaking etc.) impact on the "social opportunity" for active travel.

As well as the direct promotion of active travel, local areas may have particular driver behaviour challenges that can be targeted with publicity campaigns e.g. respecting speed limits, responsible driving near schools, reducing pavement parking, safe overtaking and respecting vulnerable road user prioritisation.

5.2.6 Opportunity intervention table

Intervention	Type of intervention	Delivery through	Approval process / owner	Impacts	Cost	Initiation timeframe
Safety campaigns	Cultural norms / social cues	Local media, community groups, town/parish council	Community group, town/parish council	All road users	£ Inexpensive	Medium term Start-up funding
Accessibility campaigns	Cultural norms / social cues	Local media, community groups, town/parish council	Community group, town/parish council	Walkers, wheelers, less confident walkers/wheelers	£ Inexpensive	Medium term Start-up funding
Driver interventions (e.g. drive slowly through schools, no pavement parking etc)	Cultural norms / social cues	Local media, community groups, town/parish council	District/borough councils, town councils Highway Authority	All road users	£ Inexpensive	Medium term Time-limited funding
Bike repair opportunities e.g. Dr Bike, local bike repair organisations	Access to cycles and e-cycles	Specialised provider	Employer, community group, town or parish council	Existing cyclists, less confident cyclists	£ Inexpensive	Immediate Time limited funding
Temporary street closures e.g. Playing Out, street parties, regular closures etc.	Temporary infrastructure / street repurposing	Residents or businesses in collaboration with the Local Authority	Town or parish council	Less confident walkers and wheelers, residents.	££ Some costs	Long term Ongoing costs
Temporary street infrastructure (DIY Streets / Healthy Streets etc)	Temporary infrastructure / street repurposing	Local residents in collaboration with the Local Authority and in some cases specialists.	A process will be required to secure all the relevant permissions and cover any potential safety issues. Toolkits available	Less confident walkers, wheelers and cyclists, residents	££ Some costs	Long term Ongoing costs
Parklets: Temporary small areas used for planting, benches or cycle parking	Temporary infrastructure / street repurposing	Local residents in close collaboration with the Local Authority	Permission will be required from the local authority and, in some cases, a wider consultation	Residents, less confident walkers and wheelers	££ Some costs	Medium term Ongoing costs
Tryout sessions, including e-bikes, non-standard cycles, cargo bikes, wheelchair accessories etc.	Access to cycles and e-cycles	Local provision for non-standard cycles: Freetrike	Community groups District/borough councils, town councils	New and less confident cyclists	££ Some costs	Immediate Time limited funding
Multi-location cycle loan and support scheme	Access to cycles and e-cycles	Specialised provider	District/borough councils, town councils	Existing, new and less confident cyclists	££ Some costs	Medium term Ongoing costs

Active travel hub	Access to cycles and e-cycles	Specialised provider	Town councils	Existing, new and less confident cyclists	££ Some costs	Medium term Ongoing costs
Development of new route signage	Signage	Specialised provider	Highways Authority, Town/parish council	Walkers, wheelers, less confident walkers/wheelers, less confident cyclists	££ Some costs	Long term Time limited funding
Cycle storage	Permanent infrastructure	Housing associations, community groups	Town/parish councils	Existing and less confident cyclists	££ Some costs	Medium term Ongoing costs
Cycle /walk/wheel friendly shopping areas: Provide cycle parking, improve accessibility, provide seating	Permanent infrastructure	Local businesses, town/parish council, community groups	Local businesses, town/parish council	Existing cyclists, walkers, wheelers, less confident walkers/wheelers	££ Some costs	Medium term Start-up funding
Street de-cluttering	Cultural norms / social cues	Local businesses, town/parish council	Town/parish councils	Wheelers, less confident walkers/wheelers	££ Some costs	Medium term Ongoing costs
Extension/engagement with neighbouring cycle share schemes	Access to cycles and e-cycles	Cycle share scheme operator	Devon County Council, Plymouth City Council, district/borough councils, town or parish councils	Existing cyclists, less confident cyclists	£££ Expensive	Long term Ongoing costs
Timed road closures (mostly for schools' drop-off and pick-up)	Temporary infrastructure / street repurposing	Local residents in close collaboration with the Local Authority	Permission will be required from the local authority and, in some cases, a wider consultation and traffic studies	Walkers, wheelers, less confident walkers/wheelers, less confident cyclists	£££ Expensive	Long term Ongoing costs
Local on-street bike share scheme	Access to cycles and e-cycles	Specialised provider	Town councils	Existing, new and less confident cyclists	££££ Significant investment	Long-term Ongoing costs

5.3 Motivation

The desire to change is a crucial element for starting new behaviours, with the aim of individuals forming habits so that behaviours continue over time. These personal factors can be influenced through the provision of interventions, incentives and information.

While for some people on some journeys there are no viable alternatives to using the car, in the surveys conducted with 1,500 local residents about their views of walking, wheeling and cycling, there was also clear evidence of flexibility for a significant segment of the local population.

For commuting journeys, while 78% of respondents were using cars at least some of the time to get to work, more than a third of car commuters also already used other modes to commute sometimes. The figures were similar for shopping journeys. This indicates some existing capability and opportunity, with potential scope to motivate those who have viable alternatives to further reduce their car usage.

5.3.1 Active travel challenges and competitions

Community challenges generate social support and motivation for individuals and can be promoted through workplaces or community organisations. Some might help develop capabilities (e.g., the “Couch to 5k” app for jogging, which acts as a training regime) as well as motivation. Others focus purely on motivation, through raising awareness, setting goals or competitions for individuals or teams.



Selecting relevant challenges will depend on the intended audience. For example, many use workplaces such as [Active Devon's Let's Walk and more](#). There are cycling specific challenges such as [Love to Ride](#) which can be linked to workplaces or other groups. App-based challenges can add extra motivation through content and competitions but will not suit everyone. [Living Street's Walk to School](#) challenge provides paper and online resources for schools instead.

5.3.2 Incentives

Some challenges will include encouragement such as prizes to incentivise participation and/or data recording. Other interventions can be incentive based, such as reward points for discounts or extra benefits for employees who do not drive to work. Financial incentives can also act through generating financial dis-incentives to driving (e.g. charging for car parking) where there are reasonable alternatives.

5.3.3 Sociability and in-person events

Incorporating sociability within interventions can be a useful way to influence social cues more widely, but it can also act as a motivating factor in its own right. As social isolation has moved up the policy agenda, supporting walking, wheeling and cycling can also help to reduce isolation.

“[I walk because] you meet people or at least interact with strangers”

Tavistock resident. Car owner, low-income household

Encouraging special events that highlight and celebrate active travel options can generate additional interest. Enhancing the accessibility of existing community events and promoting active travel by implementing features such as bike parking, pedestrian-friendly pathways, temporary road closures and pop-up interventions adds significant value.

5.3.3 Motivation intervention table

Intervention	Type of intervention	Delivery through	Owner / Approval	Impacts	Cost	Initiation timeframe
Rewards Points for Local Benefits	Incentives	District/borough, town or parish councils, business organisations	Town or parish councils, local business community	New and existing cyclists or walker/wheelers	£ Inexpensive	Immediate set-up Time-limited funding
Walk / cycle to work day events	Active travel challenges and competitions	Employers, district/borough, town or parish councils	Employers, town or parish council	Existing walker/wheelers or cyclists	£ Inexpensive	Immediate set-up Time-limited funding
Events and celebrations	Sociability	Community organisations, businesses, town or parish councils	Town or parish council	New and existing walkers/wheelers or cyclists	£ Inexpensive	Immediate set-up Time-limited funding
Adventure walks / rides Discovering local artist walks	Incentive	Can be delivered by the community but can be done more officially if working with Local Authority	No approval required	New and existing walkers/wheelers and cyclist	£ Inexpensive	Immediate set-up
Walking or Cycling Challenges	Active travel challenges and competitions	Local community organisations, workplaces, charities etc. Can be in conjunction with specialised providers e.g. Love To Ride .	Town or parish council, employers	Employees, new and existing cyclists or walkers/wheelers, less confident walkers/wheelers	£ Inexpensive ££ Some costs if done through provider	Immediate set-up Time-limited funding
Cycling Commute Incentive Program	Active travel challenges and competitions	Employers	Employers	Employees, existing cyclists, less confident cyclists	££ Some costs	Immediate set-up Time-limited funding

6. Measuring success of behaviour change interventions

Understanding the scale of achievement and lessons learnt from behaviour change interventions should be managed throughout the intervention process.

Baseline and Target Setting

The LCWIP provides a comprehensive collation of baseline data for the region to give a picture of current active travel levels. These can be used to determine short and medium term goals or targets as relevant.

Commissioning and Funding

Setting targets with intended outputs and outcomes for interventions will help to build shared expectations with suppliers, commissioners and relevant stakeholder groups.

Outcome Monitoring

To understand and capture the impact of interventions, key impacts can incorporate a range of themes associated with active travel experience and choices.

- Increased confidence, motivation and skills for walking/wheeling/cycling
- Increased frequency of walking/wheeling/cycling
- Reduced private vehicle use
- Modal shift for common journeys (commuting, shopping, other local journeys)
- Improved sense of safety when travelling actively.

Broader co-benefits can also be relevant to capture:

- Improved mental wellbeing
- Improved physical activity levels
- Increased general confidence levels, reduced social isolation, money saved by participants.

Proportionate Data Collection

Requesting appropriate levels of data collection to monitor success can be built into contracts for delivery. This could include e.g. headcount data from events, surveys or feedback from participants of active travel interventions, lessons learnt to improve future performance.

In line with the overall strategy to inspire ambition and motivation, encouraging case studies, local media coverage and sharing of experiences between organisations and towns/parishes will be a positive benefit.

7. Conclusion

West Devon Borough Council and South Hams District Council will deliver an integrated, ambitious behaviour change strategy alongside their efforts to improve local infrastructure.

Rural areas present unique challenges, including longer distances and fewer public transport options. Although private vehicles are crucial in local transport, walking and wheeling are also normalised and well-received in the communities of West Devon and South Hams, and cycling is positively viewed. Increased opportunity to travel actively is of value to a wide range of community members.

The interventions presented in this strategy are categorised based on the COM-B model of behaviour change, emphasising capability, opportunity, and motivation as essential elements for increasing active travel. The proposed approach builds on existing community assets, targeting interventions to the local context and can be further tailored to specific journeys and populations. Monitoring and evaluation processes play an important role in assessing the success of these interventions, ensuring they contribute to increased active travel and associated co-benefits.

The approach to selecting relevant interventions for different types of towns or settlements should involve collaboration to consider the existing opportunities and capabilities, as well as needs or gaps. Local strategies should align with the unique characteristics and priorities of a location, fostering inclusivity, inspiring ambition and leveraging available resources to promote active travel.



Appendix: Worked examples of typical towns and settlements

The following sections provide examples and more detailed explanations of how interventions can be brought together in an area-based approach, determined by the needs of each settlement.

While some elements of behaviour change provision will be useful in almost any situation, the size, location, economic profile and level of local ambition will also be relevant factors in maximising the benefit of behaviour change interventions. For each example, the local strategy indicates broad principles and themes (see 3.1 Key Themes) on which to base the selection of relevant interventions.



1. Larger towns with ambition

Towns with ambition will typically have an already active community with a strong focus on active travel, sustainability and wellbeing. Organisations such as PL21 in Ivybridge, Transition Town Totnes, Totnes Bike Hub and Sustainable Tavistock are well placed, with potential for delivery options through existing organisations rather than having to set up new delivery opportunities.

Local strategy

Building Collective Capability

Ambitious towns often have well-established capability provisions. The focus should shift toward expanding existing capabilities to engage a broader audience, leveraging their combined resources, knowledge, and skills for collective community action, particularly in the context of enhancing opportunities like infrastructure development.

Leveraging Existing Resources

Harness the ambition and capability of these towns to expand their reach and elevate their ambitions while building consensus. The community likely possesses a deep

understanding of the specific journeys and locations that need improvement in terms of active travel. By capitalising on local insights, the town can prioritise projects that have the greatest potential impact and require less work to get off the ground. The focus should be on providing additional resources and collaborating, to enhance what already exists, minimizing the need to develop new capabilities or consensus.

Safe and Accessible Infrastructure

In areas with existing ambition, there is a greater potential for ambitious infrastructure plans to succeed, as the risk of failed consultation or opposition is reduced. The focus should be to collaborate closely to help implement the Local Cycling and Walking Infrastructure Plan (LCWIP). Use this progress as an example to inspire other areas or towns that are only starting their active travel journey.

Continuous Dialogue and Adaptation

In these communities, the drive for greater ambition is strong. Leverage this motivation and view it as an opportunity for further progress rather than a negative force. A motivated community might challenge local policies, providing a chance to find common ground and achieve shared goals.

Interventions

With existing ambition and capability, establishing one or more dedicated hubs (depending on the size of the town) or partnering with an already established location such as Totnes Bike Hub is an ideal strategy. Hubs can serve as a central point for organising and coordinating active travel initiatives hosting resources and coordinating other activities. Alongside providing a visible physical location, hubs will need to encourage and support the local network of community organisations and relevant groups to enhance the impact and spread of active travel promotion across the area.

Cycle Training and Improving Cycling Skills: Provide training for individuals, encouraging them to become more confident and skilled cyclists. This intervention can be tailored to target underrepresented communities for example by providing access to cycle training specifically for women or in partnership with local organisations.

Capability

Inclusive Led Rides: Support regular, simple guided rides, catering to less confident riders. This can work through volunteers where seasoned cyclists mentor newcomers, and can often work in partnership with other organisations or with themes (e.g. mental health support; women’s group etc).

Capability

Cycle Loans: Cycle loans can be facilitated through hubs or ‘bicycle libraries’ at workplaces, schools or community centres. Including non-standard cycles (e.g., low step through, small frame sizes, trikes) will cater for a wider audience. Given local topography and distances, including electric cycles within the fleet is likely to be highly popular and provide important benefits.

Opportunity

Cycle Share Scheme Opportunities: While more commonly seen in larger cities, on-street bicycle share schemes may serve as inspirational models for smaller towns with high local buy-in. Given the regional topography, e-bikes

Opportunity

are recommended. Management through commercial bike share providers offers expertise in scheme development and delivery, though these programs should be viewed as a public investment rather than self-sustaining commercial ventures.

Inclusive Walks: Establish a range of led walks / walking groups in partnership with local community with a particular focus on inclusivity for those with specific mobility requirements. This intervention is aimed at enhancing the capability of vulnerable groups by identifying and providing suitable routes that cater to their unique needs and preferences.

Capability

Community Route Mapping: Create accessible maps highlighting walking, wheeling, and cycling routes, enriching the confidence and inclusivity of these interventions. To improve the inclusivity of mapping, ensure that maps offer route suitability information for a variety of users, including those with limited mobility. Engage community organizations and diverse user groups during the map's development process to think about relevant content and design. Consider various map access and sharing methods (e.g. online, paper). Transition Tavistock has successfully produced the "[Walkable Tavistock](#)" map, contributing to the town's active travel accessibility. Where some mapping has taken place, consider where different user groups could build on the content to make outputs that will strengthen the appeal to their audiences through adding information, presentation or medium.

Capability

Bike Repairs: For those who already own bicycles, increasing access to cycle repair opportunities can be motivational and overcome safety and financial barriers. Interventions such as subsidised pop-up cycle repairs at busy locations (schools, workplaces) or at a hub can bring a repair opportunity to people. Discounts or vouchers for residents at local cycle repair organisations can stimulate local business as well as supporting cycling.

Opportunity

Cycle to Work Incentives: Encourage local businesses to offer cycle-to-work incentives for their employees, such as bike parking, access to the Cycle to Work scheme and discounts on bicycle equipment. This is also an opportunity for businesses to contribute to a healthier, more sustainable community, and this can motivate individuals to cycle to work.

Motivation

Rewards Points Program: Launching a program that encourages individuals to accumulate points by walking or cycling can involve local businesses and organisations. Exchanging points for entries to a prize draw or discounts at local shops or services provides an incentive for people to choose active travel methods and "buy local," bolstering the local economy.

Motivation

In-Person Events: Walking or cycling festivals and events can be used to bring the engaged community together, celebrating achievements or building the profile of new or existing campaigns. Working with existing events or using cross-cutting themes (e.g. health events, summer festivities) to attract an audience who would not attend a specific cycling, wheeling or walking event. For example, while environmental benefits are clear outcomes of active travel behaviour, personal health and wellbeing improvements can be more motivating for some people.

Motivation

2. Small settlements building resilience

Small settlements such as Princetown require a well-structured strategy that focuses on gradual yet consistent progress towards building capability, opportunity and motivation. The emphasis should be on incremental changes and community building through walking, wheeling and cycling.

Local strategy

Community Centric Approach

Collaborate with residents to start creating common interest and goals. Identify common themes that may increase gradually in ambition. For example, the first step might be simply to create groups to discuss or explore active travel opportunities without having an end project in mind, or bring the theme into any existing local conversations on related topics such as increasing physical activity or reducing social isolation.

Building Collective Capability

In the absence of an existing foundation, focus on establishing capability provision. It might be necessary to work with the community to establish a delivery mechanism through volunteers or with the help of specialist organisations.

Where local capability and audiences are small, delivery of more specialised interventions can be done through pop-up opportunities or a multi-location, mobile active travel hub. In areas where there is a less well-established network of active travel activity, an officer working across various locations can help establish various delivery mechanisms.

Creating Safe and Accessible Infrastructure

Start with small-scale or temporary projects that the community can support and maintain. Learn from larger towns' experiences, challenges and successes to ensure effective implementation.

Interventions

Street Repurposing: There are free promotional schemes that can be helpful to provide a **Opportunity** framework to encourage community led street closures, such as [Playing Out](#) which focuses on space for children and young people, or [Street Party](#) which aims at small community activities. Councils or parish authorities can take the lead by promoting or inviting certain types of temporary closures.

Inclusive Walks: Where a community might have more interest in small-scale social activities, inclusive walks can be away to start conversations about how people get about. This intervention is aimed at enhancing the **Capability** of vulnerable groups by identifying and providing suitable routes that cater to their unique needs and preferences. It may also galvanise wider local interest in further interventions.

Decluttering Footpaths: Eliminating obstacles and hazards such as bollards or awkward sign location can build local conversations around safer and more **Opportunity** accessible pathways for pedestrians, in particular those with mobility

needs. This effort simultaneously improves the aesthetic appeal of the area, making it more welcoming.

Local Loop / Dog Walker Friendly Routes: Designating routes designed to accommodate short local walks. These routes are thoughtfully designed to cater to local people and pet owners, offering an enjoyable and safe environment for recreational activities and normalising walking and wheeling.

Opportunity

Sociability and In-Person Events: Working within existing events where there may not be sufficient local interest to run a specific cycling, wheeling or walking event. Consider how an existing event could be made more “active travel friendly,” for example, incorporating cycle parking, highlighting walking access or using a temporary road closure to give a taste of a different use of the public space.

Motivation



3. Locations with more tourist influence

In a town with a focus on tourism such as Dartmouth or Salcombe, developing an active travel strategy that caters to both tourists and residents is crucial. Collaborate with local businesses to make the active travel opportunities a potential draw for visitors as well as a benefit to local residents. Highlight the town's commitment to inclusivity and accessibility, creating a unique opportunity to attract tourists interested in accessible and active travel experiences.

Local strategy

Community Centric Approach

Collaborate closely with the local community to select interventions that align with the town's cultural significance and harness economic opportunities. Tailor the active travel strategy to create a unique experience that appeals to tourists.

Inspiring Ambition and Motivation

Show how embracing active travel will transform the town into a more vibrant, sustainable, and connected community. Encourage residents and tourists to be part of this positive change, fuelling their motivation to explore the town on foot or by bike and be a part of its exciting transformation.

Leveraging limited resources

Encourage residents to actively participate in shaping the tourist experience and innovations to allow local people to benefit more fully from visitor amenities. Choose interventions that not only encourage active travel but also transform the town into an inviting and unique destination.

Continuous Dialogue and Adaptation

Foster an open and mutually beneficial dialogue between local businesses and residents. Encourage ongoing communication to adapt and evolve strategies that benefit both the community, local enterprises and visitors.

Interventions

An active travel hub in key tourist areas can provide maps, walking and cycling route information, and suggestions for exploring the town as well as other activities. Ensure these hubs also benefit local businesses and residents.

Bike Loans: Explore where bike loan schemes could work for both tourists and residents.

Opportunity

Partnership with local rental businesses to explore where subsidised rental for local people during off-peak seasons may be viable, or where commercial bike shops or rentals can also be a hub for longer term community loans, saving on overheads. This can be inclusive of disabled people, for example by extending offers such as [Living Option's](#) existing work on countryside mobility within tourist sites in West Devon and South Hams.

Signage: Develop clear and informative signage throughout the town that guides both tourists and residents to key attractions, cycle routes, and pedestrian-friendly paths. These signs not only enhance the experience for tourists but also help residents discover new routes, encouraging active travel and exploration.

Opportunity

Signage can help:

- Confirm public access and clarify what types of usage are suitable (e.g. inclusive of cycles and horses; step free access)
- Generate interest, local buy-in or tourism opportunities by creating a “brand” or community around named routes
- Raise awareness of less well-known options, with signposting starting in well-frequented locations.
- Change perception by using time to destinations alongside distance and show people that cycling or walking to a place of interest can be faster than they previously thought.

Incentives: Partner with local businesses to create active travel packages that entice tourists to explore the town by foot or bike. Local attractions can offer a [discount or benefit](#) to those who arrive by walking, wheeling or cycling. Provide information on the positive impacts of low-impact tourism on local communities and the environment.

Motivation

Cycle Training and Improving Cycling Skills: Provide training for individuals, encouraging them to become more confident and skilled cyclists so that they can make the most of potential cycle loan and other improvements.

Capability

Cycle to Work Incentives: Encourage local businesses to offer cycle-to-work incentives for their employees, such as bike parking, access to the Cycle to Work scheme and discounts on bicycle equipment. This is also an opportunity for businesses to contribute to a healthier, more sustainable community, and this can motivate individuals to cycle to work.

Motivation

Walking and Cycling Festivals: Organise annual walking and cycling festivals that can bring tourists and residents together to explore the town's beauty and culture.

Motivation

Outdoor Art Installations: Commission local artists or collaborate with businesses to create outdoor art installations along key walking and cycling routes. This enhances the town's aesthetic appeal and encourages interaction between tourists and the local arts community.

Motivation

Historical and or Cultural Route Promotion: Map existing cycling and walking routes allowing tourists to explore the natural beauty while promoting eco-conscious travel. Design routes that showcase local flora and fauna and include educational signposts.

Motivation

Towns can create self-guided historical, nature and cultural walking and cycling tours or train local guides and enthusiasts to lead cultural and historical tours. This intervention can motivate residents and visitors to explore the town and surroundings while learning about its heritage, creating a strong motivation to engage in active travel.



4. Towns with other priorities

In some locations, community groups, councils and local business may not have active travel as a priority intervention. Where the level of ambition is lower, building up through collaboration with existing groups and providing accessible opportunities and achievable goals can help to create a stronger local coalition for active travel interventions.

Okehampton has many competing priorities, but it also has businesses such as the [Granite Way Café & Cycle Hire](#) that already provide access to a range of loan cycles, local route knowledge and an embedded community network to work alongside.

Local strategy

Building Collective Capability

Identifying priorities that will be supported and beneficial for key local stakeholders and inclusive for the wider community can be a strategic way to incorporate active travel into local plans and priorities. Alongside existing organisations or champions focused on active travel, connecting to a bigger coalition with shared goals such as health or the local economy will be valuable.

Inspiring Ambition and Motivation

Show how embracing active travel will transform the town into a more vibrant, sustainable, and connected community. Connecting the ambition for active travel into other priorities that have greater purchase locally, such as rejuvenation of the high street, health or wellbeing will help.

Creating Safe and Accessible Infrastructure

Start with small-scale or temporary projects that the community can support and maintain. Learn from other experiences, challenges and successes to ensure effective implementation.

Interventions

Safe Routes to School: Targeting schools with safe active travel access, encourage the **Capability** school to support families on their journey. Getting involved in [Walk to School](#) challenges or a workshop at school will increase children's engagement. Where there is enthusiasm from families, sharing information about setting up formal or informal walking buses or bike buses through the PTA can encourage more family involvement.

Cultural Norms and Social Cues: Local cultural norms and social cues about who walks, **Opportunity** wheels and cycles, or the "normal" way to travel to different destinations can limit or encourage active travel. Encouraging visibility of active travel can build recognition and value.

- **Signs:** Employ posters, banners, or signage strategically placed in key locations to reinforce messages promoting active travel and altering cultural norms. There are strict rules regarding traffic signs however local signage is possible as long as it is implemented in liaison with the relevant local or traffic authority.
- **Media Engagement:** Local radio or media campaigns influence social norms, making active travel a more prevalent and accepted choice.

- **Pledge Campaigns:** Encourage community involvement through pledge campaigns, where individuals commit to adopting active travel habits, fostering a sense of responsibility and accountability.

Cycle Training and Improving Cycling Skills: Provide training for individuals, encouraging them to become more confident and skilled cyclists increases the number of individuals for whom more ambitious action will benefit more quickly.

Capability

Bike Repairs: For those who already own bicycles, increasing access to cycle repair opportunities is part of increasing the visibility of cycling. Interventions such as subsidised pop-up cycle repairs at busy locations (schools, workplaces). Discounts or vouchers for residents at local cycle repair organisations can stimulate local business as well as supporting cycling.

Opportunity

Cultural Norms and Social Cues: Incorporate active travel into existing or planned community interventions. For example, "shop local" campaigns, which implicitly promote shorter, more frequent shopping habits compared to larger supermarket trips, can effectively align with the local context and encourage active travel within the community only if they emphasise safe walking, wheeling or cycling routes instead of or alongside car parking.

Opportunity

Temporary Infrastructure Improvements: There are free promotional schemes that can be helpful to provide a framework to encourage community led street closures, such as [Playing Out](#) which focuses on space for children and young people, or [Street Party](#) which focuses on small community activities. Councils or town authorities can also take the lead by promoting or inviting certain types of temporary closures.

Opportunity

Temporary infrastructure can also help address traffic safety concerns (for example rat-running or speeding) providing additional appeal within the community beyond active travel.



5. New settlements

New settlements such as the expansion in Woolwell and Sherford are under rapid development and present unique opportunities to design active travel infrastructure from the ground up, with some areas in the region looking at large growth. The challenge lies in creating a social and physical environment where active travel becomes the preferred mode of transportation for typical local journeys.

Local strategy

Building Collective Capability

Utilize the expertise within the town's growing community to foster collective capability and knowledge sharing. Work with existing residents to identify and mitigate potential impacts from new developments, for example to reduce potential traffic, by facilitating active travel. Leverage local insights and community knowledge to identify areas that require active travel improvements.

Leveraging Limited Resources

Make the most of available resources by collaborating with local organizations and individuals. Create a shared vision for active travel and tap into existing assets within the community.

Continuous Dialogue and Adaptation

Foster continuous dialogue between residents, businesses, and developers. Recognise the town's changing dynamics and the diverse needs of residents. Plan for adaptable infrastructure that can evolve with the community's growth and changing demographics.

Interventions

Engage with Local Cycle Share Schemes: Collaborate with neighbouring cycle share schemes (e.g. Plymouth's Berly scheme) to provide satellite access into larger cities and support identified recommendations on cycle corridors.

Opportunity

Cycle Loans: Cycle loans can be facilitated through mobile, multi-location active travel hubs or 'bicycle libraries' at workplaces, schools or community centres. Including non-standard cycles (e.g., low step through, small frame sizes, trikes) will cater for a wider audience. Given local topography and distances, including electric cycles within the fleet is likely to provide important benefits.

Opportunity

Active Travel Workshops: Conduct workshops that help residents and newcomers familiarise with the town's active travel options, routes, and benefits. These sessions aim to enhance people's capability and confidence in active travel. These interventions can also be tailored to cater for specific target audiences or in partnership with local organisations as a way to showcase the different mobility requirements from different people (older people, wheelchair users, visually impaired people etc.) generating empathy and wider knowledge amongst the community.

Capability

Personalised Travel Planning: Personalized travel planning can promote walking, cycling, and wheeling. Engage with residents in new housing developments to establish effective habits, with information on local walking or wheeling routes, access to public transport, locations of cycle storage etc. Consider funding pop-up, staffed facilities at large employers or educational institutions in relevant areas.

Capability

Cycle Training and Improving Cycling Skills: Provide training for individuals, encouraging them to become more confident and skilled cyclists can be a way to build relationships in a new community, as well as improving individual skills.

Capability

Bike Repairs: For those who already own bicycles, interventions such as subsidised pop-up cycle repairs at busy locations (schools, workplaces) alongside information on their nearest cycle repair organisation will increase the number of working cycles and confidence.

Opportunity

Try-out or Taster Cycling Sessions: Taster sessions can be particularly relevant for those interested electric or non-standard cycles. As both are less common and more expensive, an opportunity to try out different options can help people consider cycling where they previously may not have felt able or help to plan future cycle purchases.

Capability

Access to Cycle Storage: Ensure easy access to bicycle storage at crucial destinations and within residential developments to encourage cycling. In public spaces, this means incorporating storage infrastructure during the planning of new buildings or developments. Retrofitting cycle storage, such as cycle hangars or Sheffield stands, in areas without prior planning is a part of community efforts to make cycling more widespread.

Opportunity

Sociability and In-Person Events: Community events that bring new residents together can be active travel themed or made more “active travel friendly,” for example, incorporating cycle parking, highlighting walking access or using a temporary road closure to give a taste of a different use of the public space.

Motivation



Figure 5 Cycling UK taster event for electric bikes, Leicester