



**Bradford on Avon
Community Forum on Traffic and Air
Quality**



Welcome and Introduction

Councillor Jim Lynch

Chairman Bradford on Avon Area Board



Principles

- Working across politics!
- Co-hosted community forums
- Shared Chairmanship





Context

**Councillor Dom Newton,
Bradford on Avon Town Council**



Traffic Issues in Bradford on Avon

Councillor Sarah Gibson

Councillor Mike Roberts



Mini Presentations: the evidence base

- **Streets Ahead stakeholder group**
- **Traffic Survey**
- **HomeRun smartphone app**
- **River Crossing Study**
- **Benchmarking**

Bradford on Avon:

Streets Ahead



Traffic and Air Quality Forum

22 November 2017

Who are Streets Ahead?

- an alliance of stakeholder groups in Bradford on Avon
- formed in August 2016 to coordinate objectives and actions most likely to succeed in:
 - ❖ improving traffic-related public safety
 - ❖ improving air quality
 - ❖ reducing traffic congestion (volume) and damage to the townscape

Silver Street



The Town Bridge



Streets Ahead Members

- 20s Plenty
- Area Board
- BoA Business
- Climate-friendly BoA
- Link
- Preservation Trust
- Seniors Forum
- Speedwatch
- Sustrans
- West Wilts Rail Users Group
- White Stripe

The alliance represents a much wider constituency (greater than 3,000 members) than any one organisation. By forming an alliance it is hoped that we can speak with one voice and support Town Council initiatives aligned with our objectives.

Progress?

- Guardian Angel, Autumn 1998. Godfrey Marks succinctly catalogued the same issues we face today – narrow streets choked with traffic, exposing residents and visitors to physical danger on narrow pavements, and poor air quality at the choke points
- The Town Council is not empowered or equipped to provide solutions
- We can identify the issues, Wiltshire Council must work with us to provide solutions.

Energy Sappers

- A lot of energy goes into these, since they can be addressed more easily than the key problem of traffic impact. Examples:
 - Railings – colour and type
 - Bollards
 - Signage
 - Hedges overhanging pavements
 - Parking
 - The school run
 - Pavement quality
 - Crossings
 - Speeding and speed limits
 - **Fear of solutions that will not, simultaneously, solve all our problems**
 - **“We’ve heard it all before and nothing works”**
- Many of these are important and mostly traffic-related

Where Next?

- We listed our needs and concerns in a letter to the Town Council on 30 June 2017 (copy on your table). In it we stressed the need for Wiltshire Council to provide solutions
- We have not had any meaningful dialogue with Wiltshire Council traffic experts
- WILTSHIRE COUNCIL – please listen and help!!!



Traffic Survey

Trevor Bedeman, White Stripe

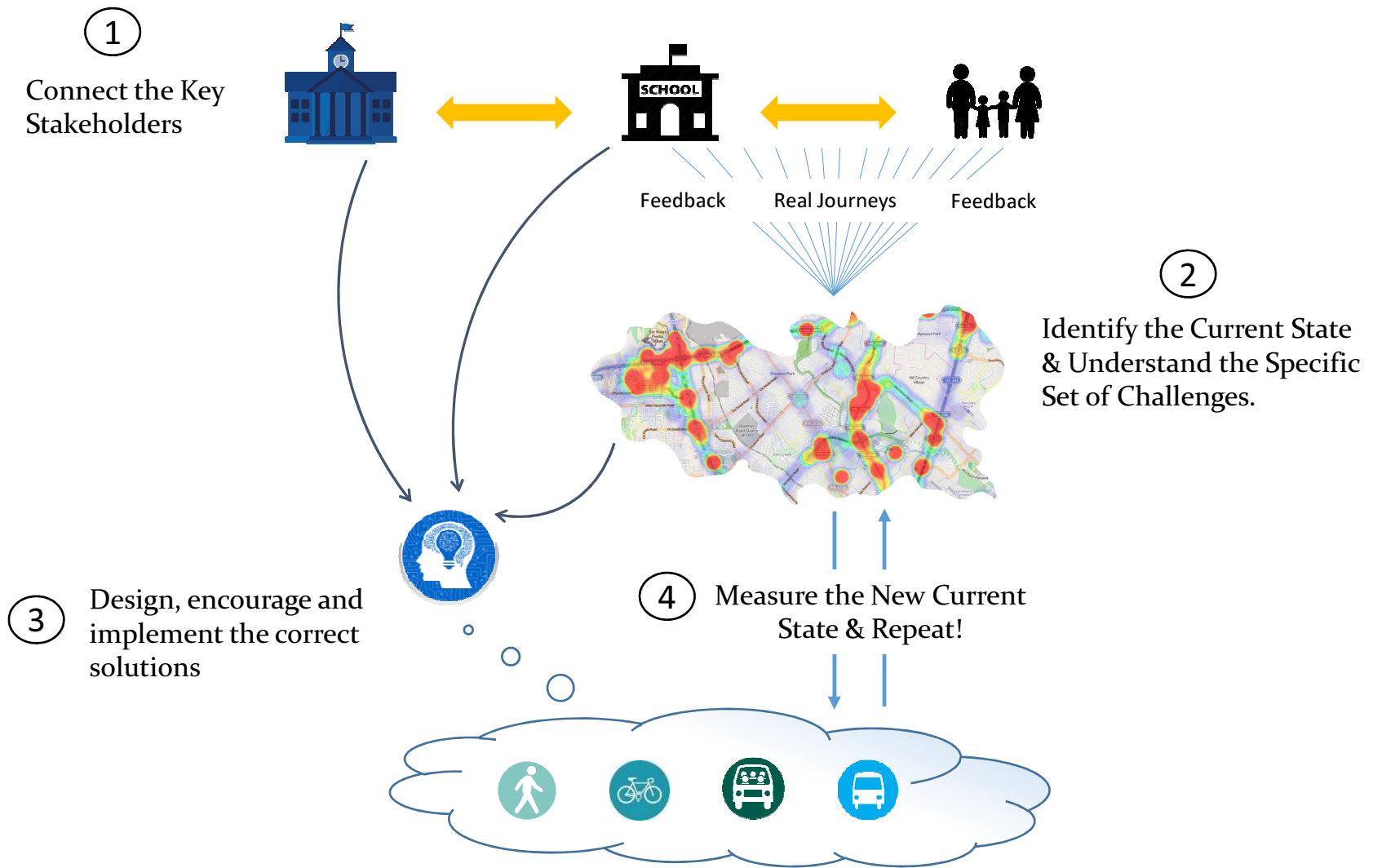


HomeRun

Cleaner Air, Safer Streets



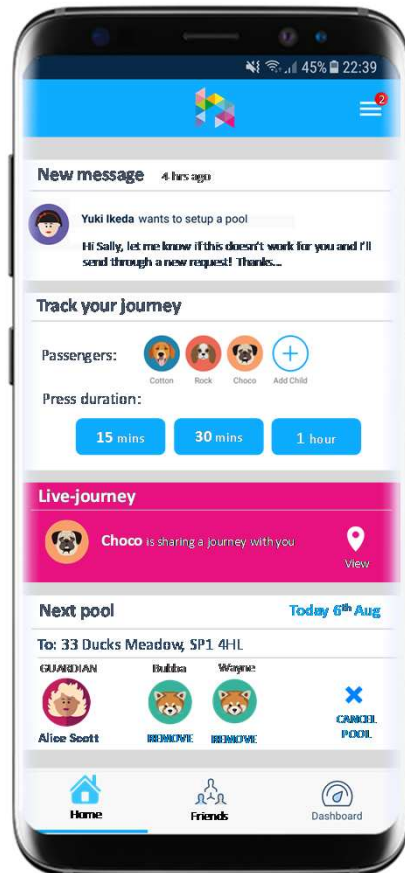
Our Concept





What is HomeRun?

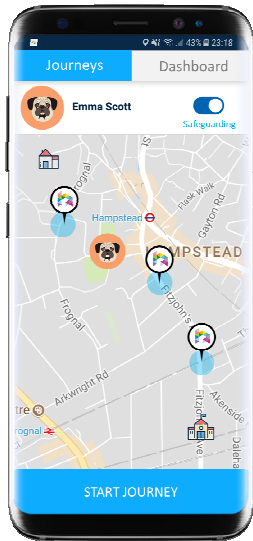
HomeRun is a software platform delivered through an administrative web console for schools, as well as native mobile iOS/Android applications for parents & pupils.



- Parent & pupil engagement
- Live journey tracking
- Targeted content
- Encourage independent travel
- Influence mode-shifts
- Data analytics
- Journey sharing

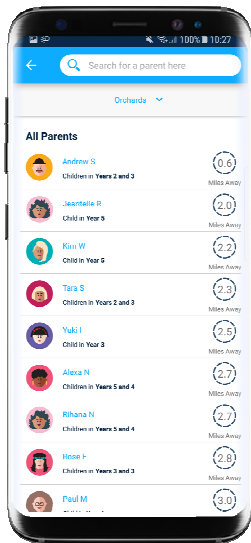
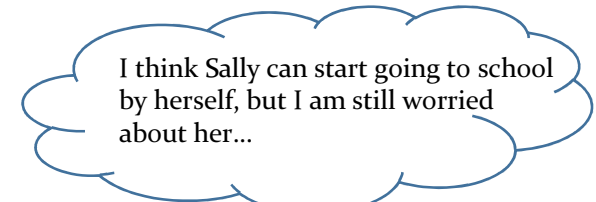


Key Features – Safeguarding & Community



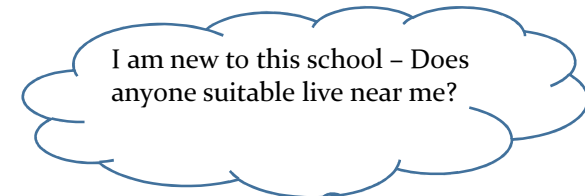
Create routes for your children to follow and receive alerts when they pass through predetermined checkpoints.

See where your child is at a glance.



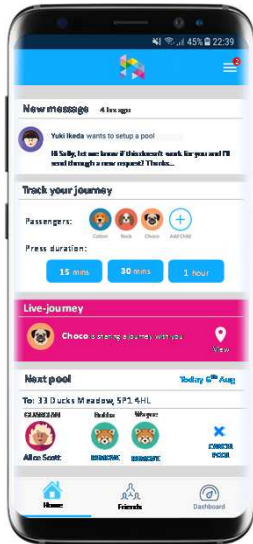
Locate nearby parents from the same school as your children to start strengthening your local community.

Chat and message other parents without the need to exchange contact details.

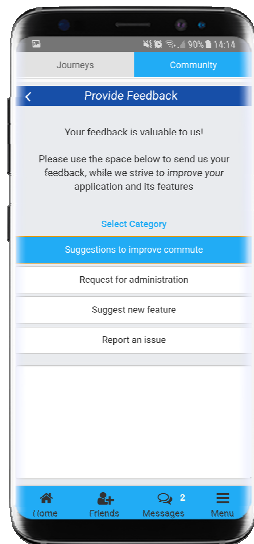




Key Features – Engagement



Stay informed - Receive communications from your child's school and local authority direct to your smartphone.



Stay Engaged – HomeRun feedback and survey functionality ensures you always have an opportunity to share your views.





HomeRun in Wiltshire

HomeRun has successfully launched with 7 Wiltshire schools, the first of which started on the 3rd July 2017.

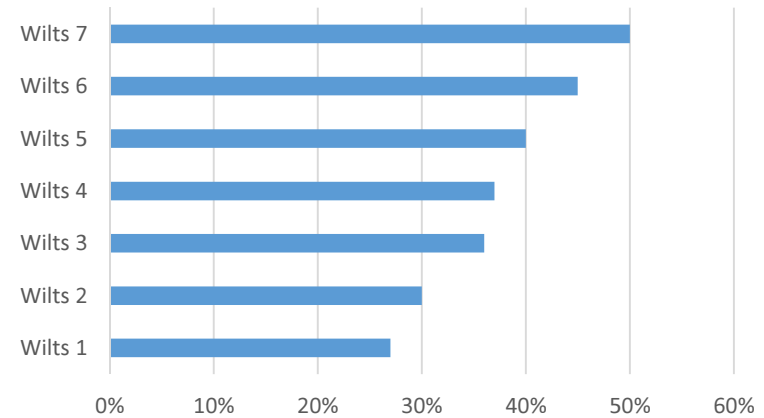
Below is a summary of the launch to date.



School Locations:



Signup Statistics by school:



40 % is the average sign-up rate so far!



714 Parents signed up to HomeRun.



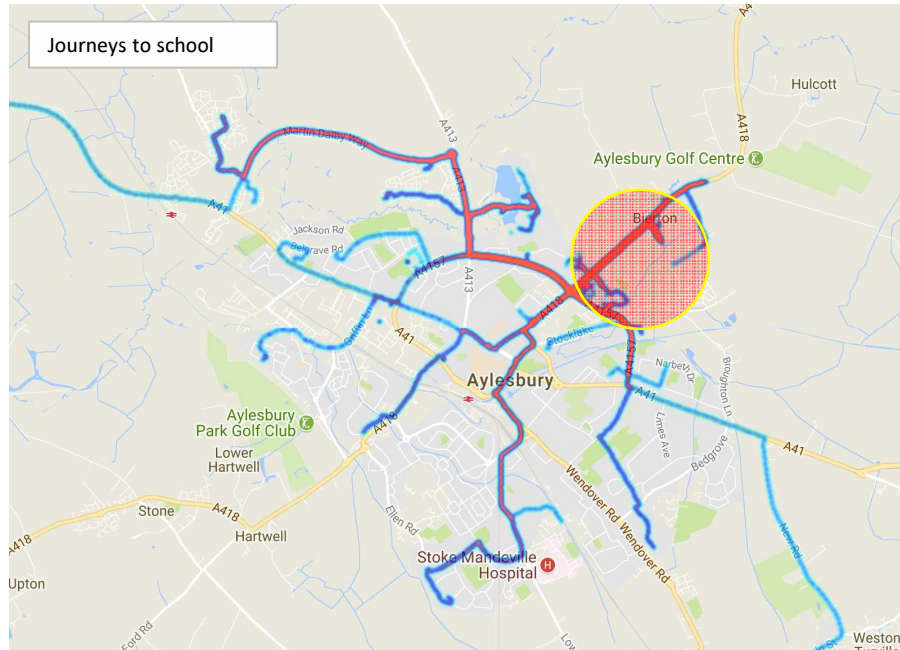
907 children have HomeRun transport profiles.



The Power of Data – Case Study 1



Buckinghamshire school case study



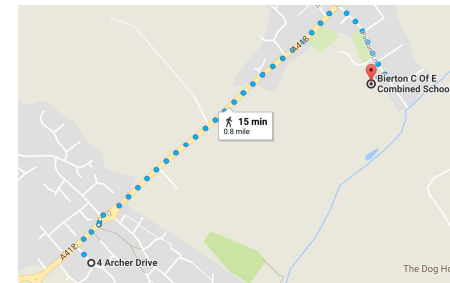
Impact - Implementing the proposed walking bus routes reduces the number of cars on the road by **35%**



High impact walking bus routes

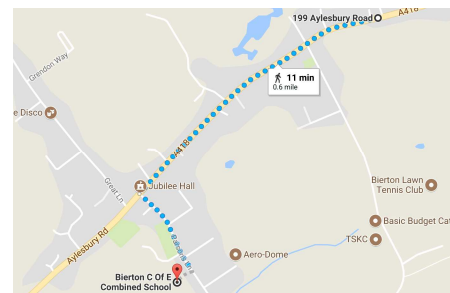
Route 1:

15 minute walking bus route would pick up **11 pupils** who currently travel in **9 cars** to school.



Route 2:

11 minute walking bus route would pick up **9 pupils** who currently travel in **6 cars** to school.



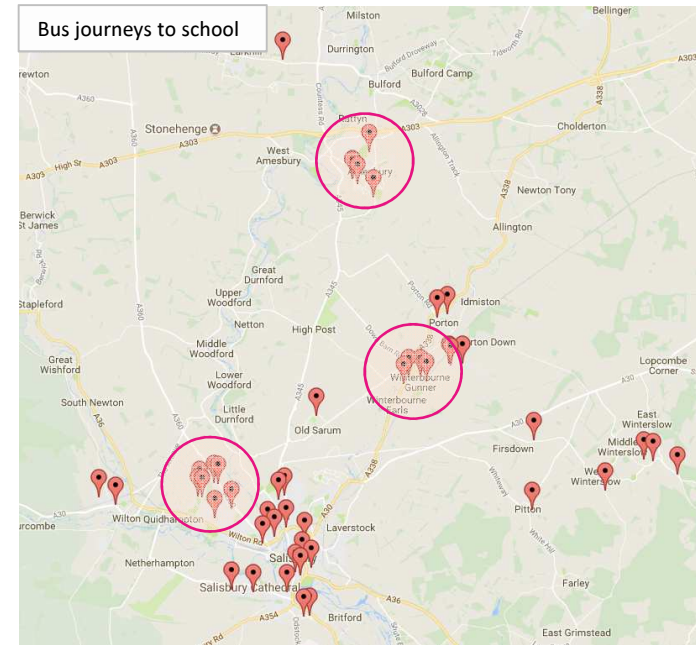
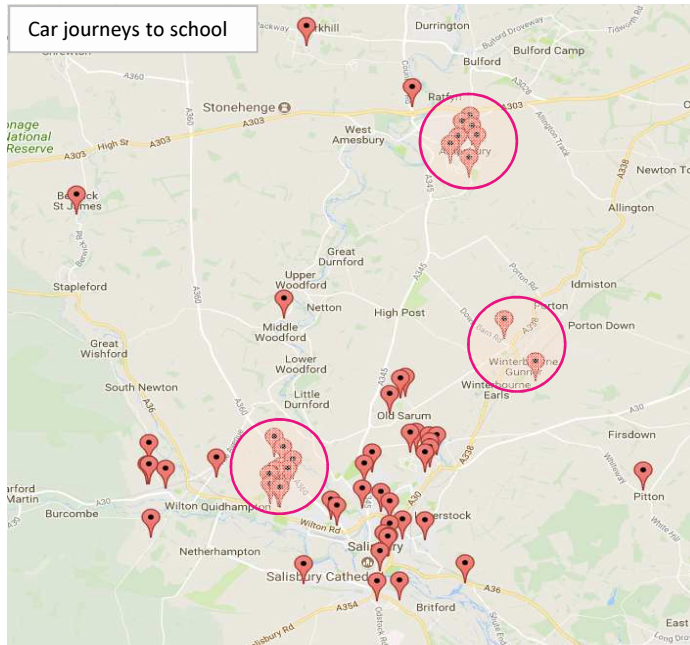
There are parents who already walk along the same routes as suggested above, as part of their daily commute



The Power of Data – Case Study 3








Salisbury school case study



Modal shift: The above highlighted areas show clusters of car journeys that originate in areas where other students use buses for the same journeys. A conversion from car to bus would reduce car journeys to the school gate by **32%**



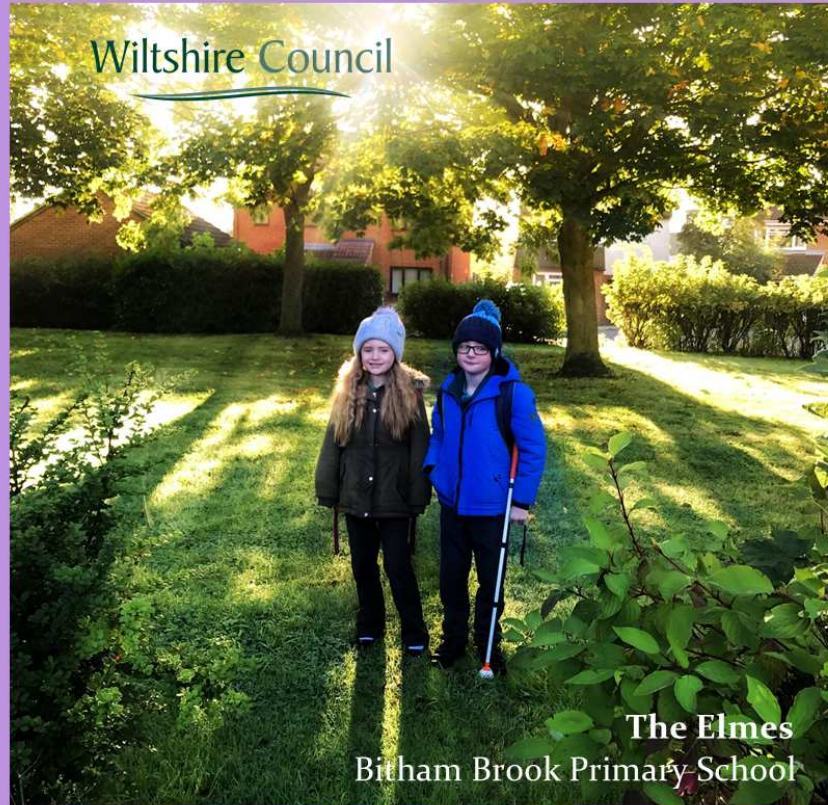
Multi- Level Benefits

Key Benefits	Environ 	Transport 	P-Health 	Budget 	Education 
Reduction in harmful vehicle emissions and toxic air pollution.	✓		✓		
Cars off the road during peak hours.	✓	✓	✓	✓	
Increased active travel as part of routine school commutes.			✓	✓	
Smarter spending on initiatives, infrastructure and subsidised transport.	✓	✓	✓	✓	
Increased self-reliance of parents and schools.		✓		✓	
More impactful targeted communications.	✓	✓	✓	✓	✓
More automation, less administration.				✓	
Increased safety on the school commute.			✓		
Encourage behaviour change by demonstrating personal impacts.	✓	✓	✓		✓
Integration with the school curriculum educates future generations.	✓		✓		✓



Thank You

Questions?



Wiltshire Council

The Elmes
Bitham Brook Primary School



HomeRun
For Everyone



Wiltshire Council

Team Fallon
Bishops Cannings Primary school



HomeRun
For Everyone



APPENDIX



Data Security is at the Heart of Our Design

- ✓ Sustainable Commute Solutions Limited fully complies with the Data Protection Act.
- ✓ Our technology developers have and continue to work with the NHS and Facebook, and as such have extensive experience in safeguarding extremely confidential data. Our product has been built with the same safety standards that are being used for the safeguarding of NHS patient records.
- ✓ A multi-layered system ensures that users will only have access to their own confidential data. Even system administrators will not have access to user's personal data.
- ✓ All journey data will be anonymised and aggregated in order to ensure that no personally identifiable information will be available.
- ✓ Passwords will be system generated assuring no one has access to areas that they are not permitted. The administrator areas will be password protected and the passwords will be encrypted using Bcrypt.
- ✓ Our server will use a Secure Socket Layer (SSL).
- ✓ Database injection (the ability to input or extract data) will be prevented and all queries on the database will use parameterised statements.
- ✓ All user supplied inputs will be validated and escaped in compliance with OWASP specifications.
- ✓ Platform hosted on Amazon Web Services.
- ✓ No personal data will be transferred outside the EEA.



Rollout Data

STEP 1:

The Schools' Primary Administrators use the log-in credentials to start using the HomeRun service.



School



The first time the school administrator logs-in they will be required to accept the HomeRun Terms & Conditions and Privacy Policy before proceeding.

STEP 2:

The school inputs the data required to create the parent user profiles. This data will be kept encrypted until such time that the parent accepts the EULA & Privacy Policy.

Personal Data Inputted & Encrypted:

- Parent
 - Email Address
- Child
 - First Name
 - School Year



School



Output:

Data is sent to an encrypted table that is inaccessible by anyone other than the schools themselves.



Output:

A system generated email to the Parent with a link to download the app.

STEP 3:

Parents download the HomeRun app using a link provided in the system generated email.



Parents



IOS &
Android
Apps

The first time the parent user opens the application, they will be required to accept the HomeRun EULA & Privacy Policy before they can proceed.



River Crossing Survey

Councillor Sarah Gibson





Benchmarking Study

Councillor Sarah Gibson



Roundtable Discussions

- **Traffic Study**
- **One Way System**
- **Congestion Charging**
- **HomeRun/ school travel planning**
- **River Crossing**

KEY QUESTION: How would this solution benefit:

- 1) **Air Quality?**
- 2) **Pedestrian Safety?**



Feedback from Tables

KEY QUESTION: How would this solution benefit:

- 1) Air Quality?**
- 2) Pedestrian Safety?**



Next Steps and Closing Remarks

Councillor David Garwood

Councillor Jim Lynch



Date of Next Meeting

Wednesday 24 January 2018
South Wraxall Village Hall



Bradford on Avon Area Board

Thank you for coming, have a safe journey home