



Active Travel Conference

Salisbury Guildhall

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Margaret Willmot

Cycling Opportunities Group Salisbury (COGS)



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1. Background

Active Travel = Making journeys in physically active ways - like walking, wheeling (using a wheelchair or mobility aid), cycling, or scootering.

Benefits of Active Travel

- Reduced congestion and better air quality
- Higher quality public realm
- Better physical, mental and social health
- Reduced carbon emissions & helps net zero goals
- Economic growth and vibrant communities
- Inclusive and reduces inequality

The conference was organised by the Cycling Opportunities Group for Salisbury (COGS) with sponsorship and support from Salisbury City Council, All The Kit, Hayballs Cyclesport, Stonehenge Cycles, Active Planning, Hale Market



2. Aims of the Active Travel Conference

To learn about the benefits of active travel from experts in the field and consider how these ideas can be put into practice locally



3. Speakers

Professor Rachel Aldred, *University of Westminster*
Impacts of Active Travel Infrastructure on Health & Quality of Life

Professor Ian Walker, *Swansea University*
Can Psychology Help Us Create Healthy Places?

Isabelle Clement MBE, *Director, Wheels for Wellbeing + Hari Clough*

What the lived experience of Disabled people teaches us about active travel and why we should listen?

Cllr Caroline Thomas, *Wiltshire Council*

Provision of Active Travel in a Rural County Market Town

Peter Walker, *Guardian journalist and author*

Why has British politics gone so strange about cycling & active travel?

Cllr Emily Kerr, *Oxford City Council*

**Oxford's Ambitious Travel Plans:
Are LTNs and 15-minute cities just a conspiracy?**





4. Key messages

Led by Professor Graham Smith, University of Westminster

Some of the challenges:

- 'Motonormativity' and unconscious bias in current decision making
- Promoting the positive benefit of active travel
- Remembering the needs of the disabled and those without access to cars
- The political will to prioritise more pedestrianisation - e.g. Salisbury City Centre - and walking/cycling links to new housing, school active travel etc
- Budget – WC spent £6.5 million in past 4 years across whole county, Oxford budgeted this amount for a trial traffic management scheme in their city





5. Conclusions

“If exercise could be packaged in a pill, it would be the single most widely prescribed and beneficial medicine”.

Dr Robert Butler

quoted by a local GP at Salisbury’s panel meeting on JSNA 22/5/2024

“Active travel is good for the environment, our economy and public health. It’s emission-free.... It eases congestion...and it makes us healthier, preventing thousands of premature deaths from physical inactivity and poor air quality while saving our NHS billions of pounds each year.

It’s one of the best return on investment decisions governments can make..”

Dept for Transport, 2nd cycling and walking investment strategy, March 2023

Thank you – the end – any questions?