

## THE CASE FOR AN ACTIVE TRAVEL MAP FOR BOA

### November Area Board Meeting

Our application meets the **criteria for funding**. Our original application was considered in the September Area Board meeting and the decision deferred to this meeting. We have attempted to address below the concerns raised at that time.

- The **funding** we are applying for is £1000 as part of the £1050 cost of preparing a 'base map' which we need in order to then consult with the public and ensure the final design is right. The £50 balance will be found from Climate Friendly BOA funds. We calculate that the voluntary time already devoted by members in getting to this stage is around 50 hours, equating to at least £300.
- The printing costs will be £500 for 3000 copies, which will be met by business sponsors such as the Co-op, so we would not be approaching the Area Board for further funding.
- This Active Travel Map will be very different to other available maps (see example sketch map). **Footpaths, cycle routes and bus stops and routes** will be highlighted. The intention is to show the relationship between places within the town in an entirely new light to encourage people to use their cars less for local journeys. Walking and cycling could not only save time and money, but also improve fitness and wellbeing.
- When we initially distribute the maps, for example via information stalls, the TIC and through schools, we will ask some simple questions to establish people's current travel habits, then follow them up after 3 months **to check how useful the map has been and whether it has changed their behaviour**.

As Councillors are aware, many local people and organisations have signed an undertaking that they will reduce their own carbon output so that the BOA Community Area can become carbon neutral by 2050. The **Town Council was the first to sign up to this and Wiltshire Council have also pledged their support**. Emissions from vehicles are a prime source of CO<sub>2</sub> so it follows that the reduction of car and other vehicular use will reduce greenhouse gases.

The reduced level of car use within the town would therefore have two positives; 1)to improve the overall health in the town by more walking and cycling, and by reducing air pollution, and 2)the reduced volume of traffic would help make the town a more safe comfortable and civilised place to move around. **This fits very comfortably with the primary aims of Priority for People and The Historic Core Zone.**

All schools are required to draw up a **Travel Plan** and St Laurence School has produced a draft document 'Taking Action on School Journeys'. In this it has found that 24% of pupils travel to school by car/carshare, of which a number live in the south part of town. The main objective of this school travel plan is **to reduce the number of cars using Ashley Road**, and to help with this a 'Park and Stride' strategy is being prepared. A number of dropping off points within walking distance from the school, such as the Station and St Margaret's car parks, can be used by drivers, with pupils walking from there; **these will be clearly marked on our map, as will walking routes**. Furthermore as part of the 'Wiltshire Sustainable Modes of Transport to School' project pupils at St Laurence identified **the need for route maps to encourage them to cycle to school regularly**. (A tiny percentage do so at present.)

Indeed, Fitzmaurice Primary School in the South of the town, as part of their Travel Plan already has "Park and Stride" in place as a key element of reducing car journeys to the school. Two sites have been agreed with the landowners and the one at Baileys Barn car park is regularly used. The school's walking/cycling figures are high, in the 80% bracket, and 'Park and Stride' is an important factor in achieving this.

We understand there are other maps of the town, most recently the 'Walkers Are Welcome' one, produced with the support of the Town Council, but ours will be distinctly different in its look and aim, although it will complement rather than compete with these.