

Active Travel: encouraging citizens to change their behaviours

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Active Travel Strategy

www.kent.gov.uk/activetravel

Ambition

“Making active travel an attractive and realistic choice for short journeys”

Outcomes

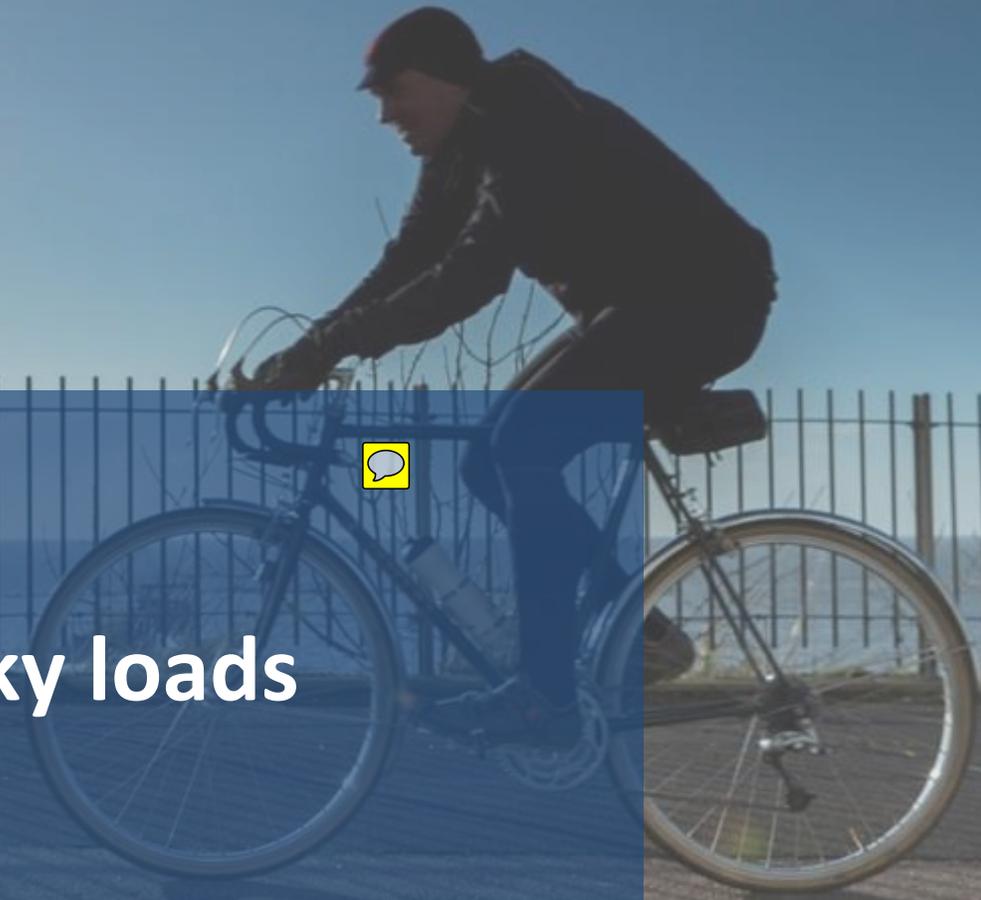
- Improved health through an increase in physical activity
- Reduced congestion on the highway network by providing better travel choices
- Safer active travel



Active Travel Strategy

Barriers to Active Travel

1. A lack of suitable routes
2. The need to carry heavy or bulky loads
3. Perceptions of safety



Active Travel Strategy

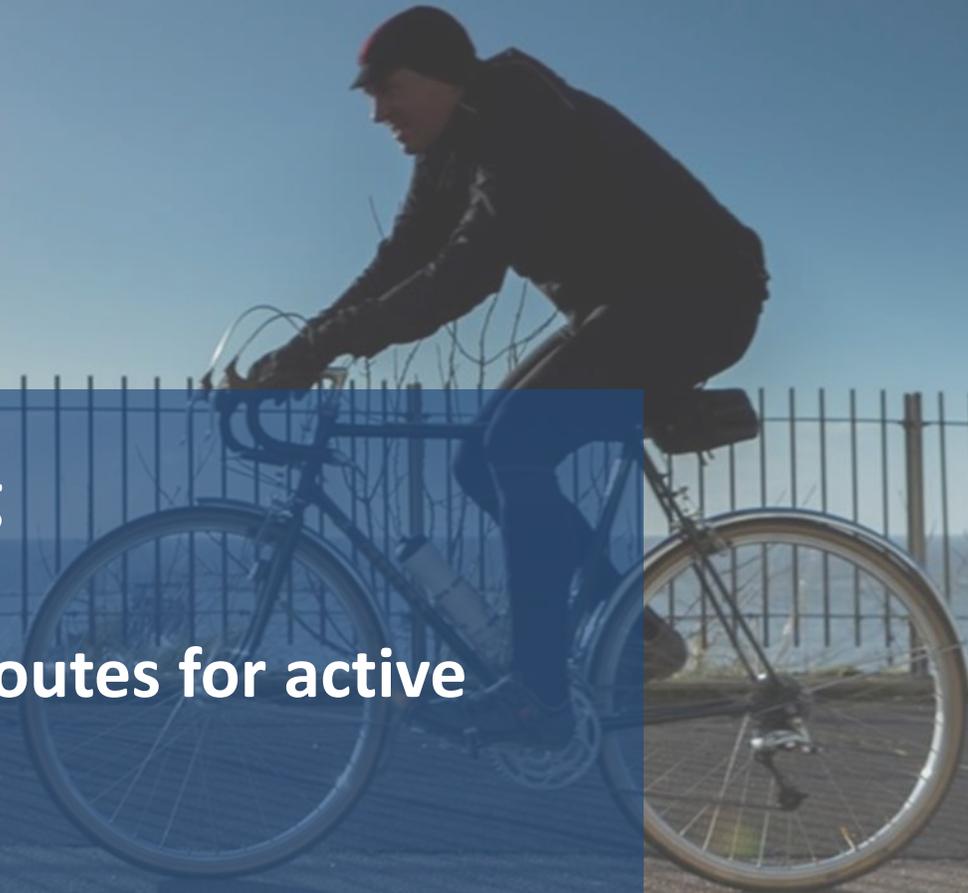
www.kent.gov.uk/activetravel

Actions

Action 1: Integrate active travel into planning

Action 2: Provide and maintain appropriate routes for active travel

Action 3: Support active travel in the community



Step Ahead of the Rest (StAR)

**Adult Cycle
Training**

**Workplace
Challenge**

**Walk / Cycle
Videos**

ReCycle

Small Steps

**Community Route
Champions**

Park & Pedal

Wheels to Work

**Cycle Route
Assessments**

**Brief
Interventions**

**Walk / Cycle
maps**

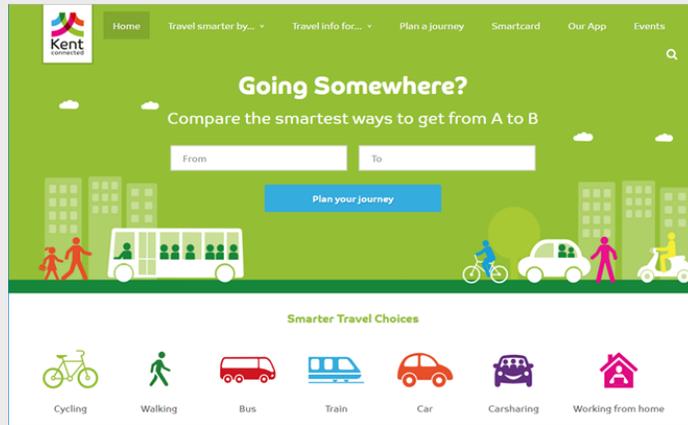
**Youth Travel
Ambassadors**

Cycle Loans

Signage Refresh

Other Initiatives / Schemes

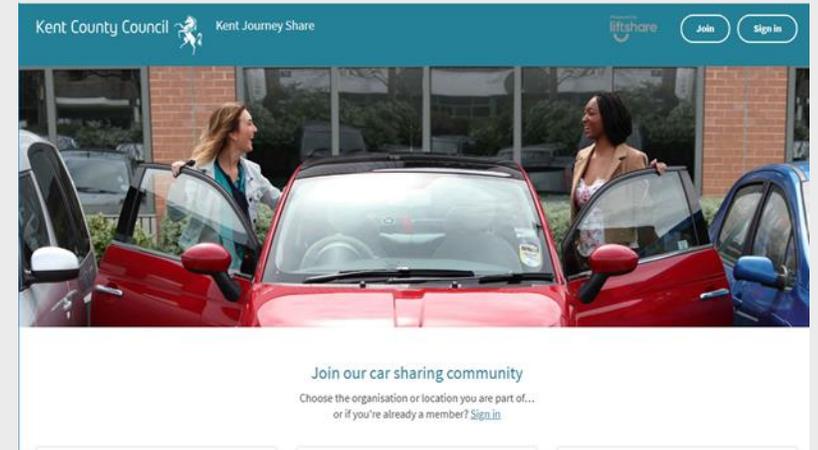
Kent Connected Journey Planner



Operation Motion: Giant Steps

Car Clubs

Journey Sharing



Travel Plans & Grants for Schools & Businesses



Infrastructure improvements

Responsible Parking website



Brief Interventions

(A StAR initiative) 





Welcome to

Operation Motion:

Giant Steps



<http://www.operationmotion.co.uk>



Our Mission



School Clean Air Zone

Active Travel Strategy Action 3.3: *“Pilot a no parking zone around a school to increase active travel and reduce parking problems.”*

Aim:

To encourage an increase in the number of children travelling actively to school.

Outcomes:

- Reduce congestion.
- Improve children’s health.
- Provide a safe environment for active travel around school.
- Improving the environment for residents.

School Clean Air Zone



A successful example:



Healthy Streets Project

Camden Borough Council – St. Joseph's Primary School

<https://camdencyclists.org.uk/2018/09/healthy-school-streets/>



Web links

- Kent County Council Active Travel Strategy – www.kent.gov.uk/activetravel
- Kent Connected - <https://kentconnected.org/> - Email kentconnected@kent.gov.uk for any enquiries regarding active and sustainable transport in Kent
- Operation Motion - <http://www.operationmotion.co.uk/>
- Jambusters - <https://jambusterstpms.co.uk>
- Responsible Parking - <http://www.responsibleparking.co.uk/>
- Kent Journey Share - <https://liftshare.com/uk/community/kent>
- Explore Kent - <https://explorekent.org/>