

Report

Regional stakeholder group meeting 3

West Midlands

General information

Meeting held on 18th January 2020, at TfWM, Spring Lane, Birmingham.

There were 8 participants present and 3 facilitators.

Main results

The objective of the meeting RSG3 was to take decision of desired change of behavior of specific target groups in partner territories and to define the specifications of good practices which could support PE4Trans partners and stakeholders to formulate the ideas for actions.

Decision on the change to be made

- 1) We want to change the level of car usage in commutes of shift workers with irregular hours so that they increase the use of public transport and cycling. We would like to target 50%.
- 2) We want to change automatic use of cars by Suburban Commuters so that they increase the amount of remote working they do.
- 3) We want to change the habits of Automatic/habitual car users so that they increase the amount of walking they do
- 4) We want to change the range of choices that parents of young families have so that they increase the safe and independent options children have to travel
- 5) We want to change use of cars as part of the status of young people so that they increase the use of other transport
- 6) At present we do not think we can change the behaviour of peripatetic workers such as tradespeople and care workers who travel with equipment they need to carry out their roles.

Request for GPs identification

To be done by project team after the workshop by re-shaping the above statements:

- We are looking for a GP which is focused on changing the [*behaviour1*] of [*target group*];
- We are looking for a GP which enhances the [*behaviour2*].