Session 6 – What's Next

Hosted by Ross Butcher, Modeshift

Engaging businesses on sustainable and active travel

Is it the right thing to be doing?

Jon Foley, Co-Founder and Director, In the Round Ltd

Modeshift STARS Business Conference, 31 March 2022, Leicester

BUSINESS ENGAGEMENT: IS ‘THE WHY’ CLEAR?

The case for business engagement

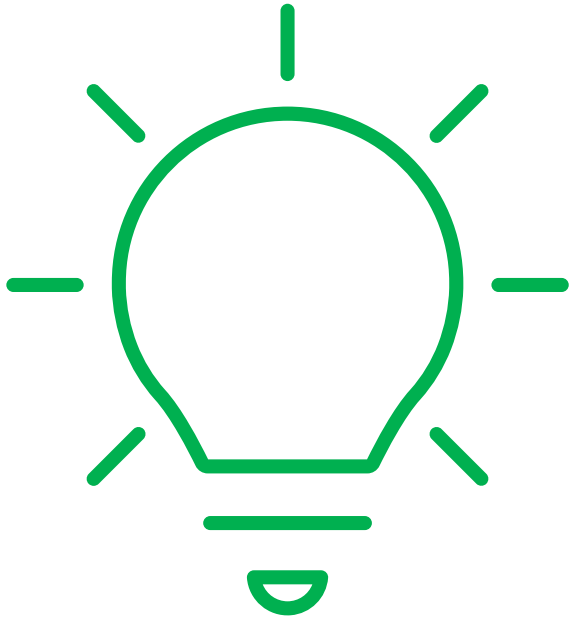
The case against business engagement

Implications for the future

Summary: Some hints and tips around engagement

BUT, THOUGHT FOR THE DAY

Something I need to get off my chest about today ……



CASE IN FAVOUR – WHAT'S IN IT FOR THE BUSINESS

Reduce costs

Lower external carbon travel footprint

Active workforce

Staff and customer retention

Enhance reputation

Increase the bottom line

Lower internal carbon travel footprint

Active visitors & customers

CASE IN FAVOUR – WHAT'S IN IT FOR THE BUSINESS

Advice and tools

Learning network

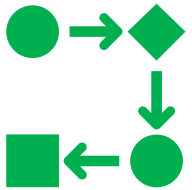
Making connections

Help prioritising

CASE AGAINST – THE PROBLEM WITH PARTICIPATION

"We've got someone sorting it out"

"We are not sure where to start"



"My boss has asked me to do it"

"..we're not sure how we get there…"

"We are leaders in our field"

"It costs too much"

IN SUMMARY, BUSINESS ENGAGEMENT DOES HOLD THE KEY BUT REMEMBER…

"investment" not "cost"

"engage" the individual

"Go to few to reach many"

"If not now, when"

AND FINALLY…..

"One size fits all: Good for socks, bad for engagement"

Thank you

in the round

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What Lies Ahead

Cllr Adam Clarke
Deputy City Mayor

Leicester
City Council

Vision

[(109) Leicester Transport Vision 2022 - YouTube]

Challenges

A fair city

Homes for all

Connecting Leicester

A city to enjoy

Sustainable Leicester

Health and care

Lifelong learning

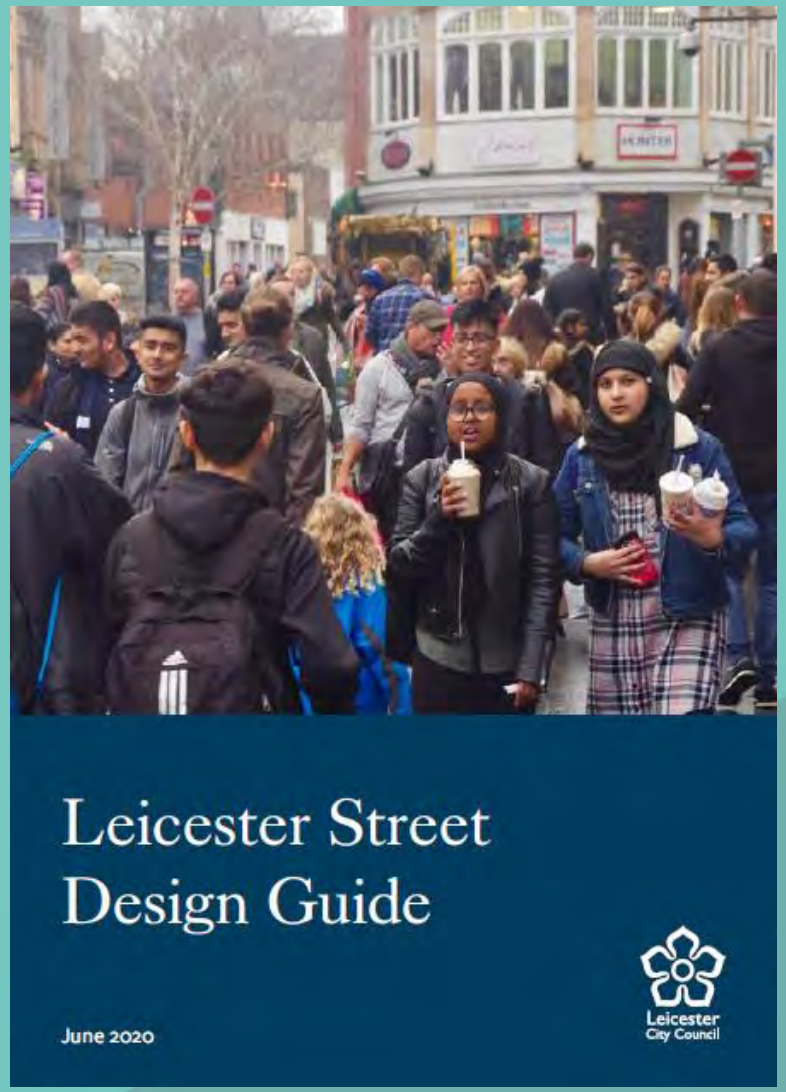
A safe and inclusive city

Leicester City Council

Opportunities

Leicester City Council

Next Steps



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City Council

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City Council

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TEAM MODESHIFT

Department for Transport

Active Travel England

Inspection function

Brian Deegan – Interim Head of Inspection

28 February 2022

PUBLIC

Aim of inspection function

To deliver Gear Change

Theme 1: **Better streets for cycling and people** .....

Theme 2: **Cycling at the heart of decision-making** .....

Theme 3: **Empowering and encouraging Local Authorities** .....

Theme 4: **Enabling people to cycle and protecting them when they do** .....

Appendix: Summary principles for cycle infrastructure design .

1. 8 to 80
2. Vehicular
3. Protection
4. Quiet
5. Capacity
6. Consideration
7. Meaningful
8. Connected
9. Cycle parking
10. Legibility
11. Wayfinding
12. Severance
13. Maintenance
14. Surface
15. Trial
16. Accessibility
17. Value for money
18. Flow
19. Comfort
20. Experience
21. Consistency
22. Innovation

Support

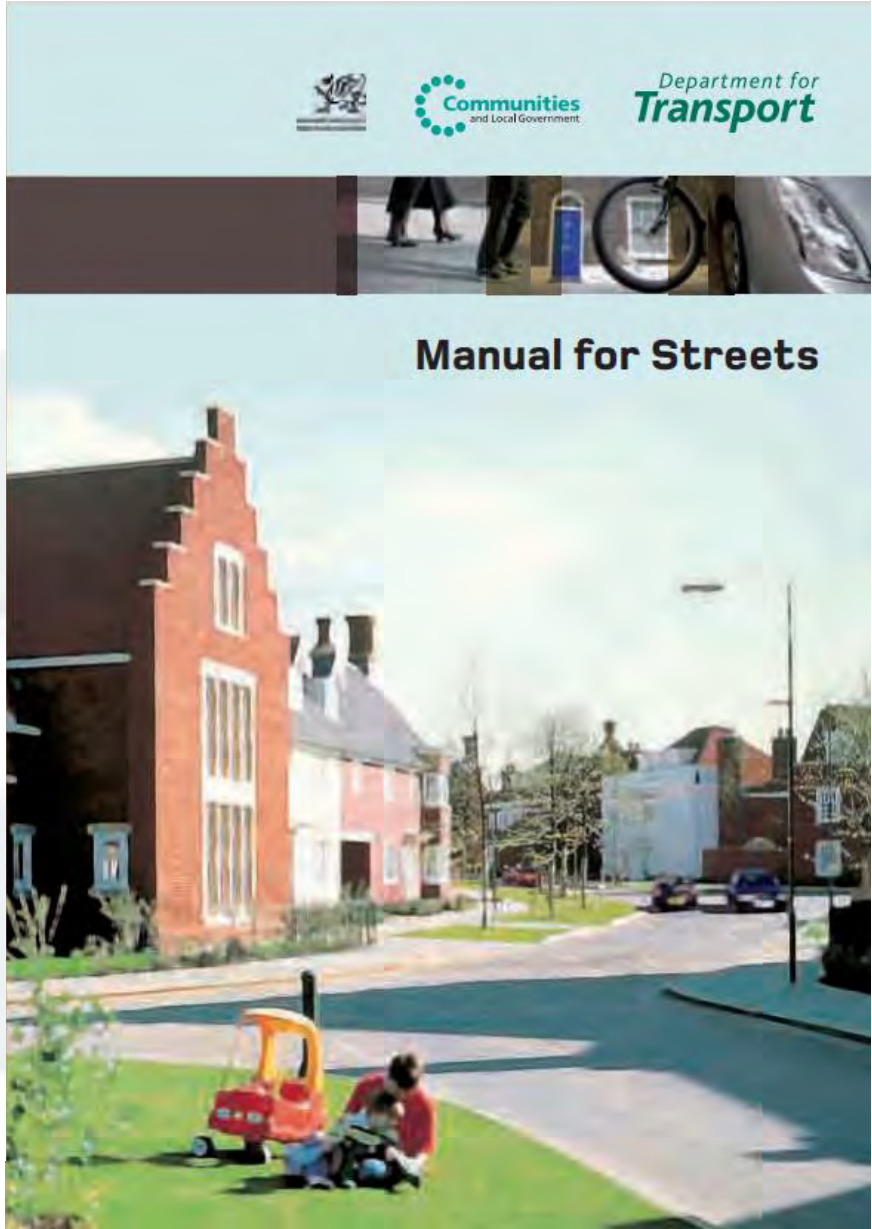
Support

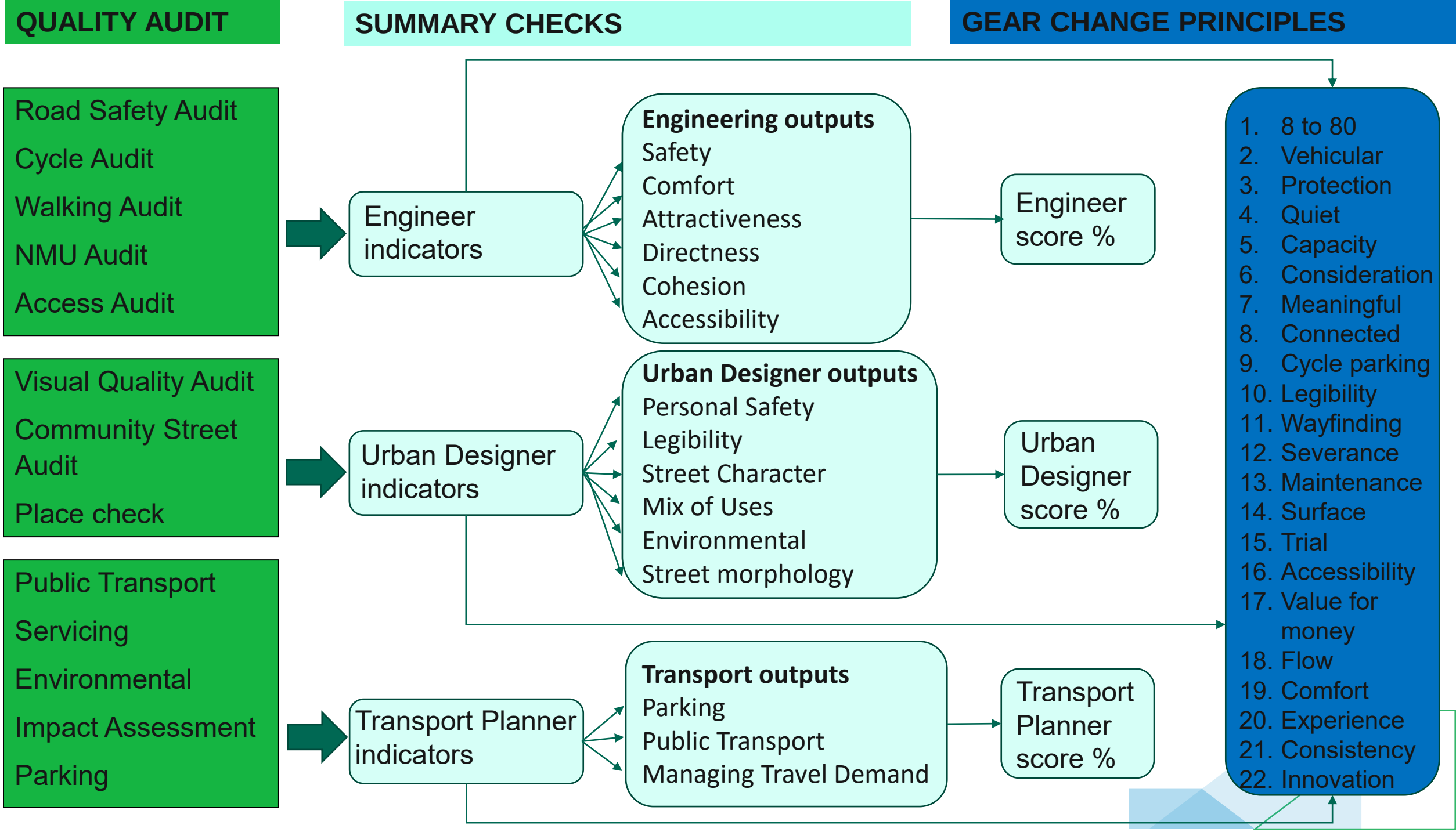
1. Scheme design quality assurance
2. Concept design work
3. Case studies
4. Evidence
5. Technical advice
6. Business cases
7. Evaluation

Design Standards

Department for Transport

Design Standards




QUALITY AUDIT
SUMMARY CHECKS
GEAR CHANGE PRINCIPLES
Road Safety Audit
Cycle Audit
Walking Audit
NMU Audit
Access Audit
Visual Quality Audit
Community Street Audit
Place check
Public Transport
Servicing
Environmental
Impact Assessment
Parking
Engineer indicators
Urban Designer indicators
Transport Planner indicators
Engineering outputs
Safety
Comfort
Attractiveness
Directness
Cohesion
Accessibility
Urban Designer outputs
Personal Safety
Legibility
Street Character
Mix of Uses
Environmental
Street morphology
Transport outputs
Parking
Public Transport
Managing Travel Demand
Engineer score %
Urban Designer score %
Transport Planner score %
1. 8 to 80
2. Vehicular
3. Protection
4. Quiet
5. Capacity
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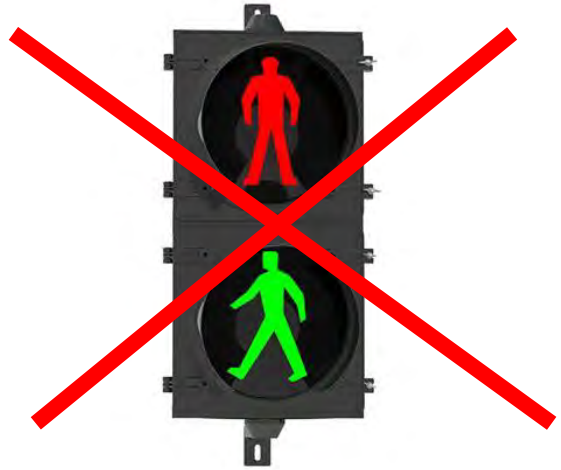
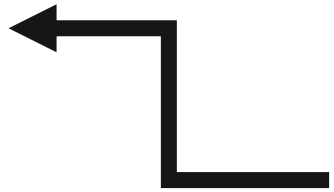
Tools

Pedestrian junction assessment tool

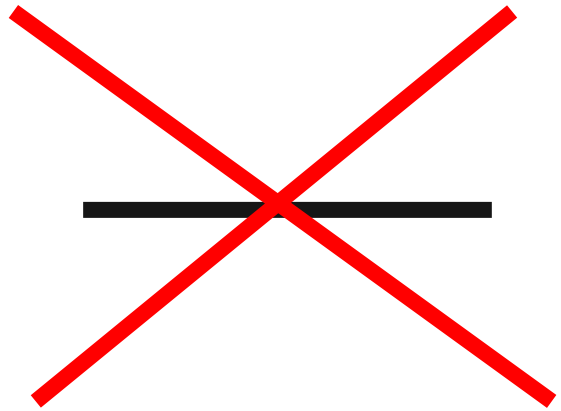
No invitation to cross
(0 points)



Staggered crossings
(1 point)

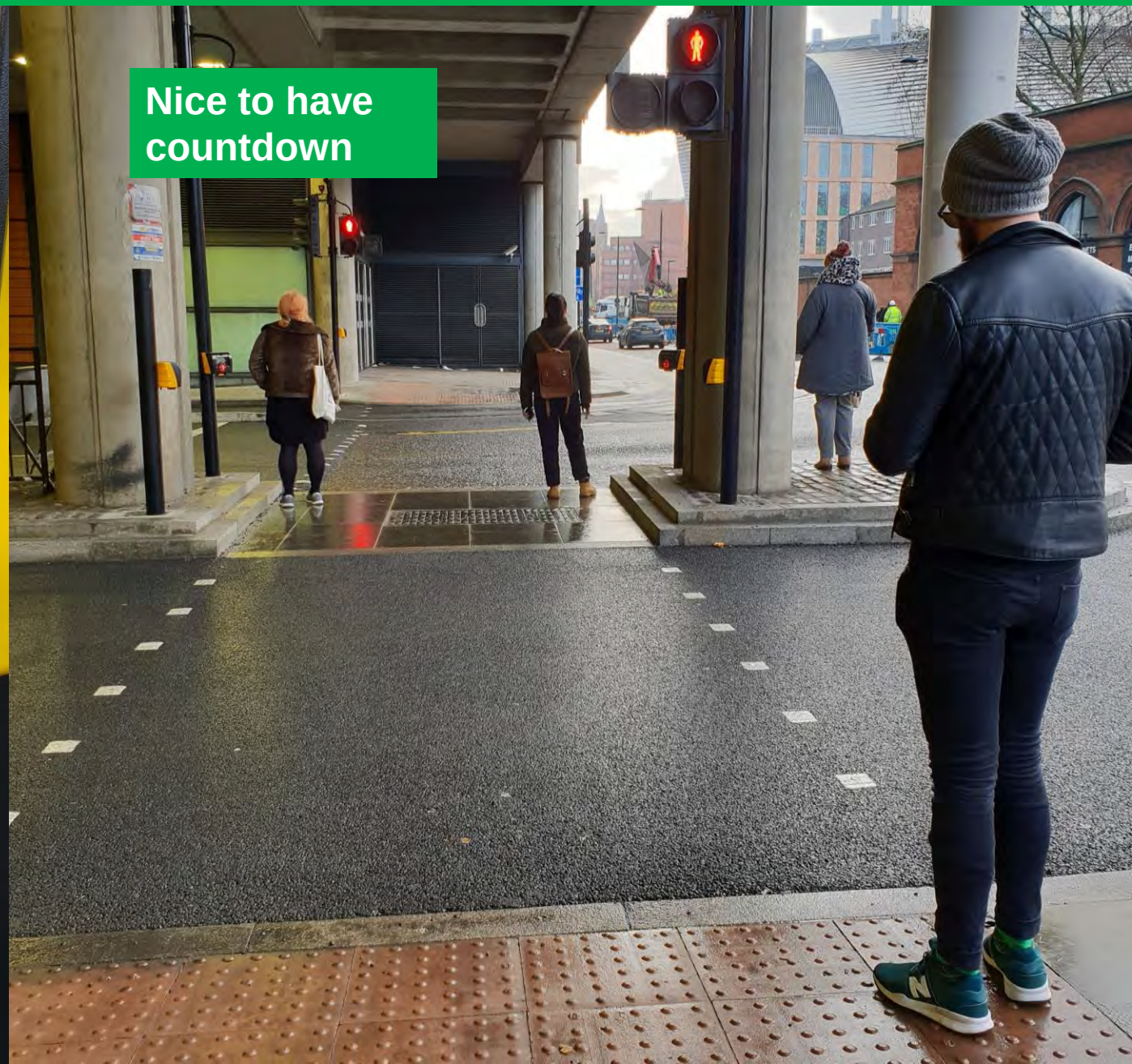


Desire lines not met
(0 points)



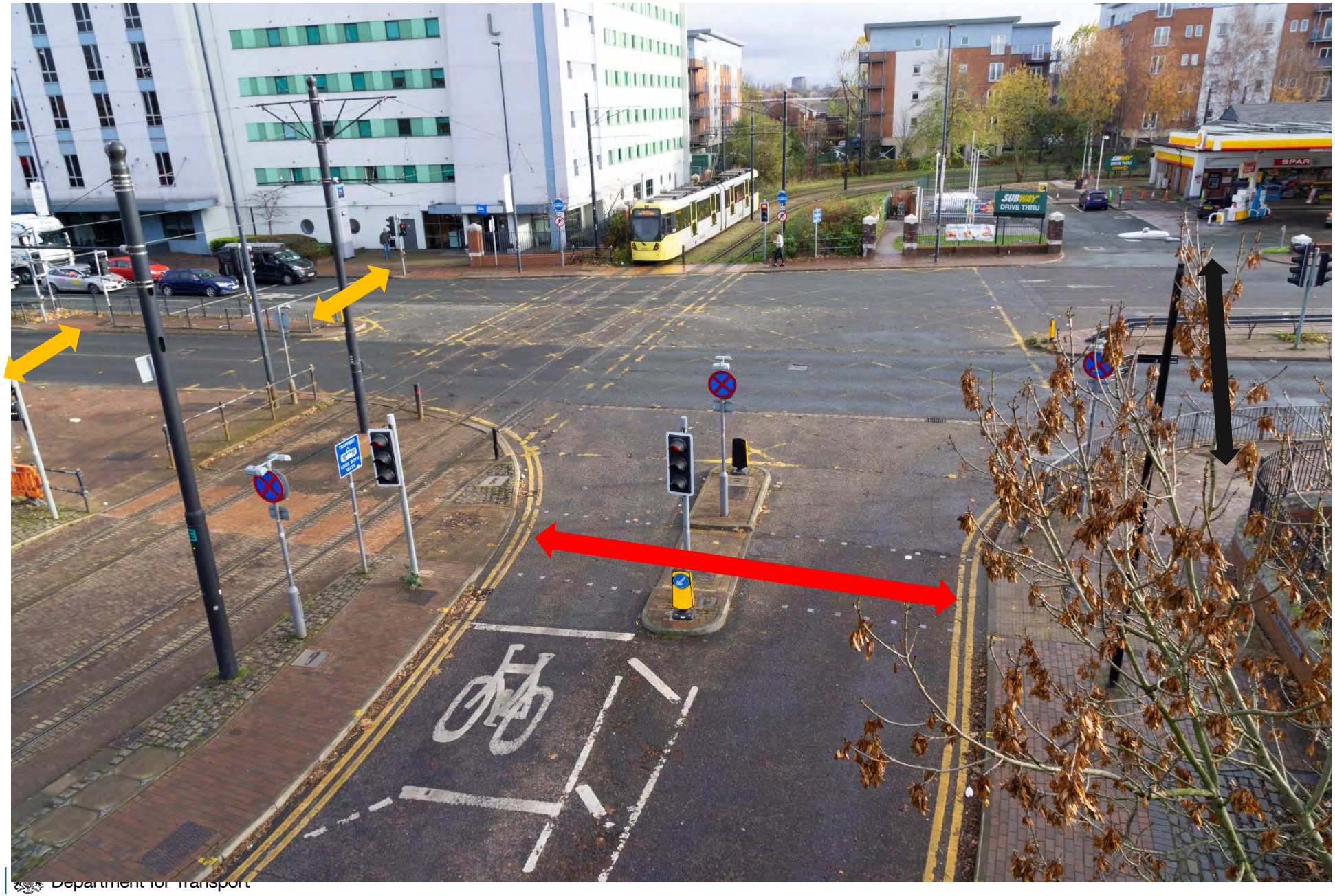
Straight across with green man on desire line (2 points)

Nice to not have guardrail



Nice to have countdown

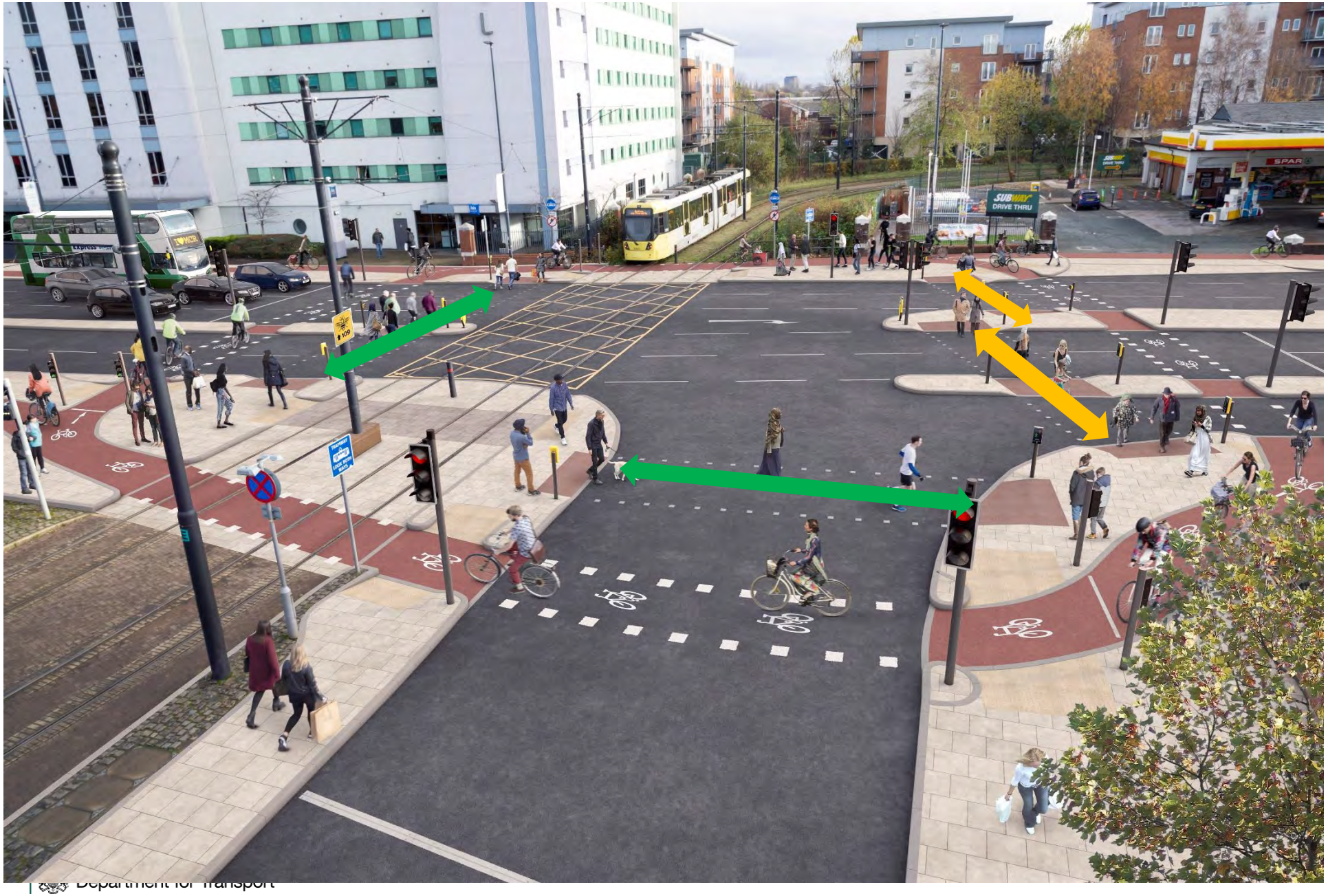
Pedestrian JAT score is 17%



0 for red as no invitation to cross
0 for black as obvious desire line not met
1 for amber as green man stagger

Max score for 3 movements = 6
So 1 out of 6 = 17%

Pedestrian JAT score is 83%



2 for green as green man straight across

2 for green as green man straight across

1 for green man stagger

Max score for 3 movements = 6
So 5 out of 6 = 83%

Empowering and encouraging Local Authorities

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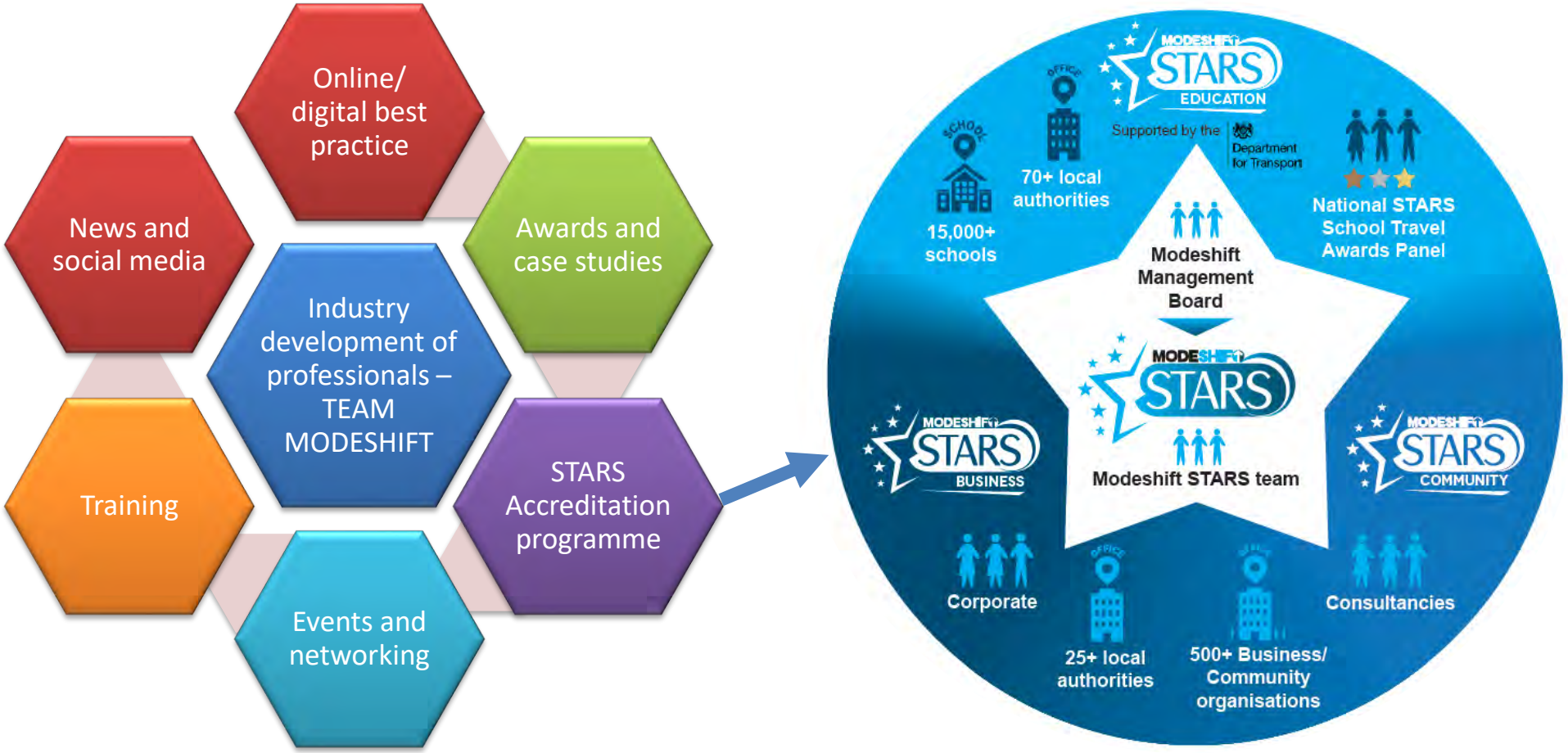
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