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TravelWise

WEBINAR SERIES



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TravelWise Week

16-22 SEPTEMBER



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TravelWise Week 2023

- Modeshift and TravelWise Week 2023 – Nick Butler
- TravelWise Week & European Mobility Week – Don Kent
- TravelWise Week for Schools – Cheryl Ford Lyddon
- TravelWise Week for Workplaces (including FE/HE) – Tom Murray
- The Challenge... Janine McCretton



Introducing Modeshift



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Our purpose	Growing the number of sustainable travel journeys in the UK		
Who are we?	A professional membership body		
What do we do?	Support, inspire, and champion individuals and organisations, to deliver sustainable travel interventions and strategies, uniting them under our umbrella term 'Team Modeshift'		
How we do this?	Provide professional membership services	Influence national policy and guidance	Deliver and provide travel plan and behaviour change services



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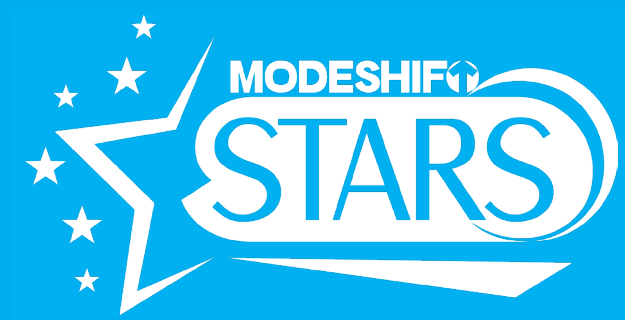
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TravelWise Week is a world-wide, week-long Travel Challenge where Modeshift asks you and your organisation to Travel Wisely!

The week promotes active travel, public transport, and other cleaner and healthier transport choices, and culminates in World Car Free Day

TravelWise Week provides the perfect opportunity to present realistic travel alternatives to employees, students, and the wider public, whilst raising awareness around the impacts of travel choices on an individual's health and wellbeing, and on the environment



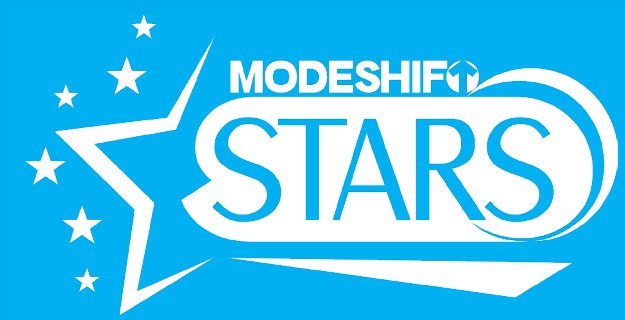
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During TravelWise Week, **schools, workplaces, and other organisations** are encouraged to hold a 5-day Travel Challenge by delivering a series of active and sustainable travel activities from Monday to Friday.

Local authorities are encouraged to organise and deliver activities across the full 7-days of TravelWise Week that celebrate active and sustainable travel, ending the week on a high by running events on World Car Free Day.

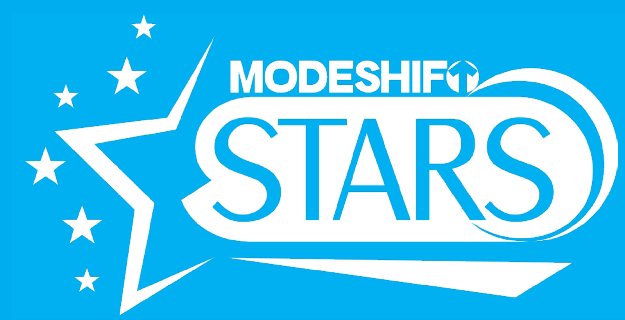
All organisations taking part have the opportunity to be recognised through Modeshift's **TravelWise Week Awards!**

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TravelWise Week: How to take part



1. Commit to delivering one or a number of activities across TravelWise Week
2. Hold a 'Car Free Day' - joining organisations around the World in celebrating World Car Free Day

Head to our website for a range of ideas and downloadable resources
(*available soon!*) - **www.travelwiseweek.org.uk**

Any activity you complete during TravelWise Week can go towards national STARS accreditation applications



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The **TravelWise Week Awards** recognise organisations that have excelled in raising awareness of sustainable transport options and delivering activities during TravelWise Week and World Car Free Day.

- Best TravelWise Week Campaign – School
- Best TravelWise Week Campaign – Further/Higher Education
- Best TravelWise Week Campaign – Business
- Best TravelWise Week Campaign – Local Authority
- Best Local Authority World Car Free Day Event



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TravelWise Week Awards: How to take part



To take part, follow the steps below:

1. Complete and submit the **TravelWise Week Action Plan** available to download from the TravelWise Week website (*available soon!*)
2. Deliver your TravelWise Week events and activities
3. Complete the Reporting section of your **TravelWise Week Action Plan** and submit to Modeshift for review



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European Mobility Week World Car Free Day



**EUROPEAN
MOBILITY
WEEK**

16-22 SEPTEMBER 2023

Mix & Move!

#MobilityWeek



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All about EMW



- European Mobility Week is 22 years old UK has participated every year. About 3k towns in 53 countries participate
- Towns carry out 3 actions 1.Week of activity 2.Permanent measure 3. Car free day – Awards for the best ones
- Organisations have mobility actions – awards for them
- Since BREXIT We have the same status as South Korea or Argentina for awards, so we are doing UK ones
- TRAVELWISE Week awards mirror the EMW ones, with a few extras !



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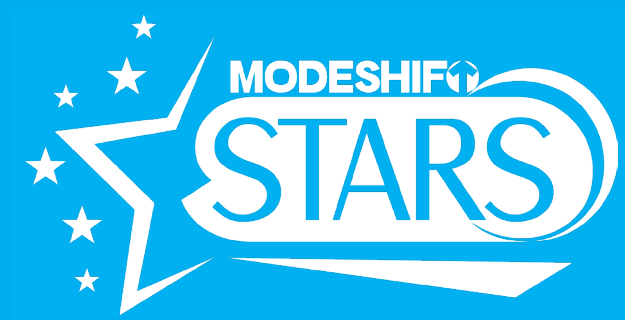


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Try a parklet - Just one car parking space



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How to get involved



- Check out our TRAVELWISE WEEK guidance
- Organise events at a City, Town, Company, School, Community, University or NHS location
- Register with us we will do the registration on the EMW site for you
- You will automatically be entered into our awards
- This really is the biggest event in the Sustainable transport year



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TravelWise Week – Schools and Modeshift STARS



Local Authorities – encourage all schools to get engage by promoting TravelWise week and by sharing the online resources.

Schools – read through the resources and select activities to raise awareness with pupils, parents/carers and staff and plan and deliver a range of initiatives that fit with your school's needs.

Pupils, parents/carers and staff - learn more about European Mobility Week at <https://mobilitywek.eu/home/> and take part in the school initiatives.



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What can you do? Example timetable



- **Mon 18th Sept** - Make your Travelwise Week Promise – talk about what Travelwise Week means to your school (R9) and make a promise to go ‘car free’ on Friday. (CU4)
- **Tues 19th Sept** - Design your own STARS Town (R19). Pupils design their own town thinking about where people might want to go and how they will get there actively and sustainably (PR8).
- **Wed 20th Sept** – Travelwise Week Scavenger Hunt – how many things can pupils spot on their journey to school? (W9)
- **Thu 21st Sept** - Street Name Search – How many street names do you pass on the way to school? Write a story using the names. (CU2 & CU10)
- **Fri 22nd Sept** – Car Free Day – be part of a worldwide event where we go car free (AQ2 & AQ3) for the day. You could set up walking trains (W10), active travel breakfasts (W14) or bling your wheels day (C15).



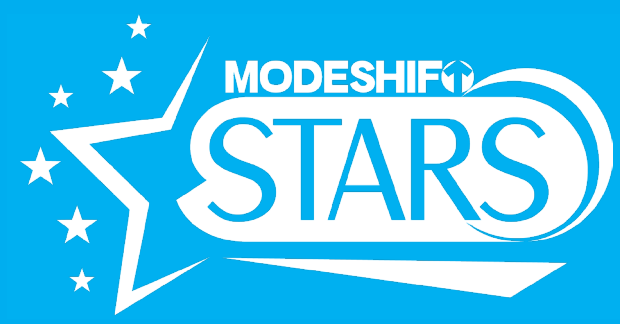
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How does TravelWise Week fit in with STARS accreditation?

All TravelWise Week activities and initiatives that you deliver during the week can be logged on the STARS system and count towards accreditation

All you need to do is remember to take a note of what each initiative involves and record evidence which can be added to the system in the usual way



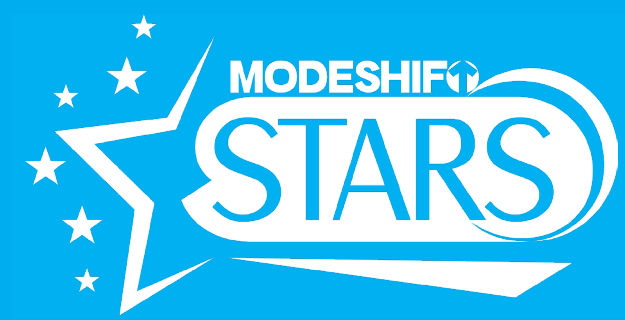
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Adding TravelWise Week initiatives to your STARS Travel Plan

If you are already engaged in STARS and have had some ideas for delivering initiatives, you might want to use TravelWise Week as an opportunity to launch them.

Starting your STARS Travel Plan

If you haven't started your STARS Travel Plan you can use TravelWise Week to really get it underway

All the TravelWise Week activities fit into travel or supporting initiatives which are needed to achieve a 'Good' level Travel Plan.



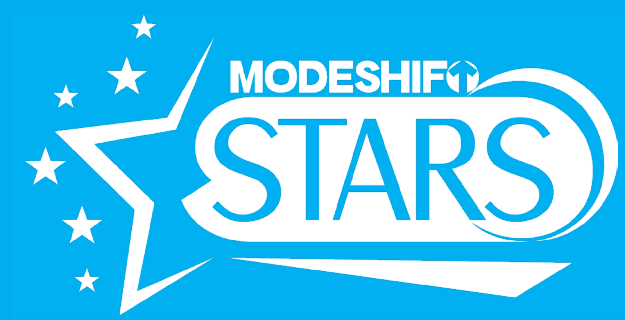
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AQ2 Air Quality – Car Free Day

Fri 22nd Sept - International World Car Free Day

P7 – School works with Local residents to promote safe and sustainable travel

CU3 – School teaches the environmental benefits of active travel

C4 – opportunity to practice cycle skills in break

PR 16 – letter from the Headteacher

AQ1 – School promotes car share

P1 – school works with police/safer neighbourhoods to promote safe and sustainable travel.

PR1 – Newsletter

C15 - Bling your Bike day

R9 – Road Safety Assembly

AQ4 – Park and Walk scheme

PR2 – Info sent to residents

PT9 - Catch the bus week

W8 – 5/10 min walking zone in place

CU 10 – Other curriculum work.

W11 - Walking trips

PR13 – Information on website



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Example Workplace Programme 2023



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Monday 18th September - Make your TravelWise Week promises. Use day one to raise awareness of TravelWise Week and encourage as many colleagues as possible to complete TravelWise Week promises committing to go 'car free' on Friday.

Tuesday 19th September - Plan your journeys
Hold a journey planning and active travel workshop to help individuals to fully understand the local cycling and walking infrastructure.

Wednesday 20th September - Dr Bike
Ensure that those looking to cycle to site have a bike they are safe and confident to do so.

Thursday 21st September - Promote public transport options
Hold a workplace information event or where possible invite transport providers in to hold their own promotion events.

Friday 22nd September Car Free Friday!
Join organisations around the world by taking part in Car Free Day. Encourage colleagues, customers and visitors to find an alternative mode of travel for one day.

Remember you can commit to as many initiatives throughout the week as you feel is practical, however we encourage those looking to chose on specific day to look to "World Car Free Friday"



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Further Initiatives...



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Personalised Journey Planning / active travel maps.

By holding a personalised journey planning and active travel route workshop you can help individuals to fully understand the local cycling and walking infrastructure.

Cycle to Work Day,

Consider appointing a cycling “champion” to help lead a ‘Cycle to Work’ day by sharing his regular commute and helping others to undertake a pre or post cycle ride in the surrounding area.

Carshare “Meet & Greet” morning.

A simple and effective tip to bring those looking to carshare together in order for them to identify shared routes, travel times and challenges. Carsharing can have a dramatic effect upon an organisations overall carbon footprint and help you to manage carpark demand.

Promote public transport ticketing discounts and incentives.

Showcase these benefits at a workplace information event or where possible invite transport providers in to hold their own promotion events.

Walk to win!

Do you have multiple sites within a short distance of one another or perhaps have staff regularly travelling between different campus or service locations. Encourage these journeys to be undertaken by foot through a targeted campaign.

Track and share your organisations carbon footprint during TravelWise week.

Create a comparison by looking at the travel behaviour undertaken by employees within TravelWise week, and the typical mode taken prior to the campaign.



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Travel 2 Next - Example



NEXT PLC sought to repurpose an area of their carpark at their head office in Leicester. Although this was done on a temporary basis initially as part of a campaign to influence staff wellbeing this has now become a permanent fixture outside of the main entrance, an area visible to both staff and visitors.

The area has picnic benches, table tennis and regularly invites external vendors in to create a space for events, collaborative working and promotion of schemes such as travel2next.

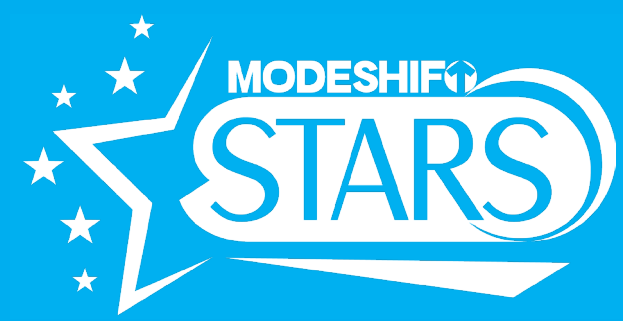
This is a great example of how an initiative developed within a specific campaign period can have a longer lasting effect upon the workforce and reclaim areas of a site which have traditionally been handed over to carparking.

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Car Free Day Tips



- **Information** – provide clear information to everyone at your school about the aims and expectations of your Car Free Day. You might want to let your neighbours know as well. Clear communication will ensure that your school community and neighbours are not taken by surprise.
- **Involve Partners** – the more the merrier. The local authority, politicians, local businesses, the Police. The more people you involve, the more successful your event is likely to be
- **Share alternatives** – if you are closing any part of your site, or surrounding roads to cars, ensure that people are aware of their travel options. Could they walk instead or use public transport, perhaps park further away for the day and walk the rest of the way.
- **Show impact** – collect figures on how many people take part in your event to show the positive benefits of your Car Free Day
- **Celebrate success** – make sure people know how successful your event was, and share your results with Modeshift to be in with a chance of winning a National TravelWise Week Award



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- European Mobility Week – 16th -22nd September every year
- 2023 theme: Save Energy
- My National Coordinator's meeting visit to Ghent
- Reuse, recycle, repurpose - some slides that struck a chord from a presentation by Dreis Janssens from Mobiel 21
- [4 - EMW Workshops - Minimising car dependancy.pdf](#)
- [9 - EMW 10 Steps Car-Free Day.pdf](#)



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Dependency vs. Addiction



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HOW WE
ENVISION THE
FUTURE TODAY



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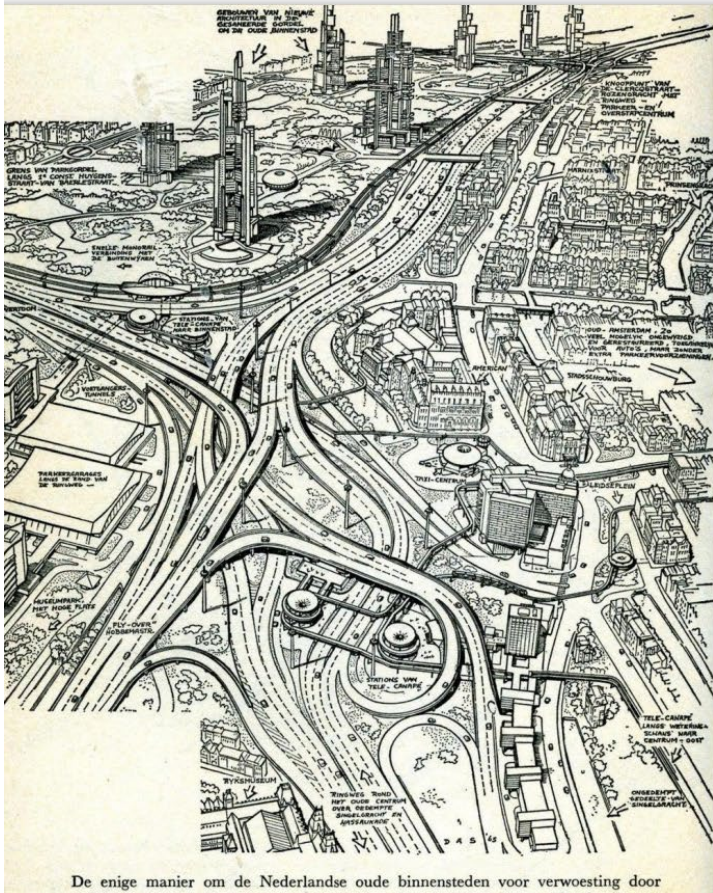
A future shaped by (and for) cars

AFTER WWII, CITY PLANNERS DREW A FUTURISTIC VISION OF MOBILITY

Progress = more space for motorized traffic by:

- **demolishing** working class neighborhoods
- **filling canals** with concrete to turn them into roads
- **tearing down public transport** infrastructure (mainly tramways) and monumental buildings

to give way to **massive urban highways**



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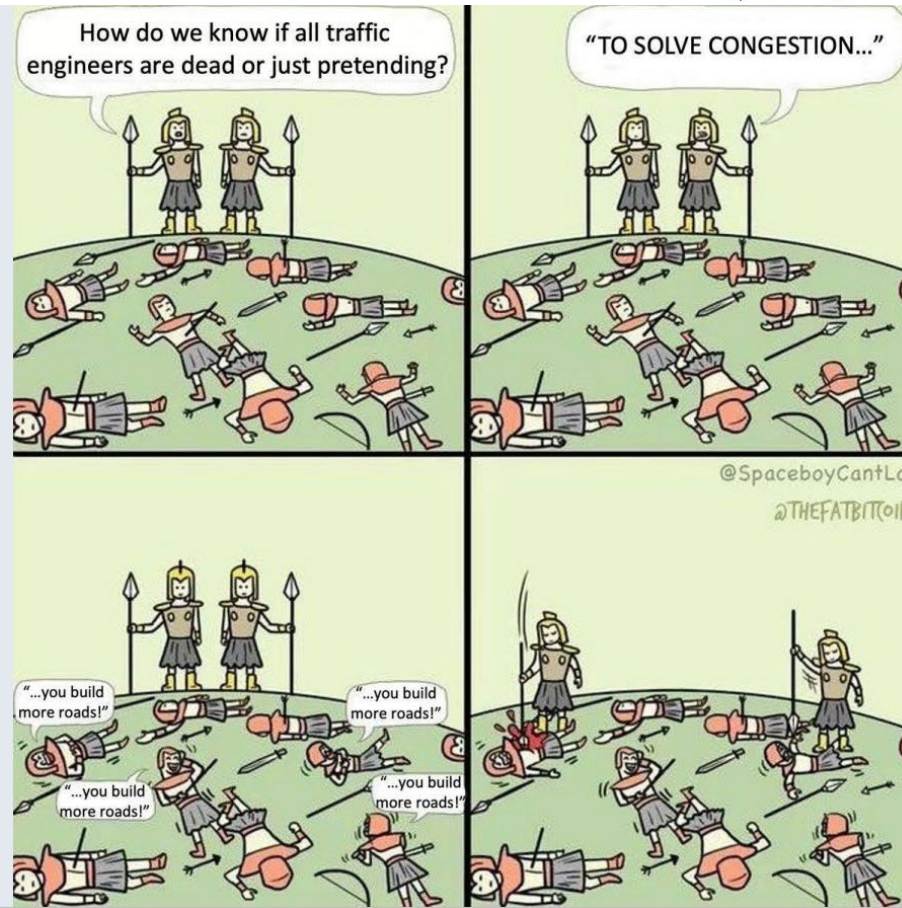
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“

**IF YOU PLAN FOR
CARS AND TRAFFIC,
YOU GET CARS AND
TRAFFIC.**

**IF YOU PLAN FOR
PEOPLE AND PLACES
YOU GET PEOPLE
AND PLACES.**”

Fred Kent,
urbanist



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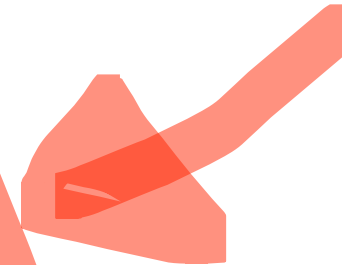
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How many liters of oil?

BURN, BABY, BURN!

- During its life time, an average **car burns close to 17.000 liters of petrol** or around 13.500 liters of diesel. Stack these barrels on top of each other, and they reach up to 90m in the air.
- Transport is responsible for 2/3 of total EU oil demand.
- The **EU transportation system burns 82 billion litres** of gasoline each year (excluding airplane fuels)!



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Life with cars.



Life with electric cars.



Life with autonomous cars.



Life in a modern city.



How much can we save?

IMMEDIATE EFFECT

- End fuel duty tax cuts that prop up demand and mostly benefit the rich -> **94 mln** barrels saved.
- Combine homeworking, car-free days, speed limits and a shift to public transport and cycling -> **100 mln** barrels saved.
- Reduce corporate flying -> **43 mln** barrels saved.
- Introduce efficiency measures for trucks such as lower speed limits, aerodynamic devices and more efficient tyres -> **36 mln** barrels saved.

In total 273 mln barrels saved with quick wins.



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**The cure
to our
addiction?**



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GO COLD TURKEY?

We can't take away everyone's car overnight, but we can **stop making traveling by car easier** and easier.

Marchetti's constant says that people's travel time will always remain one hour, regardless of what forms of transportation we have.

Travel time savings don't actually exist.



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- **Develop 15-minute cities**
 - maximise [proximity](#) with meaningful destinations within walking distance
- **Invest in public transport** infrastructure
 - make quality alternatives to cars convenient, affordable and efficient
- **Reallocate road space**
 - less space for cars doesn't increase congestion
- **Make roads safer** for active users and children
 - lower speeds, wider cycling and walking lanes, child's perspective



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TAKE OUT

TAKE ACTION

Become an expert, try new tools, talk to government officials, organise car-free streets, slow down ... Your energy for change will help save energy.

CHANGE

Citizens are highly motivated to share ideas, to objectify gut feelings, to understand data and improve local mobility situations.

PARTICIPATE

Participation is bi-directional. **Bridge the gap between politics and people.** We're all looking for the answer to the question: What's my favourite street?

EXPERIMENT

Stay curious and keep finding new ways to inspire real change for a public space built for people, not machines.



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Next steps...



1. Commit to delivering one or a number of activities across TravelWise Week and/or hold a 'Car Free Day' between 16-22 September
2. Visit www.travelwiseweek.org.uk to view and download our 'free' resources – *we'll email you when they're ready*
3. Complete and submit the **TravelWise Week Action Plan** available to download from the TravelWise Week website (*available soon!*)
4. Deliver your TravelWise Week events and activities
5. Complete the Reporting section of your **TravelWise Week Action Plan** and submit to Modeshift for review

Share, share, share on social media with @TeamModeshift



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Coming soon...



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Team Modeshift National Sustainable Travel Awards – 23rd November, York

- The Modeshift National Sustainable Travel Awards recognise Modeshift Members and Partners for their outstanding contributions to increasing levels of sustainable and active travel.
- Nominations will open this month! Look out for updates in Modeshift Matters
- Will include TravelWise Week Awards for the first time!
- For more information visit - <https://modeshift.org.uk/modeshift-awards/>



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Modeshift Annual Convention



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Modeshift Convention

- November 23rd and 24th 2023
- York Racecourse
- Bookings live later this month!



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