

Climate Emergency Panels - Transport

How can we reduce transport needs
and air pollution?



Tonight

1900 – 1930 Welcome and panel snapshots
1930 – 2000 Join a table
2000 – 2020 Join another group if you would like to
2020 – 2040 Join another group if you would like to

2045 – 2100 Feedback and next steps

Three themes:

- 1) How we reduce the need to travel?
- 2) How do we increase active travel?
- 3) How do we enable more shared journeys and cleaner vehicles?

Climate Emergency Plan

November:

- Climate panels 12th Energy
19th Transport
26th Resources
- Climate panel Frome College 29th

December:

- Draft and review plan linking in with CSE's Climate Emergency Programme
- Establish working group

January: Climate emergency plan published
Mendip climate summit?

Feb: 15th Somerset climate summit



The Transport Panel



- Anna Francis
Resilience Manager



- Sam Director – Love to Ride



- Nat Taplin
Director – Good Journey



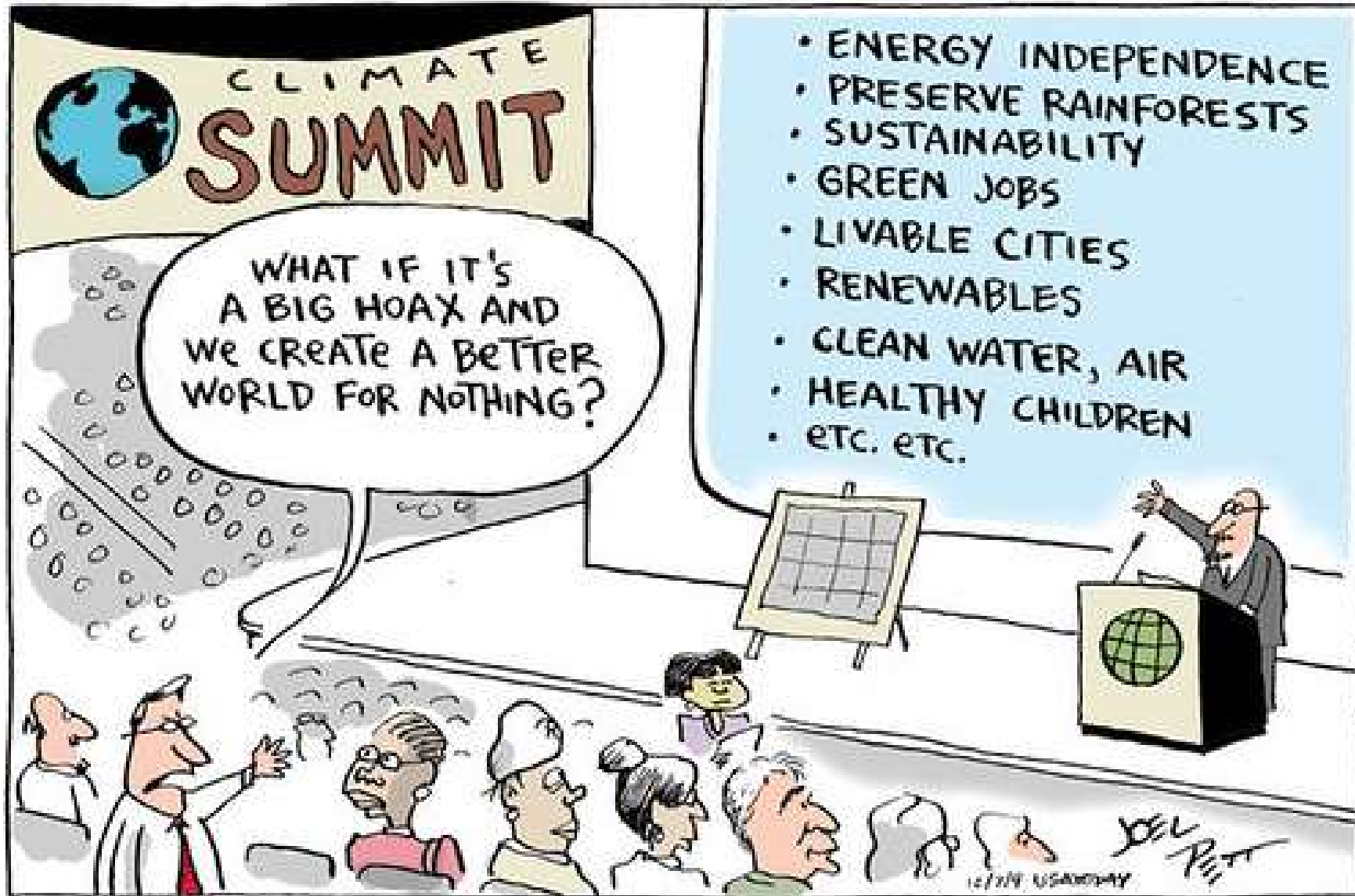
- Jez Le Fevre – A Revolutionary
Movement

Why emergency?

David Attenborough Clip:

<https://www.youtube.com/watch?v=q9WLyLPgyuqo>

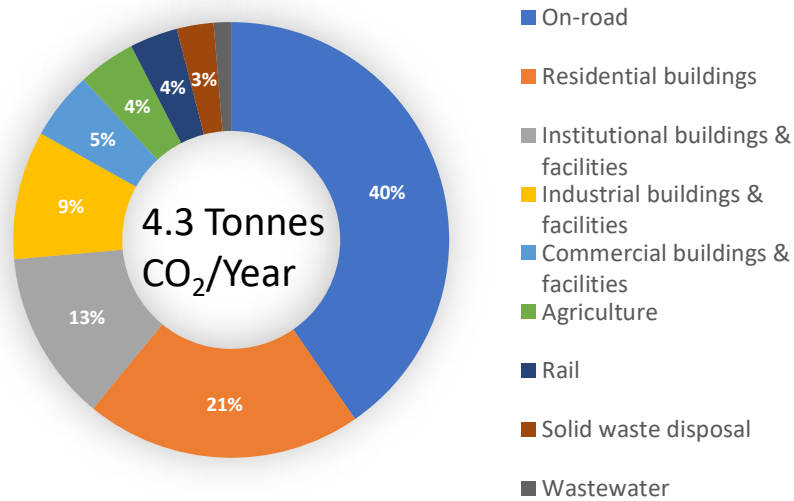
To: 2:29



Made differently

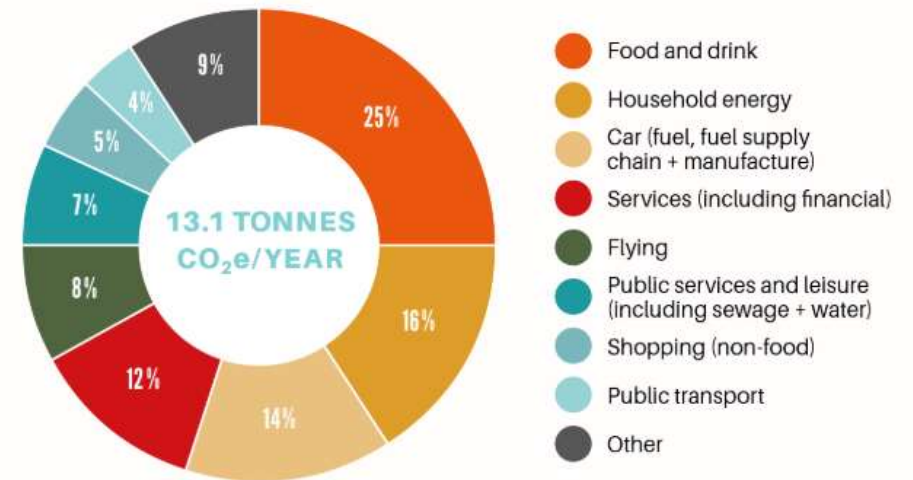
Our Footprint

Frome's Carbon Dioxide Emissions



Source: Scatter

AVERAGE CARBON FOOTPRINT IN THE UK*



Source: Mike Berners Lee – Small World Consulting

Who does what

- National government – legislation, funding, regulation, infrastructure
- Somerset – highways, school buildings, pension fund
- Mendip – planning, business rates, car parks
- Frome Town Council – allotments, parks, innovative projects

Transport Projects in Frome

- Annual school [Active Travel Challenge](#) with 2000 pupils.
- Two electric bikes available for hire
- Five electric charge points
- [Book My Charge](#) to enable domestic charge points to be shared
- [Co-Wheels](#) to offer affordable hybrid car club.
- Frome Community Cars





LOVE TO RIDE

A world-class platform & programme, proven to get more people riding bikes more often, by merging technology, behaviour change theory, research & targeted







Slide 12

1 Ditch the 'Support' option.

Merge support into Education and encourage slides.

Thomas Stokell, 23/10/2017

Engagement & Social Marketing/Media



Photo Gallery

UPLOAD YOUR OWN!

Frome photos



New bike racks at Frome town Hall
Emma Parker



Cycling fun at the Frome Independent on 1st July 2018
Emma Parker



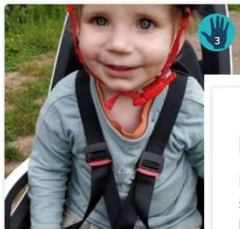
The start of the beautiful and traffic free Colliers Way
Emma Parker



Frome Museum's very own Penny Farthing
Emma Parker



Emma Parker



Emma Parker

REASONS WE RIDE

"I ride because it's fast and clean"

Louis A. from University of Exeter (staff)

"I ride because it's the best way to get to work... fitness and fun saving £££s whilst losing lbs!"

Mark S. from St James School

"I ride because I want to improve my fitness levels & start riding with my son!"

Kerrie P. from See Data

SEE MORE REASONS

Back to cycling after cancer

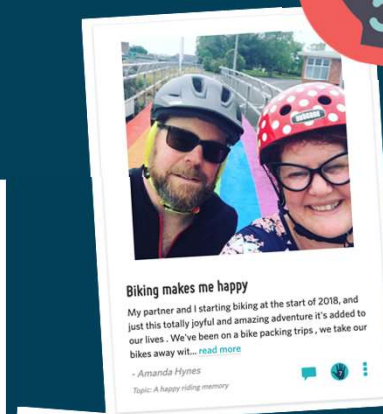
I struggled to exercise after cancer treatment as I would suddenly get tired and had to stop quickly. A Brompton bike was suggested so that I could just fold it up and get on a bus, in a taxi or on... [read more](#)

Topic: Encouraging others to ride

ME MY BIKE AND AUTISM.

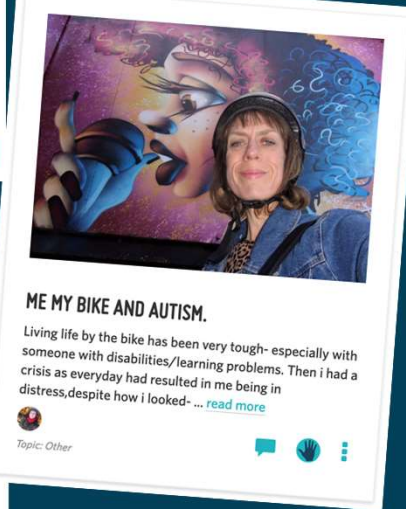
Living life by the bike has been very tough- especially with someone with disabilities/learning problems. Then i had a crisis as everyday had resulted in me being in distress, despite how i looked- ... [read more](#)

Topic: Other



Biking makes me happy

My partner and I starting biking at the start of 2018, and just this totally joyful and amazing adventure it's added to our lives. We've been on a bike packing trips, we take our bikes away with... [read more](#)
- Amanda Hynes
Topic: A happy riding memory



LOVE TO RIDE

A1 Cycleway
Durham 1937



Moving 60 people around a city



Bus



Bike



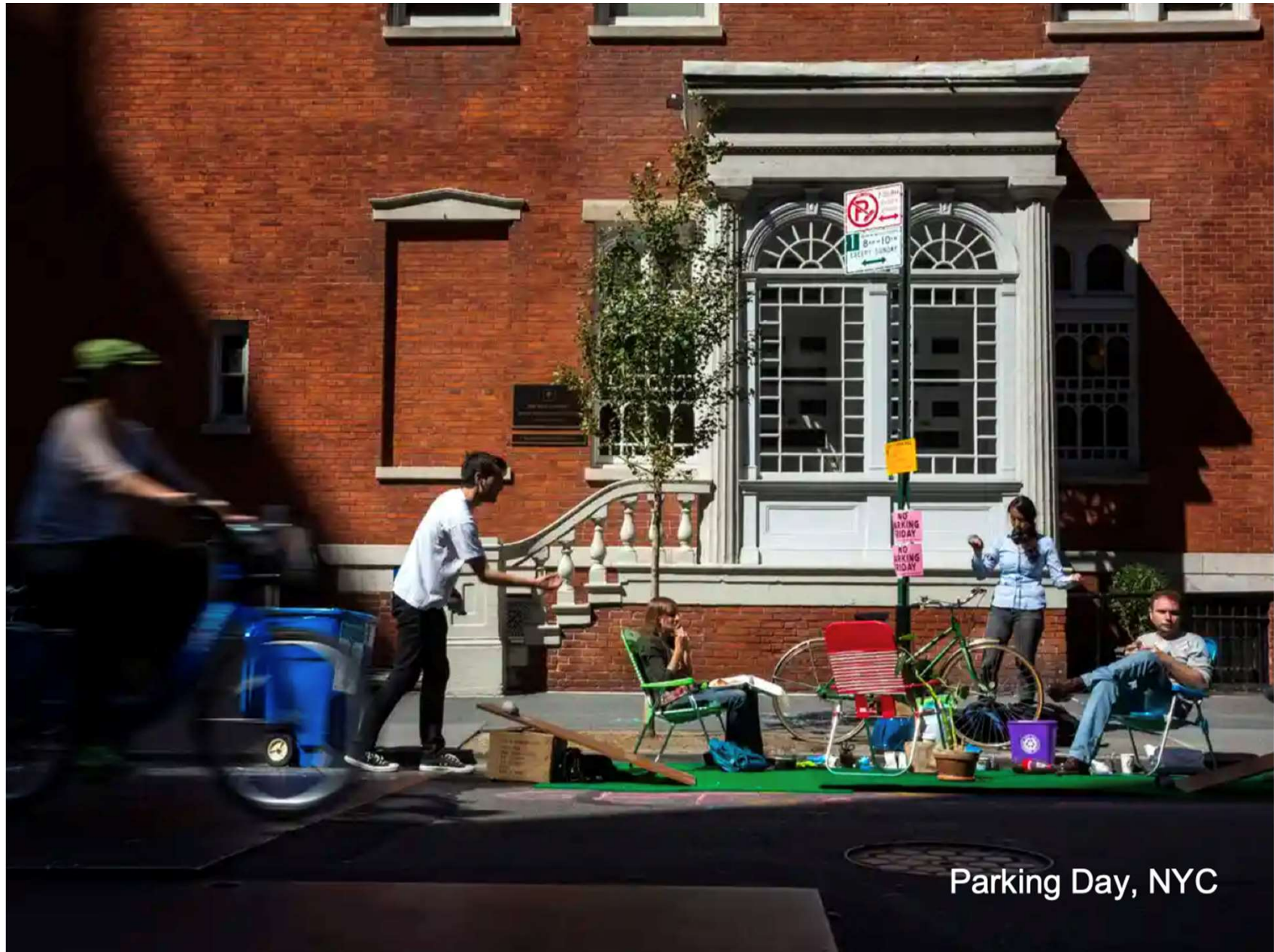
Car



Rush Hour,
Copenhagen



Eindhoven Hovenring,
Holland



Parking Day, NYC



Cycling for Health



Physical Health benefits

- Regular riders 10 years fitter
- Life expectancy +2 years
- Absenteeism -2 days per year
- Physical Inactivity £8b annually



LOVE TO RIDE

Cycling for Health



Mental Health – cycling is...

- Anti Depressant
- Stress and anxiety reducer
- Increases energy levels
- Wellbeing + Happiness

LOVE TO RIDE



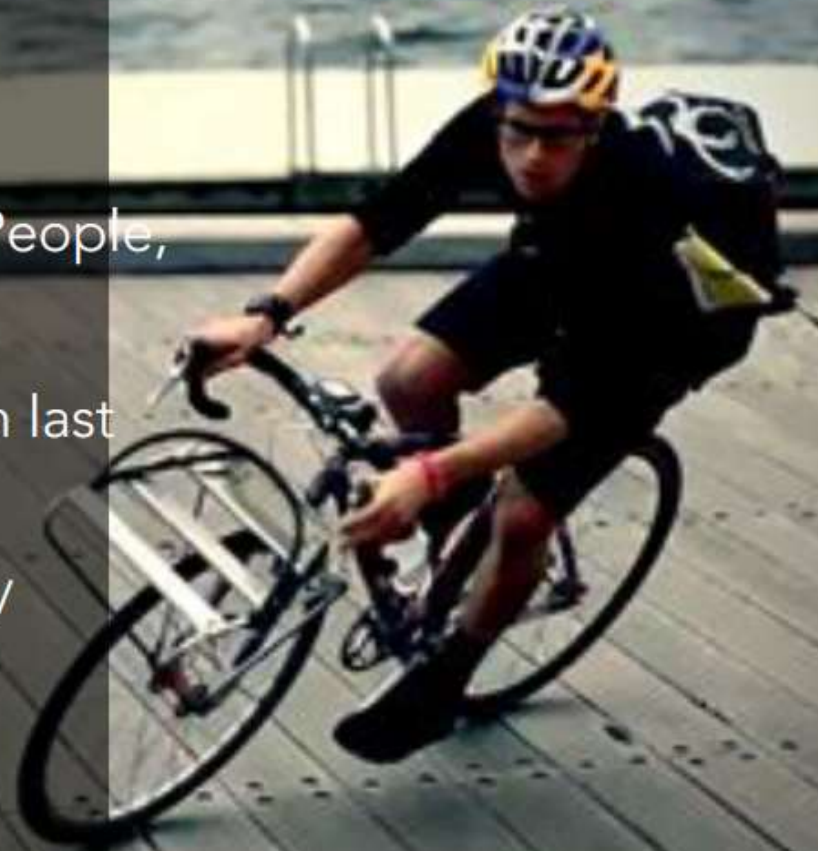
FROME'S
MISSING
LINKS



LOVE TO RIDE

A REVOLUTIONARY MOVEMENT
OUR DNA

- B-Corp - The Ethical Standard - People, Planet, Profit
- Disrupting Logistics - focusing on last mile delivery
- Low Carbon - Clean Air - Electric/ Human Powered
- People's Riders Union





THE HUMAN ELEMENT

To transform last-mile logistics across the globe with a people-powered revolution using clean, green, localised, dependable human assisted cycles technology





WIFI & USB

so much to discover just a bus ride away

First

Bradford-on-Avon
Bath
Melford
Frome
Gouffern
Mellikham

discover

Westbury
Salisbury
Warminster
Beckington





FETLAR ELECTRIC MINIBUS

plug in.

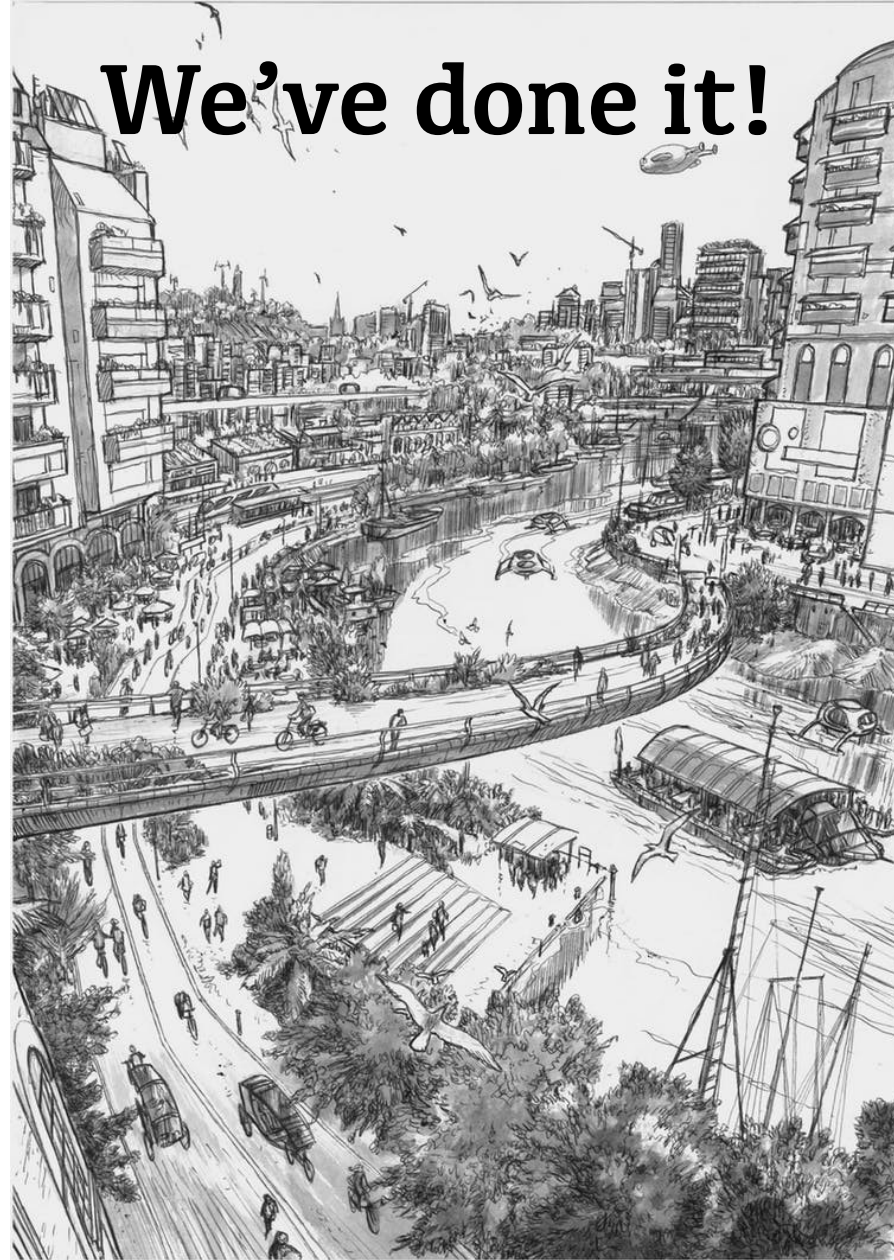
www.fetlar.org

TRANSIT

NK62 EW



We've done it!



Group Discussions

1930 – 2000 Join a table

2000 – 2020 Join another group if you would like to

2020 – 2040 Join another group if you would like to

2045 – 2100 Feedback and next steps

Three themes:

- 1) How we reduce the need to travel?
- 2) How do we increase active travel?
- 3) How do we enable more shared journeys and cleaner vehicles?

Next steps

- Leave your name and an action
- Climate Panel: Resources – 26th Nov
- SHARE's Swap Shop, 23rd Nov, 10-12 Frome Town Hall
- Rob Hopkins – Unleashing the Power of Imagination, 5th December 7pm, Cheese and Grain

- Report drafted by January:
www.frometowncouncil.gov.uk/climate-emergency
- afrancis@frometowncouncil.gov.uk