



The Climate Action Fund Learning Signposts #9

# Transport

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behalf of The National Lottery Community Fund

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# Transport

## Who is this for?

This learning signpost is primarily intended for people involved in Climate Action Fund projects and other projects or groups that engage in or are interested in engaging in sustainable green transport. It shares some of the early learning from Climate Action Fund projects that are working in this area.

## Introduction

Sustainable transport is a complex challenge for society. As the largest single source of greenhouse gases (24% of all UK emissions in 2020)<sup>1</sup>, this is a challenge we all need to address if we are to reach net zero by 2050. But it's not as simple as transitioning to a zero emissions vehicle, it's about changing our behaviour and choices about how we get from one place to another as well as changing infrastructure and promoting equality. The wider benefits of sustainable transport initiatives can include positive impacts on health and wellbeing, as well as improved road safety, noise pollution and nature.

Some of the Climate Action Fund sustainable travel projects include clean air day and open street initiatives, e-bike trials and training, and the emergence of community travel hubs and community research and data management. The sense is that systems change that address social inequality must be at the heart of all projects to enable us to really make a difference

<sup>1</sup> [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1051408/2020-final-greenhouse-gas-emissions-statistical-release.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1051408/2020-final-greenhouse-gas-emissions-statistical-release.pdf)



We asked four Climate Action Fund projects to share their journeys and insights into sustainable travel, in different geographical, political, and thematic contexts, for those looking to develop work in this area.

Some lessons emerging from the projects we highlight in this resource are outlined overleaf.

Some lessons emerging from the projects we highlight in this resource are:



## Do:

- **Focus on those in most need.** Know your audiences and provide what they need. This will ensure you are also addressing the needs of others and raising awareness of opportunities that people can take day-to-day.
- **Map the territory.** Conduct early research and on the ground exploration of the sector and theme you are working with. Different areas, cities, and levels of rurality will all have differing needs and their own grassroots networks and programmes. Meet people early on, find out their focus and where you can support or build on this.
- **Work with community advocates and researchers to make sure your work is community led and can influence behaviour change.** Data and evidence gathered and analysed by community members is more likely to convince others.
- **Researching behaviour change in the transport sector will help you be strategic in your focus, planning and delivery.** Storytelling and community modelling of positive climate action is key to this.
- **Develop a range of long-lasting partners.** Be persistent with stakeholder relationships and think laterally about the different partners who can advance your vision. Aim for strategic influence as well as on the ground support. The transport infrastructure is complex, and you will need to engage different teams within the Council as well as local transport providers, developers and tourism hubs.
- **Connect to wider social themes and projects.** Think about how transport intersects with other key sectors, e.g., access to nature, health, or food. And connect to wider infrastructure initiatives in the area to provide a visible outcome for your work.
- **Deliver multifaceted events.** That have a central theme but have several different activities to get involved with, including food, bike fixing, arts and crafts. Signpost people to follow up events to maintain momentum.
- **Be clear about progression routes.** Set up a clear journey for people to take action within your programmes and beyond your input.
- **Clearly communicate your purpose.** Develop and practice a simple sentence to explain to your project and role in plain language and build this into marketing that is easy to access, attractive, social, and timely.
- **Make sure you are covered.** Provide the right insurances and legislative procedures for any vehicle loans schemes or road usage changes.





## Don't:

- **Recreate the wheel** – look at what models and practice already exist.
- **Assume anything.** Using robust data and evaluation will mean that you can develop your programme effectively and efficiently so that everyone gets the most from it and will reveal gaps in a true understanding of local motivation.
- **Spread yourself too thinly.** It's easy to be pulled in lots of different directions when it comes to transport. Focus your offer on the areas and audiences that are the most important to the project.
- **Underestimate capacity.** Plan for a realistic team with manageable workloads, but with the flexibility to respond to local needs and to what is a growing area of interest and urgency.
- **Miss the opportunity to connect to wider infrastructure projects.** Creation of new cycle and walking paths or other road closure schemes can bring visibility to your project.
- **Forget intersectionality.** Are the solutions you're promoting affordable, accessible, safe for people from different backgrounds, etc.?
- **Neglect relationships you make with stakeholders** - stay in touch about how you can work in ways that help you both and show them at difference your project can make.

# Project 1: Climate action Leeds

Delivered by five partners, Voluntary Action Leeds, Our Future Leeds, Together for Peace, Leeds TIDAL, and CAG Consultants, Climate Action Leeds provides a platform for people, organisations, and communities to come together to act on climate change, in Leeds and beyond. Their collective purpose is to help shape a Leeds which is zero carbon, nature friendly and socially just by the 2030s.

## How Climate Action Leeds is tackling Learning so far

In 2019, Leeds declared a Climate Emergency and with the transport sector being a huge 40% of carbon emissions in Leeds<sup>2</sup>, it has been a real priority for action. Climate Action Leeds is managed and delivered by four partners with a focus on seven themes that were identified by the Leeds Climate Change Citizens Jury including, energy, housing, food, nature, work and economy, youth and education, and transport. A Transition Partner for each theme acts as a catalyst for action and support to each of eight community Climate Action Hubs around the city, and lead on influencing policy at council level. Each Climate Action Hub is developing its own neighbourhood climate action plan, addressing hyper-local needs and characteristics. Hub locations have been selected carefully to reflect the diversity

<sup>2</sup> [democracy.leeds.gov.uk/documents/s195068/CEAC%20Report%20Climate%20Change%20Transport%20FINAL%20170919.pdf](https://democracy.leeds.gov.uk/documents/s195068/CEAC%20Report%20Climate%20Change%20Transport%20FINAL%20170919.pdf)

of different geographical communities in Leeds. The programme provides each local hub with budget for the activities agreed in their plan and the employment of a local hub worker for three years (two days per week) to support the group, hub, and activities.

**Clean Air Cafe: Little London**  
Share your vision for a fair, nature friendly, zero carbon community

**Tuesday 12th July 2022**  
3pm-6pm  
Little London Community Centre

Arts and Crafts  
Free Refreshments  
Meet Local Groups  
Free Bike Fixing  
Poetry  
Launch of Little London Climate Hub

**Any questions?**  
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Figure 1 - Climate Action Leeds flyer for the Leeds Clean Air Day 2022



## How Transport Transition Partners work

The Transport Transition Partners support the work of groups and the Community Hubs interested in active travel, reduced car use and an improved public transport system for Leeds. They offer networking opportunities and awareness raising events as well as expert advice, guidance, and signposting, with a focus on 'mobility justice' where everyone has the right to be able to move around the city in a way that is accessible, affordable, and safe for them. One is also co-director at a not-for-profit, local bike cooperative, and another is involved in the Car Free Cities initiative for a local climate action charity, adding value to this work and supporting their role at policy level.

It has been crucial for the Transition Partners to map and establish good relationships with various pre-existing grassroots groups e.g., the Clean Air Alliance, as well as academic initiatives, local authorities, private sector, and internal Climate Action Leeds partners. Engaging people and partners

Figure 2 - Climate Action Leeds fixing bikes at the Clean Air Day event, July 2022



## Learning so far

- There is a lot of appetite for change to the transport sector in many cities, both amongst the public and amongst sector stakeholders.
- Transport can seem like such an overwhelming sector, and ultimately left to local authorities to control – or private service providers. Sometimes it can seem like there isn't much the average person can do when it comes to changing the way we move around. We need to raise awareness of opportunities that people can take day-to-day.
- Sustainable transport initiatives can address the differing needs and interests of different communities. The team have found the following themes most common; issues with public transport (affordability, accessibility, and reliability), air quality, the need for more cycling infrastructure, and the bigger picture of how city amenities are laid out. Maintaining the interest of communities after an initial event is a continual challenge.
- There are plenty of public and third sector networks and alliances across the transport sector, sharing ideas and trying to hold the relevant authorities accountable. These networks often overlap but are not one cohesive movement. Participating in their meetings and events is an important part of this work.

### Influencing policy and practice

- It is crucial to find common aims as a 'way-in' with the council and relevant decision makers - ascertaining what aspects of policy and decision making that can be influenced and who holds the control.
- The local authorities in Leeds have broadly progressive policies around transport, but a major challenge will be holding them accountable to these, and influencing them further.
- There are several different considerations for successful sustainable travel including private sector interests e.g., bus companies and developers, as well as sometimes competing funding constraints from regional and central governments.
- The appointment of a Metro Mayor brings with it its own set of opportunities and challenges i.e., they have power over transport, but will they be bold enough / move fast enough? The team is supporting grassroots groups to ensure the Mayor delivers on her manifesto pledges.

### Developing the team

- This is a constant learning curve for the team, with so many moving parts within the sector. The team need time and commitment to learning as programmes and partnerships evolve.





# Successes so far

- **Fun, high profile public events:** The team has delivered several events. The Clean Air Day event supported the launch of one of the community climate hubs, as well as promoting the Transport Transition Team's aims (education about active travel, etc.) and sharing info about clean air with the community. The event included a bike repair aspect which attracted a lot of people.
- **Making the work crucial to the sector.** Embedding the Climate Action Leeds Transport Transition Team as a key partner and voice within the Sustainable Transport movement/sector.
- **Providing shared resources.** The development of a 'Transport Opportunities in Leeds' resource, collating useful information and advice for community groups, organisations, and wider stakeholders.
- **Effective signposting** and liaising with community hubs and sector stakeholders has resulted in new collaborations and activities which directly drive sustainable transport aims.
- **Being part of a wider Climate Action programme** has really helped with networking, support, ideation, and collaboration.

## Links

- To find out more about Climate Action Leeds, see [here](#)
- [Our Future Leeds transport strategy response](#)
- Car Free Leeds resources:
  - Going Car Free [case studies](#)
  - Car Free Leeds [video](#) Car Free Leeds [info pack](#)



# Project 2: A Green and Healthy Future for Frome

A Green and Healthy Future for Frome is a partnership project between Edventure Frome, Frome Medical Practice and Frome Town Council, that focuses on climate and health. Their mission is to enable their community to gain the sense and confidence that it is possible to create a radically different world, contributing to a strong community, growing meaningful livelihoods, and building ventures as part of a sustainable, zero-carbon economy that works for all.

## How A Green and Health Frome is tackling sustainable transport

- The overall programme is delivered through six strands including: Green Community Connectors; Choosing Wisely; Healthy Homes; Future Shed; a Storytelling strand; and Cycle Together, the strand we are focusing on in this resource.

Cycle Together is led by the Town Council for anyone thinking of starting to ride a bike for fitness, leisure or as a cheaper and more reliable way to get to work. Participants borrow an e-bike for four weeks and attend up to six hours of free training and guided group rides during the hire period. The free loan comes with a lock, lights, helmet, panniers, and high vis clothing. Taking part in the scheme supports participants to feel more confident, to cycle more often and encourage people to include cycling in their everyday journeys therefore increasing activity levels and general wellbeing, whilst reducing carbon emissions and congestion.

The programme is led by one council officer along with freelance cycle instructors who are brought in as needed. The scheme started with the purchase of six e-bikes. At the same time a local cycle shop was opened providing the perfect home for the bikes, allowing participants to pick up and drop off their bikes at any time. The space is also used for bike maintenance at the end of each loans period. Participants pay for repairs if the bikes are damaged beyond wear and tear which is covered by insurance.

Participants register their interest and are added to a waiting list through the Frome Town Council website. The registration process asks people to confirm that they are within the height and weight limit of the bike, that they are able to ride a bike and if they have any relevant medical conditions that the instructor should know about. People are also asked to rate their



Figure 3: A Green and Healthy Future for Frome Cycle Together September 2021



confidence level and how frequently they ride a bike. This helps to prioritise those who will benefit more from the cycle confidence classes.

**Cycle confidence** classes start with a first session on setting up the bike, meeting other people on the course and then trialling the bikes in an off-road setting. This is followed by four more hours of training, one per week, with a focus on keeping people going through their loan period. The cycle confidence classes progress from basic road safety techniques and cycling on quiet roads through to longer rides on country lanes. Cycle Together runs on a five-weekly cycle. Four weeks out and then one week for repairs in the workshop.

**Evaluation** is an important part of the programme and supports development work. Participants complete a survey before they pick up their bikes and after they have dropped them off. The team have a dedicated evaluator who explores the data identifying behavioural change indicators like increased intentions to cycle instead of using the car. The team continually review how they are measuring behavioural change and what assumptions are made.



Figure 4: A Green and Healthy Future for Frome Cycle Together Pilot Group at Pronto Bikes, Frome

# Learning so far

## Scan the landscape

- **Research** and see what already exists that you can tap into - lots of places have bike projects. It's important to be able to signpost people on to other opportunities that can deliver what you can't.

## Build in enough capacity and funding

- **Admin time is labour intensive**, and processes are constantly under review for efficiency and impact. As well as the registration process, which is necessarily long, the team send out reminders to return bikes, getting people to complete their end of loan survey, at the same time as recruiting a new group. You also need time to reflect on the programme and develop it. The team had also always planned to run bike maintenance classes but have not yet had time to sit down and make it happen.

## Make sure you are covered

- **Make sure you are fully covered with insurance** for wear and tear and public liability.
- **Look into the right booking software** that can reduce admin time and help to organise bike loans and security checks. At the moment, the team still do part of the booking process by phone with each individual participant, to cover insurance requirements.

## Know your audiences

- Think about who is your target audience and create a holistic offer that enables progression. Despite the time invested in the recruitment process there is also a positive aspect to talking to people directly. Some people want to chat for ages which is important in building trusting relationships particularly for those who are nervous. The social aspect of the course has been also beneficial for participants. There are also challenges to working with a cycle shop which for some people could be intimidating. Make sure your space is welcoming for unconfident riders. Staffed community spaces are also ideal.

## Be clear about your offer

- The team at Frome can't teach people to ride a bike so this is one of the questions they ask on the registration form. Create a bank of instructors to draw from. They are needed to support a range of needs and easy progression routes for beginners, to more confident riders, to longer guided rides.
- The team are now hoping to expand the offer through the development of a volunteering programme inviting previous participants to buddy up with new recruits to help build confidence and long-lasting behaviour change.

## Don't offer too widely at first

- Target your approach to those most in need in this case those people with little confidence and low skills to ensure the greatest impact. Early on, the courses were often booked by people who already had high levels of confidence. Signposting them to E-Bike hire schemes in the area has addressed this issue.
- Signposting them to E-Bike hire schemes in the area has addressed this issue.



# Successes so far



- **Giving people long enough to stimulate behaviour change.** Having a four-week loan has worked well in giving people long enough to have a real go, be focused on their cycling activity, and integrate cycling into their daily lives. Two weeks is too short and too much of a strain on admin!
- **Finding the right space.** Finding a safe place where the bikes can live, with mechanics who can look after them is an important early step. Working with a new cycle shop in the area has been a very positive experience for the team and the shop itself, bringing in new customers. It's the perfect partnership but requires good relationship building, enthusiastic and inclusive shop team and funding.

## Links

- To find out more about **Green and Healthy Future for Frome**, see:
  - [The website](#)
  - Cycle Together - Green & Healthy Future for Frome - [YouTube channel](#)
  - You can access their Transport toolkit [here](#)
- [Better by Bike scheme website](#)

- The Government is currently rolling out its 'cycling on prescription' pilot in 11 locations across England. Through the pilot GPs will prescribe cycling, walking, and wheeling to improve physical and mental health. Find out more [here](#)



# Project 3: Our Streets Chorlton



Managed by a partnership between Groundworks Greater Manchester, Walk Ride Greater Manchester and Open Data Manchester, Our Streets Chorlton is a community-led project to understand how to decrease carbon emissions by enabling Chorlton people to reduce local and short car journeys.

## How Our Streets Chorlton tackled sustainable transport

The Our Streets Chorlton project focused on supporting residents to create ways to drive less locally. The project centred around understanding the current relationship between members of society and their car, cycling and walking habits. The project was brought together by several key partners across the region including Groundwork Greater Manchester, WalkRide Greater Manchester, Sustrans, Open Data Manchester, Amity and The Tyndall Centre (University of Manchester).

The Our Streets Chorlton team helped residents to develop a clear vision of how the community could look if they redesigned their streets for the benefit of people and the planet. The team wanted to create instantly visible results and several strands of work resulted from significant early consultation with communities:

- Hosting two 'Open Street' events to engage the local community
- Developing a school champions network and hosting 'School Street' events to engage young people, families, and residents

- Building a temporary 'Parklet of Possibilities' engaging local traders, residents, and young people
- Developing 'community data champions' to collect and monitor traffic and pollution levels over the duration of the projects.

## How Our Streets Chorlton delivered an 'Open Streets' project

The team worked with residents, Manchester City Council and the Highways Department to trial two to three full day 'Open Streets' – projects where people are prioritised over cars. Road closures took place in two very different types of streets in Chorlton. Access was permitted to residents on both streets; driving was permitted at a walking pace and diversion routes were chosen to divert traffic back onto bigger capacity roads.



Figure 5: School Street 2021





Residents were encouraged to choose walking and cycling during the closure as well as attend a range of events and activities from lightening talks to children's play activities, giving these events a celebratory feel.

## How Our Streets Chorlton delivered a 'School Streets' project

Chorlton schools have a wide catchment area, bringing in pupils and families from a large section of the south Manchester community. The School Streets project focused on reducing driving, increasing safety, and walking and cycling on the school run. The team identified key parents, carers and teachers from schools who would be happy to become a School Champion who could share ideas of how to develop their own School Streets projects.

Three primary schools held School Street trials, closing their streets to cars at drop off and pick up times, and two secondary schools held related climate events. Three secondary schools participated in Climate Action workshops, redesigning streets in Chorlton for the benefit of people and the planet, and overall schools saw an increase in people cycling.

## How Our Streets Chorlton delivered the 'Parklet of Possibilities'

A parklet is a reclaimed parking space where local people can rest, relax and re-wild their spaces. Our Streets Chorlton's Parklet of Possibilities was created to act as a low-cost, informal, and safely designed space to bring the community together with nature and provide safe street-level rest and play space, something which residents and local schools agreed is missing. The parklet was designed by Groundworks Landscape Architects, using the space of two concrete car parks. Events and activities were regularly held in the Parklet including Christmas wreath-making, make your own smoothie (bike) and Parklet design workshops. The parklet of possibility was successful in generating dialogue but had less reach because initial plans for it to be placed on the roads/pavements were rejected by the Council on health and safety grounds.

"We give a lot of space over to car parking, don't we? It's really nice to be thinking of other ways we can use the space!"  
Local Resident.



# Learning so far

## Make it community led

- **Zoning in on what matters to people means that success is more likely.** High traffic and parking density causes issues, for schools, for children, for residents and for parents. Using road closure accompanied by data on pollution really convinced residents of the value of enjoying safe and healthy journeys. Resourcing and facilitating positive networking for the long term is important.

## People are keen to make change

- **Over 30 School Champions were recruited,** emphasising the enthusiasm for school streets and a reduction of cars outside the school gates. Parents and pupils want safer, healthier, and easier routes to school. Most pupils taking part in the street design workshop wanted to see the street closed permanently at pick up and drop off times.

## Offer different levels of engagement

- **Consider how people join you on the journey** - some do it by word of mouth, others do it because it chimes with what they believe, others stumble upon it and others want hard data facts to convince them. To build momentum, the team had to think about motivations and create a range of engagement levels/entry points that were informed by the data being collected.

## Develop trusting relationships

- **Early engagement with the Council is a must.** Initially Council Officers were wary of the project because they were already planning climate related activity or for health and safety reasons. Time was needed to build trust, generate a shared vision, and find the right people within different council teams including Planning, Highways and Neighbourhood teams. Negotiating, reassuring, and demonstrating knowledge of different traffic orders was helpful.

## Work with expert partners

- **Sustrans** lead the field in Open and School Streets and were able to support the project working with local schools, whilst Open Data Manchester, who are committed to ensuring that data is put in the hands of people and used to improve lives, were able to build the Community Data Champions aspect of the programme.
- Think about the **weather**
- **Open Street** might have run more smoothly on a warmer evening, more planning is needed for cold and wet weather events.

## Align your work with visible infrastructure projects

- This project was about **behaviour change** and there was little impact on wider infrastructure. However, the team have reflected on the greater value that could be offered by running projects like this alongside a Council project, for example the development of a new cycling or walking trail would generate more community engagement and a visible outcome for people.

# Successes so far

- The **Community Data Champion** model worked well in informing the local community of the impact of high levels of traffic on their streets. Data and evaluation is critical, but more likely to be influential if gathered by the community itself. Part of School Streets work was to assess traffic and address disinformation about cause and effect. The team wanted people to collect data themselves, to make it real, as well as more likely to be shared with others. They found that people trusted what they and their neighbours collected.
- **Developing networks.** Most successful was the development of a cross school network through the Schools Streets work. Lots of people took action as a result of the initial connections made and teachers and parents have kept those conversations going. Manchester Council is now funding some School Streets projects.

“We captured a moment and enabled the speeding up of some of the inspiring demonstration and engagement activities that people were already keen to do.” Project Lead



**Understanding impact and legacy.** Following the Open Street and Schools events, overall evaluation showed that, of those surveyed:

- **100%** of residents said they felt children were safer during the closure
- **Over 93%** of residents agreed that the event brought the community together
- **Over 93%** of residents said they were happy or very happy with the event overall
- **Over 80%** of residents reported that there were fewer speeding cars during the event
- **And 78%** of residents reported that they learnt more about active travel options

Since the Open Street, residents on one street have been keeping in touch with one another on WhatsApp messenger and are actively planning to reduce emissions on their street, for example, by retrofitting and installing solar panels.

## Links

- To find out more about Our Streets Chorlton see [here](#)
- The **Playing Out** movement has inspired much of the School and Play Streets projects we see today. To find out more click [here](#)
- Find out more about **Open Streets** [here](#)

# Project 4: Resilient Bude – Protecting Our Future

**Resilient Bude Partnership** is a group of local environmental organisations working together to develop positive community-led climate change responses throughout the wider Bude area. Situated in north Cornwall on the edge of the Atlantic Ocean, Bude is exposed to some of the more extreme impacts of climate change and needs urgent protection.

## How Resilient Bude Partnership has explored sustainable transport

So, what if your research shows that your initial plans aren't going to work?

**Bude** sits in a remote and exposed part of Cornwall, and is further from local government administrative infrastructure than from the Scilly Isles! ONS (Office of National Statistics) statistics show that Bude is the least well provided area in terms of public services across the whole of England, with particularly poor public transport infrastructure. It's a difficult place to get to and move around without a car - Bude is also one hour from the nearest higher education institutions and big retail, and a large proportion of the population with cars are pensioners with lower mobility. So, it's no surprise that most of the population say they couldn't get by without one. And many feel that their local Council is making Transport funding decisions about an area they don't really know.

The **Resilient Bude** Partnership undertook an early study as part of their development project, exploring behaviour, motivations, and contributors to the Carbon footprint. This revealed a desire for change and for transport solutions but recognised that it is not viable to get people to give up their cars without significant investment in the transport infrastructure in the area.

## CONNECT BUDE



Figure 6: Resilient Bude – Protecting Our Future a visualisation of a future Bude Railway Station

Cornwall Council recently reduced bus fares to encourage greater use but this is not the issue for people in Bude. There is work going on in the area at a strategic level with wider partnerships through the Connect Bude programme, not funded by **The National Lottery**, who are hoping to reopen a local rail branch line.





**Bude Together** took stock and decided that changing infrastructure at this stage would be too ambitious and expensive, and that the funding would be better spent on generating interest and supporting awareness in the area, and a shift to a focus on sustainable tourism in partnership with local transport providers. Tourism also associated with 50% of the carbon footprint in Cornwall, so this is an obvious area for development. They now have a very active tourism partner.

Exploring their research data further, they also found that many local people are making lots of small journeys of approximately four miles into and out of Bude four times a day, for example on the school run, shopping, work, evening activities etc., and this was a big contributor to carbon emissions.



## Learning so far

### Statistically rigorous research is crucial

The team have learnt a lot about how to do research. It needs to be statistically significant to be representative and conclusive, meaning they needed to speak to 450 households to get this right. Community Researchers were paid to knock on doors to ensure a broad reach.

“Without this research we would have piloted things that wouldn’t have worked and left things unnoticed that are more important for our communities.”

Project Lead

### Research reveals positive behaviours too

There were lots of bits of good news that emerged from the research showing that the local community is committed to sustainable transport. A lot more children walk and cycle to school than the national average, and those who live further away come on school buses.

### Sustainable tourism

Such projects can encourage visitors to walk or cycle to the beach, making it easier to navigate the area with maps and reminding them about being climate aware. Electric bikes make a massive difference in the area and there are opportunities for an e-bike scheme which may be a future focus of work. Accommodation providers are also being encouraged to charge visitors for fuel used by meter reading, to encourage more climate awareness.

### Rural vs urban solutions and models

What works in an urban environment does not necessarily work in a rural environment. The team say there are two electric car share schemes through the Council, but they have barely been used because the model has not been shaped for a rural setting.

## Successes so far

- **Robust analysis of the data.** Success has come through deep analysis of the data gathered.

“We went down an awful lot of dead ends. People had said it would be brilliant if there was a bus service that went to the hospital, or if there was a minibus you could book that coordinated with health appointments, or a community travel scheme, and even a new rail service, but then detailed surveying revealed that people wouldn’t actually use these services enough to justify their existence.”

Project Lead

- **Partnerships with tourism.** Although it seems obvious now, tourism is key to the work and the Bude Tourism Board and wider sustainable tourism projects are now active partners.
- **Storytelling encourages behaviour change.** The team have developed a well-received approach to advocating for change using storytelling through films of well-known people in the community talking about their relationship to the place, and the changes they have seen and their concerns about the future. The films are a call to action for the community, showing what they can each do to help. Transport is the next film to be made. Each film is part of a themed resource box, consisting of information and fun stimulus material to get people talking, games, objects, and ideas for creative activities. The boxes are lent out to schools, and community groups to share with their members.

### Link

- To find out more about the Resilient Bude Partnership see [here](#).

### Other resources

- The United Nations have produced a Transport [Climate Action Pathway](#) that gives a vision of a zero emissions future in 2050.
- To find out more about Local Government Association plans to integrate sustainability into transport plans see [here](#)
- The National Lottery Community Fund has supported several projects that are finding ways to encourage sustainable transport. To find out more see [here](#)

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- Sarah Bradley Adam, Naomi Harriot-Brown, and Hannah Kettle, Climate Action Leeds
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## About the Climate Action Fund

The Climate Action Fund is a ten-year £100 million fund supporting communities across the UK to take action on climate change.

## About The National Lottery Community Fund

We are the largest non-statutory community funder in the UK – community is at the heart of our purpose, vision and name. We support activities that create resilient communities that are more inclusive and environmentally sustainable and that will strengthen society and improve lives across the UK. We're proud to award money raised by National Lottery players to communities across England, Scotland, Wales and Northern Ireland, and to work closely with government to distribute vital grants and funding from key Government programmes and initiatives. As well as responding to what communities tell us is important to them, our funding is focused on four key missions, supporting communities to:

1. **Come together**
2. **Be environmentally sustainable**
3. **Help children and young people thrive**
4. **Enable people to live healthier lives.**

Thanks to the support of National Lottery players, we distribute around £500 million a year through 10,000+ grants and plan to invest over £4 billion of funding into communities by 2030. We're privileged to be able to work with the smallest of local groups right up to UK-wide charities, enabling people and communities to bring their ambitions to life.

National Lottery players raise over £30 million each week for good causes throughout the UK. Since The National Lottery began in 1994, £47 billion has been raised and more than 670,000 individual grants have been made across the UK – the equivalent of around 240 National Lottery grants in every UK postcode district.

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[www.tnlcommunityfund.org.uk](http://www.tnlcommunityfund.org.uk)

