

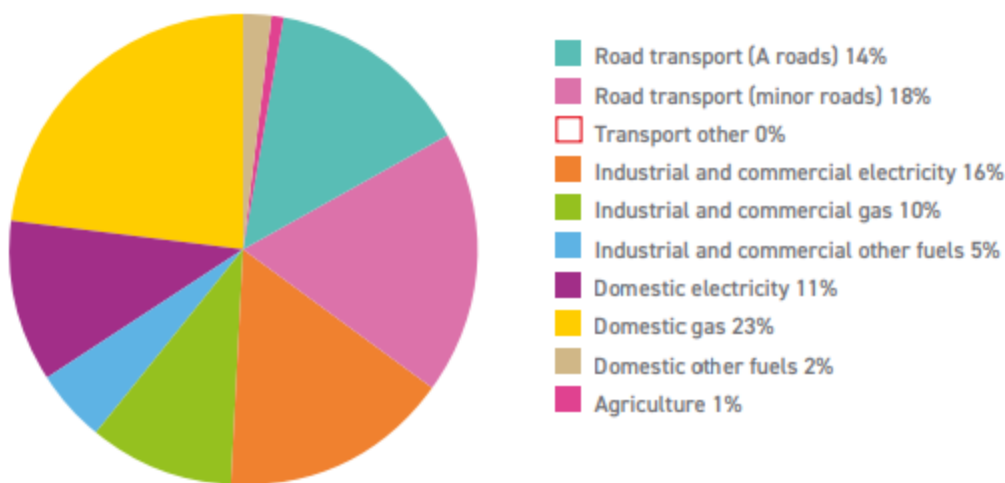
## Research Topic Paper: Transport

### Environmental context

Individual Parish Councils, (including East Harptree Parish Council,) local authorities including Bath & North East Somerset (B&NES) and overarching bodies such as the West of England Combined Authority (WECA), have declared a Climate and Nature Emergency (C&NE), recognising the importance of taking immediate and sustained action to reduce carbon emissions.

Carbon emissions made by the transport sector account for 32% of total carbon emissions in the South West of England <sup>1</sup>and it is anticipated they will rise by 22% by 2036 if not arrested, increasing the risk of droughts, floods and extreme heat locally and globally.<sup>2</sup>

Current carbon dioxide emissions, by sector, in the West of England



Transport within East Harptree Parish includes,

- individuals travelling locally, nationally and internationally for education, work and leisure,
- deliveries of goods and services to individuals and businesses within the Parish

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<https://s3-eu-west-1.amazonaws.com/travelwest/wp-content/uploads/2020/02/Joint-Local-Transport-Plan-4.pdf> Page 5

<sup>2</sup> See Appendix 1

- the travel cost associated with purchasing products which are manufactured at a distance (such as fast fashion and food out of season or unavailable in the UK) adding hidden carbon costs.

The choice by individuals to walk, cycle, ride a horse, or travel by car, public transport or plane and consume goods delivered via these routes, is impacted by a number of interdependent factors such as financial, social and environmental influences, habitual behaviours and the availability of choice.

Restrictions in place during the 2020 pandemic have led to significant changes in behaviour with many parishioners working from home, with public transport being suspended because of infection risk and a drop in demand. More people have taken up walking and cycling, especially during lockdown periods, and people have been using their cars less. There has also been an increase in online shopping and home delivery, and businesses such as Amazon have boomed. However, people have also often shifted to shopping more locally for food and garden supplies. Local businesses have enabled ordering online and home delivery (The Community Farm, Arthur David and New Manor Farm have seen an increase in sales.) The increased 2020 takings in the Community Shop (who have also offered payment accounts and home delivery for those people who are shielding) also reflect these changes.

Right now there is a moment of opportunity to enable our community to be more permanently changed to lower carbon transport, which builds on a current appetite for community engagement. Creating individual awareness about the true environmental cost of different options, and providing services which make environmentally friendly actions the easiest and most obvious choice may build on this change. This would have a significant impact on our overall carbon footprint. ***How would the Parish community need to adjust, if it chose to prioritise the needs of pedestrians and cyclists, and the aim of environmental sustainability?***

### **National UK strategy**

At the time of writing this report the UK government has just launched a public consultation on the Future of Transport: Rural Strategy <sup>3</sup> which will close in February 2021. The outcome of this rural strategy will have a significant impact on the choices available within our Parish and those areas which will be encouraged and funded.

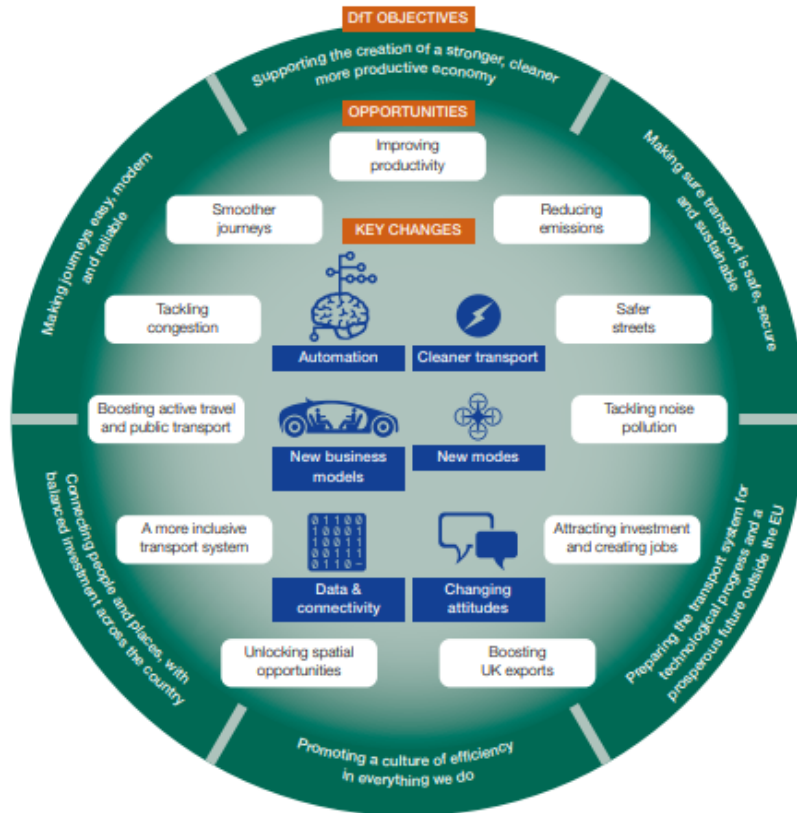
This is the natural next step from their Future of Mobility: Urban Strategy that was published in 2019<sup>4</sup> which outlines broad areas of consideration. Rural strategy will need to dovetail into these aims.

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<sup>3</sup> <https://www.gov.uk/government/consultations/future-of-transport-rural-strategy-call-for-evidence>

<sup>4</sup><https://www.gov.uk/government/publications/future-of-mobility-urban-strategy>

Figure 1 Key changes in technology and attitudes bring numerous opportunities to help meet transport objectives



7

and principles

**In facilitating innovation in urban mobility for freight, passengers and services, the Government's approach will be underpinned as far as possible by the following Principles:**

- 1 New modes of transport and new mobility services must be safe and secure by design.
- 2 The benefits of innovation in mobility must be available to all parts of the UK and all segments of society.
- 3 Walking, cycling and active travel must remain the best options for short urban journeys.
- 4 Mass transit must remain fundamental to an efficient transport system.
- 5 New mobility services must lead the transition to zero emissions.
- 6 Mobility innovation must help to reduce congestion through more efficient use of limited road space, for example through sharing rides, increasing occupancy or consolidating freight.
- 7 The marketplace for mobility must be open to stimulate innovation and give the best deal to consumers.
- 8 New mobility services must be designed to operate as part of an integrated transport system combining public, private and multiple modes for transport users.
- 9 Data from new mobility services must be shared where appropriate to improve choice and the operation of the transport system.

and will be likely to also include some of the following solutions:

## Definitions

We recognise that some of the definitions of new mobility services are contested. Within this document we use the following definitions.

**Active travel:** The terms 'active travel' and 'walking and cycling' are used in this document to encompass a range of methods of active mobility, including trips made by wheelchair, mobility scooters, adapted cycles and e-bikes.

**Car clubs (sometimes known as car-sharing):** Car clubs use electronic systems to provide customers unattended access to cars for short-term rental, often by the hour. Business models can be categorised into round-trips, where the vehicle must be returned to its home station, and flexible, which allows one-way trips. Vehicles may be owned by individuals and lent out on a peer-to-peer basis via an intermediary platform, or form part of a fleet owned by a single organisation.

**Demand responsive transport:** A flexible service that provides shared transport in response to requests from users specifying desired locations and times of pickup and delivery. Dial-a-ride services scheduled through next day or advance bookings are a traditional example.

**Dynamic demand responsive transport:** More recent applications of demand responsive transport seek to work dynamically, adjusting routes in real time to accommodate new pickup requests often made minutes in advance.

**Fractional ownership:** An ownership model that involves a group of people purchasing or leasing a good (such as a vehicle) and splitting the costs.

**Micromobility:** The use of small mobility devices, designed to carry one or two people, or 'last mile' deliveries. E-scooters and e-bikes are examples.

**Mobility as a Service:** The integration of various modes of transport along with information and payment functions into a single mobility service. Recent services that allow customers to purchase monthly subscription packages giving them access to public transport and private taxi and bike hire schemes are an example.

**Ride-hailing:** Ride-hailing services use smartphone apps to connect paying passengers with licensed taxi drivers or private hire vehicle operators who provide rides for profit.

**Ride-sharing (sometimes known as car-pooling):** Formal or informal sharing of rides between unlicensed drivers and passengers with a common or similar journey route. Ride-sharing platforms charge a fee for bringing together drivers and passengers. Drivers share trip costs with passengers rather than making a profit.

**Shared mobility:** Transport services and resources that are shared among users, either concurrently or one after another. Public transport, or mass transit, as well as newer models such as car-sharing, bike-sharing and ride-sharing, are all types of shared mobility.

## **B&NES Research into the impact of Transport on the C&NE**

B&NES have recognised some of the particular challenges with transport in the Chew Valley for many years endeavouring to create policy that brings about improvement.<sup>5</sup>

In October 2019 B&NES identified transport as one of its 3 key priorities in carbon reduction (it being 29% of its overall carbon emissions and accounting for 216,110t/CO2e/yr. ) The other two priorities are Energy Efficient Buildings and Local Renewable Energy. In terms of transport they have set the following as goals:

*A major shift to mass transport, walking and cycling to reduce emissions. For example: a 25% cut in car and van mileage per person per year by 2030, coupled with a 76% switch to electric cars, 14% to petrol/EV hybrid, leaving 10% petrol/diesel on the road by 2030, and, full electrification of passenger rail by 2030.* <sup>6</sup>

In the same report they caution against electric vehicles being seen as the complete solution:

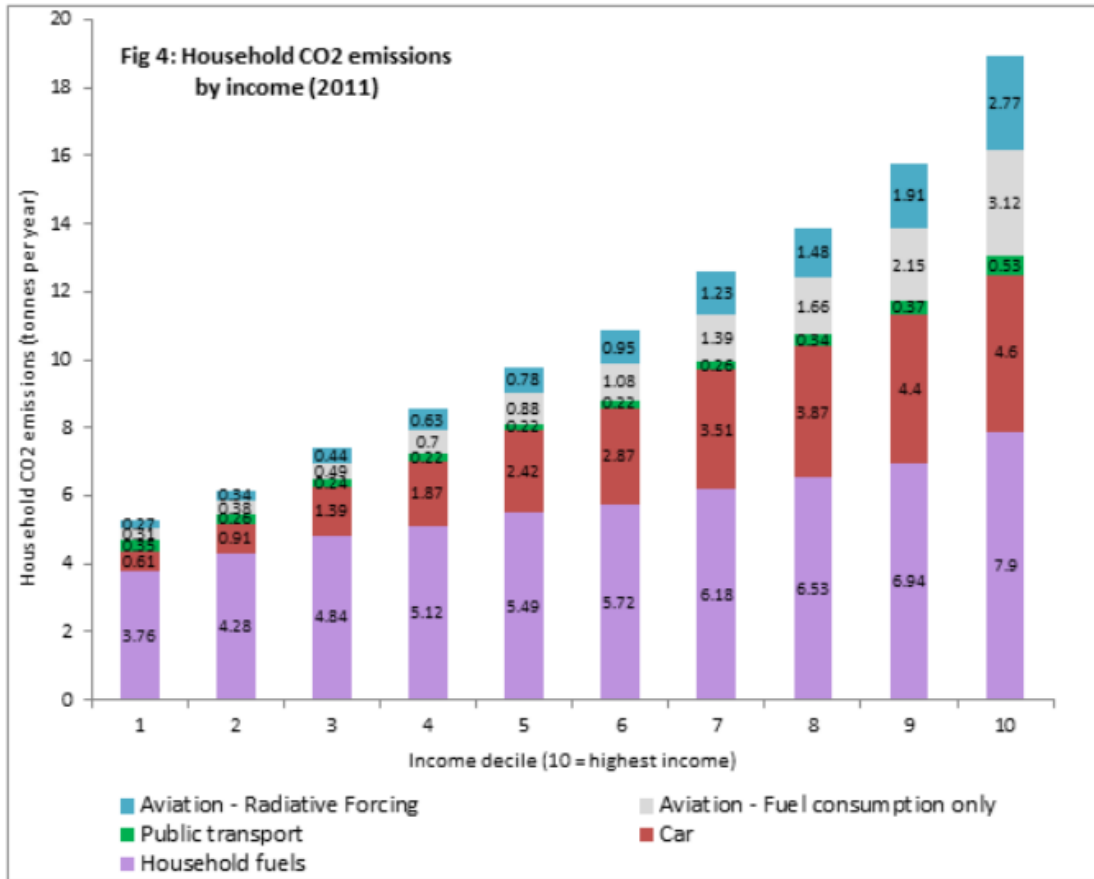
*It should be noted that electric vehicles are not a panacea for personal transport, as they emit harmful pollution from tyres and brakes, whilst the essential elements needed to make them are not available in sufficient quantity.*

B&NES are committed to a 'just transition' to greener energy use and have produced evidence that the higher the income of the individual the more they contribute to the carbon footprint of the area.

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<sup>5</sup> Details of the 2015 survey, 2016 Joint Spatial Plan, 2011 to 2026 Joint Local Transport Plan and the Joint Transport Study 2017 can be found in Appendix 2.

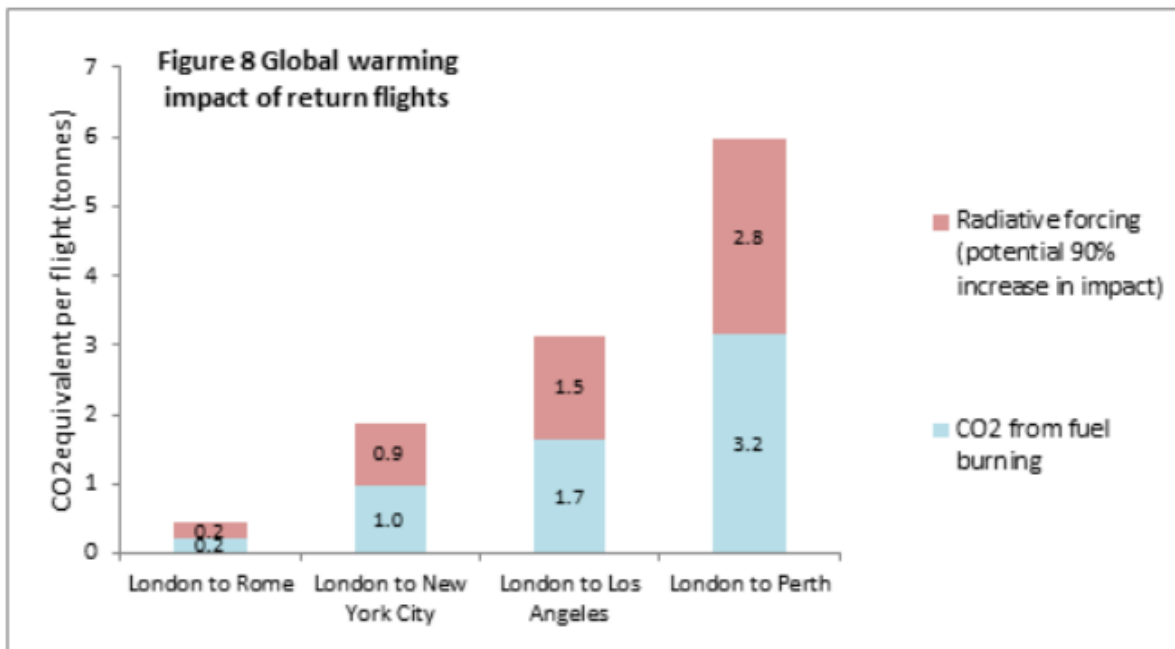
<sup>6</sup> Climate Emergency Progress Report October 2019  
<https://democracy.bathnes.gov.uk/documents/s58688/Climate%20Emergency%20Progress%20Report.pdf>



For this reason they call on the most affluent to look to make the greatest changes in behaviour (particularly in terms of travelling by car and plane) and recognise that financial support may be needed for those on the lowest incomes

**“Car emissions:** The wealthiest decile produced more than 7 times more emissions from car emissions than the least wealthy decile

**The aviation emissions:** of the wealthiest decile were 10 times those of the least wealthy. In addition to the impact of CO2 from burning aeroplane fuel, CSE considered radiative forcing, whereby water vapour from aeroplane engines acts as a temporary greenhouse gas and may add a further 90% to the impact of CO2 emissions from aviation, although there is significant scientific uncertainty about the magnitude of the effect. The aviation data presented here is illustrative only. For example, those on higher incomes are more likely to be taking multiple overseas trips and travelling further afield on long haul flights, whereas less wealthy households are more likely to be taking fewer trips per year on shorter-haul flights. Therefore this illustration may underestimate the disparity between people on different incomes.”



In Autumn 2020 B&NES carried out a public consultation into Liveable Neighbourhoods. The principles of a Liveable Neighbourhood is set out in their consultation document, which also outlines possible practical steps that communities can take:<sup>7</sup>

*The aim is to reduce the dominance of vehicles in residential areas - particularly through-traffic - while maintaining vehicle access to homes and businesses. This can be done through a range of measures including vehicle restrictions, traffic calming, one-way streets and residents' parking zones.*

*With fewer vehicles, more road space can be used to create safer opportunities for walking and cycling, ensuring fairer access to roads and encouraging more active, sustainable travel. Consideration can also be given to on-street electric vehicle charging to encourage the use of electric vehicles.*

*By thinking differently about how road space is used, we can also create attractive, vehicle-free areas where people can stroll, shop or sit with others outside. The aim is to reduce social isolation, foster closer communities and create lively and prosperous local high streets.*

<sup>7</sup><https://beta.bathnes.gov.uk/liveable-neighbourhoods-consultation>

The Living Neighbourhoods policy is in turn based on a wide range of local and national government policies.<sup>8</sup> those of particular interest to our context are:

- **National Planning Policy Framework**, which emphasises the importance of ‘place making’, *thus achieving well-designed attractive places that are safe, inclusive, accessible and promote health and wellbeing.*
- **DEFRA Clean Air Strategy 2019** and the Road to Zero plan which focuses on reducing nitrous oxide emissions
- **The Clean Growth Strategy** which outlines the government strategy to reduce greenhouse gas emissions by at least 80% by 2050 (compared to 1990 levels)
- **Public Health England Strategy 2020-2025** which aims to *Keep people safe; Prevent poor health; Narrow the health gap; and Support a strong economy*
- **West of England Joint Local Transport Plan 2020-2036** whose stated aims are to *Support sustainable and inclusive economic growth; Enable equality and improve accessibility; Address poor air quality and take action against climate change; Contribute to better health, wellbeing, safety and security; and Create better places.*
- **West of England Local Cycling and Walking Infrastructure Plan Draft** (January 2020) *which sets out the objectives to increase walking and cycling activity and reduce the rate of cycling killed or seriously injured. The strategy indicated that Local Cycling and Walking Infrastructure Plans (LCWIPs) should be developed to identify improvements required locally and develop a long-term plan for improvements.*
- **West of England Bus Strategy Draft (February 2020)** which highlights the expectations for rural areas: *For rural areas, whilst the bus mode share will remain relatively low, an improved and easy-to-understand network will provide a practical alternative to the car for many journeys and a reliable means to accessing services for those without access to a car;*
- **West of England Combined Authority (WECA) Local Joint Transport Plan 4**, led by the West of England Combined Authority (WECA) sets out a vision for transport investment for the West of England and covers the period from 2020-2036 with the challenging, but necessary target of carbon neutrality by 2030.<sup>9</sup>
- The existing and emerging **B&NES Local Plan** which aims to: *Deliver well connected places accessible by sustainable means of transport....Ensuring that development is supported by high quality transport infrastructure which helps to increase the attractiveness of public transport, walking and cycling; and Promoting improved access to services especially for rural and more remote areas.*

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<sup>8</sup> Full details can be found here

[:https://beta.bathnes.gov.uk/sites/default/files/2020-09/Appendix%20A%20-%20Low%20traffic%20neighbourhood%20policy%20review.pdf](https://beta.bathnes.gov.uk/sites/default/files/2020-09/Appendix%20A%20-%20Low%20traffic%20neighbourhood%20policy%20review.pdf)

<sup>9</sup> <https://www.westofengland-ca.gov.uk/joint-local-transport-plan-to-be-discussed/>

- **The Road Traffic Regulation Act 1984** provides powers to regulate or restrict traffic on UK roads, in the interest of safety. The Act contains relevant sections on: General Provisions for Traffic Regulations; Traffic Regulation in Special Cases; Crossings and Playgrounds; Parking Places; Traffic Signs; Speed Limits; Bollards and Other Obstructions; Control and Enforcement; Further Provisions as Enforcement; and General and Supplementary Provisions. Under the Road Traffic Regulation Act 1984, local authorities must exercise their traffic regulation powers to secure the safe passage of all traffic, including walkers, horse riders, cyclists and motor and horse-drawn vehicles.

## **B&NES Initiatives**

B&NES provides publicly available transport for specific groups and specific purposes

1. **Chew Valley Community Transport:** *is provided for Chew Valley residents with medical needs who cannot access other transport. The service for journeys to hospital, doctors and other medical appointments.*

*This is a Door-to-door, fully accessible minibuss service covering Bath and North East Somerset villages of the Chew Valley, Winford, Felton and Clutton areas. Individuals can call 01275 333430 to book a journey*

2. **SWAN Volunteer Transport Scheme** *is for older, frail or disabled people on low incomes living in Bath and North East Somerset. The service can be used for visiting friends or family, attending social activities, health related appointments, shopping, attending training or educational facilities, or simply for a trip out. The service can be booked for Individuals and groups*

It operates as a volunteer car scheme and covers the Bath and North East Somerset area More information can be found here:

<http://swan.btck.co.uk/TransportScheme>

B&NES offers a free 'Diamond Bus Pass' for anyone who is over the age of 67, and for Disabled people <sup>10</sup>

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<sup>10</sup> Details of eligibility criteria can be found here:  
<https://beta.bathnes.gov.uk/applying-free-bus-pass-diamond-travelcard>

Information about Public Transport in B&NES can be accessed via the B&NES website<sup>11</sup>

B&NES has formally objected to the expansion of Bristol Airport.

Requests to provide shuttle buses between bus routes and/or more direct buses to Bath and Bristol have been made but have not materialised.

### **Local Observations and Key Considerations relative to our village**

**The Parish Neighbourhood Plan Survey in 2015** showed that 70% of Chew Valley residents travelled to work by car (12% higher than the national average and 15% higher than the B&NES average at the time.) It would be interesting to repeat this survey in the near future to establish how far this has changed because of the pandemic and the extent to which 'pandemic habits' are likely to be adopted as ongoing behaviours (such as working from home more, online access to meetings, conferences & training, travelling less by plane etc)

**Young people in sixth form education and training (which is now a requirement in law) are not provided with free transport to 6th form.** This is a strong incentive for them to drive themselves, or relies on parents to drop off and collect, causing additional emissions from multiple single occupancy journeys.

**EH Parish Council have formally objected to the expansion of the airport** citing a range of issues and the support of over 140 parishioners via a door to door petition<sup>12</sup>

**Anecdotal evidence** is growing that

- The use of SAT Nav directed cut throughs, has increased road transport in the Parish.
- Car journeys going to and from the enlarging airport has increased congestion in the Chew Valley generally (and subsequently reduced it during the pandemic)
- There are more delivery vans in the village who may also impact on pedestrians as they park up on narrow roads, and may travel in erratic ways/ as they look for locations in the village and/or don't keep to speed limits
- An increase in the size of agricultural vehicles moving around the Parish is leaving less space for pedestrians to pass
- An increase in the use of SUVs, especially by parents dropping children off at school and pre-school, means there is less space for pedestrians and cyclists on the roads, especially during the school run
- An influx of families with young children joining East Harptree village highlights the dangers of pedestrian and cycling travel.

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<sup>11</sup> <https://beta.bathnes.gov.uk/public-transport>

<sup>12</sup> Carried out and presented to the Parish Council in Autumn 2019

- Recent responses on the Village Facebook page indicate broad support for the new walking line on the High Street<sup>13</sup>, with a few people expressing negative comments. Engagement with the post revealed that pedestrian road safety is of concern to many.

## **Local Challenges**

Key challenges for East Harptree Parish are:

### **1. The limitations of public transport<sup>14</sup>**

- The limited number of buses to and from the Parish
- The mismatch of services to the work, parenting & social needs of Parishioners
- A lack of connectivity between routes and especially to the local main routes to Bristol, Bath & Wells
- The time it takes to travel from A to B
- The unreliability in existing services
- The further restriction of services due to the pandemic
- The cost of bus travel
- The lack of a school bus service for post-16 education

### **2. The relative convenience of private car usage:**

- Cost of journeys may be cheaper (especially with multiple passengers)
- Journeys can start and finish at precise locations
- Many properties have parking spaces
- No need to wait at bus stops/or walk between stops
- People with limited physical mobility rely upon their own transport for accessibility.

### **3. The relative affluence of parishioners** (although it is important to acknowledge that this varies).

This

- enables new cars to be purchased for enjoyment as well as need
- may mean young people are transported by the parental ‘taxi’ rather than relying on public transport
- means young people may have their own car from an early age
- enables families to have more than one car for convenience
- means many people who commute to work in Bath & Bristol will be more influenced by convenience/time of journey than other financial factors.
- means parishioners are often able to afford holidays and business trips by plane.

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<sup>13</sup> 57 ‘likes’ and 7 ‘loves’ and 61 comments makes it one of the most engaged with posts

<sup>14</sup> Appendix 3 details existing bus services into the village of East Harptree

In spite of this many families do not have the necessary funding to change to greener methods of individual transport, such as electric cars, and/or do not have access to parking spaces needed for charging electric vehicles

#### **4. Safety issues in relation to horse-riding, walking and cycling**

- Roads in the Parish are a mixture of B-roads and minor roads used by school, commuter, agricultural and business traffic. They are also occasionally used by HGVs, despite not being suitable for carrying regular HGV traffic due to narrow sections.
- Visibility is reduced by bends and there are several pinch points where roads narrow to single carriageways. This can be a challenge for cars to manage, let alone horse-riders, cyclists and pedestrians
- There is no street lighting on most roads in the Parish making walking and cycling outside daylight hours particularly dangerous.
- Most roads within the Parish, and within the village of East Harptree itself, do not have pavements, or where they do they are narrow and without dropped curbs and so are not suitable for walking with prams/buggies and impossible for people in wheelchairs.
- There is at present only 'walking line' in the village (in the High Street,) is too close to the wall for most adults to walk within, let alone an adult holding a child's hand, and it has, at any rate been worn away.
- Coloured tarmac indicating crossing places on roads have not been properly maintained, though traffic calming on the West Harptree to Coley Road has slowed the pace of traffic to some extent.
- When the earliest parts of the village were built there was no accommodation for cars either in terms of travelling up and down or for parking. Although some properties have designated parking and the Parish Council has worked to ensure future houses have off street parking available, many villagers do not have off street parking and so park on the roads making walking, cycling and horse-riding more hazardous.
- Maintenance of roads and pathways within the Parish can be a significant challenge: in some cases poor road surfaces and the accumulation of moss on walkways can make walking, cycling and horse-riding more dangerous. In other cases overhanging vegetation from privately owned properties can reduce visibility. Pathways that do exist are generally not fit for use by pedestrians with a pram or buggy or for wheelchair users.

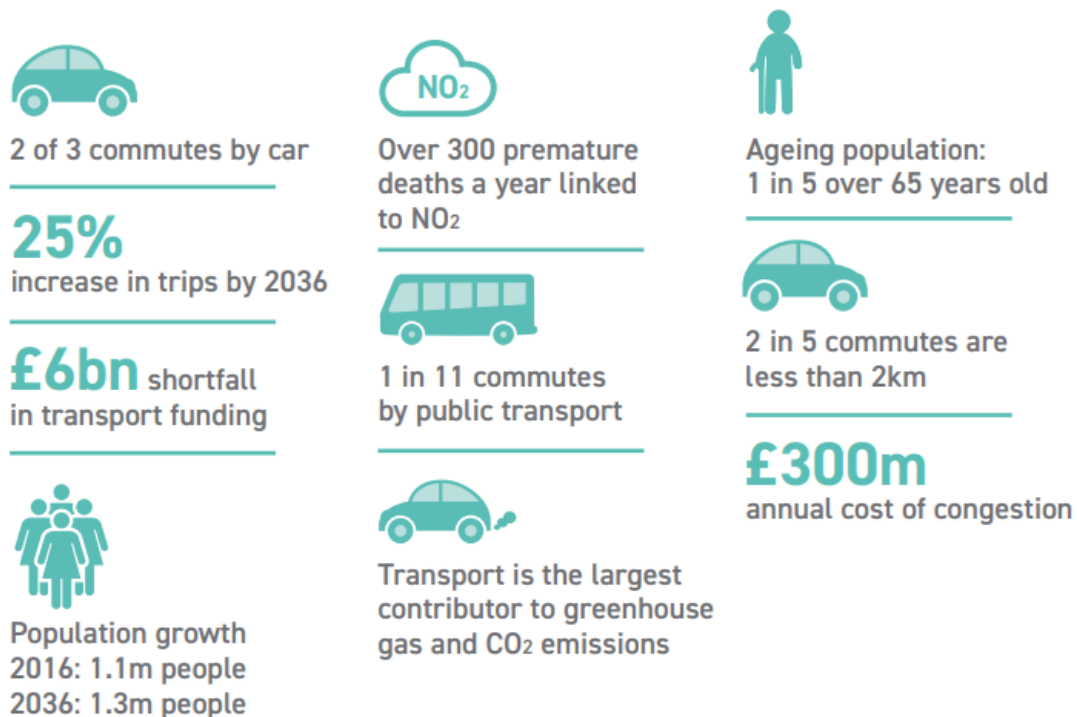
#### **5. Global warming may not be being experienced as a direct problem by people within the Parish**

- It may be difficult for individuals to relate to the global issues of climate change, or to recognise the urgency of the need for behaviour change, because rural remoteness and relative affluence may be providing a buffer against their direct impact.

- The lack of clear emergency planning in relation to the climate and nature emergency, at a national and international government level, may underplay the urgency of the current situation
- The long term difficulty may not feel as important as present comfortable life-style choices,
- Present issues with shorter timescales may carry a greater sense of immediate danger (such as the pandemic impacting in 2020/2021) and so draw attention away from the medium term to long term threat.
- Fear about the future may be being managed by complex processes of denial,
- Political and social discourse holds a wide range of views.

At a higher level (as outlined in the Joint Local Transport Plan 4)<sup>15</sup> there are broader challenges presented by continuing on our present trajectory:

Figure 2.1: High-level summary of transport challenges



### **Actions carried out by the Transport Task & Finish Group**

In May 2020 the EH C&NE Working Group submitted an interim report to the Parish Council, identifying possible immediate actions that could be carried out even in pandemic times. The Parish Council identified 4 areas for further action, and it was agreed to form a Transport Task and Finish Group to carry out these actions:

<sup>15</sup> <https://travelwest.info/projects/joint-local-transport-plan>

The following requests were then taken up by the Transport Task and Finish Subgroup.

1. Enable the re-drawing of walking line in High Street & identify new sites for walking lines Virtual pathway imminent, *C&NEWG please identify new sites*
2. Establish a community transport strategy/group (CTG). *Link valley wide to push this forward*
3. Apply for Funding from B&NES for cycling/walking improvements *Identify what is needed and push forward*
4. Consider further traffic calming methods in the Parish 20 mph speed limit due in the village before March 2021. *Please suggest other calming methods/areas*

A call was put out in the village for individuals to survey walking routes to school and 11 people agreed to carry out these surveys. They were given a particular walking route and asked to survey the route as follows:

*Take a walk up and down the road I have allocated you, making your way to the pre-school and school. If you like you can do this with family or with children to get their views too and to help you notice the 'pinch points'. A pinch point is somewhere on the road where, for a number of possible reasons, it may have been difficult as a pedestrian, and perhaps especially as a child. It is maybe also worth thinking, what would this be like with a pram or pushchair or wheelchair too. This could be poor road surface, lack of or inadequate pavement, poor visibility lines, overgrown vegetation, narrowness of the road, speed limits, parked cars, busy traffic for instance, but you may also discover other things! We know all the roads in the Parish are tricky but we are particularly interested to hear about the worst points. You could adopt a scale and colour it in (green safest, blue somewhat difficult, red most difficult.)*

*You could choose to do it in time for the school run a.m. or p.m. or the a.m./p.m. start and finishes at Pre-school, but this is not essential.*

*2. Use the map (attached) to mark on these pinch points/colour gradings. Please do say if you notice it is harder going one way up this road rather than the other.*

*3. As you are walking reflect on the questions below and record your answers on the back of the map.*

- *Where on this route feels safe/ unsafe and why?*
- *Where do you commonly have to negotiate road space with other users?*
- *Are there particular types of vehicle where this negotiation feels difficult?*
- *Are there particular times when you experience the most difficulty?*
- *What would make this walk more manageable?*

At the time of writing the Walking Survey has been completed for 11 walking routes by residents living in the Parish who represent a useful cross section:

- 3 parents who tried the walk with their primary school aged children (this included a child who was a wheelchair user, and two children with visual impairments)
- A parent of pre-school aged children
- A runner
- Two dog walkers
- A walker/horse rider
- A pregnant woman
- A professional couple living and working in the village
- A retired architect

In addition a question about safe walking to school was posted on the East Harptree Village Facebook group, which elicited 40 comments from a range of people:

- A professional living and working in the village
- 2 grandparents
- A foster carer
- 5 parents of school aged children
- 3 parents of pre-school children
- 2 parents of secondary school aged children
- 2 whose adult children had grown up in the village

All of this data was collected onto a database and was then used by John Darvill (a professional architect with a specialism in Access issues), to produce a clear analysis of pinch points and possible solutions.<sup>16</sup>

The Task and Finish Group will be meeting again in January to finalise our findings and propose possible solutions to the Parish Council.

### **Possible future solutions**

The most significant impact on our carbon emissions would come if individuals fully accepted the common threat to local and global life, and the impact this would have on their immediate family and friends, and could see clear achievable pathways to mitigate against these risks.

In addition, infrastructure which provided greener, cheaper, more regularly available services would create confidence in making the switch from individual petrol & diesel vehicles.

A realignment towards creating a 'Liveable Neighbourhood' in the Parish might enable pedestrians, cyclists and horse-riders to be prioritised over vehicles.

We would therefore suggest the Parish Council considers creating an East Harptree Transport Strategy Group to develop a clear Parish Transport Strategy, which

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<sup>16</sup> See Appendix 4 for an example of one of the pinch point surveys

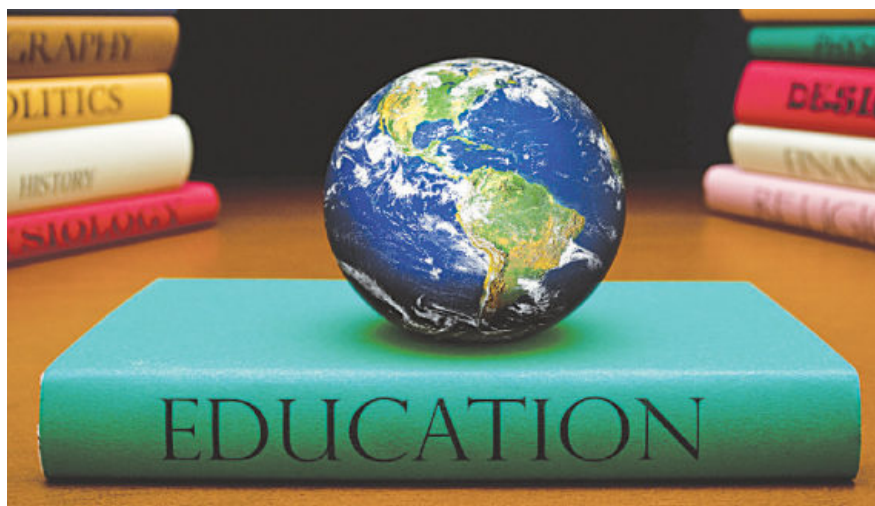
incorporates an understanding of national and B&NES Strategy for Transport in Rural Areas and utilises the resources of the existing C&NEWG Transport Task & Finish Group and the Chew Valley Area Forum C&NE Working Group, to drive this strategy forward.

### **Aims of an East Harptree Parish Transport Strategy**

It is recommended that East Harptree Parish Council works in consultation with Parishioners within East Harptree, with other Parishes in the Chew Valley and B&NES to develop a Transport Strategy which is fit for purpose in tackling the Climate and Nature Emergency. This could be steered by a Transport Strategy Group whose aims could usefully be:

- to offer opportunities for the community to learn about the particular impact their transport choices have on the C&NE
- to enable the Parish Council to consider how it might implement the B&NES 'Liveable Neighbourhoods' initiative in relation to the Parish
- to help facilitate and seek to embed new sustainable transport habits into the behaviour of parishioners, without creating confusion, blaming or shaming or panic in relation to the climate and nature emergency.
- to recognise the different needs and motivations of parishioners in making changes towards lower emissions and create awareness about the co-benefits that C&NE-proactive changes may bring (social, health and wellbeing & financial).
- To utilise creative and collaborative approaches which support positive behaviour change
- To seek innovative solutions to decrease our transport carbon footprint.
- To work from the baseline of exploring the 4 following, equally weighted, priorities

### **Priority 1 Local Research & Awareness Raising**



**We recommend the Parish Council ( via the Transport Strategy Group) embarks on a community engagement and public information project**

**This could include** carrying out surveys and community engagement activities which establish

- The transport needs and challenges of particular stakeholder groups (parents and children, the elderly, the disabled, the farming community, village businesses, residents)
- Safe walking routes to East Harptree Primary School
- A local Liveable Neighbourhood Strategy
- The overall transport needs in the Parish

**Dissemination of information across a range of media which ensures all parishioners are aware of the following issues:**

1. The local and global impacts of continuing on our current course of transport choices, and the likely trajectory of increased fuel cost, decreased availability and climate breakdown associated with these choices
2. The potential financial, social, health and wellbeing co-benefits of walking and cycling and in particular walking to local services and to school, including the use of 'walking buses' .This could include considering road closures around the time of the school run.
3. The potential financial, social, health and wellbeing benefits of using public transport and shared community transport
4. The existing Public Transport and Community Transport services options available to them.
5. The positive impact of reducing flights for work and leisure and the known environmental and health impacts of flying as well as identifying more working from home strategies where possible.
6. The potential for infrastructure changes to make the Parish in to a 'Liveable Neighbourhood, designed to prioritise pedestrian.s
7. The potential for car sharing and electric vehicle charging within the Parish and suggestions on how to organise and manage this.
8. The hidden transport costs involved in their broader purchasing choices.

**Reason:** We cannot assume that we know the needs and experience of all parishioners and need first to understand what may be conflicting demands. We cannot assume all members of the Parish are well informed about the Climate and Nature Emergency in relation to local transport issues, or of the options for change that may be available. We need to find ways to hear from all cross sections of the Parish so that we achieve sensible plans which recognise different challenges and solutions. We are more likely to get positive engagement in behaviour change if we bring Parishioners together to explore the needs and challenges as early as possible in the change process

## **Priority 2**



**We recommend the Parish Council (via the Transport Strategy Group) works with other Chew Valley Parishes to lobby our local MP, B&NES & local bus companies and works with local providers and Highways engineers with a view to:**

1. Providing free bus transport to and from Chew Valley School for students in the 6th Form
2. Increasing the frequency and suitability of existing Public Transport bus service<sup>17</sup>
3. Creating a regular shuttle bus service which connects the village of East Harptree with bus services available from Chewton Mendip & Farrington Gurney which connect to Bristol, Wells & Bath<sup>18</sup>
4. Ensuring reliability of existing services to and from the Parish
5. Providing a 'night bus' back to the Parish allowing people to use the service for social reasons and/or shift work
6. Decreasing bus fares or at least increasing 'exceptions' for those on low income, & young people.
7. Ensuring buses are accessible for people with disability including wheelchair users
8. Setting up pilot schemes at a valley level, ( where several parishes collectively will carry greater weight,) to try out new innovative solutions to transport needs
9. Funding infrastructure changes, such as adapting walking routes to increase levels of safety, providing road improvements for the benefit of pedestrians, and providing shareable electric vehicle charging points within the Parish.
10. Actively lobby against the Bristol Airport Appeal to prevent expansion of Bristol Airport.

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<sup>17</sup> For details of normal existing services to and from Bristol from East Harptree (not in pandemic times) see Appendix 2

<sup>18</sup> For details of normal existing services from Chewton Mendip (not in pandemic times) see Annex 2

11. On a wider canvas lobbying B&NES and the government to research the feasibility of the re-introduction of branch line rail networks which were previously in existence (such as Clutton and Bladgon mainline stations)

There may be significant value in using the Chew Valley Area Forum Climate and Nature Emergency Working Group to progress action, where the critical mass of several parishes asking for the same things, and the presence of Ward Councillors for the Chew Valley and a representative from the B&NES Sustainability Team within the group, may increase the potential for change.

**Reason:** We cannot encourage people to make more use of public and shared transport if it is not capable of meeting their needs. We need to make our roads as safe as they can be for pedestrians if we want them to choose active travel options.

### **Priority 3**



**We recommend the Parish Council (via the Transport Strategy Group) identifies transport options where parishioners can share resources and choose more sustainable individual choices** which could include:

1. Walking and cycling to school and local amenities and services, and creating a pedestrianised walking zone on key routes to the school around the time of the school run
2. Installing community owned electric vehicle charging points<sup>19</sup> (perhaps placing them in the parking spaces on the playing field and/or church)
3. Researching the potential of purchasing a community owned electric vehicle which can be booked out by parishioners for short trips around the valley

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<sup>19</sup> Further information about the types of charging available can be found here:  
<https://www.zap-map.com/charge-points/>

4. Disseminating information about the various ways individuals might want to upgrade to electric cars and bikes.
5. Encouraging lift sharing and group travel, particularly for those commuting, by introducing a lift share online tool for the Parish

#### **Priority 4**



**We recommend the Parish Council (via the Transport Strategy Group) lobbies B&NES to improve existing safety for pedestrians, cyclist and riders this could include**

1. Following the redrawing of the walking line in the High Street, identifying other walking lines in other areas of the Parish, with a view to linking people to public transport, school and community spaces
2. Introducing further traffic calming methods particularly around school run times which could include timed pedestrianisation of local roads
3. Considering introducing a one way system in key areas of the Parish to give more space on the road for pedestrians, cyclists and riders
4. Considering introducing road safety and cycling safety teaching for individuals and families

#### **Conclusion**

As transport is one of the largest polluters in our area it is appropriate that radical intervention is offered to change life-long habits. The current political climate provides a national and local opportunity for change to happen. During the pandemic, and in particular in Lockdowns, parishioners have been able to see the positive impact of fewer vehicles on our roads and fewer planes in the sky. People have enjoyed being able to walk and cycle more safely. Residents who previously commuted locally, nationally and internationally have seen the economic, social and wellbeing benefits of working from home, and may wish to maintain this behaviour beyond pandemic times.

Changes will only be effective if they dovetail with government and B&NES policy and are arrived at through community engagement with the opportunities and challenges. Consultations need to be interactive and inclusive, using a range of communication methodologies and tools, in order to establish the needs of each member of our community.

There are particular challenges facing children and young people, those on low wages, those with medical conditions and disabilities and the elderly. There may be particular transport needs to consider from local businesses and farmers. These may be usefully engaged through the establishment of stakeholder groups as well as through cross-Parish activities and events.

Significant change is likely to take time to evolve and will need to be advanced on a number of levels, and for this reason there may be a real value in extending the remit of the current Transport Start and Finish group to not only produce a plan for Walking Routes to School, but to considering additional interventions to engage the Parish, forming the core of the Transport Strategy Group.

The Parish Council is well placed to support a **Transport Strategy Group** which can then coordinate engagement activities, disseminate information and draw different communities together in the village to enable a change of culture towards transport and bring about lasting sustainable change. The Parish Council may be in a position to offer financial support for specific projects (via CIL monies) and to assist in grant applications. It will be important to work within the broader umbrella of National Policy and to work closely with B&NES, who also have a range of resources in people and information to help this project. Linking actions into cross valley initiatives from the CVAF C&NEWG will enable momentum and critical mass for lobbying purposes. The timing of this proposal just as national strategy is being formulated, makes it an optimum moment for change and may bring forward a wider knowledge of initiatives, appropriate to a rural environment, where encouragement to prioritise pedestrians over vehicles can be sought.

Jackie Head  
January 2021

Original draft  
Sally Calverley & Jackie Head  
March 2020

## **Appendix 1: Key Causal Factors, global and local threats from the C&NE**

### **1. The challenge of communicating the urgency**

One of the key challenges when discussing the implications of the Climate and Nature Emergency, is that it is possible to feel quickly overwhelmed with the volume of information now available. The simpler something is, the easier it is to engage with, but this is a complex situation.

A further challenge is that the most significant impacts of the Climate and Nature Emergency are distant (felt on the other side of the world, or in the future) perhaps meaning people deprioritize making change locally, perhaps especially as our Parish is surrounded by nature in all its beauty. However, for some the local landscape may bring a sense of stewardship which could be encouraged.

The response to Covid-19 lockdown has shown how local and global authorities and the people they serve, can mobilise when the threat is immediate and visibly evident, and when the messaging and decisions of government are clear. It has also shown how quickly people are willing to change their behaviour when presented with the facts in this way. B&NEs has made good progress in their planning for the C&NE and this usefully stands behind actions we might make at a local level.

The C&NE Working Group is mindful of the need to be both clear and sensitive in its messaging so as to engage the whole community, and not overwhelm, whilst also communicating the need for change. Data which brings the issues into our local neighbourhood, is evidence based, and which provides incentives (financial and other) may be particularly effective.

### **2. Key Causes of the Climate and Nature Emergency**

One data set that could prove persuasive, is the Coastal Risk Screening Tool produced by Climate Inc<sup>20</sup>, which identifies areas likely to be below sea level by 2050<sup>21</sup> When drilled down to local areas, it is clear that the impact on places such as Portishead, Weston-Super-Mare, Burnham-on-Sea and Bridgewater.

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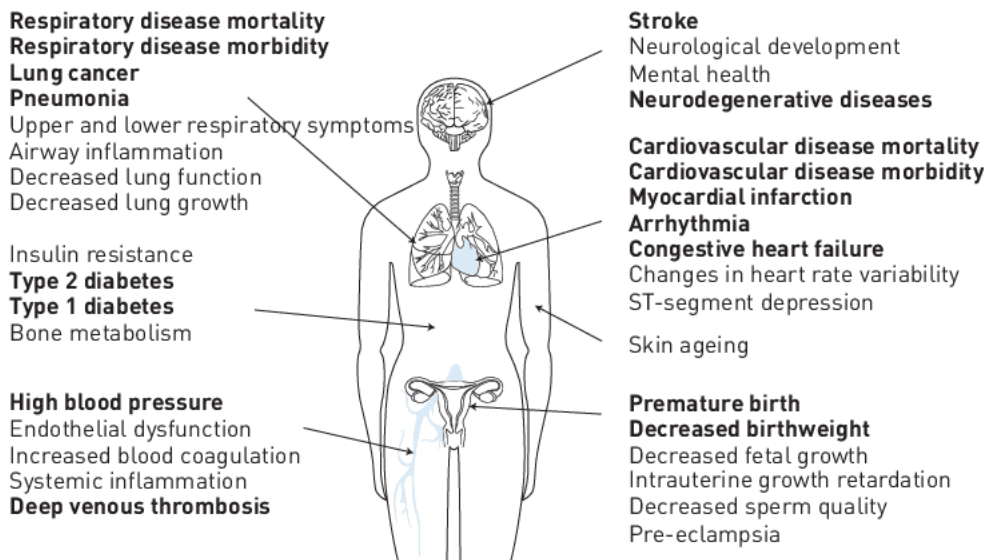
<sup>20</sup> Climate Inc is an independent organization of leading scientists and journalists researching and reporting the facts about our changing climate and its impact on the public.

<sup>21</sup>

[https://coastal.climatecentral.org/map/5/-0.1032/45.9406/?theme=sea\\_level\\_rise&map\\_type=coastal\\_dem\\_comparison&elevation\\_model=srtm&fbclid=IwAR2nD1xNUBAwhsAFN1WOoQrrX0SFBm\\_NOXNJJaCnrogzBMbBx8z4Tgk1CabE&forecast\\_year=2050&pathway=rcp45&percentile=p50&return\\_level=return\\_level\\_1&slr\\_model=kopp\\_2014](https://coastal.climatecentral.org/map/5/-0.1032/45.9406/?theme=sea_level_rise&map_type=coastal_dem_comparison&elevation_model=srtm&fbclid=IwAR2nD1xNUBAwhsAFN1WOoQrrX0SFBm_NOXNJJaCnrogzBMbBx8z4Tgk1CabE&forecast_year=2050&pathway=rcp45&percentile=p50&return_level=return_level_1&slr_model=kopp_2014)



People may also be persuaded by a desire to decrease air pollution, given the clear evidence that pollution increases ill health and mortality rate (this was also seen to be a causal factor in worst cases of Covid-19)<sup>22</sup>



Below is a chart which documents likely impacts from the C&NE globally and locally

22  
<https://www.theguardian.com/environment/2020/apr/20/air-pollution-may-be-key-contributor-to-covid-19-deaths-study>

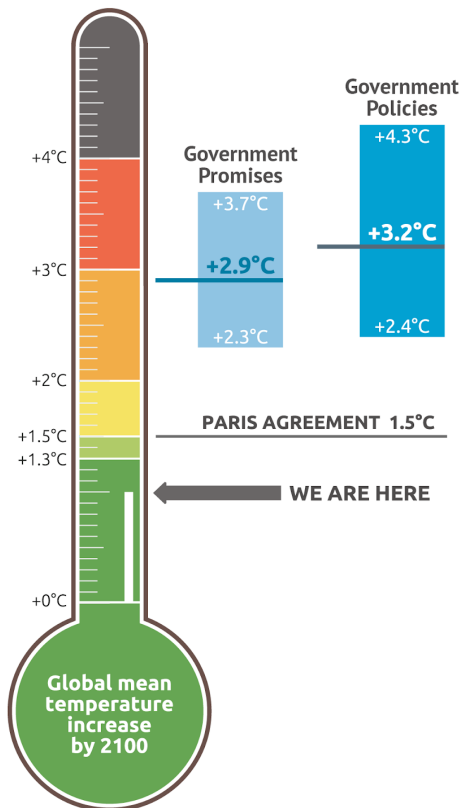
Issue	Threat	Globally	Locally
<b>Sea rises due to temperature change</b>	Flooding of land and loss of coastal areas throughout the world. Likely increase in migration into cities.	Loss of sea life due to acidification, warmed waters and loss of habitat. Increased poverty and migration which in turn may lead to war and civil unrest.	Some local areas lost to the sea (Weston-Super Mare, parts of Bristol etc..) interruptions to food chain, key imported crops may cease to be available, seafood may no longer be available, loss of tourist destinations.
<b>Greater extremes in weather</b>	'Natural' disasters increase (typhoons, floods and droughts and wildfires). Additional release of carbon previously held in woody biomass leading to speeding up of global warming. Loss of habitats.	Risk to human life, homes and livelihoods. Human rights impacted. Water, air and ground pollution. Increased disease due to unclean water. Loss of natural habitat for biodiversity.	Localised flooding/drought leading to damage to homes & local crop failure. International and local food chains interrupted. Loss of biodiversity, in turn adding to local crop insecurity. Increased carbon released into the atmosphere, leading to more climate change with its local impacts.
<b>Desertification &amp; crop failure</b>	Some areas presently considered to be the 'breadbaskets' of the world will no longer be viable to grow food. (Russia, South East Asia, Canadian Prairies, China, California and Brazil)	Scarcity or loss of many foods relied on in our present diet: wheat, grains, pulses, rice will become scarce. Loss of fruits and vegetables. Food insecurity.	Scarcity and increased price of staple foods (wheat, grains, rice & pulses) and fruit and vegetables imported from abroad. Loss of topsoil/soil quality.
<b>Water shortage</b>	Water would become a scarce, sought after and thus expensive commodity.	Greater division between rich and poor. Increased poverty, disease and death rate, drought and starvation.	Arable and animal farming placed under increased strain and viability. Increased division between rich and poor. More demand for local water to be pumped to other areas.
<b>Biodiversity Loss</b>	1 in 4 species currently at risk of extinction (IUCN Red list) 25% of mammals.	Widespread ecological impact on our food systems.	Potential crop failure, particularly in relation to insect pollination. Changes to the 'face' of the countryside.

### 3. How to tackle climate change

The Paris Agreement (2015) identified a carbon 'budget' that the world had left to 'spend' before major irreversible impacts would be felt on the planet. This set a target of 'greening' the world's economies to become carbon neutral. Neutrality could be

achieved by taking actions to capture carbon equivalent to carbon spend, and to dramatically reduce our reliance on carbon.

The Paris Agreement identified the need to keep global warming below 1.5 degrees centigrade. Current planning at government level, and behaviours in the global and local population make it unlikely that this will be met without radical changes in behaviour.



### Local behaviours that will help

- reduce carbon 'consumption'
- switch to sustainable fuel use
- build sustainable housing
- walk or cycle where possible
- use public transport
- avoid flying
- avoid waste
- protect biodiversity
- shop locally
- reduce supply chains
- reuse, repair and recycle
- grow food sustainably

### 4. Other useful resources

<https://www.climateassembly.uk/>

[https://www.bathnes.gov.uk/sites/default/files/sitedocuments/Environment/anthesis\\_bnes\\_climate\\_emergency\\_discussion\\_pack\\_final.pdf](https://www.bathnes.gov.uk/sites/default/files/sitedocuments/Environment/anthesis_bnes_climate_emergency_discussion_pack_final.pdf)

## **Appendix 2: Studies and Reports**

**Local Neighbourhood plan survey 2015** revealed:

- 69.9% use their own vehicle as their principal means of travel to and from work, which is higher than both the national average (57.5%) and the B&NES average (55.4%), compared with 11.5% who use public transport, cycle or walk to work;
- The apparent increased number of heavy vehicles is highlighted as a concern in addition to increased congestion and parking pressures that would arise from developments;
- There is an interest in new direct Monday to Friday bus services to Bristol, Bath and Wells, although they would not be commercially viable.
- A suggestion was made to introduce a shuttle bus service, which would run every half an hour during peak times, to provide a link between Bristol Airport and Pensford (via Chew Stoke, Chew Magna, the A368 and the A38) to link to other services.

[https://www.bathnes.gov.uk/sites/default/files/siteimages/Parking-and-Travel/final\\_draft\\_chew\\_valley\\_transport\\_strategy\\_-\\_supporting\\_document\\_oct\\_17.pdf](https://www.bathnes.gov.uk/sites/default/files/siteimages/Parking-and-Travel/final_draft_chew_valley_transport_strategy_-_supporting_document_oct_17.pdf) page 22

**B&NES Joint Spatial Plan (2016-2036)** which was aligned to the West of England Joint Spatial Plan set out a number of transport objectives for Bristol, B&NES, North

Somerset and South Gloucestershire, which are relevant for the Chew Valley:  
Support economic growth: transport should support growth and focus on connecting main employment areas to where people live; Reduce carbon emissions: proposals should aim to reduce carbon emissions by providing better travel choices such as walking, cycling and better public transport; Promote accessibility: scheme should make it easier for people to access jobs, education and services such as hospitals; Contribute to better safety, health and security: investment should contribute to better personal safety and reduce road traffic collisions; and Improve quality of life and a healthy, natural environment: projects should aim to reduce traffic volumes, noise and emissions and protect the natural environment.

The broadest definition of this being:

*Deliver well connected places accessible by sustainable means of transport*<sup>23</sup>

Objectives for the Chew Valley were outlined as

- Improving the quality of life for local residents;
- Improving road safety for all users;
- Promoting sustainable mobility where possible;
- Maintaining and enhancing the local environment;

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[https://www.bathnes.gov.uk/sites/default/files/sitedocuments/Planning-and-Building-Control/Planning-Policy/LP20162036/banes\\_local\\_plan\\_2018\\_final\\_website.pdf](https://www.bathnes.gov.uk/sites/default/files/sitedocuments/Planning-and-Building-Control/Planning-Policy/LP20162036/banes_local_plan_2018_final_website.pdf) Page 8

- Addressing the needs of people with mobility impairments;
- Improving access to employment in Bath and Bristol; and Improving access to village centres by walking and cycling

**BANES Transport Strategy published in 2017** looked had a clear vision for improvement:

*‘To ensure that the Chew Valley transport network is as safe as possible, that the transport services available to residents are reliable and address the needs of a largely rural community as far as possible and that people are appropriately connected to work and other facilities.’<sup>24</sup>*

It identified the following difficulties with transport in the Chew Valley:<sup>25</sup>

- Poor access to public or community transport and a limited number of destinations by bus
- Poor access to facilities, services and shops
- High traffic volumes through the villages
- Heavy goods vehicles using unsuitable roads
- ‘Rat running’ to Bristol airport
- Limited off-street parking and on-street parking can cause problems
- Significant numbers of road traffic accidents
- Limited pedestrian facilities in some areas
- Limited cycle routes
- Accessibility to schools (particularly Chew Valley School), colleges and health facilities
- Difficulties faced by younger and older age groups

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[https://www.bathnes.gov.uk/sites/default/files/siteimages/Parking-and-Travel/final\\_draft\\_chew\\_valley\\_transport\\_strategy\\_-\\_non\\_technical\\_report\\_oct\\_17.pdf](https://www.bathnes.gov.uk/sites/default/files/siteimages/Parking-and-Travel/final_draft_chew_valley_transport_strategy_-_non_technical_report_oct_17.pdf) Page 5

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<https://www.bathnes.gov.uk/services/parking-and-travel/transport-plans-and-policies/chew-valley-transport-strategy>

### **Appendix 3: Existing bus services**

Bus to Bristol	Leaves from	Leaves	Arrives	Duration	Bus number
Week days	EH clock	7.10 am	8.26	1hr 16 mins	672
	The Lodge Coley Rd, Townsend	8.21	10.16	1hr 55 mins	144/135/ Falcon
	EH clock	9.47	11.01	1hr 15mins	672
	EH clock	12.37	13.51	1hr 14 mins	672

Bus from Bristol	Arrives at	Leaves	Arrives	Duration	Bus number
Weekdays	The Lodge Coley Rd, Townsend	7.01	8.21	1hr 20mins	376 + 144
	EH clock	8.37	9.49	1 hr 12 mins	672
	EH clock	11.27	12.39	1 hr 12 mins	672
	EH clock	14.07	13.22	1 hr 15 mins	672

Services to Bath & Wells from Chewton Mendip & Farrington (172, 172A, 173, 174)  
Gurney: <https://www.firstgroup.com/bristol-bath-and-west/plan-journey/timetables/?operator=3&service=Chewton+Mendip&page=1&redirect=no>

Services to Bristol from Chewton Mendip & Farrington (376)  
[https://www.firstgroup.com/bristol-bath-and-west/plan-journey/timetables/?day=1&source\\_id=2&service=376&routeid=23070398&operator=3&print=pdf](https://www.firstgroup.com/bristol-bath-and-west/plan-journey/timetables/?day=1&source_id=2&service=376&routeid=23070398&operator=3&print=pdf)

## Appendix 4: An example of a Pinch point Survey carried out in East Harptree



Location	Survey notes	Suggested action
A	Proud Cross to Smitham Hill with narrowing lane with opposite Pinker Farm	No parking lines along Pinker Farm and adjust new pavement to conform with Planning Consent.
B	Reasonable visibility	None
C	Blind corner	Slow Down on road and signage 'pedestrians in road'
D	Reasonable visibility but poor, uneven surface for pedestrians in Combe Lane	Re surface lane
E	Good Visibility but narrow	None apart from 20 MPH applied as limit with ' Pedestrians have priority signage a regular intervals.
F	Good Visibility but narrow	None apart from 20 MPH applied as limit with ' Pedestrians have priority signage a regular intervals.
G	Good Visibility but narrow	None apart from 20 MPH applied as limit with ' Pedestrians have priority signage a regular intervals.
H	Good Visibility with pavement to east side	None apart from 20 MPH applied as limit with ' Pedestrians have priority signage a regular intervals. Provide dropped kerb at each end of pavement.

**Suggested Pedestrian Zone road marking and signs to create a sense of village square pedestrian safe area**

Location	Survey notes	Suggested action
I	Limited Visibility as lane narrows	'Pedestrians in middle of road' signage
J	Blind corner	Pedestrian Priority surface to road as it turns around the bend
K	Blind corner	Pedestrian Priority surface to road as it turns around the bend and to make a village square effect to the whole space
L	Blind corner	Pedestrian Priority surface to road as it turns around the bend and to make a village square effect to the whole space
M	Narrow width	None
P	Junction with reasonable visibility	Apply 'Pedestrian Priority Zone'

## **Appendix 5: Understanding Behavioural Change**

### **5.1 Theories of change**

If we are to change people's behaviour it may be helpful to look at some theories of behavioural change.

James Prochaska, (2016) identified 5 stages of behavioural change<sup>26</sup>:

- **"Precontemplation** is the stage at which there is no intention to change behavior in the foreseeable future. Many individuals in this stage are unaware or under-aware of their problems." Some people call this phase "denial."
- **"Contemplation** is the stage in which people are aware that a problem exists and are seriously thinking about overcoming it but have not yet made a commitment to take action." Many people in this stage can be described as ambivalent. They want to improve their blood sugar, but are not yet ready to cut back on eating sweets.
- **The Preparation stage** can be considered the information gathering and planning stage. The preparation stage is the most important. Fifty percent of the people who attempt behavior change and skip this stage will relapse within 21 days, according to Prochaska in his book, *Changing for Good*.
- **"Action** is the stage in which individuals modify their behavior, experiences, or environment in order to overcome their problems. Action involves the most overt behavioral changes and requires considerable commitment of time and energy." During the action stage, one implements the plans developed and information gathered in the preparation stage.
- **"Maintenance** is the stage in which people work to prevent relapse and consolidate the gains attained during action. For addictive behaviors this stage extends from six months to an indeterminate period past the initial action."

Parishioners may be in very different stages in this change model in relation to the Climate and Nature Emergency, and it is important that anything that is proposed meets them at the stage they are at. For this reason we may want to ensure there are different entry points towards action, rather than assuming people will be ready to take action straight away.

Another model which is helpful to consider is Kurt Lewin's 3 step **change** model<sup>27</sup>: unfreezing, changing and refreezing. For Lewin, the process of **change** entails creating the perception that a **change** is needed, then moving toward the new, desired behaviour and, finally, solidifying that new behaviour as the norm.

Given the different positions people may be within the change process, we need to recognise there will be early adopters and others who may need to 'unfreeze' existing positions and learn more, hopefully joining in at a later stage. Identifying community

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<sup>26</sup> <https://www.ceceliahealth.com/blog/2016/1/20/the-five-stages-to-successful-behavior-change>

<sup>27</sup> <https://study.com/academy/lesson/lewins-3-stage-model-of-change-unfreezing-changing-refreezing.html>

influencers within the many different parts of the parish, is likely to bring the broadest uptake .

Methods of engagement may also impact on an individual's ability to be open to change. Some will prefer the presentation of facts that can be analysed and tested, others may respond better to a narrative with a beginning, middle and end story to follow. Some may prefer to observe and reflect and others may want to roll up their sleeves and do something active. People may also need different speeds of delivery.

Using stakeholder groups brought together because they share common ground can also be valuable. The experience of farmers needing to move agricultural machinery and/or livestock will be very different to the teacher who needs to get children to the playing field safely. Particular experiences are best understood through a process of careful listening and accurate recording of particular concerns and solutions so that each person and group feels they are understood and have a voice and influence within the process.

It is therefore important that engagements are offered in a range of different ways and using different platforms, from the village meeting with broadcast mode webinars or presentations to one which is more interactive with Q&As or group discussions, break out rooms or the positioning of post-it notes. Some will respond best to posts on social media or the village website others to being offered papers to read.

What is key is that people have some choice and agency offered through engagement and that any communication is relatable to their particular experience.

Across time the village can begin to find a shared narrative of the challenges and solutions facing us, and each person can go forward feeling their 'character' is part of the overall story. Stories are also powerful persuasive tools for bringing in more people over time, which also allows an ever emerging vision and a complex whole to be held within a simple, relatable framework.