Engaging Businesses in Active Travel projects

Research findings and recommendations presented by Amy Walker and James Paton, Sustrans Research and Monitoring Unit





Methods

- Online survey
- Interviews



Access Report on Sustrans Showcase

Overview of responses to survey

Who



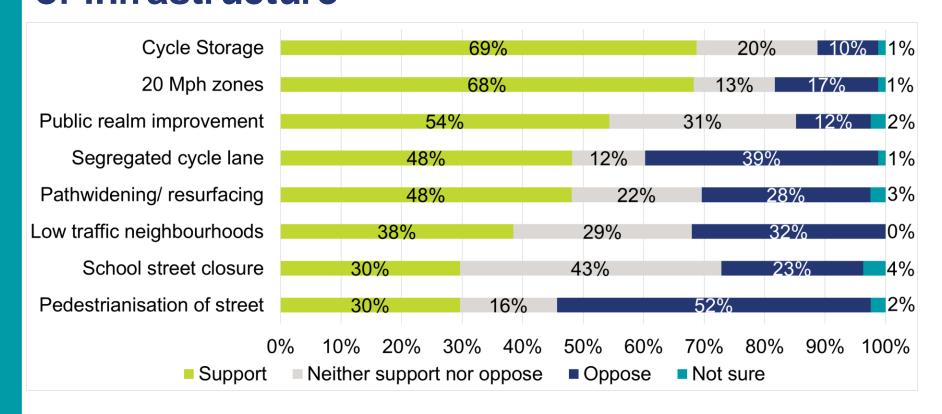
Where

Current perceptions



Which common active travel measures do you think were most supported by businesses?

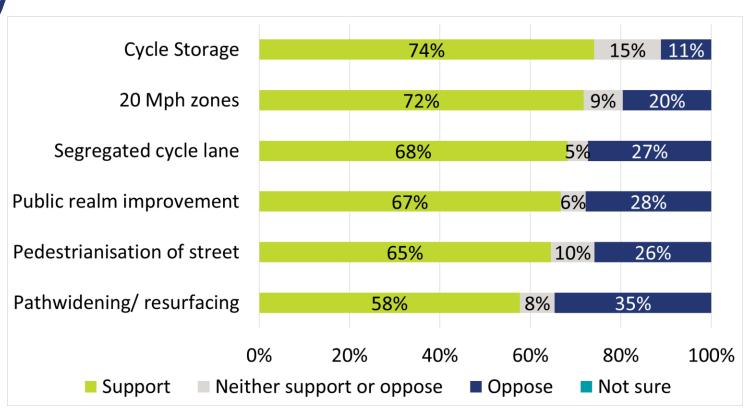
Levels of business support for different types of infrastructure



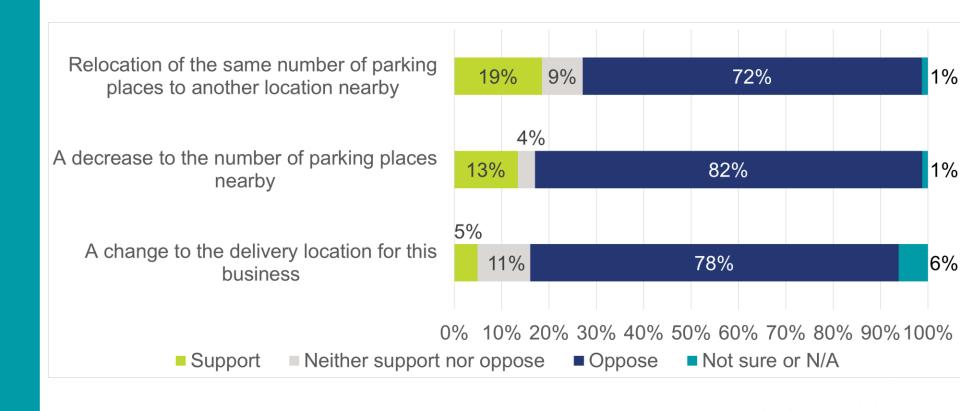
Do you think businesses were in general more or less supportive if the measure already existed nearby?

Businesses with existing infrastructure

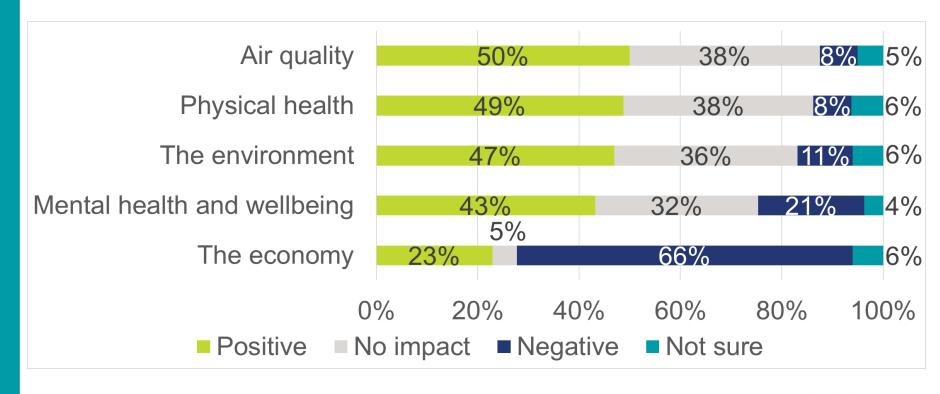
nearby



Changes to parking and loading bays



Perceptions of impact



Recommendations for Engaging with Businesses



Feedback to businesses



Invest in communication and engagement, especially when proposing measures affecting parking and loading



Use a range of communication and engagement methods, and assign a single point of contact



Engage throughout the project lifecycle

Early engagement

Engagement around concept designs Engagement around detailed designs

Engagement before construction

Focuses on exploring current issues, needs and wants for the street

Focuses on gathering feedback on concept designs and the broad principles of the scheme

Focuses on the detail of the designs and how they will affect business operations Focuses on understanding and sharing information about how business will be affected during construction



Share information about potential benefits and be honest about potential risks of the project



Build relationships with local business groups

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Feedback to businesses about how their contributions have been used

Thank you for listening!

Any questions?





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