Gloucestershire's Journey to Net Zero

Decarbonising Transport Forum July 2022

– Feedback Report –

Contents

Executive summary

In July 2022, Gloucestershire County Council (GCC) invited key stakeholders and experts to participate in a transport decarbonisation forum held at the Kingsholm Stadium in Gloucester with the aim of shaping Gloucestershire's 'Journey to Net Zero'. In total, 102 individuals attended, representing forty-five public, private and third sector groups across Gloucestershire.

Through a mixture of keynote speaker presentations, workshops and electronic engagement, the challenges, opportunities, and potential interventions to decarbonise Gloucestershire's transport system were discussed.

Participants felt that we need to make local town centres more attractive and accessible by walking and cycling and that we need to bring services closer to where people live in order to reduce and shorten journeys. New development was seen as providing opportunities to enable these ambitions but needs to be well planned and integrated with sustainable transport infrastructure and services.

Public transport, in particular buses, were seen as providing the highest potential to incentivise mode shift, followed by cycling. However, delegates across all workshops highlighted the need to improve the current public transport offer and to make cycling safer for this to be successful. A number of workshop groups also discussed demand management measures such as parking and 20mph speed limits.

The greatest need to change from petrol/diesel vehicles to electric vehicles was suggested to be for business rather than individual usage for electric vehicles. Delegates also voiced concerns about the cost of changing to electric vehicles and equity in access to transport in the future was seen as a concern, especially for young people.

When asked to prioritise, a clear preference was evident for prioritising better public transport, followed closely by better walking and cycling infrastructure. However, demand management measures and improved digital connectivity were also supported. Workshop discussions around the role of individuals were reflected in the high rating for the potential of 'behaviour change' to bring about the changes needed.

The most frequently named challenges to decarbonise the transport system were costs, funding, and the rural nature of Gloucestershire. The need for urgent action, the enthusiasm of the young for change and the desire for better health outcomes were most frequently named as opportunities.

The question-and-answer session demonstrated the strong interest in the topic of climate change and the strong feeling that urgent action is needed. There was a strong sense of the importance of involving young people in every aspect of decision making.

The discussions and feedback clearly implied the need for ongoing engagement and cooperation between all stakeholders if Gloucestershire wants to achieve its carbon reduction targets.

1. Introduction

In June 2019, Gloucestershire County Council (GCC) and all other Gloucestershire authorities each declared a climate emergency and GCC adopted a Climate Change Strategy setting out the following carbon reduction targets:

- The County Council's own operational emissions to be net zero by 2030;

- Emissions from all sources across the county to be net zero by 2050; and

- The county to work with partners to deliver an 80% reduction in emissions by 2030, relative to 2005.

In 2020, GCC strengthened its targets, committing to reaching net zero emissions from all sources across the county by 2045. This target is reflected in Gloucestershire's fourth Local Transport Plan (LTP), adopted in March 2021. The LTP also states that a Transport Carbon Reduction Pathway will be developed, setting out the interventions necessary to achieve this target.

GCC in partnership with UK100[1] held the Gloucestershire Decarbonising Transport Forum 2022 - Journey to Net Zero in July 2022. The forum's aim was to bring together key stakeholders and experts to discuss Gloucestershire's journey to net zero.

Keynote speakers presenting at the forum provided insight into the carbon pathway from a wide perspective, including the work being undertaken through Climate Leadership Gloucestershire[2], the lessons learnt from one of our neighbouring authorities (Oxfordshire), Gloucestershire businesses and young people's future outlook. **Appendix A** provides the forum agenda and **Appendix B** provides a link to all presentations held at the event.

In total 102 delegates from key stakeholder organisations across Gloucestershire attended, representing Gloucestershire County Council, UK100, Local Planning Authorities, National Highways, Network Rail, transport operators, different demographics in our communities including protected characteristic groups, and those representing environmental, education, health, employment, and training. A list of all organisations represented at the Forum is available in **Appendix C**.

---

[1] UK100 is a network of highly ambitious local government leaders, which seeks to devise and implement plans for the transition to clean energy that are ambitious, cost effective and take the public and business with them. GCC is an active member.

[2] Climate Leadership Gloucestershire (CLG) aims to raise the profile and level of action on climate change within Gloucestershire. By bringing together councils and other strategic partners, CLG will work together to develop solutions to tackle the climate emergency.

2. Engagement activities and feedback

Forum attendees were asked for their feedback through one-hour face-to-face workshops and electronic engagement.

Throughout the day, views were sought through an online interactive system, Mentimeter, using a short online survey to provide quantitative feedback. Participation in the electronic engagement was high with over 82.3% of the total participants at the forum contributing. There was a good spread of respondents across the various geographic and demographic groupings and with a total of 1,567 votes. There was a high degree of responses with an excellent level of interaction across the questions and polls.

The electronic feedback was used to start a discussion in the face-to-face workshops. These workshops were held in ten small groups, designed to hear the perspective of:

- Rural Gloucestershire: Forest of Dean and Cotswold district representatives (two groups)

- The role of Market Towns and villages: Tewkesbury and Stroud district representatives (two groups)

- Urban transport solutions: Cheltenham and Gloucester district representatives (two groups)

- Gloucestershire businesses (one group)

- Young people of Gloucestershire (one group)

- Gloucestershire community representatives (one group)

- Transport Operators (one group)

Workshop group sizes varied between six and eleven attendees per workshop group and each group was supported by a facilitator and a note taker. A detailed breakdown of participation in the workshops and the electronic engagement is provided in **Appendix D** and **Appendix E**.

In the afternoon, a real-time interactive polling survey around challenges and opportunities provided dynamic feedback visualised as 'word clouds' (see chapter 2.2).

All engagement activities were hosted by the Association for Public Service Excellence (APSE), a not-for-profit local government body working with over 300 councils throughout the UK. APSE also provided an engagement feedback report, which informed the engagement summary in this report.

2.1 Summary of electronic engagement and workshop feedback

Workshop discussions and electronic engagement were focused on potential interventions to reduce transport carbon emissions, categorised under the headlines of **avoid, shift,** and **improve**, as set out in the table below. Participants were also asked about what they think should be the highest **priority** and how to make **change** happen.

Potential Interventions for Decarbonising Transport

Category	Lever for change	Emissions reduction approach
Avoid	Smarter access	Reduce overall travel through reduced trips or length due to improved accessibility (logistics, land use planning, online activities)
Shift	Shift mode of travel	Increase the proportion of travel by the most efficient and sustainable modes
Improve	Improve vehicle emissions	Increase energy efficiency of vehicles and driving conditions. Move to alternative, less carbon intensive fuel/energy sources, particularly electricity.

### i.   Avoid: How can we reduce the number, or the length of trips made?

When stakeholders were asked to consider how we can reduce the number of trips made or reduce the length of trips, more local services (20-minute neighbourhoods) and good access to public transport was seen as a key priority in the workshops, along with broadband access and digitalisation, in particular in rural areas. Education providers and employers should consider whether more activities (lessons/ working) could take place remotely. However, delegates also pointed out the need to recognise that different jobs have different levels of ability to reduce transport demand and that different approaches are needed for different sectors of the economy, e.g., factory workers and waste collectors compared to office workers.

Another key discussion point was around new development and the need to make sure that this is in the right locations (close to public transport hubs) and provides access to the right mix of services and employment. Councils need to make sure that developer contributions contribute to the provision of sustainable travel options.

In rural areas in particular, key messages were around improved local services and development mix in the right location, and for longer journeys a need to shift modes of travel to a reliable and comfortable public transport network supported by demand-responsive services and improved active travel routes between large settlements and Market Towns.

Electronic engagement showed that participants felt that 'making local centres more attractive for walking and cycling and easier to get to' would result in the biggest reduction in trips and trip length (out of the options provided). This was closely followed by the need for services to be located closer to where people live. Allocating new development close to existing service centres, better online services, and pricing parking to support sustainable travel were also seen as important.

Survey graph 1: Which of the following would cause the biggest reduction in trips/trip length in your area (scores 1-5)?
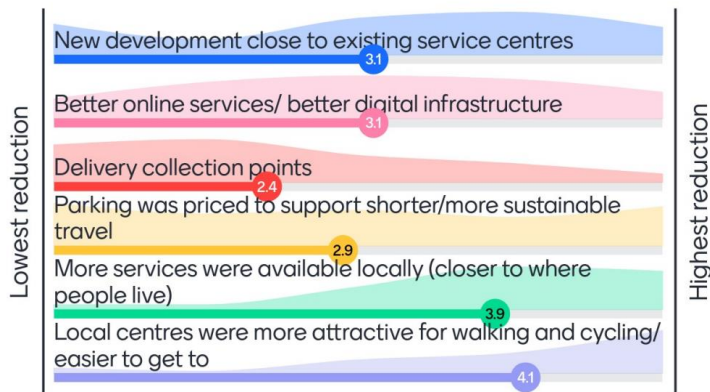
ii. Shift: How do we get people to change their mode of transport?

When stakeholders were asked about potential interventions to incentivise a shift to more sustainable modes of transport, the need for excellent public transport provision came through clearly as the highest priority amongst all workshop groups. Better public transport was also seen as a key requirement to cater for the needs of an aging population, particularly in a rural context. This was often put in contrast to a perceived trend of decreasing quality in service provision. Suggestions for improvements were:

- High quality waiting areas and transport hubs (market towns)

- Better accessibility

- Make public transport safer (real & perceived) so that every population group feels comfortable using it

- Higher frequencies

- Better reliability (particularly in the urban context)

- Better access to information

- Better affordability

- Demand responsive services in rural areas

Young people in particular see affordable, reliable public transport and access to shared mobility as their key messages. Community groups pointed out the need to improve the confidence that transport outside of our own car is safe.

Cycle infrastructure was also mentioned as important and inter-settlement links for public transport and cycling were mentioned, especially in a rural context. Several workshop groups mentioned the need for cycle infrastructure to be safe and segregated from general traffic (preferable). Safety for walking and cycling was clearly a key consideration. 20mph speed limits and Low Traffic Neighbourhoods were seen as a way to improve safety and connect people better to local services, particularly in urban areas.

Schools and employers were seen as playing a key role in promoting sustainable transport modes through travel planning, e.g. subsidised tickets for employees. It was also suggested that access to shared vehicles or bike hire/share schemes would be beneficial.

Car parking management and pricing was seen as a potential lever to shift people to more sustainable transport modes by at least two workshop groups. Another group stated that any such measures would need to be accompanied by "carrot" measures, such as improved public transport, to make sure they are fair. Other attendees found that it was important to attract people out of the car (though a better public transport offer) rather than tell them what to do. The same group commented that the cost of public transport still seems too high in comparison to the car and that car parking charges needed to reflect that and could contribute to bus service provision.

In the electronic voting, buses were seen as the mode of transport with the highest potential to attract people, closely followed by cycling.

Survey graph 2: Which mode of transport has the highest potential to attract people away from the private car in your area (scores 1-5)?
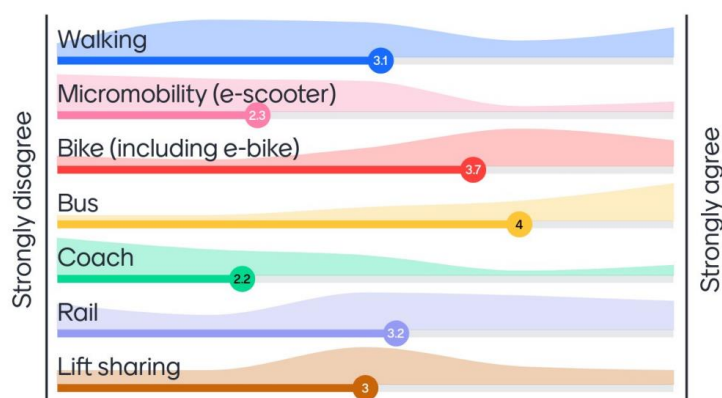

iii. Improve: How do we reduce emissions from vehicles?

Stakeholders felt that particularly the cost of purchasing and charging electric vehicles needs to be considered. Last mile delivery companies should switch to an electric fleet, but self-employed delivery drivers would need financial support.

One group commented that electric vehicles are not an entirely sustainable solution. It was suggested to move away from "owning cars" to a subscription service. This could be made affordable and easy through technology. Network efficiencies were also mentioned as a means to reduce emissions from vehicles.

Electronic engagement responses were dominated by a clear need for delivery and logistics vehicles in particular to change to electric, with the steer being towards focussing on institutional usage rather than individual usage for electric vehicles. Overall, electric vehicles were seen as a smaller part of the overall agenda. Public transport was strongly suggested as a missing option that should have been included.

Survey graph 3 (scores 1-5): What do you think the main role of electric vehicles should be?
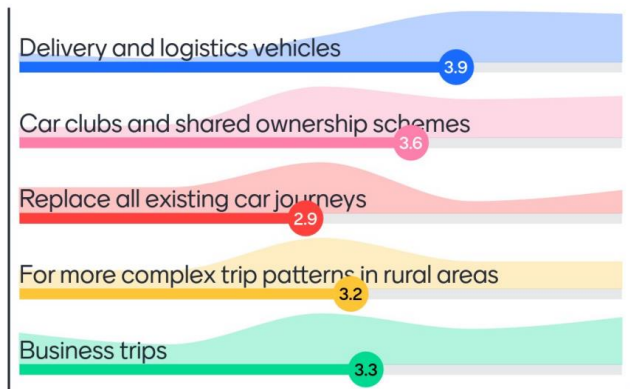
### iv. Priorities: What should we be our focus?

When stakeholders were asked to prioritise between types of interventions, workshop participants saw improvement and promotion of public transport services as the key priority. When asked to discuss further issues, time, frequency, comfort, safety, cost, promotion, subsidies, reliability, and ticketing were raised frequently regarding public transport. Rural representatives emphasised the need for public transport subsidy and equitable provision. Shared transport and cycling was also named as a priority and stakeholders emphasised the need for interventions to be local and community driven.

For walking and cycling infrastructure, investment and information were seen as key. Common themes were the importance of highlighting and somehow measuring and valuing added value, such as health and wellbeing.

One group pointed out the need to specifically targeted business travel, which accounts for greater carbon emissions than commuting.

Similarly, electronic engagement demonstrated a clear preference for prioritising better public transport, followed closely by better walking and cycling infrastructure .

Survey graph 4: Which of these should be a priority?
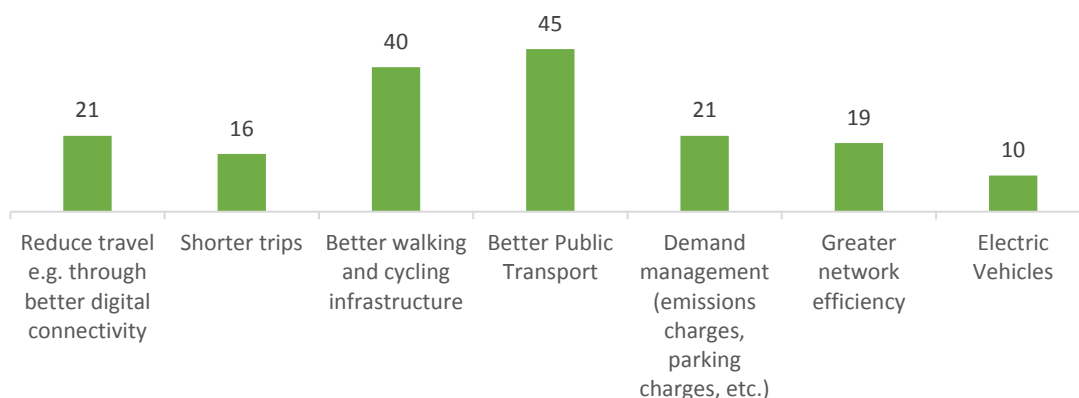
### v. Change: What are the key factors that will enable change?

Stakeholders were asked to consider factors that would make change happen. Comments ranged from "do something radical" to "more central government support is needed." People also thought that we need to move away from individual ownership of vehicles towards a more community and sharing approach.

It was felt that better data could improve the understanding of health benefits of active travel, which needs to be made safer and more attractive. We should also look to other authorities for lessons learnt.

Stakeholders commented that the public and private sectors both need to work together more closely. The solution needs to be not just public sector driven. That is to harness innovation of the private sector and to make sure private sector transport operators can work most efficiently. There was a feeling that a cultural change is needed to prioritise walking and cycling.

In the electronic engagement, all answers scored very highly, though 'behaviour change' scored marginally higher, which reflects further discussion in workshops around the role of individuals.

Survey graph 4: What are the most important factors that would make change happen (scores 1-5)?
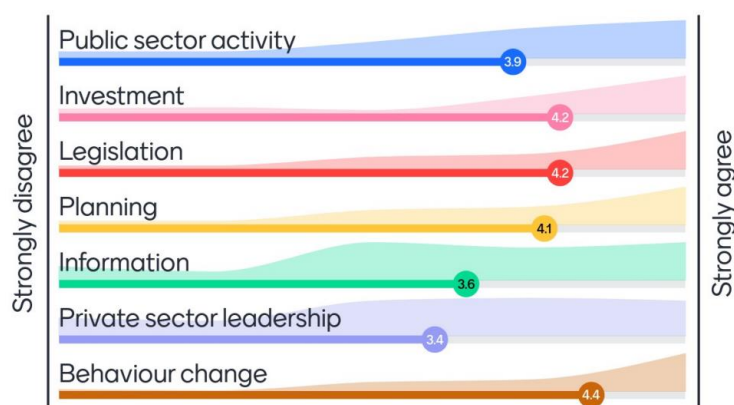
2.2 Electronic feedback on challenges and opportunities

In the afternoon, participants were asked to sum up the opportunities and challenges to decarbonising transport by voting in a real-time polling event for their top three challenges/opportunities. The most voted for priority is represented in the largest lettering in a 'word cloud.'

Words describing opportunities to decarbonise transport in Gloucestershire that received a high number of mentions include:

- Urgency;
- Youth;
- Health;
- Business; and
- Active travel.

The relative equal weighting of words with less mentions than these top five, suggests that further dialogue is needed to unpick the priorities beyond the obvious headline actions in terms of benefiting from opportunities.

What three words sum up the opportunities we have to decarbonise our transport in Gloucestershire?

Words describing challenges to decarbonising transport in Gloucestershire that received a high number of mentions include:

- Cost;
- Funding;
- Rural;
- Infrastructure; and
- Behaviour.

What three words sum up the challenges we face to decarbonise our transport in Gloucestershire?

3. Summary of the question-and-answer (Q&A) session

The event finished with a Q&A session to the panel of the keynote speakers, representing both local and national perspectives, to share lessons learnt and their expertise on decarbonising transport. The session was hosted by Jason Torrance from UK100. The audience was a geographical mix of representatives from businesses and the community, education and training, district councils, national transport operators and transport providers, local interest groups, young people, and other protected characteristic groups.

The Q&A session participation was a mix of pre-submitted questions and open questions from the audience over a one-hour session. Plenty of questions were received and there was good sense of open and frank discussion around the varying topics of discussion raised. Both questions and answers are summarised in **Appendix F**. The topics ranged from how we can reach net zero to the rising costs of living and its impacts on travel, through to encouraging people to use public transport and support for an integrated transport network that includes tackling rural transport. Discussion included the topic of how national funding could provide more investment and certainty for businesses and lessons learnt from our neighbouring authority – Oxfordshire – and how we should involve our young people going forward.

4. Conclusion

Overall the transport decarbonisation forum seemed well received and participation was high, representing forty-five public, private and third sector organisations across Gloucestershire.

Support for sustainable transport measures was strong, however, stakeholders demonstrated recognition of the scale of the challenge. There was an understanding that Gloucestershire, like other authorities, will struggle to deliver on the commitment to carbon reduction within the confines of current funding, and will need to review how best to use existing infrastructure to best serve the movement of people and goods to grow investment in the county.

A number of cross-cutting themes on the potential interventions for reducing transport carbon emissions emerged during the varied discussions. These included issues of using a 'carrot and stick' approach to various elements of the behaviour change and demand management proposals.

Joined-up or partnership working also surfaced regularly in debate and discussion. Public and private partnership, developer and provider (both of transport and other services), and the varied services themselves were all repeatedly highlighted as areas where coordination was important.

The value of health and wellbeing in active travel, the economic benefits of reducing journeys and using public transport, the social benefits of strengthening localities and service placements etc., all featured in the discussions across various topics. Finding ways to measure, value and include these in policy making and especially evaluation were seen as areas where improvement could be made.

Issues around the importance of localities, particularly infrastructure development and planning, ran through discussions beyond the initial question where they are indicated above. Across the board there were issues related to these matters in comments on all questions.

There was, perhaps surprisingly, less differentiated responses across the geographic groups than may have been anticipated, with strong correlation on most matters and only a few individual issues identified.

The Q&A session demonstrated the strong interest in the topic of climate change and the strong feeling that urgent action is needed. There was a strong sense of the importance of involving young people in every aspect of decision making.

The discussions and feedback clearly implied the need for ongoing engagement and cooperation between all stakeholders if Gloucestershire wants to achieve its carbon reduction targets.

5. Appendices

Appendix A: Agenda

09:30 Welcome (Cllr David Gray, GCC Cabinet Member for Environment & Planning)

09:35 Decarbonising Transport – Local Power in Action (Jason Torrance, UK 100)

09:55 Pathways to Net Zero (Claire Haigh, Greener Transport Solutions)

10:15 Break

10:35 Local Transport & Connectivity Plan (Melissa Goodacre, Oxfordshire County Council)

10:55 Our Journey to Net Zero (Pete Wiggins, Julian Atkins &, Luisa Senft-Hayward, GCC)

11:25 Workshop: How do we reduce transport carbon emissions

12:40 Lunch

13:40 Gloucestershire Youth Climate Group (Cate James-Hodges & Megan Land)

13:55 Business Role in Decarbonising Transport (Phil Smith, Business West)

14:15 Workshop Feedback

14:30 Break & Electronic Engagement: Challenges and Opportunities

14:50 Speakers Panel Q&A

15:50 Next Steps & Closing Remarks

16:00 Close

Appendix B: Presentations (weblink)

All presentations are published online: https://www.gloucestershire.gov.uk/media/2116505/j2nz-decarbonising-transport-forum-gloucester-20220719.pdf

Appendix C: List of organisations in attendance

Councillors and officers from the following Local Authorities:
- Forest of Dean District Council
- Oxfordshire County Council (officers only)
- Gloucestershire County Council
- Cotswold District Council
- Stroud District Council
- Tewkesbury Borough Council
- Gloucester City Council
- Cheltenham Borough Council

Community organisations/organisations representing local interests:
- Cotswold AONB
- Cotswold Friends
- Association of Town and Parish Councils
- Young Gloucestershire
- Gloucestershire Youth Climate Group
- Climate Action Network
- Local Nature Partnership
- GARAS
- Community Rail partnership
- Sustrans

Organisations representing places of education:
- Royal Agricultural University
- Cheltenham Ladies College
- Gloucestershire College
- Hartpury University
- University of Gloucestershire
- Royal Agricultural University
- University of Bristol

Government departments or other public sector organisations:
- National Highways
- BEIS
- Department for Work and Pensions
- Gloucestershire Constabulary
- NHS
- UK100
- Public Health

Private sector organisations/organisations representing business:
- Creative sustainability
- Active Businesses
- Active Gloucestershire
- Business West
- Connected Kerb
- Edge Public Solutions
- Gfirst LEP
- UBICO
- Western Power
- Atkins

Transport Operators
- Pulhams Coaches
- Stagecoach
- Road Haulage Association

Appendix D: Participation in electronic engagement

This interactive format of engagement allowed the forum participants to answer survey questions in a measurable and dynamic way. The group breakdown of Mentimeter responses is reflected below by themed group, (Stroud group generating the greatest responses and business group the least):

Responses to Interactive Online Survey – by themed group
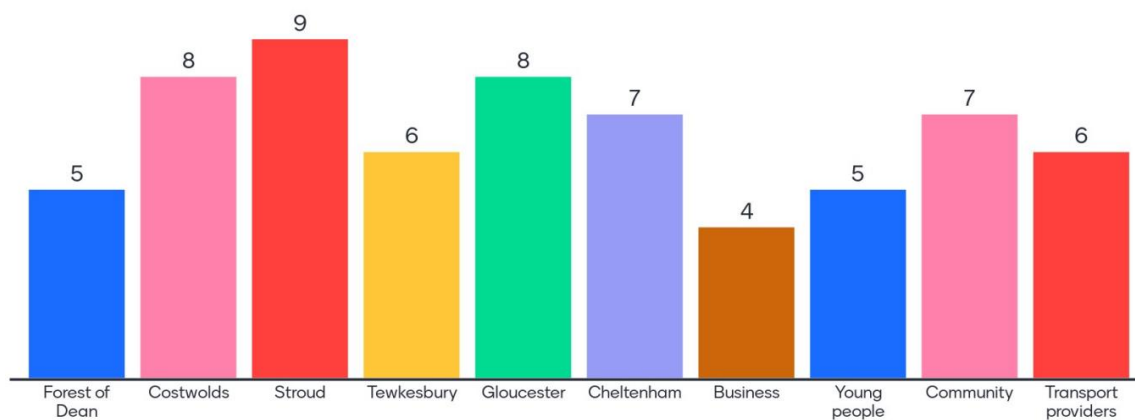
This represents a good spread of respondents across the various geographic and demographic groupings. The total overall volume of online engagement responses is reflected in the presentation statics below, (1,567 votes by 65 participants). This represents a high degree of responses with an excellent level of interaction across the questions and polls.

Overall Interactive Engagement Response (includes survey/polls)

Appendix E: Summary of workshop feedback notes

Attendance at workshops was broken down as follows: a total of seventy-nine attendees supported by facilitators spread across the ten groups as per the table below:

Decarbonising Transport Forum – participants by themed group

Themed Group	Participants
Forest of Dean	8
Cotswold	8
Stroud	9
Tewkesbury	7
Gloucester	6
Cheltenham	6
Business	11
Youth	8
Community	8
Transport Providers	9

All engagement activities were hosted by APSE who also provided the following key messages from the workshop groups which were later classified under the discussion headings.

Key Messages (classified under headings):

Avoid
- Need to decentralise services (e.g., health, education) where possible
- Role of new development getting the right mix and location
- Need efficient digital connectivity everywhere – both mobile and broadband to allow people to access services including transport digitally
- Development; avoid new development located and designed in ways which are high carbon generators
- More local services and business hubs in existing and new development.
- Accessible local services, e.g., housing next to schools
- Improved local services
- 20-minute neighbourhood zones
- Low Traffic Neighbourhood
- Rethink working / school and college practices based on learning form the pandemic, do we need to travel to travel to school/work and how much of these practices need to be face to face?
- To build on the value of homeworking in avoiding journeys by ensuring good digital infrastructure
- New development needs to be in the right locations, we can't retrofit public transport provision
- New development offers a sweet spot of opportunity where people may review how they travel, this needs to be marketed by developers

Shift
- Need excellent public transport provision, in a time where provision and quality of services is decreasing
- Comfortable bus waiting areas and Market Town Transport Hubs
- Larger settlements need to be connected by public transport & attractive traffic free cycleways
- Opportunities to access all modes
- Make car journeys less convenient and attractive
- Increased fuel prices and incentivising sustainable modes
- Increase demand responsive travel and image of buses

- Integrated Transport all modes
- Demand based public transport
- Safer walking and cycling – real and perceived
- Review price of parking
- Frequency and reliability of buses
- 20mph speed limit
- Better access to information, better access to ebikes and shared vehicles
- More cycling schemes; Share, Hire, Cycle to Work, School bike training and other types of schemes.
- Better interaction between public transport and cycling infrastructure
- We need to attract people out of the car, rather than tell them what to do
- Bus services frequency in rural areas - needs more investment
- Bus service reliability in urban areas due to congestion, makes for expensive and slow bus services
- Need for a positive vision of how your live could be if using public transport
- Cost of public transport still seem too high in comparison to the car
- Car parking charges need to reflect PT fares; however, town and city centres are competing with out-of-town locations for shopping where parking is free

Improve
- Speed limits: all roads – 20mph urban areas and reduced on motorways
- Network efficiency
- Concerned about the cost and use of electric vehicles of all kinds
- EVs will mean we potentially will need to reduce vehicle journeys overall due to availability of charging, it will be not just a simple switch from ICE vehicles to EVs.
- Discussion on the high value of used EVs as opposed to a perception that post 2030 used ICE vehicles having little value - this is impacting on fleet decisions for the public sector, where the model includes the end-of-life value

Priorities
- Improve promotion of existing bus and community transport services – which may be present but poorly understood
- Reduced car business trips – as these generate the greatest level of emissions overall in the Cotswolds
- Planning for increasing needs of an ageing population
- Establish agreement frameworks which ensure carbon, social, environmental, economic impacts are all under the umbrella of quantifiably reduce carbon
- Single multi-operator public transport ticket across all modes
- Public transport subsidies
- Solutions need to be local and community driven
- Bus frequencies are key – more investment is needed
- For the demand responsive transport (DRT) to work, you still need an attractive bus service network
- Car parking should contribute to bus services provision
- Reliably of public transport is very important

Change
- Speed up carbon evaluation policy and make decisions based on carbon as the priority, whether it's services, development, infrastructure
- Cross-sectoral working needs collaboration to reduce carbon
- Culture change - need to prioritise pedestrians and cyclists
- Behaviour change - attitudes and peoples buy-in and long-term cultural change to sustainable travel
- Public health priorities focus around co-benefits of carbon reduction
- Place making at the centre for change
- Recognition that rural transport needs subsidy

- Scale and consistency of support from government policy is needed to make the changes at pace
- Move away from individual ownership of vehicles to a community shared vehicle approach
- Robust data analysis to inform decisions, including wellbeing benefits of active travel.
- Make active transport (mostly cycling) corridors safer and more attractive to encourage higher usage
- Recognising that different jobs have different levels of ability to reduce transport demand, we need different approaches for different sectors of the economy e.g., factory workers and waste collectors compared to office worker
- Do something radical – we're in an emergency!
- Learning from other urban areas: e.g., Bath, Nottingham, Oxford, Amsterdam, Ghent, Budapest, Belfast
- Public and private sector needs to work together more closely - the solution is not just public sector driven but harness private sector innovation so transport operators can work most efficiently

Appendix F: Summary of question-and-answer session

With rising fuel and energy costs, how can we help people to save money and save carbon?
We need behaviour change towards car ownership and to move towards shared use models such as car clubs. GCC's role is providing people with the opportunity to avoid using cars by pursuing policies particularly around active travel, examples are mass transit and cycle infrastructure, and Gloucestershire is now delivering the cycle spine corridor scheme. Gloucestershire are soon to launch rural demand responsive transport in two pilot areas in the Forest of Dean and North Cotswolds to ensure affordable accessibility in areas currently with poor public transport access.

How can we encourage people to use a wider public transport system?
Information is key and a holistic transport offer is needed with multi-operator ticketing options being available. Inter-urban connectivity complimented by integrated transport hubs combining bikes and electric vehicle car clubs and flexible travel options with the public transport network also need to be explored.

What are the quick wins? What is the one priority for each member of the panel?
The quick wins when it comes to reducing transport carbon emissions is firstly reduce making those unnecessary journeys and GCC can help where necessary trips are needed to be made to help us plan our journeys. Hybrid working from our homes is a quick win. The extension of free school travel up to 18yrs for young people would avoid additional car trips. For businesses it is reliability regarding accredited carbon offsetting on a national basis.

What lessons learnt can we take from Oxfordshire?

Oxford is driving forward radical core schemes related to workplace parking levy and zero emission zone and these schemes are not easy to achieve, and our politicians, local people and businesses want to see more of such schemes. Oxfordshire market towns are learning from the Oxford example.

With 41% of the population of the UK having less than one month's finances in savings, and one of the number one motivators for people to do something is via their pocketbook, are we being naive to overlook the cost to the consumer? How are you going to tell those stories about a healthy future rather than an expensive present?

In Oxfordshire we are looking holistically at the long-term benefits and taking a more structured approach on how we fund things, as Local Authorities are under enormous financial pressures. The majority of young people will not be able to afford to invest in electric vehicles, so public transport will be crucial, and the cost of public transport journeys is a major factor for our young people as we want to be able to use the existing public transport that is available now and in the future, so how about extending free bus passes to young people, something that should be raised nationally.

What one thing could central government stop doing to support sustainable travel and local councils?
Central government funding timeframes and how we structure planning for the next 30-50 years were seen as a block to supporting investment in sustainable travel. For businesses the uncertainty of investment is their biggest issue, they want to see more public/private partnerships. Young people's voices need to be heard, so stop marginalising their views and include them in all areas of discussions.

How can we encourage rail travel?

There is a need post-pandemic to tackle the remaining fear factor with regard to using rail and the final approach to rail stations/destinations, so that the last mile, for personal safety and walkability, is crucial.

How do we decarbonise rural transport?

Local Cycling and Walking Infrastructure Plans in Gloucestershire rollout across the county will help bridge the gap to our more rural communities to offer a more comprehensive transport offer.

What are the enablers to reach net zero?

From the audience there was a clarification that net zero for 2045 or 2050 was an ongoing target beyond those years, which the older generation will have to pass onto the younger generations to come. Young people felt their voices needed to be heard in all aspects of decision making with appropriate support and guidance.