

Car Free day the Easy Way



DON KENT



Don Kent



- Don is the UK coordinator for EMW 2016. He has worked for The North East Transport Partnership NESTRANS, East Dunbartonshire Council and Newcastle City Council.
- He has organised 15 car free days
- The presentation covers the work he did in North East Scotland



What is it?



- A pan European event on Sept 22nd running since at least 2002 where roads are closed and turned over to events and people friendly activities
- A whole range of Ideas are used now world wide, beaches in Paris, Bamboo Cane Cars in Latvia, mini parks, music, competitions, food amusements and art
- There is a theme every year, last year it was air quality
- There is a new commitment to make the closure permanent at some point in the future
- Cities are scored on a week of activity, a road closure and a permanent measure

BUT.....

- 2002 - 1742 towns and cities participated (75 in UK)
- 2010 – 2020 (59 in UK)
- 2014 – 2012 (10 in UK)

2014 UK activity

The screenshot shows the website for European Mobility Week 2014. At the top, there is a banner with the European Commission logo, illustrations of various transport modes (trams, buses, walking, cycling), and the text '16-22 SEPTEMBER EUROPEAN MOBILITY WEEK'. Below the banner is a navigation menu with buttons for Home, Join us!, News, Cities, Award, Resources, and DoTheRightMix. A search bar is located on the right side of the navigation menu.

The main content area is titled '>> Cities' and includes a link '<< Back to international list 2014'. A blue bar highlights 'Participants from United Kingdom in 2014 (total number: 10)'. Below this, a table lists the participating cities and their activities:

	Week of activity	Permanent measure	In town without my car
Aberdeen			
Bedford			
Dunstable			
London, Hackney			
London, Lambeth			
London, Southwark			
Luton			
Merseyside, Liverpool			
Nottingham			
Stoke-on-Trent			

On the right side of the page, there is a 'Participating cities' section with a list of years from 2014 down to 2002, each followed by a horizontal line.

What went wrong in the UK?



- The Financial collapse caused large cuts in Local Authorities budgets
- Sustainable transport practitioners went first
- SPT, a team of 8 to 1
- Whole councils often have nobody specifically promoting sustainable travel
- The rest of the EU (and world) saw no such reduction and activity continued
- The car dilemma in the UK?



So why is it important



- It's the big event of the year
- It supports all other activity
- It levers in other partners which will not be engaged normally – i.e. Council events departments, businesses
- It can be organised with existing EU grants and projects i.e. CARE North
- You get a big bang for your buck more so than trickle campaigns
- More people are engaged as a closed street gets a significant footfall who are unaware of the event before coming across it



Start small Newtonhill



2010 Newtonhill primary school Aberdeenshire, road closed all day and a children's circus was put in the road



Link it to other activity's



Greenbrae and Insch schools 2011



- Bike Bells, Competitions, art, food



George Street 2012



First try on a city street
Went in easy with a mainly
pedestrian friendly street
but with van access and
delivery issues



Aberdeen Beach 2013



First non school road closed in partnership with local café's and businesses on the beach front



Schoolhill 2013



Schoolhill and Belmont Street 2014



Get the publicity right



10.00 - 16.00 Sunday, 21st September, Schoolhill and Belmont Street

Family Fun Festival

Our streets : Our choice

Free, fun family activities as part of European Mobility Week 'Celebrate the Streets' campaign 2014

*GETABOUT BIKE ROADSHOW
CLIMBING WALL
OUTDOOR CAFE AND BBQ
BIKE POWERED CINEMA
AND MANY MORE ACTIVITIES*



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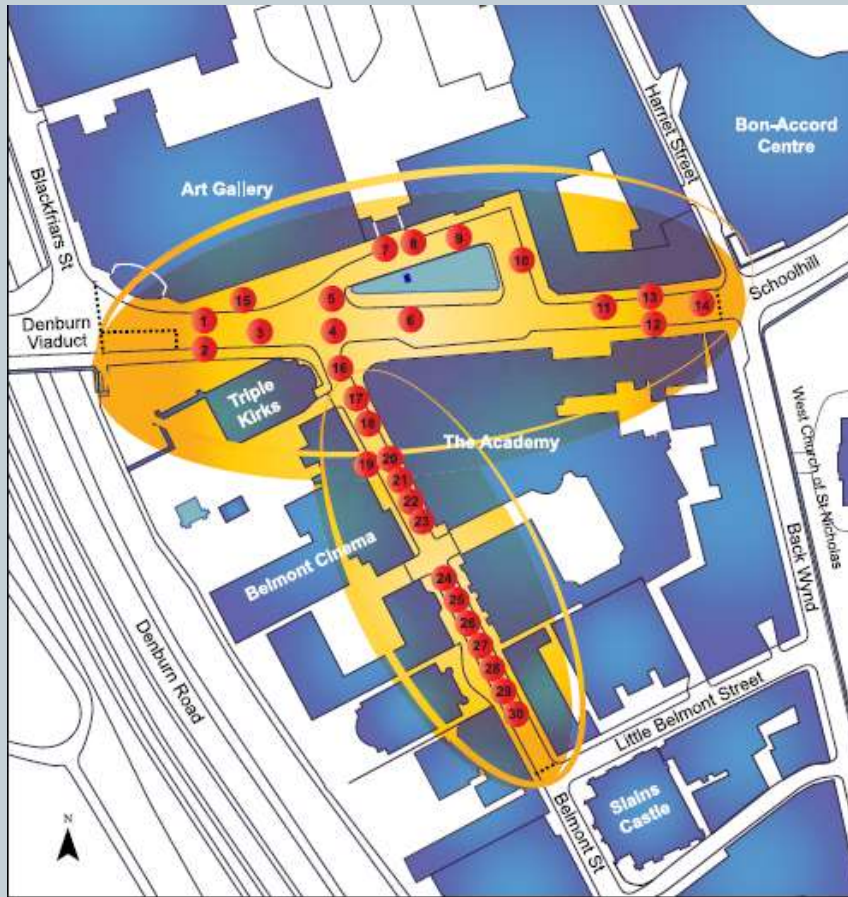
@get_about



www.facebook.com/Getabout.transport



Tell people walking through what you are doing



Welcome to In Town Without My Car Day!

As part of European Mobility Week we are 'Celebrating the Streets' by closing Schoolhill and Belmont Street to traffic and filling all that road space with a variety of fun, free, family-friendly activities. If you want to find out more about sustainable living, walking, cycling, public transport and responsible car use, or just sit and watch the world go by, then this is the place to be!

- 1 Come and find out more about Stagecoach bus services in Aberdeen City and Aberdeenshire and meet their efficient hybrid diesel/ electric bus,
- 2 Come and find out more about First Bus services and meet their award winning new buses running in Aberdeen City,
- 3 Citymoves Dance school have a range of dance classes in the street with trained instructors. Come along and try different dance styles for free,
- 4 The Getabout Partnership promotes walking, cycling, public transport and responsible car use in the North East of Scotland while Breathe Easy works to improve Aberdeen's air quality. Swing by the tent to find out more and to get loads of free goodies,
- 5 The Getabout Cycle Roadshow, run by Adventure Aberdeen, allows you to experience a range of weird and wonderful bikes including recumbent bikes, giant tricycles, hand pedal bikes, disability bikes, a tandem and even a tiny clown bike. Free fun for all ages,
- 6 Kiddies area for the under 5s, allowing them to try some tricycles and balance bikes.
- 7 How many bikes can you see in the mirrors of a brand new ARR Craib HGV while sitting in the cab? The results may surprise you. Come along and see for yourself,
- 8 Ever wanted to go to the cinema but felt like you should be exercising instead? Come and try Aberdeen's very own 'Pedal Powered Picturehouse' in the back of a Jorry, provided by the University of Aberdeen Students' Association,
- 9 First aid point, **Just child point** and first point of call for any enquiries,
- 10 Come and meet the new Hydrogen powered bus and vans and find out more about the Aberdeen City Council's Hydrogen Project,
- 11 The UK's leading freestyle mountain bike stunt team, **Savage Skills**, will be running several shows throughout the day. Come along and see just what they can do,
- 12 Local company and Butcher's Shop of the Year 2013 finalist **Haigs** will be running a BBQ in the street as well as a series of promotions in their well stocked shop,
- 13 **Haigs** hot food seating area,
- 14 Social enterprise company **Co-wheels** offer 'pay as you go' car rental in Aberdeen. Currently they have 26 cars stationed throughout the city, including 7 electric cars. To find out more about their services and to experience electric vehicles come along and see them.

Partners in 2014



- Haigs Butchers
- Stagecoach Bus
- ARR Craib
- Dance City
- Co Wheels Car Club
- FIRST Bus
- Hydrogen Bus project
- SCOTT Project
- NHS Grampian
- Wagamama

- Books and Beans
- Robert Gordon University
- Adventure Aberdeen
- Cycle Cinema
- Aberdeen Cycle Forum
- Air Quality
- Hutton Institute
- Aberdeen Forward
- MUSIC Project
- Blastads

The Key Points



- Prioritise Car free day in your events calendar
- Start with schools
- Get you partners together
- Lever in funds from other sources
- Get approval from the very top – the Mayor
- Engage with businesses and organisations
- Make sure you can fill your street
- Get schools involved children will want to come
- You can never have to many volunteers

Partners



Thank you

