



**Transport 2050**  
**27<sup>th</sup> July 2017**  
**Event Summary Report**

## **Introduction**

In order to shape and build for the community of tomorrow, the Council working in partnership with our regeneration partner ENGIE, and other partners and providers, hosted the borough's first low-carbon transport themed event –Transport 2050 on 27<sup>th</sup> July 2017.

The event is being followed by a themed workshop and will be working with key stakeholders to progress actions that we need to take together with our partners and the community, in relation to the transport theme.

## **Context**

North East Lincolnshire Council has published its Energy Vision for the Borough. The vision aims that by 2032 North East Lincolnshire will be nationally and internationally recognised as the UK's leading region for low-carbon energy and the UK capital of the renewable energy industry. North East Lincolnshire Council has signed up to Government's Climate Local Commitment (GCLC) to achieve carbon reduction targets locally. The Local Transport Plan (LTP) identifies areas for action including 'green and sustainable' transport.

To deliver the Energy Vision, the GCLC, the LTP, and the Council working in partnership, are developing a range of low-carbon, high-efficiency renewable solutions, delivering strategic and economic advantages for its businesses and affordable heat and power for its communities. By 2050, North East Lincolnshire will not only be able to achieve its 80% carbon reduction target but will also be able to declare itself carbon neutral.

**The event intended to contribute to:**

*‘To deliver sustainable, low carbon transport solutions across North East Lincolnshire’*

*‘To enable culture and behavioural change across the community that is measurably reducing carbon emissions;’*

*‘To protect people’s health by reducing waste, reducing pollution and improving air quality’.*

(background wording from energy vision)



Following an Energy Vision workshop in September 2016 with key stakeholders, transport was identified as one of the key areas for action. We are already starting to take appropriate steps to reduce the impact of traffic on our local communities, environment and on the health of our local residents but there is still a lot more to do.

We recognised the link with community awareness, education and skills. We want to encourage residents to be more aware of how they drive and how they can make changes to reduce carbon.

## **Agreed aims of the Transport 2050 event**

1. To showcase cleaner, greener ways of moving people and goods around the local area as well as exhibiting new and innovative transport technologies and linked solutions. Including potential short presentations by key people as well as stands and examples eg electric vehicles.
2. To provide a way to enable those who can influence the agenda at a local level, to explore their transport options and find out how they can support the Council to deliver the low carbon vision.
3. To raise community awareness of the vision and the issues. To showcase examples as part of the behaviour change journey.
4. To seek views from the community to help gain insight and shape the next steps.
5. To obtain stakeholder buy in and commitment to further consultation, to shape the ideas and develop further the actions we need to take to achieve the aims of the NEL Energy Vision whilst supporting the delivery of the Local Transport Plan.



The transport 2050 event was held on Thursday 27<sup>th</sup> July 2017. Fortuitously, on the day of the event the Government made a significant announcement in relation to transport and carbon, which evidenced that the NEL's vision was nationally supported by Government strategy and targets.

## **Financial and Resource Summary**

The project had £2000 allocated funding from the Local Transport Plan budget. This was managed by ENGIE, with any additional funding requirements to be used from the Energy and Carbon project budget. The cost of the event was £ 1,358

The project was overseen by a cross functional project team that included colleagues from a range of different services area within North East Lincolnshire Council and ENGIE. The project was taken on in addition to the day to day tasks of individuals.



## **Follow on Action Summary**

The event is repeatable at a frequency to be agreed. This will require a cross functional project team to be brought together to build on the success of this event and coordinate further events in the journey towards 2050.

By having gained further insight into the views of the community, the analysis of the survey will be used to inform other activity in relation to achieving the aims of the vision.

It is planned for a further workshop to help build on the findings and inform other plans, such as the Local Transport Plan and further develop the set of actions to impact on the outcomes identified.



### **Aims 1 and 2 : Showcasing cleaner greener methods; enable those who can influence the agenda at a local level to explore their transport options**

- The event was of use for stakeholders who have interest in organisational transport, transport generally and achieving savings
- There was a broad variety of exhibitors which kept attendees engaged with the event. It also linked the different themes together including the vision, local plans and key issues such as health, air quality and transport methods and support.
- The event provided a good range of information and showcased transport including electric vehicles, bikes, public transport, walking information and digital solutions.
- A number of people engaged with pod exhibitors including the RENEWNEEL and Local Transport strategy and plan. Total Transport exhibited the local plans and issues and how members of the public could get involved.

- A number of key businesses from the area attended and received information from the event and were able to engage directly with a number of providers
- The announcement at the time of the event by Government and media coverage nationally and locally positively highlighted the issues and raised awareness and supported the key themes the event aimed to cover.

**Aim 3 : To raise community awareness of the vision, issues and showcase examples as part of behavior change journey (Communications and engagement)**

- As well as the above points, the event was projected to the correct and appropriate audience
- The method of attracting people from the town centre worked exceptionally with the volunteers managing to bring a good number of people in, relative to the time they were out
- Positive feedback for the event was received from public as noted by staff who attended, from the telegraph comments section and on social media
- The time and effort put into creating the display boards was exceptional
- The displays from the electric vehicle providers was intriguing to everyone and provoked wide interest and many questions from the stakeholders and the public
- The large 'Transport 2050' sign was extremely effective in capturing the interest of passers by
- A reasonable response was achieved in terms of advertising, with the event being promoted on the Chronicle, in the Grimsby Telegraph and on Compass FM
- The smoothie maker was a big hit and generated a high interest in outside transport area
- The numbers of those attending the event was taken at different points in the day at the entrance to the main room, using a clicker. The project team became aware that a significant number of people

entered the event at the car park entrance and didn't come up to the main room, therefore the figures are not a representative of total numbers at event but do show attendance was most popular during the morning and the first hour of being open to the public. Shown in the table below;

<b>Timings</b>	<b>Number</b>
10:30 - 11:30	90
11:30 - 12:30	41
12:30 - 13:30	28
13:30 - 14:30	52
14:30 - 15:30	25
15:30 - 16:30	10

**Aims 4 and 5 : to seek views from the community attending to help gain insight and shape next steps; obtain stakeholder buy in and commitment to further workshop**

- Almost all of the people asked felt that they were more informed about low carbon travel options but nearly half felt that it didn't encourage them to change their behaviour towards lower carbon options as some felt it was too expensive and most already used public transport
- Majority of people felt they could make a difference to reducing their need to travel and lowering their carbon emissions
- Some good suggestions were given for lowering transport carbon including; bring into schools to make children and parents more aware, more cycle tracks and lowering bus emissions.
- A number of people expressed an interest in participating in a future workshop

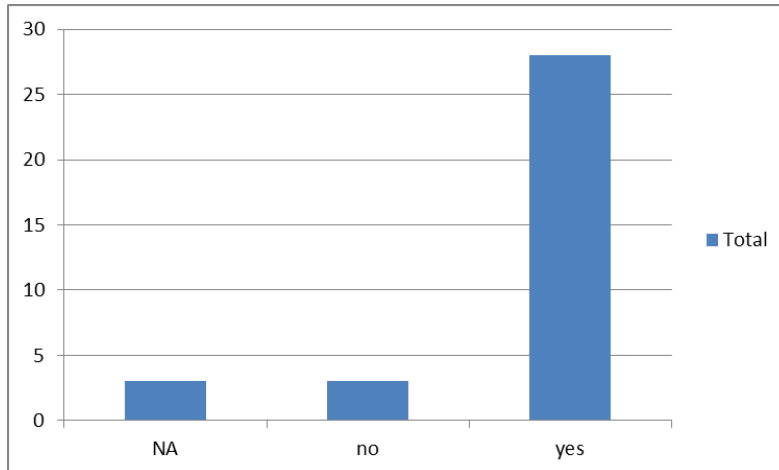
Informal information gathered from exhibitors were that people appeared interested in the information provided at the pods. A few of those attending expressed views and gave commitment at the RENEWEL pod to help shape local plans, attend workshops and participate in shaping future actions .



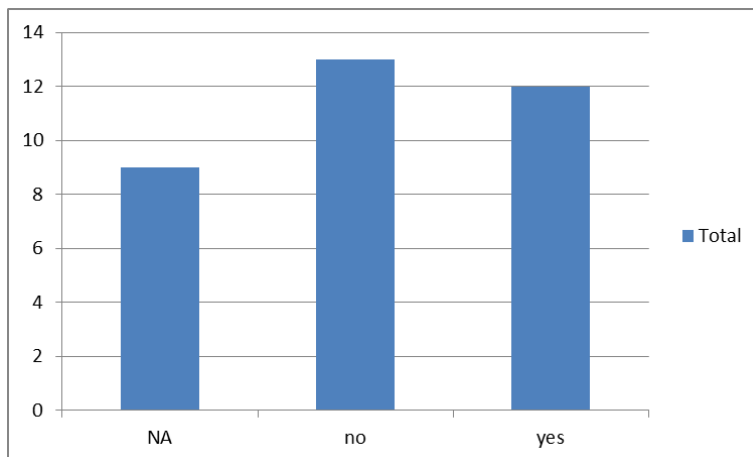
## Engagement Survey Feedback

34 people completed the survey

Question 1: Do you feel more informed about low carbon travel options?



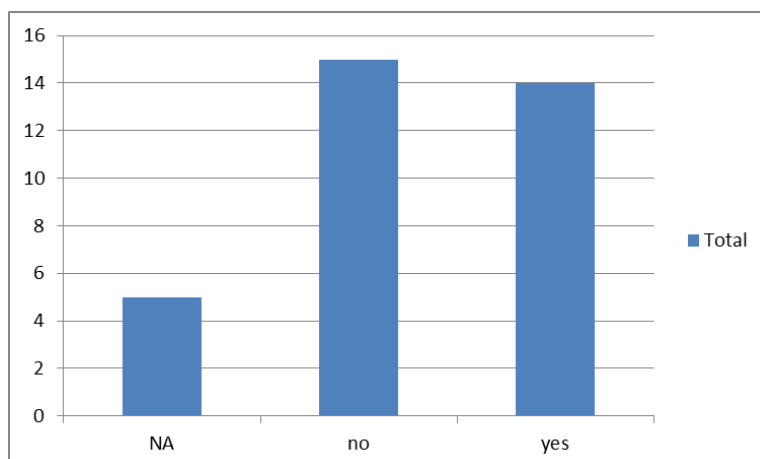
Question 2: Has this event encouraged you to change your behaviour towards lower carbon travel options?



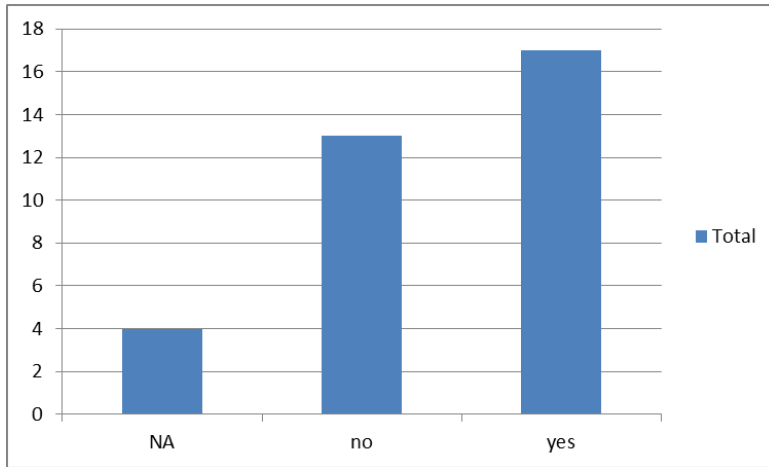
From those that answered 'Yes' – the following suggestions were made of how they could change their behaviour;

Use my car less	Change vehicles in the future	
Car share	Buy a hybrid car	
Walk more	Look into purchasing an electric car	
Use public transport	Use my bike	
<b>Reasons for answering no or not sure were:</b>		
I won't make it to 2050 and I don't believe in it all anyway	I'm not sure if I want to	We need a big car for our caravan so charging it regularly would be too inconvenient
I'm too old to be bothered about stuff like this	Not interested	Not convinced about it all
Not sure how relevant it is for day to day living and families	Even the use of electric cars needs the electricity to be produced	Already use public transport
Already aware/already use low carbon	Limited range of electric vehicles	Depend on buses
Already use bike a lot, may use public transport more often	Already use cycle and bus but might be more inclined to use an electric car	I walk or take the bus anyway
Not feasible	Expensive	I cycle and walk anyway

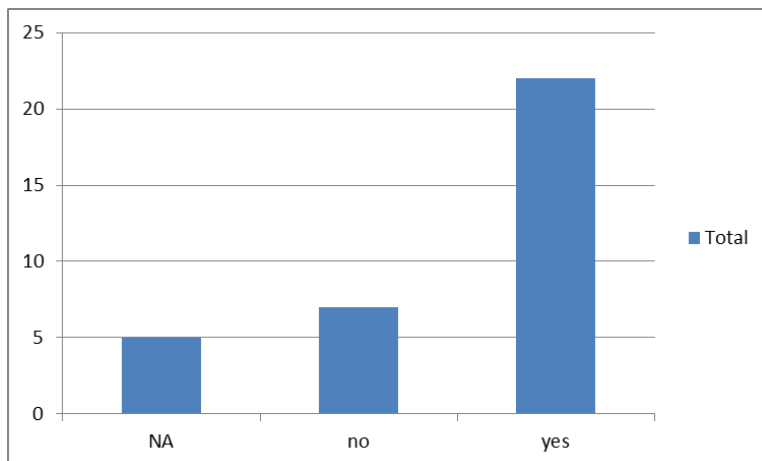
Question 3: Has this event made you want to get more involved in projects towards low carbon travel?



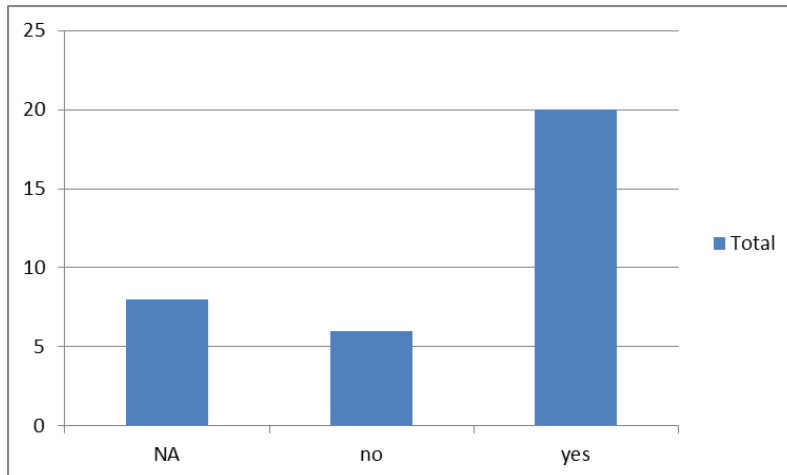
Question 4a: Can you make a difference to the reducing the need to travel?



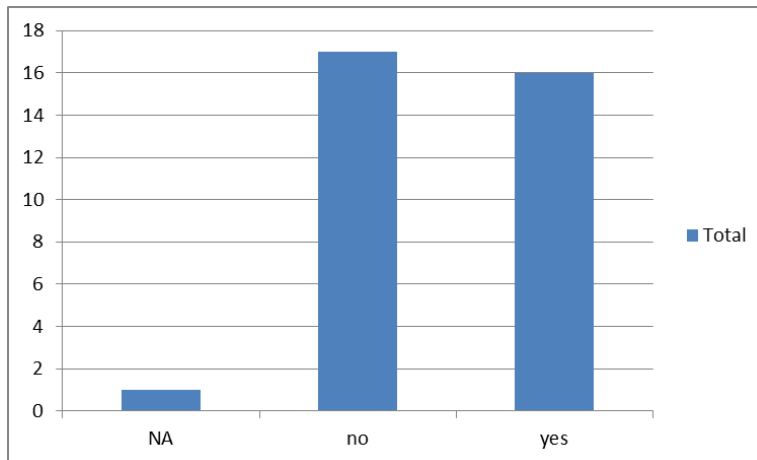
Question 4b: Can you make a difference to lower carbon emissions?



Question 4c: Can you make a difference to encourage low carbon travel?



Question 5: Is there anything stopping you making a difference to achieve the aims?



Question 5b: If no, or not sure, can you suggest any solutions to this?

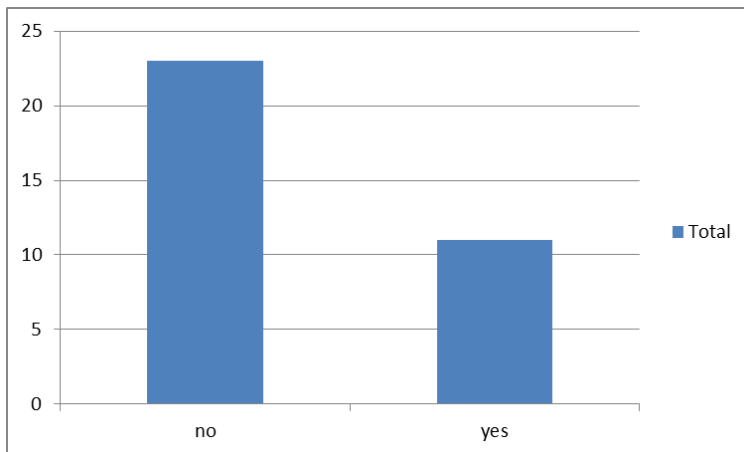
Cost of public transport is very high to compensate for the inconvenience	Better infrastructure for electric cars should be cheaper
Difficult behaviour change	Become more active and informed
Financial based – need the incentive to do so	Make it relatable – how much money can people save
Electric cars are too expensive	More regular local train travel
New technology evolves fast so buying now makes it obsolete later	There are not enough charging points for me to consider switching
I'd love to fit solar tiles on my roof but they're too expensive	Too busy – the car is convenience

Question 6: Do you have any good ideas towards lowering transport carbon?

Bring into schools to make parents more aware	Lower the cost of the buses and trains to encourage more people to use them	Electric bikes
Improve public and electric transport	Lower bus emissions	Increase charging points bikes and cars
Make electric transport vehicles mandatory	Need a direct London link	Make public transport more widespread
More cycle tracks	Get parents to	The council could do

	encourage kids to walk to school	more to encourage staff to cycle to work
Reduce the cost of the bus for workers and school children		

Question 7: Are you interested in receiving information or attending a workshop about reducing the need to travel or lowering transport carbon emissions?

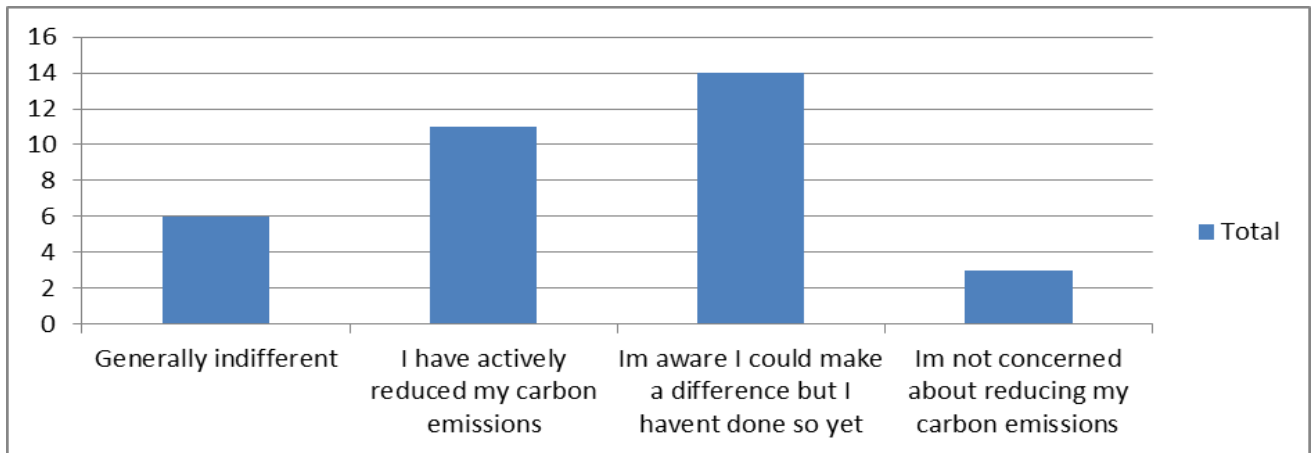


Question 8: What do you think the next steps should be to enable zero carbon travel?

Better battery technology	Bring the target forward	Businesses should do more to encourage cycle to work and car share
Better all-round infrastructure and cycle routes	No car zones	Continued engagement with the community
Culture change	Higher tax on big engine cars	It should be big businesses that are forced to change with the amount of pollution they cause rather than the public
Making electric cars	More information	Encourage more

cheaper and more appealing	about the benefits and how to do it	people who do short journeys to use a bike
More viable alternatives to petrol	Solving problems about lengthy commutes to work – it's the aggregate of everyone's actions that make a difference	More walking
Need electric from renewables – more honestly about electricity producing carbon	Promote public transport and walking	Prove it is true that we need to reduce and that electricity is the way to do it
Use of video conferencing, self-diagnosis/advice and guidance		

Question 9: What is your attitude to reducing carbon emissions?



Question 10: Have you attended this even as a member of the public or as a stakeholder?

