

3. How do you think you can create the necessary Behavioural Change required?

- Leadership from Decision Makers
- Provide opportunities for Behaviour Change
- Exploit Crises! Be ready to raise awareness
- A Council for Bath
- Electoral campaigning- do it!
- Behaviour change in government and local government
- Build a political consensus
- Improve Transport infrastructure
- Use media showing pollution levels

- Breaking routines and habits at key moments – psychological research
- Reward every journey that is NOT by car
- Change parental behaviour through educating children
- Better pavements – total greening of city centre
- More utilisation of river and canal

- Tourist tax to contribute toward the environment
- Awareness and have emissions data on main roads so people can see in real time the pollution displayed to them.
- Pollution App
- Research in outlying areas – the desired routes for people living there using electronic data
- Research and Data collection
- Force planning authorities to put in electrical charging points
- Political nudging, incentivisation and charging
- Hold Council to account – alternative Council website that names and shames
- Congestion Charge – vehicle charges

- Carrot :Discovery Card Holders get benefits when using public transport, walk or cycle
- Reward each journey made NOT using a car
- Free Public transport
- Good Bus services
- Autonomous Cars
- Cost effective public transport to encourage young people
- Businesses buy in with public bus travel
- Choices dis-insentivise car use
- No go car zones
- Eliminate Jeremy Clarkson
- Cash back – when using car shares
- Flexible use of car shares e.g. make parking easier to use when car shared

- Dedicated cycle lanes with joined up routes across Bath
- Safe clean cycling routes for parents and children
- Walkable and cyclable school routes

- Gender Issues: Walking for men is different to walking for women
- Local knowledge is key

- Walkable paths and routes and how to fix them – this changes people wanting to use them
- Greater pedestrianized area in centre of Bath
- Learn from Hackney model – flourishing local centres
- Reduce the need to travel far
- Get evidence of traffic and transport use to support behaviour change e.g. pollution monitors people can see
- Use ART to get the message across, find different venues e.g. Morrison's on the street
- Mobilise at a grass roots level ORGANISE
- Form alliances – bring public pressure to bear
- Use social media- make it viral like Attenborough's "plastic campaign"
- Go into Schools
- Congestion Chare
- Park and Ride Tickets in Radstock and outlying villages
- More Car Pools
- Park & Ride and Bus Hubs (not just in the city centre)
- Stop subsidising Car use (workplace parking levy)
- Community Congestion Charge
- Sell the benefits_ cleaner Air, less congestion, less cost
- Communicate Evidence NOW
- Publicising Vision to B&NES residents
- Formal education/awareness in ALL schools –DEBATES
- Perception of Public Transport for EVERYONE
- Spread the word- get more people involved, change by example