

Hello, thanks Jo for the opportunity to speak. I'm Sarah Warren. I'm a member of Transition Bath Transport Group, and I've just completed a Masters dissertation in Sustainable Transport. Bath is Britain's only World Heritage City, and it seems to me, in a city where all distances are walkable, there's no reason we couldn't aspire to have a **world-leading**, integrated, sustainable transport system here:

**a liveable, car-free Bath.**

Imagine the fresh air, tourists sitting outside cafes beside Cleveland Bridge, perhaps, diesel vehicles having been banned from the city centre, as Dusseldorf and Stuttgart have just done? Imagine cycling comfortably into town on a safe, segregated cycle lane along London Road, with your seven-year-old beside you, as people do in Amsterdam and Copenhagen. Imagine public transport, affordable to families, efficiently and directly linking centres of population with large employers – direct, frequent routes from the east of Bath to the RUH and the University, for example! Imagine spacious, comfortable, affordable, frequent school buses, with seat belts, taking children where they need to go, and even accommodating after-school clubs and late starts. Imagine cycle tracks with electric bikes going up and down Wellsway and Bathwick Hill.

Think of the prize, how attractive would that city be, not only to tourists and shoppers, but also to those of us who have to live here all the time? Imagine the improvements to health: we can all breathe easy, and our children develop the habit of active travel, incorporating activity into their daily life, rather than just jumping into the car without thinking. And consider, also, the impact we in Bath could have on other cities, with our high profile.

There are 4 key elements, I think, to an integrated, sustainable transport policy:

1. Viable alternatives to driving (or carrots)
2. Disincentives to driving (or sticks)
3. A common, integrated vision prioritising cycling and walking, which is shared by decision makers both through time, and across the council, underlying decisions taken in relation not only to transport, but also in other areas such as place-making and planning
4. Publicity to help the public understand that vision, and the purpose behind individual changes as they occur

How can we bring this about? Communication is key and this event is a start.

My plea to councillors is: sustainable transport is the future, and it's perfect for a city the size of Bath that grew up before cars. **Please** engage with sustainable transport campaigners, as well as businesses and residents' associations, as we have so many objectives in common. Visit and learn from cities that have already beaten the trail. Develop a **long** term, **cross** party, sustainable vision for mobility in the city, so that we can have continuity in our journey towards our goal. **Reassure** business that these changes will make Bath a more desirable destination, not less.

And for those of us interested in promoting active transport, some learning points from the recent success of the Bathampton Meadows Alliance in opposing the eastern park and ride, are:

- to get organised and politically active;
- to use publicity, both traditional and new media, to get our message across;
- to use evidence-based arguments, and professionalism;
- and to be persistent.

There is an interest and engagement now in sustainable transport in this city: have confidence in your message. **This is the future.**