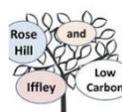


# Coalition for Healthy Streets and Active Travel

## About CoHSAT

The Coalition for Healthy Streets and Active Travel (CoHSAT) is a group of voluntary and campaigning organisations working across Oxfordshire to create attractive, accessible and people-friendly streets. We will do this by encouraging efficient, active, low carbon and sustainable travel, which will reduce traffic, air pollution and noise, and enable healthy and thriving communities. More details can be seen at <http://www.cohsat.org.uk>.

The 10 CoHSAT members are: Low Carbon Oxford North, Low Carbon West Oxford, Pedal and Post, Oxford Friends of the Earth, Oxford Pedestrians Association, Oxford Civic Society, CycloX, Rose Hill and Iffley Low Carbon, Oxfordshire Liveable Streets and Oxfordshire Cycling Network.



## Healthy Streets and Active Travel, 2020-21 – summary of findings

Our five activities have focused primarily on awareness-raising and education. We are particularly delighted about the success of the popup shop and that we have helped six of the market towns take up active travel initiatives. The Walkability Index is a unique contribution to identifying neighbourhoods that lack amenities within easy access. The data project will help groups access active travel data which support their researches and discussions on the way that active travel is developing in Oxfordshire. And our briefing paper on Bike Hangars provides the launch-pad for Oxford City Council and Oxfordshire County Council to make cycle parking safer.

We have enjoyed undertaking these five activities and hope that our findings will promote action on active travel and healthy streets in Oxfordshire. With thanks to the Low Carbon Hub for its essential support.

## Creation of a Popup Experience on projects to improve active travel in Oxford

CoHSAT opened a popup exhibition in the centre of Oxford on projects to improve active travel in Oxford. This activity replaced the original proposal to look at the mismatch of narrow pavements and wide roads on certain streets.

There were 14 major initiatives displayed representing options that would improve many areas of Oxford – not all in the City centre. The idea for a popup shop was supported by the CoHSAT committee and Simon Pratt and Brenda Boardman (the CoHSAT co-chairs) decided that it was a 'now or never' time. The County Council had to apply for the Government's Emergency Active Travel Fund (EATF) by 7 August and we wanted to try and influence their thoughts. The decision was taken to proceed on 26 June 2020 – a month before the shop opened.

We leased premises in Ship Street, off Cornmarket, from Jesus College, for two weeks for a peppercorn rent, though the electricity bill cost £200. The shop was perfect for us, as it was clean, did not smell, had a lot of shelves, excellent lighting and carpeting. We had very limited access prior to opening.

All the material for the exhibition was assembled on Slack, which proved to be an excellent portal, with a channel for each project. Once we started gathering information, the ideas and suggestions just rolled in. Virtually none of the material that was eventually used in the shop existed in a format that was suitable for public display beforehand. We were joined by several enthusiasts from groups like Build Oxford Back Better and XR. Some of whom just wanted 'pretty pictures' whereas in CoHSAT we were determined to get as much realism as possible, eg emergency vehicles could still access colleges.

Much of the success of the shop resulted from the extraordinary and inspiring illustrations provided by Andy Coram, a professional photoshop artist, and Joelle Darby of Original Field, a landscape specialist who did the sketches. Other items were discovered, such as Kathy Shock's beautiful plan for Broad Street, the Rose Hill petition on Iffley Road (for quotes) and XR's large words from their busgates demonstration. Major practical and artistic support was also provided by Stig, Zuhura Plummer and Charlie Hicks, together with CoHSAT members.

CoHSAT's then project manager, Abena Poku-Awuah, has her own company - Legacy Events Group Ltd. LCON gave Abena and Legacy a contract, to show she was employed and to clarify the responsibilities. Legacy then added the popup shop to their public liability insurance, signed the lease with Jesus College and took responsibility for health and safety. We could not have done it without Abena's generosity over the bureaucracy and her unstinting support.

The main cost, of nearly £600, was the printing of 120 posters and 350 postcards. Funding was provided by this Low Carbon Hub Large Grant 2020, together with donations from three other CoHSAT members. Early on we confirmed the week of 26 July - 1 August as the latest that we could influence the County Council's EATF thoughts. It was a lot of work to get high resolution images of everything, and to clearly state for the printers what we wanted, to what size, portrait or landscape. These specifications required a fairly detailed layout plan of how to mount the exhibition in the shop. Everything was taken to the printers on Monday 20 July. We used Minuteman Press and were very pleased with their standards. They sent me proofs electronically before printing, which helped.

We opened from 10-4 for each of the 7 days and had roughly equal numbers of visitors. Getting volunteers was not as easy as expected (3 pairs x 2 hours each) and we certainly benefitted from some helpful XR people. All personnel were expected (by the visitors) to be well informed about a wide range of travel-related issues. This was rarely possible, but often there were other visitors that could help with debates.

With Abena's help, we got a press release out to the media, together with tweets co-ordinated by Charlie Hicks of Build Oxford Back Better. We got coverage on BBC local tv and radio, Jack FM, the front page of the Oxford Mail and a mention in the Oxford Times.

We had 360 visitors and took about 50 individually written postcards to county councillors. Over 90% of the visitors were people who were already interested, very few were passers-by from Cornmarket. We were, therefore, dealing with the semi-knowledgeable, who often had real concerns, good questions: eg 'What is a busgate'. The popup shop was primarily a public information and awareness exercise. By and large, the supportive people are doing so from an Oxford perspective, whereas those with worries are usually concerned about the impact on them as individuals.

The most support was given to our ideas for:

- Broad Street
- St Giles
- Hythe Bridge Street
- Iffley Road
- Low Traffic Neighbourhoods (LTNs) - with several requests for new areas, e.g. Marston, Wolvercote, Kennington, Littlemore, New Hinksey

There was little support for:

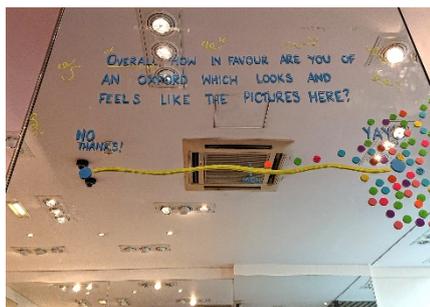
- Cowley Road (if 1-way)
- High Street, ditto

Busgates were the focus of considerable debate. Over half our visitors were supportive and many of the remainder were happy to have accurate information and to enter into reasoned discussions.

The materials from the exhibition can be viewed online on the CoHSAT website at <http://cohsat.org.uk/popup>. A video gathering perspectives of people visiting the exhibition and on the streets of Oxford was produced by Jack Bradley and can be seen at the same link. We have not put up the exhibition anywhere else, though there were some groups initially interested. The majority of the material has not dated and is still relevant, so could be displayed again.

CoHSAT are extremely glad to have done the popup shop, though it was a non-trivial activity. It made us firm up on a lot of ideas and has definitely resulted in progressing the debate. We were particularly delighted at the enthusiasm and support shown by our visitors and hope that both Oxfordshire County council and Oxford City Council realize there is a groundswell of public opinion that wants to see the City reinvigorated with wonderful, new public realm and active travel facilities.

For further information on our five 2020-2021 projects and other CoHSAT activities see <http://www.cohsat.org.uk> or email us at [CoHSATOxon@gmail.com](mailto:CoHSATOxon@gmail.com).



## Social media activity about the Popup Experience on the CoHSAT Facebook and Twitter accounts

**Coalition for Healthy Streets and Active Travel Oxford** shared a link. 28 July 2020 · 🌐

Day 3 of the popup exhibition and active travel is all over the news today!

We are open until Saturday so plenty of time to visit us on Ship Street, just off Commarket and see what all the discussion is about.

Here is CoHSAT member, Chris from Pedal and Post, explaining why active travel is good for business, good for communities and good for Oxford.... [See more](#)



TWITTER.COM  
**Build Back Better UK - Oxford on Twitter**  
"We've invested about £45,000 in new equipment, we've just hired 4 to 5 new people as well, so it's a good demonstration that these kind of active travel are good for business and good for the city's economic recovery" ❤️ Chris -...

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Like Comment

**Coalition for Healthy Streets and Active Travel Oxford** 27 July 2020 · 🌐

Day 2 of the popup was a success despite the morning rain! Here is a young Oxonian's vision for a Better Broad Street.

A parrot, zebra, camel, dragon and more around a waterfall and river! ❤️❤️❤️

Who's coming to the popup on Tuesday to share their ideas? #... [See more](#)



9

Like Comment

**Coalition for Healthy Streets and Active Travel Oxford** 26 July 2020 · 🌐

Starting today, come and visit, we are looking forward to meeting you!

3

Like Comment

**Oxfordshire Liveable Streets** 20 July 2020 · 🌐

This is going to be fabulous. Come by and have a look!

2

Like Comment

**Coalition for Healthy Streets and Active Travel Retweeted**

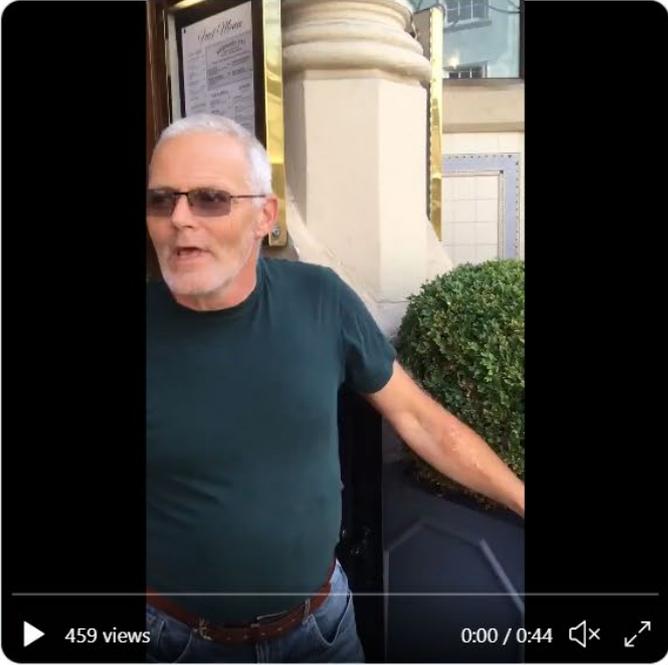
**Build Back Better Ox** @OxBackBetter · Aug 1, 2020

"I'm manager of one of the pubs on st Michael's Street.

We've been able to put tables and chairs out which has been a real boost for most businesses on this street.

It's given us a huge boost and increased our business triple-fold!" ❤️ Alan

[#BetterforBusiness @Liam\\_Walker\\_](#)



459 views 0:00 / 0:44

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**Coalition for Healthy Streets and Active Travel Retweeted**

**Claire** @HamlettClaire · Aug 1, 2020

Visited the @CoHSATOxon pop-up shop today. What a great idea, full of great ideas, with proper engagement from Oxford residents on our city's future. Had a very educational & nice chat with a Deliveroo driver outside too about why they should be exempt from bus gate restrictions.

1 2

**Coalition for Healthy Streets and Active Travel Retweeted**

**Build Back Better Ox** @OxBackBetter · Aug 1, 2020

"I'd like the streets to be pedestrianised because it makes a nice sociable street atmosphere

It's also safer and for kids like her, to be able to roam around the streets, and it's less polluting as well, so more environmentally friendly!" ❤️

Families want this! [#BetterOxford](#)



0:22 210 views

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