

EAST AYRSHIRE COUNCIL

DEVELOPMENT SERVICES COMMITTEE – 9 JANUARY 2007

EUROPEAN MOBILITY WEEK AND IN TOWN WITHOUT MY CAR DAY

Report by Acting Executive Director of Development and Property Services

1. PURPOSE OF REPORT

- 1.1** To advise the Committee about European Mobility Week and In Town Without My Car Day and to consider how future events should be resourced.

2. BACKGROUND

- 2.1** European Mobility Week is held every year between 16 and 22 September. The week generally culminates with In Town Without My Car day on 22 September. The aim of European Mobility Week is to promote sustainable transport by staging one or more event on each day. The events are designed to raise awareness of health and environmental issues and encourage people to walk and cycle.
- 2.2** In Town Without My Car day involves the closure of streets to cars and lorries in the participating towns to allow people to enjoy walking, cycling, live music, public art, children's play areas and other events. It creates a less polluted, quieter urban environment for a day. It also helps local communities to focus on travel habits in towns; and promotes sustainable trips to work and school by walking, cycling and public transport as an alternative to using private cars. With this theme, European Mobility Week aims to contribute to reducing traffic congestion and transport related greenhouse gases and improve the health and quality of life of people throughout Europe. During 2005, more than 900 cities and towns across Europe took part in In Town Without My Car.
- 2.3** East Ayrshire Council has, in association with a number of agencies participated in In Town Without My Car Day as part of European Mobility Week since 2004.

3. EUROPEAN MOBILITY WEEK

- 3.1** Activities have consisted of publicity involving posters, leaflets, Intranet, Website, Press and the In Town Without My Car Website.
- 3.2** Publicity has in previous years referred to the significant measures introduced by the Council to improve safety and facilitate the use of public transport. These included Quality Bus Corridors, improvements to Kilmarnock and Cumnock bus stations, 20 mph zones and town centre improvements.

4. IN TOWN WITHOUT MY CAR DAY

- 4.1 Events have been held in Kilmarnock (2004), Cumnock (2005) and Stewarton (2006) and have included performances from secondary school bands, cycling activities, the promotion of Health Board services as well as activities organised by East Ayrshire Departments and Strathclyde Police.

Primary school pupils' artwork on "green" transport issues has been displayed and pupils have also performed a number of road safety songs during the day.

- 4.2 There has been strong local support for In Town Without My Car from members of the public and local schools and it is proposed that the initiative will continue to be held annually
- 4.3 The support provided by other Council Departments and outside agencies has made a valuable contribution to the events in 2004, 2005 and 2006. It is now proposed to seek the involvement of all Departments of the Council and the Community Planning Partners to participate in and contribute towards future events to help promote safe, sustainable travel to achieve health and lifestyle benefits and to enhance the environment .
- 4.4 Organising the road closures and associated events and marketing European Mobility Week and In Town Without My Car is likely to cost in the order of £7,000 in 2007, excluding the cost of the significant staff time involved. It is proposed that the Acting Executive Director of Property and Development and Property Services will seek to involve other Council Departments and the Councils Community Planning Partners in providing funding to meet these essential costs and liaise with the Departments that can provide sound equipment, staging, catering, wet weather protection and staff resources as necessary for In Town Without My Car day on 22 September, 2007.
- 4.5 Suitable venues for In Town Without My Car day will be investigated and will be the subject of a future report to the Committee.

5. FINANCIAL IMPLICATIONS

- 5.1 The Acting Executive Director of Property and Development Services will seek the establishment of a corporate budget for the events in 2007 and future years.

6. LEGAL IMPLICATIONS

- 6.1 Temporary road closures will be implemented in accordance with the the Road Traffic (Temporary Restrictions) Procedure Regulations 1992

7. POLICY IMPLICATIONS

- 7.1 Nil

8. COMMUNITY PLAN IMPLICATIONS

- 8.1** European Mobility Week and In Town Without My Car Day contribute towards the achievement of the Community Planning themes for improving the environment, improving health and improving community safety

9. RECOMMENDATIONS

9.1 It is recommended that the Committee:

- i) Recognises the promotion of European Mobility Week and In Town Without My Car Day as a corporate event; and
- ii) Agrees that East Ayrshire participate in this event in 2007; and
- iii) Authorises the Acting Director of Development and Property Services to involve other Council Departments and the Council's Community Planning Partners in providing funding for future events and obtain the support of other Departments and Community Planning Partners in staging the events.

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Acting Executive Director of Development and Property Services
18 December 2006
KO/SC - FV

BACKGROUND PAPERS

Nil

For further information on the contents of this report please contact Keith Orton on 01563 555714

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