





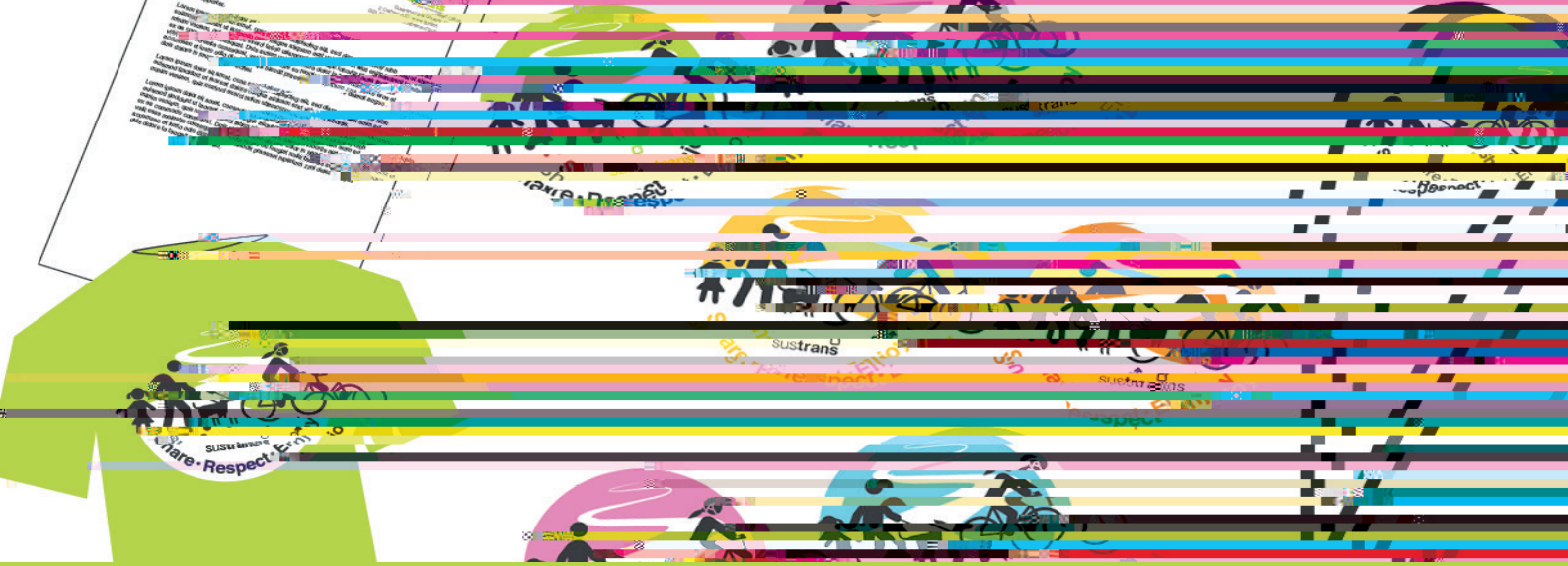


Sustrans is the charity making it easier for people to walk and cycle.

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# The One Path Initiative

The One Path Initiative is an effective approach developed and piloted by Sustrans to tackle conflict on paths and promote positive actions and behaviour by all users.

This initiative was developed as an alternative to physical signage and it focuses on behaviour change rather than regulations.

At its heart, the One Path Initiative is about improving communications and understanding between the people who use the path.



## Aims of the One Path Initiative

We use a variety of tried and tested communication methods, including Sustrans volunteer-run events, on-path signage and press and social media, to engage with path users, listen to their concerns and then work with them to promote the key principles of One Path - Share, Respect, Enjoy. Our aim is to:

- Reduce conflict and thereby complaints
- Improve relations and understand the needs of all the path users
- Avoid the expense of permanent signage or physical intervention

We achieve this by ensuring everybody involved in greenway and traffic-free shared path management delivers a consistent message to all path users, regardless of how they access the path or the purpose of their journey.

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The One Path Approach is a straightforward methodology based on a three stage delivery programme overseen by a project board.

It demonstrates how promoting the values of equality, community and awareness amongst all path users can result in a positive culture and a change in behaviour.



## Stewardship Group

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A stewardship group will be assembled with the purpose of providing residents and local stakeholders a platform to inform project initiatives, including issue raising and priorities to address. The group will also be represented on the Project Board that will oversee the programme, allocating actions and deadlines. The project board would include key council representatives and the Sustrans project team.

### Three stage programme to:

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Audit and analysis of issues with path owners and users		
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## Audit and analysis

Sustrans will carry out a user survey. The purpose of this research is to understand the user behaviour and avoid the introduction of 'blanket' measures that would impede particular user groups. The research focuses on three main areas:

- To understand the path usage patterns and identify when potential conflict is more likely to occur.
- Ascertain what is the most common use of the path, in particular whether it is used for leisure or commuting.
- To understand the issues and attitudes of all the users.



## Information gathering and sharing

Following the survey we are able to identify our main target audiences – these could be dog walkers, people riding bikes, runners and walkers.

Separate focus groups are held for each of the key audiences. This enables an open discussion and exploration of each group's experience of using the path.

Focus groups are facilitated using an inclusive Sustrans process.



## Creative engagement

With all the information gathered at the previous stages, Sustrans organises a series of fun community engagement events at carefully selected locations. Examples of previous events include walking family days; drawing competitions; bike training; guided walks and t-shirt printing.

The objective is to give users the opportunity to take part in shaping the debate and co-creating the campaign so they will feel more connected to their community, their local network and will ultimately be more likely to respond in a positive way and adjust their behaviour.



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## Communications

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A communications plan would be developed and delivered by the Sustrans team and supported by your stakeholder communications:

Objective 1. Raise awareness and invite to focus groups

Objective 2. Promotion of engagement events



## Action plan and legacy

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To embed a culture of Share, Respect, Enjoy on your path Sustrans would develop a bespoke action plan. This could include:

1. Ongoing communications plan
2. Template for website communications agreed by all stakeholders
3. On-path signage guidelines
4. Extended programme of regular face to face engagement events with support from stakeholders
5. Ongoing monitoring of behaviour through the Sustrans volunteer programme
6. Infrastructure improvements to be identified, costed and actioned

# Next steps

For more background information and case studies please visit our website.

[www.sustrans.org.uk/OnePath](http://www.sustrans.org.uk/OnePath)

If you would like further information, including costs, or if you would like Sustrans to manage a One Path Initiative for you, please contact your local office and ask to speak with a partnership manager about The One Path Initiative. Contact details for our local offices can be found overleaf.

# Get in touch

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Join us on our journey - [www.sustrans.org.uk](http://www.sustrans.org.uk)

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