

THE COMBER GREENWAY

ONE PATH INITIATIVE

A proposal for the continuation of the One Path Initiative in 2017-18

SHARE RESPECT ENJOY



1.0 INTRODUCTION

This paper sets out the proposed programme for the further development and delivery of the **One Path** Initiative on the Comber Greenway during 2017-2018.

The pilot **One Path** initiative was undertaken along the Comber Greenway between June and October 2016. The report on the pilot programme was completed in February 2017 and circulated to the client group. From conversations with path users there is a general feeling that behaviour within and between user groups has improved, although there is no specific measure of this.

Use of the Greenway continues to grow and the potential for conflict increases as new users join the path.

One Path is a low cost behavioural change programme and is intended to avoid conflict and ensure mutual respect between different user groups so that everyone can share the path, respect other users and collectively enjoy it. The alternative is signage, segregation, rules and enforcement which is costly to put in place and manage.

2.0 THE WAY FORWARD

This proposal picks up on the key follow-on actions set out in the February 2017 report. **One Path** is not a one-off initiative but rather an evolving programme that continues to work with all existing and new users to ensure mutual respect and understanding.

3.0 THE NEW PROGRAMME

In this document we have set out a new series of initiatives that are aimed at the continuation and development of the **One Path** theme, based on earlier recommendations learnt from the pilot project.

3.1 Communications Plan

This plan will be developed for use by all parties involved in the management of the Comber Greenway, particularly the three Councils, DfI and Sustrans. It will include information on events and activities, key shared messages and opportunities for interaction with path users. A common communication template will be developed. This will be agreed and used by all partners to convey common messages.

3.2 On Path Signage

The design and use of a common graphic that represents the ethos of the **One Path** initiative will be produced. A pilot project to trial the signage on the path would also involve gaining user feedback.

The use of the graphic in other ways will also be explored e.g. printed matter/publicity material. This signage can be placed on the path at strategic locations.

3.3 Events Programme

This will deliver two events in each Local Authority area throughout the period. Face to face engagement with path users encouraging discussion, a reinforcement of the **One Path** message and actively listening to any ongoing or new issues. Refreshments and other incentives will attract participants. Agreed locations will be manned throughout the day with a mix of staff and volunteers from all organisations involved. A record of numbers engaged and issues raised will be kept.

3.4 Working with Others

The PSNI have a regular presence on the Greenway and the **One Path** communication template will be shared with them and local community groups. Where possible their input will be included within the Events Programme in order to ensure consistency of message.

3.5 Ongoing Monitoring of Behaviour

An initiative designed and developed to measure real or perceived change in behaviour of path users. The information gathered at the events (3.3) will be correlated with detailed user data currently being gathered at 3 new counters located on the Comber Greenway at Comber, Abbey Road and Beersbridge Road.

3.6 Comber Greenway Festival

A celebration of all path users and a chance to signpost and encourage new users. Opportunity for wider community participation and engagement. A weekend event planned for August 2018 will provide an opportunity for the main user groups to promote their activity while promoting the **One Path** share, respect and enjoy message. This event will require further discussion and planning.

3.7 One Path Steering Committee

Quarterly meetings to oversee the **One Path** initiative and receive updates and provide feedback on the implementation of this plan.

This forum will encourage new initiatives and share the experience with others and encourage and support ongoing greenway infrastructure improvements.

3.8 Infrastructure

Physical improvements to support both the **One Path** Initiative and address the requirements of increased usage such as lighting, path width and improved maintenance, should be ongoing and reported to the Steering Committee. The coordination for delivery of these initiatives is not the focus of the One Path Steering Committee but the implication for **One Path** would be discussed.

4.0 SUSTRANS TIME INPUTS AND COSTS

4.1 Time (Days)

	SUS	SUS	SUS	SUS	Others
3.1 Communications Plan and delivery		1	10		Councils and DFI
3.2 Signage	2	5		2	Graphic Designers
3.3 Events		18		2	
3.4 Working With Others		2			PSNI
3.5 Monitoring		1		2	
3.6 Festival	2	14		2	Council & Dfl Staff
3.7 Steering Group	2	4			Council & Dfl Staff
3.8 Infrastructure	2				Council & Dfl Staff
TOTAL DAYS	8	45	10	8	

4.2 Costs

The total for Sustrans resource would be **in the region of £20,000.**