

AER. ACTIVE ACCESS ACTIVITIES IN L'ALCUDIA, SPAIN



Promoting walking and cycling to l'Alcúdia town centre for shopping.

Promoting going shopping in the town centre is the challenge faced. In order to achieve this aim, work with shopkeepers, citizens and local authorities has begun. 105 citizens have been surveyed in order to understand the habits and preferences of shoppers with regard to mobility and inform the design of a successful strategy. An encouraging result is that 47,62% of those surveyed think that big malls are stressful and 65,71% prefer going shopping in the borough.

The project has been presented to shopkeepers and local authorities in order to involve them. They have also been invited to a walking audit to make them realise the importance of promoting walking for local businesses. This received a very positive reaction.

The next steps will be designing promotional campaigns together with the shopkeepers and local authorities to enhance going shopping by foot or by bike.

Promoting walking and cycling to l'Alcúdia schools

The goal is to change the behavior of students and their parents, promoting going to school on foot or bike.

The campaign is developing safety routes to the four schools of l'Alcúdia.

- 12 walking routes (3 per school) have been designed by the students with the help of parents and teachers.
- 4 walking audits (1 per school) have been carried by a group formed of politicians, technicians from the energy agency and the municipality, local police, teachers, students and parents. In the walking audit the group evaluated the safety routes, proposing small changes in their design and suggesting the next steps to be taken to improve them.

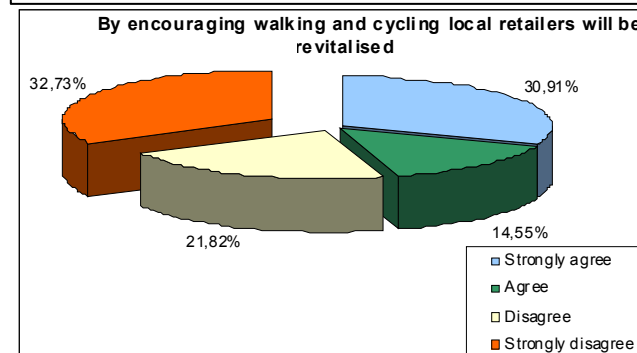
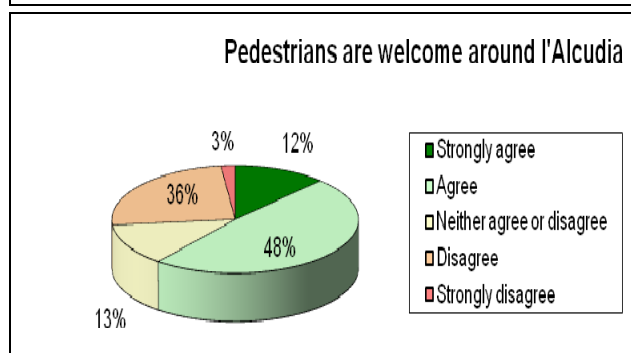
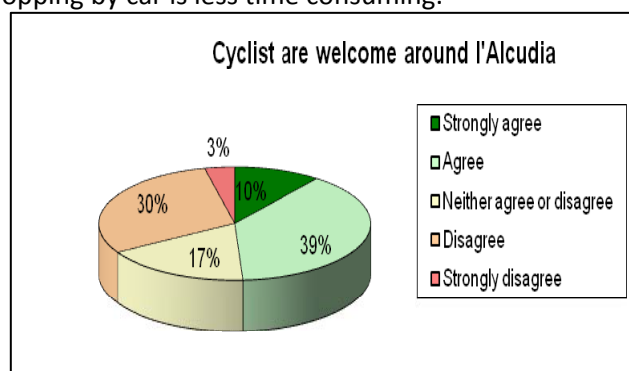
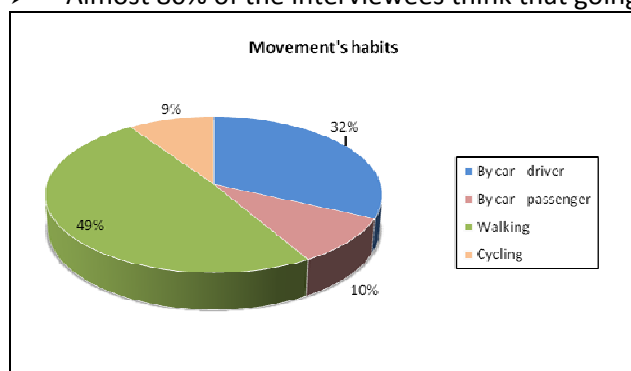
In the coming months, the actions will be implemented by the municipality (new pedestrian crossings, improvement and extension of some pavements, signposting of the routes, etc.).

Following this, the walking bus will be implemented, encouraging students to go to school together accompanied by an adult and following the routes with their respective timetables and stops.

BASELINE SITUATION

The baseline situation regarding travelling to school in l'Alcúdia was ascertained through 452 questionnaires completed by parents of children at four schools in the town and 15 at a school decision group meeting. The situation regarding shopping was measured through 105 questionnaires completed by shoppers and 59 shopkeepers. The key findings were as follows:

- Most students go to school on foot, but 33% still go by car & could change their habits. In particular attention should be given to the school furthest from the city centre where 40% of students go by car.
- Cyclists are not always well considered, so traffic education in schools can help to solve this problem.
- Half of parents are not sure about the safety of their children on the way to school. Only 27% were happy regarding safety of children cycling to school.
- 100% of the decision group think that going on foot or bicycle will improve the health of the citizens
- The majority prefer going shopping to one place where they can find different brands and discounts.
- Combining shopping with entertainment is highly appreciated by almost 90% of the polled.
- 47.62% of the interviewees think that big malls are stressful and 65.71% prefer going shopping in the borough (though 38.33% of shopkeepers think customers prefer malls).
- Receiving customised advice and going window-shopping while strolling is highly.
- Almost 80% of the interviewees think that going shopping by car is less time consuming.



STAKEHOLDERS INVOLVED

The following stakeholders have been involved in Active Access, in l'Alcúdia, to date:

Stakeholder	Role
Local Authority in charge of environmental issues	Guarantee the support of the municipality to the project.
Representative of the shopkeepers association	Contribute to the promotional campaigns
'Les Comes' School	Involve the educational community in the project (studenta, teachers, managers).
'Batallar' School	Involve the educational community in the project (studenta, teachers, managers).
'Sant Andreu' School	Involve the educational community in the project (studenta, teachers, managers).
'Heretats' School	Involve the educational community in the project (studenta, teachers, managers).

Legal disclaimer:

The sole responsibility for the content of this report lies with the authors. It does not represent the opinion of the European Communities. The European Commission is not responsible for any use that may be made of the information contained therein.