

Velo-City 2007

Realising the Potential for Increasing Cycling through Soft Measures

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Abstract

The Sustainable Travel Demonstration Town Programme (STDT) was launched by the Department of Transport in 2004 to demonstrate the role of 'soft measures' in promoting sustainable travel modes (walking, cycling and public transport). Three English cities (Darlington, Peterborough and Worcester) were each awarded a special grant of around €5 million to develop five-year programmes focusing on school and workplace travel plans, awareness campaigns and Individualised Travel Marketing (ITM).

At the outset, Sustrans and Socialdata were commissioned to undertake a programme of travel behaviour research in each of the three STDTs to provide a baseline for subsequent monitoring, assist in programme planning and help raise local awareness of the potential for behaviour change. Although levels of cycling in each of the three STDTs were found to be low by most European standards (ranging from 1 to 5% of all trips), this ground-breaking research highlighted a significant potential for increasing cycling as a mode of day-to-day transport.

Since 2005, Sustrans and Socialdata have been working with two of the STDTs (Peterborough and Worcester) to develop and implement large-scale Individualised Travel Marketing (ITM) programmes. The ITM process involves working directly with households to offer personalised information and support, enabling people to walk, cycle and use public transport more often. The same approach has been applied successfully as a tool for changing travel behaviour in TravelSmart programmes in Australia, the United States and, with Sustrans, in the UK.

The results of an evaluation of the first stage of these ITM programmes show that both have achieved significant relative increases in cycling trips across their respective target populations (by 25% in Peterborough and 36% in Worcester). Together with increases in walking and public transport use, this has contributed to substantial reductions in car trips, helping to reduce urban traffic congestion, increase physical activity and tackle climate change.

1. The English Sustainable Travel Demonstration Town programme

In June 2003 the Department for Transport launched the Sustainable Travel Demonstration Towns (STDT) programme to showcase the role of ‘soft measures’ in reducing car travel through promotion of walking, cycling and public transport. All English highway authorities were invited to put forward proposals for five-year travel behaviour change programmes focusing on school, workplace and personalised travel planning; travel awareness campaigns and marketing; car clubs and car sharing and other measuresⁱ.

At the time, the STDT programme was part of a wider DfT programme of work on improving travel choices, which followed the publication of the Transport White Paper and the Ten-Year Transport Plan, notably a personalised travel planning demonstration scheme and support for employer and school travel plans.

In December 2003 the DfT short-listed seven bids from a total of 50 with the intention of awarding a total of around €11 million to two demonstration towns. The criteria used to assess the bids were value for money, partnership initiatives, ability and expertise, suitability of town and evaluation proposalsⁱⁱ. Participating local authorities were expected to make a significant contribution to the costs of the project, and to demonstrate how the proposed package of soft measures would be integrated with infrastructure improvements funded through Local Transport Plans.

When the final selection was made in April 2004, the DfT named three winning authorities (Darlington Borough Council, Peterborough City Council and Worcestershire County Council), each sharing an increased total grant of €15 million in revenue funding to support five year programmes of soft measures in Darlington, Peterborough and Worcester respectively.

2. Baseline travel behaviour research

2.1 Objectives and methodology

In autumn 2004, Sustrans and Socialdata were commissioned separately by Darlington Borough Council, Peterborough City Council and Worcestershire County Council to undertake an extensive programme of travel behaviour research in each of their respective demonstration towns.

In each case, the main aims of this research were to support local decision-makers in developing their STDT programmes and to provide a baseline against which their outcomes could be measured. The specific research objectives were to provide:

- a comprehensive database of personal travel behaviour to describe the day-to-day mobility of each town's population;
- an assessment of public attitudes towards, and perceptions of, local transport issues; and
- a detailed analysis of the potentials for increasing levels of walking, cycling and use of public transport.

The first part of the research was a travel behaviour survey using a mail-back travel diary technique (the core of Socialdata's New KONTIV design) on a random net sample of more than 4,000 people in each town. Each household involved in the survey received a general questionnaire together with a set of individual travel diaries for all household members for a nominated day of the week. The customer-friendly survey design, coupled with telephone motivation for households with available telephone records, resulted in an average aggregate response rate of 60%. The survey process included follow-up telephone interviews with respondents to collect data on trip legs.

The second part of the research consisted of a series of face-to-face interviews conducted in the home with a net sample of over 400 people in each town (drawn at random from respondents to the earlier behavioural survey). The interviews were designed to gauge their attitudes to transport issues and examine the reasons for the mode choice on trips recorded in their travel diaries. The response rate for this part of the research was 67%. The research was conducted by Socialdata with support from Sustrans from September to December 2004.

2.2 Key findings

The research provided a wealth of data on travel behaviour, attitudes and perceptions and the potential for change across the three demonstration towns. One of the most important overall findings was that nearly half of all car trips within the towns could be replaced using existing facilities by walking, cycling and/or public transport. The key conclusions from the research are summarised in the box belowⁱⁱⁱ.

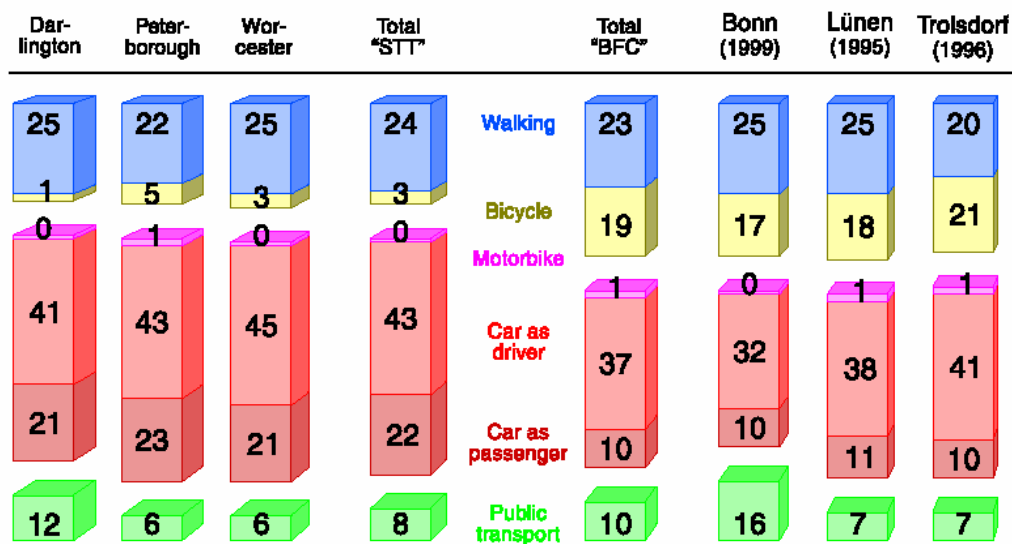
KEY CONCLUSIONS FROM TRAVEL BEHAVIOUR RESEARCH IN SUSTAINABLE TRAVEL DEMONSTRATION TOWNS (2004)

1. Most people's day-to-day travel patterns are quite simple.
2. Leisure and shopping account for more day-to-day trips than routine journeys to work, school etc.
3. People make a quarter of their day-to-day trips on foot, but on average spend as much time walking as they do driving.
4. Car travel dominates all types of trips except education for which walking is the principal mode.
5. The share of day-to-day trips by car is highest among employed people followed by pre-school children.
6. Most cars are used for only short periods each day, predominantly for local trips and with only the driver travelling.
7. Leisure, shopping and personal business combined generate more car trips than travel to work.
8. There is widespread dissatisfaction with current levels of traffic growth, and strong public support for policies to tackle this through measures which favour walking, cycling and public transport over car travel.
9. Around half of all local car trips could be replaced using existing facilities by walking, cycling and/or public transport, although this potential varies between urban areas.
10. Cycling provides a viable alternative for the greatest share of local car trips, followed by public transport and walking.
11. Poor perceptions of relative travel time form the single greatest subjective barrier to walking and cycling in place of the car for local trips, and yet over short distances travelling by car saves little or no time.
12. Lack of information is the greatest subjective barrier to increasing use of public transport, affecting half of all local car trips which could be made by bus using existing services.
13. People perceive door-to-door journey times by car relative to public transport to be around twice as quick as they really are.
14. The potential for reducing car use through soft measures is significant and often greater than could be achieved by infrastructure improvements alone.
15. Levels of car use could increase by up to a third unless people are supported or rewarded in their use of sustainable travel modes.
16. Soft measures can achieve significant overall reductions in car use through relatively small changes in individual behaviour.

The research revealed a wide variation in the mode share of cycling from 1% of trips in Darlington and 3% in Worcester, to 5% in Peterborough (see Figure 2.1 below). In general the towns all displayed characteristics in sharp contrast to cities elsewhere in northern Europe where cycling is an accepted everyday travel mode^{iv}. For example, in comparison to Bicycle-Friendly Cities (BFC) in Germany¹, cycling levels in the STDTs were found to be:

- around five times higher among men than among women;
- highest among the 16-25 age group; and
- highest for the journey to work, lowest for shopping and no higher than the average for the school journey.

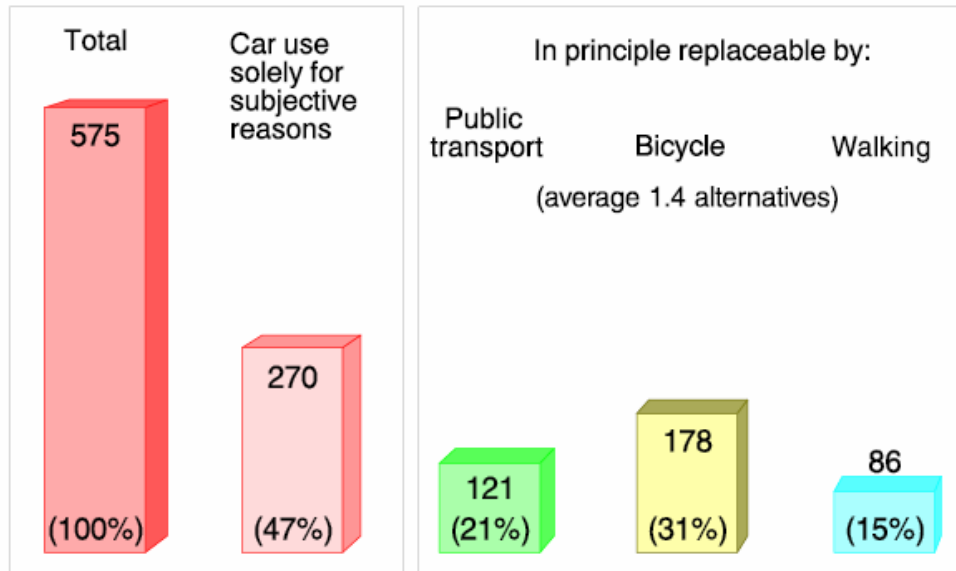
Figure 2.1 Mode choice in the STDTs and BFCs (% of trips)



Nonetheless the in-depth interviews in the STDTs found that under existing infrastructure conditions, cycling provided a viable alternative to some 31% of car trips within the Towns themselves, a greater potential than for walking or public transport (see Figure 2.2).

¹ Three German cities selected to demonstrate a range of cycle promotion measures during the late 1990s.

Figure 2.2 Car trips within town in the STDTs



Using Socialdata’s ‘Situational Approach’, the in-depth research revealed the reasons preventing people from cycling on occasions when they travel by car (see Figure 2.3). This showed that while 37% of trips could not be cycled because of physical constraints (e.g. a need to carry a heavy load) or because cycling was not a viable alternative (e.g. trip distance too far), a similar proportion (36%) were not cycled due to subjective reasons. The most important of these (affecting 17% of trips) was an incorrect estimation of the time needed to travel by bike. For a further 13% of trips, no objective or clear subjective barrier to cycling could be identified. These ‘free of choice’ trips are those most susceptible to change, for instance by promoting a more positive cycling culture.

As a result it was concluded that soft measures alone (i.e. better information, education and motivation) should be capable of quadrupling the mode share of cycling for trips within the towns from its current average of 4% to 16% (see Figure 2.4)^v.

Figure 2.3 Bicycle and non-bicycle trips in the STDTs (% of trips)

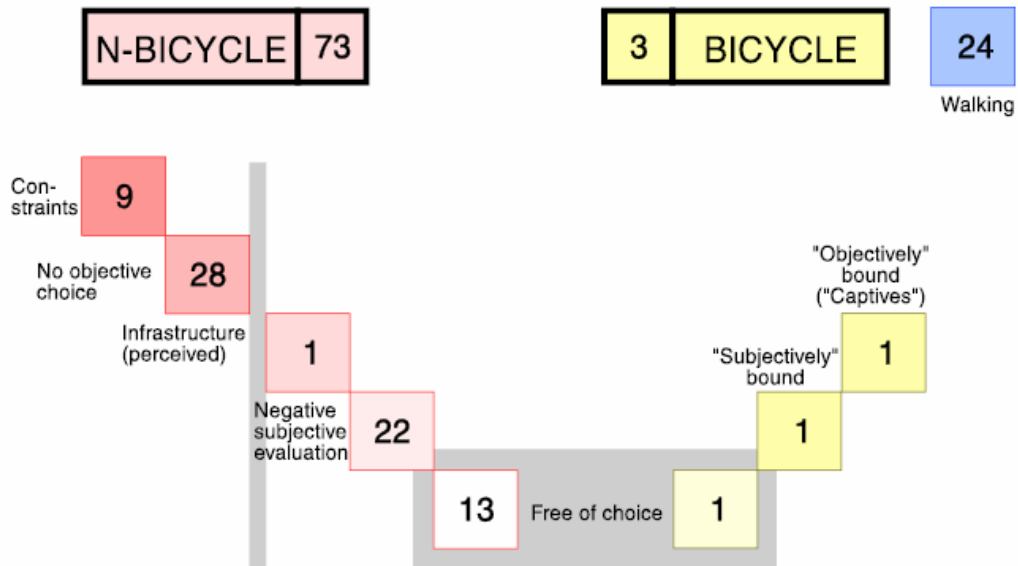
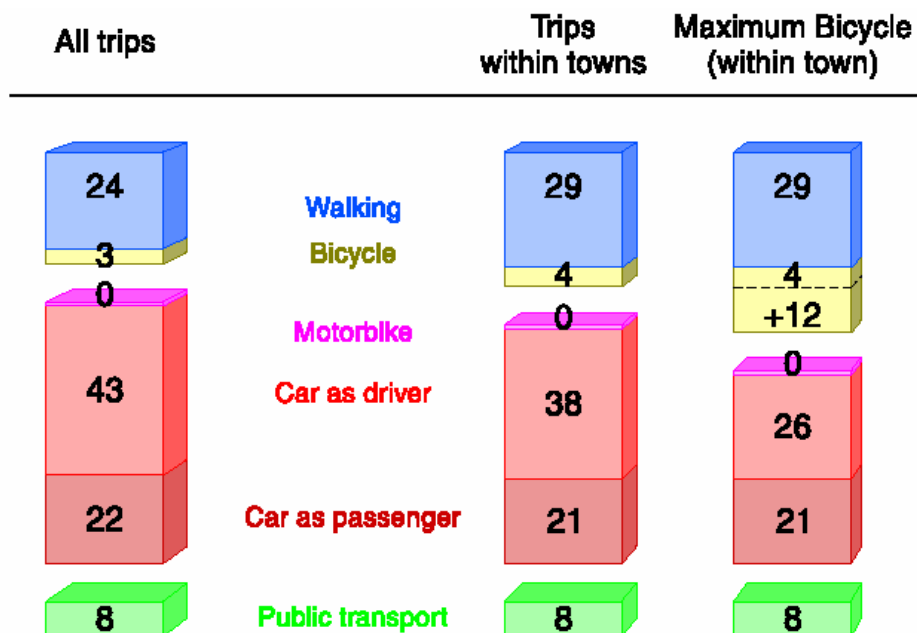


Figure 2.4 Actual and potential mode choice in the STDTs (% of trips)



3. Individualised Travel Marketing

3.1 Background

The traditional approach to changing travel behaviour has been through the provision of transport services and infrastructure. However these can be of limited value if people are unaware of how they can meet their day-to-day travel needs.

Individualised Travel Marketing (ITM) recognises that there is often a gap between perceptions of alternative modes of transport and the reality. Due to a lack of information or personal experience, travelling on foot, by bike or by public transport can seem less attractive than it is. As a result most people make trips by car which could be made just as easily by other modes.

ITM seeks to close these gaps in information and perceptions by offering people up-to-date, local information on transport alternatives, together with incentives and further support to try them out. It uses personal dialogue with households to identify and meet their individual needs for support, and to motivate people to think about their day-to-day travel choices. Its uniquely customer-focused approach, in which decisions at all stages of the process are left to the participant, is critical to its success.

3.2 The ITM process

The ITM process begins with personal contact, either by telephone or on the doorstep, with households in the target area. This initial contact enables the target population to be 'segmented' into three main groups: existing regular users of sustainable travel modes; non-regular users who are interested in receiving information on alternatives to the car, and those who are not interested in taking part (see Figure 3.1).

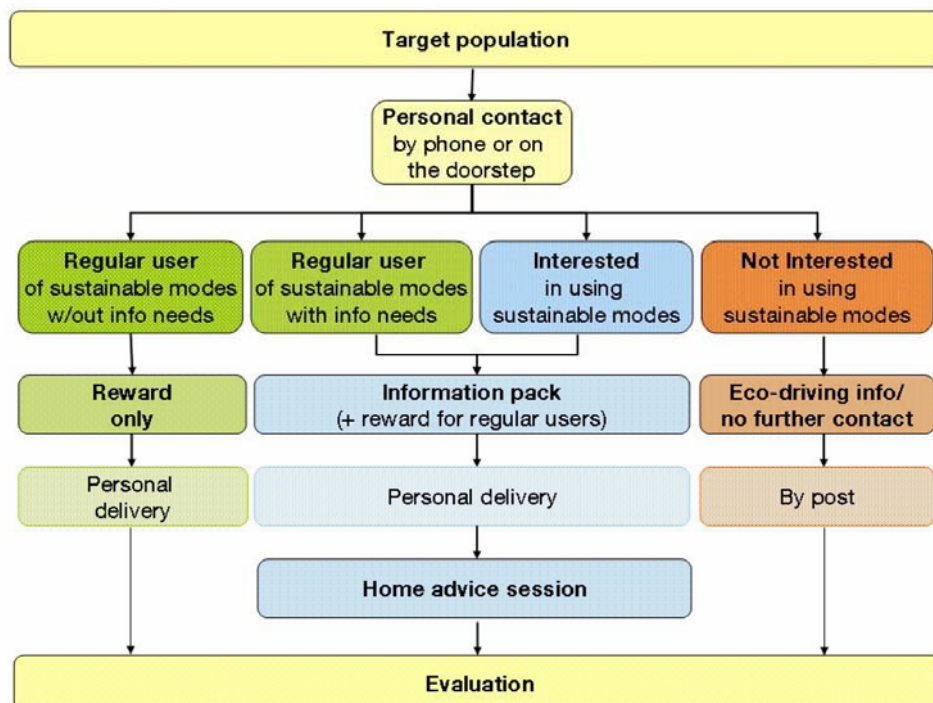
Most of the ITM campaign focuses on households in the 'interested' group. They receive an order form, either by post or during contact on the doorstep, enabling them to choose from a range of local travel information materials and other services, provided by the local authority, public transport operators and other project partners. The requested items are assembled into personalised packages and hand-delivered to the households who requested them.

Households that are not regular users of specific sustainable travel modes are also offered a range of further services to enable them to try these out. These services include home visits, conducted by a local bus driver or other local travel expert, and the offer of small incentive such as a test ticket to try out local bus

services, a cycle trip computer or a pedometer. Regular users are offered a reward to reinforce their travel behaviour together with a personalised information pack if required (similar to the interested group).

Most ITM programmes are evaluated through detailed travel behaviour surveys conducted before and after the marketing activities to gather robust evidence of their effects on travel choices, and other mobility indicators across the target population. Wherever possible, data on the use of local bus services is analysed to corroborate the findings of the surveys.

Figure 3.1 The TravelSmart Individualised Travel Marketing process



3.3 Application and outcomes to date

Building on its expertise in social and transport research, Socialdata initially pioneered ITM has a technique for promoting public transport in Germany during the late 1980s. The efficacy of the approach was tested widely in a Europe-wide demonstration programme ‘Switching to Public Transport’ involving 45 pilot projects in 13 countries^{vi}.

The ITM approach was subsequently extended to promote walking and cycling alongside public transport at the inception of the TravelSmart programme in

Western Australia. Since then Socialdata has applied ITM successfully to promote walking, cycling and public transport to nearly 2 million people in Australia, the United States, France, Germany and Sweden, as well as the UK. The larger projects have consistently achieved significant increases in levels of walking, cycling and public transport use, resulting in relative reductions in car trips ranging from 9 to 14%^{vii}.

In the UK, the ITM approach has been further developed by Socialdata in partnership with Sustrans under the TravelSmart programme. Since 2001, more than a dozen pilot and large-scale projects have been completed across England, offering personalised travel information and advice to a total of around 75,000 households. These interventions have replicated the success of the Australia TravelSmart programme, generating significant increases in walking, cycling and public transport use and relative reductions in car trips averaging more than 10%^{viii} (see Table 3.2 below). These outcomes, coupled with the growing evidence of its wider benefits in tackling climate change and promoting physical activity, have placed TravelSmart at the forefront of the ‘smarter choices’ movement in the UK.

In addition to programmes in Worcester and Peterborough (see Section 4), Sustrans and Socialdata are currently working on a TravelSmart ITM programme in Lancashire, targeting 50,000 households over two years, and a smaller programme in Doncaster.

The outcomes of most TravelSmart programmes in the UK have been measured by a series of detailed travel behaviour surveys conducted before and after the ITM campaign. Using the same postal questionnaire format applied in the baseline research in the three STDTs (as described in Section 2.1), these surveys include a sample of both the ITM target population, and a separate control group not exposed to the marketing campaign.

Table 3.2 Outcomes of completed Sustrans/Socialdata ITM programmes in the UK, 2002-06

Location	Date	Total target population (households)	Relative change in car as driver trips	Relative change in trips by sustainable modes (cycling in brackets)
Bristol (Bishopston)	2003-04	2,000	-11%	+9% (+42%)
Bristol (Bishopsworth)	2002-04	1,100	-9%	+18% (n/a ²)
Bristol (Hartcliffe)	2002-04	1,100	-12%	+18% (+27%)
Bristol (Southville) ³	2004-05	2,300	-10%	+10% (+22%)
London (Kingston)	2003-04	1,400	-14%	+17% (+67%)
Nottingham (Lady Bay)	2003-04	350	-12%	+20% (+16%)
Nottingham (Meadows)	2003-04	450	-10%	+8% (+22%)
Cramlington (Northumberland)	2003-04	900	-11%	+17% (+53%)
Sheffield	2003-04	1,300	-12%	+15% (+20%)
Gloucester (Quedgeley)	2003-04	4,350	-12%	+18% (+17%)
Gloucester (Barton, Tredworth, White City)	2005-06	4,000	-13%	+17% (+16%)

² Could not be measured with any confidence due to very small sample of cycle trips

³ This project was evaluated using telephone surveys only.

4. ITM programmes in Peterborough and Worcester

4.1 Introduction

Following a competitive tendering process in each of the three STDTs, Sustrans and Socialdata were commissioned to undertake large-scale ITM programmes using the TravelSmart approach in both Worcester and Peterborough. Meanwhile, Darlington Borough Council commissioned a firm of transport consultants to deliver its own programme using a different ITM approach.

In each STDT, the ITM programme was accompanied by a range of other soft measures to promote sustainable travel modes, notably workplace and school travel plans and an over-arching marketing campaign consisting of travel information (maps, timetables etc), advertising, websites and other publications, all featuring a strong, individual brand identity⁴. Alongside its STDT activities, each local authority has an ongoing work programme, funded mainly through its Local Transport Plan, for maintaining and improving the physical infrastructure for walking, cycling and public transport.

The whole STDT programme has been overseen by the DfT which has also sponsored a programme of annual conferences to share best practice emerging from the demonstration towns with other local authorities.

4.2 ITM in Peterborough

4.2.1 Project description

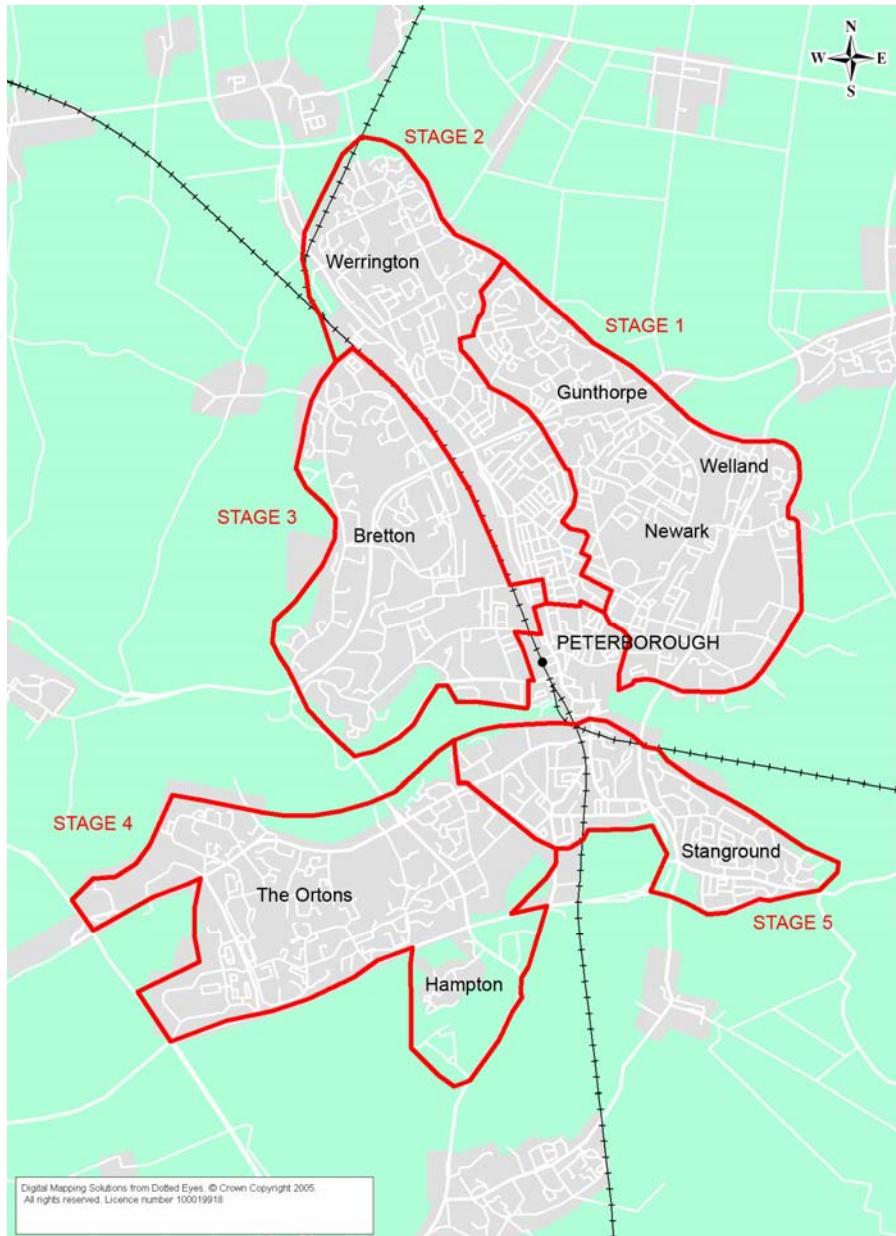
Known as 'My Travelchoice', the ITM programme in Peterborough is offering personalised travel information and advice to 30,000 households (around half the city's population) over three years (2005-2007). Based on the TravelSmart ITM approach, it is being delivered by Sustrans and Socialdata, working with Peterborough City Council, local bus operators Stagecoach and other partners.

The programme is being delivered in five stages, each focusing on areas served by the city's core bus network (see Figure 4.1). Around half of all households in each area are used to form the ITM target population. These are drawn from available databases of private residential households (e.g. electoral roll), with a preference for those with a public telephone listing⁵.

⁴ These are Local Motion (Darlington); Travelchoice (Peterborough); and Choose how you move (Worcester)

⁵ This strategy is often used in ITM programmes to enable more cost-effective contact with households in the target population.

Figure 4.1 Target areas for My Travelchoice ITM programme in Peterborough



My Travelchoice is managed by a working group consisting of Sustrans, Socialdata and Peterborough City Council which meets around six times annually. The telephone and postal contact with households is managed by Socialdata working from its Bristol office. Sustrans undertakes the local

fieldwork (door-to-door contact, delivery of information packs etc) from a series of local field offices established for a period of around 10 weeks in each target area. This operation is managed by a full-time local project officer with support from Sustrans’ national headquarters in Bristol.

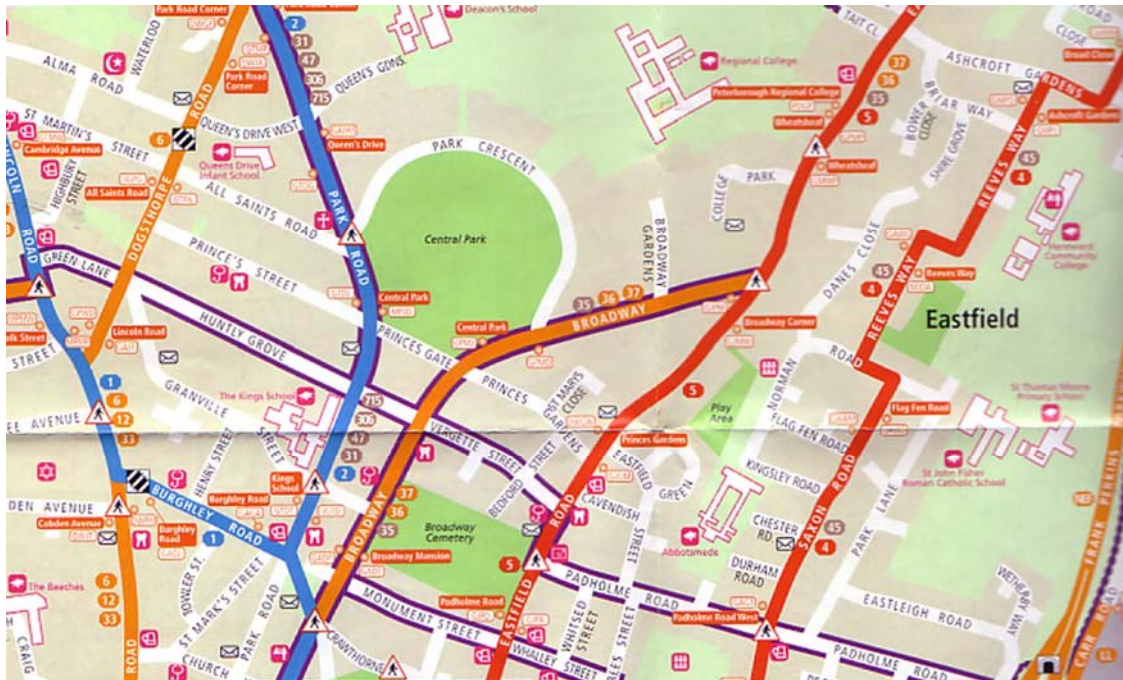
Wherever possible the timing of the five ITM stages has taken into account the implementation of other local transport measures to ensure the programme helps to promote any new or improved services or infrastructure.

Throughout the programme, participating households are able to choose from a range of local travel information and other services, all designed to highlight the opportunities for walking, cycling and using public transport for day-to-day trips. These are assembled for each stage following a review of available resources and typically include the full range of bus timetables for the target area, local cycle maps and walking information. Many of the information resources used for the ITM programmes have been developed as part of the Peterborough’s wider Travelchoice programme and use the distinctive project brand identity shown below.



Following the example of other TravelSmart programmes, Peterborough City Council have developed a range of local travel maps (see example in Figure 4.2) and bus stop timetables for each target area, together with a 'pledge card' offering discounts at a range of local cycling and outdoor retailers. Also in common with other TravelSmart programmes, selected My Travelchoice households are offered one or more home advice sessions to encourage them to try out walking, cycling and/or public transport.

Figure 4.2 Extract of local travel map used in My Travelchoice ITM programme



The full range of information and other services available through My Travelchoice is presented to participating households on a customer order form (see Figure 4.3 for example). This is either sent to households or filled out on the doorstep, depending on how the contact was conducted.

Figure 4.3 Extract of customer order form used in My Travelchoice ITM programme

My TRAVELCHOICE in Peterborough

Would you like to use environmentally friendly travel options more often? YES NO

How can we help you? Please tick the boxes below to order your personal travel information pack

public transport

- Getting about Peterborough – the guide: A guide to city bus services showing where and when to catch buses to and from the city centre, including evening and Sunday services, and neighbourhood links.
- Bus Stop Timetables: A special timetable showing the times and destination of all main services using the bus stop(s) nearest to your home.
- Pocket Bus Timetables: Handy and easy-to-use, these leaflets give times and route information for the nearby bus service(s) of your choice:
 - 2 Gunthorpe & Paston – City Centre
 - 4/5 Dogsthorpe, Eastfield – City Centre
 - Neweye Flyer Crowland – Newborough – Eye – Eastern Industry – City Centre
 - Local Link Walton – Dogsthorpe – Queensgate
 - 33 Dogsthorpe – Edith Cavell Hospital
 - 6 Werrington – City Centre – Edith Cavell Hospital (includes bus 47 to Etton)
- Regional Bus Timetables: Want to travel to London or surrounding towns by bus?
- Stagecoach Inter-city timetables:
 - Peterborough to Oundle
 - Peterborough to Huntingdon
 - Peterborough – Oundle – Corby – Kettering – Wellingborough – Northampton – Milton Keynes
 - Peterborough to Spalding
- National Express Inter-city timetable: London, Peterborough, Grimsby
- Peterborough Bus Timetable Booklet: This comprehensive guide includes all timetables for bus services in the Peterborough area.
- Travelchoice Text & Go: A leaflet on how to receive bus timetable information direct to your mobile phone.
- Concessionary Fares Scheme in Cambridgeshire: Information on who qualifies for a concessionary bus pass, what the pass offers and where to get one.
- Rail Timetables: Services to Birmingham, Doncaster, Norwich and Ipswich. A set of timetables for all One and Central Trains services to and from Peterborough.
- Rail Timetables: Services to London. A set of timetables for all GNER and WAGN services to and from Peterborough.
- Personal Journey Plan: A personal itinerary showing how to make a journey of your choice within the Peterborough area by public transport. (Please fill out the back of this form).

Your Local Travel Guide Gunthorpe, Paston, Dogsthorpe, Welland, Newark, Eastgate, Fengate and surrounding areas on foot, by bike and by bus - a new map for your local area showing cycling routes, information on walking and bus services plus a unique local listings guide.

cycling

- Peterborough Cycle and Tourism Map: A detailed map showing cycle routes and key destinations across the city as well as a city centre map and routes into the countryside.
- Cycle the Fens: A guide to this attractive cycle route which covers 28 miles of flat countryside, linking the city centre with Whittlesey, March and Wisbech.
- Cycling Information Leaflets: A series of 8 leaflets covering different aspects of cycling.
 - Cycling: the right bike for you
 - Cycling: basic bike maintenance
 - Cycling: in different conditions
 - Cycling: security matters
 - Cycling: sharing your route
 - Cycling: with children
 - Cycling: finding your way
 - Cycling: clothes and accessories

Pledge Card

good going – Travelchoice in Peterborough PLEDGE CARD

By ticking 'Yes' to the question at the top of this form, you qualify for a unique Pledge Card, offered in association with good going.

This card offers savings at cycling and outdoor shops in Peterborough as well as discounts in London. You can also receive free updates on environmentally friendly travel in your local area.

walking

- The Peterborough City Trail: An illustrated pocket guide tour of Peterborough taking in local attractions and history.
- Local walking groups and scheduled walks: Information on Ramblers' Association walking groups you can join and a list of scheduled walks taking place in your local area.
- Walk More - Feel the Difference: A colour leaflet packed with useful tips on walking - the easy way to get around and improve your health.
- Walk In to Work Out: A special leaflet on walking (and cycling) to work - how to get started and reap the benefits to your health, and wealth!

Further Services


MyTravelchoice Plus: An opportunity for your household to receive personal advice and support on environmentally friendly travel choices in your area.

- Choose the bus – try out public transport in your area
- Choose walking – including the limited offer of a free pedometer
- Choose cycling – including the limited offer of a free cycle trip computer and an optional bike 'health check'

Free gift!

On quick return of this order form, you can also receive this FREE personal FM radio with earphones and a built in micro-torch

(Hurry - limited numbers available!)



See back page for your personal journey plan order form 

4.2.2 Progress to date

The first stage of the My Travelchoice ITM programme was conducted in the Gunthorpe, Welland and Newark areas in the north of Peterborough during the autumn of 2005. During 2006, two further stages were completed, in Werrington and Bretton. The total target population over the first three stages exceeded 18,000 households.

Figure 4.4 Cycle delivery of personalised information packs during My Travelchoice ITM programme

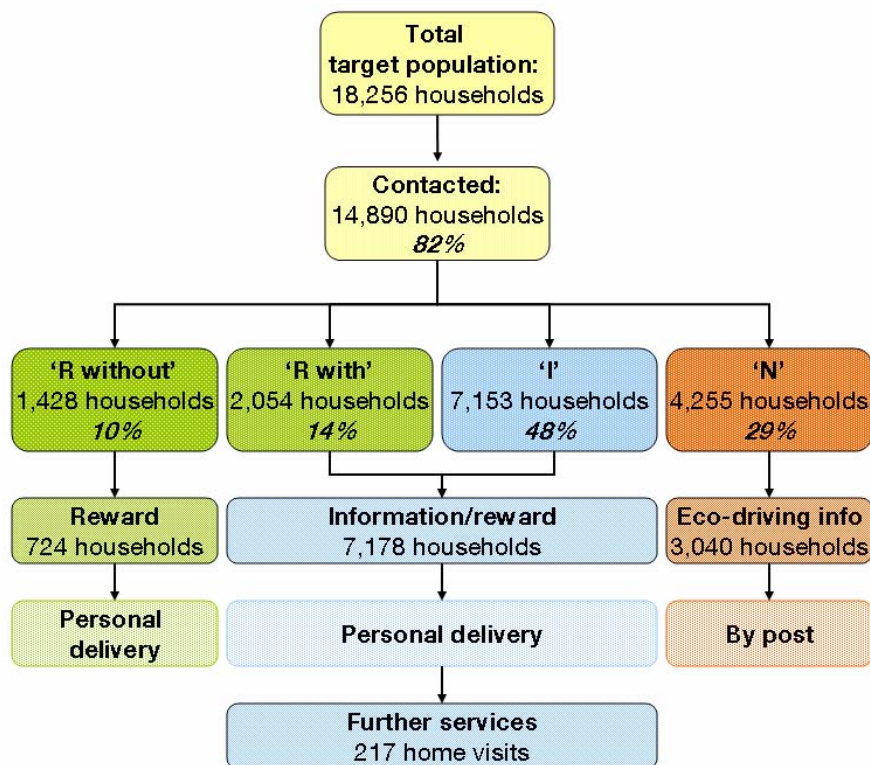


The responses from households and services delivered during the first three stages of My Travelchoice may be summarised as follows (see also Figure 4.5)^{ix}:

- A total of 14,890 households (82% of the target population) were successfully contacted and segmented as shown through a combination of telephone and door-to-door contact (conducted respectively by Socialdata's Bristol call centre and local Sustrans field staff).
- Households classified as regular users of one or more sustainable travel mode were offered a My Travelchoice-branded gift (a pen or travel alarm clock) as a way of confirming their behaviour. As a result, a total of 4,363

rewards were delivered to households together with their requested information materials where appropriate.

Figure 4.5 Responses to Stages 1, 2 and 3 of My Travelchoice ITM programme



- Households that expressed an interest in the offer of free travel information received an order form listing a range of timetables, maps etc for their local area. This was either sent to households for them to complete and return, or completed in person with households contacted on the doorstep. This process resulted in requests for personalised information packs from nearly 7,200 households.
- Each information request was collated in a My Travelchoice folder and packed (with a regular user reward where appropriate), into a project-branded bag and delivered by foot and bicycle to the household concerned (see Figure 4.4). This operation was run alongside the door-to-door contact process from a Sustrans' field office located in each target area.

- Over the first three stages of My Travelchoice, a total of more than 82,300 rewards, incentives and items of travel information were packed and delivered to around 7,900 households. Information packs on responsible driving were also sent by post to around 3,000 households that were not interested in information on walking, cycling and/or public transport.
- Selected households were also offered a home advice session conducted by a local expert on walking, cycling and/or public transport. The public transport home visits (81 in total), conducted by the local bus operator Stagecoach, involved the offer of a voucher for a

fortnight's free bus travel together with face-to-face advice on local routes, ticket options etc. The cycling and walking home visits (71 and 65 respectively) were conducted by locally-recruited Sustrans advisers and included the offer (for cycling) of a free bike health check and cycle trip computer and (for walking) a 'Step-o-Meter', together with personal advice on local routes and other facilities.

During 2007 the 'My Travelchoice' service is being offered to a further 12,000 households in The Ortons, Hampton and other areas south of the city centre.

4.2.3 Evaluation

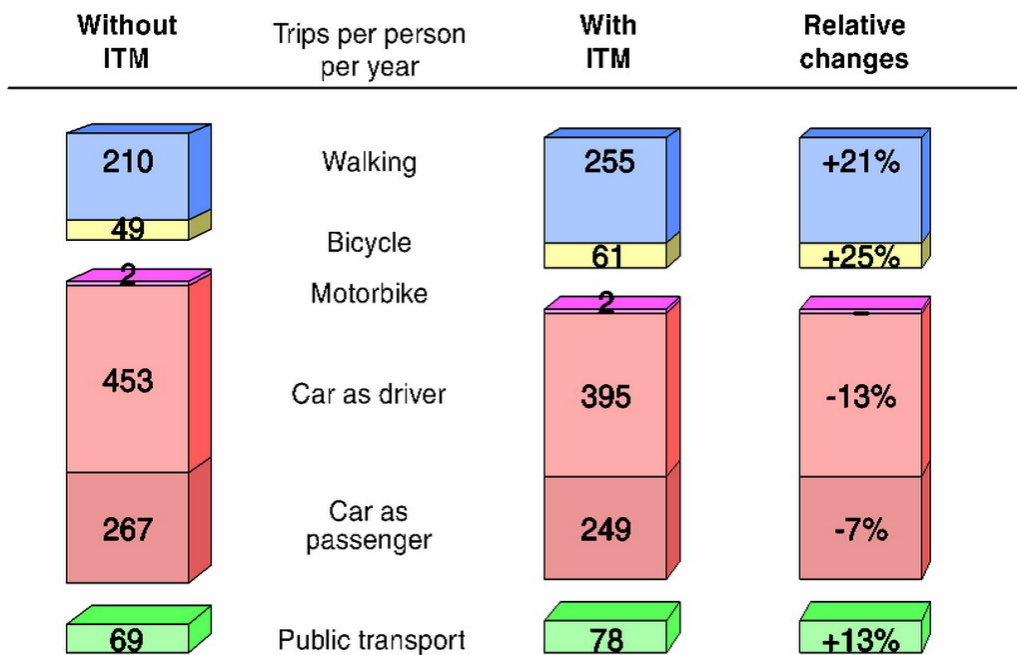
The effects of My Travelchoice are being measured by a series of travel behaviour surveys using the same methodology as the baseline research. Conducted in spring 2006, the first evaluation survey included a net samples of 1,228 people drawn from the target population for Stage 1 of My Travelchoice, and a further 666 people from across the rest of the city to form a control group.

Analysis of the data from the interim and baseline surveys showed that ITM programme had generated significant increases in trips on foot (+21%), by bicycle (+25%) and by public transport (+13%), resulting in a 13% relative reduction in car driver trips across the Stage 1 target population of 6,500 households^x. As shown in Figure 4.6, these overall changes were achieved at the individual level by switching an average of around 60 car trips per person per year to other forms of transport, or a little more than one car trip per week across the population.

It should be noted that the use of a city-wide control group enabled the evaluation to measure the effects on travel behaviour of the ITM programme, taking into account other influences affecting the whole of Peterborough (e.g. changes in weather patterns, Travelchoice activities affecting the whole city). Furthermore the survey sample for the ITM target group included a proportional share of respondents from groups that did not respond, or were not interested in

taking part in the ITM programme, so the reported outcomes apply to the whole target population.

Figure 4.6 Changes in trips by main mode (trips per person/year) in Peterborough



Further analysis of the survey data showed:

- The modal shift occurred with little or no impact on daily mobility (e.g. number of trips and activities, travel time or distances travelled per day) or on the share of activities per day.
- The reductions in car use were concentrated during peak times in the morning and afternoon.
- There was a 15% reduction in distances travelled by car – a total annual saving of 9.1 million km.
- The increases in walking, cycling and public transport use resulted in an 18% increase in daily time spent using physical active forms of travel.

The findings of this evaluation are being independently audited. A second interim survey was conducted in spring 2007⁶. A final evaluation survey using the same approach as the baseline research is expected to take place in autumn 2008. This will provide a measure of the impacts of the whole ITM programme, and of other soft measures developed as part of Travelchoice in Peterborough.

4.3 ITM in Worcester

4.3.1 Project description

The ITM campaign in Worcester is a key component of Worcestershire County Council's STDT programme for the city, known locally as 'Choose how you move'. Using the TravelSmart approach, the ITM programme is offering personalised travel information and advice to a total of 23,500 households (around 60% of the city's population) over three years (2005-2007). The programme is being delivered by Sustrans and Socialdata, working with Worcestershire County Council, local bus operators First and other partners.

Three areas of the city, together covering around two-thirds of the Worcester urban area, are being targeted in a total of five stages by the Choose how you move ITM programme. These target areas, in the south and along the eastern and western flanks of the city (see Figure 4.7), were identified by Worcestershire County Council in its original STDT submission as being the most suitable for ITM.

Wherever possible, the timing of the five ITM stages has taken into account the implementation of other local transport measures to ensure the programme helps to promote any new or improved services or infrastructure. For example, the first stage in the Warndon area of the city was implemented shortly after the launch of the new Worcester Express, a fast and frequent bus service linking the target area to the city centre and other key employment sites.

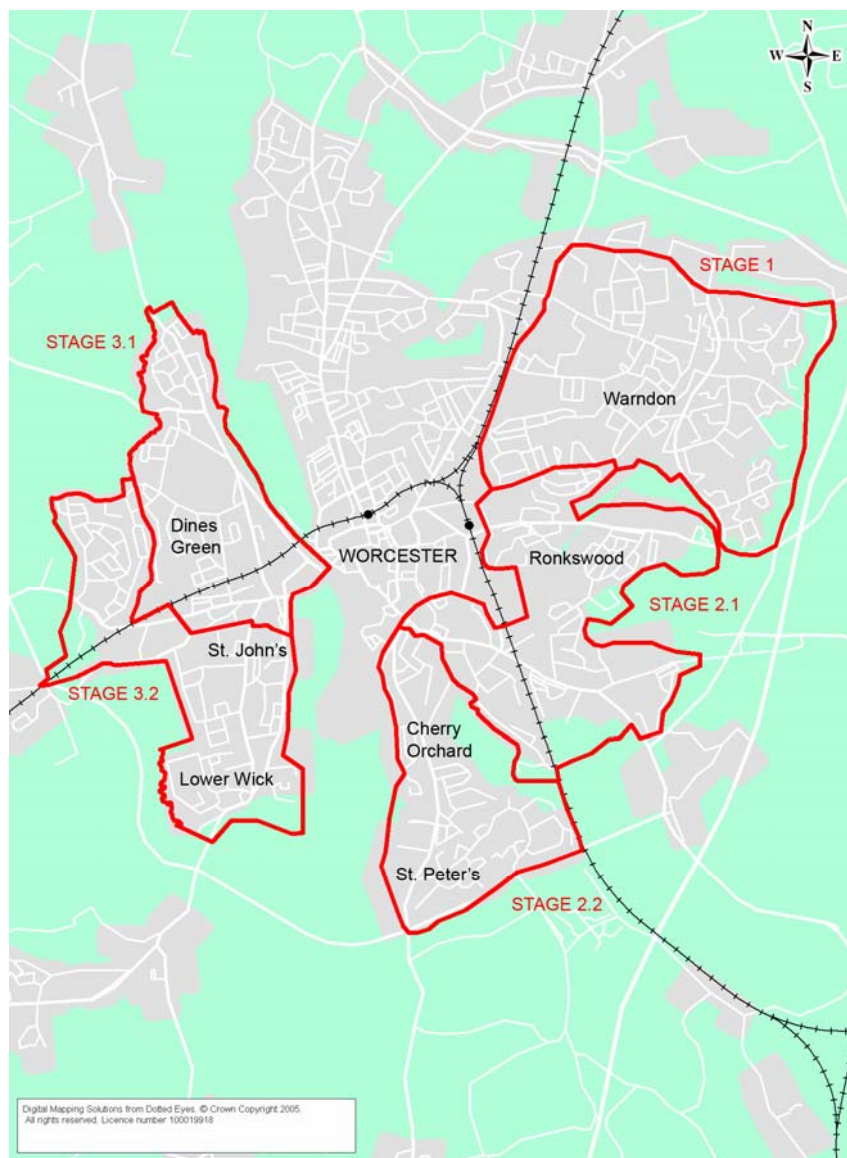


Throughout the Choose how you move ITM programme, participating households are able to choose from a range of local travel information and other services, similar to those developed for Peterborough's My Travelchoice programme. Following the example of other TravelSmart programmes,

⁶ Findings due to be available in late July 2007.

Worcestershire County Council have developed a range of local travel maps for each target area, showing information on walking and cycling routes and public transport services. Many of the information resources used for the ITM programmes have been developed as part of the Worcestershire’s wider Choose how you move programme and use the distinctive project brand identity shown above.

Figure 4.7 Target areas for Choose how you move ITM programme in Worcester

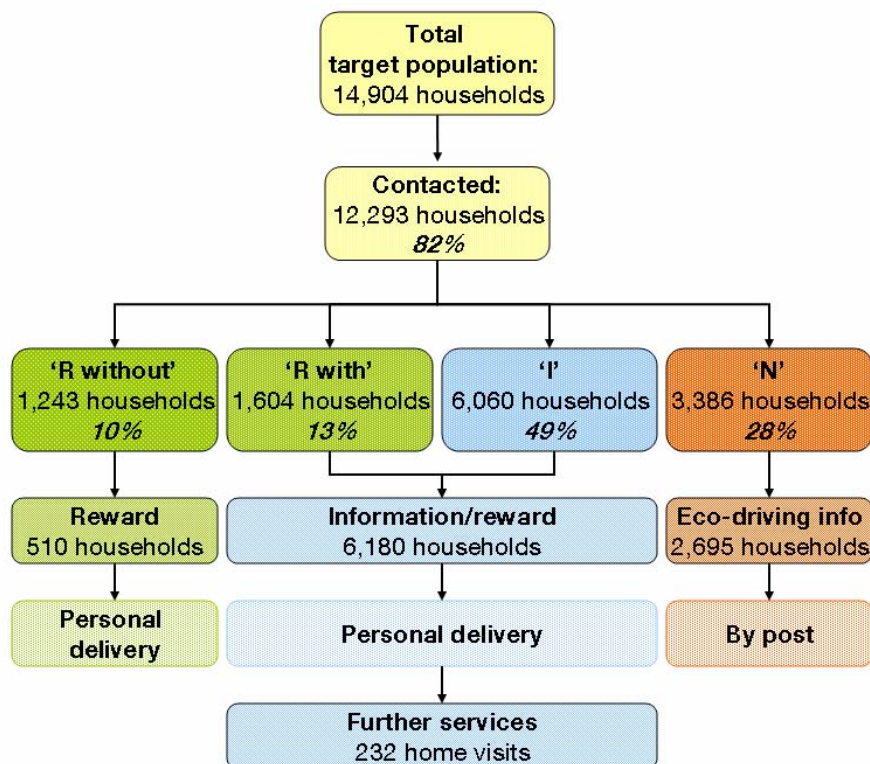


The project management arrangements are similar to those for in Peterborough (see Section 4.2.1), except the local fieldwork operation is managed by short-term temporary staff rather than a full-time project officer.

4.3.2 Progress to date

The first stage of the Choose how you move ITM programme was conducted in the Warndon area in the north of Worcester during the autumn of 2005. The second stage in the Nunnery, Battenhall and St Peter's areas of the city was completed in two parts during the spring and autumn of 2006. The total target population over the first two stages amounted to nearly 15,000 households. Figure 4.8 below summarises the responses from households and the services delivered during these stages of the programme^{xi}. During 2007, the 'Choose how you move' ITM service will be offered to thousands of households in St John's and other areas in the west of Worcester.

Figure 4.8 Responses to Stages 1 and 2 of Choose how you move ITM programme



4.3.3 Evaluation

The effects of the Choose how you move ITM campaign are being measured using a streamlined evaluation approach. The first interim evaluation was conducted in spring 2006 using a telephone survey, the findings of which were compared with data from the baseline research (which used the more comprehensive travel behaviour survey method).

This analysis found that the first stage of the ITM campaign achieved a 12% relative reduction in car driver trips across the target population of 6,300 households, as a result of significant increases in levels of walking (+17%) , cycling (36%) and public transport use (+22%)^{xii}.

A second interim (telephone) survey was conducted in spring 2007⁷ and a final evaluation survey using the same approach as the baseline research is expected to take place in autumn 2008.

5. Conclusions

The following conclusions may be drawn from ongoing work in the English Sustainable Travel Demonstration Towns on the potential for increasing cycling through soft measures, and how this is being realized:

1. Detailed research into household and individual travel choices reveals that nearly one in three urban car trips could be switched to cycling under existing infrastructure conditions.
2. In total, it has been shown that cycling provides a viable mode choice for 39% of all trips across the three Towns (but currently accounts for only 3% of trips).
3. The single most important subjective reason for not cycling (affecting 17% of trips) was perception of relative travel time, ahead of concerns over infrastructure or comfort.
4. There are a further 13% of trips where people are free to choose cycling (i.e. no physical constraints exist, the distance is within cycling range and there are no subjective reasons against cycling), but the choice is still made to travel either by car or public transport. The most likely explanation for this is the lack of a positive cycling culture.

⁷ Findings due to be available in July 2007.

5. In theory, well-resourced and co-ordinated programmes of soft measures (i.e. improved information, marketing campaigns and education programmes) should be capable of quadrupling the mode share of cycling for urban trips from its current average (across the three demonstration towns) of 4% to 16%.
6. Through well-designed Individualised Travel Marketing campaigns, using personal contact to offer information and support on all sustainable travel options, it is possible to engage as many as 60% of the population in the process of travel behaviour change.
7. A significant, unmet demand exists across the population for high-quality, local information on cycling, and among smaller sub-group a need for more intensive face-to-face advice and support to help people overcome personal concerns or fears relating to cycling.
8. Targeted information designed to improve people's general knowledge of the travel options available in their home neighbourhood and town/city (e.g. maps, timetables) is subject to significantly greater demand than advice on specific journeys, or promotional materials focusing on health or environmental benefits.
9. In the UK context, ITM has the proven potential to increase cycling trips per person per year by between 16% and 67%. While significant in relative terms, in isolation the number of additional cycle trips – and hence the impact on the mode share of the car – is generally limited due to the low baseline levels of cycling. Nonetheless, when combined with the increases in walking and public transport generated by the multi-modal ITM approach, the net effect on car use is considerable.
10. The actual increases in cycling stimulated by ITM in the STDTs fall significantly short of the theoretical potential for growth identified by behavioural research. This indicates that broader strategies are required to address the full range of subjective barriers to cycling, in particular measures to promote more positive institutional and community attitudes towards cycling. The final evaluation of the STDTs will provide a measure of the impact on cycling of ITM on its own, and when combined with a range of other soft measures.
11. The growth in cycling achieved by ITM tends to be greater in situations where (a) an appreciable cycling culture is already apparent (i.e. a visible local cycle infrastructure and mode share of at least 2%); and (b) the ITM campaign is supported by other soft measures, and is of a sufficient scale to generate diffusion impacts across the community.

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