Introduction

- I will:
  - Give brief background on the Sustainable Travel Towns and the projects
  - Summarise the headline results
  - Highlight some of the important conclusions from a national Government perspective

Background

- Projects around the world have influenced local travel choices by using information, marketing, and travel planning.
- In 2004, a UK study looked at examples – and concluded that there was significant potential to reduce traffic - bringing economic, social and environmental benefits

The Sustainable Travel Towns

- 2003 Department for Transport launch Sustainable Travel Town initiative with competitive bidding process
- 3 medium-sized towns: Darlington, Peterborough and Worcester chosen to receive extra revenue funding for an expanded smarter choice programme between April 2004 – 2009
- Main focus on journeys with destination within each town
- Programmes broadly similar, though with some differences in emphasis

Context for the programme

Darlington
- Compact town but development of large edge of centre employment sites.
- Emphasis on active travel to address health issues due to marked health inequalities.
- Only Sustainable Travel Town to become a Cycling Demonstration Town too.

Peterborough
- Housing growth area with high car accessibility, and strong car culture - measures to restrain traffic politically taboo.
- But relatively good cycling network in place.

Worcester
- Very middle of the range town in terms of socio-economic status.
- High levels of congestion and traditional street layout. Smarter choices seen as politically acceptable response because voluntary.

Inputs: resources

Between them the towns received £10m from DfT and went on to spend £15m on their programmes

Expenditure:

- Darlington £4.4m
- Peterborough £6.8m
- Worcester £4.4m

£10 per head per year revenue/capital capital just over half

Staff: 6 -10 FTEs per town

Differences between towns in allocation of staff time:

- Peterborough allocated more to public transport initiatives
- Darlington allocated more to cycling and walking
Outputs: Key elements in all towns

- A clear brand identity
- A large scale personal travel programme
  50 – 100% of households targeted
  with offer of personal travel advice
- Travel awareness campaigns
  including loyalty schemes
  (e.g. Darlington Local Motion Club), advertising and media campaigns

Key elements in all towns

- Cycling and walking promotion
  cycling festivals, guided rides and walks, cycle training, cycle route
  signage, cycling and walking information, cycle loan schemes, cycle
  parking
- Public transport information and marketing
  ad campaigns, information and ticketing initiatives plus bus network
  improvements. Less activity in Darlington where two operators competing
- School travel planning
  stepped up efforts in line with Travelling to School Initiative which aims
  that every school should have a travel plan by March 2010
- Workplace travel planning
  engaged with employers both to encourage voluntary travel plans and to
  secure travel plans through the planning process

What the towns did: a package of measures

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<th>Darlington</th>
<th>Peterborough</th>
<th>Worcester</th>
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<tbody>
<tr>
<td>Workplace travel planning</td>
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<td>Public transport information &amp; marketing</td>
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|                               |            |              |           |
| Travel awareness campaigns    |            |              |           |
| Cycling and walking promotion |            |              |           |
| Car club                      |            |              |           |

The Results
(over all three towns)

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<th>Car Trips</th>
<th>Bus Trips</th>
<th>Cycle Trips</th>
<th>Walking Trips</th>
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<td><strong>DOWN</strong></td>
<td>9%</td>
<td><strong>UP</strong> 10%-22%</td>
<td><strong>UP</strong> 26%-30%</td>
<td><strong>UP</strong> 10%-13%</td>
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National Trends

- The evaluation compared STT data to National Travel Survey (NTS)
- Estimated national fall in trips:
  - Car trips down 1.2%
  - Bus trips down 0.5%
  - Cycle trips down 9%
  - Walking trips down 9%

Outcomes: patterns of demand

- Mode shift
  e.g. replacement of trip by car with trip by bus, bike or foot
  + Destination/mode shift
    e.g. replacement of medium length car trips with shorter journeys by bus, bike or foot
  + Trip evaporation
    7% of reduction in car use from a net reduction in trips
Car driver trips and distance: variation in impact according to trip length

Largest behaviour change seen in short trips, but largest reductions in DISTANCE from medium/long distance trips

Outcomes: who changed behaviour?
- men + women equally
- most age groups (but 41-45 & 61-65 yrs show less change)
- largest reductions: college students, job seekers, recently retired
- lowest reductions: full-time and part-time workers and intensive car users (41-45 year olds)

Summary of how travel patterns changed
- Main effect was on trips of <50km
- Shorter car trips were more affected than longer trips
- but nearly half of the total effect on car driver distance was from medium length (10-50km) trips
- There was a combination of mode-switching, trip evaporation and destination-switching
- Most of the car driver distance savings came from leisure and shopping
- Behaviour change was greatest among college students and people looking for work, moderate for retired people/people on ‘home duties’; and least among those in full or part-time employment
- but full-time workers still contributed around one-third of the total car driver distance savings

Lessons
- Locally driven
- Strong Brand
- Wide distribution of information and publicity
- Local partners vital
- Complementary measures & quality
- Targeting
- Innovation

Thank you