



sustrans

JOIN THE MOVEMENT

TravelSmart

A highly personalised form
of social marketing proven
to change travel behaviour

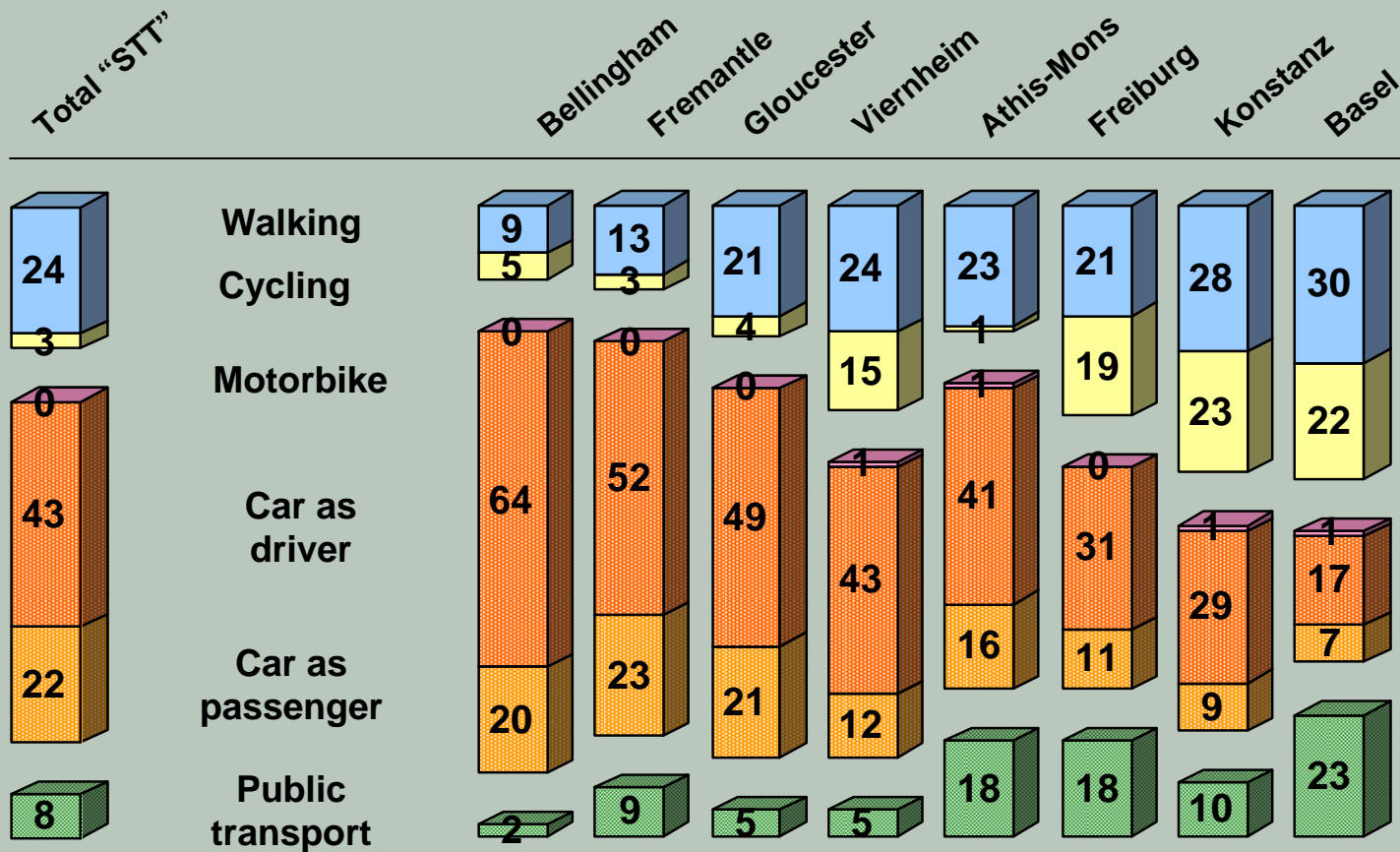
James Ryle, Sustrans

Constants in travel behaviour

Daily mobility	On average, people make three trips per day, spending one hour travelling
Activities	Only one in five trips is work-related
Spatial orientation	Five out of six trips begin or end at home
Car trips	10% are not further than 1km, 30% are not further than 3km and 50% are not further than 5km

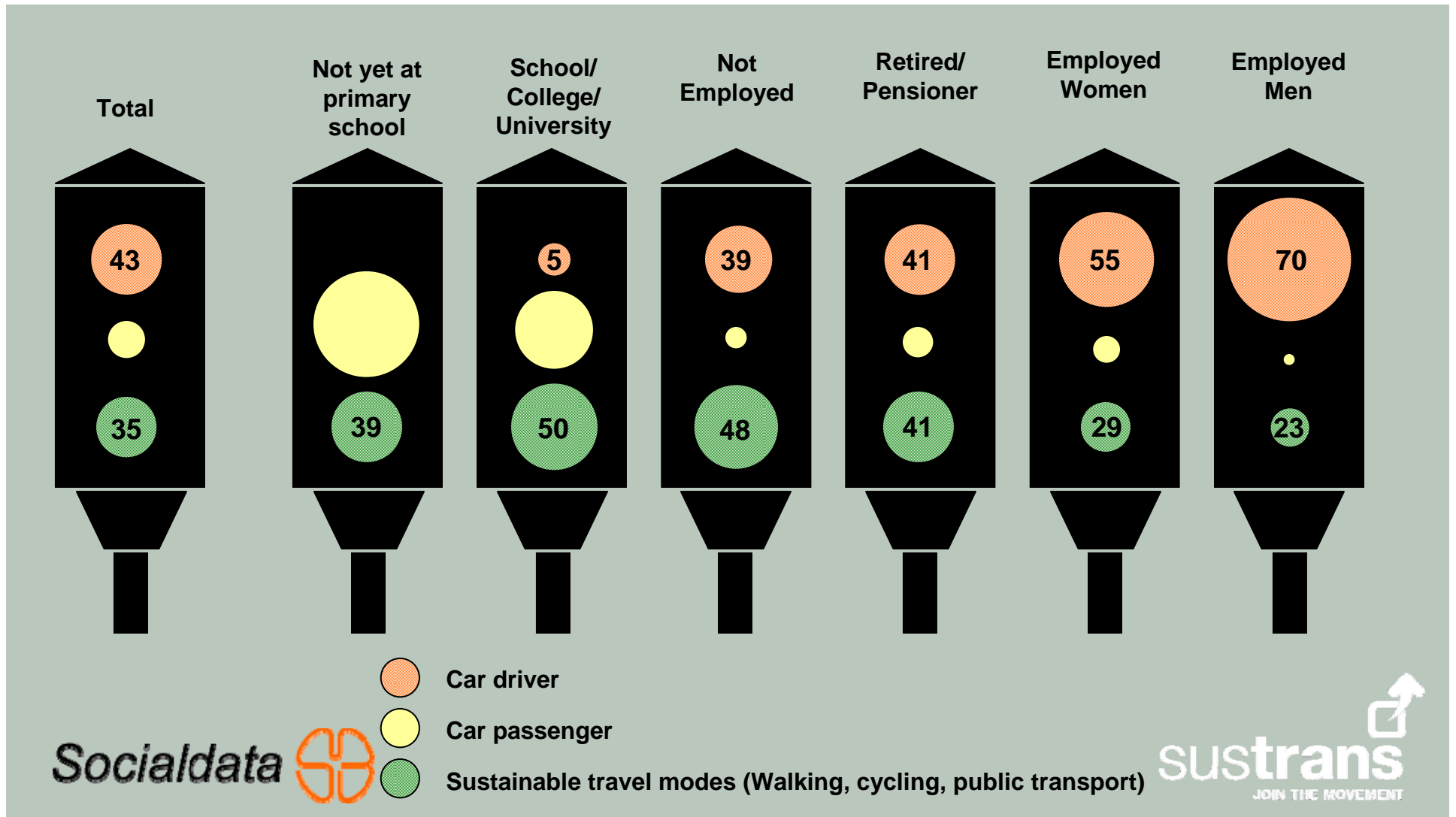
Defining our behavioural goals

% of trips per person

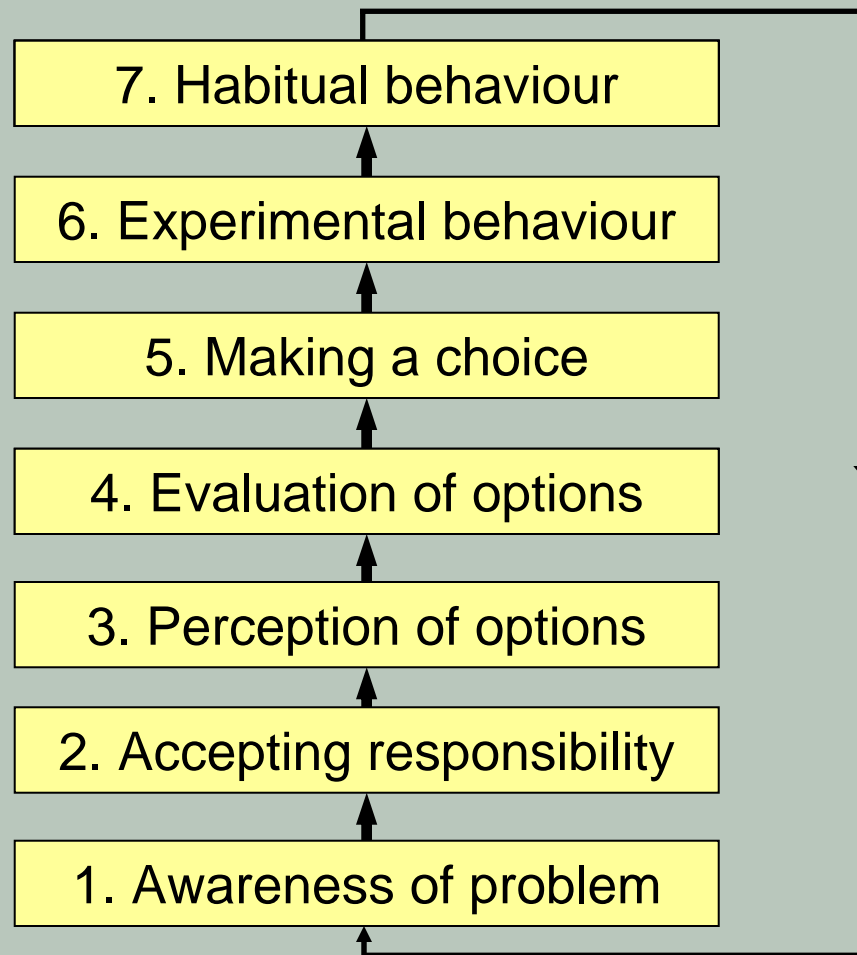


What do we know about the customer?

Total STT (% trips per person)



The theory: Seven Stages of Change Model



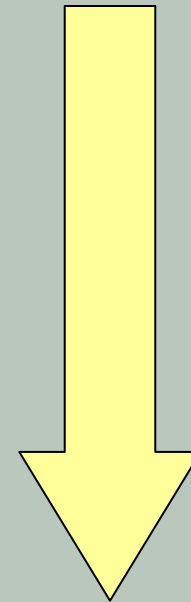
Theory into practice: Socialdata's Public Awareness Concept

CREATE
PROBLEM AWARENESS

GENERATE
PERSONAL CONCERN

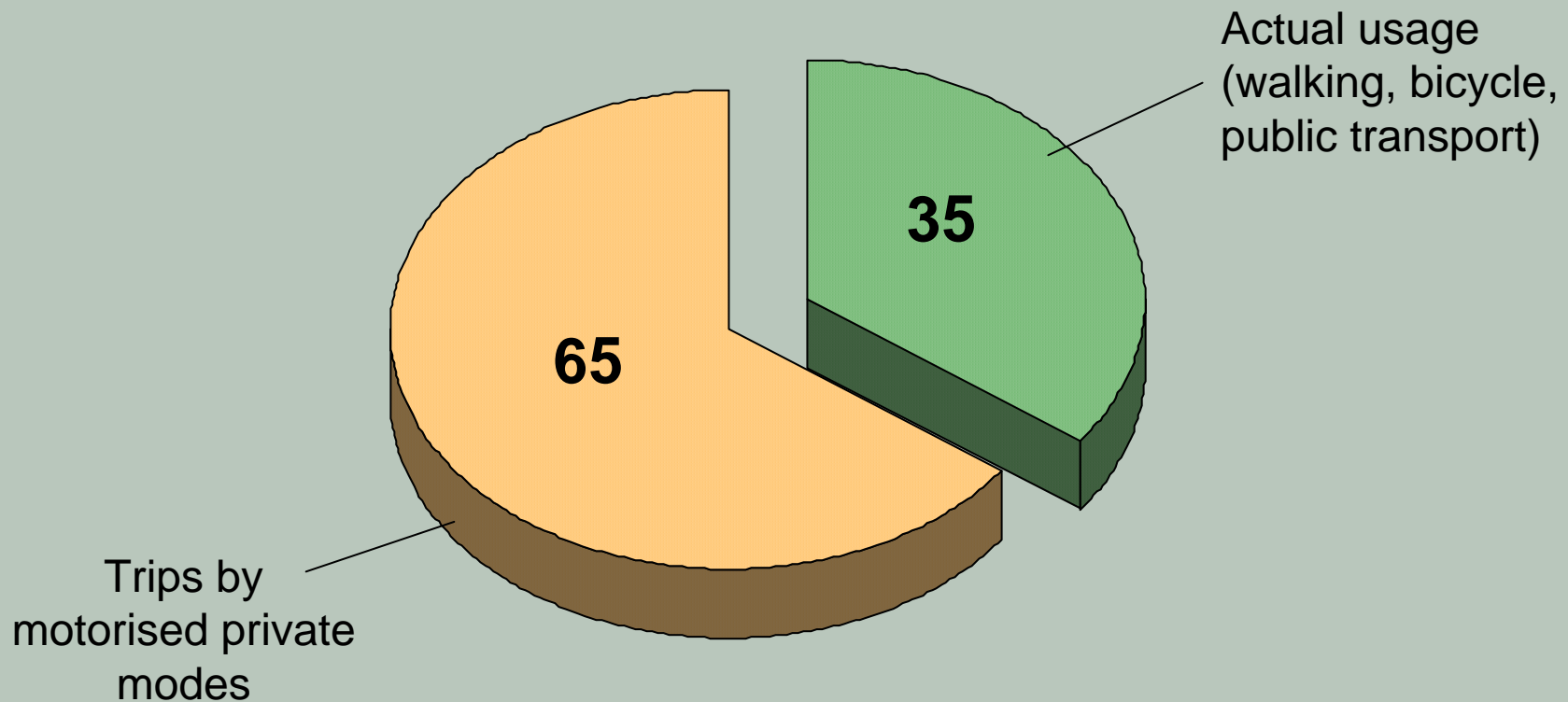
ENSURE
SOCIAL ACCEPTANCE

EFFECT
SUSTAINABLE CHANGE



Insight into the potential for change

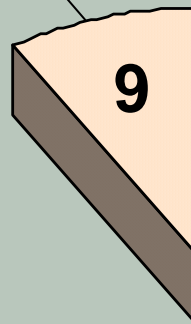
% trips per person, total STT



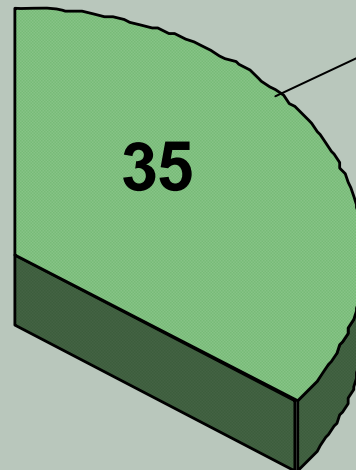
Insight into the potential for change

% trips per person, total STT

Constraints

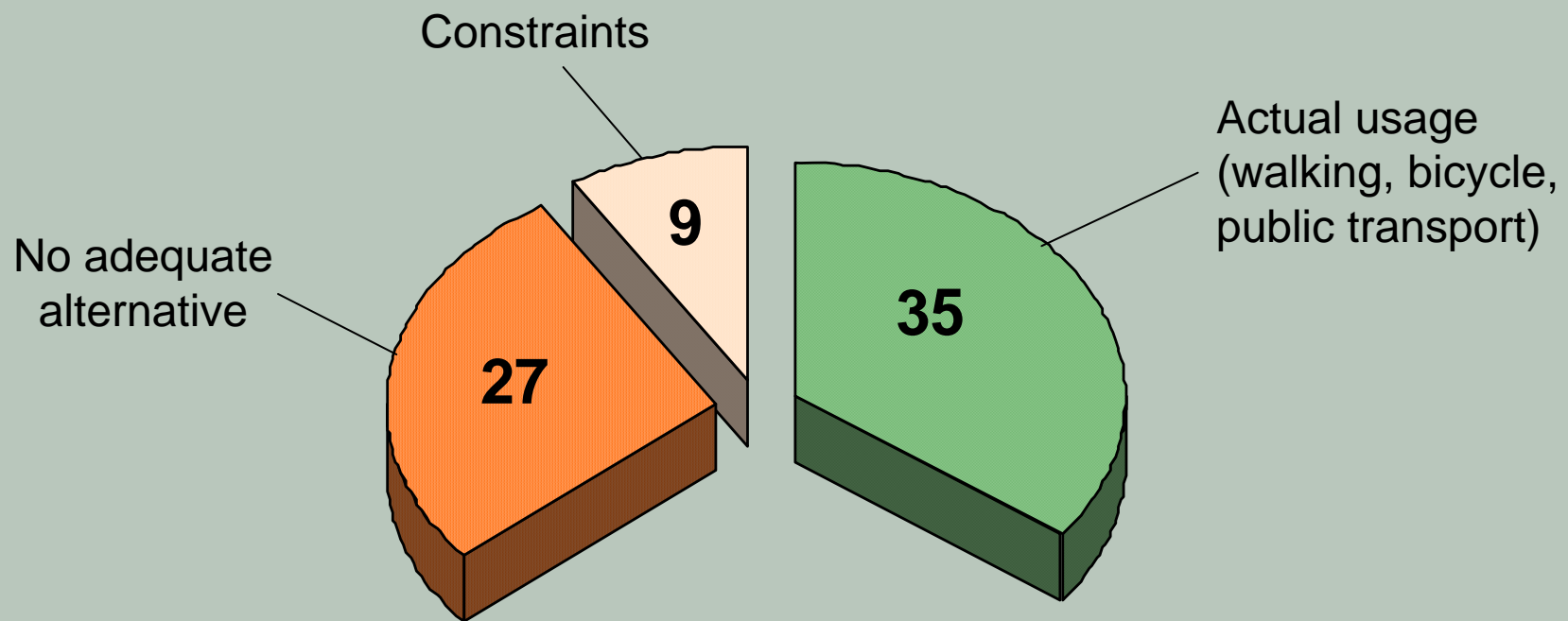


Actual usage
(walking, bicycle,
public transport)



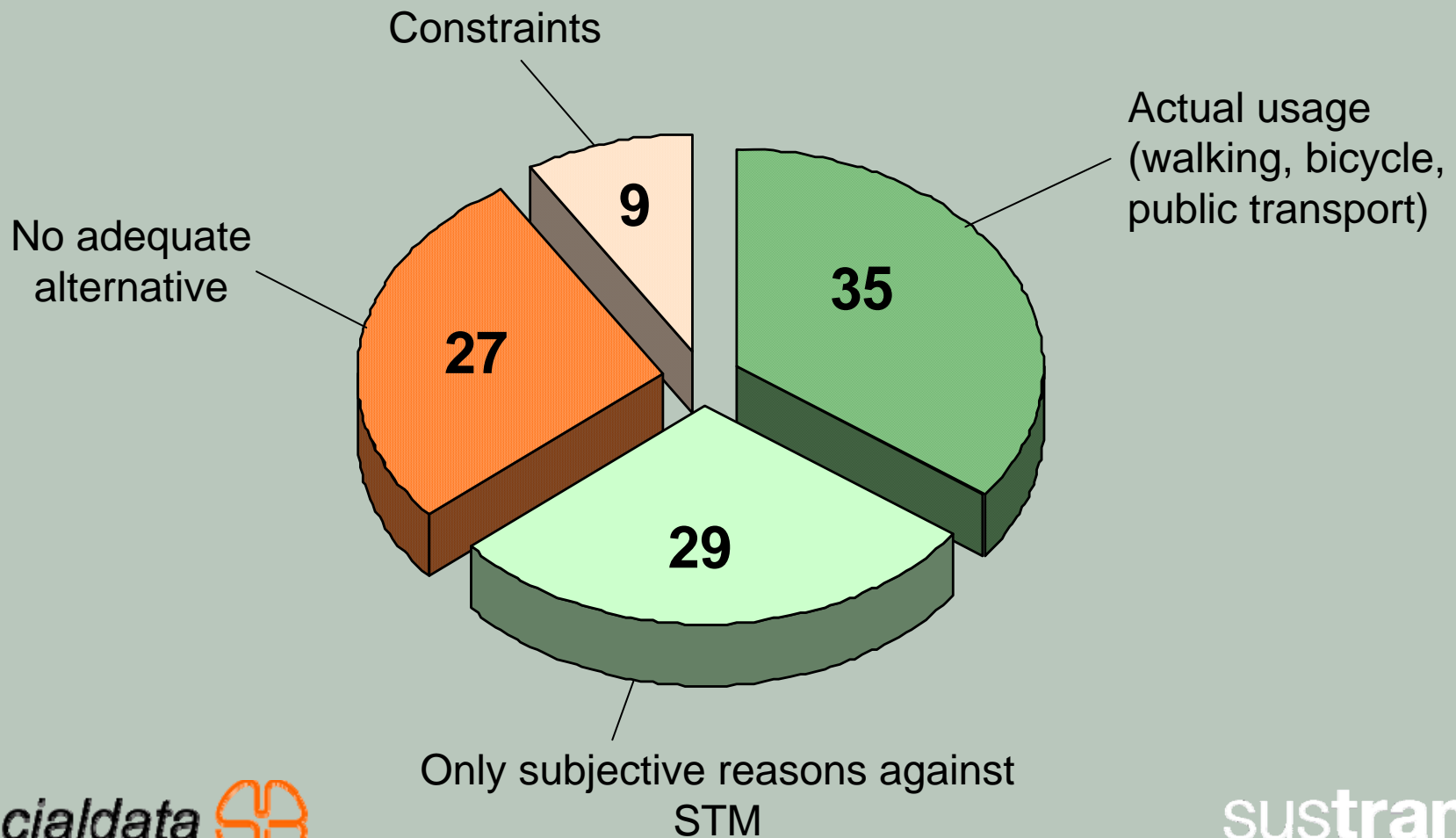
Insight into the potential for change

% trips per person, total STT



Insight into the potential for change

% trips per person, total STT



TravelSmart – capturing the potential for change



- TravelSmart works with households offering tailor-made information and support which enables people to walk, cycle and use public transport more often.
- TravelSmart delivers measurable and sustained reductions in car use, helping to tackle climate change, increase levels of physical activity and reduce traffic congestion.



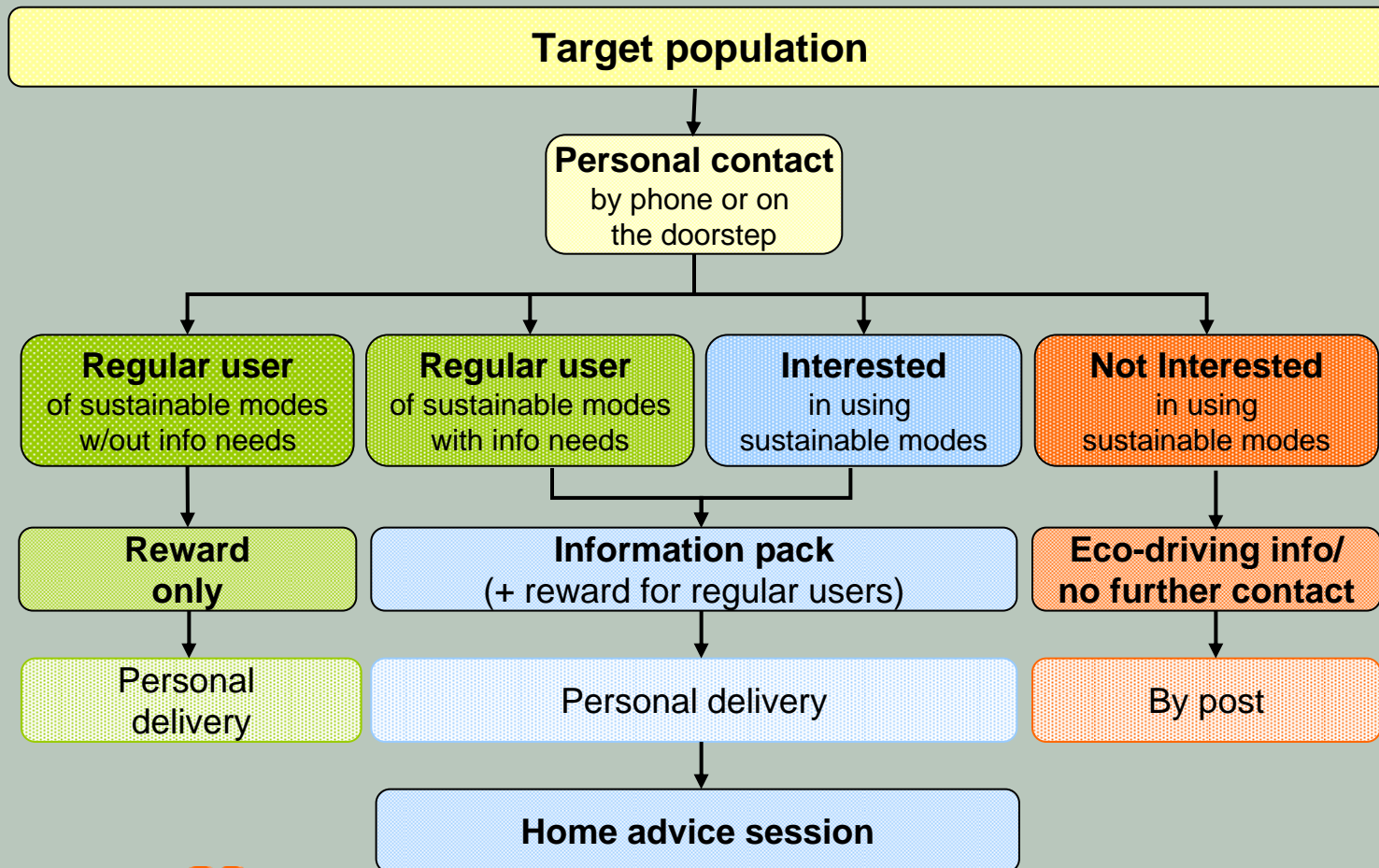
TravelSmart - a short history



- Based on Individualised Marketing approach pioneered by Socialdata during the 1980s to promote public transport
- First extended to include walking and cycling as part of TravelSmart programme in Perth, Western Australia
- Introduced to UK in 2001 by Sustrans which raised funds for first two pilot projects in Frome and Gloucester
- Programme of nine further projects during 2003-05, some part-funded by DfT demonstration programme
- Current programme includes six large-scale ITM schemes targeting total of 175,000 households



Segmentation and targeting







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

New local travel maps

Two brand-new TravelSmart maps for your local area showing walking and cycling routes, information on bus services and local facilities.

Bamber Bridge and Lostock Hall on foot, by bike and by bus

Penwortham, Hutton and Longton on foot, by bike and by bus

Public transport

- Bus Stop Timetables: A timetable showing the frequency and destination of all main services using the bus stop(s) nearest to your home.
- Preston & South Ribble bus map and guide: A comprehensive guide to the bus routes, destinations and daytime frequency throughout the area.
- Overground Network: A handy pocket-sized version of the bus guide, showing you the most frequent services for the area.
- Bus Timetables: Comprehensive booklets detailing the times and route information for South Ribble bus service(s) of your choice:
 - 125, 126 Preston, Bamber Bridge, Clayton Brook, Chorley, Bolton.
 - 111 Preston, Penwortham, Lostock Hall, Leyland.
 - 132, 133, 134 Preston to Penwortham (including circular services).
 - 2, 2A, 32 Longridge, Preston, Penwortham, Longton, New Longton, Southport.
 - 150, 151 Preston, Gregson Lane, Bamber Bridge.
 - 109 Preston, Penwortham, Lostock Hall, Leyland, Chorley.
 - 114 Preston, Bamber Bridge, Chorley.
 - 115, 116, 119 Preston, Penwortham, Wilestake, Moss Side, Leyland, Chorley.
 - X59 Blackburn, Preston, Southport.
 - X60, X61 Blackpool, Preston, Manchester/Trafford Centre.
 - 108 Hutton, Walmer Bridge, Croston, Eccleston, Chorley Interchange, Ashley Village, Chorley Hospital.
 - 112 Preston, Leyland, Croston.
 - 117 Preston, Lostock Hall, Bamber Bridge, Clayton Brook, Leyland.
 - 113 Preston, Bamber Bridge, Lostock Hall, Leyland, Wigan.
- Red Rose Runner: A flexible door-to-door bus for Rural Chorley and South Ribble.
- NoWCard Concessionary Travel Scheme: Information about Concessionary travel in and around South Ribble.
- Personal Journey Plan: A personal itinerary showing how to make a journey of your choice within Lancashire by public transport. (Please fill out the back of this form.)

Cycling

- Preston and South Ribble Cycle Map: Your comprehensive map to getting around Preston and South Ribble and the surrounding countryside by bike, showing official cycle routes, those recommended by other cyclists and local bike shops.
- Old Tramway Cycle Route: A pocket guide to this useful and direct route, which links Bamber Bridge and Lostock Hall with Preston city centre via quiet roads and traffic-free paths.
- Cuerden Valley Cycle Route: A handy guide to this attractive traffic-free cycle route which runs south from Bamber Bridge through Cuerden Valley Park all the way to Whittle-le-Woods.
- Preston to Lancaster Cycle Route: A fold-out colour map of this scenic rural cycle ride, taking in villages and countryside. Includes three circular routes around the area.
- Cycling Information Leaflets: A series of 8 leaflets covering different aspects of cycling with local contact details.
- 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
- Why Cycle? A handy leaflet to keep around the house to motivate you to get on your bike, describing all the benefits that cycling can bring you and your family.

Walking

- Health Walks in South Ribble: Explore and enjoy South Ribble's open spaces with this pack of eight short circular walks. Pack includes maps and directions and comes in waterproof wallet.
- Longer walks in South Ribble: A step-up from the shorter health walks, these longer walks are illustrated with maps and directions, perfect for an afternoon out in South Ribble's green spaces.
- Events guide: A complete list of guided walking events this summer, led by knowledgeable staff across the South Ribble 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

- TravelSmart 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 cycling - including the limited offer of a free cycle trip computer and an optional bike 'health check'.
 - Choose walking - including the limited offer of a free pedometer.

Other Information

- School travel plan: Help for parents wanting to provide their children with a safe and healthy journey to school, including contact details to get your local school involved.
- Dial-a-bus: Information leaflet about the bookable door-to-door bus service designed for people cannot use public transport including contact numbers for making bookings.
- Liftshare: Details about the free online service that links you with other people travelling in the same direction enabling you to share your journeys and save yourself money as well as providing you with company on your journey.

TravelSmart PLEDGE CARD

By ticking 'Yes' to the question at the top of this form, you qualify for a TravelSmart Pledge Card.

This unique discount scheme offers savings on servicing, accessories and new bikes at local cycle and outdoor shops.


Free gift!

On quick return of this order form, you can also receive this FREE personal FM radio with earphones

(Limited numbers available)

Please tick the box to receive this offer.



See back page for your personal journey plan order form 

on foot
by bike
by bus

Bamber F
and surroundir

on foot
by bike
by bus

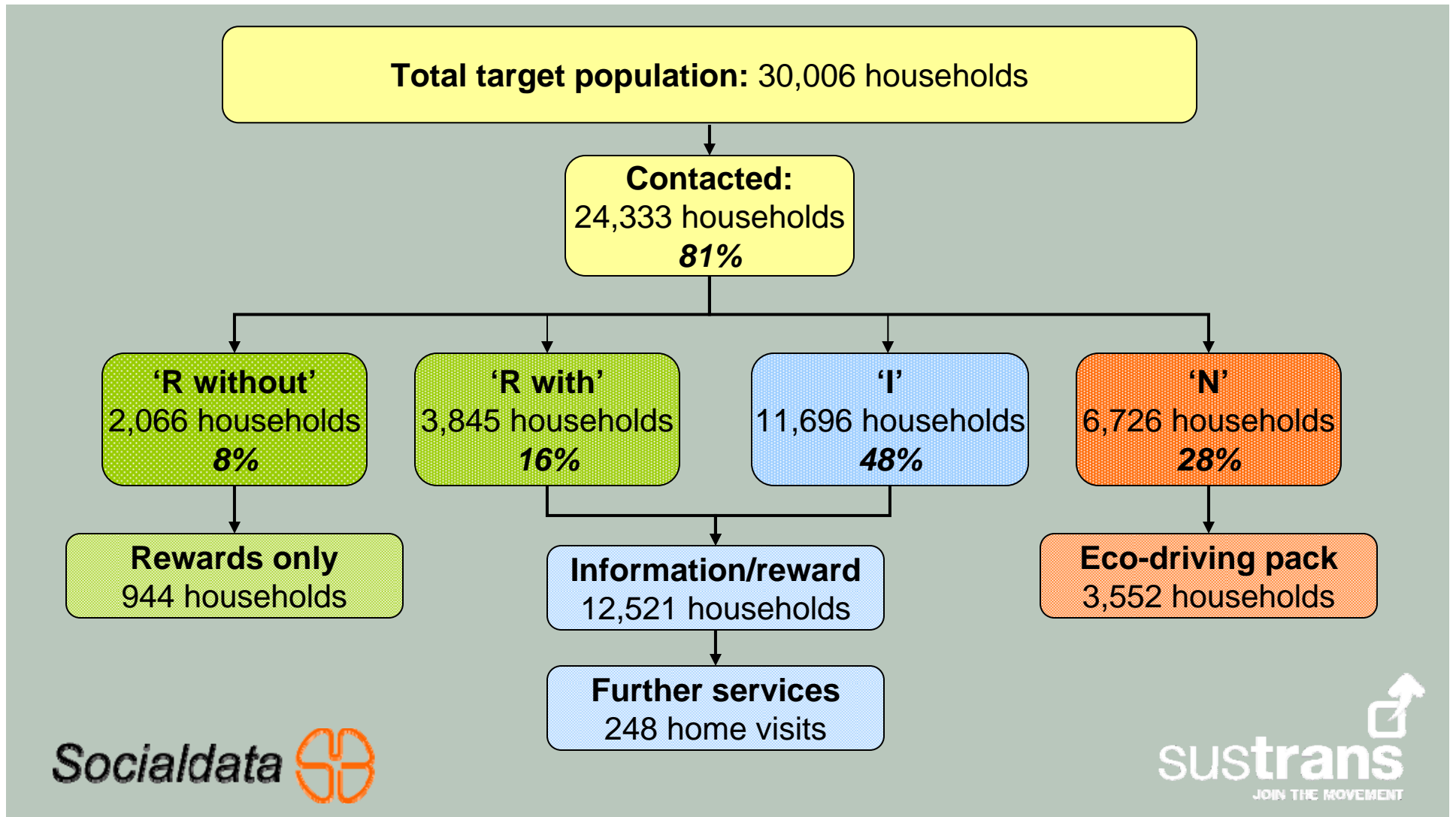
Penwortham
and surrounding area



travelsmart

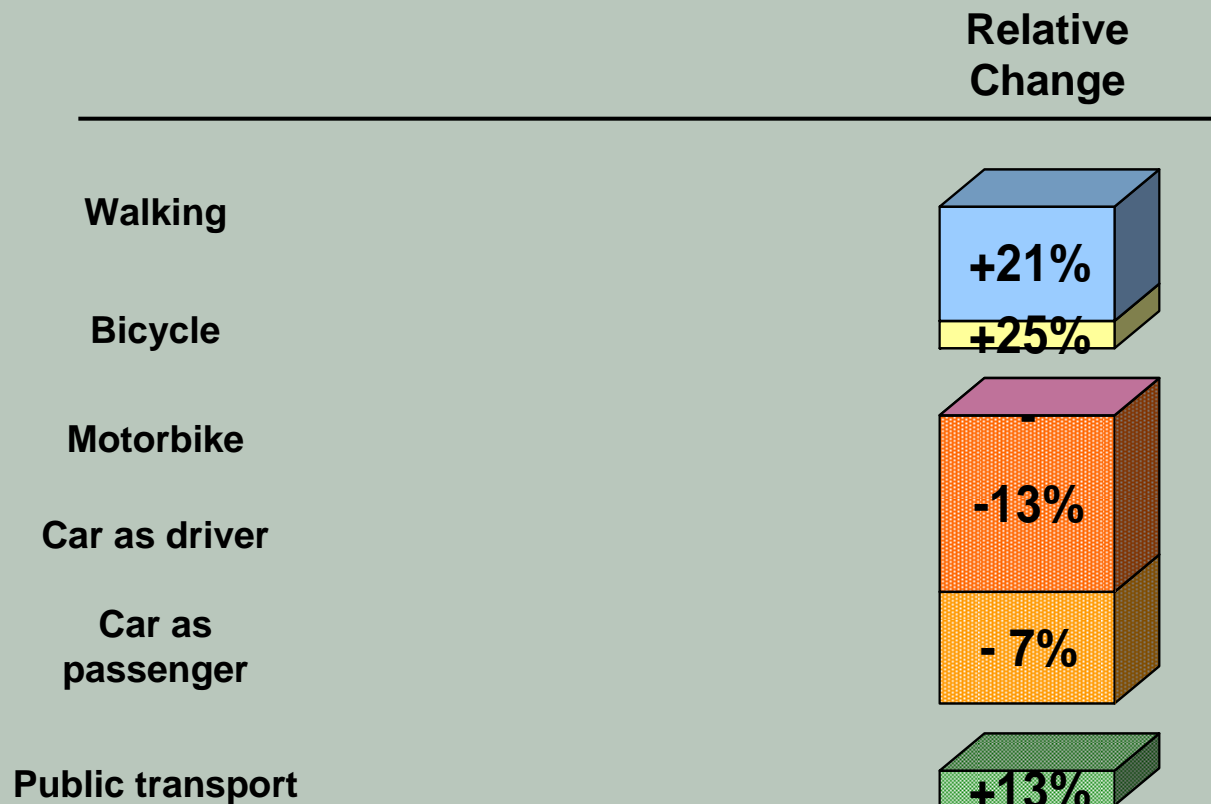


Responses to Peterborough ITM campaign



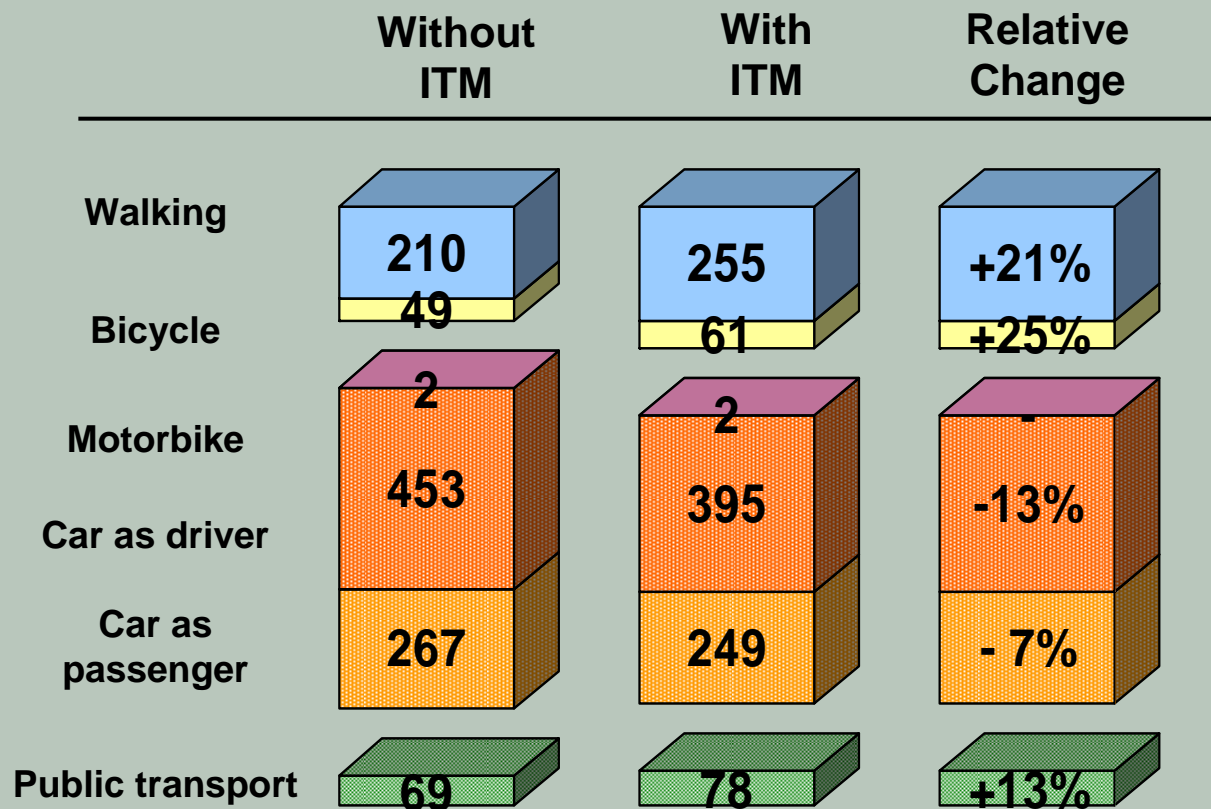
Changes in mode choice

trips per person per year, Peterborough Stage 1



Changes in mode choice

trips per person per year, Peterborough Stage 1



Changes in car kilometres

Peterborough Stage 1



Without ITM		With ITM
6,900	(Private) Cars in total	6,900
26.4	Kilometres per car per day (everyday mobility)	22.5
62.0 million	Total kilometres per year (341 days)	52.9 million

Reduction (km per year)	- 9.1 million
Relative reduction	-15%

Outcomes of TravelSmart projects reported during 2006-8



Location	Target population (h/holds)	Walking trips	Cycling trips	PT trips	Car as driver trips	
Peterborough	6,500	+21%	+25%	+13%	-13%	Stage 1
Peterborough	11,750	+11%	+22%	+5%	-10%	Stages 2&3
Worcester	6,300	+17%	+36%	+22%	-12%	Stage 1
Worcester	4,800	+17%	+32%	+14%	-13%	Stage 2.1
Worcester	3,800	+22%	+29%	+12%	-11%	Stage 2.2
South Ribble	10,700	+45%	+75%	+10%	-13%	
Torrisholme	8,500	+14%	+50%	+11%	-12%	
Doncaster	2,300	+29%	+14%	+34%	-13%	
Inverness	1,500	+22%	+27%	+11%	-13%	



Thank you

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