

29. Changing Travel Behaviour Strategy

29.1 Introduction and Overview

In recent years, there has been growing awareness of the importance of 'soft' measures in influencing people's travel behaviour away from car use towards more sustainable modes of transport. The term 'Smarter Choices' is now widely used to describe a range of soft measures which seek to encourage more people to choose sustainable travel by improving information, opportunities and the attractiveness of alternative modes. These include:

- Workplace and School Travel Plans
- Personalised travel planning
- Travel awareness campaigns
- Public transport information and marketing
- Car clubs
- Car sharing schemes
- Teleworking, teleconferencing and home shopping

'Smarter Choices' measures play an integral role within the LTP to complement 'hard' policies and infrastructure improvements and persuade people to consider using sustainable modes of transport. It is recognised that infrastructure improvements alone are unlikely to generate significant behaviour change. Information, promotion, marketing and other supporting measures are key to successful schemes aimed at increasing use of sustainable transport and reducing single-occupancy car journeys.

There is now significant evidence of the cost-effectiveness and value for money of Smarter Choices measures. This strategy will build on Warwickshire County Council's past work on these behavioural change and reflect the increased national emphasis on the role of Smarter Choices. As well as contributing towards each of the five national transport goals which guide the LTP, Smarter Choices measures help meet wider goals relating to health, obesity, quality of life and social inclusion.

The aims of this strategy are:

- To influence travel behaviour amongst Warwickshire residents and facilitate the use of sustainable modes of travel.
- To reduce the number of single occupancy car trips and increase the amount of journeys made by walking, cycling, public transport and car sharing in Warwickshire.
- To use Smarter Choices initiatives to support and enhance the effectiveness of sustainable transport improvements developed through the LTP.

29.2 The Policy Context

Over the past few years, Smarter Choices have become increasingly important element of national transport policy and the government has published a number of guidance and research documents. Following initiatives such as the Sustainable Travel Towns and other local Smarter Choices projects, there is now a good range of best practice and increasing evidence that Smarter Choices measures can be very effective in changing travel behaviour, particularly when implemented in conjunction with infrastructure improvements.

Smarter Choices – changing the way we travel (DfT 2005) draws on earlier studies of the

impact of soft measures, new evidence from the UK and abroad, case study interviews relating to 24 specific initiatives, and the experience of commercial, public and voluntary stakeholders involved in organising such schemes. Each of the recognised Smarter Choices measures is analysed separately, followed by an assessment of their combined potential impact. The study concluded that these measures combined could reduce traffic nationwide by about 11 % and reduce peak period urban traffic by about 21% if they were implemented under a 'high intensity' scenario.

Promoting Smarter Choices is a key element of the Government's **Active Travel Strategy**, which incorporates a National Cycling Plan and was published in 2010.

29.3. Challenges

There are a number of reasons why people chose to use their car for local journeys rather than considering a sustainable transport mode and these are summarised below:

Car dependency

As car ownership has increased, using the car has become a habit for many people and the potential to use a sustainable alternative for local journeys is often not considered. Changing this ingrained travel behaviour is a major challenge.

Lack of awareness of benefits of using non-car modes

Many people are not fully aware of the health, financial and environmental benefits of using sustainable modes and may hold negative views of walking, cycling and public transport. For example, walking is often perceived as slow and inconvenient, whilst cycling and using public transport can be associated with low social status.

Safety and security concerns

Traffic levels and speed of traffic have both contributed to a general deterioration in cycling and walking conditions. Cycling is often perceived as hazardous, whilst personal security concerns and anti-social behaviour in the streets and on buses can also deter non car travel, particularly walking and using public transport. Whilst it is difficult to quantify the impact of fear of crime, perception of danger has a strong influence on modal choice.

Poor accessibility by non-car modes

The increasingly dispersed location of key services and job opportunities serves to limit accessibility for those without access to a car. The development of out-of-town shopping centres and business parks has resulted in longer journey distances to access services and facilities. Such developments tend to be designed around the needs of the car and can be difficult to serve efficiently by public transport or to access on foot or by bicycle. The bus network is focused mainly in the urban areas in the county and the majority of bus services are operated on a commercial, basis by private companies. The coverage, frequency, journey times and hours of operation of bus service, is not closely matched with existing and potential future demand for travel by bus. In more rural areas of the county, bus services are less frequent and accessing services on foot or by bike is more difficult, resulting in many residents opting to use the car as their main form of transport

Lack of knowledge about using sustainable travel options

Lack of information about using alternative modes of transport can be a barrier to considering changing travel behaviour. For example, people may not be aware of the best cycle route to their destination or whether there is a bus service which would suit their travel needs.

29.4 Opportunities

Many everyday journeys are short

Despite the trend for increased journey lengths, around two thirds of all journeys are under five miles and therefore have the potential to be made by alternative modes of transport such as cycling and walking. Warwickshire's towns are generally compact and most trip generators are within easy reach of people's homes.

Infrastructure improvements for walking, cycling and public transport

Ongoing improvements to transport infrastructure through the Local Transport Plan and major new residential and commercial developments will increase the opportunities and attractiveness of using sustainable modes of transport. For example, annual programmes of investment in cycle routes in urban areas are creating more connected and continuous cycle networks within Warwickshire's towns, enabling more journeys to be safely and conveniently made by cycle.

Congestion

At peak times, the speed and convenience of car travel can be reduced and people may be more likely to consider using a more sustainable mode of travel, such as cycling, if the opportunity exists.

Rising fuel prices

May help to encourage people to reduce their car use and consider alternative modes of transport.

Health benefits of cycling and walking

There has been increased recognition amongst the health sector that 'active travel' such as cycling and walking has the potential to help address a number of key health problems in the UK, such as obesity, heart disease and strokes. It is hoped that this will result in increased opportunities for joint working with health organisations to promote cycling and walking to meet both LTP and health objectives.

Greater evidence of benefits and cost-effectiveness of Smarter Choices measures

There is now a wide range of best practice and guidance on making Smarter Choices work and significant evidence of the benefits of these measures. A Department for transport review of "smarter choices" measures found that they typically had benefit-to-cost ratios of around 10:1, representing exceptionally good value for money in terms of transport spending.

29.5 The Strategy

Policy CTB1: Workplace Travel Plans

We will work with local businesses to develop and implement Workplace Travel Plans in order to reduce the number of single-occupancy car journeys to work.

A travel plan is a long term strategy for managing access to a workplace by promoting sustainable modes of travel, helping to meet the travel needs of the employees, minimising single occupancy car trips, encouraging greater use of public transport, cycling and walking, and where possible reducing the need to travel. A travel plan sets out sustainable travel objectives that businesses must commit to achieve through various measures. Typically measures include sustainable site design and promotion of car sharing, public transport, walking, cycling and flexible working.

Travel Plans at new developments

Travel Plans must be produced as part of the planning process for companies wishing to expand or new site developments. Although it is difficult to determine the total number of employees covered by a travel plan, there are currently in the region of 130 workplaces with Travel Plans.

We will continue to work with new developments through the planning system to create Business Travel Plans. Each Travel Plan must comply with our Practice Note for Developers in Warwickshire, which states that a target car / employee ratio of 58% - 65% should be achieved for new developments. Existing developments, where the above cannot be applied, must achieve a 10% reduction in the car/employee ratio over that which existed before the development took place.

To assist with the monitoring of Travel Plans, new developments will be required to pay an upfront fee. The fee is a one off payment and will be used to cover local authority officer time required to undertake evaluation of the initial plan, assess the monitoring data and participate in consequential reviews and agreement to any amended plans in the future. The fee also includes membership to Warwickshire Company TravelWise which offers ongoing travel plan advice, access to a countywide carshare database, Officer attendance at workplace sustainable travel promotional events with relevant sustainable travel information, access to local good practice forums and promotional literature.

Plans are subject to annual monitoring and review for the first five years with monitoring requirements beyond five years agreed as part of the plan and occasionally required with major developments. The fee includes an incentive for developers/occupiers to provide the data to the agreed timescales, and penalties in subsequent years for failing to do so.

Voluntary adoption of Workplace Travel Plans

We will encourage other companies in Warwickshire to participate in Company TravelWise and address their travel issues through the implementation of voluntary travel plans. We will focus initially on large public sector organisations and other significant traffic generators, including retail, leisure and tourist sites.

Policy CTB2: School Travel Plans

We will work with schools to develop and implement School Travel Plans to reduce car use and increase use of healthy and sustainable modes of travel for journeys to school.

School Travel Plans set out a package of practical measures or initiatives aimed at improving safety on the journey to school and encouraging use of more healthy and sustainable modes of travel to school. As well as helping to reduce peak hour congestion, School Travel Plans can also help to improve safety and the environment around schools.

By the end of March 2010, 96% of all schools in Warwickshire had completed a Travel Plan, enabling them to access funding from the DfT to implement a range of measures and initiatives. This, in conjunction with Safer Routes to School Schemes and cycle and pedestrian training, has contributed to an 8% increase in walking and a 6% decrease in car use at primary schools between 2005 and 2010. Now that most schools in Warwickshire have Travel Plans, work will focus on monitoring the plans and developing incentive schemes to maintain the school's interest.

The County Council's full approach to encouraging and improving sustainable travel to schools is set out in the Sustainable Modes of Travel Strategy (see Appendix B) which includes a range of measures such as Safer Routes to School schemes, cycle and pedestrian training and promotional initiatives.

Policy CTB3: Residential Travel Plans

We will work with housing developers to secure residential travel plans and explore the possibility of a formal policy.

Residential Travel Plans are currently provided on a voluntary basis, but we will explore the possibility of securing Travel Plans through future S106 agreements. A residential Travel Plan would set out practical measures the housing developer could implement to reduce the need for residents to travel. This could include providing local services to the community and ensuring the development contains a network of cycle and pedestrian routes, as well as access to a bus or rail service.

Policy CTB4: Station Travel Plans

We will work with train operating companies and Network Rail to develop and implement Station Travel Plans for rail stations in Warwickshire.

Station Travel Plans are aimed at encouraging more people to use sustainable modes of transport to travel to rail stations, whilst also seeking to increase rail travel itself. They involve a package of measures developed in partnership with train operators and stakeholders, which include both infrastructure improvements and promotional initiatives to encourage use of sustainable modes. Examples are improved cycle parking, car-share incentives and billboard advertising to market competitive fares.

Warwickshire County Council has been at the forefront of the development of the Station Travel Plan initiative and Leamington Spa station was one of 24 stations selected by the DfT to take part in a national pilot scheme. It is intended to roll out the Station Travel Plan initiative to all Warwickshire stations where practicable.

Policy CTB5: Personalised Travel Planning

We will develop a personalised travel planning scheme at a major future residential development in the county in order to pilot this measure in Warwickshire.

Personalised travel planning involves the provision of information, incentives and motivation directly to individuals to help them voluntarily make more informed travel choices. The aim is to make people more aware of alternatives to using the car for local journeys and to address perceived barriers to walking, cycling and public transport.

There are now a growing number of personalised travel planning schemes around the country which have resulted in significant reductions in car use and increased levels of walking and cycling.

Personalised travel planning is a new concept for Warwickshire and the Council will seek to use developer funding from a large residential development to instigate a pilot scheme. If the results are favourable, this could set a precedent for other major housing developments. Moving into a new home is a critical 'change moment' and provides the opportunity for establishing new patterns of behaviour from the outset if the correct measures and information are in place.

At smaller developments where it is not possible to provide personalised travel planning advice, we will seek to maximise behaviour change opportunities arising from a house move through provision of Sustainability Packs. These aim to provide residents of new housing developments with all the information they need to travel sustainably for their local journeys, such as bus timetables and cycle maps.

Policy CTB6: Travel Awareness Campaigns

We will carry out a range of travel awareness initiatives to promote the benefits of sustainable modes of transport and encourage more people to walk, cycle or use public transport for local journeys.

Travel awareness campaigns are important to highlight the need to reduce car use and to raise awareness of sustainable travel choices. Travel awareness initiatives can be used both in conjunction with new or improved transport infrastructure and as part of an ongoing campaign to raise the profile of sustainable travel amongst the population of Warwickshire.

We will use a wide range of publicity to raise people's awareness of sustainable travel choices and promote the benefits of using sustainable modes. This includes town cycle maps, sustainability packs for new residential developments, dedicated web pages on the Warwickshire web and regular press releases on topical issues.

Branding sustainable travel

In order to allow a consistent approach to travel awareness campaigns and provide easier recognition of the sustainable travel options by the public, we will develop an overarching brand or logo for sustainable travel. This will be used on all promotional information and publicity and form the basis of travel awareness initiatives.

Supporting national events and campaigns

We will continue to support national travel awareness projects in order to raise the profile of sustainable travel. The County Council is part of the TravelWise campaign and carries out a range of activities to promote sustainable travel under this banner. These include events to mark Bike Week, hosting Warwick Town Cycle Races, Walk to School Week and School Travel Awards.

Targeted promotional initiatives

We will develop targeted travel awareness initiatives in conjunction with the completion of new transport infrastructure projects, such as cycle routes. We will also develop initiatives aimed at certain groups most likely to change their travel behaviour, for example for health reasons. This will involve partnership working with the health sector and others.

Regional and Partnership Working

We will work with the West Midlands ACT TravelWise Group and any other relevant partners to use economies of scale for regional and local marketing opportunities. Joint regional campaigns include the Car Free Challenge for secondary schools, young persons bus and radio advertising campaigns, the Walking Challenge, Bike Week etc.

Policy CTB7: Public Transport Information and Marketing

We will promote public transport as an attractive and sustainable travel choice and ensure that high quality information on public transport services is widely available.

Provision of good quality and easily accessible information on public transport is crucial to enable people to make informed choices about using public transport and to ensure that maximum benefit is achieved from public transport infrastructure improvements.

The LTP Bus Information Strategy sets out minimum standards for the provision of information on bus services, whether that information is printed, telephone, electronic, on bus or roadside. Innovative approaches to improving information include Bus Information Points at interchange locations, key bus stops and suitable locations and provision of real-time information at bus stops.

This strategy will complement the Bus Information Strategy by focusing on marketing public transport, both bus and rail, as an attractive and sustainable travel choice and ensuring that targeted information on public transport is provided as part of travel plans and other initiatives.

We will seek to improve the image of public transport through marketing initiatives, incentives and promotions as part of Travel Plans. This will involve working with public transport operators.

Policy CTB8: Encouraging More Sustainable Car Use

We will encourage more sustainable car use by promoting car sharing and supporting the development of car clubs in Warwickshire.

A large proportion of traffic, particularly at peak times, consists of single-occupancy vehicles and there is potential for more people to share lifts to work and other destinations in order to reduce the amount of cars on the road.

Warwickshire County Council introduced an internet-based car sharing scheme in 2009 with the aim of increasing the number of employees sharing lifts to work. The system allows individuals to securely view on a map their potential car share partners and contact them directly. This scheme has been rolled out to other companies in Warwickshire and to date 10 employers have signed up to the initiative.

We will seek to make the car share database available to all businesses in Warwickshire and investigate the potential to extend the scheme to the wider public.

Car clubs are increasing in popularity in the UK and can help to encourage a reduction in car journeys and car ownership. Some initial work has been undertaken to examine the feasibility of establishing a Car Club in Warwickshire. We will seek to build upon this in the future and support Car Club operators to set up and operate car clubs in Warwickshire.

29.6 Action Plan

Policy	Action	Timescale
CTB1: Workplace Travel Plans	Encourage and support businesses to develop and implement Workplace Travel Plans.	Ongoing
CTB2: School Travel Plans	Review and update School Travel Plans and work with targeted schools to increase walking and cycling levels.	Ongoing
	Support schools in setting up initiatives to encourage walking and cycling to schools, such as Walking Buses and Starwalkers.	Ongoing
	Support the national Walk to School week initiative.	Ongoing
CTB3: Residential	Explore the possibility of securing Residential Travel Plans	Medium/

Travel Plans	through S106 agreements.	Long
CTB4: Station Travel Plans	Work in partnership with train operating companies and Network Rail to develop and implement Station Travel Plans at all rail stations in Warwickshire, where practicable.	Medium
CTB5: Personalised Travel Planning	Develop pilot residential personalised travel planning scheme.	Short / Medium
CTB6: Travel Awareness	Carry out ongoing travel awareness campaign to raise profile of sustainable travel in Warwickshire.	Ongoing
	Develop a unified brand / logo for sustainable travel for use on travel awareness initiatives and publicity.	Short
	Carry out targeted promotion of sustainable travel in conjunction with transport infrastructure projects.	Ongoing
	Participate in national events to promote sustainable travel.	Ongoing
	Provide comprehensive information on walking, cycling and public transport.	Ongoing
CTB7: Public transport information and marketing	Ensure comprehensive and high quality information on local public transport services is widely available to people in Warwickshire.	Ongoing
	Develop targeted promotional initiatives in conjunction with public transport infrastructure improvements.	Ongoing
CTB8: Encouraging more sustainable car use	Promote and expand Warwickshire's car share database.	Short / Medium
	Support the future development of car clubs in Warwickshire if the opportunity arises.	Ongoing

29.7 Targets, Indicators and Monitoring

The following National and Local Indicators will be used to measure progress with the Changing Travel Behaviour Strategy.

29.7.1 National Indicators

Children travelling to school (NI 198) – share of journeys by car