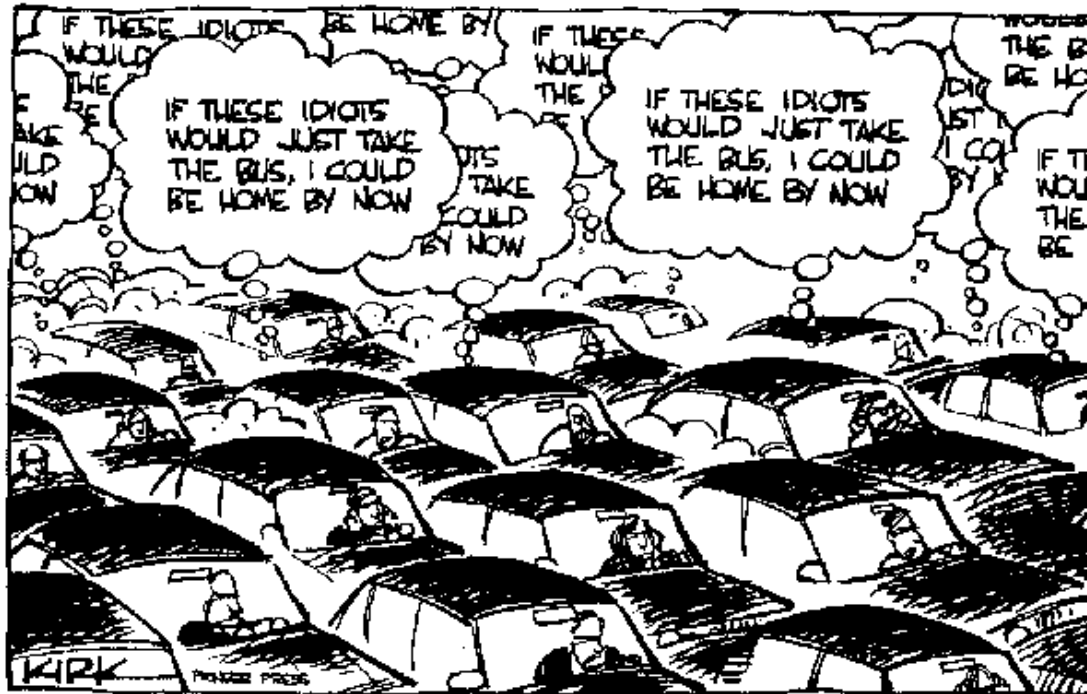


Smarter Choices schemes at Centro



Helen Osborn and Sian Thomas

Contents

- Pershore Road Travel Choices Project
- Smart Network, Smarter Choices project
- Conclusion and next steps

What is 'Smarter Choices'?

- 'Soft' transport measures (not putting something in the ground!)
- Workplace and school travel plans (or 'mobility plans')
- Personalised travel planning
- Travel awareness campaigns, information and marketing
- Car clubs and car sharing schemes
- Teleworking and teleconferencing.



Pershore Road Travel Choices

- £500,000 Smarter Choices pilot in West Midlands
- Feb 2011 – June 2012
- Public transport, cycling and walking focus.
- Helped communities, schools and employers.
- Marketing campaign.
- Partnership working with key stakeholders.



Communities



Communities

- Personalised Travel Planning for 12 weeks
- Visiting 10,000 households to offer:
 - Advice and information packs
 - Cycle training, rides and led walks
 - Free public transport trial tickets
 - Doorstep cycle maintenance
- Helped 5,187 residents
- Follow-up support by phone 6 months later
- 28% changed travel habits; 40% in follow-up group
- Similar offer for local community groups.

Schools



Schools

- Contacted all schools in local area, to offer:
 - Grant of up to £2,500 towards cycle storage, cycling equipment etc.
 - Helped with updating travel plans
 - Journey planning workshops and tickets for class trips
 - Cycle training, maintenance, bike rides, bike skills
 - Walking programmes for classes
 - Support with events at schools (e.g. Health or Environment days).
- Worked with 17 schools in area
- Helped over 1,200 pupils
- 3.57% decrease in car use.

Workplaces



Perishore Road Travel Choices

Kings Norton to New Street station takes only 16 minutes by train compared to 24 minutes by car*.

That's just good sense.

Visit networkwestmidlands.com/perishoreroad to find out more.

 networkwestmidlands

*Based on a typical weekday morning between 08:00 - 09:00. Source: Network West Midlands (2015/16)



Workplaces

- Offered key large companies in area:
 - Grant of up to £5,000, 50% funded
 - Helped with updating travel plans
 - Information packs and staff/visitor information events
 - Cycle training and maintenance
 - Lunchtime walking programmes and walk leader training
- Walking activities popular.

Marketing and Communications



Marketing and Communications

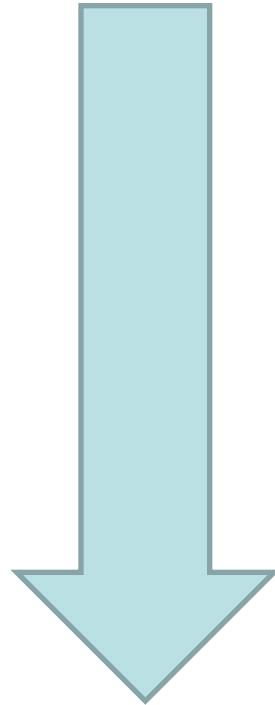
- Marketing activity to raise awareness of project:
 - Advertising, doordrops, emails, website, social media, competitions
- Community events to 2,000 residents
- Bus trial doordrop – 2,121 took up offer
- Customer testimonials.



Project results and key lessons

- Results:
 - Bus: 2.6% increase in patronage
 - Train: 7% increase in winter, 17% increase in summer
 - Cycling: 4% increase.
- Lessons:
 - Need longer time period to implement
 - Need robust monitoring and case studies
 - Active travel activities were popular
 - Varied, continuous activity required.

Pershore Road Project



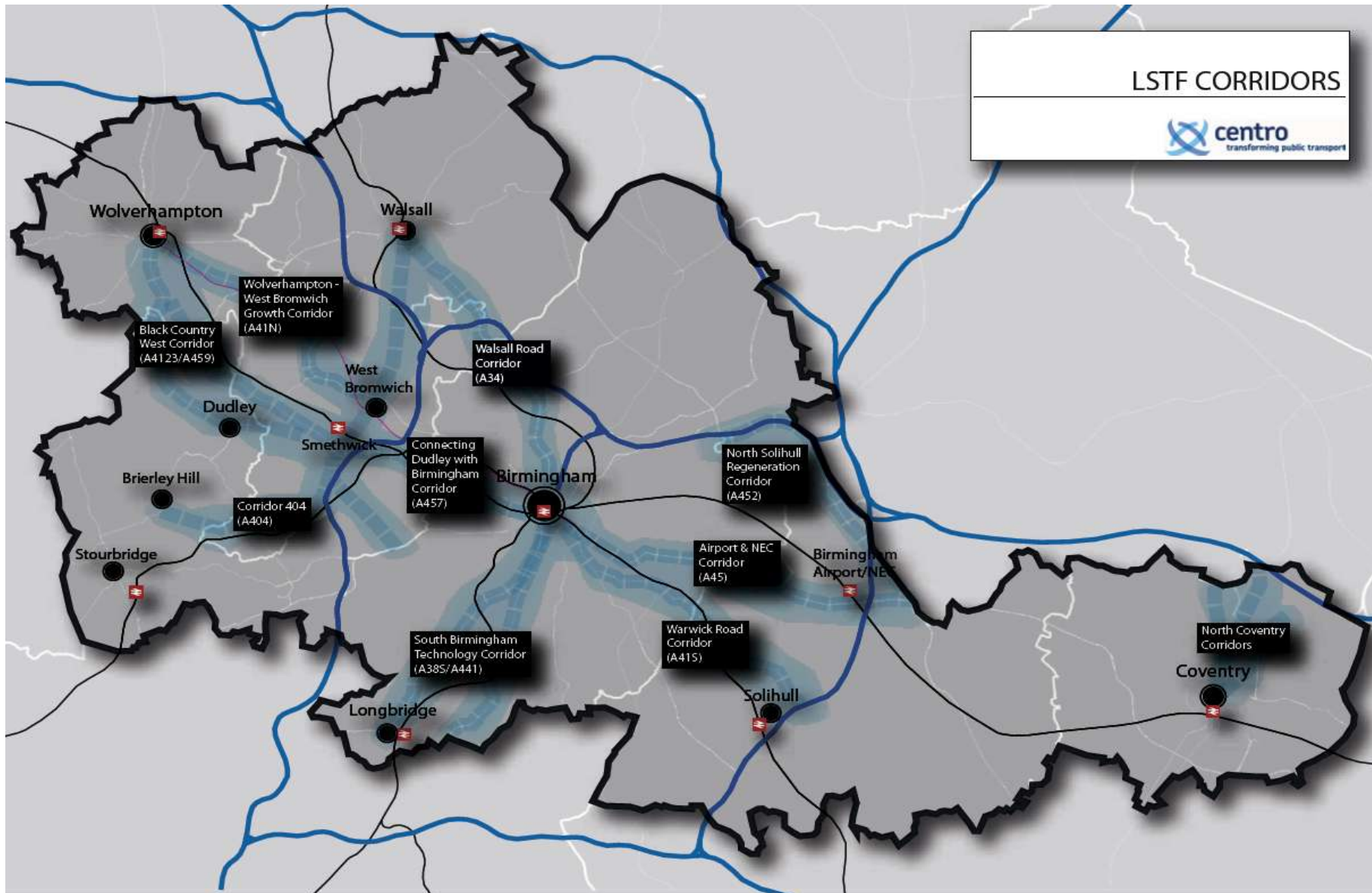
Smart Network Smarter Choices

Smart Network, Smarter Choices

Objectives and targets

- Promote access to employment and skills, and local centres
- Regenerate the economy
- Reduce transport related green house gas emissions;
- Increase levels of active travel
- Increased bus use by over 4 million trips annually
- Cycling boosted by more than 2 million trips per year
- Metro use up by more than 50,000 trips per year
- Rail trips rising by over 500,000 in final year of fund
- Walk trips increasing by more than 10 million annually
- 50 million fewer car kilometres by 2015/16

Corridor approach

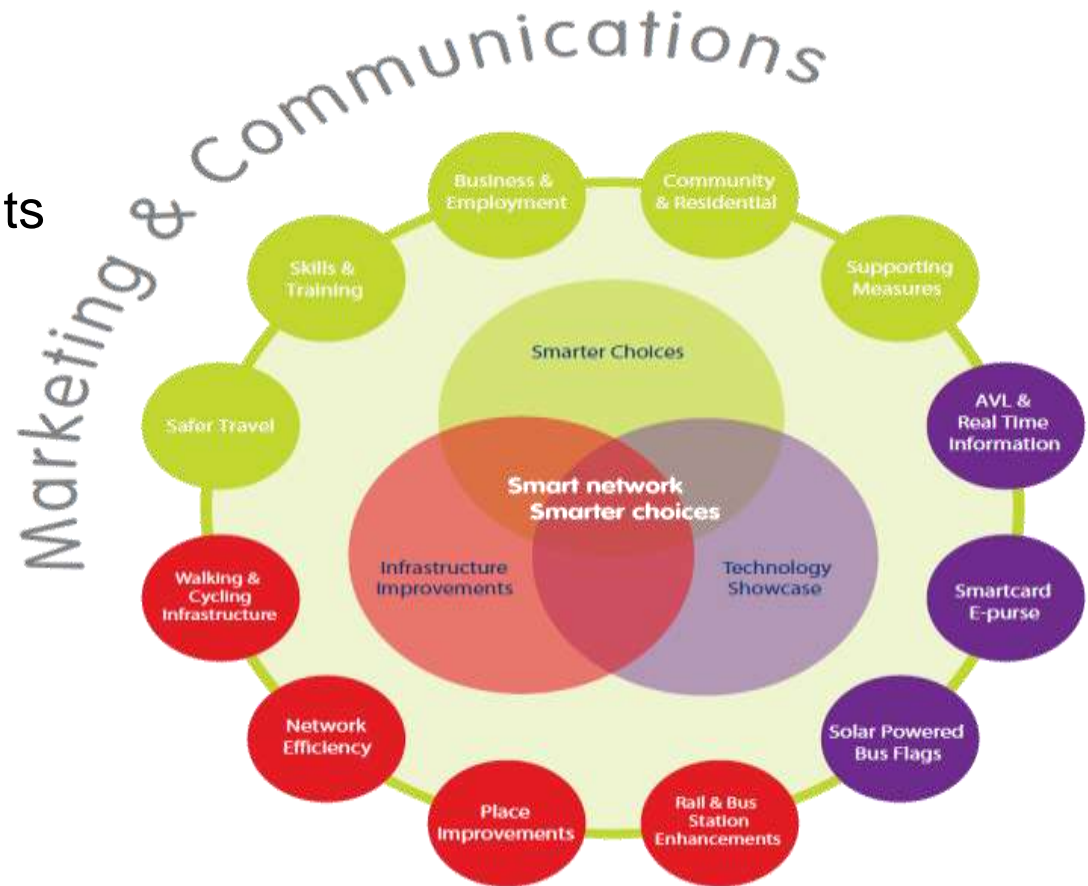


LSTF CORRIDORS



The focus

- Infrastructure improvements
- Technology Showcase
- Smarter Choices



Infrastructure improvements

- Improved walking and cycling routes
- Improved passenger waiting facilities
- Small scale road and junction improvements
- Improved pedestrian, cycle and bus access to rail stations and Metro stops
- Environmental improvements to encourage use of local centres and High Streets



Quarry Bank, Dudley






Technology Showcase.....Progress so far



Solar powered flag poles 



Real time information plasma screen 

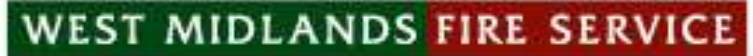


E-paper timetable 

What is Smarter Choices?

Support for organisations in adopting measures to encourage individuals to travel more sustainably;

- Personalised journey planning
- Travel plans
- Grant funding
- Cycling support e.g. Cycle training, cycle maintenance classes, led rides
- Walking support e.g. Led walks, walk leader training and walk route planning
- Public transport ticket discounts
- Marketing and communications support e.g. Events and competitions





Case Study: Environment Agency, Solihull

The Challenges

- Relocating 200 staff from Olton to the centre of Solihull, effectively doubling the amount of staff at their Solihull offices
- Limited parking at the Solihull office meant that not all staff could park at their new office
- Need to ensure that alternative travel options were in place before the move

Case Study: Environment Agency, Solihull

The Solutions

- Facilitation of 2 Travel Information Sessions for both sites
- Free weekly public transport tickets for car drivers to try out their new journey options to work
- Cycle training, Dr Bike sessions and cycle journey planning onsite roadshows
- Creation of a travel plan including information on sustainable transport options and car sharing scheme (15 spaces dedicated to car share use)

Smarter Choices: Education and Communities

- 52 education establishments now part of the project
- Grant available of £5,000 for schools, £10,000 for Universities and colleges to spend on sustainable travel measures – 17 grants awarded
- 2410 pupils have been engaged
- Student Travel Plan Company now being established
- Personalised journey planning for individuals and families
- Over 6,000 people have participated across two corridors
- Legacy work includes developing action plans for 9 community groups and referrals

Case study; Handsworth Wood Girls School, Birmingham



Smarter Choices: Workwise



Smarter Choices: Cycling and walking



<http://www.youtube.com/watch?v=BRB3opZqB2k>

Lessons learnt from the Smart Network, Smarter Choices project

- **Strong partnership** working with suppliers, operators, and Local authorities is essential to success
- From the beginning of the project, the offer needs to be **clear** with a **set target audience**
- A **strong marketing approach** and communicating achievements is key
- Ensure workstreams are **linked** in an integrated way

Dziękuję

Any questions?

