

4. Lancashire PTP project

4.1 Interviewees:

- Howerd Booth, CIVITAS Project Manager, working for Lancashire County Council (LCC); and
- James Ryle, TravelSmart Programme Manager, working for Sustrans.

Where there is variance in the views or understanding of the two interviewees, in relation to the PTP project in Lancashire, these are reported separately.

General background

4.2 The Lancashire Personal Travel Planning (PTP) project commenced in spring 2006, and is due for completion in autumn 2008. It is part of a much broader EU-funded CIVITAS programme to promote more sustainable travel patterns in the county, which started in February 2005 and will run for four years. The CIVITAS partnership in Lancashire – comprising Preston City Council, South Ribble District Council, Preston Bus, Sustrans (initially), consultants Transport and Travel Research (TTR) as well as the county council – has been awarded £5 million for delivery of the wider programme, which includes some 26 discrete projects, including PTP.

4.3 The project is focused across two urban areas in Lancashire:

- Preston and South Ribble, which crosses the boundary between two local authority administrative areas (as shown on Figure 4.1);
- Lancaster District, which includes Morecambe and Heysham (as shown on Figure 4.2).

Figure 4.1: Location of Preston and South Ribble



Figure 4.2: Location of Morecambe and Heysham



- 4.4 The Lancashire PTP programme was included as quite a small element within the initial CIVITAS project. However, reallocation of funding from other elements of CIVITAS in Lancashire, as a result of revisiting what could legitimately/expediently be funded under the EU project, led to a significant scaling-up of the PTP component.
- 4.5 The locations for programme delivery were chosen for their potential to achieve modal shift. They cover urban areas where options for using public transport, walking and cycling to serve many local journey purposes are considered relatively good.
- 4.6 Following a tendering process, the consultants selected to deliver the PTP programme, both the individualised marketing initiatives and evaluation surveys, were Sustrans/Socialdata. The consultants are employing the IndiMark (Individualised Marketing) technique, and the programme is branded as TravelSmart. TravelSmart has been/is being used in other locations where this consultancy team are delivering their proprietary version of PTP, yet they are also happy to operate under a locally established travel awareness campaign brand name if that is the client's preference. Sustrans was originally a CIVITAS partner in Lancashire. However, when they bid for, and won, delivery of the PTP programme, the charity was required to relinquish this position.
- 4.7 The contract for delivery of the PTP programme in Lancashire requires the selected consultancy to offer personal travel information to a total of 25,000 households in each of the two study areas. In Preston and South Ribble, this is out of a total population of some 220,000. In Lancaster and Morecambe, this is out of a population of around 90,000. The programme commenced with research on existing travel behaviour patterns across the study areas, which was carried out in March and April 2006, followed by the first phase of individualised marketing in South Ribble District between May and July of the same year. The PTP fieldwork is due for completion in December 2007. The concluding evaluation surveys will take place in March/April 2008, with headline results available in July, and the full final report and presentations on findings due in September/October next year.

Targets and objectives

- 4.8 The over-arching objective of the project is for the consultancy team to offer personal travel information and advice to a target population of 25,000 households in Preston and South Ribble, and a further 25,000 in Lancaster District.
- 4.9 In their proposal to LCC, Sustrans and Socialdata set themselves a target of contacting at least 80% of the target population in each area (including those who decline to be involved in the programme). There are no additional specific targets for 'positive responses/action'. Up to five attempts are made to contact the remaining circa 20%, after which the law of diminishing returns rules that further investment of time would be unprofitable. The first two stages of the TravelSmart programme have achieved contact rates of 92% and 82% respectively.

4.10 No particular modes or journey types are being targeted, nor are participants asked to reflect on whether all the trips they make are necessary. Participants are simply asked to consider any of the sustainable options – walking, cycling and public transport – for all journeys. As the Sustrans Programme Manager put it: ‘The way the programme currently operates is with a light touch – we don’t want to be seen as cajoling.’

Sociological behavioural theories/behavioural underpinning

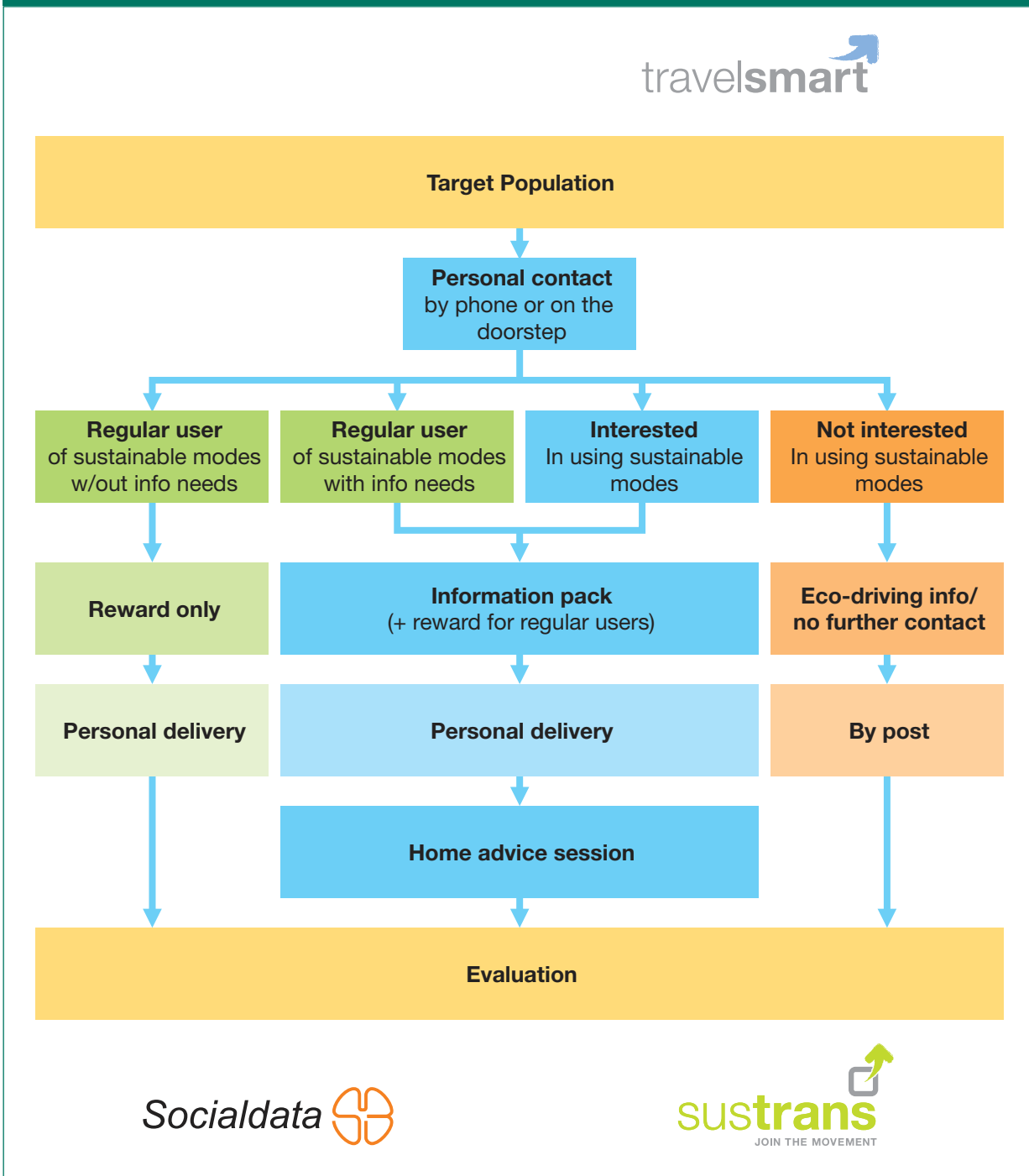
4.11 The Sustrans representative indicated that the behavioural theory that probably most closely reflects the TravelSmart approach is the ‘seven stages of change’ model as applied to travel behaviour, summarised below (and further in *Making Campaigning for Smarter Choices Work*, DfT 2005).

- Stage 1: Awareness of problem (Aware of the issues of traffic congestion or opportunities to change modes?)
- Stage 2: Accepting responsibility (Accept personal/corporate responsibility or relevance?)
- Stage 3: Perception of options (Perception of sustainable modes?)
- Stage 4: Evaluation of options (Is there actually a viable alternative?)
- Stage 5: Making a choice (Real intent to modify behaviour?)
- Stage 6: Experimental behaviour (Trying out new travel choices?)
- Stage 7: Habitual behaviour (Long-term adoption of sustainable modes?)

4.12 The IndiMark methodology applies a segmentation approach, depending on whether a household is interested or not. Programme participants are dealt with in one of three main ways, summarised in Figure 4.3, depending on the level of interest they express in sustainable travel and to what extent that interest needs to be supported by (further) personalised information.

4.13 As an aside, the CIVITAS project manager commented that he has not been briefed on the behavioural theories underpinning IndiMark, or indeed other behavioural change methodologies, but that this would be useful in considering the viability and resource requirements for PTP in the longer term.

Figure 4.3: the IndiMark approach to PTP



Operating structure of scheme

- 4.14 In general, the consultancy team prefer to focus their PTP work in areas where there is good existing, or soon to be operational, infrastructure in place to enable sustainable travel. Inevitably, this will lead to a concentration of activity in more central urban areas, as opposed to low-density suburbs and rural areas. When deciding between specific neighbourhoods, preference will be given to targeting those areas served by frequent bus services, cycle-friendly routes and a pleasant walking environment, all linked to key local services. They will also take account of any preferences expressed by the client local authority, but will seek to inform these. Account is generally not taken of car ownership levels, as it is felt this is not a good indicator of a households' receptiveness to change. The Sustrans Programme Manager observed: 'Some multiple-car owning households can be quite clued up on sustainable travel, and already into walking and cycling for health and environmental reasons. Meanwhile many households with only one vehicle would really welcome information on how they could use it less, or get rid of it altogether, on economic grounds.'
- 4.15 The residential neighbourhoods within the urban districts of central Preston (which includes areas of South Ribble), together with Lancaster and Morecambe, chosen for the PTP programme are considered to offer the greatest potential for a modal shift from the car. These are summarised below:
- 4.16 Preston and South Ribble:
- Area 1 (South Ribble, 10,500 households): Broad Oak, Charnock, Howick and Priory, Kingsfold, Longton and Hutton West, Middleforth, New Longton and Hutton East, Whitefield Bamber Bridge East/North/West, Coupe Green and Gregson Lane, Lostock Hall, Samlesbury and Walton, Tardy Gate, Walton-le-Dale;
 - Area 2 (Preston East, 7,500 households): Brookfield, College, Deepdale, Fishwick, Garrison, Moor Park, Ribbleton, Sharoe Green, St George's, St Matthews, Town Centre;
 - Area 3 (Preston West, 7,500 households): Ashton, Cadley, Greyfriars, Ingol, Larches, Lea, Riversway, Tulketh, University.
- 4.17 Lancaster:
- Area 1 (Bare, Torrisholme and Skerton, 8,500 households): Bare, Halton-with-Aughton, Slyne-with-Hest, Skerton, Torrisholme;
 - Area 2 (Lancaster City, 8,500 households): Bulk, Castle, Duke's, John O'Gaunt, Scotforth, University;
 - Area 3 (Morecambe and Heysham, 8,000 households): Harbour, Heysham Central/North/South, Poulton, Westgate.

- These neighbourhoods offer existing opportunities to use public transport, walking and cycling. Improvements for these modes are also being made under other components of the CIVITAS project. Many of the regular journeys people living in these areas make are, or could be, relatively short. Nevertheless, accessibility to local services varies across the study areas in Lancashire. Access from South Ribble to Preston city centre is, for example, quite significantly constrained by the River Ribble.

4.18 An outline project timetable is given in Figure 4.4.

Figure 4.4: Outline project timetable

	Preston and South Ribble	Lancaster
March–April 2006	Baseline research: travel behaviour and potentials	
Spring 2006	Area 1 (South Ribble):	–
Autumn 2006	–	Area 1 (Bare, Torrisholme and Skerton)
March–April 2007	Interim research: travel behaviour	
Spring 2007	Area 2 (Preston East)	Area 2 (Lancaster City)
Autumn 2007	Area 3 (Preston West)	Area 3 (Morecambe and Heysham)
March–April 2008	Final research: travel behaviour (and potentials ⁵)	
Totals	25,000 households	25,000 households

4.19 The PTP programme is being managed by Sustrans/Socialdata, with limited input from members of the CIVITAS partnership. As a significant proportion of funding for the programme is coming through the Local Transport Plan (LTP), LCC has the greatest stake in seeing it succeed, and is consequently taking the keenest interest in the delivery process – via the CIVITAS project manager. LCC is broadly happy with many elements of the operating structure. ‘The recruitment of fieldworkers and house-to-house deliveries and visits by bike are very well managed. They attract these really committed people, train them well, and keep them motivated. It provides a really good face for the Council and is the strength of their game.’ However, the CIVITAS project manager feels that the consultancy team has not been as receptive as he would like to discussing how the methodology could, in his opinion, be updated and made more economically sustainable for the longer term. ‘The paper-based delivery of information is out-moded for many people, and can quickly become out-of-date. Then there is the environmental impact of all that hard copy. I’d like to explore the idea of diversifying the information delivery method to include the web and mobile phone technology. The current methodology is more contractor-friendly than consumer-friendly.’

- 4.20 In response, Sustrans/Socialdata argue that their experiences with delivering PTP programmes suggest that people are more responsive to personal contact, at least initially, and to some tangible information in their hand which they aren't required to do anything too proactive to access. The Programme Manager pointed out: 'The contract relates to the delivery of a PTP service using a proven methodology. [Nevertheless], since the contract was awarded, we have agreed numerous amendments to the project design and timetable, and have been happy to incorporate suggested additions to the methodology'. They are also of the view that many people feel bombarded with electronic information. Nevertheless, in the second phase of the Lancashire programme, and in response to aspects of the client's concerns, recipients of travel-related information will be offered the opportunity to elect to receive updates and revisions electronically.
- 4.21 In brief, the current approach involves establishing a fieldwork centre for two to three months in the area that it is to receive the PTP treatment, then recruiting and training the fieldwork delivery team, which usually contains between six and ten members per segment. The targeted segment residents initially receive a letter explaining what the programme is about, to which they are not required to respond. This is closely followed by personal contact (either by phone or a 'knock on the door') to assess households' willingness to participate in the programme, via a short questionnaire that respondents are 'taken through' by a fieldworker. Information gathered through the personal contact phase is utilised for the segmentation process (see Figure 4.3 above). The next stage of the project depends on what market segment a household has been assigned to. Existing sustainable transport users will be offered the opportunity to select a reward; a selection of those not interested will be sent information on eco-friendly driving; while those with information requirements will be offered a tailored package. The contents of this package are determined via an order form, an example of which is reproduced in Figure 4.5.

Figure 4.5: TravelSmart order form for Lancashire (Torrisholme stage – autumn 2006)

Figure 4.5: TravelSmart order form for Lancashire (Torrisholme stage – autumn 2006)



Torrisholme and surrounding area

Please fill out and return this form to order your free personal information pack

Help us to help you!

Help us to ensure prompt delivery of your materials - please fill in your contact details below

Name: _____

Address: _____

St. No. Day _____

Evening _____






Your order form for a personal journey plan

Please tell us about the journey you wish to make by public transport. In order for us to provide you with the most useful information, please complete ALL sections of this form.

Journey plans are available for travel to, from or within the Lancaster and Morecambe area only.

From: (please give exact location)

House number/name: _____

Street: _____

Town/City: _____

Postcode: _____

To: (please give exact location)

House number/name: _____

Street: _____

Town/City: _____

Postcode: _____

Outward journey:
I need to depart / arrive (week as requested) on (day of the week) _____ at (time) _____ am / pm

Return journey:
I need to depart / arrive (week as requested) on (day of the week) _____ at (time) _____ am / pm

Means of travel:
I am prepared to travel partial of the way by

Bus Coach Rail Any mode



Project sponsor: **Socialdata**

PO Box 536, Street 5396 2JA
Fleetwood MM16 9L 5DT

Thank you for taking part in TravelSmart!

Would you like to use environmental 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

A brand-new TravelSmart map for your local area showing walking and cycling routes, information local facilities, includes Skerton, Bala, Halton and Hest Bank, Torrisholme and Surrounding Area on Foot, by Bike and by Bus:

Public Transport

- Bus stop timetables: A timetable showing the frequency and location of all of your services using the bus stops nearest to your home.
- Lancaster and Morecambe Bus Map and Guide: A comprehensive guide to the bus routes and destinations throughout the area.
- Bus service timetables: Comprehensive timetables detailing the times and route information for the services of your choice in Skerton and the surrounding area.

<input type="checkbox"/>	1, 2, 3, 4, 5	Halton	Morecambe	Lancaster	Skerton
<input type="checkbox"/>	6, 7, 8, 9, 10, 11, 12	Halton	Morecambe	Lancaster	Skerton
<input type="checkbox"/>	13	Halton	Morecambe	Skerton	Lancaster
<input type="checkbox"/>	14, 15	Morecambe	Halton	Skerton	Lancaster
<input type="checkbox"/>	16	Lancaster	Halton	Skerton	Morecambe
<input type="checkbox"/>	17, 18, 19, 20	Morecambe	Lancaster	Skerton	Halton
<input type="checkbox"/>	21, 22, 23	Lancaster	Skerton	Halton	Morecambe
<input type="checkbox"/>	24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100	Lancaster	Halton	Skerton	Morecambe

NextCard Concessionary Rate Scheme: Information about Concessionary travel to and around Lancaster and Morecambe.

Norman Rail (Route 37): Timetable for train services from Lancaster to Carnley and Morecambe, and Lancaster to Mappleton.

Personal journey plan: A personal journey plan showing how to make a journey of your choice with Lancaster by public transport. (Please fill out the back of the form.)

Cycling

- Lancaster and Morecambe Cycling and Walking Map: Our comprehensive map to getting around Lancaster and Morecambe and the surrounding countryside by bike, showing official cycle routes and how to access them, as well as some facilities including cycle parking.
- Cycling for All: A leaflet new guide to the short cycle routes in Lancaster and Morecambe. As well as maps and directions for all routes, the guide also gives you details of the terrain, fuel and equipment advice along the way.
- Preston to Lancaster Cycle Route: A spin-out route map of the section of our cycle route, being in villages and countryside, includes times of travel route around the area.
- Lancaster to Kendal Cycle Route: A spin-out route and guide to the 35-mile route starting in Lancaster and ending in Kendal. The route is well signposted and includes times through market towns and on into the Lakes.
- Rowland by Bike: An informative guide to 11 stunning cycle routes in the picturesque area of Rowland, including maps and route information.
- Cycling information leaflets: A series of 8 leaflets covering a range of topics of cycling with new contact details.
- Cycling: The Right Way to Ride
- Cycling: Basic Stop Management
- Cycling: In Different Conditions
- Cycling: Safety Matters
- Cycling: Sharing your Route
- Cycling: With Children
- Cycling: Finding your Way
- Cycling: Clothes and Accessories
- Cycle training information: Details of cycle training events being held in Lancaster this autumn, including basic bike maintenance, and more advice for beginners, intermediate and advanced adult cyclists.

Walking

- Lancaster and Morecambe Cycling and Walking Map: Our comprehensive map to getting around Lancaster and Morecambe and the surrounding countryside on foot, showing footpaths, walkways and local facilities across the area.
- Morecambe Promenade Exercise Zones: A guide to the free walking route along the Morecambe Promenade designed to help you start exercising, but also suitable for all.
- Walk More - That's Different: A useful leaflet packed with useful tips on walking - the best way to get around and improve your health.
- Walk to Work Out: A useful leaflet on walking and cycling in work - how to get started and how the benefits to your health and health.

TravelSmart Pledge Card

By ticking 'Yes' to the question at the top of this form, you qualify for a virtual pledge card scheme.

The TravelSmart Pledge Card offers savings on shopping, accessories and the likes at local gift and outdoor shops.

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 - it's just public transport in your area.
- Choose cycling - including the correct offer of a free cycle computer and an optional bike theft check.
- Choose walking - including the correct offer of a free personal.

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

4.22 In addition to a hand-delivered pack of personalised travel information, participating households 'with information needs' can elect to receive a home visit to discuss in more detail their potential to make journeys by bus, on foot, or by bike. Typically no more than 5% of the target population will eventually request and receive a home visit. Those wishing to explore bus use more will get the opportunity to talk to a representative from a bus operating company and are likely to be offered

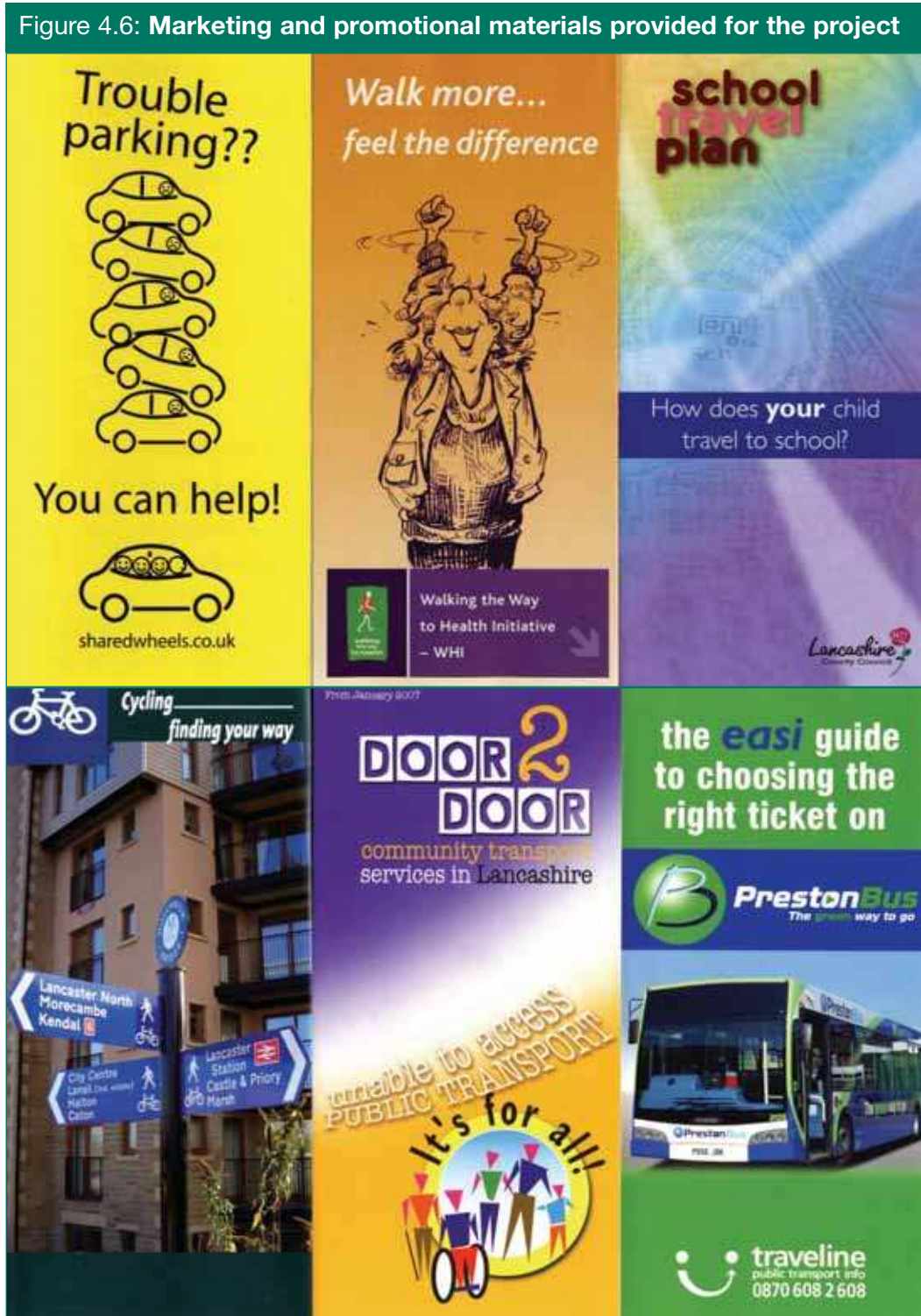
a free trial ticket for services that best suit their journey needs. Those wishing to explore the potential for cycling or walking will be offered advice about issues such as equipment, route planning, etc., and also offered an appropriate incentive (cycle computer or pedometer). These sessions are generally targeted at households with less previous experience of using the modes concerned.

- 4.23 The fieldworkers have found that the best times to elicit a (positive) response from households are during the afternoon and early evening. They also endeavour to avoid school holiday periods.
- 4.24 Sustrans organises the fieldwork delivery team, who use bikes for this work. Socialdata runs the TravelSmart call centre, which services a number of initiatives around the UK at any one time. In addition, the LCC-employed CIVITAS project manager spends 'a small amount of time' on the PTP programme, but has 25 other initiatives to oversee. The other significant human resource requirement is from the LCC information and marketing team, which contributes five staff members during the fieldwork activity phases. During the course of the project these staff will devote approximately 20–25% of their time per annum to the PTP programme.
- 4.25 Appointed fieldwork and call-centre staff receive training for their specific area of work. There are no particular qualifications needed, save an ability to communicate well and, for the fieldworkers, a willingness to 'pound' unfamiliar streets, sometimes after dark and in poor weather conditions. Fieldwork offices are generally open for a 12-week period, so the fieldworkers are generally given short-term contracts. Where possible, Sustrans likes to 'recycle' trained fieldworkers for subsequent delivery phases.

Marketing and promotion

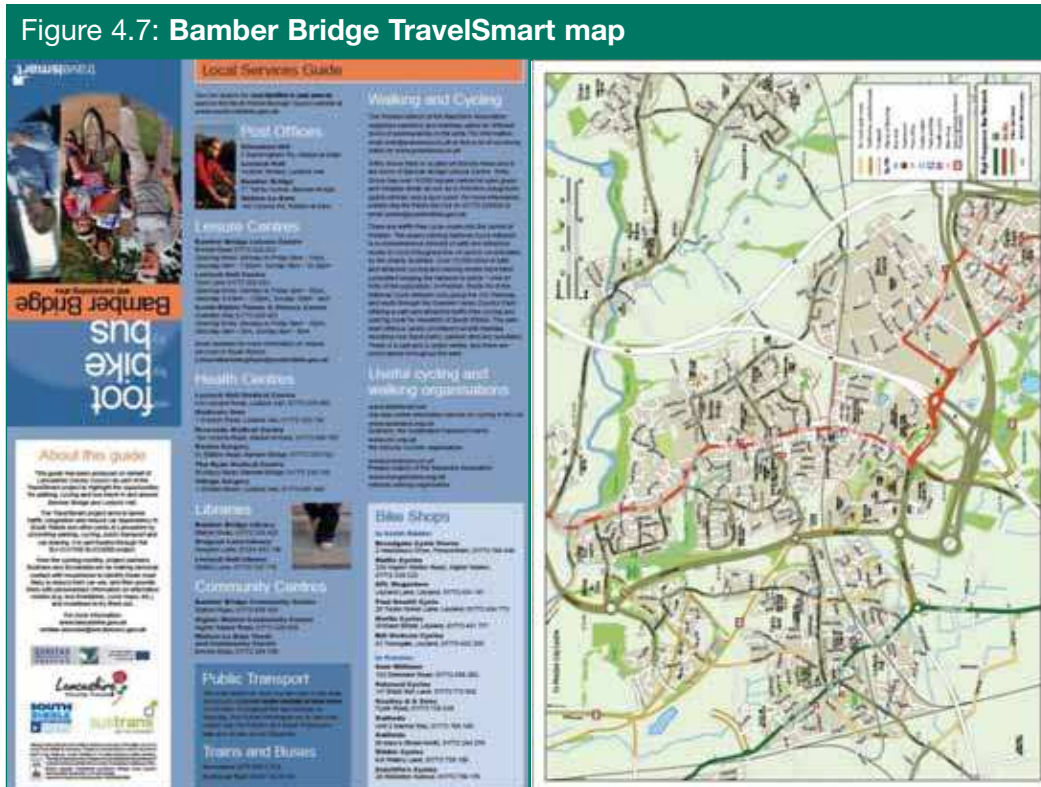
- 4.26 Generally, Sustrans advises clients to avoid too much in the way of preliminary marketing or media work specifically in relation to an upcoming PTP programme, as a poor reaction (generated by an ill-informed and unsympathetic local councillor or newspaper) can result in things getting off on the wrong foot. However, what has been used to good effect in Lancashire were the results of the preliminary travel behaviour research, using headline messages such as: 'Half of local journeys by car in Lancashire could be made by alternative means'; or 'Of all the alternatives available, cycling offers the greatest potential for replacing car trips'.
- 4.27 In areas where there is an established and well-known travel awareness campaign, and the local authority's relationship with local press is positive in relation to this campaign, then some 'warm-up' publicity in advance of the roll-out of a PTP programme may be considered.
- 4.28 Once a programme is under way, Sustrans does run information and awareness-raising seminars for local councillors and other interested bodies.

4.29 Sustrans is responsible for co-ordinating the assembly of information, such as leaflets, timetables and guides, to support the PTP programme. Many of these are provided by LCC's information and marketing team. Examples are shown in Figure 4.6.



- 4.30 The Sustrans/Socialdata approach to PTP involves undertaking an audit of relevant supporting information already available and working with the client to identify and fill gaps. As part of the programme in Lancashire, for example, TravelSmart maps have been produced for all of the target areas, combining information on public transport, walking and cycling opportunities. The Bamber Bridge example is reproduced in Figure 4.7.

Figure 4.7: Bamber Bridge TravelSmart map



- 4.31 In addition to the marketing materials, rewards are offered to programme respondents who indicate they already use sustainable travel options and don't require further personalised information, to reward them for good behaviour and to encourage them to continue with this. There is a choice of two rewards: an alarm clock or a pen. Incentives are also used to entice programme participants with information requirements to trial public transport (a free weekly ticket), walking (a pedometer) or cycling (a cycling computer) and to encourage them to return their order forms.

Funding

- 4.32 The project is part-funded under the EU CIVITAS programme, with the balance predominantly from the LTP. Letting the contract to a consultant has enabled 'capitalised' LTP funding to be used. The human resources devoted to the project from the LCC information and marketing team are an additional revenue cost that is being absorbed by the local authority.

Costs

4.33 Sustrans/Socialdata were awarded a £1.2 million contract for the delivery of the PTP programme in Lancashire. Of this, €843,000 (around £550,000) comes from the EU CIVITAS budget, and the remainder from the LTP. The contract budget is divided as follows:

TravelSmart:	£1,025,000
Research and evaluation:	£165,500

Integration with other transport-related initiatives/projects

4.34 The PTP programme in Preston has been scheduled to take advantage of the development of a new Orbital bus network, and in Lancaster there has been close integration (e.g. timetabling and promotion of local initiatives, as well as co-branding) with the city's Cycling Development Town (CDT) project. Otherwise the PTP programme is not overtly tied into the wider sustainable transport improvements being carried out in the target areas, either under the CIVITAS project, the LTP, or other funding streams. However, as physical improvements come on stream, information about them is being utilised within the PTP programme.

Evaluation

4.35 The evaluation (which is separate from the 'IndiMark' programme) is being undertaken by Sustrans/Socialdata under the project contract in three tranches:

- baseline research on travel behaviour and the potential for modal shift (March and April 2006);
- interim research on travel behaviour in those areas where the PTP programme has been delivered (March and April 2007);
- final research on all areas in which the PTP programme has been delivered (March and April 2008).

4.36 In each of the two main project areas (Preston and South Ribble; and Lancaster), the total samples for the evaluation surveys are as follows:

- baseline: 1,500 respondents (i.e. a larger number will be approached, but with some non-respondents);
- interim: 750 respondents;
- final: 1,500 respondents.

4.37 In all cases, two-thirds of these samples are drawn from the target group and one-third from a control group. The travel behaviour surveys involve completion of one-day travel diaries (with all seven days covered across the survey population) to ascertain travel behaviour change amongst both groups. Further evaluation will be undertaken through analysis of corroborative data, relating to bus patronage, car usage and levels of walking and cycling across the cities.

- 4.38 It is recognised that the evaluation needs to be detached from the marketing and information provision phases. To this end, the monitoring surveys comprise a simple letter from the local authority, not from the consultants, arriving several months after the PTP programme has been delivered, advising households they have been selected for inclusion in a travel survey and requesting they return the requisite travel diary information by post.
- 4.39 A summary of the level and nature of involvement in the two completed TravelSmart segments in Lancashire is given in Figures 4.8 and 4.9.

Figure 4.8: Summary of involvement in TravelSmart in Preston and South Ribble Area 1

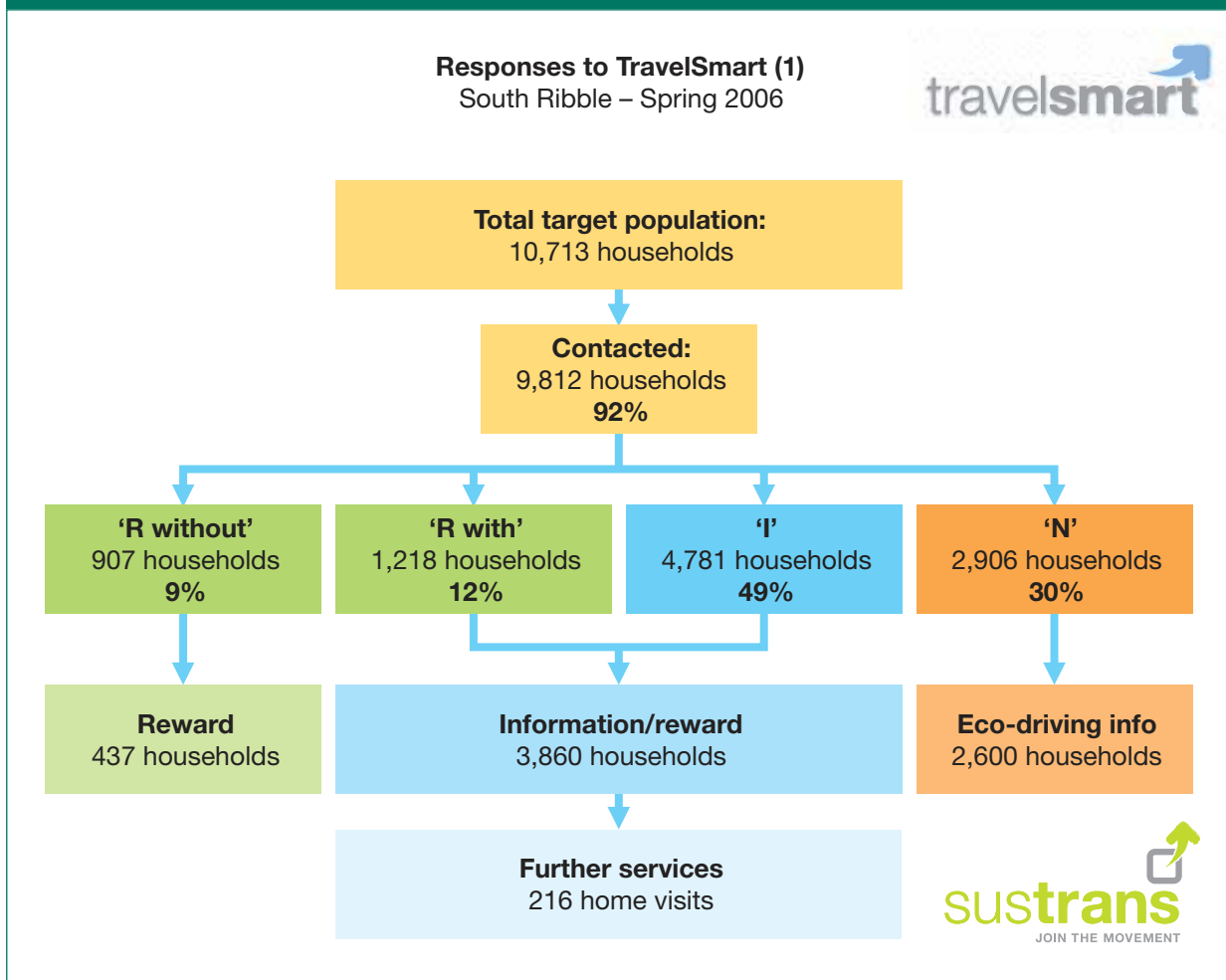
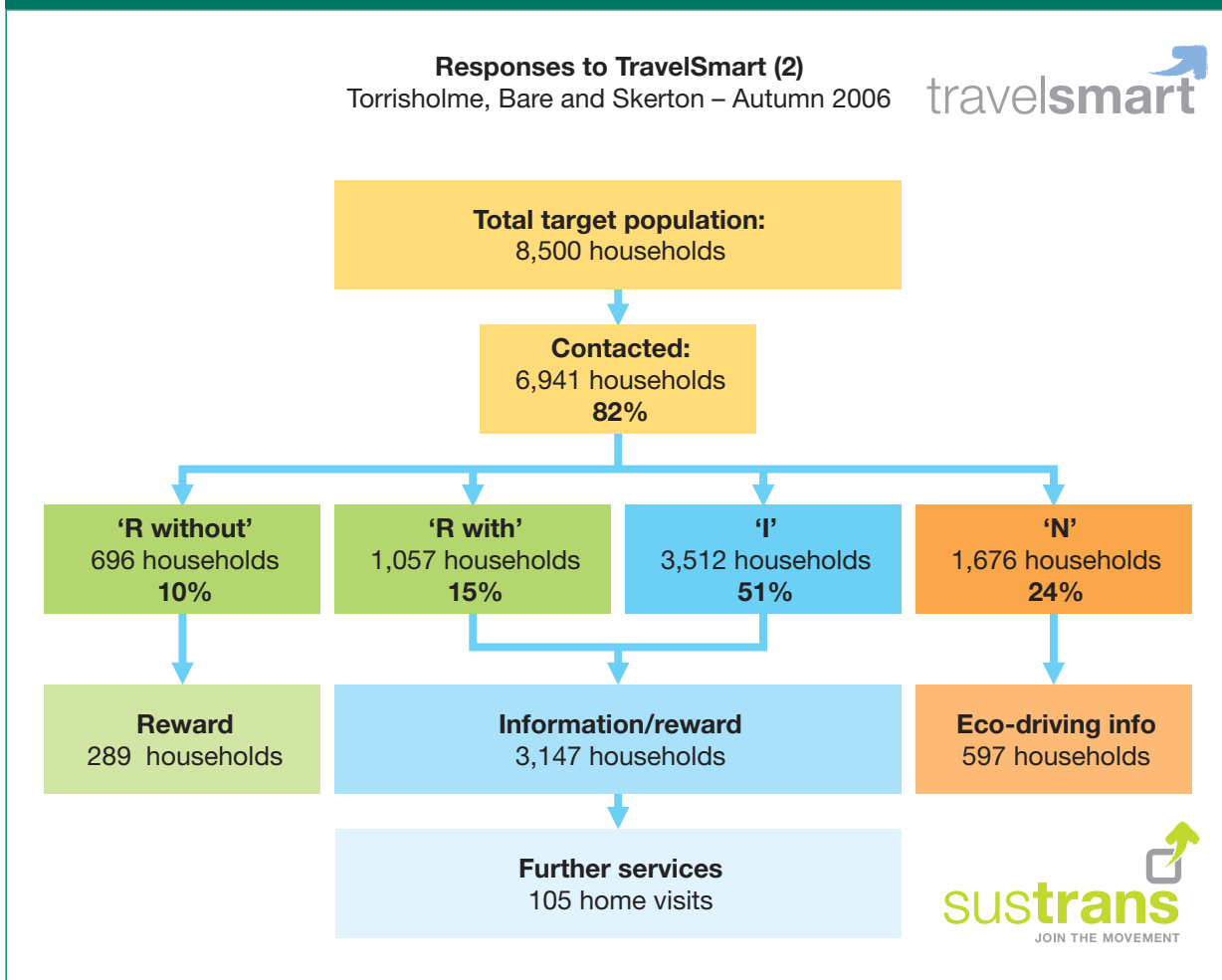


Figure 4.9: Summary of involvement in TravelSmart in Lancaster District Area 1



Impact and effectiveness

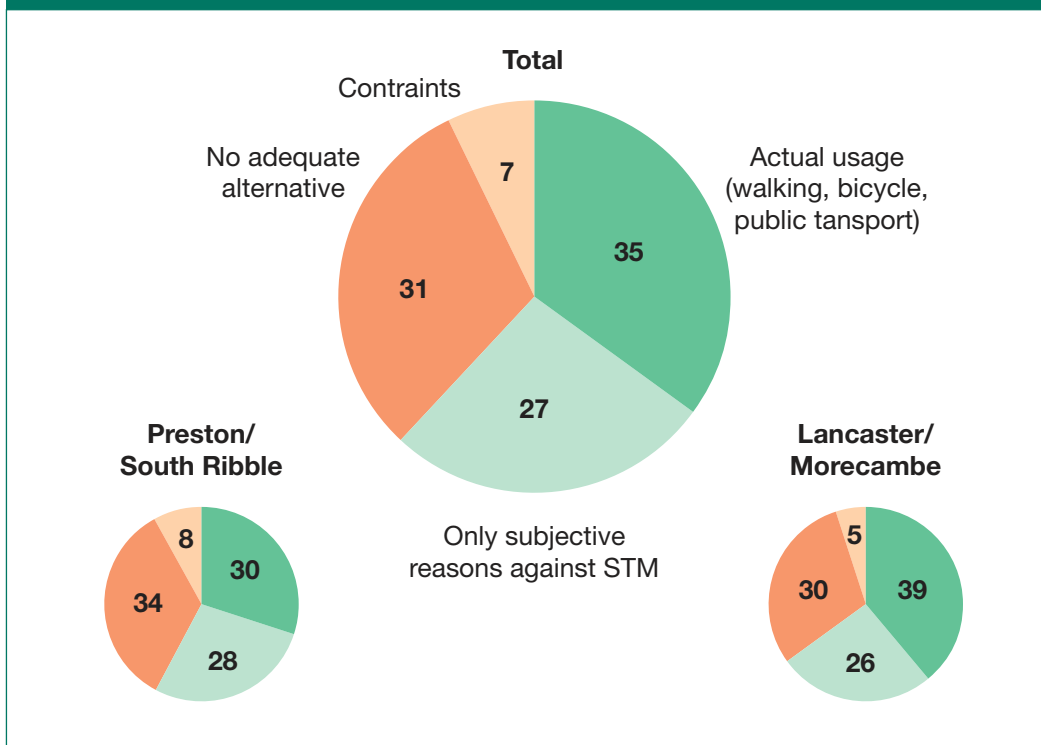
4.40 The results from Travel Behaviour Research Baseline Survey 2006 are available on the Sustrans website (under 'TravelSmart', then 'Travel Behaviour Research and Evaluation'). The key findings relating to the potential for modal shift to more sustainable travel modes are summarised below and in Figure 4.10:

- Currently around a third of all trips are made by sustainable modes (30% in Preston/South Ribble and 39% in Lancaster/Morecambe).
- The remaining trips are made by motorised private transport (motorbike, car driver or passenger), but there is potential to change this situation.
- For 8% of all trips in Preston/South Ribble and 5% in Lancaster/Morecambe, there is no potential to switch to sustainable travel modes because of objective constraints (e.g. luggage, health reasons, age, need to carry multiple passengers).
- In another 34% of all trips in Preston/South Ribble and 30% in Lancaster/Morecambe, there is no adequate alternative available to travel by more sustainable means. This could be due to reasons such

as the lack of an adequate public transport connection, no bicycle being available, or the journey distance being too far (for cycling or walking).

- This leaves more than a quarter of all trips (28% in Preston/South Ribble and 26% in Lancaster/Morecambe) that are currently made by car or motorbike in situations where the individual has only subjective reasons against walking, cycling and public transport. In theory, these car trips are capable of being switched to more sustainable modes, simply by providing better information on the alternatives, or improving people’s perceptions of travel time, costs, comfort or infrastructure. This represents the potential for ‘soft’ measures or Smarter Choices to change travel behaviour.
- The most ready potential for increased use of sustainable travel modes exists in those trips that are made by car in situations where the individual has no objective or identifiable subjective reasons against one or more of the alternatives. The largest incidence of these unexploited ‘free of choice’ trips occurs in the case of cycling, which currently captures less than one tenth of the available potential. Even for public transport, the potential ‘free of choice’ trips not currently made by this mode represent half of the current mode share (8%). Although walking currently captures the majority of the available ‘free of choice’ trips, successfully exploiting the remainder would increase the mode share of walking from 25% to 30% across the survey area.

Figure 4.10: Potential use of sustainable travel modes in the Lancashire PTP research areas



- 4.41 Headline results from the interim research on travel behaviour in those areas where the PTP programme has been delivered, carried out during March–April 2007, are available.
- 4.42 The findings of the final reporting stage, involving all areas in Lancashire where the PTP programme has been delivered, are likely to be available during autumn 2008.

Successes and failures

- 4.43 As the programme is still in the process of delivery, and this process is only about half way to completion, identifying robust ‘successes’ and ‘failures’ would be premature. However, the following interim thoughts from the interviewees are worthy of consideration.

Successes

- The Sustrans delivery team manager on the ground works part-time on this project, and part-time on other sustainable travel related projects in Lancashire for the county council. As such, he is very well placed in terms of picking up information of relevance to the TravelSmart programme, as well as liaising with colleagues and project partners.
- Delivery (on time and on budget) of a TravelSmart programme to a total target population of over 18,000 households.
- High participation rates at each stage of the process, with documented evidence of high levels of customer satisfaction.
- The quality and positive presentation of the field staff and fieldwork undertaken by Sustrans with households has had a very good public reaction and is considered to reflect well on the county council.

Failures/shortcomings

- The timing of delivery of PTP programmes could/should be more closely tied into the launch of improvements for sustainable modes that serve the target area. This is particularly important for suburban and rural areas, where the existing offer is relatively poor.
- The contract does not allow for the client to request a modification of approach to take account of emerging ideas and better practice in the delivery of PTP programmes (although this view is not wholly accepted by Sustrans, see quote under Operating Structure of the Scheme above).
- The most frequently expressed discontent from programme participants is that they, occasionally, receive unnecessary and/or duplicate information by first-class post: ‘What a waste of taxpayers’ money’. However, the number of complaints is low in relation to the total number of households contacted.

- From the delivery team's perspective, there have been frustrations about having updated public transport information ready in time for inclusion in the home delivery of personalised travel information packs. However, this problem is not unique to Lancashire.
- Getting public transport operators signed up to support the programme has also been somewhat problematic – again, a problem not confined to Lancashire. Typically, public transport operators are initially wary of the time and resources they fear the project will consume, particularly when it comes to the issues of free trial tickets, and persuading them of the merits of personalised home visits to potential customers.
- Another common problem relating to public transport operators is that their marketing strategies can be poor, and, in times of financial squeeze, this invariably seems to be the first budget to be cut.
- In Lancashire there are numerous bus companies. This has complicated the process of deciding what would be the most appropriate free trial bus tickets to use.
- In relation to home visits, which typically involve 2–5% of the target population, there are occasions when the household requesting the visit fails to honour the arrangement, i.e. is out when the pre-arranged visit is made.

Lessons learned

4.44 As with 'successes' and 'failures', given the stage reached in the implementation process, it is somewhat premature to speculate on the lessons to be learnt from the CIVITAS PTP programme in Lancashire. Nevertheless, the following observations were made by those interviewed in relation to this case study.

- The evaluation of PTP programmes should be separated from the delivery in terms of the organisations charged with carrying them out. Otherwise the delivery agents effectively become 'judge and jury in their own trial'. In response to this, Sustrans pointed out that: 'The contract let by LCC was for personalised travel planning AND behavioural research. Our proposal went to great lengths to set out how these two activities would be independent of each other. This included provision for an independent audit of the survey methodology and analysis as part of the contract.'
- Projects with a relatively long delivery timetable, stretching over several years, should allow for periodic reviews of their effectiveness and an ability for the client to request reasonable modifications to take account of emerging technologies and methodologies that are likely to enhance the effectiveness that the current model.

Other general issues

- 4.45 The CIVITAS project manager indicated that it was very unlikely that LCC would continue to fund the implementation of PTP, following the same Sustrans/Socialdata format, once the current programme is complete and a more automated delivery would be pursued.
- 4.46 The Sustrans/Socialdata format is considered too resource-intensive. The CIVITAS project manager does, however, think there is scope for a more targeted, less human-resource-intensive approach, utilising electronic information delivery methods to a much greater extent, and funded from a combination of the LTP, as well as developer contributions and employers through travel planning. To this end, he would like to see some investment in a 'smarter' version of Transport Direct, one that does not rely on the provision of origin and destination data, but could include suggestions about how trip purposes might otherwise be met, particularly if the only/most attractive option for the identified journey appears to be the car. For example, if an enquirer selected information on accessing an edge-of-town supermarket that is difficult to reach other than by car, they would be provided, in addition to information about getting to the specified destination by sustainable means, with alternative ideas for obtaining their groceries, such as making use of local shops, home delivery services, etc.
- 4.47 The client project manager commented that he considers the current dominance of the market for delivery of PTP programmes in the UK by a very limited number of consultants to be undesirable. It is not only uncompetitive, but has resulted in a very formulaic approach which is out-moded, doesn't take account of how the majority now like to access information, is wasteful of paper and unsustainable for the majority of cash-strapped local authorities. He would like to see more consultancies being drawn in, and encouragement to trial new technology, with a movement away from the 'one-size-fits-all' methodology. In addition, he feels there is a need for longer-term evaluation of PTP programmes to gauge whether their initial effects are sustained.