



# 16. Smarter Travel Choices Supporting Statement

## Content

1. Setting the Scene
2. Vision
3. Smarter Travel Choices and the Shared Priorities
4. Issues
5. Delivery Programme in the first Plan Period 2001/02 – 2005/06
6. Good Practice
7. Strategy
8. Targets



# 16. Smarter Travel Choices Supporting Statement

## 1. Setting the Scene

- 1.1 One of the key challenges both nationally and locally is how to address increasing car use, and its associated problems such as congestion and poor air quality. The four Councils have already undertaken considerable development work in relation to measures such as personalised travel plans, workplace travel plans, car clubs and car sharing. This work will continue through enhancing alternatives to single occupancy car use and through promotional campaigns to enable people to make smarter choices as to their mode of travel, and enable the growth in private car travel to be limited.

## 2. Vision

To help people choose to reduce their car use by providing better information and enhancing the attractiveness of alternatives.

## 3. Smarter Travel Choices and the Shared Priorities

### Congestion

By targeting measures at reducing car use, particularly for peak time workplace and school trips, smarter travel choice initiatives greatly assist in tackling congestion.



### Road Safety

Promotional campaigns and work with schools, incorporating road safety awareness initiatives, will support the overall drive towards reducing casualties.

### Accessibility

Accessibility can be improved by increasing public awareness of alternative transport choices to the private car, and enhancing these alternatives. A key element is also improved provision of transport information, particularly for those without access to a car.

### Air Quality

The main source of poor air quality in the area is emissions from road traffic. These targeted measures aimed at reducing car use and congestion are key to improving air quality both in the Air Quality Management Areas and throughout the sub-region.

### Other Quality of Life issues

In promoting alternatives to the private car, particularly walking and cycling, significant benefits can accrue to assist other priorities such as increasing people's levels of activity and general health.

## 4. Issues

- 4.1 There is considerable scope for both travel awareness campaigns and specific initiatives aimed at providing people with new and smarter travel choices, to achieve a significant impact in reducing car use.
- 4.2 This strategy recognises the importance that these initiatives play in achieving modal shift and takes account of documents such as the Department for Transport report 'Smarter Choices - changing the way we travel' which itself points strongly towards the importance of soft measures in local transport policy.
- 4.3 There are many opportunities that can be taken and mechanisms implemented to

work towards the vision. These mechanisms are set out under section 7 below.

## 5. Delivery programme in the first LTP period 2001/02 - 2005/06

- 5.1 All four Councils have been active in developing 'smarter choices' programmes, and there has been considerable joint working on this. Some of the work has been pioneering and this was recognised in the DfT 'Smarter Choices' report. Many of the initiatives are having a measurable impact on single car occupancy.

### Travel Plans

- 5.2 Over 100 employers are active in the development and implementation of travel plans. Over 40 have reached award standard under the Avon Area Travel Plan Award Scheme. The travel plan effort has been supported by network groups and direct human and financial support, including analysis of travel survey data.

### School Travel Plans

- 5.3 In 2004 the four Councils assisted 58 schools in producing School Travel Plans. The DfT and DfES approved these.



Consequently they received a capital grant to spend on improving facilities to encourage safe and sustainable travel. 88 schools have submitted Travel Plans in 2005.

### Car Sharing

- 5.4 All four Councils launched a joint car sharing scheme in June 2005, covering the whole of the Greater Bristol area, with easy access for potential members through the internet, [www.2carshare.com](http://www.2carshare.com) and other media. By November 2005, the car sharing scheme had grown to over 3,000 members across the JLTP area.

### Car Clubs

- 5.5 Two clubs have been established in Bristol and Bath and in total there are approximately 320 car club members. Bristol has 25 cars mostly in on-street bays, and Bath has three cars. Monitoring in Bristol indicates that one car club vehicle replaces five private cars.

### Personalised Travel Planning

- 5.6 'Travel Smart' has been implemented in four areas in Bristol under 3 schemes (one is still current). Single car driver trips have been reduced by approximately 10% in the target areas, and the cost of each 1000 km saved is approximately £100, although this is about to fall as monitoring costs are reduced.

### Neighbourhood Transport Initiatives/Community support

- 5.7 Approximately 40 schemes are supported with grants ranging from £150 - £5000. The various schemes include pool bike schemes; promotional/information projects; community transport provision; and School Travel Plans. This has harnessed considerable community effort.
- 5.8 Other examples of community support include community transport advisors (part of Vivaldi) and support for the Voscur transport group network.

# 16. Smarter Travel Choices Supporting Statement

## Travel Awareness

- 5.9 All four Councils have focused on the production and dissemination of a variety of practical transport material through many outlets and events in addition to high profile green transport events and campaigns such as National Bike Week and 'Don't Choke Bristol'.

## Cycle Promotion

- 5.10 There has been a sustained programme of cycle promotion during the Local Transport Plan period, which has been complementary to the travel plan work. This includes Adult Cycle training scheme, workplace promotions, mass participation events (eg Bristol's Biggest Bike Ride), and the opening of the UK's first purpose built cycle resource centre.

## Commuter Clubs

- 5.11 Well-established Commuter Clubs have been established across the Greater Bristol Area. These groups engage with the business community about transport, provide a forum for consultation, jointly develop solutions to tackle congestion and encourage networking about travel plans. Examples of successful forums include Aztec West Business Park Travel Forum, the North Fringe Green Commuter Club, Temple Quay Travel Forum, Bath and North East Somerset Travel Forum and Bristol Green Commuter Club.

## 6. Good Practice

The TravelSmart® programme conducted in Bishopston, Bristol, during 2003-04 was successful in achieving significant and sustained changes in travel behaviour among the target population of nearly 2,000 households.

The Individualised Travel Marketing campaign resulted in increases in walking, cycling and use of public transport, leading to relative reductions in car trips of 11%, and in car distances travelled of 13% (a net saving of 1.7 million car

kilometres per year). These outcomes were measured by an analysis of travel surveys conducted before, and then again nine months after the marketing activities.

## 7. Strategy

- 7.1 In the period of the JLTP, the Councils will help people to reduce their car use through two key areas, Travel Awareness and Smarter Travel Choices Initiatives:

### Travel Awareness Marketing

- 7.2 This Marketing Strategy will be driven by the establishment of a strong, credible, joint brand that will underpin all aspects of Travel Awareness within the JLTP area.
- 7.3 With this new brand, the marketing strategy will tackle four key elements:
- Promotion of the JLTP and transportation issues in their broadest sense.
  - Focused promotion of travel choices through individual campaigns.
  - Promotion of transportation improvement schemes.
  - Promotion of national transport events.
- 7.4 Promotional strategies that will be deployed to raise awareness of the brand and seek behavioural change include: -
- Green Travel Roadshows.
  - Advertising through local media.
  - Website development.
  - Joint campaigns with the business community.



- A strong presence at local public events.
- Review of publicity and information literature.
- Road signs.
- Bus back advertising.

## Smarter Travel Choices Initiatives

- 7.5 Behind the promotional work, a number of specific initiatives will be rolled out to influence travel patterns – to work, to school and for leisure. These will include:

### Travel Plans

#### Workplace Travel Plans

In addition to the current programme, we will extend this work to smaller businesses with less than 200 employees.

Particular emphasis will be given to supporting and promoting new technologies that could reduce business travel, including teleconferencing and teleworking.

#### Greater Bristol Travel Plan Award Scheme

Ongoing development of this scheme will take place, which aims to establish an agreed standard for effective travel plans.

#### Sub-regional Commuter Club Meetings and Networks

We will build on the success of current commuter clubs such as the Aztec West Travel Forum, develop these groups and establish new ones as demand increases. In addition, the possibility of establishing a Greater Bristol Commuter Club Network to enable ease of communication and spreading best practice within the larger area, will be investigated and explored.

#### School Travel Plans

The four authorities will each continue to employ at least one dedicated School Travel Plan Officer to assist schools in developing School Travel Plans to increase sustainable travel to school, reduce congestion outside the school gates and improve child road safety.

## Sub-Regional Grant scheme.

Existing grant schemes in the region have proved successful in providing an additional incentive to companies seeking to develop travel plan measures. This scheme will be expanded to a single scheme across the sub-region.

## Car Clubs

Existing car club schemes will be expanded across the JLTP area linked to areas of potential demand. The authorities will continue to develop partnership working with employers, public transport operators and developers to maximise the benefits of these schemes. Contractual arrangements will be established to cover the provision of car clubs in new developments.

## Car sharing

The recently adopted 2carshare scheme will be supported through sustained promotion and through the adoption of travel plans (eg. through dedicated car share spaces, guaranteed lift home).

## Community Involvement

### Personalised journey planning

We will extend the implementation of personalised travel planning to areas with similar characteristics to those already targeted by Bristol. The authorities will also consider the viability of implementing personalised travel



## 16. Smarter Travel Choices Supporting Statement

planning in less urban locations in the Greater Bristol area and carry out initiatives accordingly. A joint approach will be adopted to achieve continuity where journeys cross boundaries and will achieve economies of scale in procurement.

### Support to Communities

A programme of support will be developed, in part drawing on the existing Neighbourhood Transport Initiatives Scheme.

### Innovation

The local authorities will jointly explore the scope for greater implementation of practices that reduce the need to travel (e.g. teleworking, teleconferencing).

## 8. Targets

The Smarter Travel Choices Strategy has direct links to achieving headline targets of the JLTP. The success of the strategy will be measured through its contribution to several targets:

LTP2 – Change in Area wide traffic mileage

LTP3 – Number of Cycling Trips

LTP6 – Changes in peak period flows to urban centres

LTP7 – Congestion

