

ShowCase

Choose How You Move

Topic: Sustainability

Organisation: Worcestershire County Council

Location: Worcester (West Midlands)

Dates: April 2004 to March 2009

Budget: £4.4 million (over 5 years)

Email: travelplan@worcestershire.gov.uk

Telephone: 01905 765 765



Overview

Choose How You Move was a council-run initiative to encourage the widespread take-up of sustainable transport options, with the aim of reducing congestion and car dependency, alongside the added benefits of improved health and fitness.

Worcester was selected as part of the Government's Sustainable Travel Demonstration Town Programme, alongside Darlington and Peterborough, to pilot the use of 'smarter choices' measures in reducing car use. The programme offered improved public transport infrastructure, cycle routes and pedestrian access, plus a variety of incentives and personalised travel advice.

Results

There were notable changes in travel mode choice across Worcester between 2004 and 2008. Based on surveys with representative samples of more than 4,000 people before and after Choose How You Move, there was a relative:

- Reduction of 7 per cent in car-as-driver trips per person per year
- Reduction of 4 per cent in car-as-passenger trips
- Increase of 11 per cent in walking trips
- Increase of 19 per cent in bicycle trips
- Increase of 20 per cent in bus trips
- Estimated saving of around 3,900 tonnes of CO₂ per year from personal car use

1. BEHAVIOUR

- Reduce single occupancy car trips by 20 per cent
- Increase cycling trips by 100 per cent
- Increase public transport trips by 20 per cent
- Increase walking trips by 10 per cent

2. CUSTOMER ORIENTATION

- Baseline and final postal surveys of more than 4,000 people each, in the form of a mail-back diary recording travel behaviour for 1 week
- In-depth interview study with over 400 diary respondents about why they used particular modes for certain trips
- Focus groups with schools, residents and employers
- Desk research to review best practice around sustainable travel interventions

3. THEORY

- **Stages of Change:** Aims to move people from pre-contemplation of a new behaviour, through contemplation, towards action and maintenance

4. INSIGHT

- A significant proportion of car journeys could be replaced by walking or cycling
- People routinely overestimated the amount of time required for journeys by public transport
- There was a willingness to consider alternative transport, but lack of knowledge and/or will to make use of them

5. EXCHANGE

- **Barriers:** Perceived time and cost; Lack of know-how and information; Poor perceptions of service quality
- **Benefits:** Cycling and walking seen as cheap/free, good for exercise and fitness, social activity, fun; Trains seen as more reliable and relaxing
- **Incentives:** Clear timetabling; Bike loan scheme; Bike lessons; Free bus 'taster' tickets; Personalised route and travel plans; Safety advice

6. COMPETITION

- Key competition was the car
- The baseline research showed that in 2004:
 - 66 per cent of all trips were made by car
 - Over half of car trips were, in principle, replaceable by sustainable travel modes

7. SEGMENTATION

Population segments

- Residents
- Schools
- Employers

Specific audience segments

- Car-driving men aged 25 to 45; C1, C2; Single/married
- Car-driving women aged 20 to 35; (C1) C2; Probably single
- Fitness-oriented adults aged 28 to 35; (C1) C2; Single or married
- Trend-setting young people aged 16 to 18; B, C1, C2
- Car-driving mums aged 29 to 37; B, C1

8. METHODS MIX

- Individualised Travel Marketing for residents – Personalised travel information and incentives, including free passes and rewards for sustainable travel behaviour
- Employer Travel Plans
- Sustainable School Travel Strategy
- Active School Travel Plans, including funding for infrastructure improvements
- New bus routes, cycle network, and Park & Ride enhancement