

## SUSTAINABLE TRAVEL TOWNS: RESULTS AND LESSONS

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## Introduction

- I will:
  - Give brief **background** on the Sustainable Travel Towns and the projects
  - Summarise the **headline results**
  - Highlight some of the **important conclusions from a national Government perspective**

## Background

- Projects around the world have influenced local travel choices by using information, marketing, and travel planning.
- In 2004, a UK study looked at examples – and concluded that there was significant potential to reduce traffic - bringing economic, social and environmental benefits

## The Sustainable Travel Towns

- 2003 Department for Transport launch Sustainable Travel Town initiative with competitive bidding process
- 3 medium-sized towns: Darlington, Peterborough and Worcester chosen to receive extra revenue funding for an expanded smarter choice programme between April 2004 – 2009
- Main focus on journeys with destination within each town
- Programmes broadly similar, though with some differences in emphasis



# Context for the programme

## Darlington

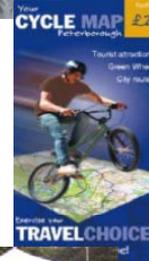
- Compact town but development of large edge of centre employment sites.
- Emphasis on active travel to address health issues due to marked health inequalities.
- Only Sustainable Travel Town to become a Cycling Demonstration Town too.

## Peterborough

- Housing growth area with high car accessibility, and strong car culture – measures to restrain traffic politically taboo.
- But relatively good cycling network in place.

## Worcester

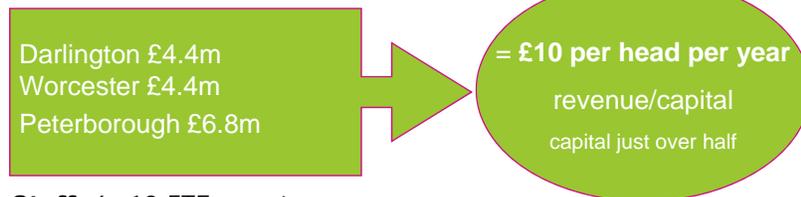
- Very middle of the range town in terms of socio-economic status.
- High levels of congestion and traditional street layout. Smarter choices seen as politically acceptable response because voluntary.



# Inputs: resources

Between them the towns received **£10m** from DfT and went on to spend **£15m** on their programmes

## Expenditure:



**Staff:** 6 -10 FTEs per town

Differences between towns in allocation of staff time:  
Peterborough allocated more to public transport initiatives  
Darlington allocated more to cycling and walking

## Outputs: Key elements in all towns

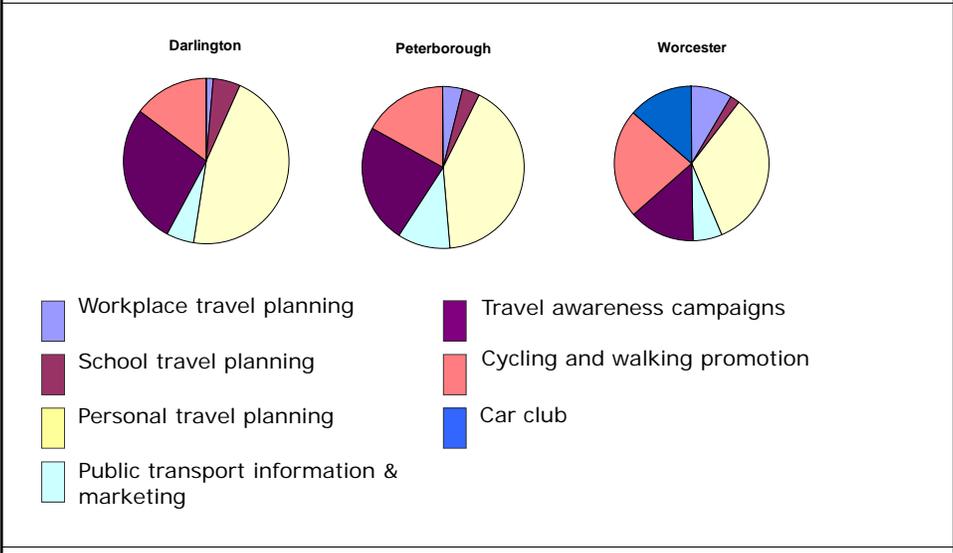


- A clear brand identity
- A large scale personal travel programme  
50 – 100% of households targeted with offer of personal travel advice
- Travel awareness campaigns including loyalty schemes (e.g. Darlington Local Motion Club), advertising and media campaigns

## Key elements in all towns

- **Cycling and walking promotion**  
cycling festivals, guided rides and walks, cycle training, cycle route signage, cycling and walking information, cycle loan schemes, cycle parking
- **Public transport information and marketing**  
ad campaigns, information and ticketing initiatives plus bus network improvements. Less activity in Darlington where two operators competing
- **School travel planning**  
stepped up efforts in line with Travelling to School Initiative which aims that every school should have a travel plan by March 2010
- **Workplace travel planning**  
engaged with employers both to encourage voluntary travel plans and to secure travel plans through the planning process

# What the towns did: a package of measures



# The Results (over all three towns)

Car Trips	Bus Trips	Cycle Trips	Walking Trips
<b>DOWN</b> <b>9%</b>	<b>UP</b> <b>10%-22%</b>	<b>UP</b> <b>26%-30%</b>	<b>UP</b> <b>10%-13%</b>

## National Trends

- The evaluation compared STT data to National Travel Survey (NTS)
- Estimated national fall in trips:
  - Car trips down 1.2%
  - Bus trips down 0.5%
  - Cycle trips down 9%
  - Walking trips down 9 %



## Outcomes: patterns of demand

### Mode shift

e.g. replacement of trip by car with trip by bus, bike or foot

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### Destination/mode shift

e.g. replacement of medium length car trips with shorter journeys by bus, bike or foot

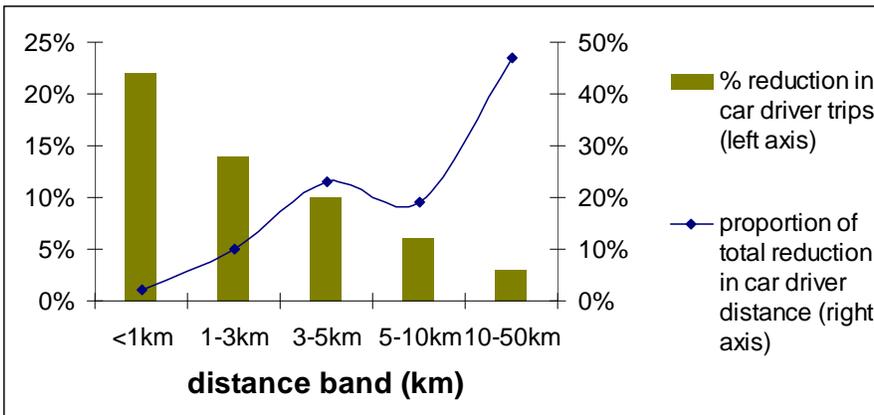
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### Trip evaporation

7% of reduction in car use from a net reduction in trips

## Car driver trips and distance: variation in impact according to trip length

**Largest behaviour change seen in short trips, but largest reductions in DISTANCE from medium/ long distance trips**



## Outcomes: who changed behaviour?

- men + women equally
- *most* age groups (but 41-45 & 61-65 yrs show less change)
- largest reductions: college students, job seekers, recently retired
- lowest reductions: full-time and part-time workers and intensive car users (41-45 year olds)

## Summary of how travel patterns changed

- Main effect was on trips of <50km
- Shorter car trips were more affected than longer trips
- ...but nearly half of the total effect on car driver distance was from medium length (10-50km) trips
- There was a combination of mode-switching, trip evaporation and destination-switching
- Most of the car driver distance savings came from leisure and shopping
- Behaviour change was greatest among college students and people looking for work, moderate for retired people / people on 'home duties'; and least among those in full or part-time employment
- ...but full-time workers still contributed around one-third of the total car driver distance savings

## Lessons

- Locally driven
- Strong Brand
- Wide distribution of information and publicity
- Local partners vital
- Complementary measures & quality
- Targeting
- Innovation

Thank you

*Department for*  
***Transport***