

ShowCase

Smarter Travel Sutton

Topic: Sustainability

Organisation: Transport for London

Location: Sutton (London)

Dates: September 2006 to September 2009

Budget: £5,000,000

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Smarter Travel Sutton

Overview

Smarter Travel Sutton aimed to encourage a whole community to cycle, walk or use public transport for some of their trips. Funded by Transport for London and delivered in partnership with Sutton Council, the 3-year programme challenged the 184,500 residents of the London Borough of Sutton to reduce car use and traffic congestion.

The programme included: travel planning for larger employers and in every school; personal travel information and advice (direct marketing) offered to every household and through medical professionals to patients; incentive and reward promotions; borough-wide advertising campaigns; events and a touring roadshow; a car club; and additional on-street cycle parking and cycle training.

Results:

- 75 per cent increase in average cycle traffic
- Increase in cycling's mode share, from 0.6 per cent to 2.1 per cent
- Increase of more than 16 per cent in bus patronage
- Increase in walking's mode share from 19.4 per cent to 22 per cent
- Reduction of 6 per cent in car's mode share
- Traffic levels reduced by 3.2 per cent

1. BEHAVIOUR

- Reduce residents' car trips by 5 per cent or more
- All schools to have a travel plan by March 2008
- 15,000 employees to be covered by a travel plan by March 2009

2. CUSTOMER ORIENTATION

- 5,000 interviews with residents
- Resident attitudinal and behavioural phone interviews to gather insights, collect baseline data and monitor annual progress
- Personal travel advice service

3. THEORY

- **Stages of Change:** Transport interventions planned to move the target population of Sutton through five stages of change to achieve a sustained shift to reduce car use:
 1. Pre-contemplation
 2. Contemplation
 3. Preparation
 4. Action
 5. Maintenance

4. INSIGHT

- The programme is most likely to have impact on short trips within the borough
- People feeling they are time poor influences their willingness to change behaviour
- Personal health and health of children are potentially more powerful influences on people's choice of transport mode than environmental concerns

5. EXCHANGE

Barriers:

- Perception that cars are a practical necessity – Convenient, flexible, private
- Time
- Cost
- Security concerns

Benefits:

- Improved health
- Children's wellbeing
- Walking time can be useful, not 'dead' time
- Being seen as a 'good parent'

6. COMPETITION

- Widespread desire to use a privately-owned car
- Residents' potential opposition to significant schemes for prioritising sustainable transport

7. SEGMENTATION

- Three target segments:
 1. Hard pressed families – Cars as 'trusted companions'
 2. Affluent women – Cars as 'life support machines'
 3. Men who dislike travel – Cars as a means of 'control'

8. METHODS MIX

- Advertising campaign
- Direct marketing – Personal travel information and advice
- Events and experiential marketing
- School travel planning and school-based promotions
- Workplace travel planning
- Incentive and reward schemes
- Support and motivational services
- Car club
- Cycle improvements, e.g. 300 new or improved cycle parking stands, cycle delivery service