



## 5. Promoting Travel Choices

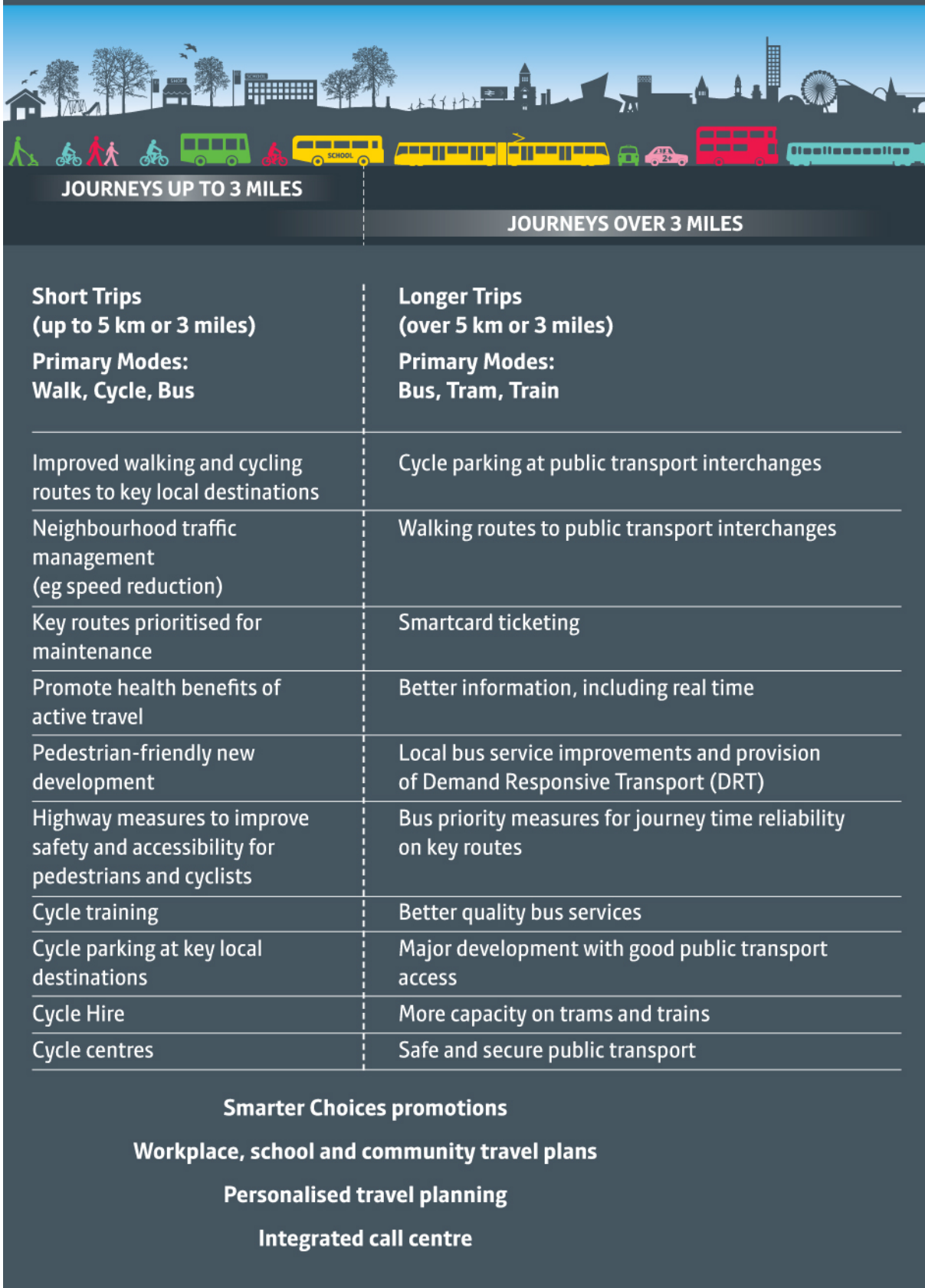
The step-change in the scale of the local public transport system that the Greater Manchester Transport Fund has been designed to secure will provide the scope for significant growth in travel by modes other than car. However, improvements to services and infrastructure for public transport, walking and cycling will not, on their own, be sufficient to bring about a significant uplift in the use of public transport, cycling and walking for more local travel in Greater Manchester. People need to be aware of their travel options for a particular journey, to access them easily through a simple payment system and be able to interchange between different modes and services in a seamless, affordable and cost effective way when necessary.

Each of these types of intervention helps to 'nudge' travellers towards making a change, but to achieve a significant modal shift we need to introduce a package of complementary measures which, taken together, will make it easy to choose more sustainable ways of travelling.

The way in which the different parts of our overall strategy contribute to this is summarised in figure 5.1 on the next page.

Improvements in fares, ticketing and information, coupled with the use of 'smarter choices' techniques and measures to manage the demand for car travel will therefore all be essential alongside the infrastructure improvements already described if we are to achieve our aim of increasing the level of economic activity in the conurbation without adding to congestion. The delivery of schemes and interventions will depend on the level of future funding. The strategy detailed below will therefore provide the basis on which we will submit bids for additional funding, for example to the Government's Local Sustainable Transport Fund, and work with local partners in areas such as public health to achieve common objectives.

**Figure 5.1: Promoting Travel Choices – LTP3 measures**



## Smarter Choices

Smarter Choices are techniques to influence people's travel behaviour so that they make more use of sustainable modes. Examples include encouraging school, workplace, community and individualised travel planning; improving public transport (including improvements to information provision and ticketing); promotional / marketing activity such as travel awareness campaigns; supporting and promoting cycling and walking (including infrastructure improvements and cycle training for both adults and children); setting up websites for car share schemes; establishing car clubs and encouraging various forms of tele-working.

Smarter Choices strategies can help drive real modal shift, which is beneficial to health and reduces congestion. The potential benefits are clear: for example, the cost of treating the results of poor health from inactivity is around £50m a year across the conurbation<sup>16</sup>, while 55% of UK transport carbon emissions come from personal car use<sup>4</sup>. Improved health and reduced congestion can, in turn, help to support productivity and jobs, improve the region's competitiveness and road network efficiencies, reduce worklessness, and cut carbon emissions. An additional benefit is that they provide a means of maximising the value and benefits of existing and planned investment, for example by attracting more passengers to use new infrastructure or by freeing up road space as a result of transferring some journeys to public transport. Smarter Choices techniques therefore have a central role to play in the delivery of the Greater Manchester Strategy.

The outcomes we plan to deliver through the use of Smarter Choices in combination with our other proposals are:

- a significant increase in the number of trips made by sustainable modes;
- a long-term shift in travel behaviour across the city region as a whole; and
- improved public health through the increased take-up of walking and cycling.

The main focus of our smarter choices work to date has been to develop and implement a range of travel plans; workplace, school, residential, council and area-wide, with particular emphasis on school travel plans. This follows the requirement in the Education and Inspections Act, 2006, for all local authorities to develop a Sustainable Modes of Travel Strategy, aimed at addressing the travel and transport needs of all children and young people in their area. The Government target of "all schools [having] a travel plan by April 2010" has now been achieved for almost all state primary and secondary schools (and a number of independent schools) in Greater Manchester. Therefore, the Greater Manchester authorities' approach in these areas will be to ensure that we effectively monitor and maintain these travel plans.

This will allow the focus of development on Smarter Choices to prioritise access from residential areas to key destinations (jobs, schools, shops etc). We will also develop the potential for reducing the need to travel through promoting flexible working, tele-working, and improving access to local services. This will be supported through the Greater Manchester Spatial Framework which will encourage high trip generating development in town centres and other locations that can be served by public transport; and through local planning policies that encourage residential areas, which are designed to give priority to walking, cycling and public transport. Our approach will also recognise that Smarter Choices techniques are only effective when credible alternatives to the car exist.

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<sup>16</sup> Derived from Department of Health, 2009, data

Therefore, initiatives and campaigns will particularly focus on areas where high quality public transport and/or high-quality infrastructure for cycling and walking are available or become available through the investment programmes presented in this Plan.

Consequently, our smarter choices programme will focus on supporting:

- journeys to work for which alternative modes are available;
- local journeys near the home, for example to the local shops or schools;
- journeys to local district centres, for example someone travelling from Horwich to Bolton, or from Timperley to Altrincham; and
- journeys to the regional centre and other key centres of employment and retail activity.

### **Case Study: Wigan Personalised Travel Planning**

The chief aims were to encourage a switch from car-based trips in the Standish area to more walking, cycling and public transport trips and to also increase general awareness of sustainable travel options. This project was designed to support infrastructure and smarter choices measures delivered along the A49 Standish to Wigan corridor and borough wide funded by the LTP capital programme.

Participants were targeted recruitment using census and journey to work data on car ownership and accessibility and recruitment undertaken via: events, local press, online and postal surveys. The targeting of Local Authority, Hospital, and College staff, schools, libraries, churches other local businesses and community groups ensured engagement with 10,000 households with 2,000 individuals recruited. Personalised Travel Plan Packs were produced based on recruitment survey responses. Packs contain personal journey plans, sustainable travel information- maps, timetables and incentives e.g. bus tickets, cycle shop vouchers, and pedometers. The creation of innovative "web scraper" tool automated the personal journey planning process reducing the time from recruitment survey to pack delivery. Personalised Travel Plan packs were produced working in partnership with NHS, local cycle shops, bus and rail operators, Greater Manchester Passenger Transport Executive and neighbouring local highway authority Lancashire County Council. Evaluation postal, online and phone surveys were carried out at 2-3 weeks, 3 months and 1 year.

Phases 1 and 2, carried out between 2009 and 2011, were funded via DfT Congestion Performance funding for congestion Monitoring Corridors match funded by the LTP capital programme. The first year evaluation showed:

- 17% reduction in the number of single occupancy car trips for travel to work
- 8% reduction in the volume of car trips to school
- 48% and 39% of respondents stated they are walking and cycling more for leisure or shopping trips, respectively
- 78% said that their awareness of sustainable travel options was now 'very good' or 'good', compared to 40% at the recruitment stage.

#### Quotations from participants

"I want to lose weight, so I enjoyed all the walking information. I go for walks with park rangers now."

"Detailed information and very pleased to receive it."

"Really impressed, great and handy to have."

"Very happy with all the evaluations and the way you have kept track of everything and in contact."

For these journey types, the focus will be to deliver a coordinated approach covering all modes and a suite of smarter choices tools will be used to do this. Examples of the type of tools available include:

- marketing and communications;
- research to identifying barriers and gaps preventing people using public transport and use of customer feedback to deliver improved travel service;
- personalised travel information and “door-to-door” journey information;
- local travel awareness campaigns, education and training;
- public information events (eg ‘walk to Work Week);
- promotional activity to support investment in cycle access focussed on increasing cycling to town centres and other local public transport interchanges;
- delivering packages of small measures around local bus, train and tram stations to make them more accessible by all modes of travel; and
- travel strategies (travel plans) for specific places eg workplaces and schools.

In the longer term we aim to deliver co-ordinated ‘smart’ travel information and promotion across all travel modes (public transport, road, active travel and freight), through the optimum channels and media and a smart ticketing system to support smart personal and commercial travel decisions across Greater Manchester.

Experience from areas at the forefront of using smarter choices techniques to change travel behaviour, eg the Cycling Demonstration Towns, Sustainable Travel Cities and Transport for London shows that Smarter Choices requires a comprehensive approach, from raising awareness of travel choices, through effective marketing, to securing the long-term commitment of travellers to new travel patterns through improved quality and reliability of transport services.

This is the approach we intend to adopt, but the scale of our ambitions is not currently matched by the funding available and the rate at which we can progress will depend on gaining access to additional funding, particularly revenue funding for ongoing promotional activity. We therefore intend to submit a comprehensive bid to the Local Sustainable Transport Fund (LSTF), both to kickstart a number of early initiatives and to provide a platform for the longer term maintenance of smarter travel programmes in Greater Manchester.