Choose how you move

Implementing a financially beneficial cycling strategy

‘Choose How You Move’ in Worcestershire

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Background: The Worcester project

- In April 2004, Worcester was selected as a Sustainable Travel Demonstration Town
- The aim of the programme was to achieve a significant shift from single-occupancy car use to sustainable modes of travel
- 5-year duration to build long-term behaviour change
- Smarter choices measures were combined with service and infrastructure improvements
- Branded ***'Choose how you move'***

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Base Line Findings (2004)

- 93% thought car traffic had increased
- 87% expected traffic levels to continue rising
- Residents expected public transport services to become worse
- 91% favoured making sustainable transport a priority
- 85% said they would favour sustainable modes over the car

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The Strategy

- Develop Strong Brand Identity
- Deliver a Large Scale Personal Travel Programme
- Travel Awareness Campaigns
- Cycle and Walking Promotions
- Public Transport Information and Marketing
- School and Workplace Travel Planning
- Car Club

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Intervention: Branding

'Choose how you move'

Choose how you move

To celebrate, motivate, support and facilitate more diverse and sustainable transport choices for - and by - the people of Worcester.

facilitate
Infrastructure improvements, cycle loan scheme, car club,
Car sharing database,
Individualised Travel Marketing (ITM)

celebrate
Case studies, media

motivate
Media, public events
promotional materials
personal marketing

support
Provide information, cycle training, Dr Bike, events
Personalised journey planning

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Intervention:
Personal Travel Planning

- All households were contacted in a given area
- Households were divided into groups
- Groups were offered gift to reward current behaviour
- A range of services were provided
- Information requests were despatched quickly **by foot or bike!**
- Lessons were learnt throughout the process
- Easy to implement

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Intervention:
Travel Awareness

- Focus Groups undertaken to key issues
  - Strong focus on credibility and realism
  - Suspicious of anti car agenda and low trust of government issues
  - Light hearted, positive fun approach
- The Project's Communications Strategy identified many different target audiences
- Distributed through a series of outlets
- Strong emphasis on Media coverage

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Intervention: Cycling/Walking Promotion

- Marketing Focused
  - Pedal in the Park
  - Worcester Free Ride (Bike Sharing Scheme)
  - Dr Bike (Maintenance)
  - Cycle Training (Bikeability)
  - Cycle Loan

- 2004-08 Infrastructure:
  - Pedestrianised High Street improved
  - Signage of existing network of shared use paths and links (shortcuts)
  - Zebra crossing outside schools
  - Improved cycle parking

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Intervention:
Passenger Transport

- Partnership working with commercial bus operators
- Capital Investment (Park & :Ride, high quality vehicles, bus stops etc)
- Improved information
- Ticketing (E.g. multi-operator student pass, £1 flat rate for under 19's)
- Enhanced concessionary fare scheme
- Promotions (E.g. Bingo on the Buses , Try the Bus)

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Intervention:
School Travel Planning

- Supporting material for walking schemes
- Cycle training (Bikeability)
- Bikers breakfasts
- Lesson activities
- Infrastructure improvements
- Parent and child tandem loan scheme
- Visiting Theatre productions
- Walking buses
- Family activity walking packs
- Certificates and plaques

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Intervention:
Workplace Travel Planning

- Discounted bus tickets
- Match funded grants to encourage employees to implement sustainable measures on-site
- Campaigns to incentivise car sharing
- A free visiting cycle repair service (Dr. Bike)
- Promotional campaigns to encourage car sharing
- One to one cycle training
- Travel awareness days

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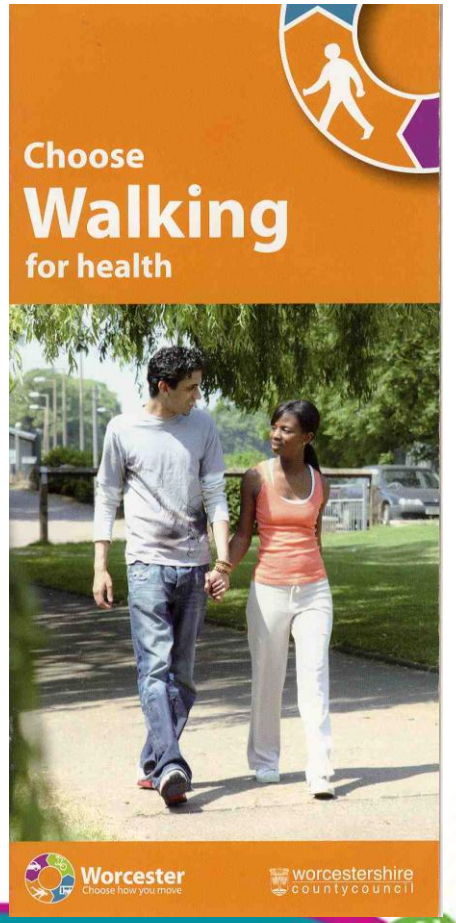

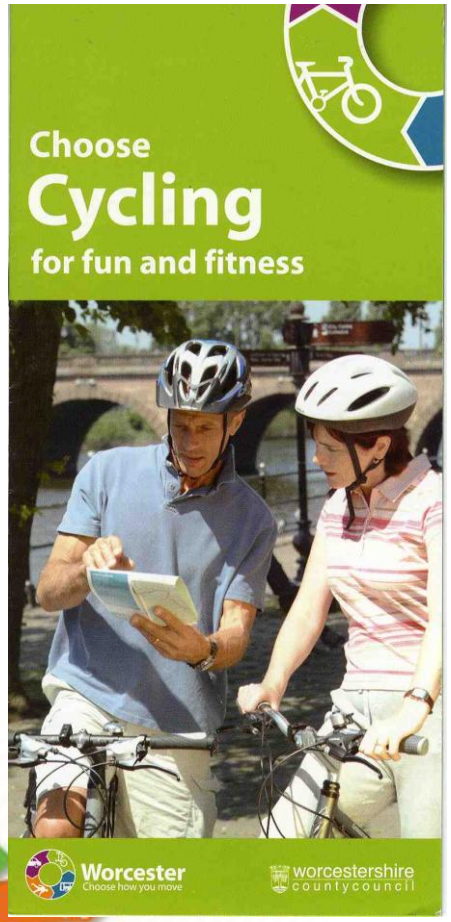

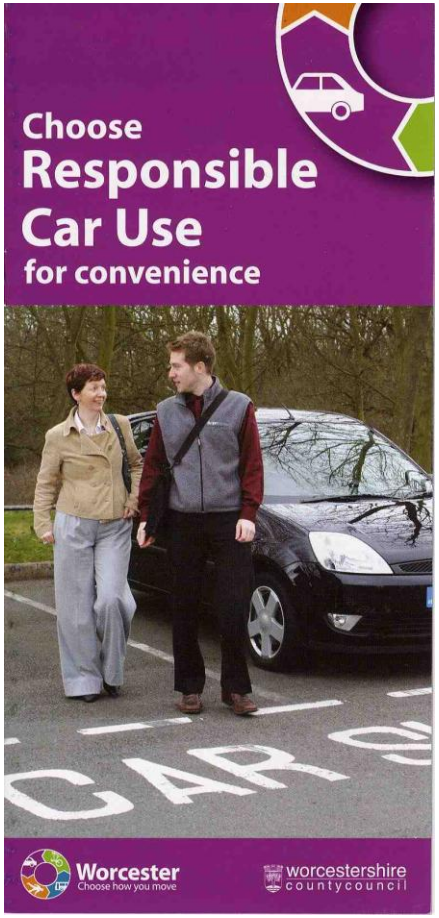

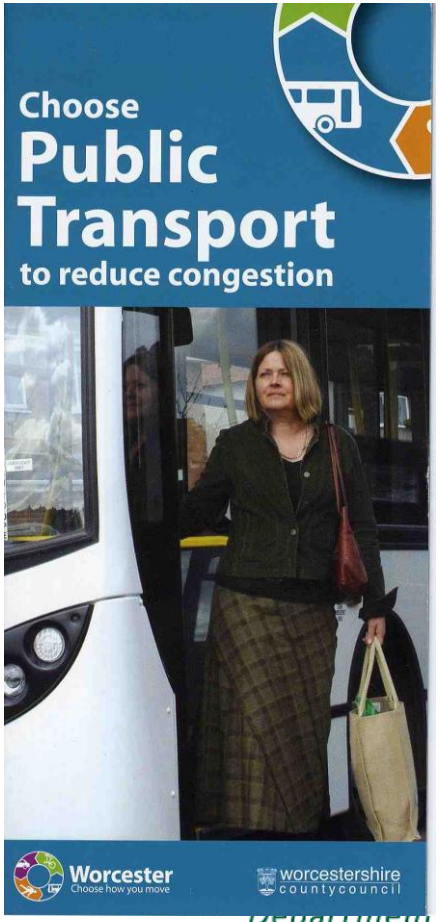

SUPPORT

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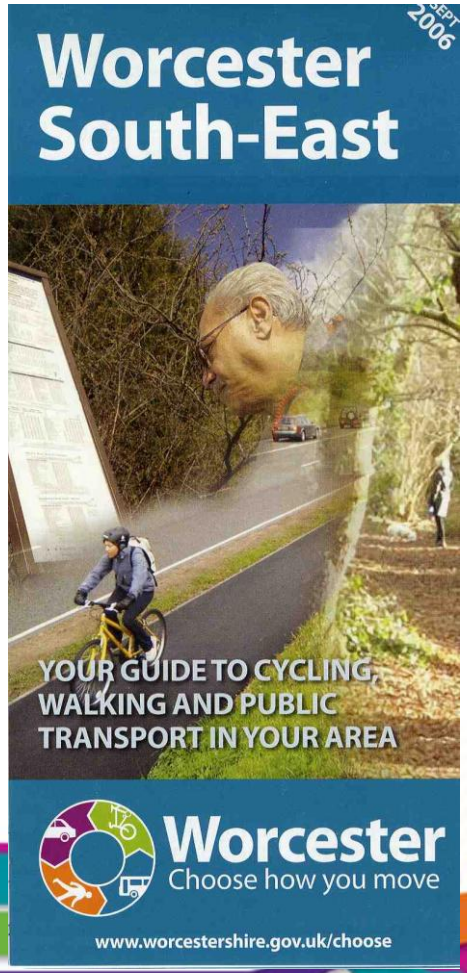

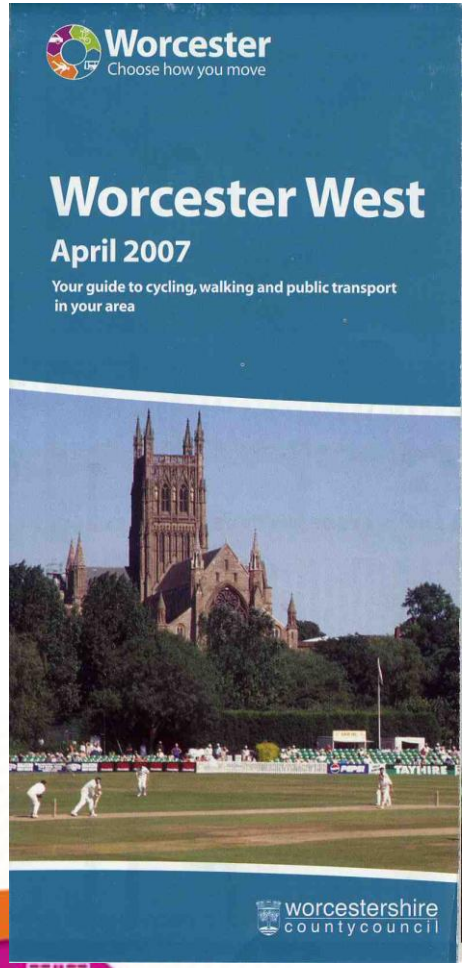

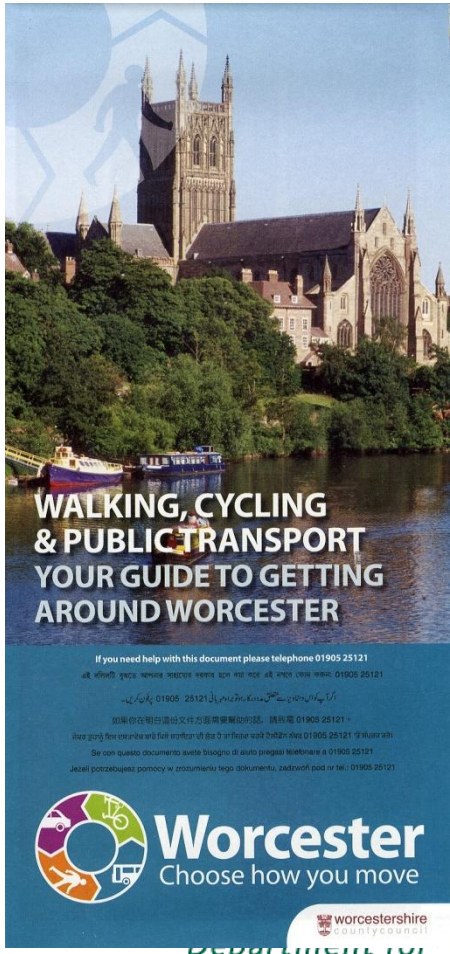

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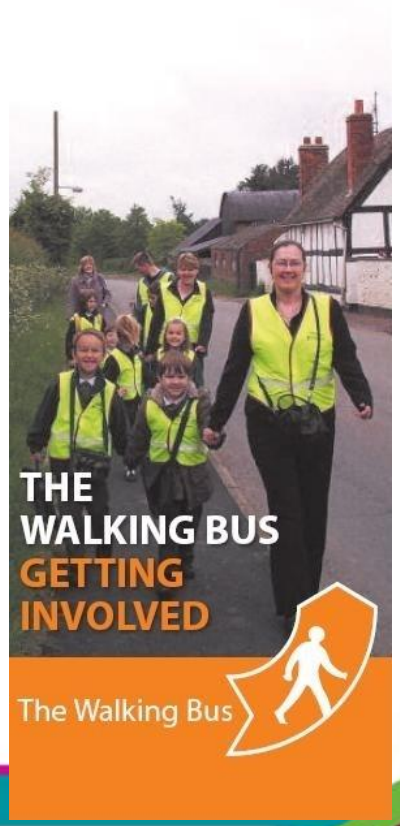

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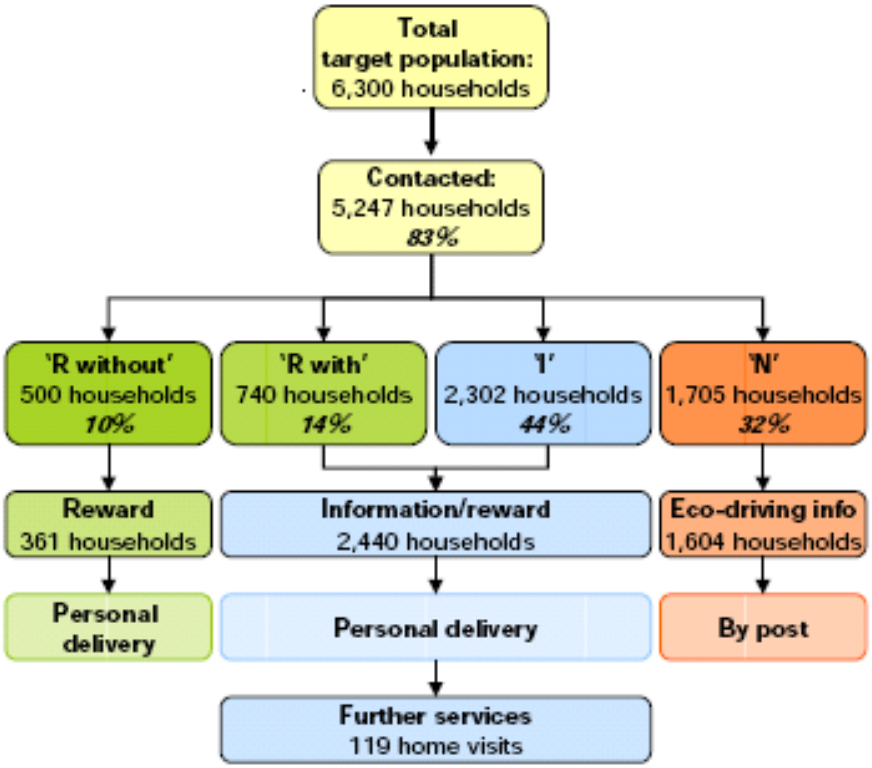
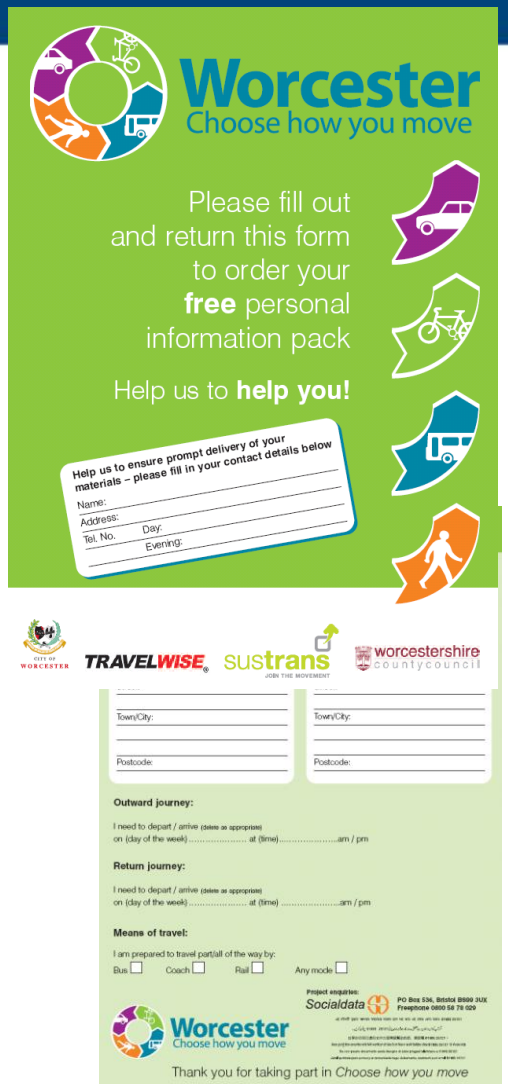
Summary of *Choose how you move* Individualised Travel Marketing process and outcomes (Stage 1)





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MOTIVATE

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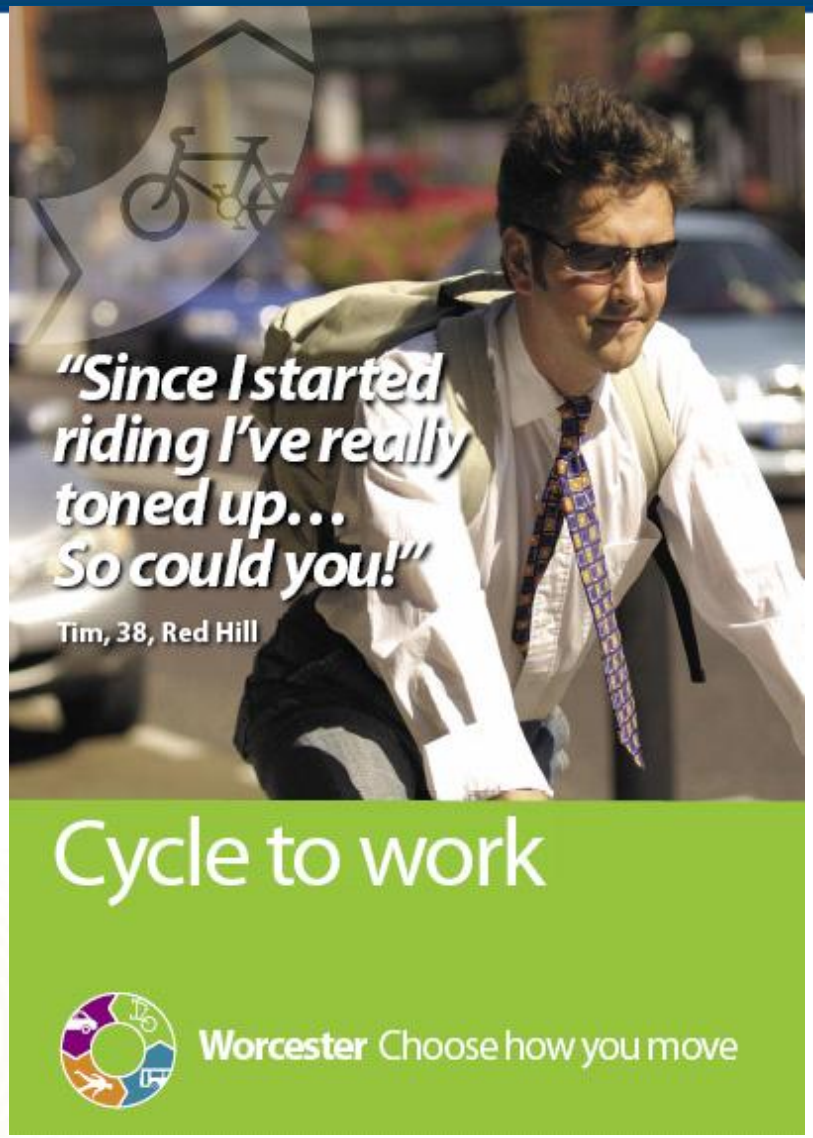
MOTIVATE



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SUPPORT

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CELEBRATE

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MOTIVATE

Choose cycling. It's great exercise.

Like many of us Sarah can't stand the gym. But, she loves being active and her bike makes it easy for her to stay in shape... and it's much better for the environment too! She still has a car that she uses regularly, but when ever possible Sarah gets back on her bike.

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Teachers on Bikes

If you want to arrive at work faster, happier and healthier, then our FREE BIKE LOAN for teachers scheme may be just what you need...

If you are teaching within Worcester you can now **borrow a bike** for travelling to and from work totally **free of charge**. All bikes come with:

- powerful front and rear lights
- hub brakes
- pannier bags
- a lock, a tool kit, a pump and a reflective jacket.

Choose between an electric assisted bike or a standard commuter bike

Cycling is an easy way to work fitness into your daily routine... so what are you waiting for?

If you are interested in taking part in the scheme please contact Mark Leyland, *Worcester Choose how you move* School Travel Adviser on **01905 768424** or email **mleyland@worcestershire.gov.uk**

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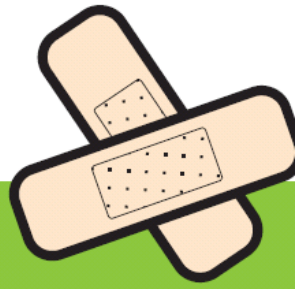
dr.bike

Give your bike a health check!

Visit one of our Dr Bike Surgeries for FREE basic repairs and safety checks.

The next bike surgery will be at:

on:



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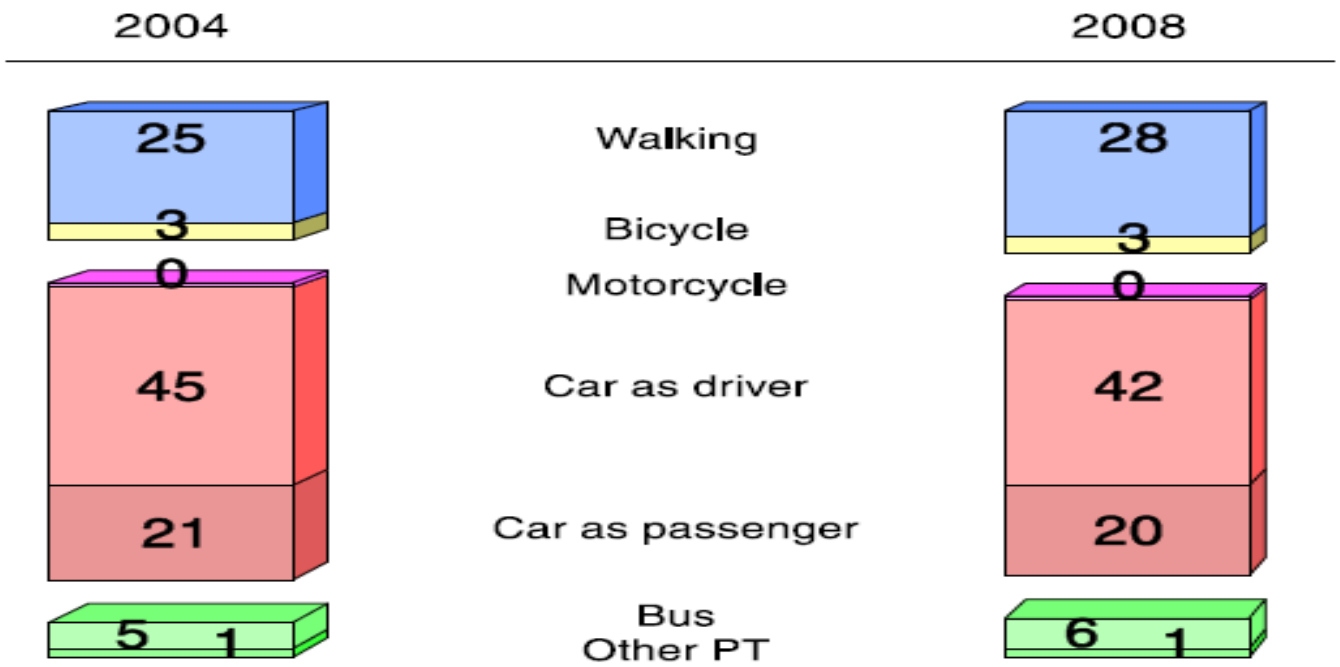
Choose Results – Mode Choice – 2004-08



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Choose Results – Cycling (trips per person per year) – 2004-2008

Year	2004	2008
Worcester	27	32
National average	16	16

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Cycling Strategy in Worcestershire since 2008

Ed Dursley
Worcestershire County Council

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Choose How You Move legacy:-

- Branding
- Times on signs
- Connect2 New Bridge
- Maps and Information

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Infrastructure improvements

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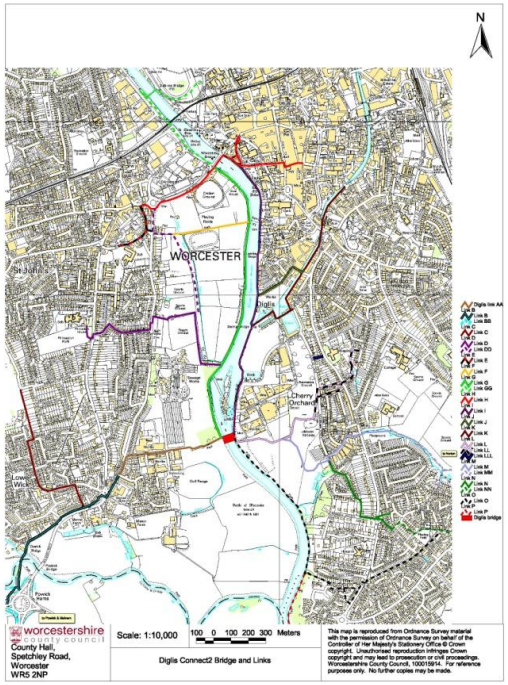
Connect2: Diglis Bridge & Links



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Connect2: Diglis Bridge & Links

- Stimulates private sector investment into the local economy
  - **Diglis House Hotel, big increase in custom – new riverside bar**
  - **Pedicabs – Cycle taxi rides by the river**
- Reducing carbon emissions by providing a viable alternative to the car to cross the river
- Provides a landmark scheme to support the rollout of further smarter choices measures
- 600 people a day are now walking or cycling daily across the bridge – 1500 at weekends. Against a target forecast of 100 users to negate the effects of carbon emissions and construction costs.

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Connect2: A Riverside Renaissance

- Extensive Improvement to Public Realm
- 4 miles of walking and cycling network including the banks of the River Severn have been renovated
- Leisure trip the trigger to more utility trips!
  - A 2 mile circular route can be enjoyed on foot or by bicycle along Worcester's Riverside.
  - 200,000 crossing movements in 1 year

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Bigger Picture

- In March 2008, Worcestershire County Council achieved the Beacon Award Authority Status (tackling climate change) with sustainable transport fundamental in shaping one of the first climate change strategies in the country

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Lessons Learnt

- Objectives need to be deliverable and outcomes measured
- Brand for behaviour change to target audience
- All interventions must work together
- Leisure trip the trigger to new walking and cycling utility trips
- People over-estimate time taken to walk and cycle based on distances (consider giving average time info)
- Maintaining momentum and political focus is a challenge
- Gain match funding and in-kind support from partners
- The resistance to change needs to be fully understood by all

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Choose Results – Cycling (trips per person per year) – 2004-2008-2010 (source Sustrans 2011)

Year	2004	2008	2010
Worcester	27	32	32
National average	16	16	15

‘Creating behaviour change is not easy’

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Cycling and the Economy

"Cycling contributes almost £3 billion to the UK economy shows a new report from the London School of Economics and Political Science which also reveals that almost a quarter of the population are now cyclists."

http://www2.lse.ac.uk

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Future in Worcestershire:-

-Applying the learning in Redditch (Local Sustainable Transport Fund) programme 2011-14 'Choose How You Move 2'

-Possible Worcester Major Scheme Bid

-Bikeability Training

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