

Smarter travel choices at a local level

The Energy Saving Trust launched a new drive to help people at a local level to reduce their travel costs and lower their carbon emissions from the way they travel. Funded by the Northwest Regional Development Agency, the scheme is thought to be the first of its kind and used strong links with local Passenger Transport Executives (PTE's) and councils.

The opportunity

Personal car travel is the *single* biggest source of personal CO₂ emissions in the UK and more than half of all car trips are five miles or less, accounting for approximately a fifth of household car CO₂ emissions. A recent report published by Government found that just under 60% of adults believed that individuals should try to limit their car use for the sake of the environment.

At a local level in the North West of England, there are two integrated Transport Authorities and Passenger Transport Executives, one covering Greater Manchester and the other Merseyside and nine Local Transport Plans developed and implemented by various councils.

It was recognised that there was a need for increased awareness of and access to information on the smarter travel choices available to individuals and also co-ordination of the activity across local transport boundaries. While most local authorities provide at least some information promoting smarter travel choices modes the delivery of this information directly to individuals is rare unless through a specific personalised travel planning project. Also, often the impact of the provision of the information and advice is not monitored and/or recorded.

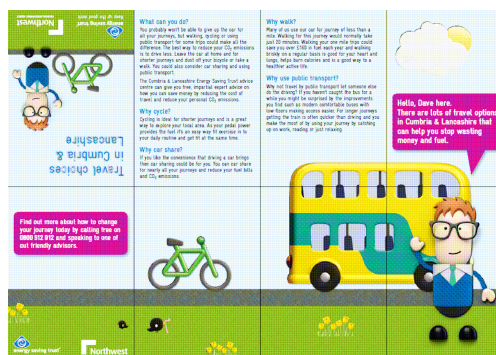
The solution

Through local funding we were able to recruit a dedicated transport co-ordinator who consulted with over 30 local authorities, providers of smarter travel options and other organisations who deliver advice, to map the type and level of local information, advice and services available to individuals in the North West of England.

By summer 2009, we had identified how the Energy Saving Trust could best promote and signpost individuals into this local information, advice and services to avoid duplication. Also, it identified any gaps which helped us to develop tailored local key messages and work in partnership to help individuals who want to take action to reduce their travel costs and lower their carbon emissions from the way they travel.

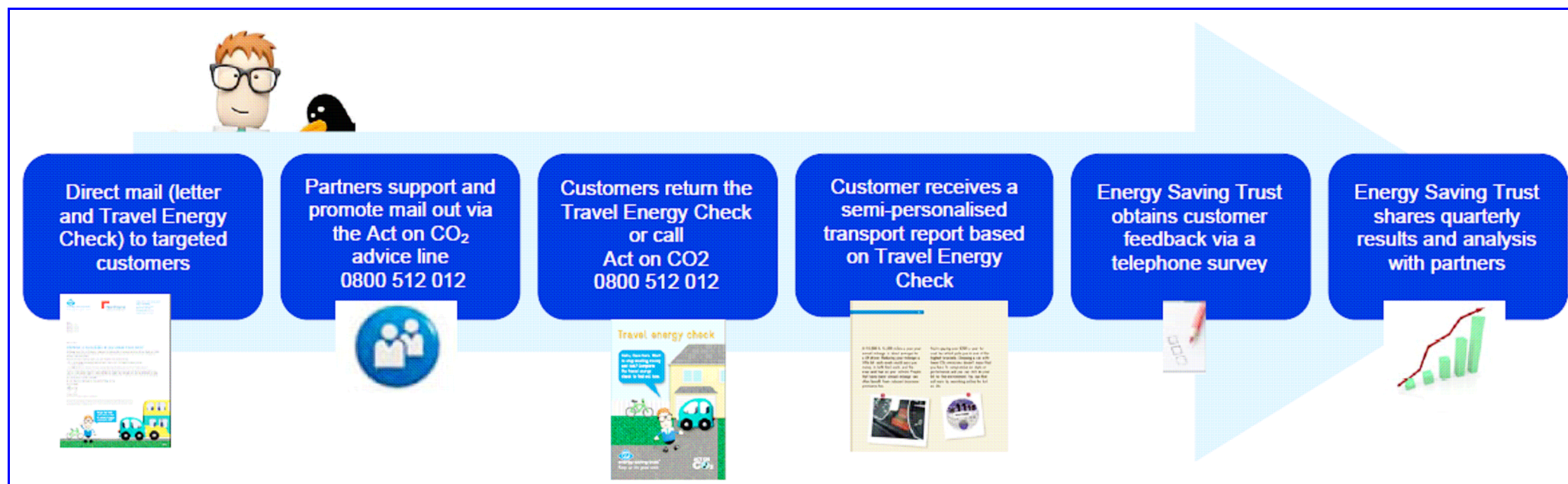
To work effectively with others and fill the gaps we delivered:

- **Smarter travel choices literature** – we designed three different sub-regional versions of a smarter travel choices leaflet for Energy Saving Trust customers at local events or in response to the customer calling us. The leaflets provided customers who were seeking ways to take action, with local travel information and advice to assist them to reduce their car use and carbon emissions.



Example of smarter travel leaflet for customers living and working in Cumbria and Lancashire

- **A new customer journey** - we launched a marketing campaign and targeted over 100,000 homes who want help to take action. They received a short questionnaire (brand new Travel Energy Check) which would assess where costs could be saved and lead on to a lower carbon lifestyle. Respondents to the campaign will receive a semi-personalised and tailored report that includes local information on available offers in the local area, tips on smarter vehicle choices and driving, as well as information on other services to help them on their way.



- **A Greater Manchester signposting network** with the transport partners in Greater Manchester such as GMPTA and local authorities as a pilot. The Energy Saving Trust will record customer details and then sign post services and share quarterly results with partners. In turn partners will support and promote Energy Saving Trust transport messages where appropriate.

Results

Its still early days but we have already:

- Delivered over 1,000 travel leaflets to Energy Saving Trust customers
- Received over 6,200 returned Transport Energy Checks to our transport marketing campaign which initial analysis tells us that of all the customers who responded:
 - 87% drive a car
 - 96% drive their car every day or a few times a week
 - 57% have an annual mileage of 8,000 miles or more
 - 69% want further information on local sustainable travel options.

Results of transport marketing campaign by sub-region						
	Cheshire	Cumbria	Greater Manchester	Merseyside	Lancashire	North West
Total number of responses	1,234	626	1,614	1,154	1,590	6,218
Number of respondents who drive a car	1,130	565	1,358	982	1,357	5,392
Number of respondents interested in modal shift	1,041	524	1274	883	1,255	4,977

The Energy Saving Trust's role is already recognised:

"Thanks for the information on the transport campaign in the North West. We are very pleased to see this happening" Peter Foster, NW Regional Director Sustrans.

"We welcome this excellent initiative launched by Energy Saving Trust. A personalised approach on how residents can reduce transport costs and lower carbon emissions from the way they travel will provide the support and advice necessary for residents of the North West. As part of the Smarter Choices agenda we recognise the travel impact that a travel journey can potentially have on the environment and the community. A service that can assist in offering advice and support to alleviate these issues and gain support from the public is most welcome. The Smarter Choices programme in Greater Manchester will continue to work closely with the Energy Saving Trust in developing and implementing initiatives that provide Smarter Travel Choices for residents, partners, stakeholders, business organisations and educational establishments" Steve Glazebrook, Greater Manchester Smarter Choices Officer, Manchester City Council

"The leaflets are colourful and eye catching and provide easily understood information to encourage persons to save money and fuel by looking at alternatives to the car. Accepting that some people will always travel by car, the reference to the Highways Agency is welcomed in encouraging travellers to plan their journey more effectively" Diane Kisiel, Influencing Travel Behaviour Manager, Highways Agency's.