



## APPLICATION FORM – CATEGORY II

### Eligibility and Evaluation criteria

As a CIVITAS “non-demonstration city” (i.e. you have not participated in CIVITAS I, II or CIVITAS Plus but you are a CIVITAS declaration signatory), you are eligible to apply for this award. However, you may **not** apply, if you received the CIVITAS award in 2008 or 2009. To be rewarded, your application should evidence:

- Ambitious policy making;
- Consultation and involvement of local stakeholders in policy drafting and implementation;
- Technical competence in a specific policy area;
- Qualitative and quantitative methods to monitor and evaluate policy implementation;
- Clear political support and leadership;
- Active information exchange with other cities.

### Selection process

The category II award winner will be selected by the CIVITAS Political Advisory Committee, based on the merit of its application. Where an applicant city is already represented within the PAC, they will be asked to abstain from voting.

**Please send your entry via e-mail to the CIVITAS Secretariat at the following address, with “CIVITAS Award Category II” placed within the subject of your message**

[secretariat@civitas.eu](mailto:secretariat@civitas.eu)

### APPLICANT DETAILS

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Country	England
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City population	185,000

## JUSTIFICATION

Please answer the following questions using no more than 150 words for each answer.

<p><b>Please describe those sustainable urban transport policies your city successfully implemented, and indicate why you consider them to be ambitious</b> <i>(max. 150 words)</i></p>
<p>The London Borough of Sutton has implemented its policy of reducing residents car trips in favour of sustainable modes of transport. Since 2006, the Council has been delivering a £5million behaviour change programme called Smarter Travel Sutton, which sought to reduce resident car trips by between 5% and 10% by September 2009. As of September 2008 this had reached a 2% reduction but also saw an increase in the number of people cycling by 50% since 2007.</p> <p>This pilot social marketing campaign is the largest and most ambitious campaign undertaken in Europe to date and involved directly contacting every household in the Borough as part of the Personal travel Planning project. All schools have a School Travel Plan and over 100 businesses have a Workplace Travel Plan.</p>
<p><b>Please indicate how clear political support and leadership, and technical competence contributed to the success of your policy measures</b> <i>(max. 150 words)</i></p>
<p>Smarter Travel Sutton has been supported by both local political parties, who govern the programme through a Programme Board. Both local Members of Parliament have also supported the Programme.</p> <p>The programme was launched in September 2006 by the then Mayor of London, Ken Livingstone. The new Mayor, Boris Johnson has expressed his support for the programme given it meets a number of his transport policies such as persuading people to change behaviour rather than persecuting people.</p> <p>The Central government also support the scheme and numerous other local authorities in both the UK and Europe have visited Sutton to learn from the programme's findings.</p> <p>The project team comprises a mixture of marketing and communications professionals, with transport planning, policy and engineering support.</p> <p>This strength of political leadership and mix of technical skills has led to the successful performance of the programme.</p>
<p><b>Please tell us how you involved local stakeholders and took into account cultural circumstances in the development and implementation of policies and measures</b> <i>(max. 150 words)</i></p>
<p>The programme is jointly managed by Sutton Council and Transport for London who, working in partnership, help to deliver the programme.</p> <p>As part of the management of the programme, a Stakeholder board was established. This board invited members of the community representing different organisations and sectors such as the Metropolitan Police, Sutton &amp; Merton NHS Primary Care Trust, Ecolocal (a local environmental charity), Sutton Volunteer Centre, Disability representatives, Chamber of Commerce, Race Equality</p>

Council and political representatives.

The whole programme has involved the regular flow of information and advice to the public but also many events and activities where people can provide feedback and ask questions. A key element of the programme is the use of personal travel plan advisers who engage the public in the streets, at their houses and at schools and workplaces, offering information and advice and discussing individual travel habits.

**Please describe those qualitative and quantitative methods used to monitor and evaluate policy implementation** (max. 150 words)

Each year a monitoring report is published on the Council's website - <http://www.sutton.gov.uk> under the 'About Us' tab.

The monitoring and evaluation uses both quantitative and qualitative methods.

Quantitative methods include a series of Automatic Traffic Counters across the Borough to monitor traffic flows for a variety of modes at key points. This data is monitored 24 hours per day, 7 days per week. There is also a network of Automatic Cycle Counters which specifically monitor cycling levels. Bus patronage data is also collected for key bus services

All of this data is then compared to a control area in the neighbouring Borough of Croydon.

For the qualitative data an annual telephone survey of 1,500 households is undertaken with a further 500 surveys in the control area. The survey asks a number of questions relating to attitudes to travel and behaviour. Additional surveys are carried out at events and activities.

**Please tell us briefly how your city sought to exchange information with other cities engaged in related fields of action** (max. 150 words)

The London Borough of Sutton has always supported the concept of information dissemination and exchange. As a CIVITAS member we welcome the information coming from European members.

The Council has hosted a number of visits from guests from Sweden, France, Australia and South Korea as well as many UK cities and regions.

This year a Lessons Learnt report will be produced which will be disseminated to interested parties.

The staff attend many meetings, conferences and seminars to present the results and discuss the content of the pilot programme. Information is also exchanged with professionals from non-transport backgrounds such as health and the environment as there are many lessons which can assist with the policy implementation within these sectors. A number of articles have been published in transport and local government trade journals and regional and national media.

**Applications will be collected and forwarded to the CIVITAS Political Advisory Committee for evaluation and voting. A decision will be reached by 25<sup>th</sup> September, 2009. You will be informed accordingly, in order to begin preparing for the Award ceremony.**