



CIVITAS
Cleaner and better transport in cities
ARCHIMEDES

CASE STUDY



INFLUENCING TRAVEL BEHAVIOUR AND MODAL CHOICE

MOBILITY MANAGEMENT



BRIGHTON & HOVE

MUNICIPAL PROFILE

LOCATION

Brighton & Hove, United Kingdom

POPULATION

250,000

LAND AREA

87 km²

CIVITAS BUDGET

EUR 2,577,900

Brighton & Hove City Council carried out three travel planning projects as part of the CIVITAS ARCHIMEDES project. School travel plans focused on helping children and their parents travel to and from school in a safe, practical, sustainable and enjoyable way. Commuter travel plans focused on working with local organisations/businesses to put in place measures to encourage members of staff to travel to, from and within work in a sustainable way. Personalised travel plans focused on individual householder journeys providing a range of individualised, tailored information and incentives to encourage travel behaviour change within a concentrated population area.

Municipal context

The city of Brighton & Hove is a thriving “city by the sea” and the largest urban centre on the south coast of Britain lying approximately 50 miles south of London and attracting in excess of 8 million visitors a year.

The city has an estimated population of 250,000 and is a popular base for London commuters, benefitting from excellent communication links.

The city is a major tourist, leisure and conference destination and hosts a year round calendar of

festivals and events. Tourism supports nearly 12 percent of the city’s full time equivalent jobs. The city has two universities with 32,000 students, many of whom stay to live in the city post graduation.

These facts, together with key regional road corridors coming into the city on a Victorian road network and constraints of Regency buildings, the South Downs and the seafront, bring specific challenges creating high levels of traffic congestion and air pollution. The vision for the city as a place with a co-ordinated transport system that balances the need of all users and minimises damage to the environment is key.



BRIGHTON & HOVE IN CIVITAS

Brighton & Hove (United Kingdom) participated in CIVITAS ARCHIMEDES, an innovative collaboration between the cities of Aalborg (Denmark), Brighton & Hove (United Kingdom), Donostia-San Sebastian (Spain), Iasi (Romania), Monza (Italy) and Usti nad Labem (Czech Republic). ARCHIMEDES stands for “Achieving Real CHange with Innovative transport MEasures Demonstrating Energy Savings”

PROJECT INFORMATION

The ARCHIMEDES cities implemented a strong and coherent package of 83 activities to make transport more energy efficient, safer and more convenient. An increased share of clean engine technology and fuels has significantly contributed to achieving this goal. With a strong focus on education and trainings for students, citizens and practitioners, ARCHIMEDES cities greatly benefited from sharing their experiences and learning from each other. The project ran from 2008-2012.

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The transport strategy to deliver that vision was developed within the framework of a local transport plan. The CIVITAS ARCHIMEDES measures were therefore also developed to support the vision and have a collective aim to reduce road traffic, address congestion and improve air quality by using innovative tools and techniques.

As winner of National Transport Authority of the year in 2005 and 2010, and runner-up in the CIVITAS 2012 City of the Year Award, Brighton & Hove has a reputation for innovation and delivering leading edge solutions.

Introduction

Brighton & Hove City Council started travel plans in 1999 as part of the local transport plan (LTP). LTP funding was received from central government. The purpose was to:

- encourage people to travel around the city sustainably through the development of a Travel Plan;
- reduce travel-related carbon emissions and congestion levels; and
- improve and encourage healthier lifestyles.

Travel plans had become rather process and paper-based that included so many sustainable

travel initiatives that schools and businesses found it difficult to know how to implement the plan or to know where to start. Likewise, the provision of generic travel information to individuals didn't necessarily mean that residents would use sustainable transport, given that much of the information was superfluous to people's individual needs.

Brighton & Hove City Council recognised it was entering a 'new phase' of travel planning and moved away from this traditional approach, providing schools, businesses and individuals practical support to sustain their travel plans, instead. The best travel plans were found to focus on actions. Actions that transpired into tailor-made measures: training, initiatives or incentives for the individual or group concerned.

In 2008, CIVITAS funding enabled further development and innovation in travel planning. Practical tailor-made travel planning initiatives were designed and developed in partnership with staff, parents and businesses to encourage sustainable journeys to and from home, school and work. This project achieved runner-up in the CIVITAS Awards 2011, Public Participation category.

Brighton & Hove City Council offered schools, businesses and residents the opportunity to

start considering just one form of travel they thought could become more sustainable based on their particular travel patterns.

Taking a closer look

Scooter training scheme for school children

Training was developed in response to a trend which meant a vast increase in the number of children using scooters to get to school. The scooter training scheme was tried, tested and evaluated in three schools initially.

The training was developed alongside and to complement existing road safety training (cycle training and pedestrian training); and was developed in partnership with local schools and nurseries.

1,257 children received scooter training.

All-weather storage for bicycles at schools and work-places

Providing more choice for the commuter made it easier for staff in local companies to use different types of transport.

The cycle storage installed at Brighton & Hove Bus Company was done so after a survey



showed that staff would cycle more if they had better storage facilities.

The cycle storage installed at Bellerby's College was installed in return for a travel plan. Bellerby's College supplied the stands and the City paid for the installation, so it was a 50/50 collaboration.

Initiatives such as "Bike Days"

Some initiatives were designed to raise awareness about training opportunities and schemes available to staff to encourage them to travel sustainably to and from work.

Walking incentive schemes

Brighton & Hove City Council worked with staff at Sussex Downs Community Trust (Brighton General Hospital site) to promote/organise a staff walking based initiative called Walk to Work Week.

25 members of staff got involved. Between them, they walked 438 miles in the week.

Following the initiative the travel plan team worked intensively with staff to discover more about their walking habits and whether to repeat the initiative on an annual basis.

School walking incentive schemes

The Golden Flip Flop (GFF) Challenge was a walking based initiative that rewarded children (from ages 7-8) with a sticker each time they walk to school over a set period of time. Further rewards and a class trophy (the GFF trophy) that the children could work towards as an inter-school competition were also developed.

It was piloted in three primary schools, initially. Evaluation of the scheme was positive and was offered to another 12 schools in May 2010, the following year, as part of Walk To School Week.

It was a success. The good work is being continued with national based schemes that use a similar approach. For example, schemes such as WOW (Walk one a week) are now in place to roll out uniformed ready made schemes nationally.

Cycle Training / maintenance workshops

The City provided cycle training to five police officers at Sussex Police, four members of staff at the Primary Care NHS Trust and one nursery teacher.

Bike Maintenance Workshops to three local employers were also given.

Social Media

People/communities were engaged on-line using existing established forums such as Twitter, Facebook, Flickr and Twago. A photograph application was created where participants were asked to map their journey to work pictorially. The theory was that by getting people to talk to each other about their travel habits they would investigate options available to them and try different modes of travel for different trips to benefit their health, to save money, or just for enjoyment.

This innovative approach was very practical. Travel plans included tailor-made information for the individual, school or business; and were likely to be written at the end of the process, rather than at the beginning (as has been traditionally the case) to allow them to explore and trial different options available to them before deciding on one form of travel.

This not only meant the right travel planning solutions were designed, developed, implemented for a particular individual or group (to ensure up-take/longevity), but it also encouraged a two-way engagement, participation and partnership working all the key ingredients needed to make travel plans a success.

Brighton & Hove also used innovative community based social marketing techniques to engage with people within their social and community groups. A "buzz" was created online within internet communities about particular topics in order to generate conversation between peer groups in the hope that more sustainable transport use was encouraged by word of mouth.

Results

Brighton & Hove City Councils visited 15,000 households (5,000 in the CIVITAS area), 37 schools, and 20 businesses to promote sustainable and healthy ways of travelling.

School travel plans

A 9 percent increase in walking in schools within the CIVITAS corridor.

The percentage share of car trips to and from schools within the CIVITAS corridor reduced by 13 percent during the lifetime of the measure, compared to an 8 percent reduction in schools outside of the corridor. This represents a 5 percent saving in car trips.

Scooter storage was also installed in schools. 100 percent of head teachers said that there has been an increase in the use of scooters following the installation of scooter storage.

Commuter travel plans

25 businesses completed iTrace surveys in 2010. 29 businesses completed iTrace surveys in 2011.

In a travel plan partnership meeting awareness/acceptance survey 85 percent of people felt that the CIVITAS initiatives were having a positive impact on travelling in Brighton & Hove.

The Brighton & Hove Bus and Coach company achieved a 6 percent decrease in car trips between 2010/11

Personalised travel plans (PTP)

Through the 15,000 households, 7,791 conversations were undertaken and of these 5,330 people were classed as "participants". This meant that they engaged with the travel advisor, discussed their travel habits and requested some information on one or more sustainable travel modes.

This was a "success rate" of 68 percent – high for personalised travel plan schemes.

The action achieved a 7.3 percent increase in bus patronage, since 2008.



New ways to communicate

The results of the social media campaigns were also successful:

The most successful to date was the #twago intervention. Since it started in summer 2009, 190 individuals (as of mid September 2009) followed #twago on Twitter.

Of these, 120 individuals regularly tweeted their travel habits and there was well over a 1,000 separate 'tweets' with the twago hash tag.

This meant that the travel messages had potentially been viewed by over 35,000 individuals (the total of the followers of the individuals who had been tweeting). The intervention was shortlisted for "The Most Awesome Use of Digital Media" award at the Brighton and Hove Business Awards (BAHBA).

Lessons learned

Innovative elements – Social networking approaches (both online and offline) can be used to extend the reach of a doorstep-focused PTP intervention. However, for the benefits to be fully harnessed both the traditional and innovative elements should be integrated as closely as possible. The social media "#twago initiative" on Twitter was thought to appeal to younger members of the community. This was not the case as teenagers were not high users of Twitter as an online social platform at this time. It was proven more popular with the 20s – 40s age group.

Continuation/ Expansion – PTP can be used as part of a wider package of measures to help increase the uptake of sustainable modes by active participants.



Evaluation – A robust monitoring plan is required including absolute consistency between before and after surveys to ensure that modal shift on an area wide basis can be accurately measured.

Ensuring long term change and evaluation – The methods used for this measure do not involve follow up activities with project participants. It is felt that there would be further benefit to further discussions with residents following their initial conversation with a travel advisor and submission of a travel diary. It is possible that this would encourage greater numbers of participants to make the shift to more sustainable modes as well as allow longer term monitoring of how the behaviour of respondents changes as a result of their involvement in the project.

Community champions – The recruitment of community champions together with networking and attendance at community events can help to extend and prolong the reach of a PTP project beyond the primary door knocking element of the project.

Upscaling and transferability

The school, commuter and personalised travel plan project is easily transferable to other cities world-wide.

The tried and tested ready-made solutions are easily adaptable, low cost and have been designed to increase partnership working, support the school curriculum; and achieve long-term behaviour change.

In terms of up-scaling, school, commuter and personalised travel planning work will continue in Brighton & Hove through the four year Local Sustainable Transport Fund (LSTF) project.

Budget and finances

A total of EUR 839,000 was spent on these activities. Of this EUR 453,000 was allocated to personalised travel plans, EUR 174,000 to school travel plans and EUR 212,000 to commuter travel plans.

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Brighton & Hove City Council measure evaluation report



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