Brighton & Hove City Council
Personalised Travel Planning
2006-present

Presentation structure:

- Context
- 'Traditional' PTP approach
- Social media
- 2011 and beyond

Brighton & Hove - CDT 2005-8

Context

Brighton & Hove – CDT & CT 2005-11

PTP – the ‘traditional’ approach
PTP 2009 – trialling new methods

Who influences you the most?

“We have to admit that we cannot make anyone or any group do anything. We cannot communicate with them in isolation or hope to ‘persuade them’ (as the old advertising models would have it); they influence each other.

Only by getting individuals and groups to choose to do something for their own reasons – often largely social – will change in behaviour come about.”


Who influences you the most?

Market research by Mediaedge/cia in 2004 suggests 76% of UK purchasing decisions are based on personal recommendation, while only 15% are influenced by advertising and information.

Influence

PTP partnerships

Social media
PTP - 2010

Brighton & Hove – number of trips

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Brighton & Hove 2011 and beyond

3 key ingredients

3 tools -team

3 tools -resources
Abby Hone
Principal Transport Planner
Brighton & Hove City Council

Thank you