



Brighton & Hove City Council Personalised Travel Planning 2006-present

18th May 2011



Presentation structure:

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

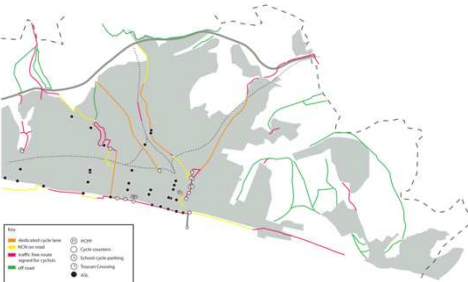
Context



Brighton & Hove City Council
Full Local Transport Plan
2006/7 - 2010/11




Brighton & Hove - CDT 2005-8

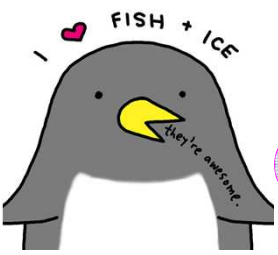
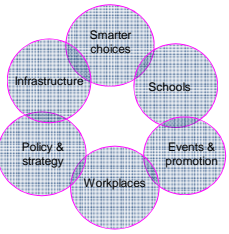



Key

- Red line: National cycle route
- Yellow line: A23 road
- Green line: Public bus routes
- Blue line: Routes for cyclists
- Black line: All roads
- Circle: SPTF
- Square: Cycle routes
- Triangle: School catchment
- Diamond: Shared parking
- Star: Shared parking
- Dot: SUs

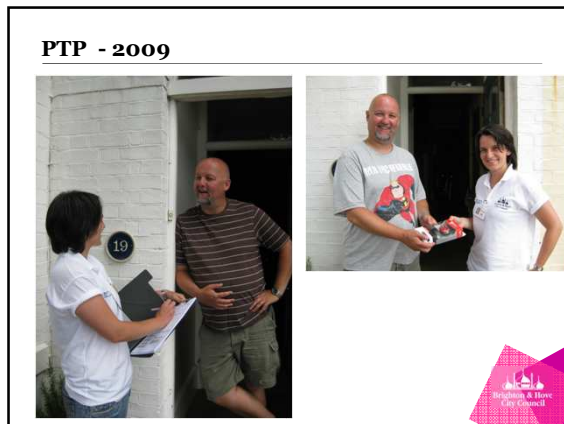
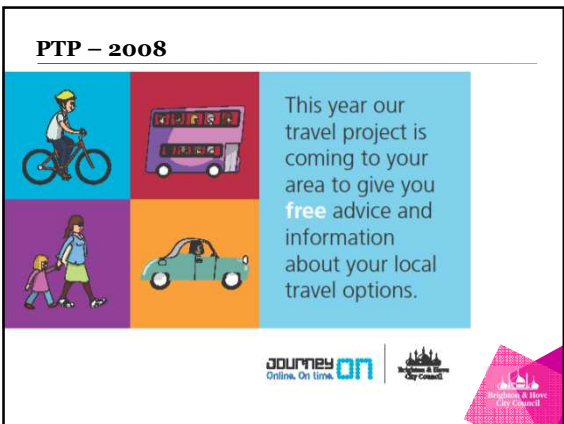
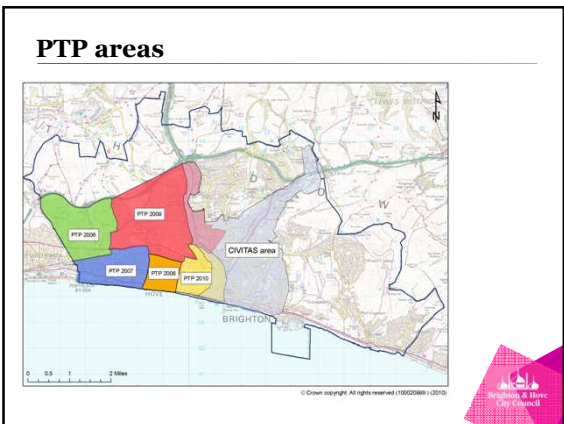


Brighton & Hove – CDT & CT 2005-11

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.

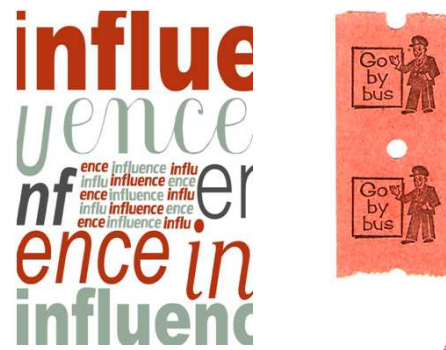
Only by getting individuals and groups to choose to do something for their own reasons – often largely social – will change in behaviour come about.”

Mark Earls, “Herd – Influencing Mass Behaviour”, 2007

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

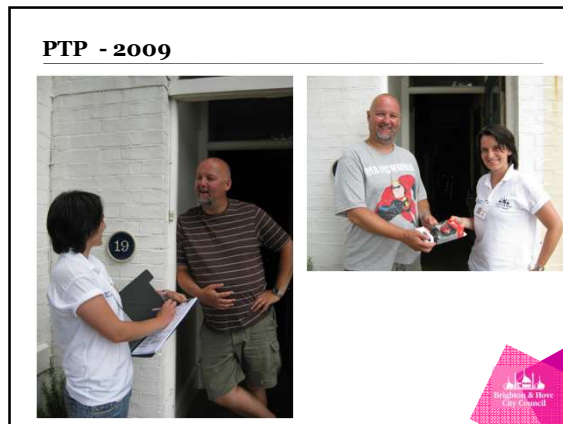
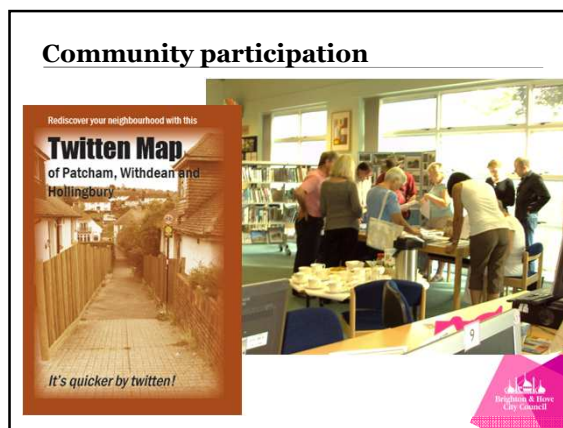
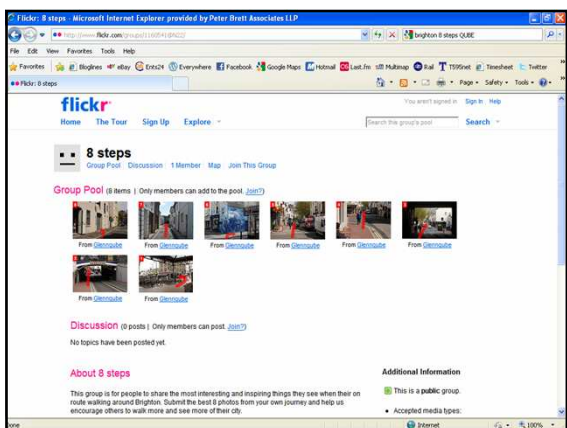
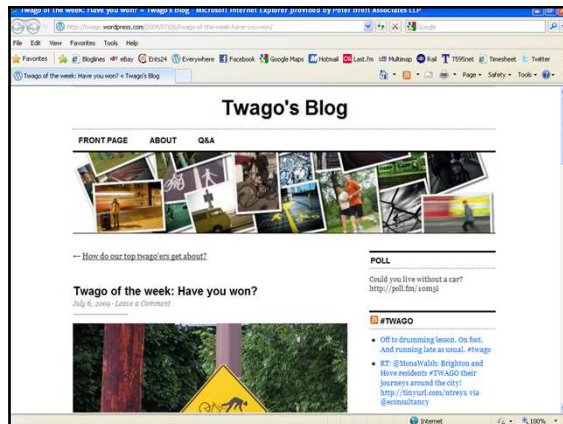
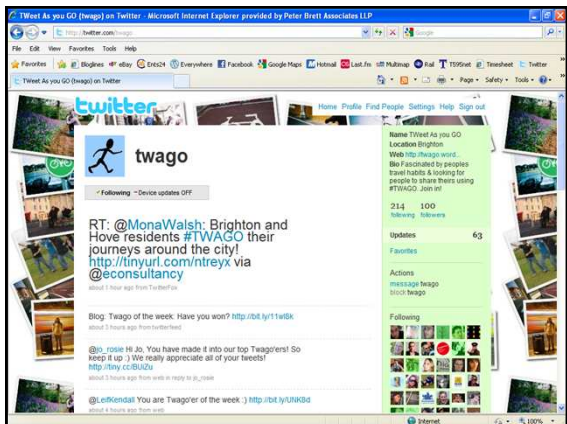


PTP partnerships



Social media





PTP - 2010

Brighton & Hove – number of trips

	PTP 1		PTP 2		PTP3		PTP 4
	2006	2007	2007	2008	2008	2009	2009
Age	37 (1%)	82 (2%)	322 (5.5%)	253 (6%)	171 (7.5%)	265 (12.5%)	262 (10.5%)
		+1%		+0.5%		+5%	
Car as a driver	2,198 (54%)	2,086 (60%)	2,365 (41%)	1,488 (36%)	541 (23%)	480 (22.5%)	653 (26.5%)
		-4%		-5%		-0.5%	
Car as a passenger	414 (10%)	297 (7%)	245 (4.5%)	201 (5%)	129 (5.5%)	119 (5.5%)	168 (7%)
		-3%		+0.5%		/	
Driver and Passenger	2,612 (64%)	2,382 (67%)	2,600 (45.5%)	1,689 (41%)	670 (28.5%)	599 (28%)	821 (33.5%)
		-7%		-4.5%		-0.5%	

Brighton & Hove 2011 and beyond

3 key ingredients

3 tools -team

3 tools -resources

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Brighton & Hove City Council

Thank you

