



new travel solutions

Final Report 2005

Travel Awareness
Regional Groups for
Environmental Transport



Target 2 is co-funded by the European Region Development Fund, Interreg IIIB North Sea Region programme.



new travel solutions

Target 2 supports sustainable transport in urban and rural areas through the development, implementation and ongoing awareness raising promotions, to provide a range of travel options for work, school and leisure journeys.

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Foreword for Target Project

We at Metro have developed strong transnational links through the development and implementation of the Target 1 project. The Target 2 project has strengthened and expanded this partnership, which has assisted both in the delivery of the many different activities undertaken as part of the project and equally in the exchange of experiences.

The work areas and associated activities, summarised in this report, give an idea of the range of approaches to the promotion of sustainable transport.

The need for changes of behaviour, attitude and culture in order to achieve a major shift towards more sustainable modes of transport, and to integrate these modes into the broader spatial development strategy for the North Sea Region, is a formidable task. Although Target 2 was a relatively small project, when compared with the magnitude of this task, the results achieved demonstrate that we can make a significant impact on modal shift in favour of more sustainable modes of transport. Although this is encouraging for the future it also points to the need for sustained effort over the longer term in order to have a lasting impact.

The opportunities for sharing experiences and learning opportunities provided by the North Sea Interreg programme have been invaluable to all of the project partners and have assisted and influenced our roles and activity in making transport more sustainable.

On a personal note, I greatly valued the opportunity that leading the Target 2 project has given Metro, and I consider that it has been a positive factor in developing our thinking as an organisation.

I hope you will find this report both useful and interesting.



www.eu-target.net



Councillor Stanley King
Chairman
West Yorkshire Passenger
Transport Authority



Young people with positive attitudes, Bremen

Target 2 Summary

The aim of the TARGET 2 project was to develop, implement and evaluate a package of mobility management activities to promote, facilitate and encourage the use of alternative modes of transport to the car. A key driver of the project was to develop activities that could be continued, expanded and replicated following the completion of the project.

Mobility management includes the provision of information, incentives, new services and products, coordination and planning activities, with the aim of encouraging people to shift to more sustainable transport modes, having thereby a positive impact on both the environment, and the quality of life of the users.

A significant element in developing the Target 2 activities was through transnational co-operation. The experiences and best practice developed and shared among partners through the Target 2 project will form an integral part of strategies to develop and promote effective sustainable transport systems in urban and rural areas, including the integration of rural and urban areas.

The project also supports the interpretation and adoption of the European Spatial Development Perspective (ESDP) and Norvision in national, regional and local planning and implementations.



The specific aims of Target 2 were:

- To create a practical platform for exchange of information and best practice concerning mobility management activities.
- To create proactive transnational networks to foster ongoing development of mobility management techniques.
- To engage business in developing travel options that mitigate the environmental impact of business generated travel demands for employees, visitors and customers.
- To extend existing, and develop a new range of interventions to develop positive attitudes to sustainable transport modes with young people and the wider community.
- To test the benefits of a specific Mobility Centre in Lundby as a one-stop-shop for all sustainable travel information and support.

The project partners are:

Lead Partners Metro, for Yorkshire and Humber region, UK.
 Freie Hansestadt Bremen, Germany.
 City of Göteborg, Traffic and Public Transport Authority, Sweden.
 City of Odense, Denmark.
 City of Brugge, Belgium.
 Gemeente Schouwen Duiveland, Holland.
 Municipality of Sluis, Holland.
 Province West-Vlaanderen, Belgium.

Project organisation Work Areas

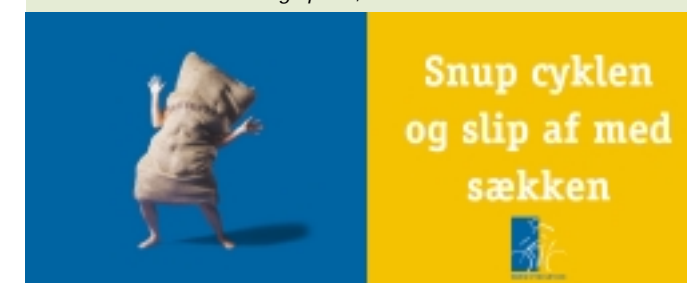
The Project was implemented through four linked and transnational Work Areas. Each of these was designed to target a specific population group with the most appropriate interventions to achieve a modal shift in favour of more sustainable transport modes. Within each Work Area there were locally based work packages. The work areas and work packages are summarised in the table over.



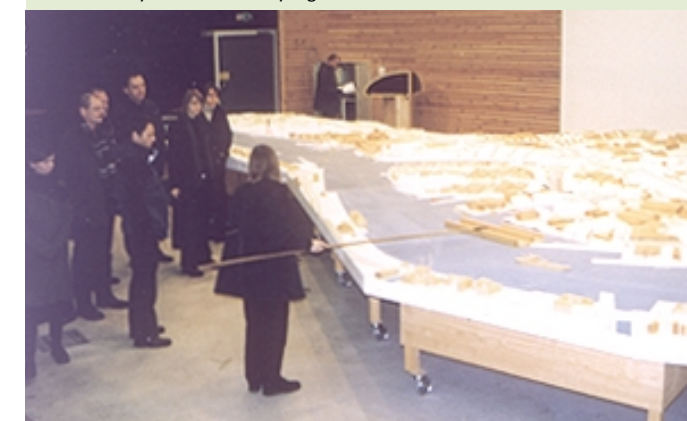
Travel option networking seminar, Yorkshire & Humber



Information and interchange point, Bremen



Innovative promotion campaigns, Odense



Spatial planning workshop at Lundby Mobility Centre, Göteborg

Target 2 Work Packages

Work Area Partner	Title of Work Package
Workplaces	
Bremen	CNG renewable fuels for fleets
Göteborg	Lundby Mobility Centre - Workplaces
Odense	Sustainable traffic policy for commuters
Odense	Quality of life for road users
West-Vlaanderen	Mobility plan study for Zeebrugge harbour area
Yorkshire & Humber	Regional Travel Plan Service
Mobility Education	
Göteborg	Lundby Mobility Centre - Young People
Odense	Safe routes for children
West-Vlaanderen	Mobility plans for youth - School Travel Planning
Yorkshire & Humber	Junior SAFEMark and Senior SAFEMark roll-out
Transport & Leisure	
Bremen	Botanika promotions
Bremen	Smart 'all inclusive' DiscoveryCARD
Bremen	Moorexpress
Bremen	Bike bus strategy
Brugge	Mobility planning for City of Brugge
Schouwen Duiveland	Feasibility study for smartcard and internet service
Sluis, West Zeeuws - Vlaanderen	Feasibility study Coast Express
Yorkshire & Humber	Yorkshire Dales transport and visitor management
City Living	
Bremen	Car-sharing integration into spatial development
Bremen	Cycling stations - Mobility Concept Vegesack
Bremen	Public transport oriented regional planning
Göteborg	Lundby Mobility Centre - Cycling
Göteborg	Lundby Mobility Centre - Households
Odense	Better City Centres
Odense	Information systems for walking and cycling routes
Yorkshire & Humber	Car Club - Public transport integration
Yorkshire & Humber	Transport access for communities

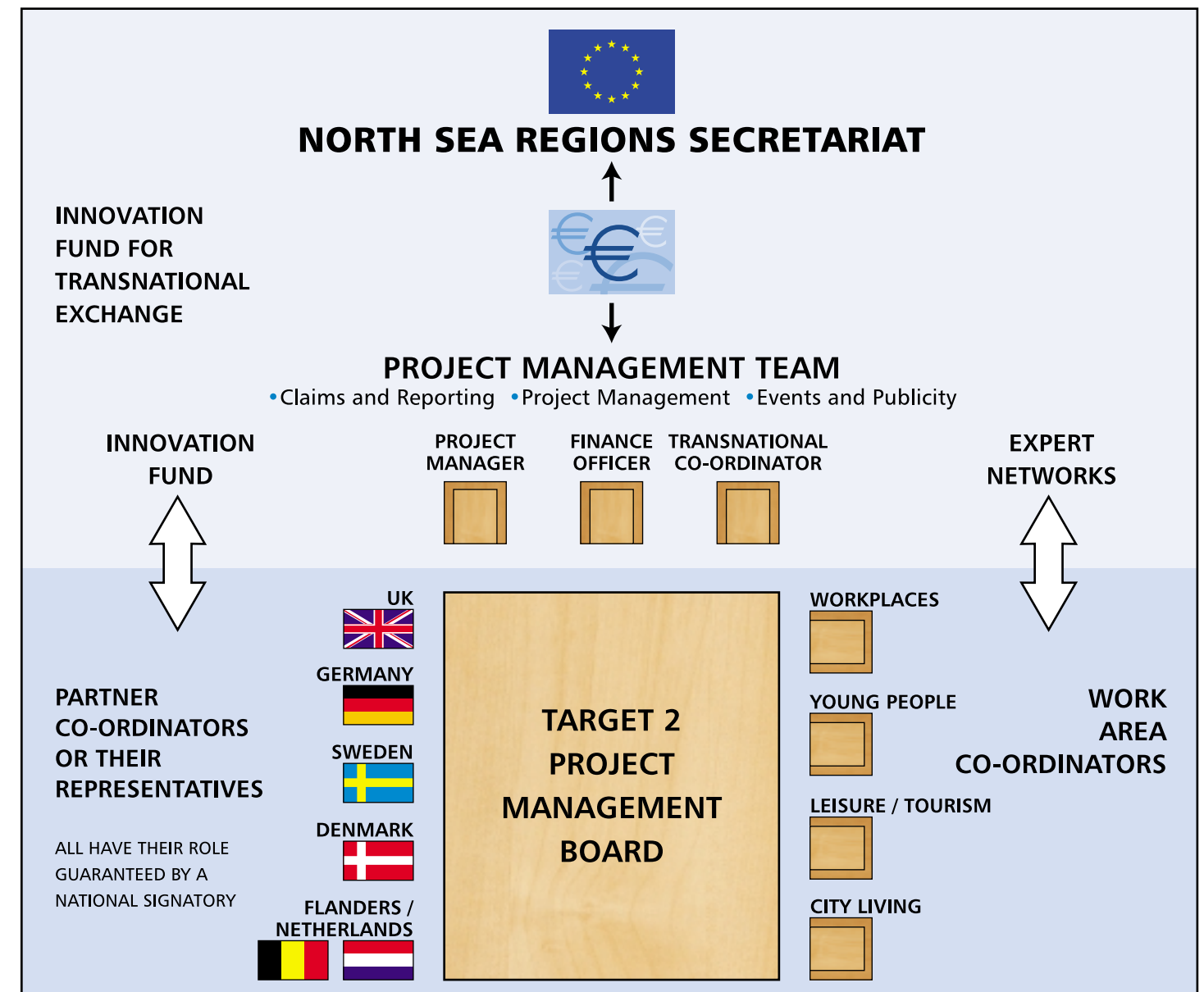
Project management

Building on experience gained through Target 1, Metro, the Lead Partner, introduced a new project management structure for Target 2. The new structure separated the "Executive" functions from the "Project Work" This proved to be a very successful project management arrangement. It was achieved through:

- a) A small project team consisting of a Project Manager, Transnational Co-ordinator and Finance Officer with responsibility for the financial processes, operational management and EC North Sea Region Secretariat liaison.
- b) National/Regional representatives (Partner Co-ordinators) who reported to the project team.

- c) Work Area co-ordinators who co-ordinated the progress of the common themes across the partner countries/regions.
- d) All three of these groups formed a Project Management Board (PMB) that met twice each year to ensure delivery of the project. This was the decision making body for the project.

Linked with these board meetings was a programme of Thematic Workshops to facilitate discussion and exchange of experience and ideas. Each partner hosted at least one Thematic Meeting. The structure is illustrated below.



Transnational focus

The joint implementation of activities across the different countries is a fundamental component of the project. All partner regions participated in the four Work Areas, with each region having responsibility for the overall direction and co-ordination of a Work Area. Metro, as lead partner, also directed and co-ordinated the transnational exchange element. Metro was also responsible for the linkages between the Work Areas and workpackage elements and for the examination of project contributions to spatial development strategic approaches at local, regional, national and North Sea levels.

Target has found that good communication processes and frequent information exchange have helped develop our strong partnership links. Building on these strong foundations, Target 2 set up a series of structures that included:

- Update and relaunch of the Target web site www.eu-target.net each partner had the responsibility to send regular updates to the lead partner.
- Six monthly Board meetings, hosted at least once by one of the partners. These always included Work Area updates, discussion platforms, thematic seminars and practical site visits.
- Between each Board meeting, teleconference and work area meetings took place. Work Area meetings were often the platform for problem solving and gaining new ideas.
- 'Expert exchanges' were arranged for groups of partners or sub-partners to learn more about specific activities and /or promotional techniques.
- Target partners presented at international, regional and local conferences.
- Target has produced a series of project, work area and site brochures.

Through these processes transnational exchange has benefited partners. The added value of transnational exchange have been the sharing of knowledge and experience which:- fast track solutions to problems; provide new perspectives to old problems; test apparently good solutions to work in different locations; develop a common source of knowledge so mistakes are not repeated; creates good practice leaflets, reports, posters for joint working on common solutions; and help to develop strong networks. All these aspects are central to the overall project, as well as on a more local level. Successful exchanges include:

- Schouwen Duiveland used the main elements of the BremenDiscoveryCARD.
- Exchange cycle initiatives from Odense. As European cycle city Odense hosted two seminars and were visited by The House of Commons Health Committee.
- Göteborg hosted real-time and an information visit from the UK.
- Göteborg has installed a 'cycle counter' similar to that in Odense.
- Development, expansion and implementation of school and business plans across all partner regions.
- Creation of Leeds car club with public transport partnerships, first developed in Bremen.
- Studies and reports on behavioural influence and attitude changes have been shared and explored by the partners.
- Sharing campaign and promotional ideas.



Results

The specific results and outcomes are shown for each work area in the relevant sections that follow.

Key achievements for Target 2 have been:

- The project has demonstrated significant achievements in the implementation of a variety of travel solutions and shown that these can impact positively on modal shift in favour of more sustainable transport modes. These will continue beyond the end of the project and many have become incorporated into mainstream activity for the organisations involved in delivering them.
- It has demonstrated that no single solution can be applied to all situations and shown that approaches tailored to the specific set of circumstances in different places work best.
- A network of partners and people involved in the project has been established and will continue to produce benefits even after the end of the project.
- There has been significant change in the way partner organisations view the promotion of sustainable transport. This cultural change and greater openness to new approaches will produce a longer term basis for continuation of commitment to sustainable transport.
- To use successful marketing concepts that target specific groups and encourage participation using quality inducements, personal contact or imaginative high profile promotional techniques.
- There has been significant personal development and learning among the people directly involved in the project and related activities. There is now a significant group of people across the North Sea region with considerable experience in the management of European projects and the delivery of specific results on the ground.
- A project management structure and approach has been developed and refined during the project which provides a good model for the management of future projects.



Promotional day for Dales bus, Yorkshire & Humber



Guided cycle tours, Göteborg



House of Commons Health Committee visit to Odense

The future

As mentioned earlier the network of partners and many of the activities initiated through the project will continue to deliver results into the future. There are three overarching themes which emerge from this project which provide a guide to developing the sustainable transport agenda for the future.

- Focused activity combined with sustained targeted marketing delivers modal shift.
- Behaviour, attitude and culture change are long term processes. They require sustained effort and resources that start with nurturing awareness of sustainable transport options among young people and continues to engage them throughout all stages of their lives.
- A strategic vision for sustainable transport must include integrating that vision with a broader spatial development vision.



Guaranteed
Ride Home
promotion,
Odense
Hospital

Kolllegakørsel

Nu har du garanti for turen

Workplaces

It is recognised that the solutions to traffic problems are not simply to be found in improving infrastructure, but also by encouraging changes to organisational practices and attitudes that often maintain the dominance of the car. Unless car use is reduced this means more traffic congestion resulting in longer travel times which inevitably impact on business and business costs, increasing travel times for staff, suppliers and customers.

Specific aims of the Workplaces work area were:

- To raise awareness of travel options and travel planning among employers and their employees by improving information provision.
- To change attitudes of businesses and employees to both travel to work options and to business travel.
- To promote changes in company practices relating to business and commuter travel aimed at preventing congestion and parking problems.
- To reduce car journeys for travel to work and for business travel by innovative public transport ticketing developments and promotion of the use of car sharing and car pooling.
- To encourage businesses to develop, implement and promote effective travel plans and sustainable travel options.
- To promote the use of greener fuels.



Breakfast meeting, Göteborg



Launch car share scheme in York, Yorkshire & Humber



Partners involved in the Workplaces work area were:

Participants in this Work Area were:

Freie Hansestadt City of Bremen.
Göteborg, Traffic and Public Transport Authority.
City of Odense, Environmental and Technical Department.
Province of West-Vlaanderen, Public Authority.
Yorkshire and Humber Region, City of York Council,
South and West Yorkshire Passenger Transport Executives.

Over 1000 companies were engaged in the project across the partner regions, drawn from Health, Higher Education, Local Authority, Municipalities and Commercial sectors. Companies ranged in size from the largest single site at Odense Teaching Hospital, employing 8000 staff; many large local authorities with 100 or more staff; and Small to Medium sized Enterprises (SMEs) employing much smaller numbers. In total, following Target's awareness raising campaigns, an estimated 7000 employees are actively participating in company travel plans across the partner regions.

Approaches to deliver company travel plans

Different approaches were developed by partners to implement this work area. Göteborg, West Flanders and Yorkshire and Humber had a focus on large employers, identifying their individual requirements and providing support for the introduction of company travel plans.

In Odense one approach focused on one large employer where car pooling was the main activity. A second, more general marketing campaign aimed at different sectors of the public, linked the journey to work and quality of life issues. An approach which proved very successful.

In Bremen the approach focused on making more environmentally friendly CNG (compressed natural gas) vehicles available. The municipalities took the lead in this with a programme to replace existing vehicles with new CNG ones.

In Zeebrugge the emphasis was on analysis of motivating factors in the choice of travel mode and ways of influencing these choices.

What are Company Travel Plans

Company Travel Plans are a general term for a package of measures tailored to the needs of individual sites and aimed at promoting sustainable travel choices and reducing reliance on the car. They help to:-

- Reduce the impact of travel on the environment
- Cut congestion within cities and around business sites.
- Reduce car parking requirements and costs.
- Improve information and logistics.
- Encourage the workforce to be healthier by walking or cycling.
- Comply with local planning regulations.

A Travel Plan package can include:

- Resource support officer to promote and develop appropriate sustainable measures.
- Undertaking a feasibility study.
- Provision of information packs.
- Introduction of discounted / integrated public transport ticketing schemes.
- Provision of public transport and sustainable travel information.
- Improved public transport information technology.
- Provision of site specific information maps.
- Promotion of ride share initiatives and car pooling schemes.
- Development of 'greener' fuels fleet management car park management techniques.
- Cycle and walking initiatives.



Lundby Mobility Centre, Göteborg

Göteborg Lundby Mobility Centre – Companies

The Lundby Mobility Centre was established in a central location in 2003 as a base for all sustainable transport matters in the Lundby district. Here, the Lundby Centre developed a district wide travel plan for the 1900 employees. Today, Lundby are mostly working with a web based tool, (see www.questbook.com), to produce travel surveys. The aim for workplaces was to develop, test and establish attractive transport solutions for commuter journeys, business travel and goods management in the Lundby area.

An 'analysis of travel habits' survey was undertaken to provide the basis for business support. This was followed by the introduction of travel plans to companies and employees. In total 29 companies held breakfast meetings and a further 30 companies were contacted by telephone. The key element of these meetings was to present the added value of travel plans to the employers.

Once a travel plan had been agreed and adopted, support for companies continued with regular newsletters presenting best practice, seminars and outdoor marketing campaign events. During the life of Target 2, four district wide travel surveys were undertaken, which indicated a gradual increase in public transport and cycle users; four car club demonstration events took place; and a special newsletter with a calendar of events was circulated.



CNG fleet car management, Bremen

Bremen CNG fleet car management

One of the core common European policy fields is to reduce the dependence on mineral oil and also to improve urban air quality. EU regulations on emissions under discussion recognise the value of CNG (compressed natural gas) as one of the concrete measures to improve air quality in cities. Countries in the North Sea area, especially Scandinavia, The Netherlands and Germany have successfully developed conversion of vehicles to the cleaner natural gas resource CNG, to replace the use of mineral oil for transport. As transport is one of the main reasons for air quality problems in cities, this project addressed the reduction of transport related pollution of CO2 emissions.

Target 2 extended the CNG car fleet in Bremen by supporting investment in these vehicles for the local authority. Initially two CNG vehicles were purchased for official use by the Ministry of Building Environment and Transport in the State of Bremen. By the end of the project a further five cars had joined the municipal fleet.

In addition to the purchase of CNG vehicles, marketing activities and seminars have been organised to influence the decision makers and users in various municipality departments. These activities have also been promoted generally to the public as an example of good practice and role model for private car users.

As a result of the Target marketing campaigns and success of the current fleet, the municipality is considering the purchased of a further ten CNG cars in 2005. In addition, there is a growing interest from the police service in CNG vehicles.

Bremen experienced a relatively slow rate of conversion of the fleet to CNG, due to: a lack of availability of vehicles which led to long delivery times, and the additional cost of CNG cars with higher leasing charges. Although these issues for the municipalities facing limited budgets, these problems have now been addressed and highlight the need for long term marketing strategies.

West-Flanders Feasibility study in Western Brugge

The Provincial Administration aimed to develop a common workplace travel plan that could be utilised by several administrations. During 2003 consultants led an extensive feasibility survey at eight sites, followed by discussions in focus groups. The aim was to raise awareness about travel habits and mobility options for employees. In total 1500 employees were involved. Initial success of the study was due to awareness building and good communications with employers, decision makers and implementers.

Detailed analysis of work travel journeys resulted in an Implementation Schedule that proposed specific sustainable travel measures that ensured regional cost savings. Initiatives implemented to date include:-

- New ticketing system supporting rail travel for work trips.
- Bus users get free travel for commuting / business travel.
- Improved travel information for visitors.
- Established carpool and bike pools for work trips.
- A taskforce set up investigating e-working.
- Introduction of lump sum payments for pedestrian and cyclists.



Established bike park, Western Brugge

From mid-2004, company travel plans were fully implemented at the Provincial Administration, with 800 staff involved in the scheme. Recent figures from the Administration show an estimated annual saving of €40,000. These savings have been generated by:-

- A regeneration of rail ticketing contracts for company travel resulting in commercial and company savings.
- A reduction of private kilometres through the introduction of company pool cars. The cost per kilometer for a pool car is much lower than cost per kilometer for refunding private car company-travel.

The regional Flemish authority was sufficiently convinced by these results to urge the provincial government to coordinate a programme to introduce work travel planning in all larger companies in West-Flanders. This has resulted in the creation of a 'Mobidesk' in every region of Flanders. Supported by 'Mobiscan', these coordinated centres offer a free travel plan information service to employers, employees and job seekers. To date, 450 companies are on the database, eleven of which are now developing a detailed company travel plan.

The Flemish Government stated that *"our aim is to introduce travel plans to companies in West Flanders. To offer a service and have a working product available when travel planning will be unavoidable through congestion and loss of economic investment through traffic problems"*.

Travel plan promotion at seaport of Zeebrugge

Enterprise mobility planning in port areas is a relatively new and unexplored aspect of travel planning, mainly due to the economic and geographical environment. The Port of Zeebrugge is one of the largest examples in Europe, with 200 companies within its expanding 25km² area. It has very limited public transport access. This project was to study the feasibility of a variety of travel measures and specifically, to report under which economic conditions certain measures could be implemented. Sub-partners involved in the study were the port authorities, main port companies, employers representatives and the unions, public transport operators and the rail authorities.

The work study developed through four main elements:

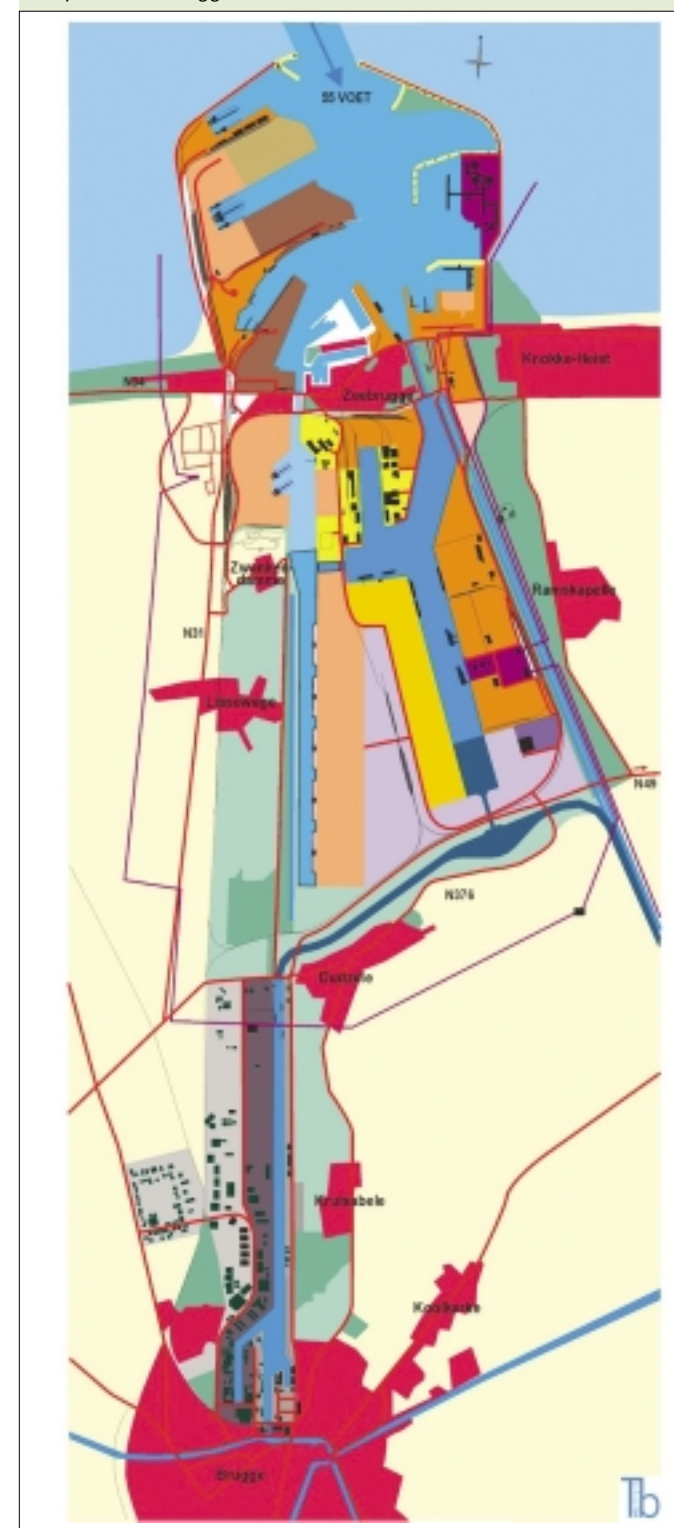
- Technical analysis of the available travel modes and the home-to-work journey of people employed within the port area that provides a baseline for travel modes: 70% travel by car, 16% by bike and 14% walk;
- A survey with the port companies and the organisation of several focus group discussions with representatives of all groups;
- Actions to divert home-to-work journeys from individual car transport to more sustainable travel modes;
- Identification of how to finance transport systems that cannot sustain themselves.

Findings from the study:

- The study highlighted the usefulness of consistent positive slogans e.g. 'use more public transport' and 'use the bike', both today and in the future.
- It gives a clear understanding of the strengths and weaknesses of different measures. Key push measures suggest the introduction of a demand responsive bus/van transport system as 50% of employees work within a 10 kilometre range of the port; and to establish safer bike lanes on the busy port roads. However, there was little interest to develop travel plans from the port managers and employers.
- Costly and less individually comfortable travel modes can only compete if the advantages of individual car travel are eroded by rising costs and loss of time through congestion.
- In discussions with companies and employers costs and flexibility are the dominant issues.



Seaport of Zeebrugge, West Flanders



Port of Zeebrugge developments, West Flanders

Odense Quality of life for road users

The approach here was to focus on raising awareness of sustainable travel options among the general public combined with promotional rewards for those who actively participated. These measures have longer term impacts for land use planning decisions in the future and the implementation of speed limits and/or enhancement of sustainable travel modes.

Odense has a high population of cyclists. Campaigns focused on sustainable modes of travel such as cycling, walking, public transport and also on health issues. It was decided to concentrate on high quality promotional activities on the dominant mode, rather than passive promotions to car users. The emphasis therefore was to:-

- Target cyclists to influence employers, rather than trying to influence employers directly.
- Identify 'cycle ambassadors' in companies to build relationships.

In total there were 14 different targeted campaigns involving thousands of citizens and companies. Creating awareness by rewarding activities, social activity competitions, health campaigns and general information leaflets. Projects included a children's cycle swap, guided cycle tours for seniors, take your bike with you in the car, cycle ambassadors in the workplace and a body mass index competition with a high quality prize of a weekend holiday.

One outstanding lesson of Odense's experience show that by combining traditional health campaigns with competitions or other events, it is possible to attract more people and ensure higher participation and commitment. Evidence shows that the number of cyclists in Odense has increased by 12% from 2002 to 2004.

Experience also indicates that unusual events and advertising have a more lasting impression with the public e.g. the 'sack man' health campaign aimed at overweight middle-aged men. Analysis of the campaign showed encouraging results with 75% of people remembering the campaign and 11% saying that the campaign has made them cycle more often than before.

Odense's success with campaigns, highlighting health benefits, has resulted in high profile exchange visits from abroad, including the House of Commons Health Committee from the UK. In addition several invitations have been received to talk about the various marketing techniques and cycling initiatives to audiences in Norway, France, Czech Republic and New Zealand.



Cycle ambassadors, Odense



'Get rid of the sack' health campaign, Odense



Reward days, Odense

Odense Traffic Policy for Commuters – Marketing of car pool

The aim of the campaign was to inspire employees to join carpools at the main hospital in Odense, where 8000 people work - 2400 of these living outside the city.

Initial interviews and questionnaires were used to scope the project and identify potential problems. Direct marketing campaigns were used to gather information and develop strategies to influence the opinions and behaviour of employees in a positive way. A guaranteed ride home element was used to reduce some of the potential barriers that pilot interviews identified.

The focus was on four main areas:- direct marketing outlining economic savings; guaranteed ride home removing a main barrier for membership; a second marketing campaign using awards, prizes, in-house media and communication campaign; and finally marketing reserved parking near to the main gates making it more attractive.

Main findings of these four measures are:

- 70% of employees at Odense Teaching Hospital (5600 people) claim knowledge of the project.
- 15% of people have registered in the match service (1200 people).
- 400 former car commuters now participate in the car-pool.
- Saving money was the main reason for people to sign up - 68%.
- The number of employees car-pooling has increased by 80% during the project period.
- An initial reluctance to joining the car-pool was eventually overcome by the continuous marketing campaigns and positive comments by users.



Marketing car pool, Odense

Kol - Le - Gak - Ørsel Hvad f... er nu det for noget?

Following evaluation of the scheme, a manual for company based promotion of car-pooling at large organisations. The manual includes design of different measures, the implementation of different measures and cost/benefit analysis in relation to the implementation of different measures.

Four measures to introduce the car-pooling project at Odense Hospital.

			Reserved Parking
		Marketing Campaign	Marketing Campaign
	Guaranteed Ride Home	Guaranteed Ride Home	Guaranteed Ride Home
Direct Marketing	Direct Marketing	Direct Marketing	Direct Marketing
3 months	3 months	3 months	3 months

Yorkshire and Humber Region Travel Plan Options

The project is designed to progress the operation of a regional approach to travel planning by rolling out the Travel Plan model developed under the TOPS (Travel Options Planning Service) scheme as part of the Target 1 project. Across the region many companies have large staff numbers, consequently the approach taken has been to target only employers with 100 staff and over.

To encourage participation in the scheme, South and West Yorkshire Passenger Transport Executives (PTEs) negotiated a discount on annual travel tickets with the local transport operators. A 15% discount for employees is offered when the company completes their travel plan, and their annual review. The City of York with more SME (small to medium enterprises), targeted companies through planning guidance measures supported by individual resource assistance.

Both approaches have seen benefits for employers, employees and operators by: increased public transport use particularly at peak times reducing CO₂ emissions; operator loyalty; staff retention in the workplace and organisations themselves demonstrate environmental awareness.

The Target 2 travel plan service has also developed and implemented a number of supporting initiatives that link with regional and national information technology, or are being piloted as national award schemes. Initiatives include:-

- A virtual web-based mobility management resource for travel planning organisations.
- The integration of this approach with the National Traveline (telephone travel advice service) initiative and new Journey Planner for the region.
- West Yorkshire has established a Travel Plan Network to support organisations involved in developing travel plans. Members of the Network are eligible for specific support and discounts.
- Development and installation of an electronic travel survey methodology at 50 companies. The survey software provides a baseline, plus figures and analysis for the regional annual survey.
- Scoped and installed a personalised journey planner.



Travel Plan support service, Sheffield, Yorkshire & Humber



Awareness campaign, York, Yorkshire & Humber



Networking seminar, Yorkshire & Humber

- Research and draft travel plan guidance for regional planning processes.
- Research and production of a report on behavioural change and how to influence target markets.
- Established car share schemes in York and Leeds.
- Continued support to companies to maintain travel plan options.
- Persuasive campaigns to encourage targeted groups to switch from car use to alternative transport.

The region has held 30 information and promotional days to raise awareness of travel options and the launch for the West Yorkshire Travel Plan Network.

The region has benefited from shared experiences and expertise of partners as various project officers have led the individual projects. This sharing of software, knowledge and expertise has resulted in significant saving in time, resource and cost. In addition, partner exchange visits have been facilitated and disseminated at local, regional and national levels.

The partnership approach has been supported by regular regional and sub-regional travel-plan officers meetings and training sessions, with financial assistance from Yorkshire Forward.



Travel Plan Network banner, West Yorkshire, Yorkshire & Humber

Key successes in Workplaces:

- Establishing early contact with a committed company representative was key to getting internal buy-in and support for the ideas in companies.
- Recognising that cost saving is a key driver for many companies and individuals, for example €40,000 saving in West Flanders in the first year.
- Tailored, personalised campaigns targeted at individuals and groups of individuals, has created significant modal shift.
- Combining traditional health campaigns with competitions or other events helps to involve more people and achieve greater awareness and interest.
- Using 'quality' competition rewards attracts much higher participation.
- Linking travel plans with discounted public transport tickets was a key factor in the success in West Yorkshire.
- Development of survey software, and the strong interest in translation for partners.
- Adopting a flexible approach to meet the different needs of each company. Across the partner region this meant taking differing cultural factors into account.
- Integration of 'greener' fuel vehicles.



Cycle bus,
West-Vlaanderen

Moving On

Mobility Education

Recent research in mobility education has recognised the importance of working with young people in their early years to establish sustainable travel habits. Good travel experiences and raised awareness of associated environmental and health issues in early life, can lead to sustainable travel habits in the future. On this basis, Target 2 developed a travel awareness strategy to address young people's travel habits and behaviour, by bringing together all the influencing groups including teachers, parents, public transport operators, local education authorities, the police and the children themselves.

Specific aims of the Mobility Education work area were:

- Create safe routes to school.
- Increase road safety awareness and the quality of the home-to-school journey.
- Promote the use of public transport, cycling and walking.
- Encourage positive attitudes and behavioural change among young people towards sustainable transport modes.
- Increase young peoples knowledge of transport and traffic issues and associated environmental and health issues.

target

Target 2 mobility education projects were designed and developed with teachers and educational establishments in order to become part of the school curriculum. Commitment from education establishments ensured student and teacher involvement and testing of the activities.

Partners involved in the Mobility Education work area were:

Göteborg, Traffic and Public Transport Authority.
City of Odense, Environmental and Technical Department.
Province of West-Vlaanderen, Public Authority.
Yorkshire and Humber Region, South and West Yorkshire Passenger Transport Executives (PTEs).

Partner approaches

A range of approaches and teaching methods were developed to deliver Target 2 projects. 'Storyline' in Göteborg and SAFEMark in Yorkshire and Humber Region were concerned with cross-curricular themes to improve and encourage behavioural change on public transport and increase awareness of traffic problems and dangers associated with the school journey. Activities in Odense and West Flanders were more appropriately focused on cycling and safe routes to school, that aimed to reduce child road traffic accidents and car use for school journeys.

Göteborg's main aim was to test the educational approach of 'Storyline' learning. This method focused on a series of stories based on different traffic scenarios. The children become actively involved as the facilitating teacher asked key questions to develop cross-curricular education studies.

In Yorkshire and Humber the curricular themes were more web based through the development of an interactive CD-ROM. This was supported by travel training exercises in a realistic environment.



Storyline characters, Göteborg



SAFEMark School Award, Yorkshire & Humber



Cycle festival repairs, Odense

Both Odense and West-Vlaanderen introduced correct cycle riding behaviour, promoting good maintenance of bicycles and developed safe cycle routes to school. To analyse safe routes to school, Odense developed specific computer software based on GIS mapping, with which school children identified 'danger spots' of their journey from home to school.

The Province of West-Vlaanderen implemented 'cycle bus' training, with parents actively encouraged to get involved and accompany young people on their school journey. Further road safety awareness was taught through the 'blind angle near large vehicles' initiative, and the 'lights on bikes' campaign.

'Storyline' in Göteborg

In Sweden, traffic is a key element of learning, and it is the headmasters' responsibility to make sure it is integrated into the school curriculum. The Traffic and Public Transport Authority have traditionally supported teachers by organising special traffic days where pupils meet the police, have their bikes checked and view educational films on traffic safety. The Authority's aim was to further develop ways to help teachers to work in a cross-curricular fashion regarding traffic issues. Assisted by Target 2 funding, Schools in the Lundby district agreed to test the 'storyline' teaching method to raise awareness of traffic issues with young people.

First developed in Scotland in 1965, 'Storyline' is an interactive approach to engage young people across different curricular subjects. The Authority supported the teachers by providing training, guidance, tools and learning activities; and produced storylines relating to traffic issues that the teachers could use. Teachers facilitate the lesson by asking key questions and the children develop the story using individual characters.

Three age groups were chosen to work with the three different storylines called:-

- 'My Road' for 7-9 year olds created a model of the district where they live, using this they learn about road safety and safe routes to school.
- 'Karl the Commuter' for 10-12 year olds developed a story about a man who always took his car to the office.
- 'Love and Madness' for 13-14 year olds looked at a young couple who were involved in a road traffic accident.

Three schools, 40 teachers and 300 pupils were involved with the project over a five week period. All storylines were implemented, documented and an evaluation of both the process and results was carried out with the teachers and pupils.

'Storyline' will now be used in other areas of Göteborg and the Lundby Mobility Centre will continue its activities after the end of Target.



Cross-curricular learning, Göteborg



Storyline 'Karl the Commuter', Göteborg

The success of 'Storyline' has:

- Engaged children in their learning process with cross-curricular themes in drama, art, technology and citizenship.
- Developed positive attitudes among young people towards a healthy, environmentally friendly and sustainable transport system.
- Increased knowledge regarding traffic and transport issues.
- Established improved habits in three-quarters of the children, having recognised the connection between behaviour and traffic accidents.
- Created interest of the majority of teachers to work with traffic issues.
- Extended the approach to the schools within the City of Göteborg.
- Gained international acclaim at the 'Learning to Change the World 2004' conference.

Recommendations for the future

Changes of attitude and behaviour take time to change, through 'Storyline' teachers and the pupils themselves have identified a number of changes. Consequently, this successful testing of 'Storyline' has led to the roll-out of the method to other schools in the city of Göteborg.

Safe routes to school in Odense

Local Authorities in Denmark are obligated to deliver safe routes to schools. For any routes below the standard, the Authorities must provide suitable transport while measures to improve safety are implemented. In the Municipality of Odense, a systematic programme of studies in 45 schools has been conducted since the 1970s. Every year €200,000 is earmarked for these improvement schemes which include: traffic calming, low-speed roads, track and cycle paths for cyclists and pedestrians, solutions at intersections, paving, traffic lights, roundabouts and raised surfaces.

Through Target 2, Odense wished to commission an evaluation of the 108 projects carried out between 1986 and 1999. In particular, statistical analysis of the effect of these projects in terms of accidents and personal injury. These were taken from hospital and police records and accident lists, with the locations cross-referenced and categorised as:

- Intersections - a particular small physical area.
- Road sections - involving a minimum length of road of 200 metres.
- Paths - including separate bicycle tracks.
- Networks - affecting a network of roads.

Individual projects relating to school routes were divided into four types, and each given a definition concerning how the projects were physically demarcated. The effect has been assessed under the categories of: all accidents, accidents involving material damage, and accidents involving personal injury. Personal injuries were broken down in terms of minor, serious injury (fatal or serious), and all personal injuries; each with the categories of 0-16 year-olds, 17 years plus, pedestrians, cyclists/mopeds or other means of transport.

(Past) Parking at the school gate, Odense



(Today) Safe routes to school, Odense



Results of the evaluation report were:

- The school route projects significantly reduced the number of accidents registered with the police by 18%.
- Personal injuries were down by 20%.
- Based on the Road Directorate financial model from 2000, this means that the projects have saved €2.1 million per year in accident costs.
- Measures such as traffic-calming, low-speed roads, speed bumps, raised surfaces and signals have been effective in improving traffic safety, together indicate a reduction of child related injuries by 75%.

Further work was commissioned following these results. Odense conducted a survey with all school children ages 9, 12 and 15. In total, 4359 children from 50 schools participated in the survey. By using the internet and a specific GIS system, the children themselves identified the unsafe roads and crossing points of their school journey. The children were also asked why they felt unsafe at certain sites. Reasons given were:

- There are too many cars.
- The cars are driving too fast.
- Cars don't give way.

Recommendations for the future

The safe routes to school programme enhances Odense's high ambitions for promoting cycling and accident prevention. The initial evaluation report identified a decrease in the number of injured school children in Odense by 30%, mainly due to the introduction of low speed roads and traffic calming measures to provide the safest routes. This has been endorsed by the Traffic Minister Flemming Hansen, who recommended that other cities should follow the Odense example.

Further success, identified in the children's electronic survey, is being used by the Highways Department to plan their future road improvement schemes.

Traffic and mobility education in West Flanders

In Flanders and especially the province of West-Flanders there has been an increase in traffic, with congestion becoming a major problem. The provincial authority of West Flanders has plans to reduce these problems by promoting various transport modes. In particular, to build a provincial bicycle network concentrating on daily journeys of less than 10 kilometres to schools, the railway station and workplaces. The aim is to encourage a model shift of commuter traffic from the car to bicycle use for these short journeys.

Support from Target 2 focused on three pilot educational mobility projects to increase traffic safety and encourage bicycle use.

Project 1. 'Cycle buses'

Aimed to encourage small groups of children to cycle to school accompanied by a parent. 20 schools are selected each year. Teachers and interested parents are supported with short training sessions about 'cycle buses' and leading young people in traffic. In addition the children are supplied with fluorescent jackets and helmets. The advantages to this primary school project were:

- The children learn how to behave correctly in traffic (active mobility education).
- To identify and learn road safety skills.
- Understand the use of high visibility clothing.
- Children learn to work together and listen to the cycle leader.
- As more children cycle to school, it reduces parking problems near the school gate.
- Building confidence and road skills that remain with children in the future.
- 'Cycle buses' are good for the environment - and for children's health.

Project 2. 'Blind angle campaign'

This second project for primary schools is a prevention campaign about the dangers of 'blind angles' near trucks. In the school years 2002-2003 and 2003-2004, all 11-12 year old pupils of 39 primary schools received training. First a theory lesson about the reasons and dangers are discussed in the classroom; the children then undertake practical exercises around the truck, including sitting in the driver's seat to experience the limits of vision.

Although consultants were initially used for the training, teachers are now trained in these educational processes which, year on year saves money. More importantly, the teaching methods become established as part of the school culture in the long-term.



Cycle bus, West-Vlaanderen



Blind angle near trucks, West-Vlaanderen



Lights on Bikes competition, West-Vlaanderen

Project 3. 'Cycle safety - Lights on Bikes - your choice!'

Aimed at secondary school children, this campaign was aimed at 12-18 year olds to be more aware of being visible in darkness, especially school journeys in the winter months. A promotional campaign was launched using posters at public buildings, libraries, sports clubs and schools; and all students received a leaflet with a bike test - to identify if they were safe and responsible cyclists. Educational classes supported by the police were also organised by the schools.

A second comprehensive campaign in 2004-2005 further highlighted road safety and tested the success of the initial promotions. The campaign included:

- Students were sent a postcard featuring the national sports cyclist Nico Mattan, who agreed to support the campaign. Returning the postcard entered students into a competition to actually meet with Nico.
- Publicity space on buses spreading the campaign image.
- A new website www.tlichtaanjou.be with a special screen saver.
- E-cards matching the campaign.
- Police held check-up days in schools. Students with well kept bikes and good lights won cinema tickets; those who broke the rules were fined, with students under 16 years given a compulsory lesson on traffic safety.

Successes in West-Flanders include:

- In three years 34 cycle buses were set-up with 1129 primary school children belonging to a scheme.
- A total of 3983 primary children were informed about the dangers of the 'blind angle' near trucks.
- The bike light project reached 85% of secondary school students.
- Establishing good cooperative networks with target groups.
- Exchanged views and ideas with similar projects.
- All three pilot projects have become established in the schools.
- The projects have also been integrated into governments mobility planning and environmental policy.

Recommendations for the future

The projects have shown that sustainable mobility and traffic safety should be included into the school curriculum to encourage students to develop a life-long adoption of sustainable travel.



Junior SAFEMark workshop, Yorkshire & Humber

SAFEMark Awards in Yorkshire and Humber

The SAFEMark Award scheme was developed as a pilot project during Target 1 by South Yorkshire PTE to address behavioural and environmental issues on the school journey. Building on its success, Target 2 aimed to roll-out SAFEMark across the region to test these measures on a wider scale, and secondly to adapt them for Junior schools.

To create close links with the school curriculum, technical details were developed with curriculum advisors. Secondly a committed working partnership between headteachers, the students, local authorities, transport operators, PTEs, parents and the police was established. Schools accepted responsibility for the promotion and management of the scheme, committing to: holding formal award ceremonies, monitor behaviour on school bus services, liaise frequently with the transport operators to address behavioural issues, and hold parents' introductory evenings.

SAFEMark aims are to:

- Improve the quality and safety of the school journey.
- Improve behaviour of secondary school students (11-16 year olds) on public transport, particularly the home-to-school run.
- Increase young peoples' awareness of sustainable travel options.
- Encourage a mode switch from car to public transport and create a new generation of public transport users.

To achieve these aims SAFEMark developed two complementary though different approaches.

- First, project officers introduce 'travel training' that uses practical exercises to provide students with the skills to use public transport safely; recognise the importance of traffic issues and road safety; and raise awareness of public transport.
- Secondly, an interactive CD-ROM teaching aid called 'Get On', was developed as a cross-curricular resource with links to English, Maths, ICT, Geography and Citizenship.

Using funding from Target 2, the region adapted SAFEMark for junior schools to prepare students (10-11 year olds) for the transition to secondary school. Many pupils have not used public transport previously and by introducing SAFEMark into the school it equips pupils with life long skills for: travelling independently on public transport, enables students to make sustained transport choices and establishes an understanding of associated environmental and health issues. One of the key mechanisms for delivery has been workshops run in the summer term prior to pupils transition to secondary schools.

Success for SAFEMark includes:

- 64 out of 75 secondary schools (60,000 pupils) in South Yorkshire are participating in the scheme.
- 30 schools are participating in West Yorkshire. (Resources have been limited and it is anticipated that in 3 years all 130 schools will be involved).
- Across the region, 42 schools are participating in Junior SAFEMark.
- 1270 pupils from 39 schools attended the Junior workshops in 2004.
- SAFEMark is well established in cross-curricular learning.
- The educational resource 'Get On' and posters are used in all Award winning schools.
- SAFEMark's good practice measures have strong links with newly appointed government funded School Travel Plan Officers.
- In 2004, West Yorkshire police identified a 65% reduction in school related public transport complaints.
- Transport operators report 90% reduction in driver/student disputes.
- Interactive competitions, quizzes and role play have encouraged learning.
- Lifestyle based learning involving citizenship encourages positive attitudes and has been endorsed by regional government.
- SAFEMark principals have been adopted by local youth clubs 'Danger Rangers' and 'Safety for Life'.



Interactive CD-ROM 'get on', Yorkshire & Humber

Recommendations for the future

Although a low cost initiative SAFEMark does require resources to become established and adequately supported within schools. However, evidence indicates SAFEMark policies do work, having recently been introduced elsewhere in the UK with considerable success in London, Hartlepool and Merseyside.

In West Yorkshire, SAFEMark has also been adopted as part of the broader vision of educational concepts. It is now supporting the government funded 'My Bus' scheme run by Metro, which includes a dedicated bus service of special buses and drivers.

In South Yorkshire too, more resources are being made available to support Junior SAFEMark as there is a great demand from parents to send their children to SAFEMark Awarded schools.



Public transport issues in the classroom, Yorkshire & Humber

Key successes in Mobility Education:

- Establish good cooperative networks with target groups.
- Provide cross-curricular learning resources.
- Engage with the students to encourage life-long adoption of travel options.
- Create safe routes to school.
- Be proactive not reactive to transport and travel issues.