The Smarter Travel Sutton programme at a glance


- Budget of £5 million.

- Primary objectives:
  - Encourage Sutton residents to switch to cycling, walking or public transport for some of their trips
  - Reduce congestion and delay across Sutton

- Secondary Objectives:
  - Contribute to reducing CO2 and reducing impact of climate change
  - Improving health and wellbeing
  - Promoting affordable and accessible forms of transport
  - Supporting local town centres
The Smarter Travel Sutton programme at a glance

Our approach to behaviour change based on enabling residents to make smarter choices about their lives

A reputation for focusing on ‘soft’, rather than ‘hard’ measures: “more of the carrot, and less of the stick…”

Targets:
- To reduce residents’ car trips by 5%+
- All schools to have a travel plan by April 2008
- 15,000 employees to be covered by a travel plan by March 2009
- Offer travel options information and advice to every Sutton household
Key Messages

Swap your car for... [shoes, a lift, bus, bike] once a week

Hard-pressed families
- Quality time spent with children
- Walking to school creates more alert pupils
- Reduce petrol and parking costs
- Walking is free and easy to do

Well-off females
- Look good
- Environmentally aware
- Cheaper than going to the gym
- Improve health of child and family
- Public transport can offer greater flexibility than the car

Men who dislike to travel
- Walking and cycling is quick and flexible
- Walking and cycling can increase your independence
- Improve health
Smarter Travel Sutton

“Our success has really been based on partnerships from the very beginning”

Bill Gates

STS Governance:
• Joint Programme Board, consisting of Council and TfL senior managers. Chaired by Director of Environment and Leisure.

• Stakeholder reference group to engage local strategic partners.

• Joint steering group of delivery partners.
How did we measure progress?

**Quantitative Data:**
Traffic & cycling data

- 14 automated traffic counters
- 11 automated cycle counters

**Bus Patronage Data**

- Weekly patronage data from 4 key routes covering the borough

**Attitudinal Research:**

- 2,600 telephone interviews (1,506 in Sutton & 500 in Croydon, September 2008)

Each data set has been compared to a control area in the London Borough of Croydon.
Interventions
Personalised Travel Planning
Personalised Travel Planning

- All 76,000 households targeted, between April and September 2007
- 66% participated
- Walking maps, cycle info, bus routes & timetables
Smarter Travel Sutton

Swap your car advertising

Swap your car for a bus
on Saturdays

Swap your car for shoes
on Wednesdays

Swap your car for a lift
on Tuesdays

Swap your car for a bike
on Fridays

Regular walking can halve the risk of heart disease. Travel smart, visit smartertravel Sutton.org

Lift sharing is easy and fun and you could save over £500 per year. Travel smart, visit smartertravel Sutton.org

In rush hour, a bike can be twice as fast as a car. Travel smart, visit smartertravel Sutton.org
Travel Awareness

Events
- Move It At The Manor
- In Town Without My Car
- Environmental Fair
- File The Miles & Sutton Active Challenge
- Smarter Travel Sutton Roadshow
- Walk to Work Day
- Bike Week

Advertising
- High Street Banners
- Buses and Bus Stops
- Football Clubs
- Branded Merchandise
- Sutton Guardian and Radio Jackie
- www.smartertravelsutton.org
Direct Marketing

Swap your car for a bike
See how you'll benefit with the Sutton Spinner.

And save even more on bikes and accessories with these amazing discounts!

Keen to get started?
Smarter Travel Sutton can help you...

1. Cycle with confidence
   Call our helpline to book FREE cycle training for children, families and adults.

2. Go places
   Call our helpline and claim your FREE map of local cycle routes for all ages and abilities.

3. Protect your bike
   Call our helpline to claim your SmartVisitor bike marking pack (while stocks last). Visit our website and get information on bike locks and cycle parking in Sutton.

4. Have fun rides in Sutton
   Visit our website to learn all about upcoming cycle events and rides in Sutton.

Wheelies Direct
0845 279 8970
www.wheeliesdirect.co.uk
Call the phone number or visit the site.

10% off all products online

For cycling routes, events, training and more call our helpline on 020 8770 0070 or visit www.smartertravelsutton.org/spinner
Web pages

Plan your Journey

- Whether it's a trip to the shops or your daily commute, there are loads of ways to make your travel fair, green and more enjoyable too. To find out all about your options and travel alternatives, click the links below.

  - Transport for London's Journey Planner
  - Walking
  - Cycling in Sutton
  - Public Transport in Sutton
  - The Carbon Calculator
  - Accessibility
  - Car Clubs in Sutton
  - Parking Plan
  - SmartWater
  - Tackling Transport - Sutton's Low Emission Scheme

Did you know?

- ‘To heavy traffic jams the air quality can be poorer inside the car than out’. Car users suffer up to three times as much pollution as pedestrians'.
  - Source: Environmental Transport Association

- ‘Children living on heavily trafficked streets are more likely to develop chronic respiratory problems'.
  - Source: Occupational and Environmental Medicine

A double-decker bus carries the same number of people as 20 fully laden cars.

Swap Your Car For a Bike

You'll be amazed at the benefits of swapping your car for a bike once a week. Burn calories, cut your carbon footprint, avoid the rush hour queues and save money. Keen to get started?

To find out about cycle training, routes and maps, maintenance and security just click here.

Schools Photo Competition

Smarter Travel Sutton is pleased to announce a great new photo competition.

Just upload your photo and get the chance to win a voucher or a brand new digital camera.

Winners will be announced at News It! at The Manor, award in Manor Park, Sutton on 28th July.
Active Steps

• Health promotion project with transport aims, delivered by the local NHS - Sutton and Merton PCT in partnership with the Council and TfL.

• 12 week programme of support. Supporting people to choose to walk/cycle & reduce car trips to improve their health.

• Signposted by health professionals
  – GPs, PNs, smoking cessation, diabetic retinal screening & community pharmacists.

• Uses principles of Motivational Interviewing.
Active Steps - results

97% of service users report being more physically active
85% feel generally healthier
60% report a permanent change to the way they travel
55% report an improvement in mental wellbeing
46% have lost weight
29% have saved money on travel
Other Initiatives

Examples include:

- School and workplace travel planning
- Car clubs
- Free cycle training for everyone
- Home delivery service
- Walking maps
- Walk/cycle rewards for local shopping centres
- Shopmobility/community transport
- Air quality monitoring
- Travel information points – mobile roadshow
- Cycle parking.
Smarter Travel Sutton Successes

- 75% increase in cycling
- 16% increase in bus patronage
- First London Borough to have 100% of schools covered by a travel plan
- Over 16,000 employees covered by a workforce travel plan
- 29% of residents aware of campaign
- 6% modal shift away from the car
- 81% of residents supported the programme
- 3.2% reduction in traffic levels
Conclusions

• Quantitative data shows that Sutton is outperforming the control area in terms of bus use and cycling.

• Traffic levels in Sutton have fallen, but at a similar rate to the control area. This is not surprising as through-traffic is likely to mask local reductions in traffic arising from STS interventions.

• LTDS shows a 6% reduction in residents use of the car (modal share)

• Behavioural change takes time and while the year 3 results shows progress, a fundamental change is only likely to emerge over a longer period of time.
Smarter Travel Sutton

Legacy

www.smartertravelsutton.org.uk
Smarter Travel Sutton Legacy

- Mainstream STS into the Council’s structure
- It was the catalyst for a review of the Transport Planning and Network Development section
- New section to be renamed Smarter Travel Sutton and be in place from April 2010
- STS service will combine the behaviour change team and the traffic and transport engineering team
- Sutton Council will support TfL in disseminating the results and more importantly the Lessons Learnt
Smarter Travel Sutton Legacy continued

• STS branding, the core staff and many elements of the original programme will remain ensuring the delivery of behaviour change in the future

• Move it at the Manor, workplace & school travel planning and the STS information roadshow will form the main elements of the work programme

• Development of a five-year programme of delivering Integrated Transport Packages

• Aim to ‘lock-in’ the benefits of STS and combine physical and smarter choices measures
Wallington Integrated Transport Package

- Project combining physical measures and smarter choices
- Community-led scheme
- Integrated transport package including footway resurfacing, new street lighting, shared spaces, improved cycle facilities etc.
- Business Travel Plan Network
- Safer Routes to School Cluster
- Marketing – Smarter Travel Sutton roadshow
Six key lessons from Smarter Travel Sutton

Visit www.smartertravelsutton.org.uk for the Lessons Learnt summary document and project case studies

1. Allow time for planning before the launch and develop a clear strategy.

2. Segment your audience; and use a wide range of approaches and initiatives at the same time

3. Measure what works, and what doesn’t

4. Ensure you have the necessary time, commitment, and resources

5. Programmes delivered in partnership with others, at a local level, work best

6. Find ways of mainstreaming behaviour change