



Summary of residential based Personal Travel Planning (PTP)

Overview

- In May 2013, JMP was commissioned by Swindon Borough Council (SBC) to undertake the personal travel planning (PTP) component of the Swindon Travel Choices programme. Over 11,000 households were to be targeted throughout the whole of West Swindon between July and October 2013.
- To carry out this engagement, JMP recruited a local team of 10 Travel Advisers.
- The project focussed on residential engagement however some community based activities did also take place.

Methodology

Residential PTP

- Swindon Travel Choices PTP took place within West Swindon.
- We engaged people in conversations about their travel and then offered information, resources and incentives to try sustainable options that were relevant to them.
- In addition to the door-to-door engagements, 8 community events were attended by the Travel Advisers.



PTP Results – Year One



10,844
target
households



4,148
participants
engaged



15,100
resources
distributed



1,779
Challenges
issued
including
347 bus
challenges



2,015
incentives
distributed



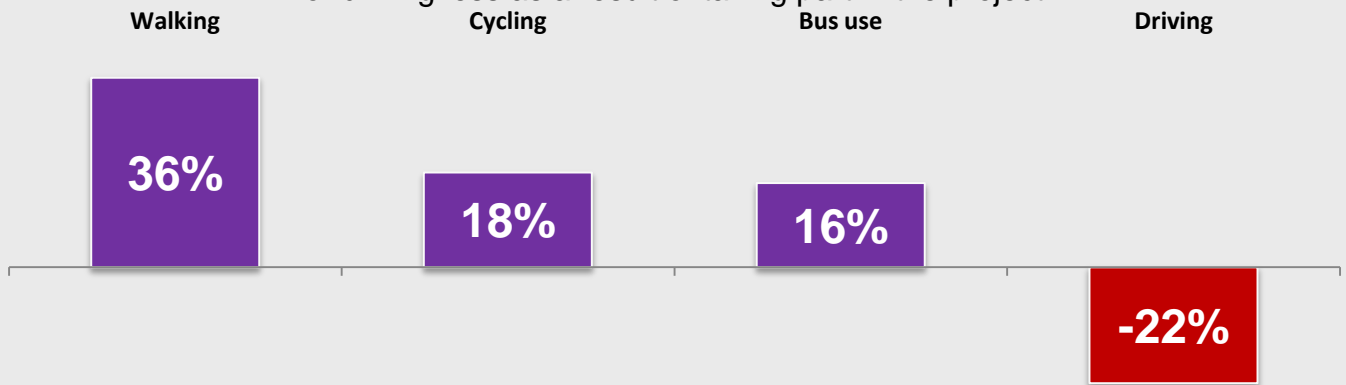
710
people
signed up
for email
updates

A survey was run after the campaign to measure its impact, with a sample of 334 participants. It showed:

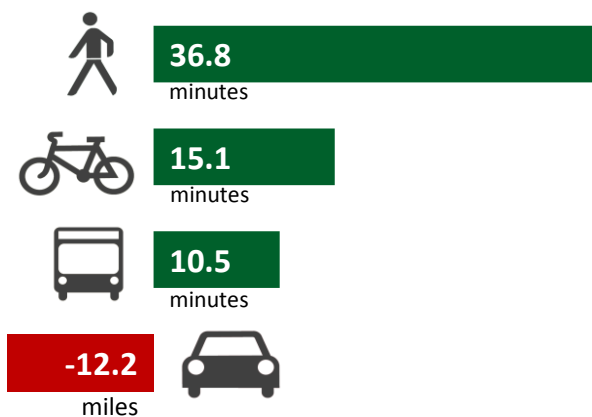
- **95%** found the conversation useful.
- **100%** rated the quality of information they received as 'very' or 'fairly good'.
- **98%** were 'very' or 'fairly satisfied' with the service they received.



% of participants who said they were walking / cycling / using the bus more or driving less as a result of taking part in the project



Average change per week per participant in amount of walking, cycling and bus use (minutes) and car use (miles driven).



- **95%** of those who are walking more intend to continue doing so.
- **98%** of those who are cycling more intend to continue doing so.
- **96%** of those who are using the bus more intend to continue doing so.
- **94%** of those who are using the car less intend to continue doing so.
- And **51%** of those who haven't made any changes, plan to.

For more information, contact us:

Website:

www.swindontravelchoices.co.uk

What people are saying about the project

"It's often difficult to know where to walk, so this has been absolutely fantastic to help me with that."

"I think the project is very useful and I hope it will encourage people to rethink their travel options."

"Brilliant to have someone come to the door and tell me this stuff as I never would have gone off my own back to find this info. I gave the man who came to the door a lot of grief about the buses, but I've been pleasantly surprised by what I've found in practice. I'm now making trips to London by train instead of car."

"Good idea. It's amazing how much of the info I've passed on to help others. My 13 year old grandson was present when the pack arrived. He was interested so used the QR code on one of the cycling maps and found his own information through that."

"It's a great service. Gets people thinking about their local transportation options. The bus services are great."

