



Smarter Travel London TRICS/ RTPI Conference

26 November 2008

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Outline

- Smarter Travel in London
- Outer London context
- The Sutton project
 - focus
 - results
 - lessons
- Richmond and beyond



London travel in context

Now:

- Congestion
- crowding
- disruption

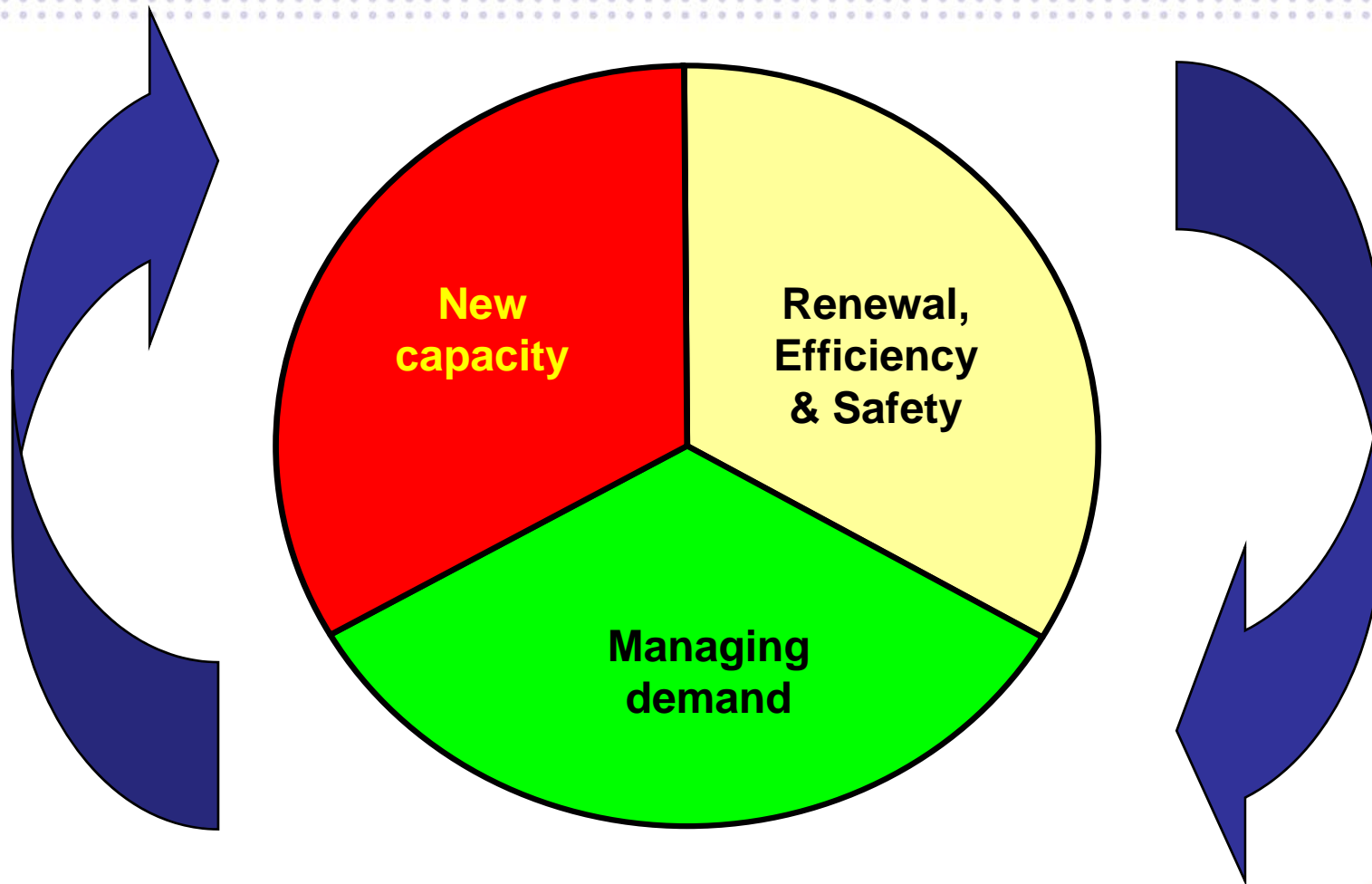


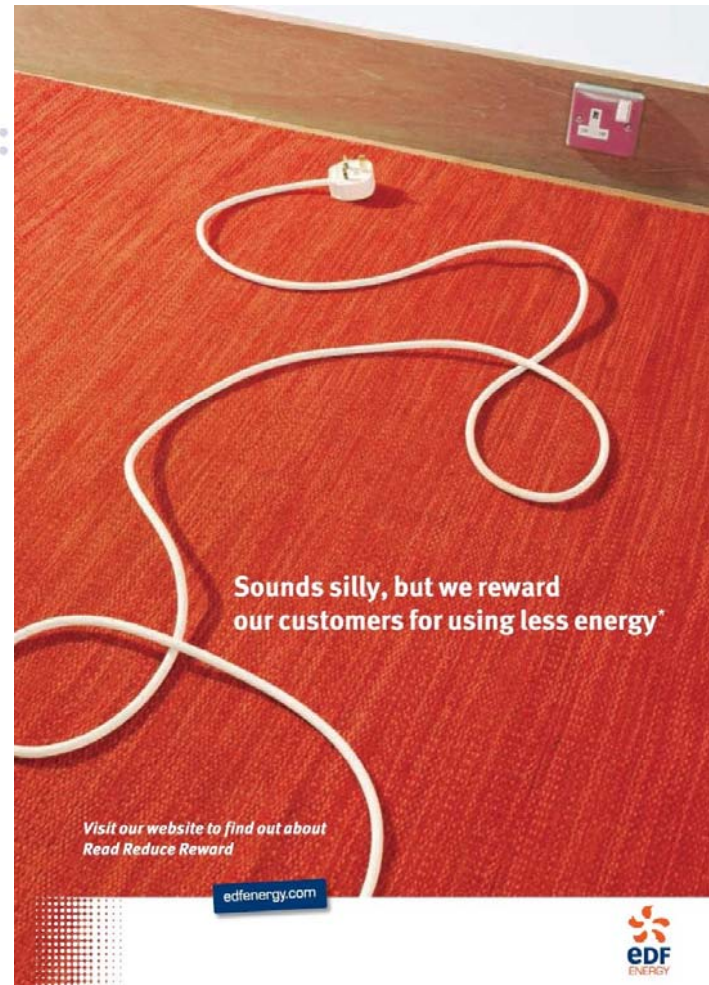
Future:

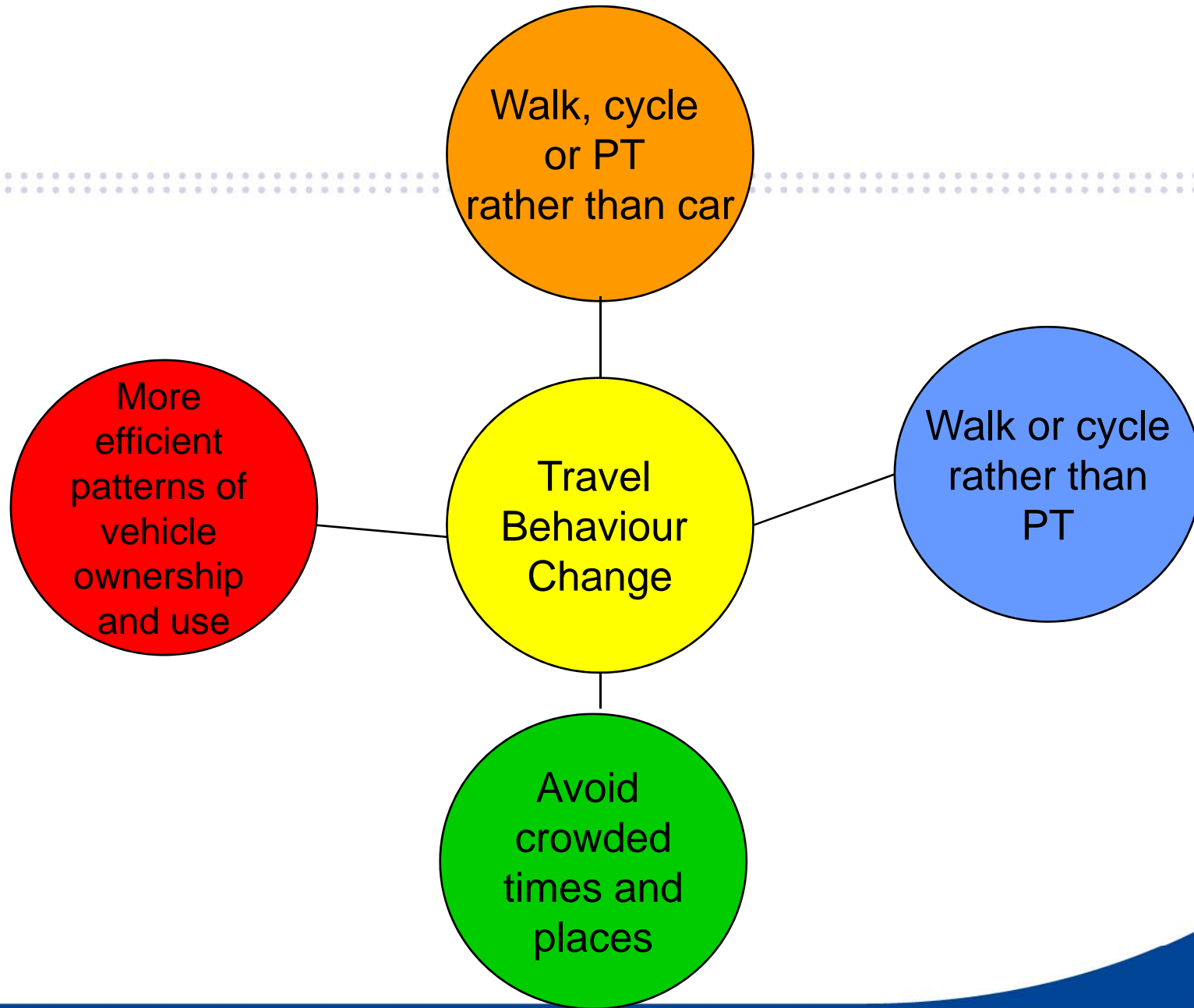
- Growth
- Economy
- Climate change



Policy mix







New Mayor – new priorities

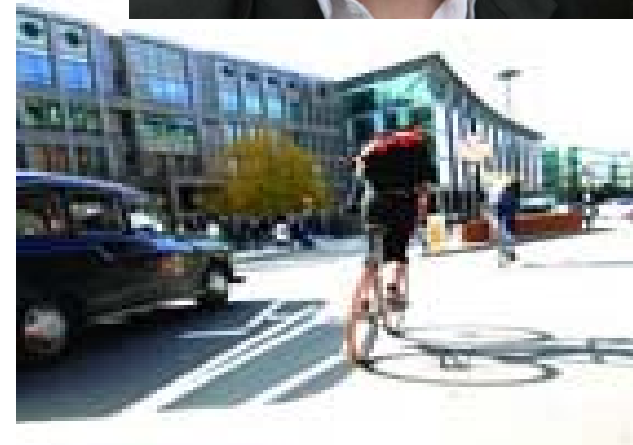
Way to Go!

... a coherent attempt to get people out of their cars and on to public transport. The question is now not how to demolish that policy, but how to develop and improve it.

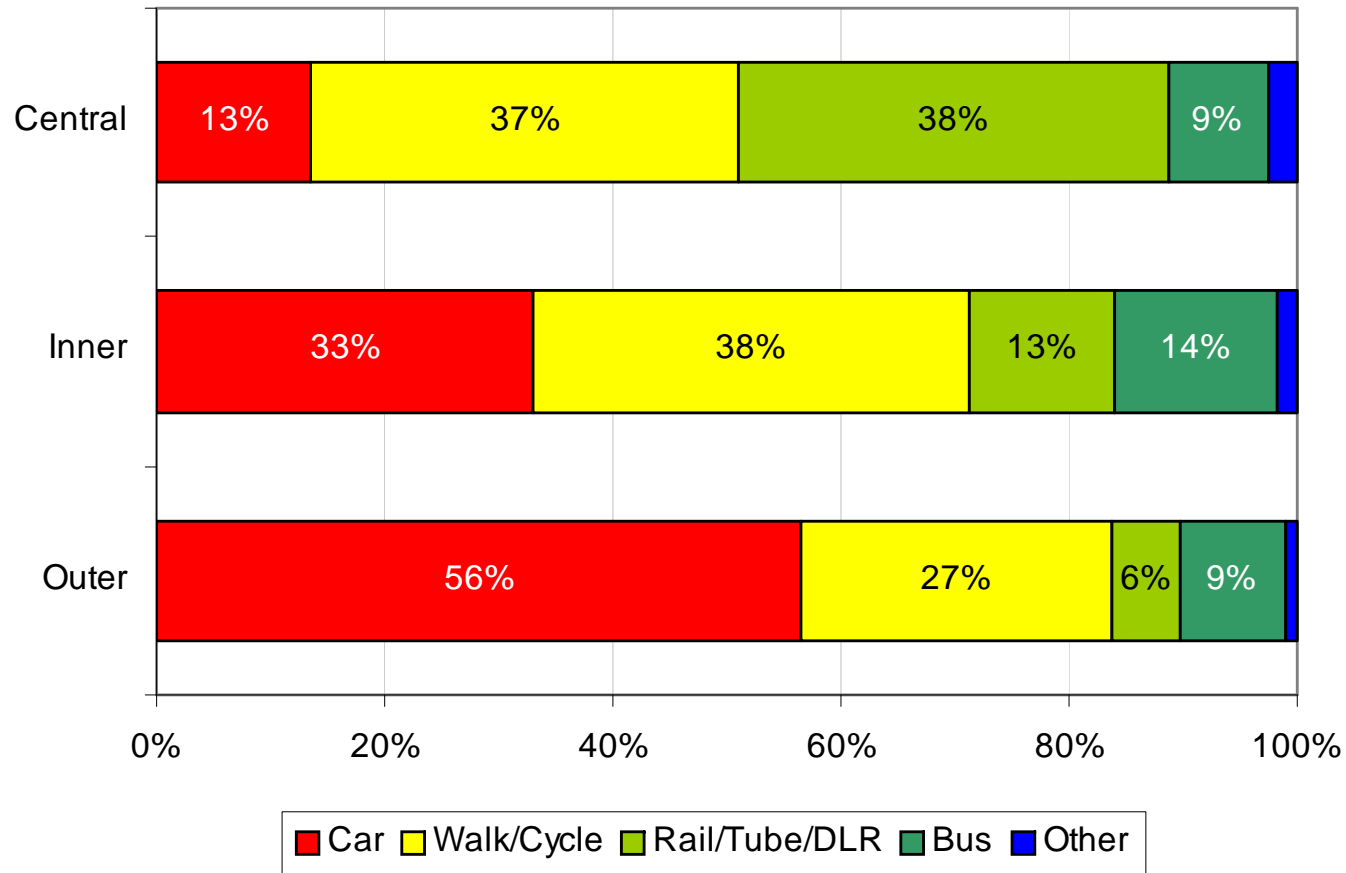
... help people recognise that there are cleaner, greener, cheaper and more efficient alternatives

... doing everything in our power to make walking as attractive and enjoyable as possible

... cycling should be the most efficient and exhilarating way of getting around town.



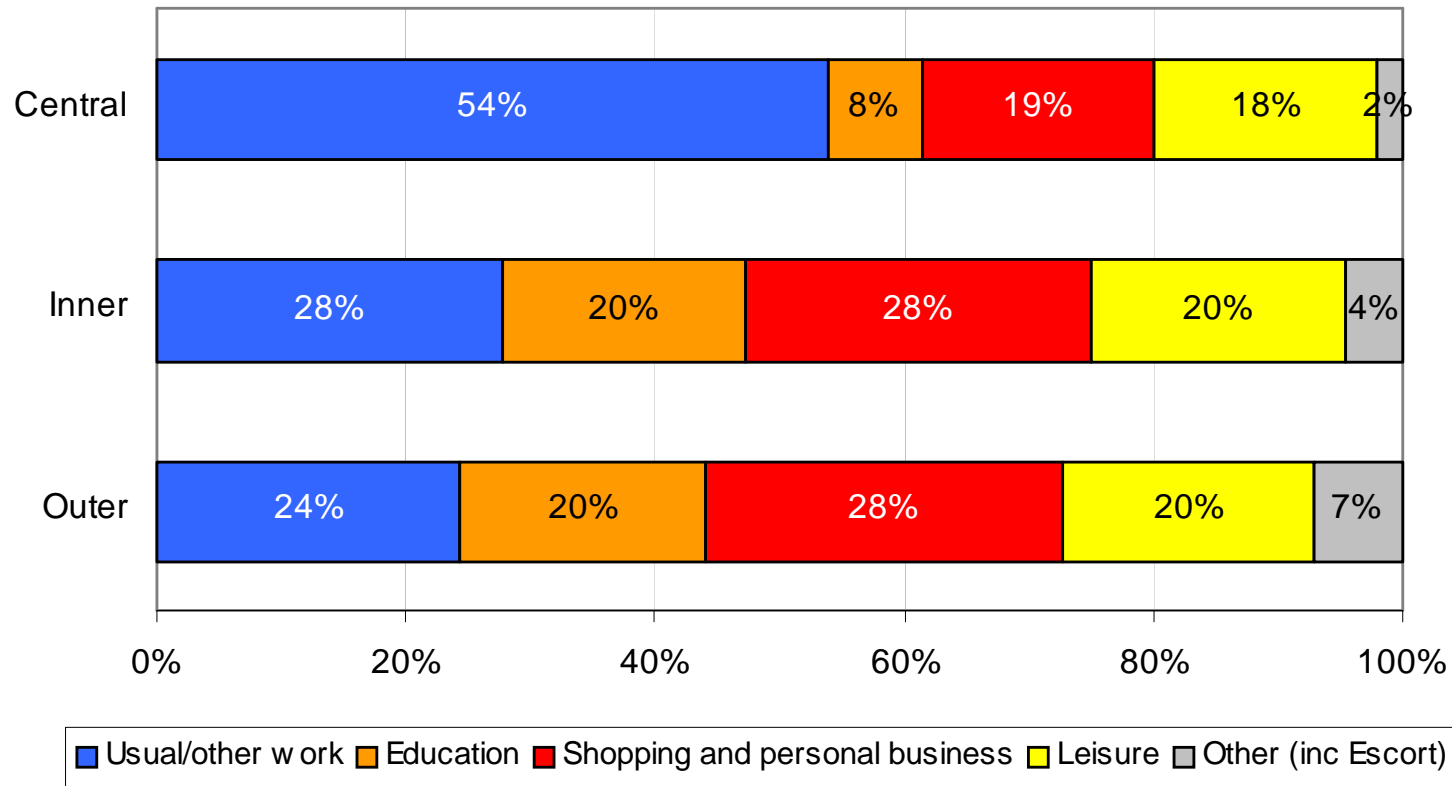
Outer London – travel context



Based on trip destination



Trips by location - purpose



Based on trip destination



What is Smarter Travel Sutton?

- Workplace travel planning
- School travel planning
- Social marketing and advertising
- Car clubs
- Car sharing
- Targeted personal travel advice
- Piloting new interventions:
Active Travel Service

Launched Sept 06 & final evaluation in Sept 09

Aim to reduce residents' car trips by at least 5%

Delivery by TfL, Sutton Council, private sector, NGOs and stakeholders

Enjoys cross party support and strong political leadership





Swap your car for shoes

on Wednesdays

Visit SmarterTravelSutton.org

MAYOR OF LONDON Transport for London



Campaigns



8,000 visitors to Move it at the Manor festival

Smarter Travel Sutton is the Boroughs most recognised brand



School travel planning



**First London Borough with
100% STP coverage**

**6 percentage point reduction
in car use**



Workplace travel planning



**All major employers engaged -
WTPs in train covering 16,000
employees**

**13 percentage point reduction in
car use**



Personal travel advice - targeted projects



Borough wide PTP: 4-14% reduction in car use amongst participating households

New Active Steps programme

Little League initiative



Car Clubs



Over 200 car club members

Average utilisation equates to 4.5 hours/day per car



Sutton results so far...

**3% mode shift away from car
towards public transport trips**

**4 out of 10 residents reduced
amount of driving, or
considering it**

**Increased awareness of benefits of
cycling and levels of cycling**

Positive partnerships

Strong programme management

Transport/ health links

**Transformation of local transport
delivery**

Smarter Travel Sutton

And lessons learnt...

Looking back:

- Pressure to get staff in post and project delivery
- Lack of formal planning phase
- Quantity of projects impressive, but targeting important and recording learning.

Actions moving forward:

- Embed legacy of the project from the outset
- Research and analysis phase crucial
- Focussed delivery of projects

Smarter Travel Richmond



Richmond in more detail

Background

80,000 households, 180,000 residents

Daily trips to Richmond destinations

- 479,000, with 199,000 by car

Environmentally aware

5th highest CO₂ emissions of any London Borough

Target to become *“The greenest borough in London”*

Healthy and Active

2nd most active residents in England (Sport England)

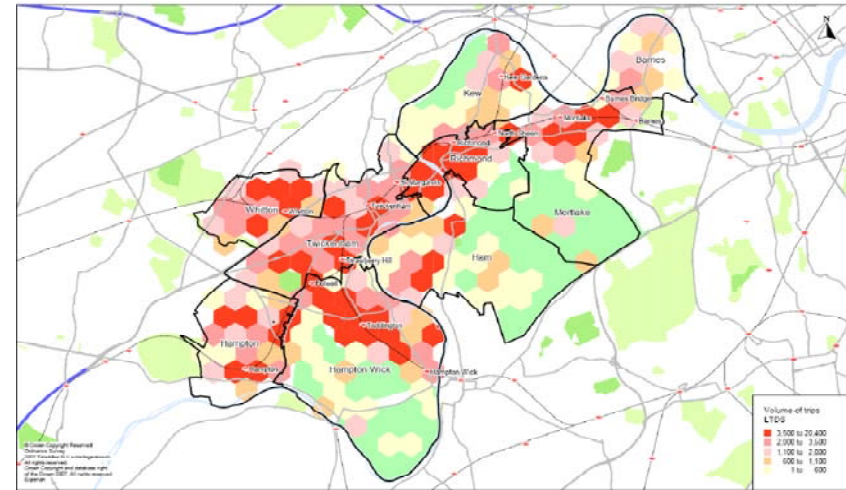
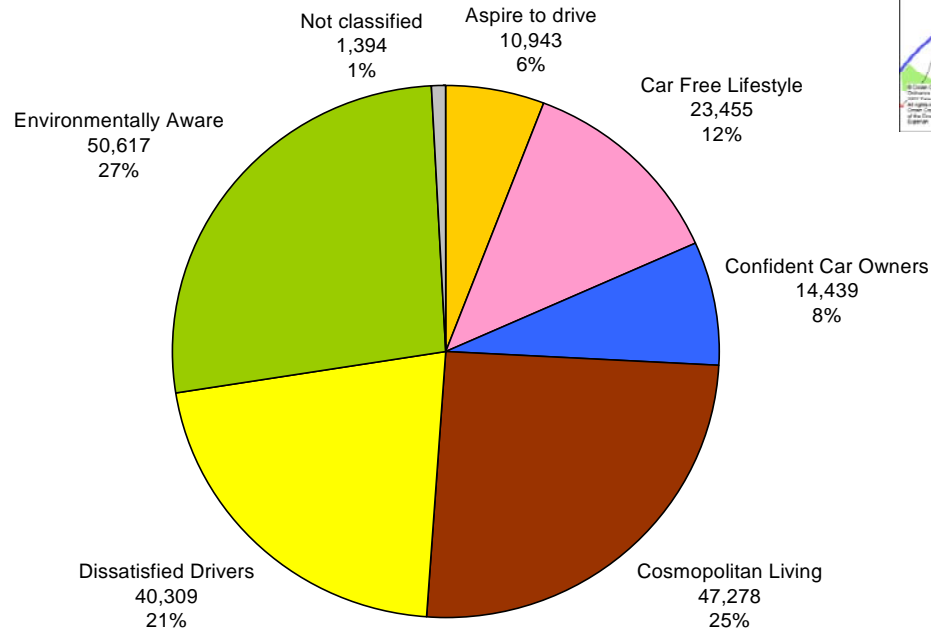
30% participate at least 3 times a week for 30 minutes



Richmond – strategy preparation

Marrying information on trip volume, mode, destination...

with



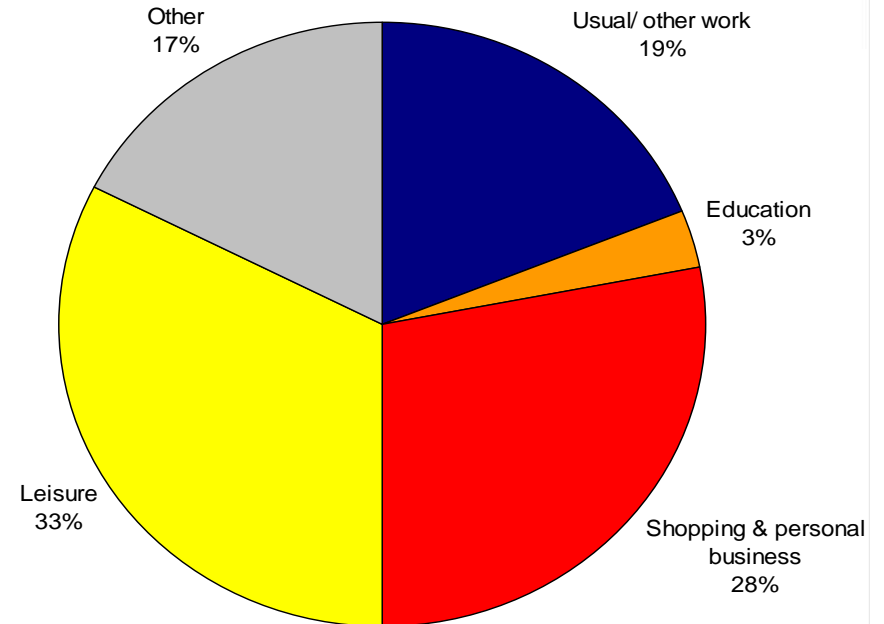
Volume of trips by origin

...an understanding of the consumer profile of Richmond residents



Richmond strategy

- A **focussed strategy** – prioritising key areas in the borough to change travel behaviour (not just awareness)
- **target** interventions and audiences – continue work on commuter and school travel, but recognise the need to influence shopping and leisure trips
- Look for **synergies** with complimentary projects to deliver new infrastructure improvements
- Develop **partnerships** with public and private stakeholders (eg. PCT, local societies, major employers, sponsors)



More than **60%** of all car trips are for shopping or leisure



Next steps

- Sutton Year 2 monitoring will be complete by early 2009
- Launch Smarter Travel Richmond Spring 2009
- Programme of dissemination of lessons and good practice in coming year
- Linking the integrated approach to wider delivery of local transport in London.

