

Executive Summary

Year 1 Annual Report

This report summarises the context and achievements of the Smarter Travel Richmond upon Thames (STR) programme in its first six months of delivery from March to September 2009.

STR is London's second integrated behaviour change and social marketing programme and is designed to enable people who live, work and visit the borough make the quickest, cheapest and most convenient travel choices. It is being delivered through a partnership between the London Borough of Richmond upon Thames (LBRuT) and Transport for London (TfL). Its primary objectives are to:

- **Enable choice between the full range of travel options**
- **Increase the share of journeys made by walking, cycling and public transport**
- **Ensure that the STR programme provides lasting benefits for Richmond**

STR will deliver a coherent package of Smarter Travel measures investing £4.2 million until March 2011. The programme strategy has been informed by [Smarter Travel Sutton](#) and will be monitored against a robust system of key performance indicators.

The programme covers the borough of Richmond upon Thames in southwest London which has a resident population of 182,000 and some 76,100 households. The average household income is £47,418, which is the second highest in the capital after the City. There are a number of tourist attractions in the borough, welcoming approximately 4.5 million tourists every year.

Two-fifths of all trips ending in the borough are made by car. Second in popularity is walking followed by public transport. The borough is largely seen to be popular with cyclists with a high proportion of cycle trips (5%) compared to the London average (2%).

In its first year of implementation, STR delivered a number of integrated travel behaviour change interventions including:

- **Advertising and marketing**
- **School travel planning**
- **Car Clubs**
- **Workplace travel planning**
- **Integrated cycling initiatives**
- **Small scale infrastructure**

Alongside delivering these key workstreams, a key challenge for the first year was to establish the programme delivery team, processes and stakeholder relationships.



Advertising and marketing

The main creative which formed the identity of the programme featured an illustration of blue characters standing by a signpost pointing to 'Quicker', 'Easier' and 'Cheaper', with the headline 'There could be a better way to travel'. This was used across all print and electronic promotions.

A bespoke website was launched for the programme designed to give users up-to-date information on travel options. In the first six months it had 8,539 visits, 6,964 of which were unique.

Advertisements in bus stops, telephone boxes, bus rears, local papers and the Council's resident publication were used to promote sustainable transport use, in particular car clubs. Over 40 different phrases relating to sustainable travel were also sponsored on Google adwords for six months.

A roadshow toured 16 local venues across the borough where information leaflets about public transport routes, cycle schemes, car clubs and walking and cycling maps were distributed. The estimated footfall across all events was 30,860.

Workplace travel planning (WTP)

The WTP element of the programme is termed Connecting Businesses, which simplifies the travel planning process for organisations developing voluntary travel plans. It also offers a package of exclusive benefits and one-to-one guidance for members. This approach generated an additional 34 travel plans covering over 2,000 employees. The number of employees engaged in the travel planning process went from just over 1,000 to 14,000 in under two years as a result of research based support measures and incentives developed by the programme.

School Travel Planning (STP)

Prior to the beginning of the STR programme while all schools had a travel plan, 31 had either lapsed or become inactive. The focus since March 2009 was on reactivating the travel plans in these schools. By September 2009, all 77 schools had a travel plan in place. Schools with travel plans were eligible for small scale engineering work and grants to help achieve travel plan targets.

Integrated cycling initiatives

A Cycle Ambassador Scheme was launched to provide experienced cyclists with the tools they needed to recruit and mentor novices. Cycle starter packs were produced and distributed to 1,500 returning cyclists complete with a confidence and skill enhancing guide and incentives like local discounts and vouchers. As a result of STR campaigns, cyclist training numbers doubled to 2,363 since September.

Car Clubs

Car clubs were the biggest success of STR's first year. Due to a strategic mix of advertising, incentivising and an increase in the volume of car club vehicles and bays, membership increased to 2,154 from 42 prior to programme launch (September target: 1,250).

Small scale infrastructural support

STR provided more than 100 cycle racks in parks and public gardens as part of the borough's Parks Improvement Programme. The installation was significant as 32% of trips ending in the borough are for leisure purposes. More than 200 racks were installed on local highways and schools with valid travel plans had more than 350 Sheffield-style cycle racks installed as well.

Monitoring and evaluation

A range of data has been collected since the baseline year 2008 and will be collected until the end of the programme. The data includes a usage and attitudinal survey, traffic counts, pedestrian and bus patronage and iTRACE – which is a database holding records of all travel plan information in the borough.

The data collected is analysed annually and compared against the baseline year and previous and subsequent years to determine trends over time. A programme review takes place every six months in May and November.

In conclusion

The STR programme began in March 2009 and in its first six months has generated a notable foundation of activity and outreach to the public, workplaces and schools.

There are encouraging signs of attitudinal and behavioural shift. Awareness and enthusiasm for car clubs, cycling, and a belief that more sustainable travel options represent a 'real alternative' are all growing.

Evidence from a number of sources suggests that the borough may be on the verge of a significant change in sustainable transport use, particularly cycling. Based on this, the second year of STR will build on the foundations established in 2009, in particular translating high levels of support from schools, businesses and community groups into initiatives delivered by these partners to contribute to the goals of STR.

