

Case Study: Smarter Travel Roadshow

Workstream Marketing

Background

Developed in 2009 the Smarter Travel Richmond upon Thames roadshow was a key marketing tool for the programme. Its vision was to:

- Highlight the benefits of replacing car journeys with active travel modes for the individual, their community and their environment
- Ensure that the decision to change behaviour is an inspiring, yet informed one
- Create significant, sustained behavioural change

The roadshow display had four 'zones': public transport, walking, cycling, car. Display banners/toblerones, map boards, pledge boards were all created specifically for the roadshow using Smarter Travel branding.

Key challenges

- Planning lead time required was very long
- Offers needed to be focused as there was so much to cover
- High volume of paper collateral
- Segmentation – showed an aware and already conscious target market. It was important that the events reflected this insight and were not patronising



Outputs

2009

- 14 events giving travel advice to over 36,000 borough visitors
- Venues included Kew Gardens, Barnes Village Fair and Richmond Adult Community College
- Almost 5000 cycle guide maps distributed

2010

- 11 events attended giving travel advice to over 31,000 borough visitors
- 3,500 pieces of collateral distributed
- 133 Dr Bike checks

There were two major partnerships that came out of the roadshow, which supported the programme for the entirety of its duration:

- **Car Clubs** – Discussions with the boroughs three car club providers enabled the provision of £30 discount vouchers off car club membership. People just needed to contact the participating club and quote the offer code on the reverse of the leaflet. While not all visitors were immediately interested in car clubs, prompt questions like 'How do you commute during the week?' would often lead to an opportunity to mention car clubs
- **Local Bike Retailers** – Moore's Cycles were a leading local partner which Smarter Travel was able to partner with for all future cycling interventions and promotions. This partnership helped both parties achieve joint objectives.

Learning's

- Only attend events at workplaces which are committed to promoting sustainable travel modes
- Get a commitment from the venue/event you are attending to promote the roadshow
- Use local staff and their local knowledge
- Competitions are a good incentive for deeper engagement
- Wherever possible collect data to continue customer relationship e.g. newsletters, service updates, follow ups messages
- Sturdy and re-useable kit gives value for money