

DECISION-MAKER:	OVERVIEW AND SCRUTINY MANAGEMENT COMMITTEE		
SUBJECT:	MY JOURNEY – LSTF PROGRAMME DELIVERY		
DATE OF DECISION:	17 JUNE 2013		
REPORT OF:	CABINET MEMBER FOR ENVIRONMENT AND TRANSPORT		
<u>CONTACT DETAILS</u>			
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STATEMENT OF CONFIDENTIALITY
None

BRIEF SUMMARY

This report provides a summary of the My Journey project being delivered by the Transport Policy and Communications teams. The project is externally funded through the Department for Transport's (DfT) Local Sustainable Transport Fund from 2012 to 2015. The project also forms part of a strategic partnership with Transport for South Hampshire and the Isle of Wight (TfSHIoW) authorities, Hampshire County Council (HCC), Portsmouth City Council (PCC) and Isle of Wight Council (IoW).

RECOMMENDATIONS:

- (i) That the committee considers the report and makes any recommendations considered appropriate.

REASONS FOR REPORT RECOMMENDATIONS

1. To ensure that the Council can implement any significant lessons learned.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

2. n/a.

DETAIL (Including consultation carried out)

Background

3. In 2011 SCC secured £3.96 million from the Government's Local Sustainable Transport Fund (LSTF) to deliver the Southampton Sustainable Travel City project; and again in 2012 as part of the TfSHIoW partnership, securing £17.8 million for the project "A Better Connected South Hampshire".
4. The project is delivering a city-wide travel behaviour change programme up to March 2015 through the My Journey campaign. This is based on best practice from similar schemes delivered in other parts of the country and is complimented by the delivery of low cost physical interventions, as well as the smart ticketing system as part of the TfSHIoW project.

5. Some highlights from the project over the last year are below:
 - My Journey has a brand awareness of 37% across the city after year one, far exceeding targets and similar campaigns in the country;
 - Initial figures from the schools project show an increase from 1.1% to 3.6% (a 327% increase) in cycling amongst schools targeted;
 - The SEN Independent Travel Training project has led to 23 children in social services care travelling more sustainably and independently, and a total of 40 no longer receiving travel support through social services – in nine months this was a saving of £31,000;
 - The Job Centre Plus project has provided assistance to over 500 18-24 year olds between January to May 2013 by removing the transport barriers to accessing employment;
 - Over 85 businesses and over 1,700 employees took part in the My Journey Commuter Challenge in May 2013 recording tens of thousands of miles by sustainable forms of transport;
 - Bike-It has engaged with over 16 schools in the last year, fixing over 500 children's bikes, delivering over 50 events and 8,000 positive cycling and scooting experiences; and
 - Up to 15,000 residents are estimated to take part in Sky Ride 2013 in July.
6. The programme is still early into its implementation so full evaluation is not yet possible. This is being undertaken by the University of Southampton with a final report scheduled for 2015. However, one year into the programme things look positive. Our monitoring programme is one of the most comprehensive throughout the UK for an LSTF project. It will help us fully assess the impacts of LSTF to determine its legacy and unlock future funding.

Project delivery

7. The programme applies the principles of behaviour change theory using targeted marketing to affect change. At its core is the improvement of how the Council presents information to the city; social change through education, engagement and marketing; incentives and training. This is applied across eight thematic areas:
 - Travel marketing and communication through My Journey;
 - Workplaces – travel planning, small infrastructure improvements;
 - Schools – travel planning, Bike-It, cycle training;
 - Active travel – community engagement, training, events;
 - Freight – Sustainable Distribution Centre, promotion of home deliveries;
 - Technology – website, smartphone app development;
 - Public transport – Legible Bus Networks, station travel planning; and
 - Smarter driving – car sharing, car clubs, driver training.
8. The main project aims are to achieve a 12% modal shift from the private car to other modes of transport; a real terms cut in emissions from transport (including freight) and help facilitate the aspiration of the City including 30,000 new jobs in 2026.

My Journey

9. The My Journey brand provides us with a unique and innovative identity, consisting of a logo, strap-line (“Helping Southampton Get Around”) and bird illustration theme. It is positive, encouraging, friendly, simple, direct and relevant and has undergone substantial market research with the local community. In order to achieve our objectives, it is vital to encourage genuine, meaningful behaviour change by:
 - Promoting a range of products and services which help residents access and enjoy sustainable transport methods and address barriers to entry;
 - Making people aware of and access the travel choices available to them; and
 - Raising awareness of the consumer benefits (financial, health, environmental and social) of using sustainable travel modes.
10. The overarching marketing strategy is based on four themes:
 1. An awareness campaign between January and March 2013 to promote the brand and website;
 2. Mass marketing campaigns – in 2013 this will include the launch of the journey planner, a pledge campaign, capitalising on the ‘buzz’ of cycling and addressing the barriers to taking up sustainable modes of transport;
 3. Targeted marketing to key population segments;
 4. Coordinated marketing of materials for project work streams.
11. All campaigns are based on market research, SMART objectives set and a full evaluation undertaken on their success. This continually informs the approach to ensure impact is maximised and value for money is achieved.
12. SCC’s Communications and Transport teams led on the development of My Journey. The brand has since been adopted by HCC, PCC and Wokingham Borough Council. TfSHIoW authorities are working in partnership to deliver an integrated marketing strategy across the region.

My Journey so far

13. The My Journey website – www.myjourneysouthampton.com – is the central focal point of the SCC campaign with a dedicated domain for Portsmouth and for Hampshire. It provides information on getting around the city, events, our social media channels and specific projects.
14. In 2012/13 24 My Journey Roadshows and events (incl. Sky Ride) were delivered at community events, festivals and workplaces across Southampton. This allowed us to engage with Southampton residents to provide information and advice on alternative ways to travel.
15. SCC is currently leading on the development of an integrated, map based, door-to-door multi-modal journey planner for Hampshire. It will be available on the website and as a mobile-enabled version. It is being built primarily using freely available data, minimising ongoing costs.

16. Between 28 January 2013 and 31 March 2013 a My Journey brand awareness campaign was implemented using a range of integrated media channels, acting as the first element of the longer term strategy. The objectives of this campaign were:
 - To achieve 25% awareness of My Journey amongst Southampton residents;
 - To promote the My Journey website as the one stop shop for travel information and achieve at least 6,500 unique hits; and
 - To increase the followership and connections on social media platforms (assuming zero baseline).
17. Evaluation from an online and face-to-face survey (with 2,664 responses) in April 2013 showed that the campaign had achieved 37% awareness of My Journey and almost 10,000 unique hits on the website.
18. The campaign exceeded all targets and set very strong foundations in order to move forward. Much positive feedback has been received and the campaign has been adopted and currently being implemented in PCC and HCC.

Partnership working

19. SCC has set up the Centre for Sustainable Travel Choices with the University of Southampton conducting monitoring and evaluation, and Sustrans. Sustrans is embedded within the Transport Policy team delivering our active travel project. Where business objectives are similar, joint working has been established with other Council departments including Public Health, Social Services, Environmental Health and the Sustainability team.

The economic case for the programme

20. Research in behaviour economics has shown that changes in a person's environment dis-proportionately influences behaviour. Rather than placing restrictions or changing economic incentives, nudges influence behaviour by changing the way choices are presented.
21. Behaviour based changes have major advantages. The benefits can be very fast, unlike major infrastructure changes that can take years, or even decades – a 1% gain today is worth more than a 1% gain tomorrow. They can be highly cost-effective and they can provide financial savings and other benefits to citizens.
22. The DfT Sustainable Demonstration Towns, which employed similar travel behaviour change programmes in Worcester, Peterborough and Darlington, showed that car driver trips by resident fell by 9% per household (Sloman *et al*, 2010). This was compared to a fall of about 1% from similar areas over the same period, based on National Travel Survey data. Achieving a cost benefit of 4.5 for congestion benefits only and with the net effect of other considerations (health, social, time etc) evaluation stated that the programme had “*produced very good value for money for the public spending on the measures*”.

RESOURCE IMPLICATIONS

Capital/Revenue

23. None. Funding for My Journey is 100% grant funded from the LSTF. Its implementation is in line with the approved LSTF bid application. LSTF funding is only to be used for those projects set out in the original bid document.

Property/Other

24. None

LEGAL IMPLICATIONS

Statutory power to undertake proposals in the report:

25. Local Government Act 1974 and Local Transport Act 2008.

Other Legal Implications:

26. None

POLICY FRAMEWORK IMPLICATIONS

27. The implementation of the campaign supports the objectives of SCC's Local Transport Plan 3, City Centre Master Plan and the Low Carbon City Strategy.

KEY DECISION? No

WARDS/COMMUNITIES AFFECTED:

All

SUPPORTING DOCUMENTATION

Appendices

1.	N/A
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Documents In Members' Rooms

1.	N/A
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Equality Impact Assessment

Do the implications/subject of the report require an Equality Impact Assessment (EIA) to be carried out.
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No

Other Background Documents