

**Local Sustainable Transport Fund**  
Changing behaviour in Southampton



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Department for Transport



**Southampton – local context**

- Economic hub of south coast
- Cruise capital of EU
- Leading commercial dockyard
- City centre focussed + large employer clusters
- Young population
- High % of self containment

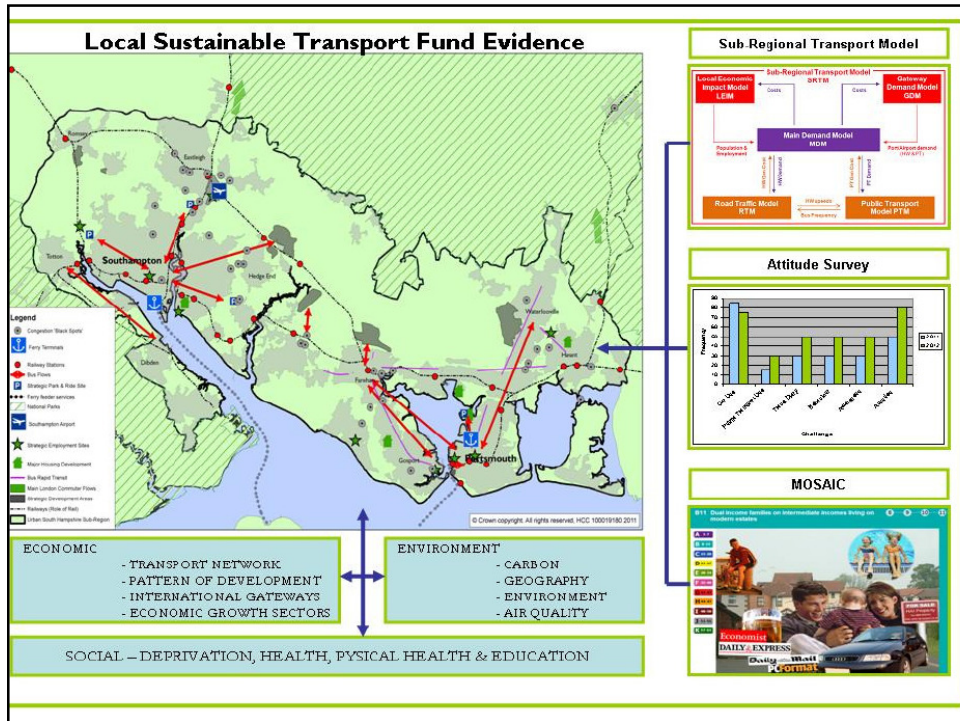


**Three pillars of economic development = Bus + W&C + ITS**



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# Travel behaviour change

A Travel Attitudes Survey of 1500 Southampton residents in April 2011 asked...

*“Smarter Travel Southampton is a proposed initiative, consisting of information, promotions and events to help local residents cycle, walk or use public transport more often to benefit their health and the environment and reduce local congestion.*

Do you believe this in the kind of service that Southampton City Council should invest in?”

**Yes = 86%**



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# Understanding Target groups through Mosaic

## Segment 15: Well qualified, young professionals living in purpose-built prestigious locations

**Key features**

- Young professionals
- Good careers
- Purpose-built flats
- Use public transport
- Low interaction with the council
- Council tax - direct debit
- Very active lifestyles
- Light smokers
- Alcohol attributable admissions

Family composition    Wealth    Age group



**Might look like....**



**Communication channels**

**Most likely to respond to:**

- Internet**  
Southampton Segment 15 are very confident using the Internet as a method of communication. This technology is likely to play an important role in both their work and home lives; they are likely to use it on a daily basis. Web based communication either through relevant websites or via email, would therefore be effective ways of reaching these residents.
- SMS text**  
Mobile phones tend to be integral to the lives of Segment 15, keeping them continually contactable for work and their network of friends. Consequently, this would be an effective method by which to engage with this often time constrained population.
- Telephone**  
Residents in this Segment are likely to be heavy users of landline phones for both business and personal use. Telephone advice lines that are open around the clock are a convenient way for this Segment to access information and interact with services at a time that suits them.

**Least likely to respond to:**

- Face-to-face
- Local newspapers



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## Local Sustainable Transport Fund (LSTF)

Project	Lead	DfT grant funding (£)	Total with match funding (£)
A Better Connected South Hampshire	TfSH	17.84 mill	24.17 mill
Southampton Sustainable Travel City	SCC	3.96 mill	7.28 mill

TfSH – Transport for South Hampshire  
 SCC – Southampton City Council



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## Centre for Sustainable Travel Choices

UNIVERSITY OF  
**Southampton**



### *Partnership Working*



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## Objectives

- A 12 percentage points change in modal share away from the private car to other modes
- A real terms cut in emissions from transport (including freight) of between 10-20% despite the addition of 7 million more trips per annum over the next 20 years
- Facilitate the development aspiration of the City including 30,000 new jobs to 2026
- Economic growth by sustainable access, improved local employment opportunities and enhanced business performance
- Improve levels of physical activity, health and wellbeing through increased active travel



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### How it's delivered

#### Walking and cycling

- Community projects
- Adult cycle training
- Cycle maintenance training
- Bike Dr
- Led walks and rides
- Health promotion

#### Marketing & campaigns

- My Journey marketing
- Website
- My Journey Roadshows
- Events (e.g. SkyRide)
- Journey Planner
- Personal Journey Planning

#### Public transport

- Bus stop enhancements
- Station travel planning
- Brompton Dock (cycle hire)
- Promotion of Solent Travelcard

#### Schools

- Accreditation and campaigns
- Bike-It
- Independent travel training
- Walk once a week
- College travel plans
- Cycle parking

#### Smarter driving

- Car clubs
- Car sharing
- Smarter driver training

#### Businesses

- Tailored advice and support
- Specialist business forums
- Commuter Challenge
- Cycle parking
- In to Work with a Solent Travelcard

#### Freight

- Sustainable Distribution Centre
- Promotion of green deliveries





#### Technology


- Air Alert
- Smart phone apps
- Social media / website

#### Infrastructure changes

- Eastern Cycle Route
- Station Quarter (North) public realm scheme
- Real Time Information for Buses
- Pedestrian wayfinding

[Video](#)



# My Journey

HELPING SOUTHAMPTON GET AROUND



HELPING PORTSMOUTH GET AROUND



HELPING HAMPSHIRE GET AROUND




## Meet the birds...



<b>Neil</b> <small>Senior agent 200 Hampshire Road, Southampton SO9</small>	<b>Bob</b> <small>College lecturer 100 Southampton Bus Station</small>	<b>Betty</b> <small>200 Southampton Bus Station</small>	<b>Bernard</b> <small>200 Southampton Walking Centre</small>	<b>Ben</b> <small>200 Southampton Car Park</small>	<b>Mark</b> <small>200 Southampton Train Station</small>	<b>Sam</b> <small>200 Southampton Portsmouth</small>
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## Example campaign

- Campaign – awareness raising
- Jan – March 2014
- 57% brand awareness



## Projects: My Journey products

Walking and Cycling



- Free Bike Dr (public, schools, workplaces, community events)
- Maintenance courses = £5
- City cycle training = £5
- Bike loan schemes at community centres
- Volunteer led health walks
- Joint Public Health project in Redbridge and Coxford wards
- Sustrans Active Steps



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# Projects: Into Work with a Solent Travel Card

Access to employment

*In partnership with Southampton Job Centre Plus*

## Criteria

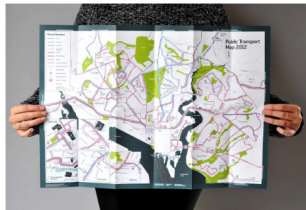
- Unemployed for around 13 weeks
- 18-24 years
- Transport costs as a barrier
- Transport horizons



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# Projects: Legible Networks



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**Projects: Sustainable Distribution Centre** **Freight**

### Smarter Sustainable Logistics

**From** **To**

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# Project: Journey Planner

Technology



Journey Planner

Live Bus Departures

Live Train Departures

Quick Journey Planner search

-- Leaving from --

-- Going to --

Search





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## STLF – Physical Measures



South Hampshire Smartcard



Bus priority



CBTF – Environmental & Air Quality Measures

## BBAF – Softer Measures



FREE INTERNET ONBOARD



Next Stop Audio-Visual Systems



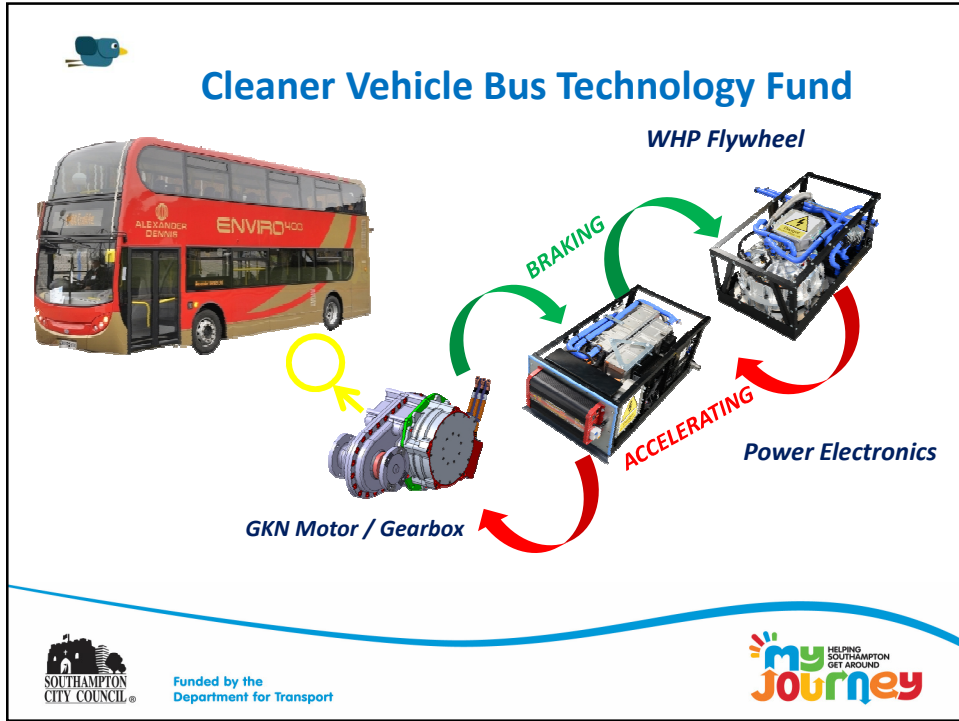
Bus refurbishment

Our Approach to the Bus



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**Cleaner Vehicle Bus Technology Fund**

*WHP Flywheel*

*Power Electronics*

*GKN Motor / Gearbox*

*BRAKING*

*ACCELERATING*

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The diagram illustrates the energy flow in a cleaner vehicle bus technology fund. It features a red double-decker bus labeled 'ENVIRO400' and 'ALEXANDER DENNIS'. To the right, a 'WHP Flywheel' is shown with a green arrow labeled 'BRAKING' pointing from the bus to it. Below the flywheel, a 'GKN Motor / Gearbox' is shown with a red arrow labeled 'ACCELERATING' pointing from it to the bus. To the right of the motor, 'Power Electronics' are shown with a red arrow pointing from the bus to them. A yellow circle highlights the GKN Motor / Gearbox. The diagram is set against a white background with a blue wavy line at the bottom.



**Further information**

[www.myjourneysouthampton.com](http://www.myjourneysouthampton.com)

Thank you for listening.  
*Any questions?*

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The slide contains text and logos. At the top left is a small blue bird icon. The main text is centered. At the bottom, there are logos for Southampton City Council and my Journey, along with the text 'Funded by the Department for Transport'. A blue wavy line is at the bottom of the slide.