

## 12 UNITED KINGDOM

### 12.1 Introduction

This report is a review of past, present and ongoing initiatives in the UK relating to travel awareness and travel behaviour campaigns. After a brief explanation of the policy context, it reviews national and local campaigns, giving details of their objectives, the main actors involved and results. Wherever applicable, lessons learnt and plans for the future are also outlined.

### 12.2 Transport Strategy and “soft” measures - the policy context

Up until 1997, travel awareness information was produced separately by two ministries, the Department of Transport and the Department of the Environment. After the General Election in May 1997 the in-coming Labour Government took the decision to merge the two departments together. This was done partly in order to achieve greater co-ordination and integration between the work of the transport and environment divisions with the new larger department.

The importance of travel awareness initiatives was confirmed by the Integrated Transport White Paper published by the Department of the Environment, Transport and the Regions (DETR) in 1998. The White Paper highlighted the need for improved

‘information awareness of the impacts of different ways of travelling. We will promote a climate where the effects of those choices, on the individual, on their environment and on others, are better understood.’ (DETR, 1998 p. 149)<sup>47</sup>

For English local highway authorities,<sup>48</sup> DETR set out the value of travel awareness work in achieving transport policy objectives. It is stressed that travel awareness activity should be supported by policies and practical measures, such as better walking and cycling facilities, and ideally link into other local campaigns, for example health promotion, as well as to national activity.<sup>49</sup>

As such, travel awareness builds on the notion that reducing car use will only be achieved if public awareness of the problems of traffic growth is raised, and information and support are provided to people to encourage and enable them to use travel modes other than the car, notably public transport, walking and cycling.<sup>50</sup> A major survey carried out for the Commission for Integrated Transport in 2000 (an advisory body established in 1999 to advise Government on the implications of integrated transport policy) found that improvements to public transport was seen as a major part of the solution to current transport problems.<sup>51</sup> This suggests that the public may be willing, in part at least, to some travel awareness information and may act on it if certain circumstances change.

<sup>47</sup> DETR, 1998 A new deal for transport: Better for everyone, London: The Stationery Office

<sup>48</sup> In Scotland, Wales and Northern Ireland travel awareness programme are set out by the Scottish Executive, Welsh Assembly and Department of the Environment respectively.

<sup>49</sup> DETR, 2000 Guidance on full local transport plans, London: DETR

<sup>50</sup> University of Westminster, 1999 Wheels of Change – effective strategies for changing travel behaviour to reduce car use. A summary of the European Conference. London: UW

<sup>51</sup> Commission for Integrated Transport, 2000 The CfIT Report: Public attitudes to transport in England, London: CfIT

Since the publication of this guidance on travel awareness, the department responsible for transport has changed twice. Environmental protection and transport went to separate departments in summer 2001 (DEFRA and DTLR). The Department for Transport (DfT) was then created in spring 2002. However, the priorities remain more or less the same as under the DETR, that is to promote alternatives to the car where they exist. Sustainable transport NGOs<sup>52</sup> have raised some doubts about the commitment of the government to discouraging car use, with the announcement in December 2002 of a package of road building and improvement measures. Nevertheless, DfT also announced in December 2002 funding allocations for fourteen pilot projects in the area of personalised travel plans (see section below). In addition, support for initiatives such as improving public transport information, school and workplace travel plans remains high, as well as for new initiatives focusing on the health benefits of reducing car use.

There is a great deal of travel awareness activity in the UK. For example, the Government has provided grants totalling £3m a year for three years to fund 111 bursaries to enable 84 local authorities to employ dedicated staff to spend time helping businesses and schools to develop travel plan measures appropriate to their individual sites. In addition the Government has put about £1m a year into promoting travel plans through best practice publications, seminars and site specific advice for businesses and schools - available free from the Transport Energy Best Practice Programme. Most authorities have been involved in some form of travel awareness campaigning at some point, and there are a number of separate campaigns, both governmental and non-governmental. These are, however, poorly evaluated. Few campaigns to date have published evaluation data on their success, instead relying on qualitative feedback, or on long-term impact on local travel statistics for their outcome measures.

Some more general awareness initiatives include transport as a theme which is part of broader programmes for behaviour change, notably the (now finished) DETR's 'Are You Doing Your Bit?' for which half the total funding was devoted to promotion of travel awareness messages. Some of the transport initiatives aim to change public awareness and behaviour, while others are focused on achieving changes in policy, such as those of Friends of the Earth and RoadPeace. These are also 'bottom-up' in that they draw on the support of members of the public who help through lobbying (such as letter writing and Members of Parliament surgery meetings) to press their case. Others still are confined to professional groups such as the Road Danger Reduction Forum (established by road safety officers).

## **12.3 Review of Campaigns Initiatives**

### ***12.3.1 Priority Issues***

As indicated in the previous section, travel awareness campaigns have in the recent past mainly focused on transport and environmental issues, such as cutting congestion improving air quality. The primary aim of many campaign remains to cut congestion levels, particularly in urban areas and this is reflected in the number of initiatives dedicated to this aim. However, despite many years of campaigning, the issue of air quality has often proven difficult to use as a motivator for personal travel behavioural change. With the cuts made to

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<sup>52</sup> See for example "Transport 2002 reacts angrily to 'roads binge'". Press release from Transport 2000, Tuesday 10 December 2002. (<http://www.transport2000.org.uk> )

vehicle emission levels through better technology, such as catalytic converters and the expectation that this process will continue, UK policy makers at the national and local levels have recognised the need to focus on other persuasive arguments for supporting shifts to sustainable transport modes. Two of the most important examples are health and school travel. More recently, the concept of providing personalised travel information to encourage the use of sustainable modes has become a priority.

### ***Health***

In addition to initiatives stemming from the national transport policy, there are currently aspects of national government health policy which add support to travel awareness initiatives, not least health-sector based initiatives to promote physical activity, and address air pollution. On physical activity, the Department of Health has set out the need for increased physical activity in the population<sup>53</sup> and how this may be addressed in order to reduce the incidence of coronary heart disease.<sup>54</sup> In 2000, the Department of Health published National Service Framework for Coronary Heart Disease. One of the Milestones within the Framework is focused on Green Transport Plans with a requirement that

By April 2002 every local health community will... have developed “green” transport plans (milestone 3).<sup>55</sup>

This deadline was not met by a significant number of health communities. However, the commitment to develop green travel plans is also set out in the Environmental Strategy for the NHS, launched in 2002<sup>56</sup>.

There is also a requirement under the National Health Service Controls Assurance Standard for the organisation to demonstrate improvements in reducing environmental and other risks associated with transport.<sup>57</sup> This also highlights the need for the implementation of Travel Plans. A key early stage in the development of any travel plan will be to raise travel awareness and to develop communication channels in that the rationale for travel awareness initiatives are both understood and acted on by as many employees as possible. With this in mind, the Department of Health is also funding Sustrans to provide support for the development of travel plans for major NHS sites, including seminars and newsletters.

### ***School Travel***

A key area targeted in the White Paper was school travel. Data from the National Travel Survey show that over a third of primary school children and over a fifth of secondary school children now travel to school by car. The Government established a School Travel Advisory Group (STAG) in December 1998 to bring together experts in education, road safety, child health and accident prevention as well as transport co-ordination. This group aims to raise the profile of school travel issues and encourage and contribute to a coherent approach to school travel. Its membership also included representatives from the Department for Education and Employment, Department of Health as well as the DETR.

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<sup>53</sup> Department of Health, 1996 Strategy Statement on Physical Activity, London: DH

<sup>54</sup> Department of Health, 1998 Saving lives: Our healthier nation, London: The Stationery Office

<sup>55</sup> Department of Health, 2000 The National Service Framework for Coronary Heart Disease, London: DH

<sup>56</sup> Department of Health, 2002, Environmental strategy for the NHS in England, London: DoH

<sup>57</sup> National Health Service Executive, 1999 Controls Assurance Standard, Leeds: NHS Executive

Both the Department for Education and Employment and the Department of Health are increasingly interested in school travel issues. These range from the Healthy Schools Programme, jointly led by the Department of Education and Employment and the Department of Health, to Quality of Life Indicators for Sustainable Development Strategy led by DETR. This strategy includes headline indicators specific to school travel (G2 – ‘How children get to school’). These indicators are interlinked with others on health and reduction of accidents.

In the year 2000 DETR began to invest more substantially in encouraging the take up of School Travel Plans through the provision of bursaries to support short-term posts to promote school and work place travel plans (£3m a year) and an increased programme of activity under the Transport Energy Best Practice Programme (c£1m pa). The Travel Plan Co-ordinators were put in place in Spring 2001. Of the 111 posts funded, 57 were dedicated to school travel and 17 were joint school/workplace posts. A database of classroom materials was launched by a Transport Minister in October 2000 and at the same a car share database with mapping software for use in schools was launched by an Education Minister. Increasingly, concerns about health are being reflected both at the national and local level in travel awareness campaign work.

### *Personalised Travel Planning*

As mentioned above, the Department of Transport announced a package of over £580,000 (approximately 880 000 Euro) in December 2002 for pilot demonstration projects in the area of personalised travel planning<sup>58</sup>. These projects will be based on techniques developed elsewhere in Europe and Australia of “Individualised Marketing (IndiMark<sup>®</sup>)” or “TravelSmart” and “Travel Blending<sup>®</sup>”. The announcement followed a review of the effectiveness of these techniques, carried out for the Department in 2001<sup>59</sup>, which concluded that the potential for the success of such techniques was high in the UK, where there was a marked perception difference between the alternatives to the car that exist and what people believe exist. Fourteen projects, led by either local authorities or passenger transport executives have been selected. These include projects focusing on school, workplaces and defined residential areas of cities. Some focus on boosting public transport use, others on increasing the use of cycling infrastructure, with most combining information on public transport, walking and cycling. All seek to give personalised information and incentives. The potential for the successful use of personalised travel planning techniques are also being explored by other local authorities, notably Transport for London.

#### *12.3.2 Overview of National and Local Campaigns*

Travel awareness work in the UK has been drawn from a broader field of transport, environment, health and leisure activities which include objectives to change travel behaviour. This is illustrated in table B9. The initiatives in bold are then described in more detail in the following sections.

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<sup>58</sup> Department for Transport, 11 December 2002, News release 2002/0355, London, DfT

<sup>59</sup> Department for Transport (DETR), 2001 A review of the Effectiveness of Personalized Journey Planning Techniques, London DfT.

See: <http://www.local-transport.dft.gov.uk/travelplans>

**Table B9: Overview of Major Awareness-Related Initiatives in the UK**

	Transport	Environmental	Health	Tourism and Leisure
<b>National</b>	<p><b>National TravelWise Association (Local Authorities)</b></p> <p><b>Department for Transport – “In town without my car!” Day – (International – but now with national support)</b></p> <p>Transport 2000 (NGO) (Various campaigns e.g., speed reduction and the Healthy Transport Network in the NHS)</p> <p><b>Pedestrians Association now Living Streets/TravelWise (NGOs) - Walk to School Week</b></p> <p><b>CTC (national cycle charity) – National Bike Week and Bike to Work Day</b></p> <p>Association for Commuter Transport (private/public sector)</p> <p>Road Danger Reduction Forum (NGO)</p> <p>Sustrans Safer Routes to school UK LAST</p>	<p><b>‘Are You Doing Your Bit?’ (DETR) was always half transport campaign - now defunct</b></p> <p><b>‘Don’t Choke Britain’ (various Local Authorities and operators) – transport campaign mainly</b></p> <p><b>Environmental Transport Association (NGO) – Green Transport Week</b></p> <p>Friends of the Earth (NGO) – Road Traffic Reduction campaign</p> <p>Global Action Plan (NGO) – ‘Action at Home’ programme</p> <p>Slower Speeds Initiative</p>	<p>'Active for Life' campaign (now completed) – Health Education Authority</p> <p>National Asthma Campaign (NGO)</p> <p>British Heart Foundation (NGO) and Countryside Agency – 'Walking the Way to Health'</p> <p><b>“Walk in to Work out” – Department for Transport/ Department of Health</b></p> <p><b>‘LEAP’ Local Exercise Action Pilot – Department of Health, Sport England, Countryside Agency</b></p> <p><b>“Active Travel” – SUSTRANS (NGO) &amp; British Heart Foundation</b></p>	<p>National Trails marketing</p> <p>Sustrans (NGO) – National cycling and walking network launched June 2000</p> <p>National Trust – campaign to reduce car journeys to sites</p> <p>T2000 Car Free leisure network – see <a href="http://www.transport2000.org.uk">www.transport2000.org.uk</a></p>
<b>Local</b>	<p><b>TravelWise programmes in local authorities</b></p> <p><b>School and workplace travel Plans</b></p> <p><b>The Nottingham “Big Wheel”</b></p> <p><b>Safer Routes to School</b> and other Safer cycling schemes etc.</p> <p>Local transport information systems</p>	<p>LA 21 campaigns and programmes</p> <p>Local environmental groups and campaigns</p>	<p>Healthy Schools Programme</p> <p>Health at Work Initiatives</p> <p>Accident prevention initiatives</p> <p>Health Walks</p> <p>Physical activity promotions</p>	<p>Leisure trails and routes; use of green space</p> <p>Local authority/private sector – promotion of markets, festivals, events</p>

### 12.3.3 National Campaigns and Initiatives

The chief aims and objectives of the main UK National initiatives are discussed. This includes recent developments and plans for the future.

The section on national initiatives is divided into two parts. First, looking at all-year travel awareness initiatives; then examining initiatives organised in terms of annual events at particular times of year.

## *All-Year Campaigns*

### *TravelWise*

#### Objectives and Main Campaign Actors

TravelWise was pioneered by Hertfordshire County Council in 1993, and is now a 'brand name' adopted by more than one hundred local authorities nationwide.<sup>60</sup> TravelWise campaigns are run at a Local Authority level, aiming to:

“raise issues that will be highlighted by changes in transport infrastructure and by local integrated strategies”

“encourage understanding of the need for appropriate restraint measures as part of a transport strategy.”

In 1998, the local campaigns were brought together into the National TravelWise Association (NTWA). This is a partnership of highway and passenger transport authorities that endorse the TravelWise message.

The NTWA aims to “reduce society's dependence on car use” by:

- raising awareness of environmental, health, economic and social effects of car use;
- changing attitudes towards car use;
- promoting more sustainable modes of travel, and lifestyles which require less travel;
- encouraging action to change travel behaviour and reduce unnecessary car use.<sup>61</sup>

#### Activities

The association acts as a convenor of national and regional meetings, offering networking and co-ordination of TravelWise activity. NTWA also carries out a consultation and advocacy role, including being represented on a number of Government committees. In 2000 there were a number of local publicity and education campaigns; events including environmental awareness days, competitions, fun-days and theatre presentations. There is an annual NTWA national conference each autumn. A web-site has been set up for the exchange of information and best practice. This is funded by DfT.

#### Links to EU projects

The NTWA is currently receiving funding from DfT to provide a national focal point and develop a national network to link with the European Platform on Mobility Management (EPOMM), a European network to promote exchange of best practice, initiated by DG TREN and currently funded by national Governments that have joined the network.

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<sup>60</sup> University of Westminster, 1998 An Assessment of the TravelWise Campaign 1993-98. London: UW

<sup>61</sup> [www.travelwise.org.uk](http://www.travelwise.org.uk)

### Effectiveness and lessons learnt

TravelWise is well respected within the transport sector and has considerably expanded in influence, claiming to be the largest campaign of its type. Importantly, it can also be integrated with “hard” policies and broader transport issues because TravelWise is run by highway and passenger transport authorities, this allows them to link travel awareness campaigning with local services, such as the introduction of new bus services, changes to the cycling/walking infrastructure etc. TravelWise has also created strong partnerships such as with the Living Streets on Walk to School Week.

### Ongoing initiatives and future plans

TravelWise covers a 'broad church' of over 110 authorities. Although there are large variations in involvement across the country, the NTWA is growing.

### *Are You Doing Your Bit?*

#### Objectives and Main Campaign Actors

The 'Are you doing your bit?' campaign was the DETR's wide-ranging national environmental awareness campaign. The central thrust of the campaign was to encourage individuals to make small individual changes to their lifestyles that will make a difference to the environment.

Messages on transport (linked to air quality and health - promoting greener, cleaner travel) were combined with issues including climate change/energy efficiency; waste and water use. Transport messages accounted for half of the budget and about half of the output.

Over 150 local authorities linked with the campaign (often co-ordinated by LA21 officers) and a number of national partners are involved including TravelWise, Don't Choke Britain, the Pedestrians' Association and the Society of Motor Manufacturers and Traders.

#### Activities and Funding

The campaign had a significant budget - £25m (approximately 38m Euro) over three years (1998 – 2001). It was expanded in May 1999 to include television, radio, press and outdoor advertising, and given a high launch profile by the Deputy Prime Minister and then Minister for the Environment, Transport and the Regions, John Prescott. Paid advertising was linked to a strategic campaign extension support programme, which aimed to generate media features and link to key partners. The 'Are you doing your bit?' brand was used to badge similar complementary initiatives carried out by others.

### Effectiveness and lessons learnt

Evaluation of activity shows that following the initial year there was a high public awareness of the campaign; (86% of people recognised the ads) and general agreement among individuals that small actions are important; but no significant changes in claimed actions by individuals. The campaign brand needed to be more prominent; and crucially the campaign

messages were found to be lacking in a strong 'call to action' which showed the personal benefits of changing behaviour.

Transport was found to be one of the most difficult areas for the campaign to communicate - principally because the desired actions are so much more complex than those in the other areas of the campaign.

The campaign had a relatively high profile and was able to exploit the full range of media, including TV advertising. Unpaid press exposure has been high. It also integrated with other campaigns and aimed to support other campaigns including Don't Choke Britain, walk to school etc. not least by providing an 'umbrella' for other activities and helping them by giving them the national profile. The campaign communicated the core messages about sustainable transport (walking, cycling, car share etc.) based on established research.

Year 2 shifted the emphasis to building on initial awareness and motivate people to act. New advertising and campaign extension work contained stronger calls to action, stressing both personal and environmental benefits, while sales promotion set out to exploit commercial interest in the campaign.

The campaign used a variety of media to communicate core messages about transport. Priority messages were the subject of paid advertising due to the reach (and hence the cost) of advertising, especially on television. Public Relations (or 'campaign extension') was used very successfully to support bursts of advertising, and / or to communicate more complex messages through the use of unpaid media. Local level promotions (notably the roadshow) were employed extensively to provide a regional focus and generate local media coverage.

The campaign concentrated on increasing public association with the environment and motivating people to take action. The campaign did have some success in becoming more serious in years two and three, and in making some fact-based connections between people's actions and environmental consequences. One of the most difficult barriers faced was apathy. Particularly in the transport area, it remained a fundamental challenge for the campaign to convert people's positive attitudes into changes in behaviour.

One of the most important messages learnt in the first two years of the campaign was how difficult it is in the transport sector to get people to make changes. In addition, it was recognised that the campaign brand needed to be more prominent; and crucially the campaign messages were found to be lacking in a strong 'call to action' which showed the personal benefits of changing behaviour.

In 2001 the campaign was therefore adjusted to take account of initial research feedback. It also continued to draw strong links to local and national groups through campaign extension activity including a national roadshow. In this third year particularly attention was being placed on the promotion of walking and to a lesser extent the value of cycling. It was proposed that the core messages throughout the campaign would be concerned with two areas: actions on transport and climate change. The main transport messages should focus on ***promoting a reduction in the number of journeys made by car.***

Are you doing your bit? intended to explore two potential routes to achieve this reduction in the total number of journeys:

- promoting more sensible use of the car, through *combining journeys*
- *encouraging walking* for short journeys, emphasising the health benefits of walking

These approaches were tested with consumers to find the most appropriate and most persuasive message.

In addition, the intention was also to explore the potential to promote *increased bus use*, through targeted sales promotion partnerships with bus companies in selected areas – especially areas where there are bus quality partnerships.

Finally a weekend focus was used for publicity – based on the thinking that people are more likely to consider changes to their lifestyle at the weekend, when they have more spare time.

### *Walk In to Work Out*

#### Objectives and Main Campaign Actors

‘Walk In to Work Out’ was launched jointly by the Department of Health and the then Department of Transport, Local Government and the Regions in January 2002. It aims to increase the number of people cycling and walking to work. The campaign is based on the findings of a pilot project in Scotland, run by the Greater Glasgow Health Board, the University of Glasgow and Health Education Board for Scotland.

#### Activities and Funding

The campaign takes the form of a free information pack, which has been sent to over 2000 travel plan co-ordinators, whether from businesses, local authorities or other major employers. The pack includes a co-ordinators guide, poster for display and booklets for staff with information on the health benefits of walking and cycling, practical tips on how to get started and advice on how to cycle safely. It also presents strategies for setting achievable goals.

#### Effectiveness and Lessons Learnt

The pilot campaign in Scotland was monitored using a randomised controlled trial. Results showed that those who received the information pack were almost twice as likely to increase walking to work as the control group. In addition, they experienced greater improvement in physical fitness and mental health. However, the pack had little effect on rates of cycling.

There are plans by DfT to evaluate the new pack in England in 2003 –2004.

## *Sustrans Active Travel Programme*<sup>62</sup>

### Objectives and Main Campaign Actors

Sustrans is a sustainable transport charity, which is most well known for its work to build and promote the National Cycle Network and the Safe Routes to School programme. Active Travel is a programme launched in April 2002, which aims to foster cross-sectoral partnerships to promote healthy, active travel, in particular cycling and walking. The programme is supported by the British Heart Foundation, a major charity concerned with combating heart disease.

It aims to:

- “Ensure that walking and cycling as active travel become commonly recognised by policy makers as making a vital contribution to public health;
- Influence health policy to focus more strongly on the preventative value of walking and cycling to improve public health;
- Deliver a focused programme of research to measure the health impact of Sustrans’ and other active travel projects
- Support health sector employers in the development and implementation of travel plans, in line with the requirements of the National Service Framework for Coronary Heart Disease, and the adoption of active travel initiatives.”<sup>63</sup>

### Activities and Funding

“Active Travel” has produced a number of specific information materials. These include a brochure advocating that “The National Cycle Network is the largest environmental intervention in the UK promoting public health” aimed at researchers and research funders; an information sheet outlining the link between physical inactivity and ill health and one looking at the potential of physical activity through active travel to combat the costs of treating illness such as coronary heart disease, diabetes and colon cancer.

The programme has also been commissioned by the Department of Health to organise a series of seminars on travel plans for NHS trusts (the bodies responsible for hospitals). A number have taken place in 2002, with more planned for early 2003. These “Healthy Travel” seminars, aimed at senior NHS managers, focused on:

- Successful case studies of travel plans implementation within the health sector;
- The policy background, including the National Service Framework for Coronary Heart Disease and the Control Assurance Standard;
- Other justifications for travel plans, such as staff health;
- Methods and tools for the efficient and cost effective implementation and evaluation of travel plans.

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<sup>62</sup> Information in this section provided by Rachel Bromley, Active Travel Co-ordinator, Sustrans.

<sup>63</sup> See “British Heart Foundation supports Sustrans’ New Active Travel Programme” Press Release 18 April 2002, <http://www.sustrans.org.uk>  
See section on “Health” above for reference to National Service Framework for Coronary Heart Disease

The British Heart Foundation has allocated £92 000 (approximately 140 000 Euro) of funding for the three year programme.

### Effectiveness and Lessons Learnt

The programme is still ongoing, however, over 500 delegates were due to attend the “Healthy Travel” seminars.

### Future Plans

Plans for the future include linking the “Active Travel” messages with work to promote public health by creating the sort of physical environments in which active travel is an attractive option.

### ***Annual Events***

#### *Let's Breathe - Don't Choke Britain*

### Objectives and Main Campaign Actors

Don't Choke Britain<sup>64</sup> is a national campaign which has been held in June each year since the mid 1990s. It is described as:

“a national network of bodies working on traffic reduction and travel awareness. We support activities throughout the month of June each year including the Millennium Festival of Cycling, Breathe Easy Week, Walk to School, and Green Transport Week”

“we aim to give any group a chance to work with others to a common goal - to encourage members of the public to use their cars less...”

Don't Choke Britain began life as a local campaign called Don't Choke the City in the West Midlands in 1991. The campaign became national in 1993, and is managed through an advisory group. Members include Passenger Transport Executive Group, DETR, the Local Government Association, Environment Agency, Unison (public sector union), Environmental Transport Association, Cycle Touring Club, Highways Agency, the Pedestrians Association, British Lung Foundation and the Society for Motor Manufacturers and Traders.

### Activities and Funding

The main campaign message is to encourage car users to try something different at least one day a week in the month of June - to walk, cycle, use public transport, share a car or travel outside the rush hour. Don't Choke Britain acts as an umbrella for a range of campaign activities and produces campaign packs and materials aiming to co-ordinate activities.

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<sup>64</sup> see <http://www.dcb.org.uk>

Public Transport Executives (the public bodies responsible for public transport in major urban areas) are the main funders of Don't Choke Britain and for many this is the main way that they get involved in travel awareness issues.

Day to day management has been through the offices of Nexus, the main PTE sponsor of the campaign. Their main focus of activity is the production of campaign materials for June and the organisation of a national launch. The number of local authorities taking part increased annually up to 1998 when it peaked at 600 across the UK. Fewer took part in 1999 and 2000.

### Effectiveness and Lessons Learnt

As an initiative which has grown out of a regional campaign, Don't Choke Britain grew in size during the 1990s but the lack of co-ordinated planning in recent years, and the 'competition' from other travel awareness initiatives such as Green Transport Week and the "In town without my car!" initiative (see below) has weakened Don't Choke Britain's standing. In 2001, the campaign was being managed by 'Going for Green' which was in turn funded by DETR. By early February 2001 Going for Green did not have details of planned events being co-ordinated by the PTEs and other agencies and it is playing no strategic role in attempting to co-ordinate planning. By 2002, it was still possible to get involved in the campaign, but activities were on a much smaller scale.

### *"In Town, Without My Car!" and European Mobility Week*

#### Objective and Main Campaign Actors

Car Free Day in the UK has been co-ordinated by the Environmental Transport Association (ETA) since 1997. It is an awareness-raising campaign, encouraging drivers to leave their cars behind for one day a year and try another mode of transport. Since 1997, a variety of organisations from local authorities to local NGO group have organised local events, with the ETA acting as a national focal point for the exchange of ideas and as the main promoter of the event at the national level up to 2001.

In 2000, the UK Car Free Day campaign became part of the European Car Free Day initiative and for the first time local authorities not only encouraged people to try sustainable forms of transport for a day, but closed town centres or selected roads.

The European '*In Town Without My Car!*' Day, a title developed for the French car-free day, is part of an approach aimed at reclaiming cities and represents an important chance for dialogue. It focuses on raising the awareness of urban dwellers with respect to the damage caused by the use of private cars in the city (air pollution, noise, etc.). It also stresses the rights of pedestrians, cyclists and public transportation and helps people rediscover the local architectural heritage.

Its aims are:

“to encourage people to try out other forms of transport, and to show that many journeys that we regularly make by car can be travelled more sustainably”

Nine British local governments participated in the first European Car Free Day on Friday, 22 September 2000. These were Deal, Swale, Winchester, Bath and the London Boroughs of Camden, Lambeth, Merton, Southwark and Sutton.

Since then, the UK Government has given its formal approval to the initiative. UK Transport Minister Alan Whitehead signed the pledge in September 2001, signalling the beginning of national government support in promoting and facilitating the campaign, mainly through the funding of a national co-ordinator and web-site [www.itwmc.gov.uk](http://www.itwmc.gov.uk) and the publication of a new good practice guide in February 2003.

Over 40 local authorities took part on 22 September 2002. These included small towns, large town and major cities such as London, Manchester and Glasgow, from throughout the UK.

### Funding

To date funding for local Car Free Days and for participating in the European Car Free Day has been mostly from local authority budgets. This continues to be the case since 2001. However, Transport for London, (the authority responsible for transport in London) has made £10 000 (approximately 15 000 Euro) available to each London Borough who organises a European Car Free day. In addition, local governments are able to include budget allocations for Car Free Day events in their applications for local transport funding from the Department for Transport.

### Links to EU Projects

The UK Car Free Day is now part of the European “In town without my car!” Day initiative, which is supported by the European Commission (DG ENVIRON). Over 800 European towns and cities took part from 23 countries in 2000, more than 1000 in 2001 and 1446 from 40 European and some non European countries in 2002. Having been the only EU government not to formally support the initiative in 2000, the UK has now joined in.

### Effectiveness and Lesson Learnt

The first day to be monitored consistently in several of the participating towns and cities was 22 September 2000. Results showed that the events were a spectacular and resounding success in terms of bringing down air pollution levels, traffic noise, and their popularity. This has continued to be the case as the initiative has attracted more participating local authorities in 2001 and again in 2002. Highlights of events in 2002 included working with the community in Bromley to promote a new home zone, by turfing over an otherwise busy residential street, a ‘Planning for Real’ exercise in Lewes, tying in with the launch of more pedestrian friendly facilities and a brass band festival in Stockton on Tees. Elsewhere, the London Borough of Camden organised the largest event in the UK (over 4km of road closures) bringing together a mix of different zones with different activities, such as open air music, children’s activities, sports, and green transport modes.

As in previous years, many towns took the opportunity to introduce more permanent measures. In addition, many local authorities monitored traffic flow around the area closed to traffic, air quality and in particular noise. For example the London Borough of Ealing recorded a 50% reduction in noise level, compared to a normal Saturday in the area closed to traffic in Acton.

### Ongoing initiatives and future plans

A similar event is planned for 22<sup>nd</sup> September 2003 when it is hoped that even more local authorities will participate. In addition it is hoped that some will also decide to take part in the European Mobility Week. This took place for the first time in 2002, when a number of local authorities organising events on the 22 September also organised other activities in the preceding week, on the themes of public transport, cycling and living streets/ greenways. In 2003, the theme will be “accessibility”, linking with the European Year of Persons with Disabilities.

### *Cycling Campaign events*

### Objectives and Main Campaign Actors

The DETR set a target to quadruple cycle use by 2012, from a 1996 base of 16 bicycle journeys per person per year.<sup>65</sup> The cycling campaign events taking place every year across Britain, mainly run by the local cycling campaign groups are a contribution to reaching that target. The Festival of Cycling week (formerly National Bike Week) is co-ordinated by the CTC (Cycle Touring Club), the main cycling organisation, and runs for a week during early June, usually the week before Green Transport Week. Since 1996 it has formed part of the implementation of the government's National Cycling Strategy.

### Activities

The Millennium Festival of Cycling (MFC) was one of the world's largest, mass participation, cycling events. Approximately 600,000 people took part in one of the 3,768 events that were run across the UK between the 17<sup>th</sup> and the 25<sup>th</sup> of June 2000.

The MFC united all UK cycling organisations as well as representatives from health, charity and environmental organisations under one banner. It urged people to ‘Have fun. Get fit and Feel free’ whilst rediscovering cycling as a benefit to health, sustainable transport, freedom, leisure, sport and fund raising for charities and their communities.

The MFC included a much broader and diverse set of events than any previous national cycling promotion. The involvement of a wider group of organisations and increased promotion allowed the event not only to grow in size and events that have mass appeal, but also resulted in the emergence of speciality events by under represented groups of the community.

The MFC played a key role in helping to promote not just cycling but also another lottery project the launch of the National Cycle Network. CTC and Sustrans worked together to ensure that Ride the Net was integrated into the MFC in a way that was complimentary and produced a unified message that provided increased publicity for cycling and the NCN.

The diversification of events was also aided by a greater involvement of more sporting bodies and the integration of the many local and national celebrations for the opening of the National Cycle Network.

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<sup>65</sup> DETR, 2000 Transport Statistics Bulletin: National Travel Survey 1997/99 Update, London: DETR

The MFC created a large growth in the amount of headline events, more than doubling the targeted figures. In addition to the thousands of community lead events across the UK there were 41 regional Headline Events, each attracting between 1,000 and 30,000 people. There were also several National themed days including Dr Bike Day, The Longest Day (Launch of the first 5,000 miles of the National Cycle Network) and Bike to Work Day.

### Funding

The Millennium Festival in 2000 was unique in being part funded by a Millennium Commission Lottery Grant. Formally, the Festival of Cycling week has had to raise funding on a year to year basis, which has not been sufficient to organise many national events. Local events are funded by the local sponsorship, secured by the local cycling organisations involved. Funding in 2003 will however come from the Department of Transport (or Scottish Executive, Welsh Assembly or Northern Ireland Department for Regional Development). The London Cycling Campaign's Bike Week will be supported by Transport for London.

### Effectiveness and Lesson Learnt

The Festival of Cycling draws on a large body of cycle activists from across the UK who are prepared each year to run a number of events. As the former National Bike Week has been run for many years, there is almost an expectation among activists and the media that there will be a 'bike week' each June. Certain events, such as Bike to Work Day and Parliamentary Rides are effective in generating media interest which being relatively easy to organise. Both national and local media coverage has been high. Despite the insecurity of funding, publicity and materials are usually distributed well in advance of the week. The duration of a 'national bike week' over many years also means that at both the national and local levels there is considerable experience which has helped to refine and improve the attractiveness of the week to cyclists and media alike.

### Future Plans

The Festival of Cycling reverted to its old name of "Bike Week" in 2002. Plans for "Bike Week" in 2003 include a Bike2Work component over the whole week, a focus on learning to ride, family fun, and rides in the countryside<sup>66</sup>.

### *Green Transport Week*

Green Transport Week (GTW) is organised by the Environmental Transport Association and takes place in June. Launched in 1992, it has been growing in terms of the numbers of organisations taking part in successive years. It is a week of events around Britain designed to highlight real alternatives to the car for every day journeys. A national launch takes place each year, hosted by a local highway authority which has bid to be the 'win' the 'right' to launch GTW. The authority states that it will undertake or support a range of initiatives throughout the week. GTW aims to:

- Raise awareness of the issues and highlight alternatives to the car;

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<sup>66</sup> See <http://www.bikeweek.org.uk> for more details

- Make people stop and think before they drive;
- Send a message to government at all levels that alternatives to the car would be popular and deserve their support and investment.

There are close links with central government, and GTW was launched in 2000 by DETR Transport Minister Keith Hill, who gave the keynote speech at the launch conference. In 2003, the week will take place from 7-15 June.

### *Walk to School Week*

This is organised by the Pedestrians Association, with support from DETR, Walk to School Week provides a focus for a number of initiatives encouraging children and their parents/guardians to walk all or part of the way to school. In 2000 there were two "Walk to School" weeks - May 22nd to 26th and October 2nd to 6th. In previous years there was just one, in May. The May 2000 event involved around one and a half million children, and there was some significant increases in the levels of walking recorded set against figures for previous years. The most notable change in trend is towards compromise. Many parents who normally drive all the way agreed to park further away from the school and walk the last bit, thus keeping the area immediately outside school clear of traffic congestion. It is estimated that some ten thousand schools across the UK supported the event.<sup>67</sup>

In 2001 the Pedestrians Association (now Living Streets) linked up with TravelWise to run two Walk to School Weeks: Monday May 21<sup>st</sup> to Friday 25<sup>th</sup>; and Monday 1<sup>st</sup> October to Friday 5<sup>th</sup>. There was also an International Walk to School Day which, was held on Tuesday 2<sup>nd</sup> October. In 2002, the week took place from 27 – 31 May, with an International Week in early October. Schools were encouraged to take part by the Department for Transport, with the Department of Health and the Department for Education and Skills.

Plans are already underway for two weeks in 2003, 19-23 May and 6-10 October, which is International Walk to School Week.

### ***12.3.4 Examples of Local Travel Awareness Initiatives***

This section includes some examples of local travel awareness initiatives. These are for the most part undertaken by local authorities under the "Travelwise" banner. Further details of many other similar initiatives can be found via the Travelwise website ([www.travelwise.org.uk](http://www.travelwise.org.uk)).

#### *Wiltshire County Council TravelWise*

The County Council produces a range of material on school travel as part of its TravelWise programme which was established in 1997. This includes information for schools on:

- Cycling to school and beyond
- Walk to School Week
- Walk to School on Wednesdays (Teachers Resource)

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<sup>67</sup> <http://www.walktoschool.org.uk>

- Taking Action on School journeys: Why it is important to you (part of a 5 year campaign under which all schools in the County will be devising their own School Travel Plans)
- School Travel Plan – Why it is important to you (for school management)

The County TravelWise programme also includes a Green Travel Plan programme and forum in the city of Salisbury which includes quarterly meetings and presentations by specialists for the fields of transport, health and the environment. The County Council undertook a Travel-to-Work survey involving 9,000 staff in 12 employers, more than a third of Salisbury's workforce. This found that while 60% of respondents travelled to work by car and alone, 20% did travel by foot or by bicycle, and that 34% of car commuters saw sharing a lift to work as the main alternative to driving alone.

The County Council TravelWise programme has also helped fund an 'Into-City walks in Salisbury. These are principally aimed at improving health and fitness by getting people to walk local trips. As part of the Packs, leaflet were produced promoting ten local walks, of between 20 and 65 minutes' duration with an appeal to the general population. Information on the type of walking conditions were given (eg hard surface, grass, steps) and each walk was categorised on a five-point scale of ease (distance and gradient) with recommendations on how to progress to higher levels. Over 500 packs were distributed free to the general public through General Practice surgeries and health centres, leisure centres, libraries, social services departments and voluntary organisations. As part of an evaluation of the project, a questionnaire was sent to all those Salisbury residents who had requested a pack. Motivational factors reported included 'a chance to be outside'. Maintaining/improving fitness' and keeping in good shape physically'.<sup>68</sup> Importantly, in terms of transport, nearly half of the respondents had begun to walk in preference to driving short distances.<sup>69</sup>

### *City of York Council*

York's TravelWise campaign was launched in 1999, in partnership with the York Primary Care Goup (part of the National Health Service), with the long term aim of persuading York residents to walk, cycle and take the bus. Emphasis is placed on both the environmental and health benefits from regular walking and cycling, including better air quality and reducing heart disease, obesity and stress.

In its first year, TravelWise focused efforts on promotion of messages about travel behaviour using posters, mainly on buses, and leaflets and through other media. For example, on city centre car park tickets which include the logos of the City of York and York Primary Care Group, it has placed messages such as:

'Walking to work strengthens your bones and can help protect you against osteoporosis'

'60% of York's primary school children walk to school but only 15% of York adults walk to work'

<sup>68</sup> Vernon, D. and Brewin, M. 1998 Doorstep Walks: an evaluation of the impact of a low cost intervention to assist primary health care teams in promoting physical activity, Health Education Journal, 57, pp. 224-231

<sup>69</sup> Davis. A. 1999 Active transport: A guide to the development of local initiatives to promote walking and cycling, London: Health Education Authority

‘The pollution inside your car can be as much as three times higher than it is for pedestrians outside’

‘Coronary heart disease is the biggest cause of premature death in Britain. To protect yourself, leave the car at home and walk or cycle to work’

A survey of public awareness of TravelWise in the city found that respondents who were aware of TravelWise mainly associated the campaign with a drive to reduce air pollution caused by road traffic and to improve health and fitness by encouraging people to walk and cycle regularly. The survey also found that attitudes to travelling around York were fairly positive. Almost one in six respondents agreed that “I try to avoid using my car for short journeys and walk or cycle instead”. Similarly, around a third agreed that “all the publicity about the effects of car use has made me try to use my car less”.

As part of the TravelWise campaign a survey of travel to school was undertaken in 1999, completed by 15,689 pupils. It was commissioned to inform the development of School Travel Plans, the safer routes to school programme and road safety training in York. The survey results show more school students in York travel sustainably than the average for the UK and the Yorkshire and Humber region.

Cycling to school is over four times higher than the national average (9% versus 2%). Moreover, nearly 50% of 9 and 10 year olds want to cycle to school. Despite these impressive comparisons, a third of York’s primary school students are driven to school.

One in ten school students reported having had an accident on the way to school. The most dangerous locations in York were identified by pupils. The students also reported that the five most important factors which could improve the school journey were:

- Less traffic
- Slower traffic
- Lockers at school
- More cycle lanes
- Improved cycle parking.

In its five year Local Transport Plan (a submission for funding to DETR by all highway authorities in England), the Council aimed to reduce car use from 26% of journeys to 19% of journeys by 2006. Key measures to be taken will include: school travel plans, safe routes to school, road safety training and investment in school cycle parking.

### *Nottingham ‘Big Wheel’<sup>70</sup>*

Nottingham is one of the fastest growing conurbations in the UK, with 40 000 more jobs predicted in the next 10 years. The ‘Big Wheel’ aims to create a better awareness of the alternatives to the car in Greater Nottingham. It is an initiative led by the Great Nottingham Transport Partnership (GNTP), which brings together representatives of Nottingham City

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<sup>70</sup> <http://www.thebigwheel.org.uk>

Council, Nottinghamshire County Council, major local businesses, the local Chamber of Commerce and Nottingham Development Enterprise.

Launched in 2002, ‘Big Wheel’ represents the transport network – Nottingham City Centre being the hub, the suburbs the rim, with bus, train and the new tram routes, the spokes. In essence, Big Wheel, is the “brand name” for the local transport plan and a series of measures to upgrade the Greater Nottingham Transport network and to promote those changes. These include the building of a completely new tramline, currently under construction, new rail links and stations, improvements to existing and the creation of new fast bus links, as well as the physical redevelopment of road and public spaces in the city.

The campaign is a long term initiative, in line with the five years it will take to complete the plan described above, costing £300 million (approximately 453 million Euro).

Currently, the ‘Big Wheel’ is promoting sustainable ways to get to school, the health benefits of walking and cycling, as well as the existing bus routes for commuters. A poster campaign around the city and on buses depicts cartoon characters inviting people to “join the revolution”, “avoid static” and “improve your circulation”. This is primarily aimed at developing awareness of why integrated transport is important, both to businesses and to the environment, gaining acceptance of the need for people to change to more sustainable modes and encouraging people to realise that bus quality is high in the area.

### *12.3.5 Examples from Other Behavioural Change Programmes*

#### *Driving Speeds Down in Devon*

Devon County Council has developed a community-based campaign with video and action packs, entitled Driving Speeds Down in Devon. The campaign seeks not only to reduce the number of casualties but also to improve the quality of life in communities throughout the county by reducing the impact that excessive vehicle speeds have upon them. The campaign gives support and resources to local communities to play an active role in driving down speeds – for example, by establishing local traffic groups, getting residents who are motorists to sign a pledge committing them to **‘drive at a safe speed, treating the speed limit as an ABSOLUTE MAXIMUM’**.

The initial assumption is that every community is as much perpetrator as it is victim – in other words, that speed problems are generated by the very communities which suffer from them. According to the County Council, this is not a moral judgement but a practical one. The approach recognises that there is a need to get beyond the arguments that others are to blame, that the community is defenceless against the faceless, inconsiderate drivers who destroy the quality of life of a locality simply by passing through it – and also that the community can do nothing without the assistance of the local authority and the police<sup>71</sup>.

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<sup>71</sup> Phillips, J. 2000 Speed management in rural communities: A local authority approach, IHT Southwest seminar, 12 July

### *Behavioural Change Programmes*

There have been some intervention studies attempting to achieve a change away from physical inactivity. One UK study has attempted to ascertain whether walking and cycling to work can be increased through staged-match information and support. Most physical activity programmes, however, have been targeted to exercise, such as programmes undertaken in gyms rather than physical activity as part of the routine of daily living. For example, a stage-specific exercise intervention in a community sample of 610 volunteers involved subjects receiving materials designed to promote the adoption and maintenance of regular exercise. Activities included ‘fun walks’ and ‘activity nights’. These were based on cognitive and behavioural counselling strategies and were entitled ‘What’s in it for you?’, ‘Ready for action’ and ‘Keep it going’. Follow-up results reported that subjects were significantly more active post-intervention when compared with pre-intervention levels. Thirty percent of subjects in contemplation and 61 per cent in preparation were reported to have progressed to action, while 31 per cent of subjects in contemplation progressed to preparation.<sup>72</sup>

Behaviour change programmes have also been applied to many areas such as smoking cessation, screening mammography, drug cessation, alcohol consumption, and dietary fat reduction. Reviews of such behaviour change programmes suggest that for each type of behaviour change constraints or inhibitors vary, some are socio-cultural, or financial, while others are environmental.<sup>73</sup> It is important to consider such barriers when travel awareness programmes are being developed.<sup>74</sup>

## **12.4 Suggestions and Future Plans**

### *Department of Health LEAP programme*

LEAP is a high profile £2.6 million programme, jointly funded between the Department of Health, Sport England and the Countryside Agency, due to start in spring 2003. Its overall aim is to increase levels of physical activity in adults and children. Nine projects will be funded across England with the aim of testing out different evidence-based community approaches to increasing the numbers of adults and children who take regular moderate-intensity physical activity and to reducing the numbers of sedentary adults and children. Activities are likely to include action to increase walking and cycling as transport.

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<sup>72</sup> Marcus B, Banspach S, Lefebvre R, Rossi J, Carleton R and Abrams D (1992b) 'Using the Stages of Change model to increase adoption of physical activity among community participants', *American Journal of Health Promotion*, 6(6), pp. 424-429

<sup>73</sup> Currie, C. Amos, A. and Hunt, S. 1991 'The dynamics and processes of behavioural change in five classes of health-related behaviour - findings from qualitative research', *Health Education Research*, 6(4), pp. 443-453

<sup>74</sup> Fergusson, M., Davis, A. and Skinner, I. 1999 *Delivering changes in travel behaviour: Lesson from health promotion*, London: Institute for European Environmental Policy