

**Review of the Take-Up of Smarter Choices in Local
Transport Plans
Initial Findings from a Review of LTPs**

**Prepared by the Operational Research Unit
for Sustainable Travel Initiatives Branch**

*Department for
Transport*



GOVERNMENT OPERATIONAL RESEARCH SERVICE

v 3.0

Ref:
070502_R_STIsc06_AnonymisedInitialFindingsFromLTPreviewV3
.0_AF.doc

02/05/07

Contents

| | |
|--|----|
| Contents..... | 2 |
| 1. Management Summary..... | 5 |
| 1.1. Introduction..... | 5 |
| 1.2. Results..... | 5 |
| 1.3. Conclusions..... | 6 |
| 1.4. Next Steps..... | 6 |
| 2. Introduction..... | 8 |
| 2.1. Introduction..... | 8 |
| 2.2. Smarter Choices..... | 8 |
| 2.3. Review of LTPs..... | 9 |
| 2.4. Analysis..... | 9 |
| 3. Overview of the Extent to Which Smarter Choices is Embedded in Local Transport Planning..... | 11 |
| 3.1. Results for all LTPs..... | 11 |
| 3.1.1. Smarter Choices as a Whole..... | 11 |
| 3.1.2. Workplace Travel Plans..... | 12 |
| 3.1.3. School Travel Plans..... | 13 |
| 3.1.4. Personalised Travel Planning..... | 15 |
| 3.1.5. Public Transport Information and Marketing..... | 16 |
| 3.1.6. Travel Awareness Campaigns..... | 18 |
| 3.1.7. Car Clubs..... | 19 |
| 3.1.8. Car Sharing Schemes..... | 20 |
| 3.1.9. Teleworking..... | 21 |
| 3.1.10. Teleconferencing..... | 22 |
| 3.1.11. Home Shopping..... | 23 |
| 3.2. Comparison Between Regions..... | 24 |
| 3.2.1. Smarter Choices as a Whole..... | 24 |
| 3.3. Comparison Between Authorities with and without Congestion Targets | 25 |
| 3.3.1. Smarter Choices as a Whole..... | 25 |
| 3.4. Comparison by Population Density..... | 25 |
| 3.4.1. Smarter Choices as a Whole..... | 25 |
| 3.5. Comparison with an Overall Assessment of LTPs..... | 26 |
| 3.5.1. Smarter Choices as a Whole..... | 26 |
| 4. Spending on Smarter Choices..... | 29 |

| | | |
|------|--|----|
| 4.1. | Smarter Choices as a Whole | 29 |
| 4.2. | Workplace Travel Plans..... | 31 |
| 4.3. | School Travel Plans..... | 31 |
| 4.4. | Personalised Travel Planning..... | 31 |
| 4.5. | Public Transport Information and Marketing..... | 31 |
| 4.6. | Travel Awareness Campaigns..... | 31 |
| 4.7. | Car Clubs..... | 31 |
| 4.8. | Car Sharing Schemes..... | 31 |
| 4.9. | Teleworking, Teleconferencing and Home Shopping | 32 |
| 5. | Resources Dedicated to Smarter Choices..... | 33 |
| 5.1. | Smarter Choices as a Whole | 33 |
| 6. | Local Targets Relating to Smarter Choices Measures | 34 |
| 6.1. | Smarter Choices as a Whole | 34 |
| 6.2. | Workplace Travel Plans..... | 34 |
| 6.3. | School Travel Plans..... | 34 |
| 6.4. | Personalised Travel Planning..... | 36 |
| 6.5. | Public Transport Information and Marketing..... | 36 |
| 6.6. | Travel Awareness Campaigns..... | 36 |
| 6.7. | Car Clubs..... | 36 |
| 6.8. | Car Sharing Schemes..... | 36 |
| 6.9. | Teleworking, Teleconferencing and Home Shopping | 36 |
| 7. | Observing and Measuring the Impact of Smarter Choices Measures | 37 |
| 7.1. | Smarter Choices as a Whole | 37 |
| 7.2. | Workplace Travel Plans..... | 37 |
| 7.3. | School Travel Plans..... | 38 |
| 7.4. | Personalised Travel Planning..... | 38 |
| 7.5. | Public Transport Information and Marketing..... | 38 |
| 7.6. | Car Clubs..... | 38 |
| 7.7. | Other Measures | 38 |
| 8. | Conclusions | 39 |
| 8.1. | Summary and Key Findings..... | 39 |
| 8.2. | Next Steps | 40 |
| | Annex A: ORU Proforma for Assessing LTPs..... | 41 |
| | Annex B: Regional Analysis..... | 42 |
| | Workplace Travel Plans | 42 |

| | |
|--|----|
| School Travel Plans | 42 |
| Personalised Travel Planning | 42 |
| Public Transport Information and Marketing | 43 |
| Travel Awareness Campaigns | 43 |
| Car Clubs | 43 |
| Car Sharing Schemes | 44 |
| Teleworking..... | 44 |
| Teleconferencing | 44 |
| Home Shopping | 45 |
| Annex C: Congestion Target Analysis | 46 |
| Workplace Travel Plans | 46 |
| School Travel Plans | 46 |
| Personalised Travel Planning | 47 |
| Public Transport Information and Marketing | 47 |
| Travel Awareness Campaigns | 48 |
| Car Clubs | 48 |
| Car Sharing Schemes..... | 49 |
| Teleworking..... | 49 |
| Teleconferencing | 50 |
| Home Shopping | 50 |
| Annex D: Population Density Analysis | 51 |
| Workplace Travel Plans | 51 |
| School Travel Plans | 51 |
| Personalised Travel Planning | 52 |
| Public Transport Information and Marketing | 52 |
| Travel Awareness Campaigns | 52 |
| Car Clubs | 53 |
| Car Sharing Schemes..... | 53 |
| Teleworking..... | 53 |
| Teleconferencing | 54 |
| Home Shopping | 54 |
| Annex E: An Overall LTP Assessment: Description and Comparison | 55 |

1. Management Summary

1.5. Introduction

- 1.5.1. The Operational Research Unit (ORU) was asked by the Sustainable Travel Initiatives Branch of North West & East Midlands Division (NWEMD) to carry out a review of the extent to which Smarter Choices are embedded in Local Authorities' Local Transport Plans (LTPs). The aim of this project was to assess the extent to which the promotion of Smarter Choices to Local Authorities (LAs) has succeeded based on how and to what extent they have included them in their local transport strategies. This had two main stages. The first stage was a review of reference to Smarter Choices in LTPs, the results of which are contained in this report. The second stage involved detailed case studies of 10 LAs.
- 1.5.2. Smarter Choices are a set of techniques to influence people's travel behaviour towards more sustainable options such as walking, cycling and use of public transport. It includes measures such as workplace and school travel plans, personalised travel planning, car clubs and teleworking.
- 1.5.3. ORU's review consisted of rating each of 10 Smarter Choices transport measures by the extent to which they were referred to in each LTP. The collective analysis of the reviews is presented in this report.

1.2. Results

- 1.2.1. The extent to which Smarter Choices are embedded in local transport planning varies considerably between authorities. However, all LTPs made at least some reference to the role Smarter Choices are playing, with just over 80% of LTPs making reasonable or significant reference to Smarter Choices as a whole. Also, all LTPs made at least some reference to the measures, workplace travel plans and school travel plans. The table below shows the extent to which each Smarter Choices measure was referred to in the LTPs.

| Smarter Choices Measure | Proportion of LTPs making reasonable or significant reference |
|--|---|
| Smarter Choices as a whole | 80.5% |
| Workplace travel plans | 64.6% |
| School travel plans | 69.5% |
| Personalised travel planning | 26.8% |
| Public transport information and marketing | 68.3% |
| Travel awareness campaigns | 42.7% |
| Car clubs | 15.9% |
| Car sharing schemes | 26.8% |
| Teleworking | 8.5% |
| Teleconferencing | 7.3% |
| Home shopping | 2.4% |

- 1.2.2. Several LTPs contain specific Smarter Choices strategies, or cite Smarter Choices as a key objective in their planning for LTP2. However, many others do not mention Smarter Choices specifically, although they refer to at least some Smarter Choices measures. There is a further group of LTPs where

there is very little reference to Smarter Choices at all. Several LTPs mention the need to make the public more aware of different travel choices.

- 1.2.3. In general, the main reason for the use of Smarter Choices is to reduce traffic levels in the authority, rather than to address concerns about road safety, accessibility or air quality.
- 1.2.4. A more detailed analysis of each Smarter Choices measure, together with examples of work undertaken in specific LAs, can be found in the main body of the report. This includes information on local targets (which are mainly confined to travel plans), resource and spending levels (the information on which is limited) and observing and measuring the impact of the measures.

1.3. Conclusions

- 1.3.1. Some LAs implement a wide range of Smarter Choices measures and appear to have acknowledged the short and long term benefits that they can provide. This applies to 26.8% of LTPs that were rated as having significant reference to Smarter Choices as a whole. In these cases, Smarter Choices appears to be significantly embedded within the local transport strategy. These authorities appear to have moved prioritisation away from the more traditional 'hard' measures (often related to transport infrastructure), acknowledging that these actions alone are unlikely to produce the local transport outcomes that residents and the country wants.
- 1.3.2. However, there are still a number of LTPs whose reference to Smarter Choices lacks real conviction. There is the risk in these cases that LAs do not recognise the potential benefits of 'softer' transport measures.
- 1.3.3. There does not appear to be any general pattern across the country, i.e. authorities in similar circumstances are not implementing Smarter Choices to a similar degree. This suggests perhaps that the decision to embed Smarter Choices is not significantly influenced or driven by the circumstances that LAs are in (such as their regional location and level of local congestion), but it is actually determined most by the opinions of LA management, who essentially assign local transport prioritisation.
- 1.3.4. The extent to which Smarter Choices are referred to in the LTPs does not appear related to the overall assessment of the LTPs (from a separate study). However, there is significant evidence to suggest that the authorities assessed as making the best use of funding are also those that apply Smarter Choices to a greater extent.
- 1.3.5. In most cases there appears to be a lack of evidence-based decision making. This is shown by the low levels of references to observing and measuring the impacts and benefits of Smarter Choices. This suggests that, even where LTPs have made significant reference to the measures, these decisions may often be made through faith rather than facts.

1.4. ORU Review - Next Steps

- 1.4.1. It should be recognised that the content of an LTP may not fully represent the local transport strategy of that LA. The LTP may be badly written, or the writer may simply have chosen not to include all information on their implementation of Smarter Choices.

- 1.4.2. Nor is it fully possible to assess and explore the extent to which Smarter Choices are embedded in the *culture* of LAs through the LTP. The second phase of ORU's project therefore involved interviewing individuals in LAs to assess how Smarter Choices measures have been, and are planned to be, embedded within organisations and their overall transport strategy. This enabled ORU to put the results contained in this report into context, so that a full understanding of the success of Smarter Choices at this point in time could be assessed. These findings are contained in the report:
- *Review of the Take-Up of Smarter Choices in Local Transport Plans: Case Study Findings*

1.5. DfT Engagement with Local Authorities

- 1.5.1. To assist local authorities in developing their LTPs, the DfT undertook substantial engagement with them, both directly with individual authorities and through national guidance. The DfT's aim, in relation to Smarter Choices, was to help local authorities recognise the benefits that could be obtained from such measures so that they would make them an integral part of their transport strategies. The findings in this study that over 80% of LTPs have made reasonable or significant reference to Smarter Choices is clearly a reflection of the success of this engagement.
- 1.5.2. The DfT will continue engaging with local authorities but will be focusing on those that have so far not included Smarter Choices to any significant extent in their local transport strategies; authorities interested in bidding for funding under the Transport Innovation Fund; and the Eddington priorities of key urban areas and their catchments. The benefits of Smarter Choices include reducing congestion and giving people genuine travel choices. They also contribute cost-effectively to other Government priorities, such as improving accessibility and social inclusion, encouraging regeneration, reducing pollution and carbon emissions and helping to increasing levels of physical activity. Through its Sustainable Travel Towns project, the DfT has been working with Darlington, Peterborough and Worcester to introduce a range of sustainable travel measures on a town-wide basis. All three towns have run travel marketing and personalised journey planning pilots. Early survey results indicate over a 10% increase in public transport, walking and cycling and a commensurate decrease in private car use amongst those surveyed. Gillian Merron, Parliamentary Under Secretary of State for Transport wrote to Chief Executives of all English local authorities on 20 April 2007 pointing to the success of the Sustainable Travel Towns and encouraged them to consider making more use of Smarter Choices.

2. Introduction

2.1. Introduction

- 2.1.1. The Operational Research Unit (ORU) was asked by the Sustainable Travel Initiatives Branch of North West & East Midlands Division (NWEMD) to carry out a review of the extent to which Smarter Choices are embedded in Local Authorities Local Transport Plans (LTPs). Specifically, this relates to the second round of LTPs covering the five years from 1 April 06.
- 2.1.2. The aim of this project was to assess the extent to which the promotion of Smarter Choices to local authorities has succeeded based on how and to what extent they have included them in their local transport strategies. The findings will inform NWEMD policy development and advice to Ministers, and provide feedback on the quality of messages being given out on Smarter Choices.
- 2.1.3. There were two main stages to this project:
- A high level review of all LTPs to answer some key questions, such as how many LAs have incorporated each Smarter Choices measure, and whether they have provided details of their spending on Smarter Choices.
 - A set of detailed case studies of 10 Local Authorities (LAs) or LTP areas (in some cases Passenger Transport Executives were investigated). This involved a more detailed review of their LTPs and a visit to the authorities to meet a number of key people, to question them on issues such as progress toward targets and the extent to which Smarter Choices are contributing to these, whether they have tried to quantify the impact of Smarter Choices, and whether there are any barriers to further embedding Smarter Choices.
- 2.1.4. This report contains the findings from the first stage of this work.

2.2. Smarter Choices

- 2.2.1. Smarter Choices are a set of techniques to influence people's travel behaviour towards more sustainable options such as walking, cycling and use of public transport. They are also known as 'soft' measures. Ten Smarter Choices measures have been identified and are detailed in the Department for Transport publication 'Making Smarter Choices Work'. The measures are:
- Workplace travel plans;
 - School travel plans;
 - Personalised travel planning;
 - Public transport information and marketing;
 - Travel awareness campaigns;
 - Car clubs;
 - Car sharing schemes;
 - Teleworking;
 - Teleconferencing;
 - Home shopping.

2.3. Review of LTPs

- 2.3.1. ORU's review of LTPs assessed the extent to which each of the 10 Smarter Choices measures listed above were referenced in each LTP. As well as an overall assessment of the extent to which each measure, and Smarter Choices as a whole, was referred to in the LTP, ORU also gathered information (where available) on spending, local targets, resources and any observed or measured impact. The proforma used in the assessment process is included in Annex A.
- 2.3.2. For each LTP, the 10 Smarter Choices measures were rated according to the extent to which they were referred to, and were given one of four ratings - no reference, minimal reference, reasonable reference, or significant reference. These were broadly defined as follows:
- **No reference:** The LTP did not mention the measure, or simply stated that it was a potential tool without implying that it was something the authority was considering.
 - **Minimal reference:** The LTP stated that the authority was considering, or had introduced the relevant measure, but provided no detail or description of what had been done. For example, the LTP may have simply said that the LA intended to pilot personalised travel planning, rather than providing information on how a study had been carried out and what the results were. Or the LTP may have stated that the council had developed a car sharing database, but no information was provided on how this was used, how individuals were targeted to sign up to this database, or what the impact of car sharing had been.
 - **Reasonable reference:** The LTP provided some detail on what actions were being taken and how individuals were being targeted, although there was little detailed financial or resource information, or analysis of the impact and implications of introducing the measure. For example, the LTP may have made several references to introducing school travel plans and set out how they were going to work with schools, as well as providing some information on local targets.
 - **Significant reference:** The LTP made extensive reference to a measure, and it was clear that this was a key part of the authority's local transport strategy. The LA appears to understand the benefits of the measure and is committed to its implementation. The LTP may have included information on monitoring the impact of measures and spending on Smarter Choices. For example, the LTP may have described the work of dedicated workplace travel planning officers, their strategy during the LTP2 period, and the impact that had been observed from this to date.
- 2.3.3. Measures were taken to ensure that LTPs were reviewed consistently.

2.4. Analysis

- 2.4.1. A total of 82 LTPs were reviewed by ORU. These were then analysed to provide information on:
- The extent to which each Smarter Choices measure, and Smarter Choices as a whole, is embedded in local transport planning;
 - Spending on Smarter Choices;

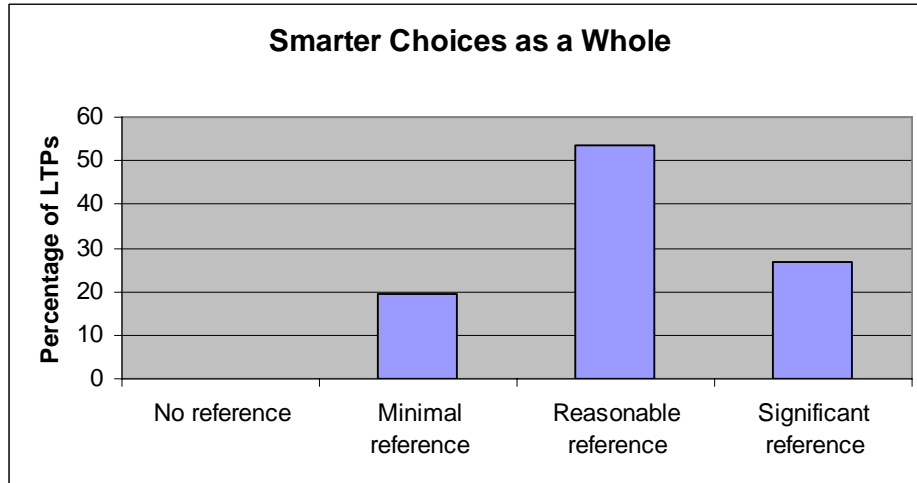
- Resources dedicated to Smarter Choices;
 - Local targets relating to Smarter Choices measures;
 - The observed or measured impacts of Smarter Choices measures.
- 2.4.2. The results of the analysis into these five areas are provided in sections 3 - 7 respectively of this report. Findings from the 10 case study LTPs have been described in more detail in the relevant sections¹. However, to encourage frank exchange of information, authorities are anonymous throughout the report.
- 2.4.3. Results are presented in the form of charts and tables, with accompanying commentary. As well as overall results for all LTPs, the results in section 3 are broken down by region and by population density, and a comparison is made between the 10 urban authorities with congestion targets and all other authorities. Section 3 also presents a comparison between the review of Smarter Choices and a previous DfT overall assessment of the LTPs. Detailed results for individual Smarter Choices measures, broken down by region, authorities with and without congestion targets, and by population density are provided in Annexes B, C and D respectively. Further information on the DfT overall assessment of LTPs and corresponding results are provided in Annex E.

¹ At the time of writing, only nine of the ten case study authorities had been agreed and finalised, hence this report contains detailed findings from nine LTPs.

3. Overview of the Extent to Which Smarter Choices is Embedded in Local Transport Planning

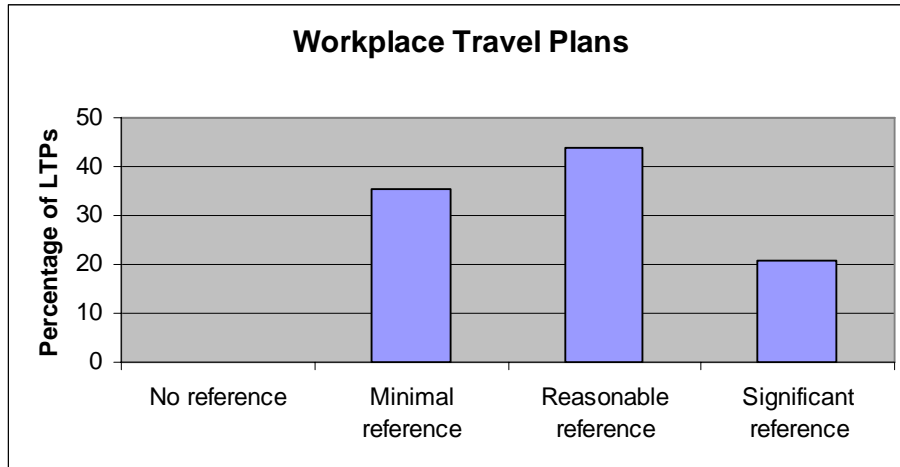
3.1. Results for all LTPs

3.1.1. Smarter Choices as a Whole



- 3.1.1.1. As indicated by the graph above, all LTPs made some reference to Smarter Choices. However, the extent to which Smarter Choices are embedded in local transport planning varies considerably between authorities. Several LTPs contain specific Smarter Choices strategies, or cite Smarter Choices as a key objective in their planning for LTP2. However, many others do not mention Smarter Choices specifically, although they refer to at least some Smarter Choices measures. There is a further group of LTPs where there is very little reference to Smarter Choices at all. Several LTPs mention the need to make the public more aware of different travel choices.
- 3.1.1.2. In general, it appears that the development of Smarter Choices measures is driven by the need to reduce traffic levels in the authority, rather than to address concerns about road safety, accessibility or air quality. This is something the ORU investigated in more detail in the case studies. Smarter Choices measures have a range of benefits and it is not clear from the LTPs that these are always being recognised. The case studies investigated the extent to which measures are driven by specific local transport issues (such as tackling congestion), and how they sit within the authority's long term vision/strategy for local transport as a whole.
- 3.1.1.3. A number of LTPs have developed some sort of branding for Smarter Choices, including websites, and tend to market all Smarter Choices measures under one banner.

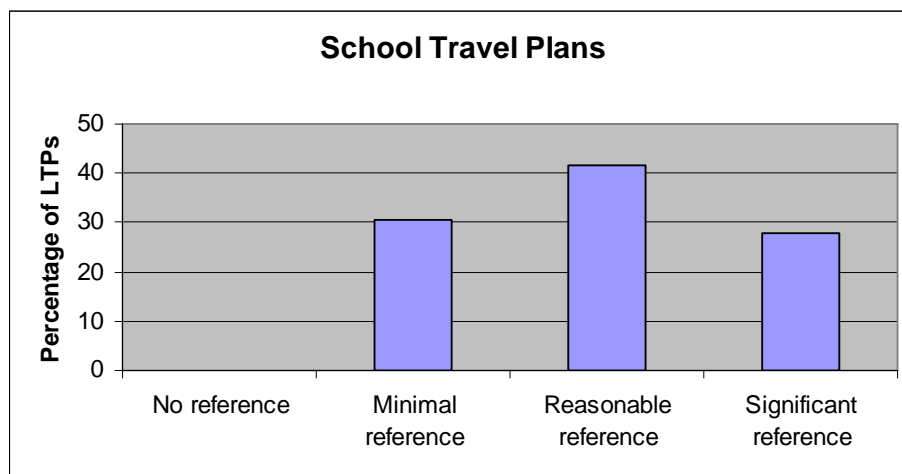
3.1.2. Workplace Travel Plans



- 3.1.2.1. As can be seen from the graph above, all LTPs include some reference to workplace travel plans, making this one of the most commonly implemented Smarter Choices measures. A number of authorities have set an example by implementing a council travel plan, and several have Travel Plan Co-ordinators / Advisors dedicated to promoting workplace travel plans. It is not always clear whether these roles are focused solely on workplace travel planning, or include school travel planning as well.
- 3.1.2.2. A noticeable number of LTPs state that workplace travel planning will be targeted at larger employers only, and where examples are given there is a tendency for these to be public sector employers, such as hospitals. There are also some specific cases of authorities targeting small and medium sized employers only. A common theme is a requirement for new developments to include travel planning work during their planning phase.
- 3.1.2.3. Some authorities have established travel planning websites, whereas others have set up working groups or forums to discuss travel planning. Many authorities are taking proactive steps to market and promote travel planning.
- 3.1.2.4. Use of workplace travel plans varied across the case study LTPs:
- **Authority One** - Have a dedicated member of staff for workplace travel planning, and a target of 111 workplace travel plans by 2011.
 - **Authority Two** - Travel plans are a high priority - more so than other Smarter Choices measures. The authority employs travel plan co-ordinators and has developed its own travel plan to set an example. It uses grants and incentives to encourage take-up of workplace travel plans, and has a target of 20% of commuters covered by 2010. The authority also has a commuter planners' club, a forum representing 50,000 employees.
 - **Authority Three** - Workplace travel plans are included in the authority's "ambition document", and travel planning has developed into a major element of their transport strategy. They have targets that 29% of the workforce will be covered by a plan by 2010/11, and 59% will travel by car in 2010/11.
 - **Authority Four** - The LTP contains a target to achieve a reduction of 1% annually in the journey to work by car.

- **Authority Five** - Although there was little reference to workplace travel planning in the LTP, it did state that the authority will continue to work with developers, employers and educational establishments to secure travel plans to implement soft measures.
- **Authority Six** - During LTP1, 10 workplace travel plans were implemented or agreed with major employers, covering 13,000 active employees, and the authority now intends to accelerate the promotion of workplace travel plans with other major employers. Through TravelWise they have developed a toolkit which includes a workplace travel plan template, provided to new TravelWise members as guidance on how to develop and maintain travel plans. The authority has a target to increase the number of employees covered by an effective workplace travel plan from 20% to 29% (i.e. from 13,000 to 19,000 employees, or 10 to 30 workplaces) from 2004/05 to 2010/11.
- **Authority Seven** - The authority is developing travel plans in partnership with schools and employers, ensuring commitments to sustainable travel are made prior to granting planning permission. Over a quarter of the city's workforce are currently covered by a plan. The distance travelled to work and modal split to work are to be monitored, although the first travel survey had not been carried out at the time of writing the LTP. The LTP contained a target for journeys to work by car - to reduce the modal split of car trips by 3.5% by 2011. There were also provisional modal split targets of 44.5% car, 15.5% walk, 13% cycle, 8% bus, 8.5% working at home, 10.5% 'other', to be achieved by 2010/11. The authority recognised that not all modal shift will be attributable to workplace travel planning.
- **Authority Eight** - There was little reference in the LTP to workplace travel planning.
- **Authority Nine** - Employ a travel plan co-ordinator.

3.1.3. School Travel Plans



- 3.1.3.1. As with workplace travel plans, school travel plans (STPs) are a very common Smarter Choices measure, with a number of authorities having a specific STP team or STP strategy in their LTP. For example, one authority was planning, at the time of writing their LTP, on setting up a School Travel

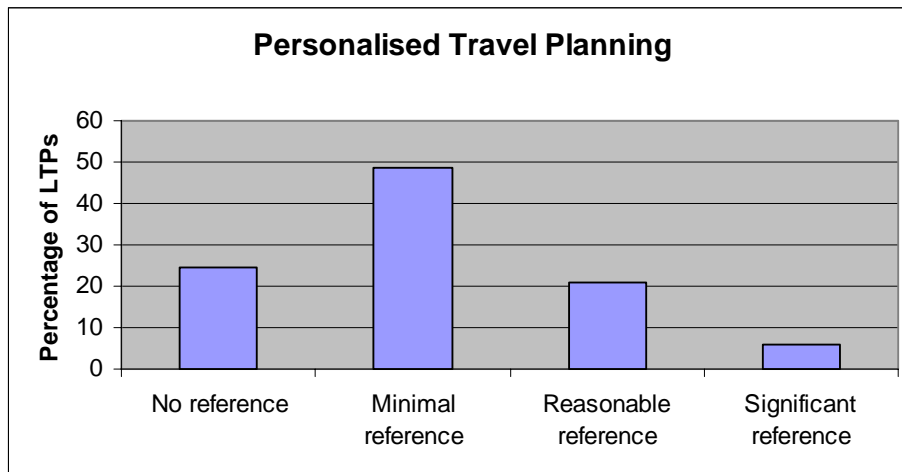
Strategy Group that would include the police, Community Action Teams, a local Cycle Campaign, and others.

3.1.3.2. Whilst many authorities have targets in line with the DfT target of all schools having an STP by 2010/11, many state a target of less than 100%. For more information see section 6.3.

3.1.3.3. Support for STPs varied across the case study LTPs:

- **Authority One** - Has a target of 247 schools with an STP by 2009 (although it was not clear how many schools there are in the authority area). At the time of writing their LTP, 73 schools had implemented a travel plan.
- **Authority Two** - Has a target of 80% of schools with an approved STP by 2010 (248 of their 307 schools), with an additional target of 25% of journeys to be made by car. Their strategy has tended to focus on school travel journeys.
- **Authority Three** - Has six school travel adviser posts funded by DfES, and has a separate sustainable school travel strategy. Their local targets include modal split, and they conduct annual "hands-up" surveys to find out about travel patterns. They have a website dedicated to STPs.
- **Authority Four** - Has a target of all schools to have an STP by 2010/11, and to achieve an increase of 3% on baseline in non-car journeys to school each year.
- **Authority Five** - Has a journey to school strategy, and works in partnership with schools introducing STPs to promote travel awareness and encourage modal shift. The authority has a local indicator on the number of schools implementing STPs each year.
- **Authority Six** - Has a target of 95% of schools with an effective STP in 2010/11 (from a baseline of 75% in 2004/5). Although DfT/DfES expect 100% coverage of STPs by 2010/11, this authority believes that only 95% is realistic as some private schools are difficult to forge links with. The authority's baseline figure of 75% of schools with an STP in April 2005 is believed to be the highest proportion of schools covered by approved STPs in England, at the time of writing their LTP. The authority is also believed to have the largest number of walking buses in the country, and in one area the school, residents and local businesses have joined forces to promote alternative modes of travel. Modal split is measured using annual travel surveys in schools with STPs.
- **Authority Seven** - Measures modal split on the journey to school, and believes that STPs have increased walking and cycling.
- **Authority Eight** - Walking levels have increased by 43% between 2001 and 2004.
- **Authority Nine** - Has a target of all schools to have an STP by 2010, and to ensure that the implementation of existing travel plans is maintained.

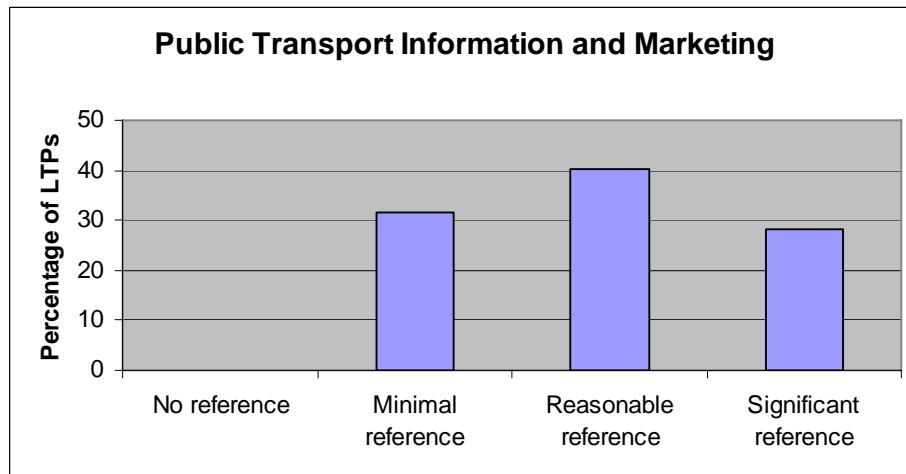
3.1.4. Personalised Travel Planning



- 3.1.4.1. The use of personalised travel planning tools varies considerably across authorities, with around a quarter of LTPs containing no reference, almost half including a minimal reference, a fifth making a reasonable reference to personalised travel planning, and 6% a significant reference. Some of the authorities that do not currently carry out personalised travel planning work are intending to introduce pilots in the near future, whilst others stated that they would consider personalised travel planning if resources permitted. One authority stated that they did not feel that personalised travel planning was appropriate.
- 3.1.4.2. Of those LAs that do use personalised travel planning, different methods have been used to introduce this and to target individuals. For example, one authority provides an email-based service through their website to all council staff including new recruits. Another authority will initially be promoting personalised travel planning with high value target groups, in partnership with organisations promoting further education, training and employment to those seeking opportunities. During LTP2 this authority will be developing a personalised journey planning service to provide individuals with travel advice and incentives for making journeys on sustainable modes of transport.
- 3.1.4.3. Use of personalised travel planning tools varied across the case study LTPs:
- **Authority One** - There was minimal reference to personalised travel planning in this authority's LTP.
 - **Authority Two** - Has introduced a number of initiatives, including bus marketing, printed and electronic information including an SMS service, a web-based journey planning service and a TravelWise Centre.
 - **Authority Three** - Personalised travel planning is included in the LA's ambition document, and is a major part of the authority's transport strategy. It is part of a sustainable transport project to promote walking, cycling and bus use in the area. Personalised travel planning has been delivered to 50,000 households over the first two years, and may be extended. The LA aims to promote modal shift on important corridors, reducing solo car use by 10%.

- **Authority Four** - There was no reference to personalised travel planning in this authority's LTP.
- **Authority Five** - There was no reference to personalised travel planning in this authority's LTP.
- **Authority Six** - The LA has developed a number of measures aimed at reducing car use on the journey to school, including personalised travel planning for parents of children moving to secondary school. Personalised travel planning has been used in delivering the Safer Journeys to School programme, as is car sharing and other soft measures. The LA proposed to conduct a pilot of 1,000 households during 2005/06; depending on the outcome the aim was to target 5,000 households per year over the remaining years of LTP2 - 21,000 of 74,000 households in the area.
- **Authority Seven** - Has developed journey planner software, used to provide individual bus journey plans, incorporating walking for new employees, parents of children starting secondary school, and buyers of new properties. A sustainable travel project was launched in 2004, and produced a 16% reduction in car trips.
- **Authority Eight** - There was no reference to personalised travel planning in this authority's LTP.
- **Authority Nine** - The observed impact of a pilot personalised travel planning study has been a reduction in car trips, and an increase in public transport, walking and cycling. This has led to application of the measure in another area, the results of which will inform the decision for future projects.

3.1.5. Public Transport Information and Marketing



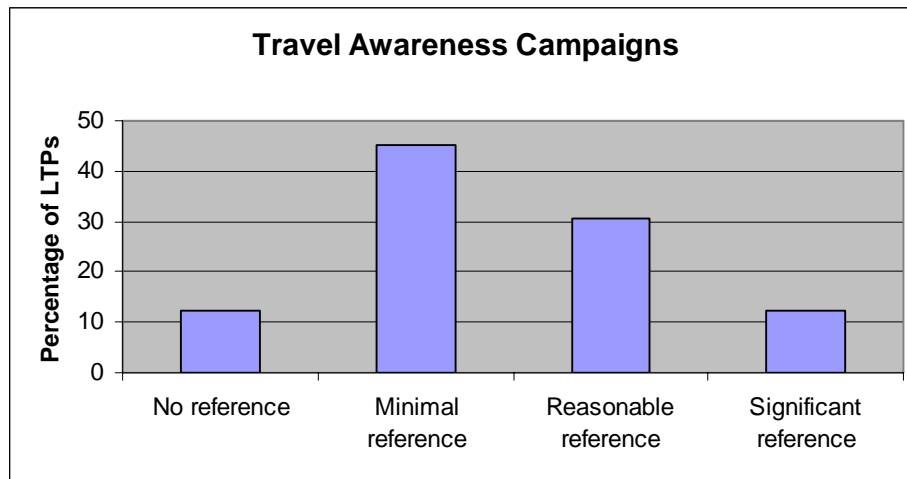
3.1.5.1. All LTPs contained references to promoting public transport, and in a number of cases the authority had dedicated funding specifically to this purpose. In general, LTPs seemed to focus on marketing bus travel, although the odd LTP also contained references to promoting travel by rail. Several LTPs contained specific bus information or public transport information strategies. Other authorities have set up user groups or forums to promote travel by public transport, consisting of local residents, council officers and bus operators. They often meet monthly to discuss issues such as timetables and bus shelters.

3.1.5.2. A variety of different methods have been employed to provide improved public transport information to people. These include introducing real-time information at bus stops (mentioned by a number of LTPs), providing cheap bus tickets to students, websites and online journey planners, providing personalised bus journey information via mobile phone, local travel guides, and up to date timetables and printed information available at libraries and public buildings. One authority has recently taken on two additional staff to concentrate on ensuring good quality, accurate bus information is always in the public domain.

3.1.5.3. The extent to which public transport was promoted and marketed varied across the case study LTPs:

- **Authority One** - There was minimal reference to public transport information and marketing in this authority's LTP.
- **Authority Two** - There was minimal reference to public transport information and marketing in this authority's LTP.
- **Authority Three** - There was reasonable reference to public transport information and marketing in this authority's LTP.
- **Authority Four** - There was minimal reference to public transport information and marketing in this authority's LTP, although they stated specific funding dedicated to this area.
- **Authority Five** - Have a travel information and marketing strategy, and intend to consult on and promote long and short term transport strategies, facilitate and promote smarter travel choices, and improve the quality and accessibility of information. They will also provide comprehensive real-time and static information.
- **Authority Six** - Are running proactive marketing campaigns for the bus network, and have specific funding for public transport marketing.
- **Authority Seven** - There was reasonable reference to public transport information and marketing in this authority's LTP.
- **Authority Eight** - There was significant reference to public transport information and marketing in this authority's LTP.
- **Authority Nine** - There was reasonable reference to public transport information and marketing in this authority's LTP.

3.1.6. Travel Awareness Campaigns

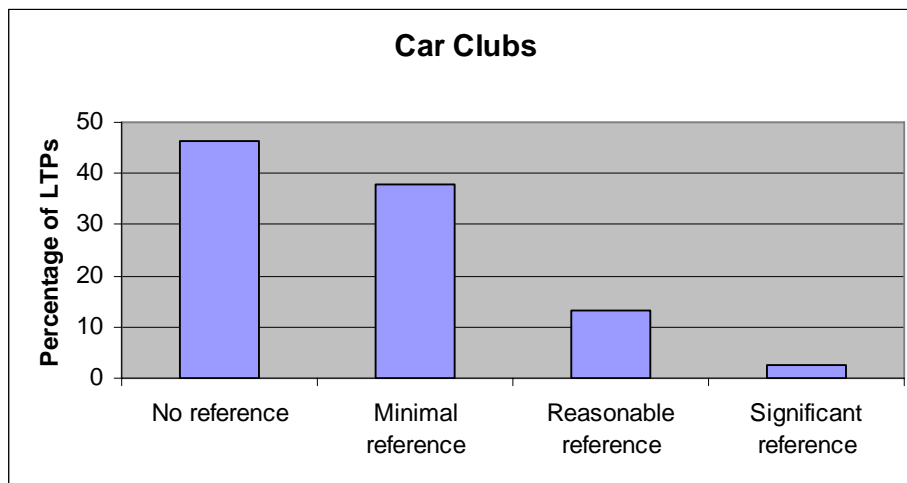


- 3.1.6.1. The majority of LTPs made some reference to travel awareness campaigns, although for nearly half (45%) this was only a minimal reference. Many LTPs stated specific figures for funding for travel awareness campaigns, and in many cases the authority is part of the TravelWise network of sustainable transport professionals.
- 3.1.6.2. In addition to supporting the national TravelWise campaigns, a number of authorities participate in, or run, further campaigns to raise awareness of alternative travel choices, generally walking or cycling.
- 3.1.6.3. Although there is extensive participation in specific campaigns, little information was given in the LTPs on how individuals are targeted, or the specific measures used in these campaigns to raise awareness. Some LTPs did elaborate on this, for example some fund travel awareness officers, whilst other methods included the use of leaflets, posters and websites. One authority stated that travel awareness campaigns are part of wider transport exhibitions.
- 3.1.6.4. The level of involvement with travel awareness campaigns varied across the case study LTPs:
- **Authority One** - Is part of the national TravelWise network, which carries out awareness raising work in some parts of the county. However, references to travel awareness campaigns in the LTP were minimal.
 - **Authority Two** - Supports the national TravelWise campaign, and also runs a cycling campaign.
 - **Authority Three** - Made minimal references to travel awareness campaigns in their LTP, although they are part of the TravelWise network.
 - **Authority Four** - Made no specific reference to travel awareness campaigns.
 - **Authority Five** - Made no specific reference to travel awareness campaigns.
 - **Authority Six** - Are encouraging membership of TravelWise through organised events, direct and targeted marketing and newsletters. They are also introducing a regular and continual multi-media travel awareness campaign to promote sensible and environmental sustainable travel choices. They run an ongoing

travel awareness campaign to keep measures in the public domain, including initiatives such as street advertising, a bus rear campaign, and borough-wide themed events. Leaflets and information are made available to visitors and tourists. The authority has a target relating to the per cent of respondents satisfied with local provision of public transport information, which is used to monitor improvements in travel information and awareness.

- **Authority Seven** - Runs a number of travel awareness campaigns, which have been used as examples of best practice for other LAs across the UK.
- **Authority Eight** - Has a TravelWise team, and made reasonable reference to travel awareness campaigns in their LTP.
- **Authority Nine** - There was reasonable reference to travel awareness campaigns in this authority's LTP.

3.1.7. Car Clubs



3.1.7.1. The graph above shows that the vast majority of LTPs made minimal or no reference to promoting car clubs. This means there is very little evidence of LAs realising or observing the benefits of this Smarter Choices measure. There are only two LTPs that make significant reference to car clubs.

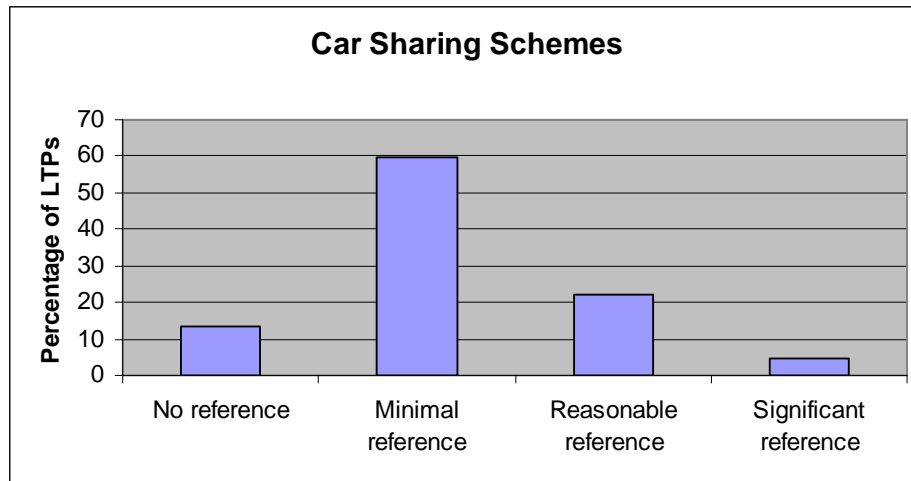
3.1.7.2. A number of car clubs have already been established across the country and these are generally in the larger cities. Other LAs appear to have identified the potential benefit of car clubs and some are offering start-up grants.

3.1.7.3. The level of promotion of car clubs varied across the case study LTPs:

- **Authority One** – Made reasonable reference to car clubs.
- **Authority Two** - Made reasonable reference to car clubs. They issue start-up grants to encourage more car clubs, and provide designated parking for the cars.
- **Authority Three** - Made minimal reference to car clubs.
- **Authority Four** - Made no specific reference to car clubs.
- **Authority Five** - Made no specific reference to car clubs.

- **Authority Six** - Made reasonable reference to car clubs. They spend £5,000 per year on promoting car clubs. They also have a local target that by the end of the LTP2 period, the area will have four residential complex vehicles, four on street vehicles and 80 members.
- **Authority Seven** – Made minimal reference to car clubs. Car club schemes are proposed for development in the future. In a June 2005 study, 78% of survey respondents were interested in joining a car club.
- **Authority Eight** – Made no specific reference to car clubs.
- **Authority Nine** – Made reasonable reference to car clubs. They have one officer that is specifically dedicated to the development and delivery of a car club.

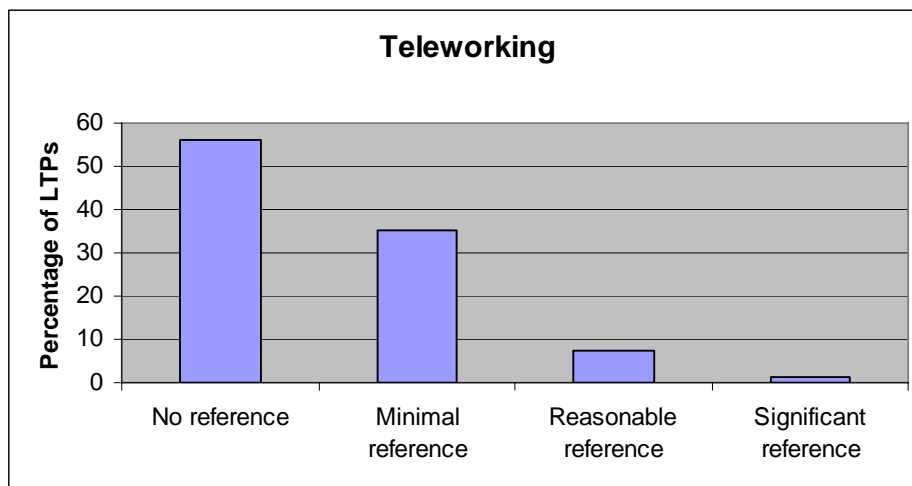
3.1.8. Car Sharing Schemes



- 3.1.8.1. The graph above shows that the majority of LTPs made minimal reference to promoting car sharing schemes. Generally LTPs have listed this Smarter Choices measure as a potential method of easing congestion but have not provided information to demonstrate they are currently committed to its implementation.
- 3.1.8.2. Many of the car sharing schemes developed are part of workplace travel plans and so are not described in detail. Others are specifically for council employees, and little effort has been made to involve the wider public.
- 3.1.8.3. Where wider car sharing schemes have been implemented (such as across a whole county or city), the level of buy-in amongst residents appears large. The schemes are generally internet based and many offer joining incentives. For example, one authority has a car sharing scheme with 2,000+ members. These members are allowed to use priority parking spaces, and in a recent survey, 80% of the priority parking spaces were being used.
- 3.1.8.4. The level of promotion of car sharing schemes varied across the case study LTPs:
- **Authority One** – Has an internet based car sharing scheme with 500 members and claims to have matched 29% of members' journeys.
 - **Authority Two** – Has an internet based countywide car sharing scheme.

- **Authority Three** - Made minimal reference to car sharing schemes.
- **Authority Four** - Made no specific reference to car sharing schemes.
- **Authority Five** - Made no specific reference to car sharing schemes.
- **Authority Six** - Made reasonable reference to car sharing schemes. They spend £10,000 per year on promoting car sharing. They have a local target that 20% of vehicles during AM peak, 35% during inter-peak and 30% of vehicles during PM peak on key routes will have more than one occupant (by 2010/11).
- **Authority Seven** – Has an internet based car sharing scheme that they will continue to promote.
- **Authority Eight** - Made minimal reference to car sharing schemes.
- **Authority Nine** - Made minimal reference to car sharing schemes.

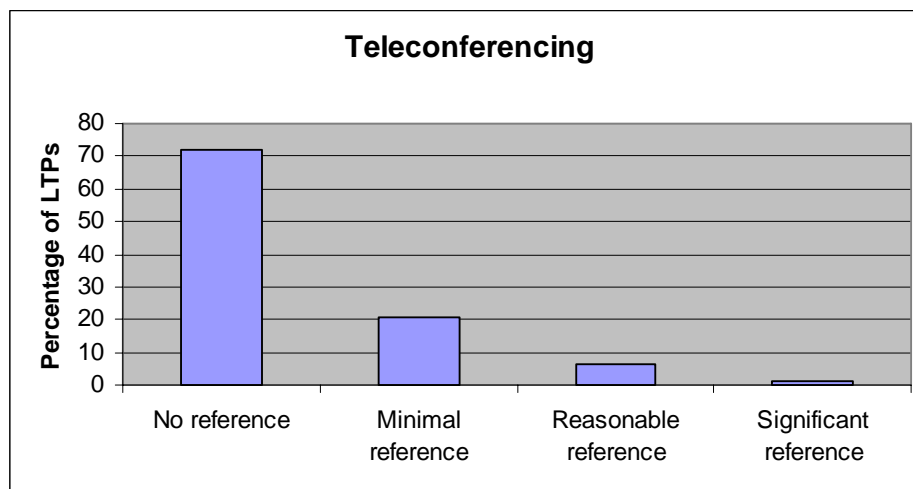
3.1.9. Teleworking



- 3.1.9.1. The graph above shows that the majority of LTPs made no reference to promoting teleworking. Generally where LTPs have listed this Smarter Choices measure, it has been stated alongside all the other Smarter Choices measures as a potential method of reducing congestion in the future. The LTPs suggest that very little effort across all LAs has been made to actively promote teleworking to residents or employers.
- 3.1.9.2. Where teleworking has been promoted it has generally been part of workplace travel plans, or specifically for council employees. One authority stated that teleworking by 10 of their staff achieved a 16,000 mile reduction in commuting mileage in six months (a large financial saving).
- 3.1.9.3. Some LAs are looking to promote teleworking in the future, by organising promotional events. In some cases, private companies are assisting councils with their promotion of teleworking.
- 3.1.9.4. In general there was little reference to promoting teleworking in the case study LTPs:
- **Authority One** – Made no specific reference to teleworking.

- **Authority Two** – Made reasonable reference to promoting teleworking. This is part of their workplace travel planning.
- **Authority Three** - Made minimal reference to teleworking.
- **Authority Four** - Made no specific reference to teleworking.
- **Authority Five** - Made no specific reference to teleworking.
- **Authority Six** - Made no specific reference to teleworking.
- **Authority Seven** – Made no specific reference to teleworking.
- **Authority Eight** - Made minimal reference to teleworking.
- **Authority Nine** - Made minimal reference to teleworking.

3.1.10. Teleconferencing



3.1.10.1. The graph above shows that the majority of LTPs made no reference to promoting teleconferencing. Generally where LTPs have listed this Smarter Choices measure, it has been stated alongside all the other Smarter Choices measures as a potential method of reducing congestion in the future. The LTPs suggest very little effort across all LAs has been made to actively promote teleconferencing to residents or employers.

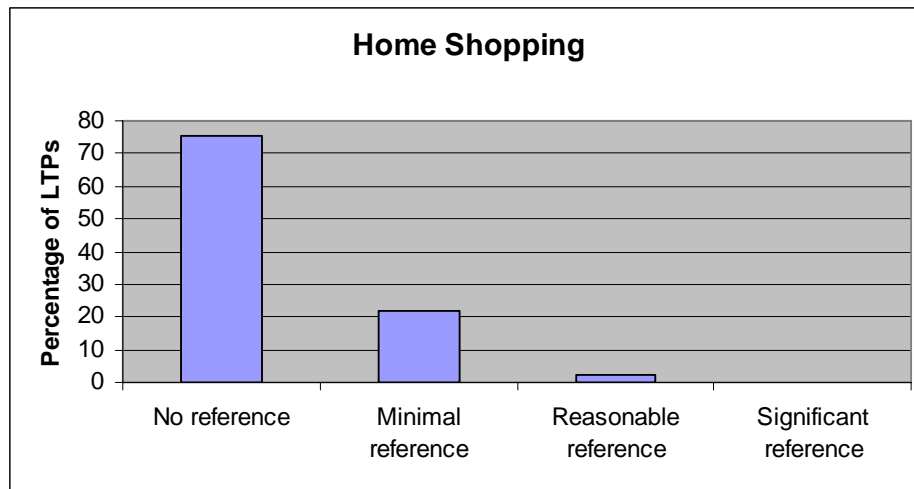
3.1.10.2. Few LAs mention the potential benefit of establishing Telecentres. One authority stated that these were "best operated commercially, although the Council would be open to exploring shared use of any facilities".

3.1.10.3. In general there was little reference to promoting teleconferencing in the case study LTPs:

- **Authority One** – Made minimal reference to teleconferencing.
- **Authority Two** – Made reasonable reference to promoting teleconferencing. This is part of their workplace travel planning. They anticipate big installations at numerous employers.
- **Authority Three** - Made minimal reference to teleconferencing.
- **Authority Four** - Made no specific reference to teleconferencing.

- **Authority Five** - Made no specific reference to teleconferencing.
- **Authority Six** - Made no specific reference to teleconferencing.
- **Authority Seven** – Made no specific reference to teleconferencing.
- **Authority Eight** - Made minimal reference to teleconferencing.
- **Authority Nine** - Made minimal reference to teleconferencing.

3.1.11. Home Shopping



3.1.11.1. The graph above shows that the majority of LTPs made no reference to promoting home shopping. Generally where LTPs have listed this Smarter Choices measure, it has been stated alongside all the other Smarter Choices measures as a potential method of reducing congestion in the future. The LTPs suggest that very little effort across all LAs has been made to actively promote home shopping to businesses or residents.

3.1.11.2. Two LAs made reasonable reference to home shopping in their LTP.

3.1.11.3. Many LAs state the importance of shop location in influencing congestion levels, but do not appear to feel home shopping will have a significant effect on traffic levels.

3.1.11.4. There was little, if any, reference to home shopping in the case study LTPs:

- **Authority One** – Made no specific reference to home shopping.
- **Authority Two** – Made no specific reference to home shopping.
- **Authority Three** - Made minimal reference to home shopping.
- **Authority Four** – Made no specific reference to home shopping.
- **Authority Five** - Made no specific reference to home shopping.
- **Authority Six** - Made no specific reference to home shopping.
- **Authority Seven** – Made no specific reference to home shopping.
- **Authority Eight** - Made minimal reference to home shopping.

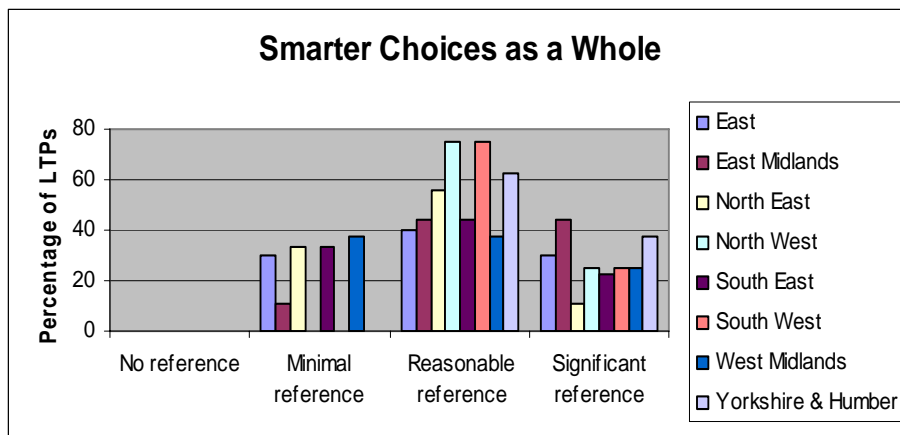
- **Authority Nine** - Made minimal reference to home shopping.

3.2. Comparison Between Regions

3.2.1. Smarter Choices as a Whole

| Region | Number of LTPs |
|--------------------|----------------|
| East | 10 |
| East Midlands | 9 |
| North East | 9 |
| North West | 8 |
| South East | 19 |
| South West | 11 |
| West Midlands | 8 |
| Yorkshire & Humber | 8 |

3.2.1.1. The table above shows the number of LTPs reviewed from each region. The LTP reviews are grouped in this way for the following analysis.



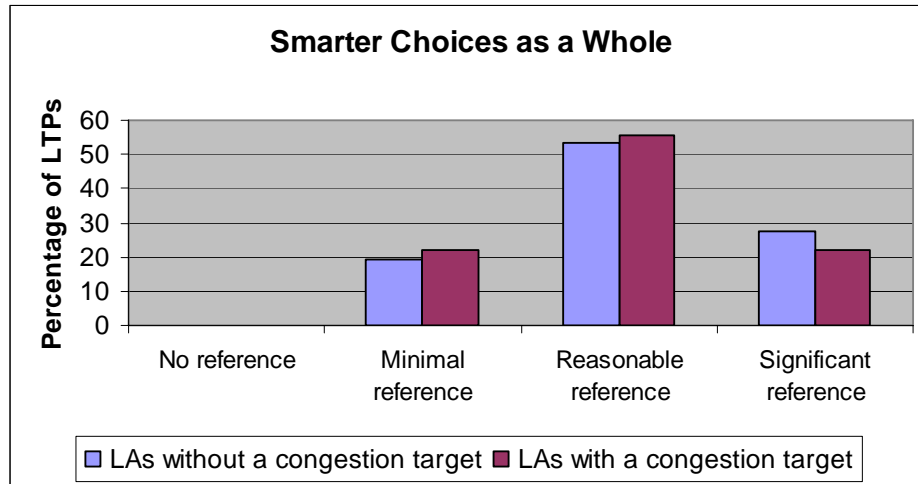
3.2.1.2. The graph above shows that there is a reasonable variation in the extent to which Smarter Choices are embedded across regions. East Midlands and Yorkshire & Humber have the highest proportion of LTPs with significant reference to Smarter Choices, whereas the North East has the lowest proportion.

3.2.1.3. East Midlands' LTPs refer in comparatively more detail to workplace travel plans, whereas Yorkshire & Humber's LTPs refer in comparatively more detail to car clubs and car sharing schemes. The results of the LTP reviews for Smarter Choices measures individually by region are mixed (i.e. regions refer in comparatively more detail to some measures and not others). Annex B contains graphs by Smarter Choices measure, showing the extent each is referred to in the LTPs by region.

3.3. Comparison Between Authorities with and without Congestion Targets

3.3.1. Smarter Choices as a Whole

3.3.1.1. Ten Local Authorities in England have congestion targets. These are London, West Midlands, Greater Manchester, Merseyside, South Yorkshire, West Yorkshire, Tyne and Wear, Bristol, Leicester and Nottingham. London does not have an LTP; therefore the following analysis compares the reviews of nine LTPs from LAs with congestion targets, with the reviews of the remaining LTPs.



3.3.1.2. The graph above shows that the difference between congestion target LTPs and the remaining LTPs, in terms of the extent to which Smarter Choices measures are referred to, is minimal.

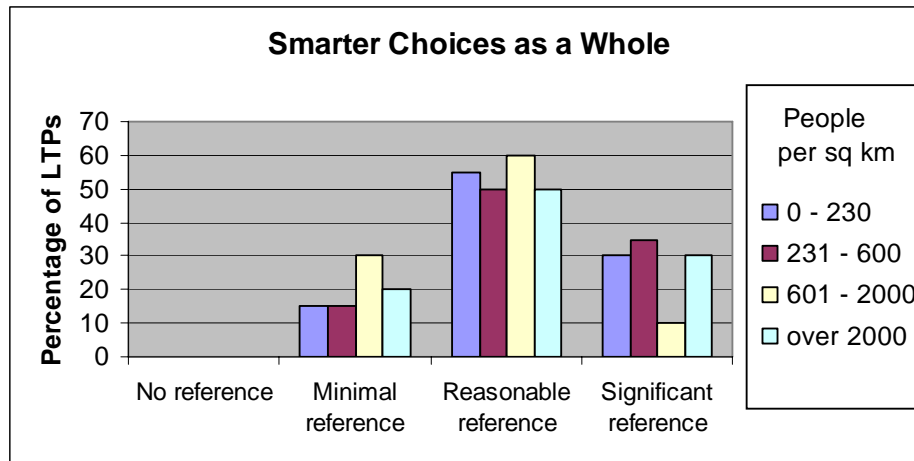
3.3.1.3. The corresponding results are also similar to this for each Smarter Choices measure individually. The LTPs without a congestion target appear to refer to workplace and school travel plans to a greater extent than LTPs with a congestion target; however, the opposite appears to be true for the lesser-used measures such as travel awareness campaigns, car clubs, car sharing schemes and teleworking. For a more detailed comparison, showing an analysis of each Smarter Choices measure individually, see Annex C.

3.4. Comparison by Population Density

3.4.1. Smarter Choices as a Whole

3.4.1.1. Smarter Choices measures appear to be most frequently implemented as methods of tackling congestion. If reducing congestion is generally seen as a key benefit of Smarter Choices measures (or a factor that drives their implementation), Smarter Choices may be more likely to be embedded in areas with more significant congestion problems.

3.4.1.2. Since the more significant congestion problems tend to occur in the major cities (where there are more people and therefore most traffic), it would seem interesting to assess the LTP reviews against population density (used here as a proxy for congestion).



- 3.4.1.3. The categories of population density were selected so that there was an even amount of LTPs within each (to allow for a fair comparison).
- 3.4.1.4. The graph above shows that there is no clear relationship between population density and the extent to which Smarter Choices measures are embedded in LTPs. There also does not appear to be any corresponding relationship for each Smarter Choices measure individually. For a more detailed comparison by Smarter Choices measure, see Annex D.

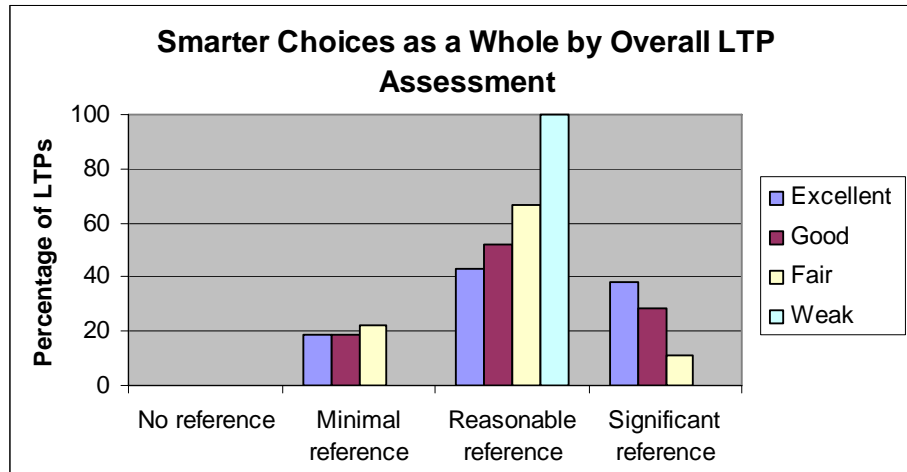
3.5. Comparison with an Overall Assessment of LTPs

3.5.1. Smarter Choices as a Whole

- 3.5.1.1. DfT's previous assessment of LTP2 (carried out centrally, in regional Government Offices and in conjunction with Defra) rated each plan as being weak, fair, good or excellent by nine separate criteria. The criteria are listed below:
- Context
 - Analysis
 - Maximising value from resources
 - Involvement
 - Performance Management
 - Accessibility
 - Congestion
 - Air Quality
 - Road Safety
- 3.5.1.2. An overall classification (weak, fair, good or excellent) was then assigned to each LTP2 based collectively upon these nine criteria ratings. A more detailed description of the criteria can be found in Annex E. For further information on the methodologies applied in the DfT LTP2 assessment, see the following document:

- *Technical Note About the Assessment of Final Local Transport Plans (2006)*

3.5.1.3. The graph below compares the overall LTP2 classifications from the assessment described above, with ORU's review of the Smarter Choices element of the plans:

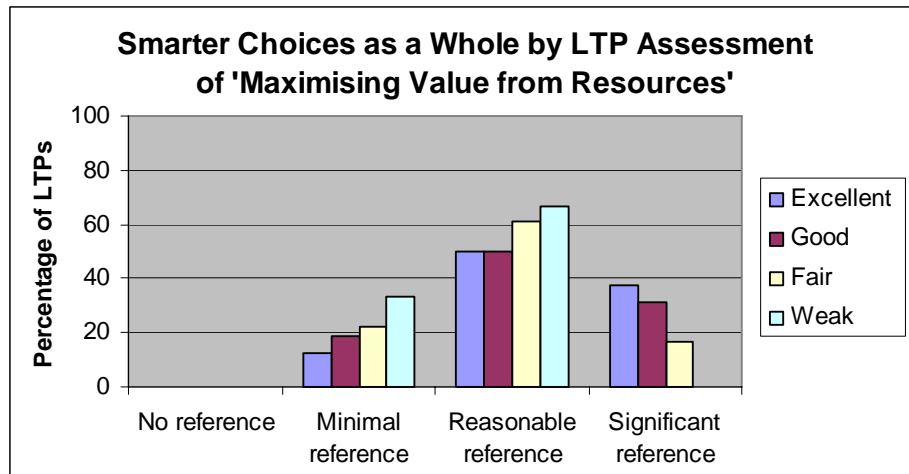


3.5.1.4. The relatively high percentage relating to the classification 'Weak' is a result of there being only one LTP2 assigned this overall rating.

3.5.1.5. The graph above shows that a higher proportion of LTP2s rated excellent overall made significant reference to Smarter Choices, compared to those rated good, fair or weak. However, these results do not provide strong enough evidence to conclude with statistical confidence that there is a relationship between the two sets of ratings.

3.5.1.6. The same result is also true when comparing eight of nine LTP2 criteria ratings with ORU's review of Smarter Choices. This includes criteria such as Congestion and Analysis, which we may expect to have some bearing on the level of reference to Smarter Choices. Therefore there is insufficient evidence to suggest any relationship occurs between the assessments of LTP2s (overall and by the eight criteria) and the extent to which they contain reference to Smarter Choices.

3.5.1.7. The one criterion that has a significant positive relationship with the Smarter Choices review is 'Maximising value from resources', which is illustrated in the graph that follows. This suggests that the authorities making best use of funding are also those that apply Smarter Choices to a greater extent.

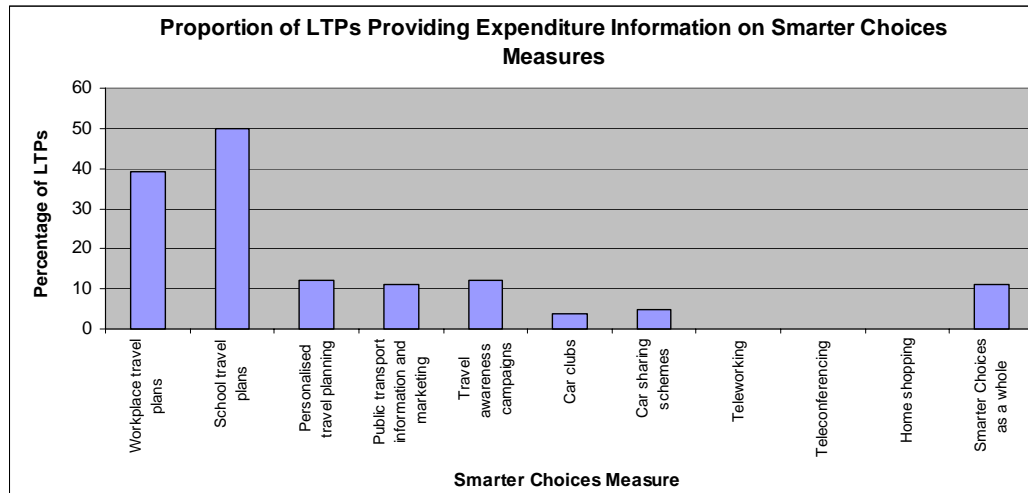


3.5.1.8. Annex E contains a comparison of the two sets of ratings, showing the number and proportion of LTP2s within each classification.

4. Spending on Smarter Choices

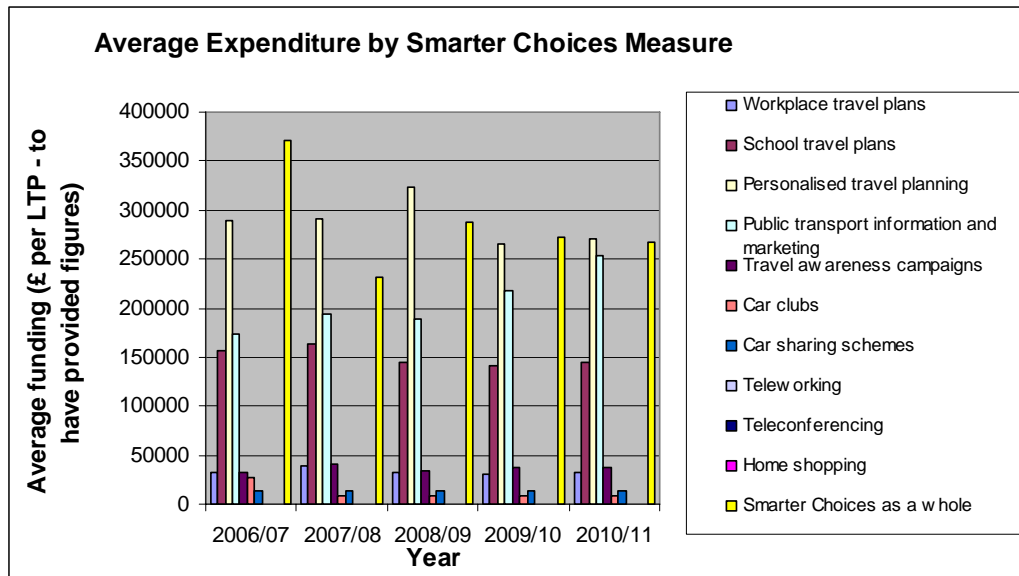
4.1. Smarter Choices as a Whole

4.1.1. The quality of information on LA expenditure by Smarter Choices measure is particularly varied across LTPs. The graph below shows the proportion of LTPs that contained financial information by Smarter Choices measure. It should be noted that on many occasions LTPs did not state the Smarter Choices measure explicitly in their funding information; therefore some assumptions were required when allocating funding figures to measures to allow for a comparison to be made. These assumptions may mean that the spending being compared across LTPs (on a specific Smarter Choices measure) may not correspond to exactly the same thing in each LTP. For example, funding for travel awareness campaigns may include funding on walking/cycling campaigns in some LTPs but not in others, and funding for school travel planning may include Safer Routes to Schools funding in some LTPs and not in others. This should be taken into consideration throughout this section's analysis.



- 4.1.2. The graph above shows that funding information in the LTPs corresponded mainly to workplace and school travel plans. The analysis in section 3 showed that the other Smarter Choices measures are being promoted to a greater extent than is suggested in the graph above; therefore spending on these measures must be allocated under different headings, or it is simply not stated.
- 4.1.3. Many LTPs have stated their funding on travel plans as a whole, rather than separately on workplace travel plans and school travel plans. This occurred in 12 (15%) LTPs. When calculating the average level of spending by Smarter Choices measure, these LTPs' travel plan spending information was left out, since it is not reasonable to make an assumption about how travel plan funding is split. Where totals were presented for the whole LTP2 period, this spending was assumed to be spread evenly across years.

- 4.1.4. The following graph shows the average funding (capital and revenue per LTP) for each Smarter Choices measure, for those LTPs that contained relevant information.



- 4.1.5. The graph above should be treated with caution given the data issues described previously. Averages are only based on specific figures given in LTPs - where figures are not stated it has not been assumed that they are zero (i.e. there is no funding allocation to that Smarter Choices measure). This means that some averages, for example those corresponding to car clubs, may be slightly overestimated (where funding has not been stated for this particular measure it may be that funding for car clubs is actually zero, although it is not reasonable to make this assumption throughout).
- 4.1.6. Averages for Smarter Choices as a whole do not equal the sum of the averages for each individual measure. This is because overall Smarter Choices figures are given in fewer LTPs than figures for individual measures. Therefore the averages for individual Smarter Choices measures are comparatively more reliable.
- 4.1.7. The graph above shows that the average spending on personalised travel planning is higher than average spending on other measures, at around £300,000 a year. This is followed by public transport information and marketing (around £200,000 a year, although this appears to be increasing) and school travel plans (around £150,000 a year).
- 4.1.8. The average spending per LTP presented above does not consider area size or population. Funding in one LTP may be particularly high simply because the LA area covers comparatively more people than other LTPs. It would be possible to present averages as spend per head of population rather than spend per LTP. This would allow for a fairer comparison between areas.
- 4.1.9. If average funding per head of population were calculated, it would be relatively straightforward to calculate a national total approximation for each Smarter Choices measure.

4.2. Workplace Travel Plans

- 4.2.1. The highest funding for workplace travel plans was £100,000 a year followed by £80,000 a year. The lowest funding stated in LTPs was around £5,000 a year.

4.3. School Travel Plans

- 4.3.1. Spending on school travel plans varied significantly between LTPs. The maximum level of spend was between £500,000 and £600,000 a year followed by £536,800 a year. Another authority is planning to spend between £5,000 and £12,000 a year during the LTP2 period on this measure, although these figures (unlike the two previous ones) are unlikely to include funding issued by DfT/DfES. In many cases it was not clear whether financial information on school travel planning included DfT/DfES grants.

4.4. Personalised Travel Planning

- 4.4.1. The spending on personalised travel planning also varies significantly between LTPs. One authority is planning to spend £2 million a year on this, whereas another has allocated between £5,000 and £12,000 a year on this measure during the LTP2 period.

4.5. Public Transport Information and Marketing

- 4.5.1. LAs generally carry out a variety of work on improving the quality and viability of their public transport; therefore spending figures on this particular Smarter Choices measure are likely to cover a broad range of actions in different LTPs. The maximum spending observed in an LTP on this measure was between £250,000 and £625,000 a year, followed by another with increasing spending from £6,000 in 2006/7 to £958,000 in 2010/11. One other authority, by contrast, is planning to spend £10,000 a year on this Smarter Choices measure.

4.6. Travel Awareness Campaigns

- 4.6.1. The maximum level of spend on this Smarter Choices measures was £20,000 in 2006/7 and £120,000 a year thereafter. The minimum stated level of spend was around £10,000 a year during the LTP2 period.

4.7. Car Clubs

- 4.7.1. Only three LTPs contained spending information relating to promoting car clubs. Two of these authorities intend to spend £80,000 in total over the LTP2 period on this Smarter Choices measure, whereas the other plans to spend £5,000 a year.

4.8. Car Sharing Schemes

- 4.8.1. Only four LTPs contained spending information relating to promoting car sharing. The highest level of spend was £30,000 a year over the LTP2 period on this Smarter Choices measure, whereas the minimum was between £3,000 and £5,000 a year.

4.9. Teleworking, Teleconferencing and Home Shopping

- 4.9.1. No spending information was presented in LTPs relating to promoting teleworking, teleconferencing or home shopping.

5. Resources Dedicated to Smarter Choices

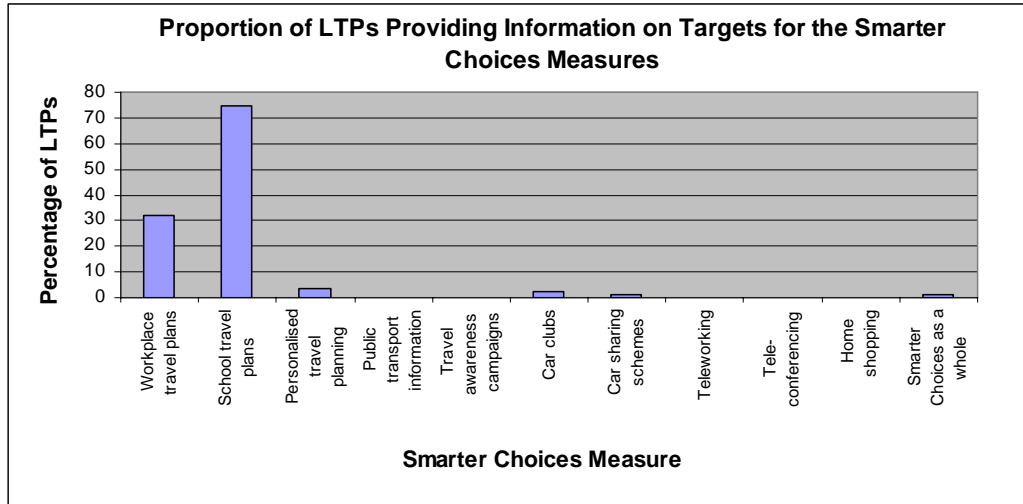
5.1. Smarter Choices as a Whole

- 5.1.1. Very little information was provided in LTPs relating to the level of resource that is currently allocated to each Smarter Choices measure, with the exception of resources allocated to workplace travel plans and school travel plans.
- 5.1.2. Of the 82 LTPs, 26 (32%) stated the level of resource that they, as an LA, currently allocate to workplace travel plans. The majority of these employ a single (full or part-time) resource as a workplace travel plan officer / coordinator / advisor. Other LAs have Travel to Work working groups. Another authority is one of ten local partners in a 'Travel for Work' group. Partners come from local government, health, education, the voluntary sector and the business community. The group offers assistance and guidance to employers aiming to introduce travel plans in their workplace.
- 5.1.3. Of the 82 LTPs, 37 (45%) stated the level of resource that is currently allocated to school travel plans. The majority of these authorities employ a single (full or part-time) resource as a school travel advisor, but other LAs employ up to six school travel advisors. Many of these posts will be funded by DfT/DfES, and therefore the number of posts will be dependent on the level of funding received. However, in some authorities additional posts are funded by the authority.
- 5.1.4. Only one authority stated that it allocated resource specifically to car clubs. One officer in this LA is dedicated to the development and delivery of a car club.

6. Local Targets Relating to Smarter Choices Measures

6.1. Smarter Choices as a Whole

6.1.1. The graph below shows the proportion of LTPs that contained reference to local targets on Smarter Choices measures.



6.1.2. The graph shows that LTPs in general made no reference to Smarter Choices local targets, with the exception of targets relating to school travel plans, and to a lesser extent, workplace travel plans.

6.2. Workplace Travel Plans

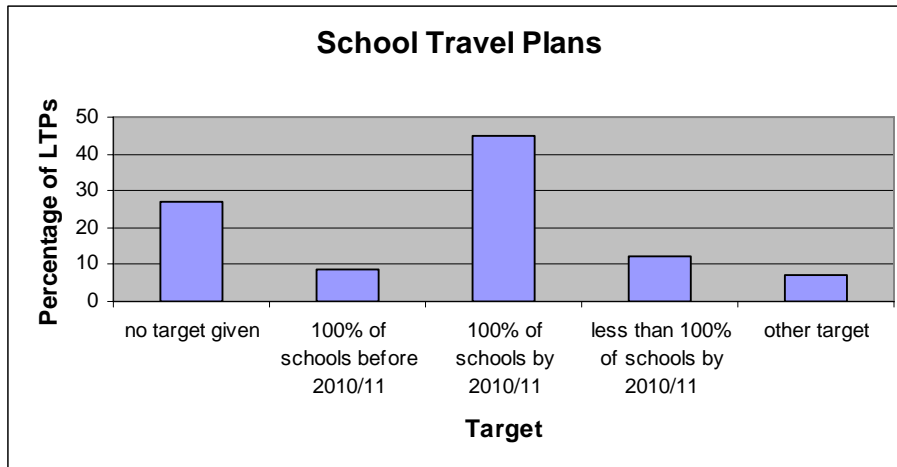
- 6.2.1. Several LTPs mentioned local targets for the number of employers with workplace travel plans by 2010/11, or the number of employees covered by workplace travel plans, whilst other targets focused on changes in modal split for the journey to work.
- 6.2.2. The targets given, in terms of number of employees covered by travel plans, ranged from 6% to 50% of employees by 2010/11.
- 6.2.3. The targets given, in terms of number of travel plans developed, ranged from 13 to 111 by 2010/11.
- 6.2.4. Other workplace travel plan targets stated in LTPs included:
- Six plans completed per year;
 - 26 organisations with more than 50 employees to have a plan by 2010/11;
 - 50% of employers with over 250 staff to have a plan by 2011 (currently 17%);
 - All major businesses, health care sites, education establishments to have a plan (no timescale given).

6.3. School Travel Plans

6.3.1. Whilst many authorities have targets in line with the DfT target of all schools having an STP by 2010/11, a significant number have specific targets of

lower coverage than this. For example, one authority has a target of 90% of schools covered, as they felt that it was more aspirational than realistic to have a target of 100%. Similarly, another authority has a target of 85% of schools with an STP by 2010/11, as they claim to prefer quality to quantity. In more than one instance the difficulty in engaging with some schools was mentioned as a reason why the 100% target was unrealistic, with one LA commenting that the loss of funding from central Government after 2007/08 will have a negative affect on the LA's ability to work with schools, and schools' willingness to participate.

- 6.3.2. The following graph shows the distribution of school travel plan targets across LTPs.



- 6.3.3. In 37 authorities the target is for 100% of schools to have an STP by 2010/11. However, one of these indicated that they have "serious concerns" over whether this target is feasible, due to the temporary nature of funding for STP advisors. Seven authorities have a target of 100% of schools to have an STP earlier than 2010. Ten authorities have a target of less than 100% of schools to have a plan by 2010/11. One authority aims to produce five STPs annually, with 100% of schools covered by 2016.
- 6.3.4. Other school travel plan targets included:
- 100% of schools, but no date for the target was provided;
 - 100% of state schools by 2010;
 - 25 schools per year;
 - 247 schools to have a STP by 2009;
 - 90% of schools by 2009/10.
- 6.3.5. Several authorities have additional local targets. Many of these relate to reducing the proportion of pupils travelling to school by car, and increasing the proportion travelling by public transport, walking or cycling. For example, one authority is aiming to reduce car journeys by 6%, and increase journeys by public transport, walking and cycling, whilst another is aiming to increase "sustainable travel" at schools with STPs by 2% a year. In many cases, modal split for the journey to school is measured by regular "hands-up" surveys, and some authorities were already able to report on a change in modal split - for example, one authority has seen a 1% decrease in car journeys per year. However, another authority commented that they have

struggled to turn STPs into tangible results, and as a result have changed their approach to school travel planning and plan to develop a reward scheme.

6.4. Personalised Travel Planning

- 6.4.1. A few LTPs contained specific local targets relating to personalised travel planning. One authority intends to target up to 10,000 residents a year, aiming for at least 15% of the city covered by 2010/11. Another authority has a target of 30,000 households to receive personalised travel planning by 2008/09, and believes that the target will be achieved using an internet system where people can find travel information specific to their daily journeys, as well as paper materials.
- 6.4.2. One unitary authority aims to conduct a personalised travel planning pilot of 1,000 households during 2005/06, and to target 5,000 households per year over the remaining years of the LTP2 period. This will result in 21,000 of the 74,000 households in the city (28.4%) targeted during the LTP2 period.

6.5. Public Transport Information and Marketing

- 6.5.1. Some LTPs contained references to targets relating specifically to public transport information and marketing. One authority intends to promote travel choice during LTP2 and has a target for 69% of the population to be informed of travel choice by 2008/09. Another is seeking to run bus services with a frequency of 15 minutes or better.

6.6. Travel Awareness Campaigns

- 6.6.1. There was no reference to local targets relating to travel awareness campaigns in the LTPs.

6.7. Car Clubs

- 6.7.1. Local targets relating to car clubs included:
- To have 1,000 members by 2007/8 (there are currently 320 members);
 - To have four residential complex vehicles, four on street vehicles and 80 members by 2010/11.

6.8. Car Sharing Schemes

- 6.8.1. There was only one LTP reference to a local target relating to car sharing. The target was to maintain the existing scheme, and build upon the existing membership. By 2010/11, the percentage of vehicles on key routes with more than one occupant will be: 20% during the morning peak period; 35% during the inter-peak period; and 30% during the evening peak period.

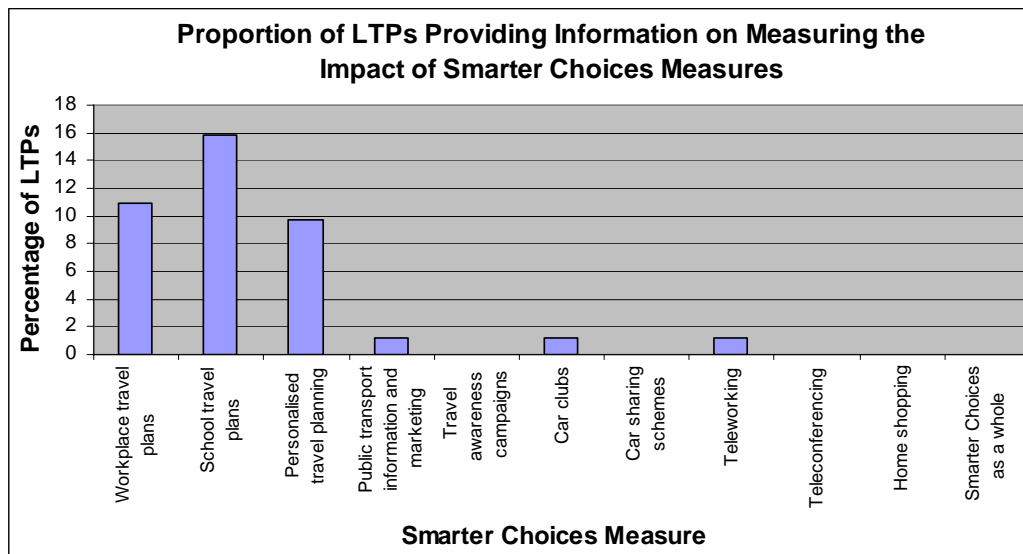
6.9. Teleworking, Teleconferencing and Home Shopping

- 6.9.1. There was no reference to local targets relating to teleworking, teleconferencing or home shopping in the LTPs.

7. Observing and Measuring the Impact of Smarter Choices Measures

7.1. Smarter Choices as a Whole

- 7.1.1. The impact of Smarter Choices as a whole and that of specific measures is not generally measured or considered in great detail by LAs in their LTPs. It is difficult for LAs to attribute any change observed in travel patterns directly to the implementation of specific Smarter Choices measures. LAs instead tend to assess the bigger picture, in terms of measures such as traffic volumes and resident opinions. These assessments can then be used to measure the impact of their transport strategy as a whole. This is a topic ORU investigated in more detail during the Smarter Choices case studies. For example, if LAs did not fully understand the impact of specific Smarter Choices measures in the short and long term (for example on congestion or modal shift), it was interesting to investigate how they made decisions on the resources they allocated to these measures (i.e. by what evidence).
- 7.1.2. It should be noted, however, that some authorities may have described schemes that they intended to implement during the LTP2 period, and so at the time of writing the LTP2 the scheme was either not yet in place, or there had been insufficient time for changes in behaviour to have been observed.
- 7.1.3. The following graph shows the proportion of LTPs that contained reference to observing or measuring the impact of Smarter Choices as a whole, and by specific measure.



- 7.1.4. The graph shows that few LTPs contain references to observing or measuring the impact of Smarter Choices measures.

7.2. Workplace Travel Plans

- 7.2.1. Nine LTPs made reference to the observed or measured impact of workplace travel plans. The impact has generally been a decrease in single

occupancy car use and an increase in walking, cycling and public transport to get to work, measured through case studies or annual travel surveys.

- 7.2.2. One LTP stated an observed decrease in car journeys and increase in walking, cycling and public transport. At the area's main hospital, car journeys decreased by 2% between 2001 and 2004 due to the implemented travel plan, and at one large employer (between 2002 and 2005) car journeys decreased by 3% while the proportion of staff using public transport increased from 8% to 18%.

7.3. School Travel Plans

- 7.3.1. Reference was made to the observed or measured impact of school travel plans in 13 LTPs. As with workplace travel plans, the impact observed was generally a decrease in car use and an increase in walking, cycling and public transport to get to school. However, STPs tend to cause more of an increase in walking and cycling and less of an increase in public transport than workplace travel plans. The impacts have been measured through case studies and/or school travel surveys.
- 7.3.2. One authority reported an increase in walking levels by 43% between 2001 and 2004. Another authority has observed a 100% increase in cycling at one school and 200% increase at one other (after the introduction of a school travel plan). A third authority stated that car trips to school have fallen by 1% per year since 2004.

7.4. Personalised Travel Planning

- 7.4.1. Eight LTPs reported on the impact that had been seen from personalised travel planning initiatives. In one LTP area, there has been a reduction in car use of 7-15% in urban areas and 2-6% in rural areas. Another area has seen a significant and sustained change in travel behaviour, including a reduction in car trips from 49% to 44% and an increase in walking of 20%.

7.5. Public Transport Information and Marketing

- 7.5.1. The impact of public transport marketing campaigns has already been seen in some authorities. One authority has seen an increase in bus use by 1.5% to 5% when combined with other improvements, while another has carried out major marketing campaigns to promote sustainable travel, which has increased bus patronage within the city.

7.6. Car Clubs

- 7.6.1. One authority stated that they had not yet measured the impact of car clubs in their area, but estimate that their car club can replace 5-10 private cars.

7.7. Other Measures

- 7.7.1. There was no reference to the impact of travel awareness campaigns, car sharing schemes, teleworking, teleconferencing or home shopping in the LTPs.

8. Conclusions

8.1. Summary and Key Findings

- 8.1.1. The analysis in this report illustrates that the extent to which Smarter Choices are embedded within local transport strategy varies considerably across authorities.
- 8.1.2. All LTPs made some reference to Smarter Choices as a whole and to workplace and school travel planning. However, the extent of this is varied across LAs. Personalised travel planning, public transport information and marketing and travel awareness campaigns are referred to in the majority of LTPs, albeit to a lesser degree. The remaining Smarter Choices measures are not stated to a large extent in most LTPs; therefore it appears that these measures are generally not considered to be significant elements of local transport strategy.
- 8.1.3. Some LAs implement a large range of Smarter Choices measures and appear to have acknowledged the short and long term benefits that they can provide. In these cases, where significant reference to measures has been observed, Smarter Choices appears to be significantly embedded within the local transport strategy. These authorities appear to have moved prioritisation away from the more traditional 'hard' measures (often related to transport infrastructure), acknowledging that these actions alone are unlikely to produce the local transport outcomes that residents and the country wants.
- 8.1.4. However, there are a number of LTPs whose reference to Smarter Choices lacks real conviction. This specifically relates to observations of minimal (and sometimes reasonable) reference to Smarter Choices measures. There is a risk in these cases that LAs do not recognise the potential benefits of 'softer' transport measures. A number of LTPs simply stated the potential benefits of Smarter Choices as outlined in the DfT report '*Smarter Choices – Changing the way we travel*', with little information on how this is being implemented in the LA to back this up. This can create the illusion that Smarter Choices are embedded in local transport strategy, whereas in reality little, if any, resource has been allocated to the measures, nor targets set and impacts measured. It is an issue of priority, and in these LAs it seems priority remains with 'harder' transport measures. This applies even more so to LTPs making no reference to Smarter Choices measures.
- 8.1.5. The analysis performed by region, congestion targets and population density showed no clear relationship between these factors and the extent to which Smarter Choices are embedded in LTPs. This shows that there does not appear to be a general pattern across the country, i.e. authorities working in similar circumstances are not necessarily implementing Smarter Choices to a similar degree. This suggests perhaps that the decision to embed Smarter Choices is not significantly influenced or driven by the circumstances that LAs are in (such as the level of local congestion), but is actually determined most by the opinions of LA management, who essentially assign local transport prioritisation. This cultural issue was assessed in more detail during the case studies, since the reasoning behind decisions and strategies only became apparent when talking to the people involved.

- 8.1.6. The extent to which Smarter Choices are referred to in the LTPs does not appear related to the overall assessment of the LTPs (from a separate study). However, there is significant evidence to suggest that the authorities assessed as making the best use of funding are also those that apply Smarter Choices to a greater extent.
- 8.1.7. In most cases there appears to be a lack of evidence-based decision making. This is shown by the low reference to observed and measured impacts and benefits of Smarter Choices. This suggests that, even where LTPs have made significant reference to the measures, prioritisation decisions may often have been made through faith rather than facts.

8.2. Next Steps

- 8.2.1. It should be noted that the contents of an LTP may not fully represent the local transport strategy of that LA. The LTP may be badly written, or the writer may simply have chosen not to include all information on their implementation of Smarter Choices. Therefore a rating of 'minimal reference' in a review does not necessarily imply that the LA does not implement that measure in a significant way.
- 8.2.2. It was also difficult to assess the extent to which Smarter Choices are embedded in the *culture* of LAs from the review of LTPs alone. For example, a large PTE covering a large area and many people will face many transport issues and on paper appear to invest a lot of money in infrastructure improvements and Smarter Choices. However, whilst such an LTP may be rated as containing reasonable references or significant references to Smarter Choices, this may not truly reflect the cultural prioritisation between 'hard' and 'soft' measures. By contrast, a smaller LA may face fewer transport issues and appear to devote less time and resources to Smarter Choices. However, the culture of this organisation may be more geared towards implementing 'soft' rather than 'hard' transport measures. The latter LA's LTP could feasibly contain far fewer references to Smarter Choices than the former, but might have a stronger cultural drive to use Smarter Choices. This shows that a desk top review of LTPs is unlikely to represent the complete picture.
- 8.2.3. In view of this, the desk review of LTPs was complemented by a detailed analysis of ten case studies to assess how Smarter Choices measures have been, and are planned to be, embedded within the culture of organisations. The findings of the case studies are reported in:
- *Review of the Take-Up of Smarter Choices in Local Transport Plans: Case Study Findings*

Annex A: ORU Proforma for Assessing LTPs

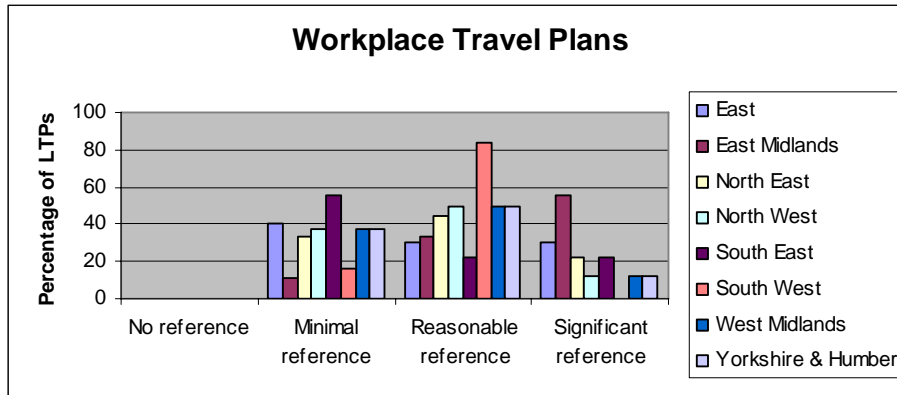
LOCAL AUTHORITY:

| Smarter Choice Measure | Minimal reference | Reasonable reference | Significant reference | Total spend (£000) | | | | | Spend/head possible? Can it be compared across LAs? | Resource level | Local target? | Target explained | Measure impact? | Impact? | Other information |
|--|-------------------|----------------------|-----------------------|--------------------|---------|---------|---------|---------|---|----------------|---------------|------------------|-----------------|---------|-------------------|
| | | | | 2006/07 | 2007/08 | 2008/09 | 2009/10 | 2010/11 | | | | | | | |
| Workplace travel plans | | | | | | | | | | | | | | | |
| School travel plans | | | | | | | | | | | | | | | |
| Personalised travel planning | | | | | | | | | | | | | | | |
| Public transport information and marketing | | | | | | | | | | | | | | | |
| Travel awareness campaigns | | | | | | | | | | | | | | | |
| Car clubs | | | | | | | | | | | | | | | |
| Car sharing schemes | | | | | | | | | | | | | | | |
| Teleworking | | | | | | | | | | | | | | | |
| Teleconferencing | | | | | | | | | | | | | | | |
| Home shopping | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| Smarter choices as a whole | | | | | | | | | | | | | | | |

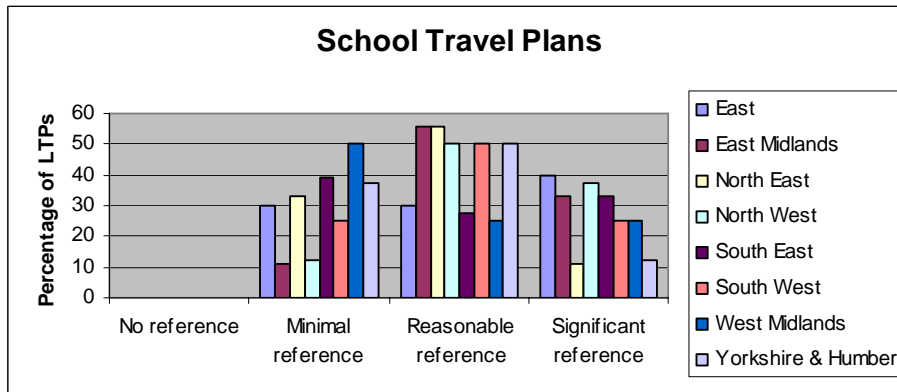
Comments:

Annex B: Regional Analysis

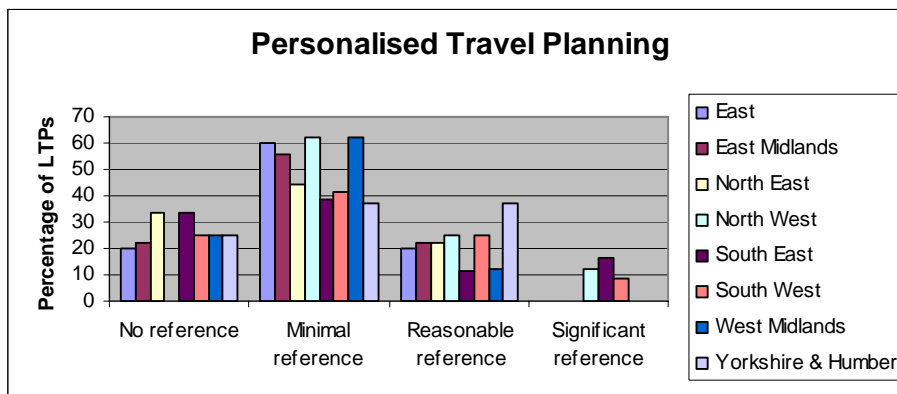
Workplace Travel Plans



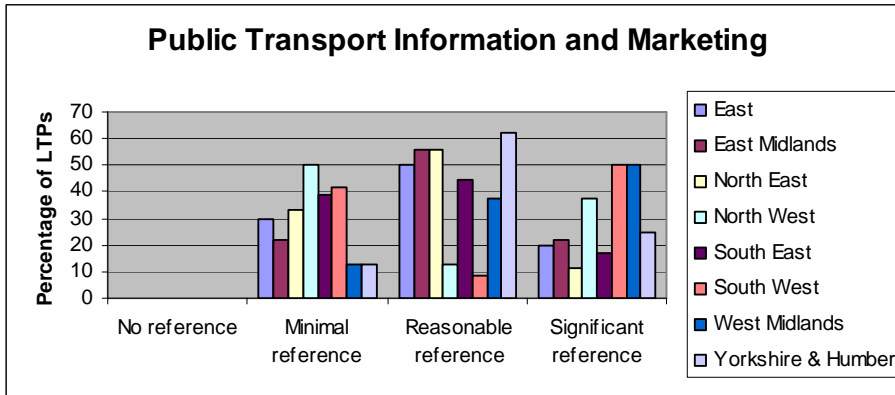
School Travel Plans



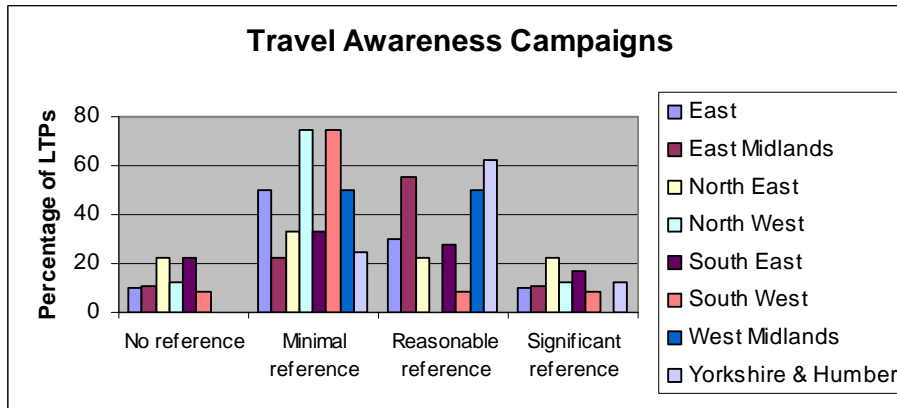
Personalised Travel Planning



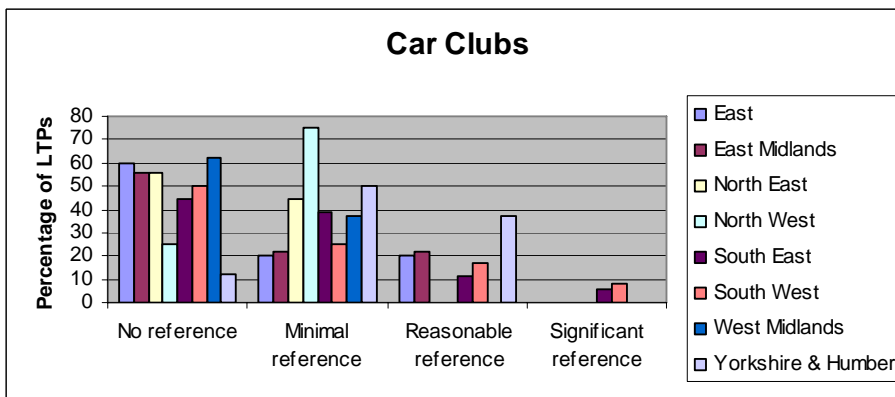
Public Transport Information and Marketing



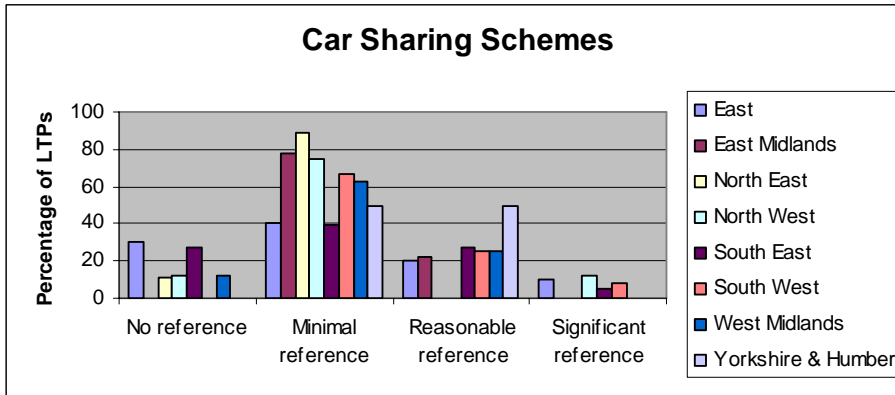
Travel Awareness Campaigns



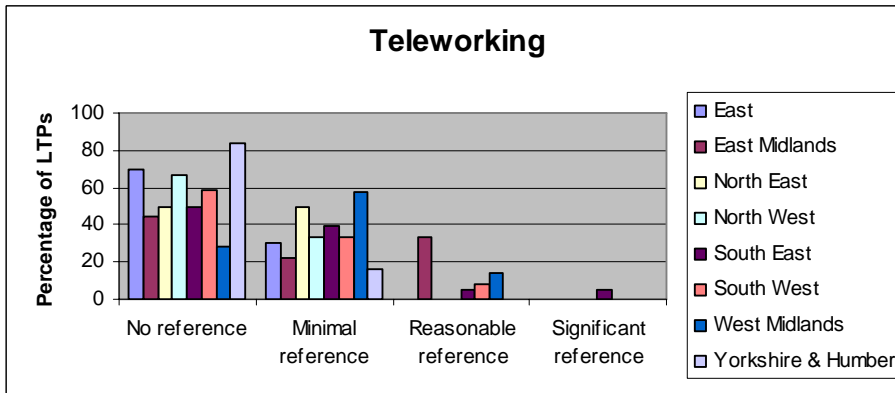
Car Clubs



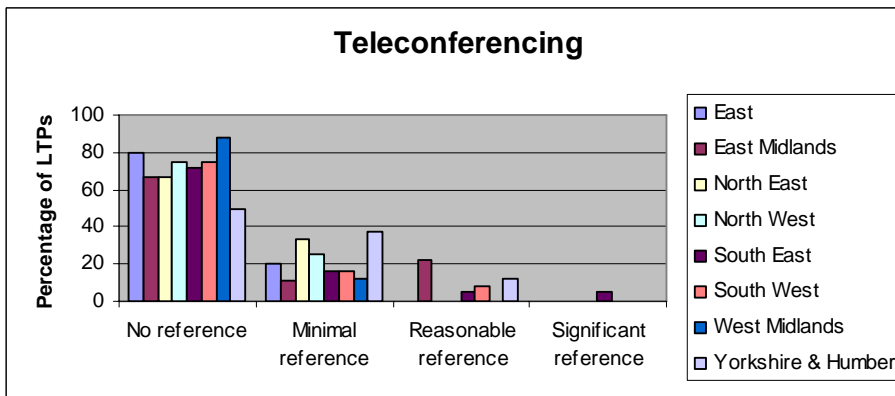
Car Sharing Schemes



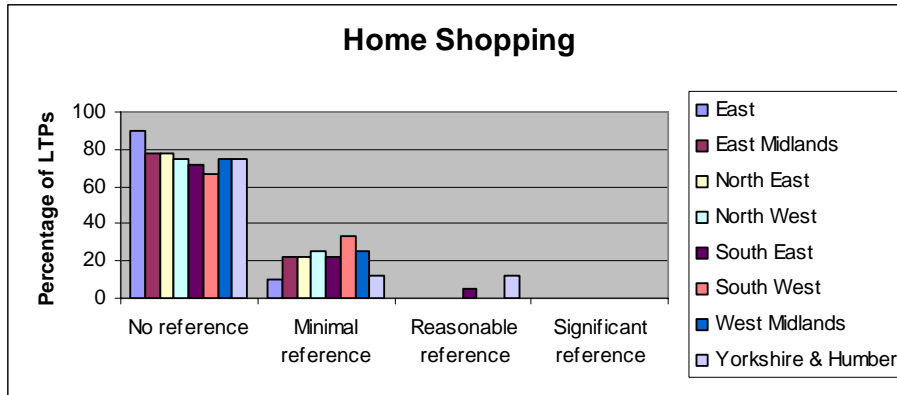
Teleworking



Teleconferencing

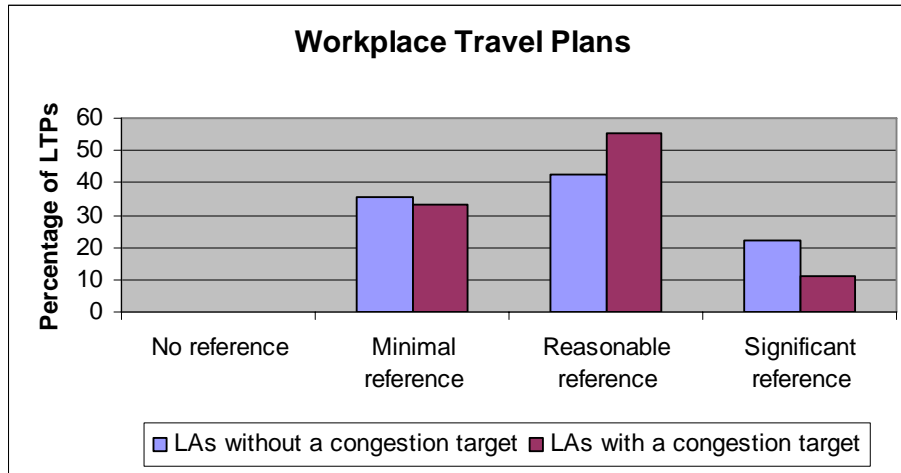


Home Shopping

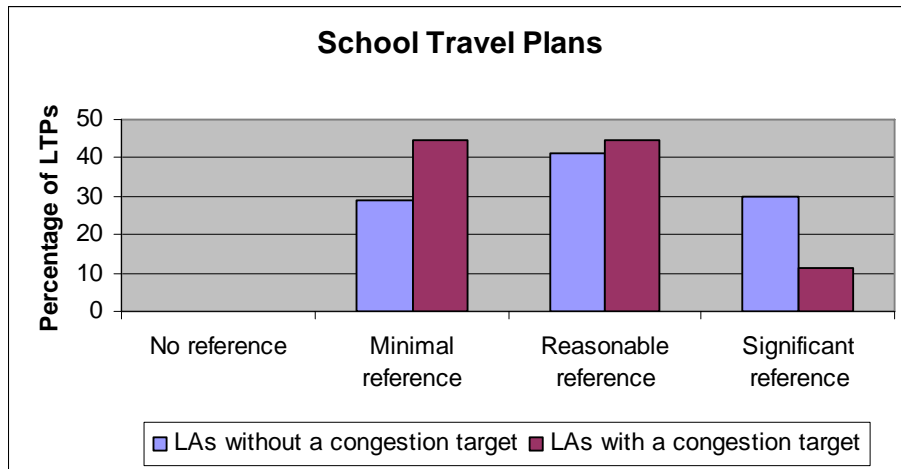


Annex C: Congestion Target Analysis

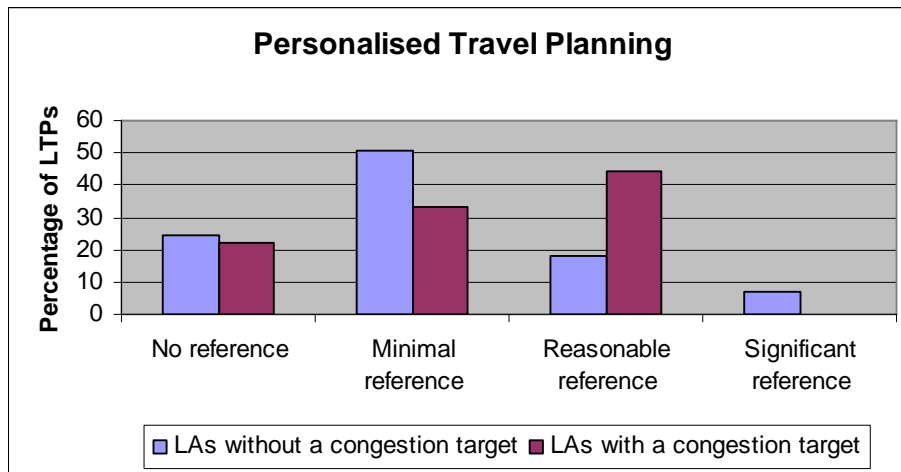
Workplace Travel Plans



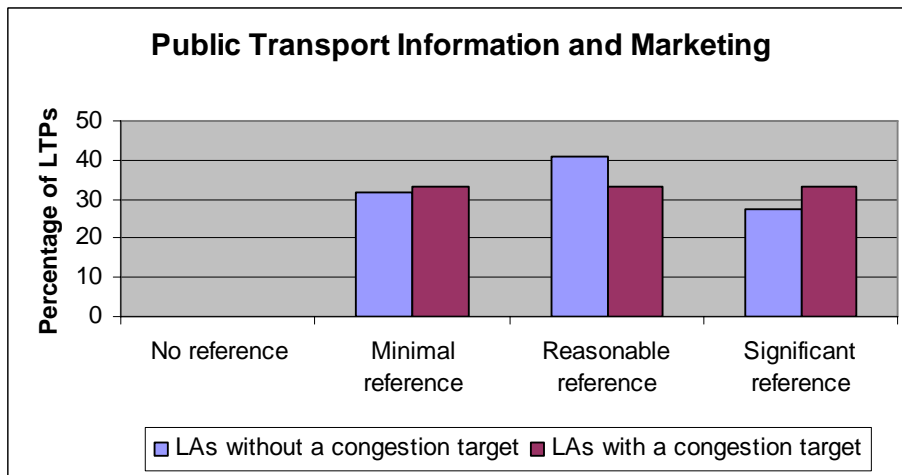
School Travel Plans



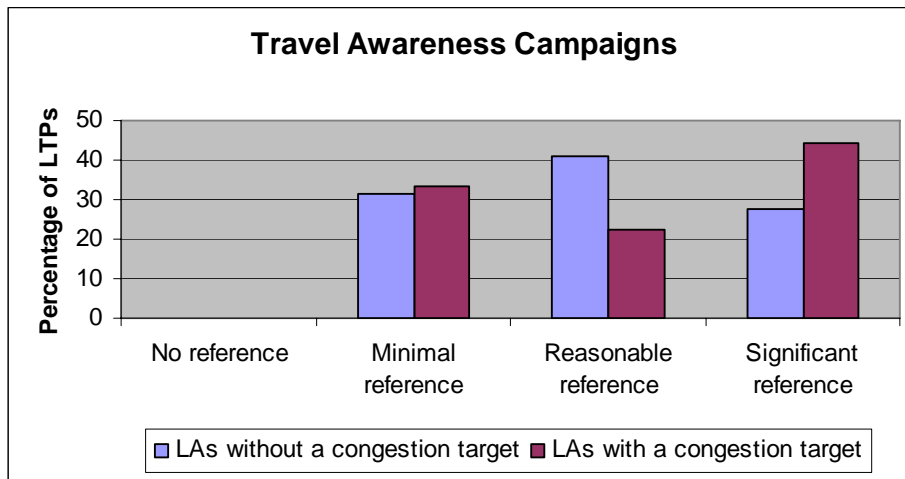
Personalised Travel Planning



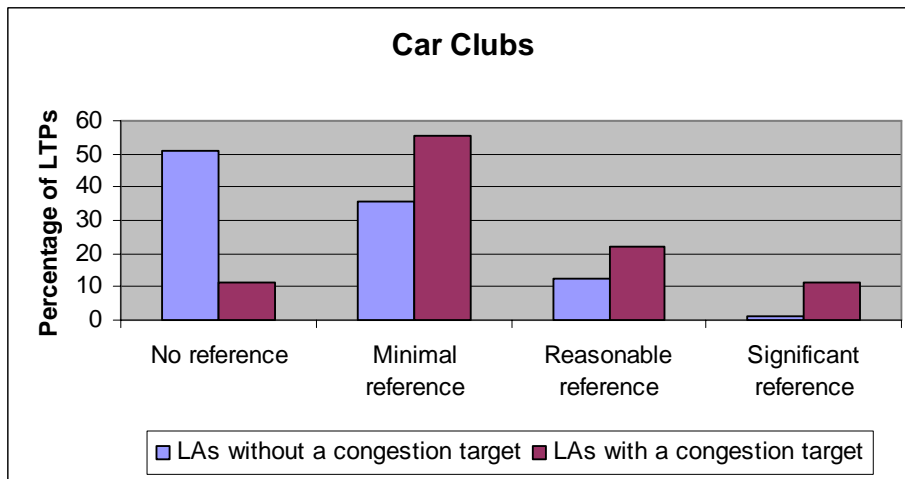
Public Transport Information and Marketing



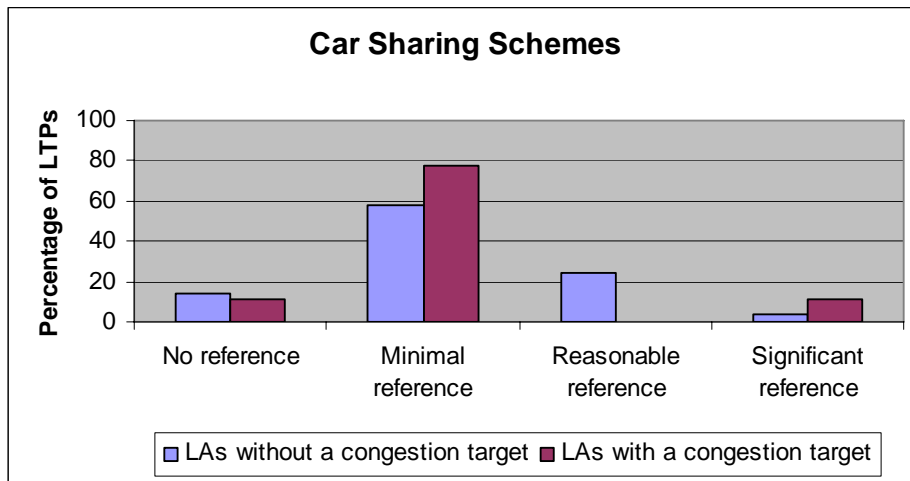
Travel Awareness Campaigns



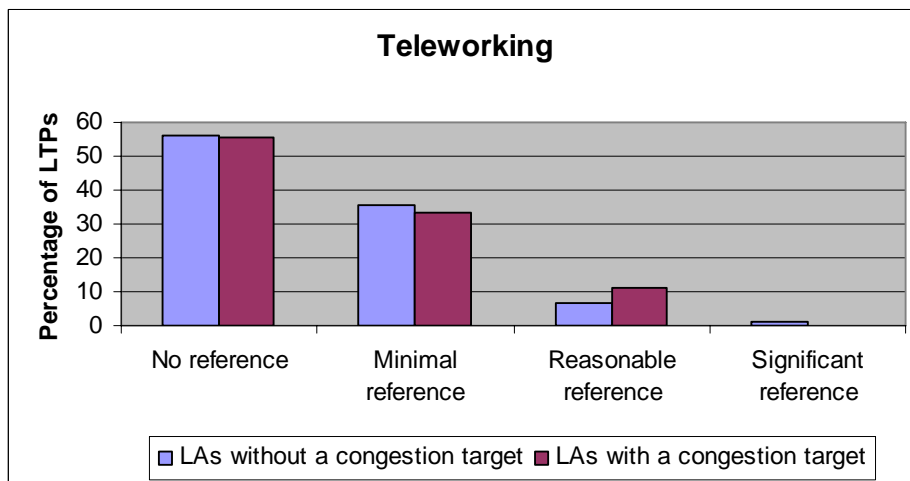
Car Clubs



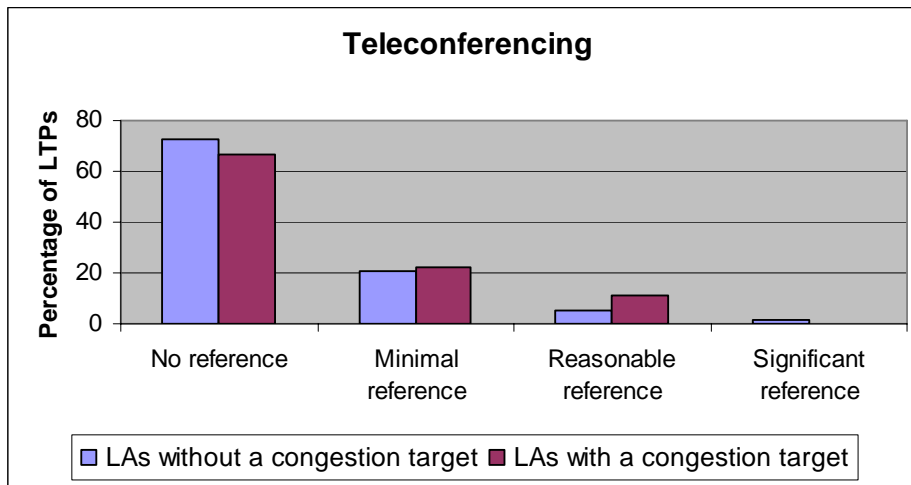
Car Sharing Schemes



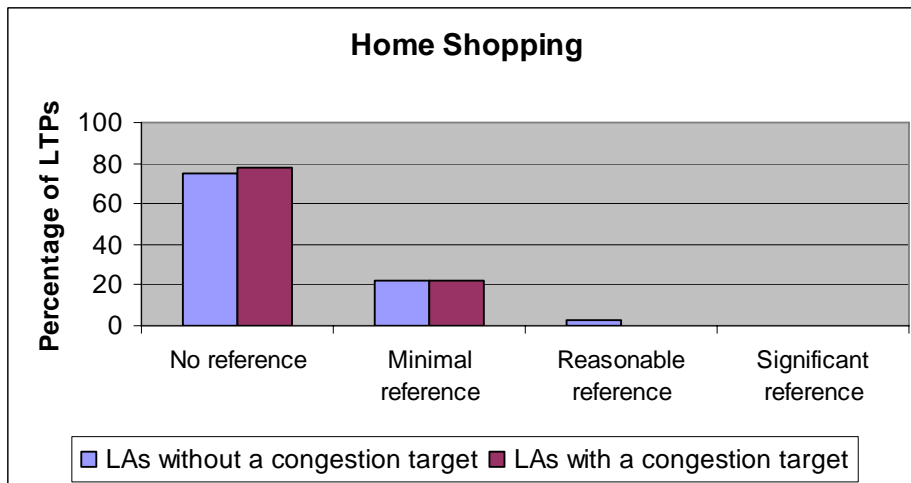
Teleworking



Teleconferencing

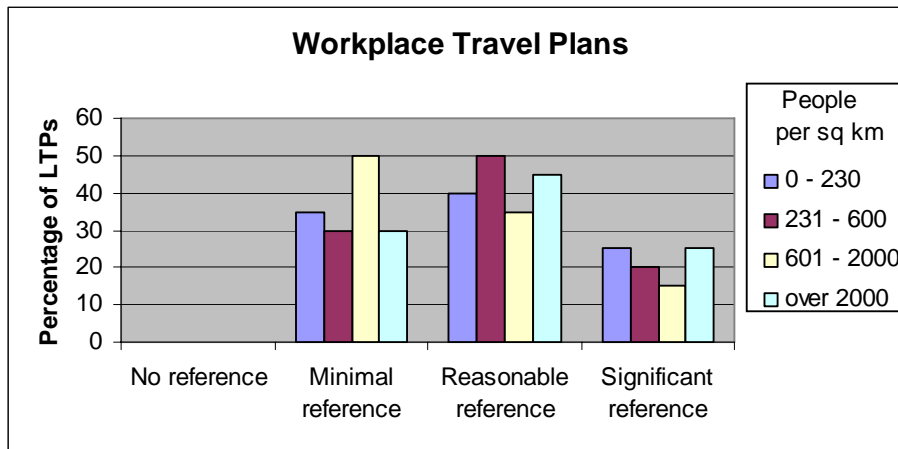


Home Shopping

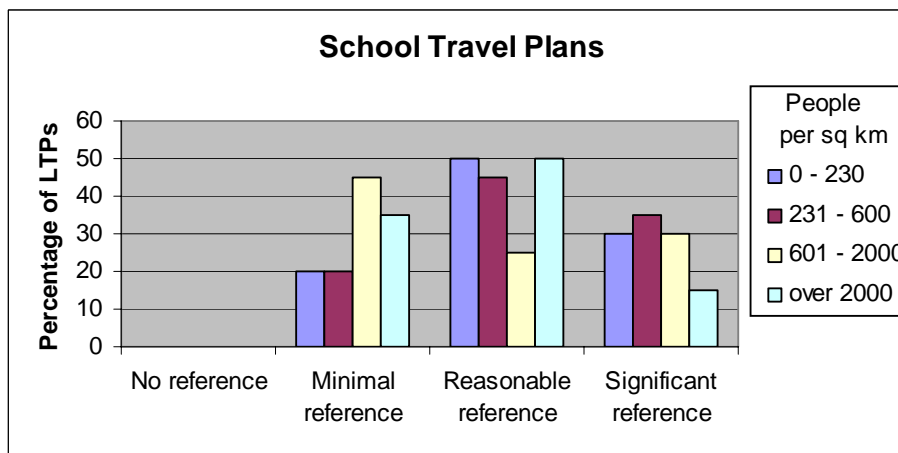


Annex D: Population Density Analysis

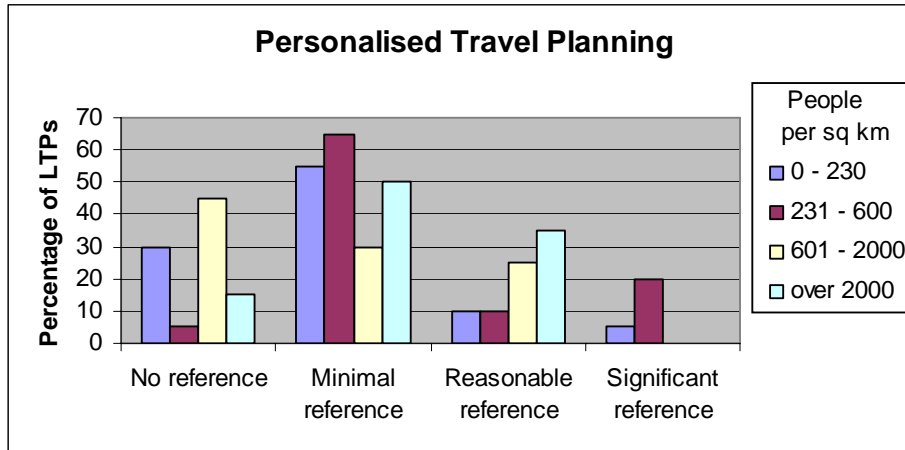
Workplace Travel Plans



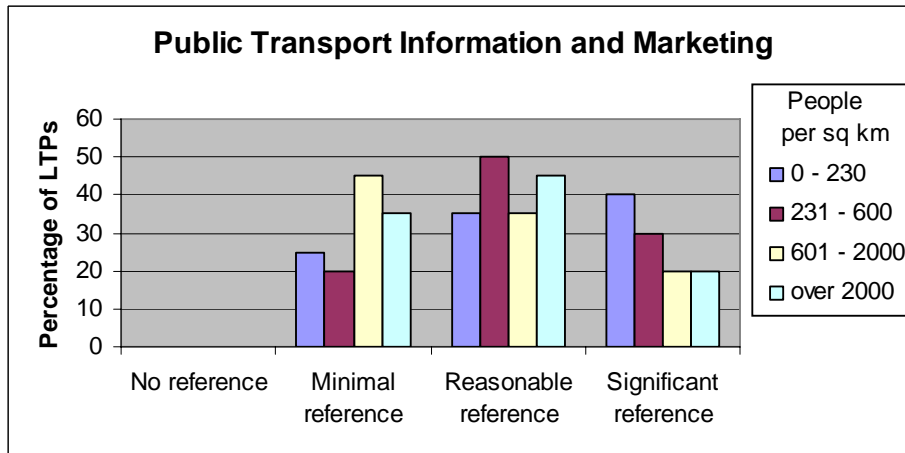
School Travel Plans



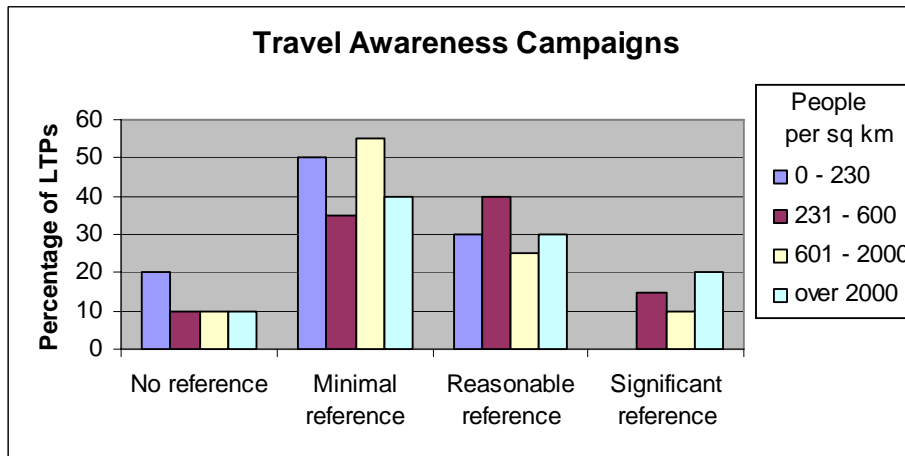
Personalised Travel Planning



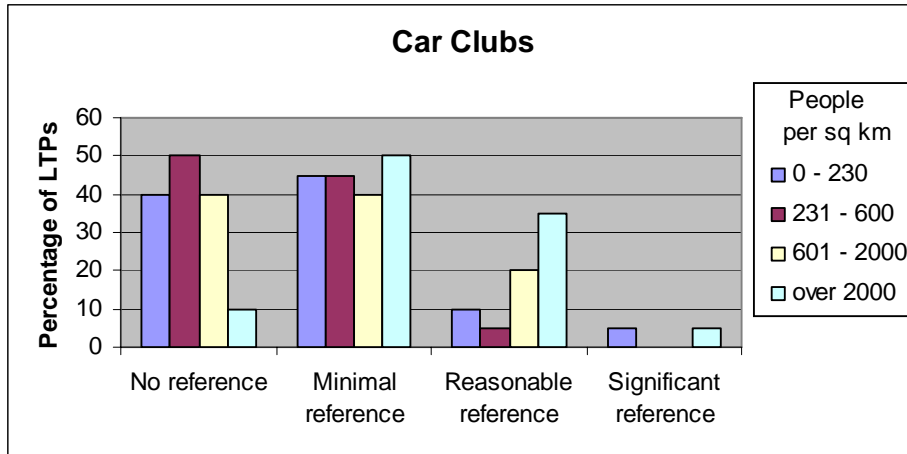
Public Transport Information and Marketing



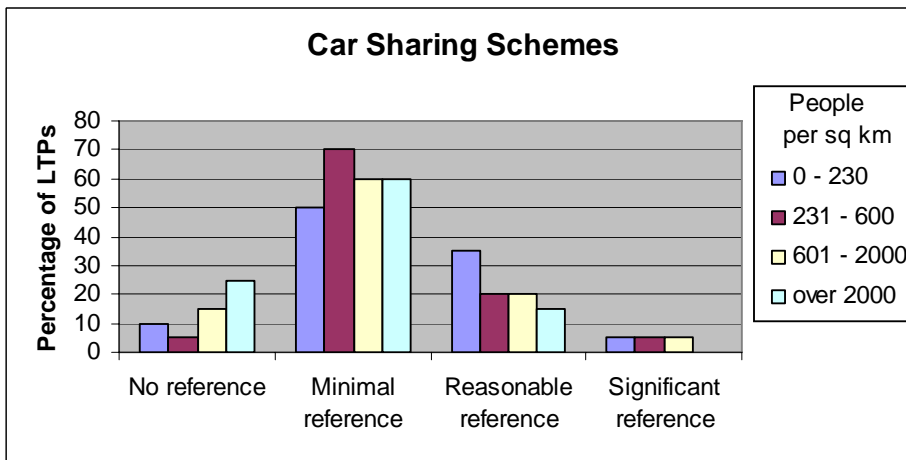
Travel Awareness Campaigns



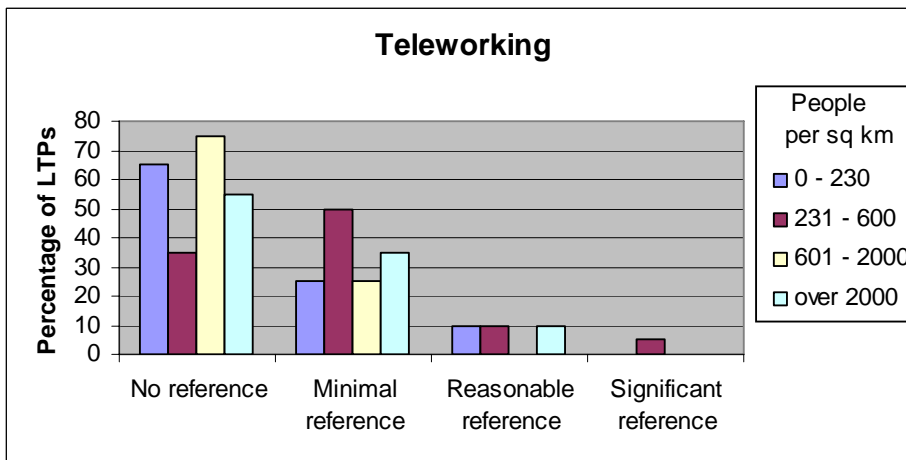
Car Clubs



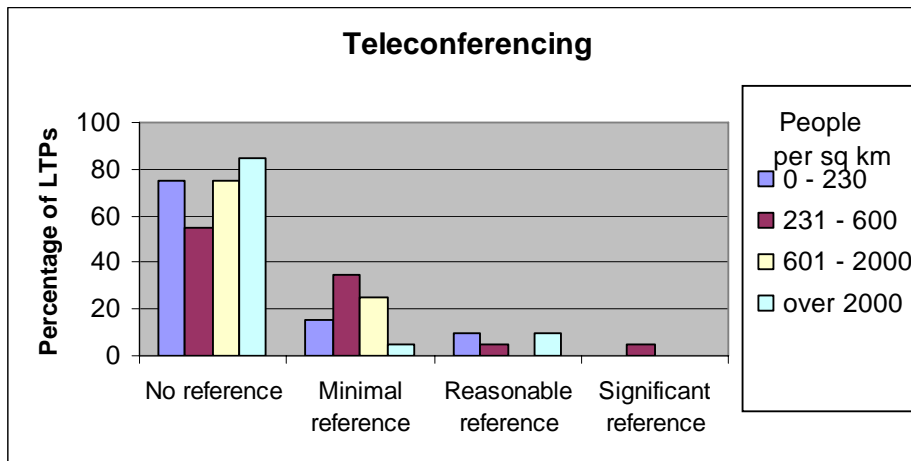
Car Sharing Schemes



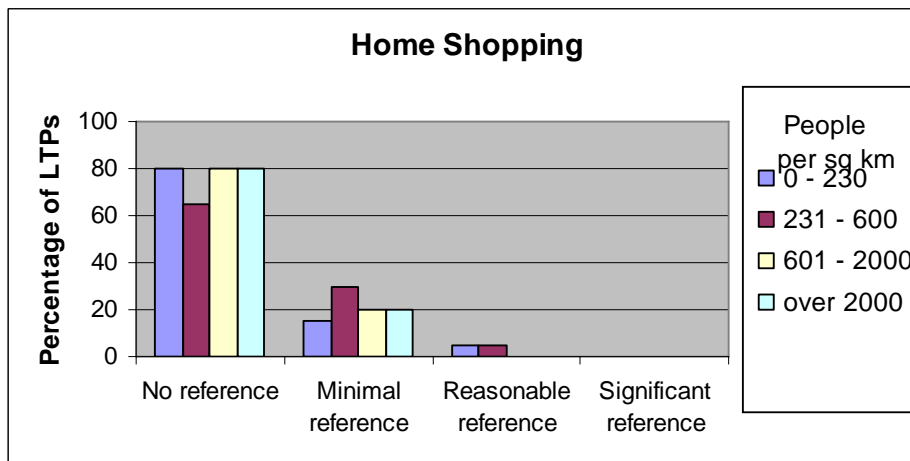
Teleworking



Teleconferencing



Home Shopping



Annex E: An Overall LTP Assessment: Description and Comparison

The nine criteria used in the DfT LTP2 assessment are described below:

1. **Context** – the consistency of a plan’s objectives, targets and programmes within the wider regional, national and planning context.
2. **Analysis** – the extent to which a plan is built on a sound base, has analysed local transport solutions to real problems and is making the most of real opportunities to deliver solutions that meet peoples’ needs.
3. **Maximising value from resources** – how well a plan will deliver the best possible results for stakeholders from the funding that is likely to be available over its lifetime.
4. **Involvement** – the extent to which an authority has undertaken and incorporated effective consultation with residents and stakeholders in the development of a plan; and the process in place to continue that involvement during a plan’s implementation.
5. **Performance Management** - considers risk management and the method for monitoring the effective delivery of the plan’s objectives. It also considers maintenance and local priorities.
6. **Accessibility** – the effective mapping of accessibility planning across all aspects of a plan’s strategies.
7. **Congestion** – the extent to which the plan addresses current and emerging congestion problems using a range of policy tools.
8. **Air Quality** – how the plan proposes air quality problems will be tackled.
9. **Road safety** – having in place strategies consistent with the national strategy.

The table on the following page shows the number and proportion of LTP2s rated by the criteria above (and overall), matched against the categories assigned by ORU in the review of reference to Smarter Choices:

| LTP Assessment | | Review of Smarter Choices - Smarter Choices as a Whole | | | | | | | |
|-------------------------------|-----------|--|-------------------|----------------------|-----------------------|--------------------|-------------------|----------------------|-----------------------|
| Criteria | Rating | Number of LTPs | | | | Percentage of LTPs | | | |
| | | No reference | Minimal reference | Reasonable reference | Significant reference | No reference | Minimal reference | Reasonable reference | Significant reference |
| Overall | Excellent | 0 | 4 | 9 | 8 | 0.0% | 19.0% | 42.9% | 38.1% |
| | Good | 0 | 8 | 22 | 12 | 0.0% | 19.0% | 52.4% | 28.6% |
| | Fair | 0 | 4 | 12 | 2 | 0.0% | 22.2% | 66.7% | 11.1% |
| | Weak | 0 | 0 | 1 | 0 | 0.0% | 0.0% | 100.0% | 0.0% |
| Context | Excellent | 0 | 7 | 20 | 13 | 0.0% | 17.5% | 50.0% | 32.5% |
| | Good | 0 | 5 | 16 | 7 | 0.0% | 17.9% | 57.1% | 25.0% |
| | Fair | 0 | 4 | 8 | 2 | 0.0% | 28.6% | 57.1% | 14.3% |
| | Weak | 0 | 0 | 0 | 0 | 0.0% | 0.0% | 0.0% | 0.0% |
| Analysis | Excellent | 0 | 5 | 9 | 6 | 0.0% | 25.0% | 45.0% | 30.0% |
| | Good | 0 | 7 | 24 | 10 | 0.0% | 17.1% | 58.5% | 24.4% |
| | Fair | 0 | 4 | 10 | 6 | 0.0% | 20.0% | 50.0% | 30.0% |
| | Weak | 0 | 0 | 1 | 0 | 0.0% | 0.0% | 100.0% | 0.0% |
| Maximising value of resources | Excellent | 0 | 2 | 8 | 6 | 0.0% | 12.5% | 50.0% | 37.5% |
| | Good | 0 | 8 | 21 | 13 | 0.0% | 19.0% | 50.0% | 31.0% |
| | Fair | 0 | 4 | 11 | 3 | 0.0% | 22.2% | 61.1% | 16.7% |
| | Weak | 0 | 2 | 4 | 0 | 0.0% | 33.3% | 66.7% | 0.0% |
| Involvement | Excellent | 0 | 6 | 19 | 10 | 0.0% | 17.1% | 54.3% | 28.6% |
| | Good | 0 | 8 | 18 | 9 | 0.0% | 22.9% | 51.4% | 25.7% |
| | Fair | 0 | 2 | 6 | 3 | 0.0% | 18.2% | 54.5% | 27.3% |
| | Weak | 0 | 0 | 1 | 0 | 0.0% | 0.0% | 100.0% | 0.0% |
| Performance Management | Excellent | 0 | 5 | 9 | 6 | 0.0% | 25.0% | 45.0% | 30.0% |
| | Good | 0 | 6 | 15 | 10 | 0.0% | 19.4% | 48.4% | 32.3% |
| | Fair | 0 | 5 | 16 | 6 | 0.0% | 18.5% | 59.3% | 22.2% |
| | Weak | 0 | 0 | 4 | 0 | 0.0% | 0.0% | 100.0% | 0.0% |
| Accessibility | Excellent | 0 | 1 | 7 | 4 | 0.0% | 8.3% | 58.3% | 33.3% |
| | Good | 0 | 8 | 20 | 11 | 0.0% | 20.5% | 51.3% | 28.2% |
| | Fair | 0 | 4 | 13 | 6 | 0.0% | 17.4% | 56.5% | 26.1% |
| | Weak | 0 | 3 | 4 | 1 | 0.0% | 37.5% | 50.0% | 12.5% |
| Congestion | Excellent | 0 | 2 | 6 | 3 | 0.0% | 18.2% | 54.5% | 27.3% |
| | Good | 0 | 10 | 20 | 13 | 0.0% | 23.3% | 46.5% | 30.2% |
| | Fair | 0 | 4 | 12 | 5 | 0.0% | 19.0% | 57.1% | 23.8% |
| | Weak | 0 | 0 | 6 | 1 | 0.0% | 0.0% | 85.7% | 14.3% |
| Air Quality | Excellent | 0 | 2 | 5 | 2 | 0.0% | 22.2% | 55.6% | 22.2% |
| | Good | 0 | 12 | 27 | 16 | 0.0% | 21.8% | 49.1% | 29.1% |
| | Fair | 0 | 2 | 11 | 4 | 0.0% | 11.8% | 64.7% | 23.5% |
| | Weak | 0 | 0 | 1 | 0 | 0.0% | 0.0% | 100.0% | 0.0% |
| Road Safety | Excellent | 0 | 5 | 14 | 8 | 0.0% | 18.5% | 51.9% | 29.6% |
| | Good | 0 | 7 | 22 | 12 | 0.0% | 17.1% | 53.7% | 29.3% |
| | Fair | 0 | 4 | 8 | 2 | 0.0% | 28.6% | 57.1% | 14.3% |
| | Weak | 0 | 0 | 0 | 0 | 0.0% | 0.0% | 0.0% | 0.0% |