



**Portsmouth Sustainable Travel Transition Year Programme
Connected City Phase 2, 2016/17, Evaluation report**

In summer 2016 Portsmouth City Council were successful in receiving **£455,000** from the Department of Transport towards a **£733,200** programme of **proven behaviour change measures** to:

- Encourage **healthy and sustainable** travel to employment and education centres across the city along with other key destinations
- **Reduce congestion and emissions** on strategic routes and within Air Quality Management Areas;
- Create a transport environment which enables the City's ambitious plans for **regeneration and growth**, and makes Portsmouth an attractive destination for employment, retail and leisure, and inward investment.

The funding had to be spent by 31 March 2017.

Portsmouth's programme was made of **four workstreams**;

- **Personal Journey Planning**
- **Workplace Travel Planning Initiatives**
- **Travel to school initiatives**
- **Developing and promoting cycling**

There were a total of **14 projects** delivered as part of the programme.



Element 1- Personalised Journey Planning

Household Journey Planning

This project focussed on encouraging sustainable travel for local journeys through the delivery of personalised journey planning aimed at residents.

- **1,337 households** were spoken to by a team of travel advisors
- **348 households fully participated** in the Household Journey Planning programme, receiving follow up information through a tailored personal journey planning pack
- Follow up monitoring was conducted with a small but broadly representative sample of participants, indicating a range of positive outcomes, such as:
 - **6%** of respondents indicated that their **car as driver trips had reduced;**
 - **18%** of respondents indicated they had **increased their bus use;**
 - **18%** of respondents indicated they had **increased their cycling;**
 - **23%** of respondents indicated an **increase in walking;**
 - **12%** of respondents indicated an **increase in the use of the train.**
- The most requested resource was the walking and cycling map

On-street travel advisors

This project focussed on encouraging sustainable travel for local journeys through the delivery of personalised journey planning aimed at visitors.

The on-street survey work was carried out by Travel Advisors at a range of locations, including The Hard Interchange, The Hot Walls at Old Portsmouth, Clarence Pier and Tipner Park and Ride. The project resulted in a range of positive outcomes, including:

- Contact with over **2,400 visitors;**
- **63% of visitors** indicating that they **stayed longer than planned;**
- **35% of visitors spent more than they had planned;** and
- **65%** feeling they **would return.**

Travel advisors and the information provided were very well received with **86%** of visitors feeling the **Travel Advisors were 'very helpful'** and **76%** felt the material was **'very helpful'**.

Job seekers - Active Steps

This project focussed on improving accessibility for adults seeking employment, training and education in Portsmouth, with a focus in some of the least economically active part of the city. This scheme encouraged increased levels of physical activity in participants, resulting in improvements to health and well-being.

- The 58 participants completed a baseline survey and of these 42 respondents completed at least 7 weeks of the 10 week Active Steps programme and completed a follow-up survey, giving a high response rate of 72% compared to the baseline.
- Participants reported positive impacts on their physical health. For example:
 - **69%** of respondents reported that they are **feeling fitter** after taking part in the programme
 - **64%** said that they are **more active**
 - **62%** of respondents report that they **can breathe more easily.**
- Light touch support provision of active and sustainable travel information was provided to an additional **538 people.**
- During the course of the project;
 - **26 bikes were loaned out,**
 - **employment support was provided to 35 participants** over 52 sessions,
 - **18 people took part in a cycle maintenance course,**
 - **11 people took part in cycle confidence training** and
 - **19 led rides were provided.**

Element 2 - Workplace Travel Planning Initiatives

Workplace Sustainable Travel Fund

Eight organisations were successful in their bids for a range of measures, including **cycle parking, pool bikes, lockers, a delivery bike** and **cycle baggage** to carry pilates equipment.

7 businesses completed feedback forms, with the key feedback being:

- 5 businesses reported that feedback to the measures had been all or largely positive, with 1 reporting a mixed response
- Virtually all businesses reported **positive uptakes in sustainable travel**
- **All businesses feel motivated to further develop sustainable travel measures** following their WSTF success

11 organisations received a package of supporting walking/cycling measures.

Workplace Cycle Support Measures

Bicycle Recycling, a social enterprise wholly owned by youth charity Motiv8 delivered **Bike Doctor** and **Bike Maintenance Training** specifically aimed at local businesses and workplaces. Focussing on University of Portsmouth, Queen Alexandra Hospital and various Small and Medium Sized Enterprises.

- **17 bike doctor sessions**, held at workplaces across **6 businesses, 156 people** seen.
- **3 bike maintenance sessions** held at the Community Cycle Hub.
- **36 cycle stands** installed.

Workplace Personal Journey Planning

The aim of the Workplace Personal Journey Planning project was to deliver a **tailored** package of **measures**, activities and incentives to local workplaces who were keen to work with the council to promote sustainable and active modes of travel to their staff.

Six businesses were engaged with approximately **7,500 employees** engaged with across them.

Each business had a tailored **action plan** developed.

Along with an Action Plan, a customised **Travel Information Pack** was created for each site to support, encourage and promote the use of sustainable and active travel by having information on all transport modes in one concise resource.

A series of **lunchtime events** took place at the workplaces to **engage with staff** and provide an opportunity for staff to pick up **travel information** and speak to members of the project team on any issues / barriers they encounter on their way to work.

Smarter Driver Training

This project focussed on teaching more environmentally friendly, efficient, safer driving techniques.

- **266 drivers trained** across **15 businesses**
- **Average fuel saving of 20%** from 40.5 MPG to 48.6 MPG.
- **Average journey time saving of 1 minute** from 20.5 minutes to 19.5 minutes.

Element 3 - Travel to School Initiatives

Pompey Monsters Walk to School Challenge

This project aimed to encourage primary aged children to walk to school. Using a **monster themed** incentive scheme which required **parent buy in** over a period of seven weeks. The project was run across three schools with the following headline results;

- **68% pupil sign up** (over 75% in two of the schools, 51% in the other)
- **Over 97%** of parents said they are likely or very likely to **continue walking** to school
- **73% agreed or strongly agreed** that the monsters theme encouraged their children to walk more
- 53% received the incentive for all seven weeks (including half term)
- 75% received the incentive for six or more weeks
- **93%** received the incentive **for four or more weeks**
- 53% walked to the library during half term

58 parents stated they never or occasionally walked to school at the start of the scheme. Of these;

- **93%** said they were likely or very likely to **continue walking**
- **79%** said the monster theme encouraged them to **walk more**
- **60%** said they were now **walking four or five times a week**

Scotability

This scheme enabled **nine schools** to receive scooter racks providing **storage for 165 scooters**.

2400 pupils between Year R-4 across **14 schools** received **Scotability training**.

Created a Scotability presentation and flyers to ensure the **sustainability of Scotability training** for other schools in Portsmouth.



Element 4 - Developing and promoting cycling

Family Cycle Training and Bike Grants

This scheme **won** the **Healthy Streets Award 2017** for **Best Behaviour Change Initiative**.

84 bike grants and 85 cycle helmets were awarded to **28 low income families**.

33 families undertook **family cycle training**.

An additional **14 non-cyclists** were taught to cycle,

15 individuals attended a **guided cycle ride**.

Quieter Routes

This scheme has marked **ten quieter routes** totalling **60.5km**.

Approximately 300 people attended the launch event.

An average of **74% increase in cycling** was seen on the Quieter Routes after the launch event.

Bike Doctor

70 sessions held with **989 customers**

Split across two sites;

- Portsmouth City Centre (Commercial Road) 37 sessions, 668 customers
- Cosham High Street 33 sessions, 321 customers

Community Cycle Hub

The Community Cycle Hub provided various training courses which the following number of participants benefited from

- Basic training on **bike maintenance at Cycle Hub** - 21
- **Velotech** (recognised qualification) - 15
- **Bike maintenance training at clubs** - 214
- **U16 Academy/work experience** - 54
- **Over 16 bike academy** - 40

Events

Pedal Portsmouth was organised by Portsmouth City Council in partnership with British Cycling. It was a **free**, fun, inclusive **family-friendly** event to encourage people to try cycling in a relaxed, **safe, traffic-free environment**. The event took place on a fully accessible loop of Lakeside using a mix of gravel and hard cycle/footpaths. Participants were in predominantly KS1 and KS2 family groups and were encouraged to have a go at cycling around the designated route at any time between 11am - 3pm. There were free family activities relevant to cycling (bling your bike, mini assault course, **free bike maintenance**, around the route and a mix of cycling and healthy living information, healthy food and drink concessions on site

1,400 pre-registered and approximately **2,000 attended** event.



Summary



The Sustainable Travel Transition Year Programme has been **successful**. It has **raised the profile** of sustainable travel demonstrating ***behaviour change*** and ***modal shift*** through the delivery of a short term programme of works. Through ***raising the levels of active travel*** there have been ***health benefits*** through ***increased physical activity*** and ***benefits to air quality***.

The success of the pilot projects supports their roll out on a larger scale going forward.