



**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.