



TravelSmart in Brislington & Knowle

Final Report on the Individualised Travel Marketing Project in Brislington & Knowle (April – June 2009)

Report for South West of England Regional Development Agency, West of England Partnership and Bristol City Council

February 2010

EXECUTIVE SUMMARY

The TravelSmart Individualised Travel Marketing (ITM) project conducted in 2009 across a target population of 1,900¹ households in Brislington & Knowle, Bristol, was successful in increasing the use of sustainable travel modes and reducing car use.

The ITM project achieved substantial increases in walking, cycling and use of public transport, and a relative reduction in car-as-driver trips of 11% (based on estimated changes in the average number of car-as-driver trips per person per year before and after the project). Use of sustainable travel modes (walking, cycling and public transport) combined showed a relative increase of 15%. These levels of change are in line with other UK TravelSmart projects.

At the same time, the proportion of people in the TravelSmart target population who frequently (i.e. at least 2-3 times per week) used sustainable travel modes increased and the proportion travelling by car-as-driver with at least this frequency fell. There was a particularly notable reduction in the proportion travelling by car daily or almost daily (nine percentage points).

Changes in travel behaviour were measured by telephone surveys conducted before and after the ITM project across the entire target population, with a separate Control group.

The Brislington & Knowle TravelSmart project was managed by a working group consisting of Sustrans, Socialdata and Bristol City Council. The ITM project and evaluation activities were designed and implemented by Sustrans and Socialdata, with funding from the South West of England Regional Development Agency via the West of England Partnership. It was the second of two TravelSmart projects in the West of England funded through this route, the first having taken place in the Worle neighbourhood of Weston-super-Mare in 2008. As well as this funding, in-kind contributions were

¹ The original target population was 1,850. This was exceeded because there were more available telephone households in the area than anticipated and, as this number was not significantly higher than the planned target population, it was decided to include the additional households in the project. It was also agreed that Socialdata and Sustrans would include some 'contribution in kind' to the project and these additional households form part of that contribution.

provided by Bristol City Council towards the development and supply of marketing materials and in staff time to support the project. Public transport test-tickets were offered in-kind by First. The total cash cost of the project, including evaluation, was £88,700.

Ninety-six percent (1,816 households) of the target population were successfully contacted during the project. These households were segmented into groups according to their current travel patterns and willingness to participate in TravelSmart. Of these contacted households, 65% were interested in receiving personalised information and advice on sustainable and active travel modes.

In total, TravelSmart information packs containing more than 8,400 items of information, rewards and incentives were delivered to a total of 805 households. The most popular individual item was the *Brislington & Knowle on foot, by bike, by bus* local travel map, followed by the *South Bristol Circular Walk* and stop-specific bus timetables. The most popular item of cycling information was the *Bristol Cycle Map*.

Households were also able to request TravelSmart further services in the form of home advice sessions and incentives to encourage greater use of sustainable travel modes (including five free 'First' day test-tickets to try out local bus services). Take up of this offer was low compared to previous TravelSmart projects, however, with only three home advice sessions ultimately taking place.

TRAVELSMART IN BRISLINGTON & KNOWLE
Final Report on the 2009 Individualised Travel Marketing Project 2009

CONTENTS

EXECUTIVE SUMMARY

1	INTRODUCTION	1
1.1	This report	1
1.2	Report structure	1
2	PROJECT DESCRIPTION	3
2.1	Background	3
2.2	Aims and objectives	3
2.3	The TravelSmart Individualised Travel Marketing process	4
2.4	Target area and population	5
2.5	Project management	8
2.6	Costs and funding	8
2.7	Timetable	9
3	PREPARATIONS FOR THE TRAVELSMART PROJECT	10
3.1	Introduction	10
3.2	Information materials	10
3.3	Incentives and gifts	14
3.4	Further services	15
3.5	Local field office	16
3.6	Call centre	16
4	IMPLEMENTATION OF THE TRAVELSMART PROJECT	17
4.1	Introduction	17
4.2	Contact and Segmentation Phase	17
4.3	Service Phase: Confirmation, Motivation and Information	18
4.4	Convincing Phase	24
4.5	Summary	27
4.6	Quality control	28

5	EVALUATION	30
5.1	Background	30
5.2	Survey design	30
5.3	Survey samples	30
6	ANALYSIS AND RESULTS	32
6.1	Introduction	32
6.2	Average use of travel modes	32
6.3	Changes in mode choice	36
7	CONCLUSIONS	39
7.1	Introduction	39
7.2	Key outcomes and outputs	39

ANNEX A: TravelSmart Order Form

1 INTRODUCTION

1.1 This report

This report reviews the implementation and outcomes of the TravelSmart Individualised Travel Marketing (ITM) project conducted in Brislington & Knowle in spring 2009. The project aimed to reduce levels of car use and encourage more sustainable travel by promoting walking, cycling and use of public transport.

The report is intended primarily for the South West of England Regional Development Agency (SWRDA), West of England Partnership (WoEP) and Bristol City Council (BCC). However, rights to this report and data contained herein will be shared by the client group and Sustrans and Socialdata and may be used for the purposes of promoting ITM and further developing TravelSmart.

1.2 Report structure

Although this report should be taken as a whole, each main section is designed to provide a stand-alone account of the project background, methodology or outcomes, as follows:

- Section 2 provides a general background to TravelSmart, sets out the key elements of the ITM methodology and reviews the local context for the Brislington & Knowle TravelSmart project including its specific objectives, timetable and project management;
- Section 3 covers the work done by all project partners to prepare for the ITM project;
- Section 4 reviews the implementation of the project and provides a detailed account of participant responses at each stage;
- Section 5 describes the methodology used in the evaluation surveys;
- Section 6 presents the evaluation results and compares them with the outcomes of other UK TravelSmart projects; and

- Section 7 presents key conclusions based on the project outcomes and outputs.

2 PROJECT DESCRIPTION

2.1 Background

The Brislington & Knowle TravelSmart project was the second of two ITM projects funded by SWRDA and managed by Sustrans and Socialdata. (The first was delivered in the Worle neighbourhood of Weston-super-Mare during autumn 2008.) TravelSmart in Brislington & Knowle was developed in cooperation with Bristol City Council to ensure that it complemented other transport initiatives in the city.

Sustrans and Socialdata were commissioned to deliver ITM to a target population of 1,900² residential households in Brislington & Knowle after WoEP invited local authorities in the sub-region to express their interest in hosting a project. BCC responded to this invitation and was the key local authority partner. The project also involved other local organisations, including public transport operator First.

In order to measure the outcomes of TravelSmart, part of the funding was used by Socialdata and Sustrans to conduct a programme of evaluation.

2.2 Aims and objectives

The aim of the Brislington & Knowle TravelSmart project was:

- To reduce levels of car use among the target population by promoting walking, cycling and use of public transport.

The specific objectives were:

- To develop a package of information, incentives and other services to promote walking, cycling and public transport;

² The original target population was 1,850 households. This was exceeded because there were more available telephone households in the area than anticipated and, as this number was not significantly higher than the planned target population, it was decided to include the additional households in the project. It was also agreed with SWRDA that Socialdata and Sustrans would include some in-kind contribution to the project and these additional households form part of that contribution.

- To offer this package of information, incentives and other services to a target population of 1,900 households in Brislington & Knowle and to fulfil all requests using the TravelSmart ITM technique (see below); and
- To evaluate the effects of the intervention against a range of outcome indicators relating to personal travel behaviour.

2.3 The TravelSmart Individualised Travel Marketing process

The TravelSmart ITM process has been developed and proven over many years as a highly successful tool for changing travel behaviour. Pioneered by Socialdata during the late 1980s, the technique has since been applied in more than 250 projects targeting a total of more than three million people worldwide. In the UK, the TravelSmart programme run by Sustrans and Socialdata has targeted almost 300,000 households in 25 projects (including current work) with the offer of personalised travel information and support.

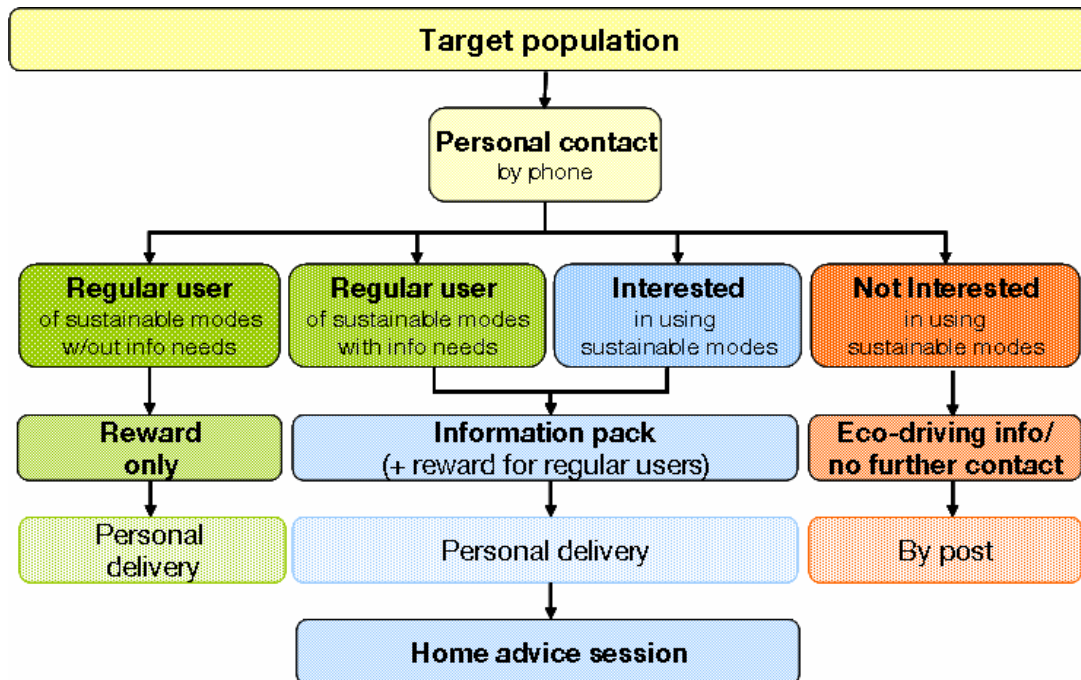
The ITM process was developed as a result of detailed research by Socialdata showing that poor information and lack of motivation were important barriers preventing greater use of walking, cycling and public transport as alternatives to car travel. It is now widely recognised that while good infrastructure is needed to provide better alternatives to the car, the full potential for modal shift towards more sustainable travel cannot be realised unless people are well-informed about the options and motivated to use them.

The TravelSmart ITM process, illustrated in Figure 2.1, involves three key stages each based on personal contact with households in the target population. The process involves dialogue which motivates people to consider and review their travel behaviour in the context of their own lifestyles. People who are interested in changing are supported and encouraged, but the choice is always left to the individual. This process enables people to make voluntary individual changes which put together can make a significant difference to population-wide travel patterns.

The same Individualised Marketing technique has been successfully applied by Socialdata in Australia to promote domestic water efficiency. Other UK TravelSmart projects (e.g. in Gloucester) have included the use of health-

related marketing materials to promote other forms of physical activity alongside sustainable travel.

Figure 2.1 Individualised Travel Marketing process



2.4 Target area and population

The target area for this TravelSmart project covered most of Brislington & Knowle, to the south of Bristol city centre. The boundaries of the target area are shown in Figure 2.2. Initial household contact was carried out in three week-long waves (A, B and C), also shown in Figure 2.2. The ‘Control Area’ in Figure 2.2 refers to the area from which the evaluation Control group was drawn (further details in sections 5 and 6).

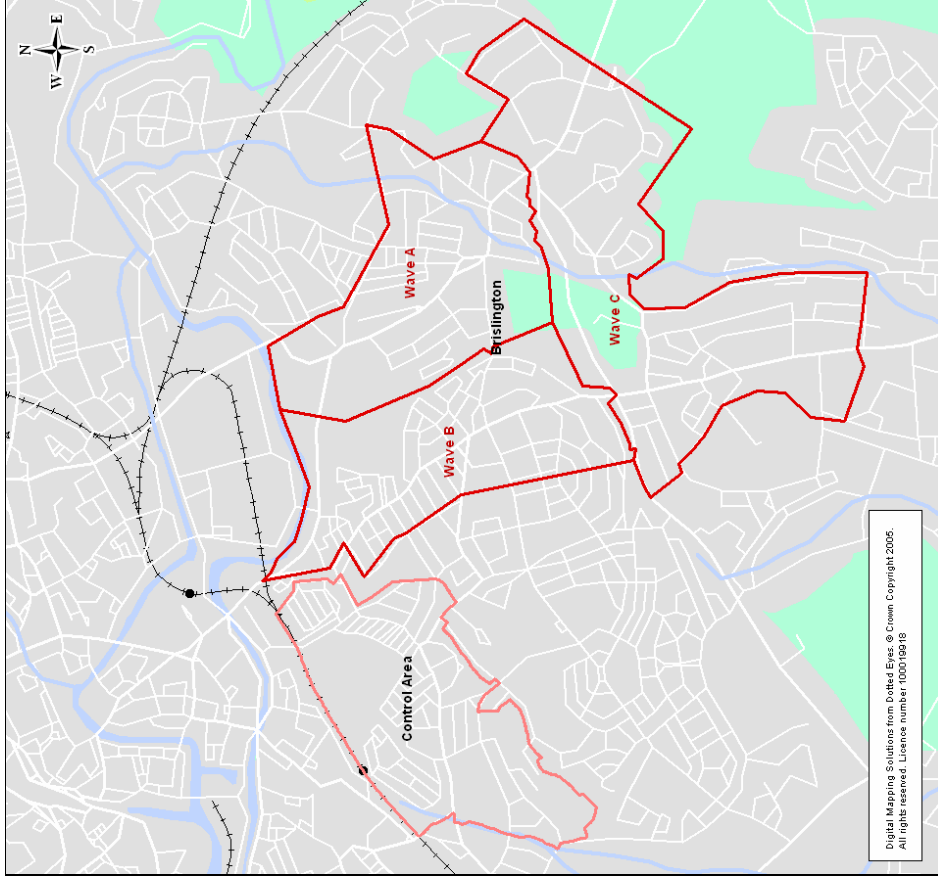
This TravelSmart target area was selected for a number of reasons:

- Good existing bus links;
- An established network of walking and cycling routes;

- Proximity to Bristol city centre and therefore access to its bus and rail stations; and
- Local facilities and amenities reducing the need to travel into the city centre for many services.

The target population was drawn from residential households in the target area with publicly available telephone details (to enable more efficient contact throughout the ITM process) drawn at random using a commercially available address database. This process provided the total target population of 1,900 households.

Figure 2.2 Map of the target area



2.5 Project management

The project working group consisted of Sustrans, Socialdata and Bristol City Council. Following a project inception meeting, the majority of contact between partners was conducted by telephone or email, but also included several face-to-face progress meetings. A milestone meeting was held between all parties following submission of the ITM field report in September 2009, providing an opportunity to discuss the outputs of the project as well as next steps.

Sustrans, with support from Socialdata, was responsible for day-to-day project management and reporting, as well as development of the marketing package. Sustrans also managed the local ITM fieldwork, including delivery of information packs and coordination of home visits. Implementation of travel surveys, preparation of databases, ITM telephone contact and mailing operations were conducted by Socialdata with support from Sustrans.

2.6 Costs and funding

The total budget for delivery of the Brislington & Knowle TravelSmart ITM project was £88,700 (including £9,000 for evaluation). In addition, in-kind contributions of Officer time and materials were provided by BCC. Public transport test-tickets and bus timetables were offered in-kind by First. First Great Western trains and Bristol Ferry Company also provided materials.

Sustrans and Socialdata agreed to provide in-kind contributions of £15,000 (£10,000 Sustrans and £5,000 Socialdata) to the West of England TravelSmart programme as a whole (i.e. across the Worle and Brislington & Knowle projects). At the time of this report a total of £11,927 had been provided.

2.7 Timetable

The project was conducted according to the timetable shown in Table 2.1.

Table 2.1 Project timetable

December 2008	Project inception
December 2008 - May 2009	Preparation of ITM project
May 2009	Travel behaviour survey (before) ³
May - June 2009	Implementation of ITM project
October 2009	Travel behaviour survey (after)
February 2010	Final reporting

³ The before survey was implemented for the ITM target group as part of the ITM contact phase.

3 PREPARATIONS FOR THE TRAVELSMART PROJECT

3.1 Introduction

The TravelSmart project offered households a wide range of high-quality information, advice and support on local options for using sustainable travel modes (walking, cycling and public transport).

With support from BCC and other local partners, Sustrans coordinated the assembly of a marketing package consisting of printed information materials, incentives and rewards, and personal advice sessions (home visits).

3.2 Information materials

A range of information materials was assembled on local options for walking, cycling and public transport. The principal sources of these materials were BCC, Sustrans and local public transport operators.

A checklist of available materials was developed and reviewed according to the following broad criteria:

- Relevance to local travel needs of households in the target area;
- Consistency with the overall aims of the TravelSmart project; and
- Availability in the quantities required and within project timescale.

A complete list of all information materials offered to households during the TravelSmart project is given in Table 3.1.

All of the materials selected for use in the ITM project were listed on the TravelSmart order form (see Annex A). The form included the offer of a small incentive (see following section) to encourage households to respond quickly.

Table 3.1 Information materials assembled for the ITM project

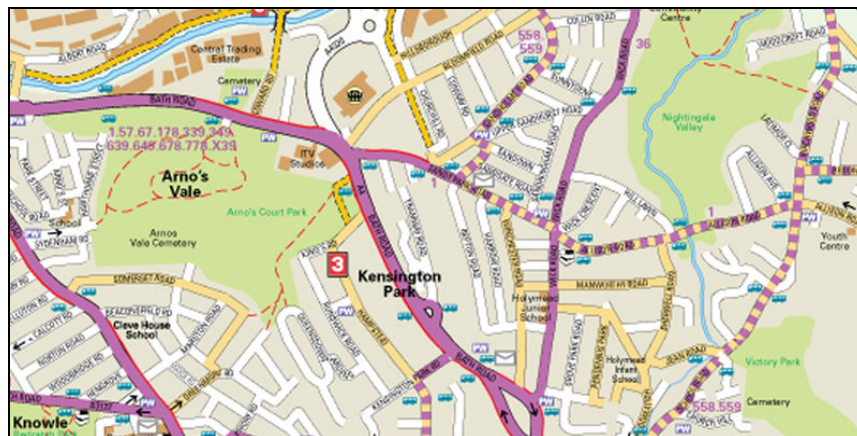
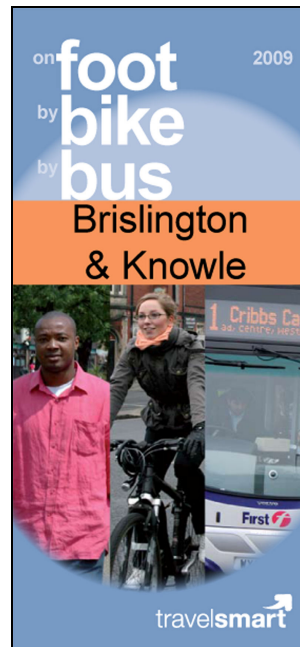
Category / item	Publisher/provider
Local Travel Map	
Brislington & Knowle on foot, by bike, by bus	Sustrans
Public Transport	
Stop-specific bus timetables	BCC/Sustrans
Bus timetables:	
1	First
36	First
X39	First
50/51	First
52	First
54/54A	First
57	Sustrans
67	Sustrans
178	Sustrans
339	Sustrans
376	Sustrans
379	Sustrans
349	Sustrans
503	BCC
511	BCC
558/559	BCC
Night Flyers:	
N4	BCC
N5	BCC
Pocket train timetables	
E1	First Great Western
E2	First Great Western
E3	First Great Western
E4	First Great Western
E5	First Great Western
E6	First Great Western
Regional and National Train Timetables	First Great Western
Bristol Ferry Company	Bristol Ferry Company
PLUSBUS	Sustrans

Freedom Travelpass	National Rail
Railcards:	
Senior Citizens	National Rail
Families	National Rail
Young Persons	National Rail
Disabled Persons	National Rail
Simpler rail fares	National Rail
Personal journey plan	Traveline / Sustrans
Walking	
Triangular City Walk	BCC
South Bristol Circular Walk	BCC
Get walking, Keep walking	Ramblers
Why Walk?	Sustrans
Cycling	
Maps for cyclists	
Bristol	BCC
Bath and North East Somerset	BCC
Steer clear of cycle theft	BCC
Get the most from your bike	BCC
Cycle scheme	Sustrans
Cycling by Train	National Rail
Why cycle?	Sustrans
Get cycling	Sustrans
Cycling with children	Sustrans
Discount Card	
TravelSmart discount card	Sustrans
Other Information	
City Car Club	BCC
Bristol Shopmobility	Bristol Shopmobility
Dial-a-ride	BCC
2Carshare.com	BCC
Your Local Active Travel Guide	BCC
Safe Routes to Schools	Sustrans
Incentives	
Key ring (with five years membership of lost key recovery service)	Sustrans

3.2.1 Local travel map

In partnership with BCC, Sustrans produced a local travel map showing integrated information on cycling, walking and public transport in and around the target area (see Figure 3.1).

Figure 3.1 Local travel map (cover and map extract)



© Crown copyright. Bristol City Council (Licence No: 100023397) 2009

3.2.2 Personal journey plan

The offer of a personal journey plan, created using the Traveline online journey planner, was included on the order form. The back page of the order form was designed to capture the same information about the user's requirements as the Traveline site, so that TravelSmart staff could use this information to produce journey plans.

3.2.3 Discount Card

When a household pledged to use sustainable travel options more often, they qualified for a TravelSmart Discount Card. The Discount Card enabled households to take advantage of discounts at cycle shops in Bristol. These discounts were arranged by Sustrans with local retailers and included savings on servicing, accessories and new bikes. The Discount Card also included a 20% discount on all orders placed by phone with the Sustrans shop.

3.3 Incentives and gifts

Sustrans sourced a range of incentives and gifts to support the ITM project:

- TravelSmart-branded calico shopping bags and folders in which to package materials and facilitate deliveries;
- TravelSmart-branded key rings, with five years free membership of a lost key recovery service, to encourage a quick response to the order form; and
- TravelSmart-branded pens, notepads and fluorescent armbands, and an unbranded puncture repair kit, to reward regular walkers, cyclists and public transport users to 'confirm' their sustainable travel behaviour.

Incentives offered during personal advice sessions are discussed separately below.

3.4 Further services

A package of further services, marketed to households under the heading 'TravelSmart Plus', was developed and offered on the TravelSmart order form. TravelSmart Plus provided additional support and encouragement to households needing the greatest help to make more use of sustainable travel modes. TravelSmart Plus home advice sessions were aimed at people currently making little or no use of the travel modes concerned. Households could receive a home visit from a local advisor on cycling, walking and/or public transport.

The TravelSmart order form⁴ carried the following text to allow households to sign up for these further services:

- *TravelSmart Plus: Your household may be eligible for a personal advice session with one of our local experts. Select one (or more) of the options below and we'll be in touch to arrange a home visit to suit your needs. You'll be surprised at the opportunities available.*

Choose public transport – get the most out of public transport with the help of one of our specialist advisors, including tips on all the best ticket deals and a chance to try out local services.

Choose cycling – get going on two wheels with advice on the best local routes, a bike 'health check' and the limited offer of a free cycle trip computer.

Choose walking – put your best foot forward with advice on the best local routes, health information and the limited offer of a free pedometer.

For *Choose public transport*, local bus operator First agreed to offer five free 'First' day test tickets to try out local First services.

For *Choose cycling*, a local Sustrans cycling advisor was able to provide households with personal advice, a bike health check and the offer (and set-up) of a free cycle trip computer.

⁴ Only households that were not regular bus users were sent this version of the order form.

For *Choose walking*, households could receive personal advice and route planning from a local Sustrans walking advisor, as well as the offer (and set-up) of a free Step-O-Meter to help measure their progress.

3.5 Local field office

Sustrans managed the packing and delivery of personalised information packs from a temporary field office located at The Park, Daventry Road, Knowle. A team of seven staff carried out the fieldwork operations over a seven-week period. This included the walking and cycling home visit advisors using the field office as a base.

3.6 Call centre

Socialdata managed the telephone contact process, together with the mailing of all announcement letters, order forms and gift lists, from its office in central Bristol. A team of dedicated staff carried out telephone contact and motivation over a six-week period. Other specialist staff were called upon to book home advice sessions and carry out a thorough process of quality control.

4 IMPLEMENTATION OF THE TRAVELSMART PROJECT

4.1 Introduction

This section describes the implementation of the Brislington & Knowle TravelSmart project in its three main phases: Contact and Segmentation; Service (Confirmation, Motivation and Information); and Convincing.

4.2 Contact and Segmentation Phase

The aim of the Contact and Segmentation Phase was to make direct contact with as many private residential households as possible in the target population, and to segment them into groups for the later phases of the ITM process.

All households in the target population were sent an official announcement letter⁵ explaining the purpose of the project. A total of 1,816 households (96% of the initial target population of 1,900 households) were successfully contacted by telephone. Based on their current use of sustainable travel modes and level of interest in receiving information on walking, cycling and/or public transport, they were segmented and assigned to one of four groups: 'Interested' ('I'); 'Regular user of sustainable travel modes with information needs' ('R with'); 'Regular user of sustainable travel modes without information needs' ('R Without'); and 'Not interested' ('N') (see Table 4.1).

⁵ Signed by Cllr Kate Hoare on behalf of City Development, Bristol City Council.

Table 4.1 Contact and Segmentation Phase

	Households
Total Households	1,900
Contacted / segmented Households (total)	1,816
Contacted / segmented Households (%)	96 %

Comprising:

Group 'I' households interested in receiving information (not including regular public transport users, but including regular walkers and cyclists)	688	38 %
Group 'R with' households with at least one person in the household using environmentally friendly modes (including public transport) regularly and with an information wish	487	27 %
Group 'R without' households with at least one person in the household who regularly uses environmentally friendly modes, (public transport, walking or cycling), but did not require further information	163	9 %
Group 'N' households who did not wish to participate, had no interest, or were unable to use sustainable travel modes	478	26 %

4.3 Service Phase: Confirmation, Motivation and Information

The aim of this phase was to offer information and support to households contacted during the ITM process according to their specific needs.

A comprehensive list of information on walking, cycling and public transport (referred to as the order form) was sent to households in Group 'I' and Group 'R with'. An offer of a small incentive (a key ring) was included on the order form to encourage households to return their requests promptly.

In Confirmation, all households in Group 'R' (with or without information needs) and those in Group 'I' that regularly walked or cycled were offered a

TravelSmart-branded gift as a way of ‘confirming’ their behaviour. This offer was made on a separate mail-back order form.

The outcomes of Confirmation are detailed in Tables 4.2 and 4.3. These show that a total of 620 rewards were delivered, 263 to households in Group ‘I’⁶, 302 to Group ‘R with’ and 55 to Group ‘R without’. Of the total rewards delivered, 201 were puncture repair kits, 319 were pens and notepads, and 100 were fluorescent armbands.

Table 4.2 Confirmation (Groups ‘I’ and ‘R with’)

	I	R with	Total
Total Households	688	487	1,175
Households with wish for reward	263	302	565
Puncture repair kit	87	93	180
Recycled pen and notepad	124	164	288
Fluorescent arm band	52	45	97
Households with no wish for reward	327	113	440
Total Response	590	415	1,005
Response Rate	86%	85%	86%

⁶ Group ‘I’ includes households with regular use of walking and/or cycling which are therefore eligible for a reward.

Table 4.3 Confirmation (Group ‘R without’)

	R without
Total Households	163
Households with wish for reward	55
Puncture repair kit	21
Recycled pen and note pad	31
Fluorescent arm band	3
Households with no wish for reward	0
Total Response	55
Response Rate	34%

During Motivation and Information, households segmented into Groups ‘I’ and ‘R with’ received order forms by post. Motivation phone calls were made to households not returning their forms within a specified time period. As shown in Table 4.4, a total of 1,175 households were included in Motivation and Information. Of these, 86% (1,005 households) responded by completing the order form and a total of 750 requested information.

Table 4.4 Motivation and Information

	I	R with	Total
Total Households	688	487	1,175
Households with information wish	408	342	750
Households with no wish for information	182	73	255
Total Respondents	590	415	1,005
Response Rate	86%	85%	86%

Table 4.5 shows the quantities of information materials and incentives delivered during the TravelSmart ITM project. All items were included in personalised packs on the basis of requests made via the order form. These packs, together with the rewards for regular users, were delivered almost entirely by bike and on foot, with a small proportion by post.

The *Brislington & Knowle on foot, by bike, by bus* local travel map was the most popular item of information requested, followed by the *South Bristol Circular Walk* and stop-specific bus timetables. The most popular item of cycling information was the *Bristol Cycle Map*.

In addition to the main Service phase, a pack of information materials on responsible driving was sent to 73 households in Group 'N'. This pack consisted of the *Brislington & Knowle on foot, by bike, by bus* local travel map; *2Carshare.com* leaflet; *Travel better, Live better*; *TransportEnergy* top tips card; *Cut your car costs* leaflet; *City car club* leaflet; *Transport Direct* card; and *Why walk?* leaflet. The remaining households in Group 'N' were not sent this information because their responses to the Contact Phase suggested this service would be inappropriate (e.g. households with strong data confidentiality concerns; very aged and/or infirm occupants; or long-term absence).

Table 4.5 Information materials and incentives delivered

	I	R with	Total
Total items	4,536	3,895	8,431
Items per participating household⁷	6.6	8.0	7.1
Items per pack⁸	11.1	11.4	11.2
General Materials			
Local travel map: Brislington & Knowle on foot, by bike and by bus	336	284	620
Bus travel			
Stop-specific bus timetables	210	189	399
Bus service timetables:			
Service 1 Broomhill – Henbury – Centre – Temple Meads – Cribbs Causeway	90	90	180
Service 36 Centre – Brislington – Knowle – Witherwood	115	107	222
Service X39 Bristol – Bath	116	138	254
Service 50, 51 Centre – Temple Meads – Knowle – Windways – Rookery Farm	92	88	180
Service 52 Hengrove – Bedminster – Centre – Knowle	86	81	167
Service 54,54A Cribbs Causeway – Centre – Temple Meads – Knowle – Stockwood	135	124	259
Service 57 Stockwood – Brislington – Broadmead	98	65	163
Service 67 West Harptree – Chew Magna – Whitchurch Stockwood – Brislington – Broadmead	67	38	105
Service 178 Bristol – Radstock – Midsomer Norton	54	44	98
Service 339 Bristol – Bath	88	91	179
Service 349 Bristol – Brislington – Keynsham	93	86	179
Service 376 Bristol – Farrington Gurney – Wells	95	87	182
Service 379 Bristol – Paulton – Midsomer Norton – Radstock	58	47	105
Service 503 Totterdown – Windmill Hill – Bedminster – Broadmead (Circular)	51	24	75
Service 511 Stockwood – Knowle – Bedminster	71	42	113
Service 558,559 Knowle – St Anne’s – Broomhill – Brislington Village (Brislington Tesco)	68	41	109

⁷ Based on all households in Groups ‘I’ and ‘R with’ included in Motivation and Information.

⁸ Based on all households in Groups ‘I’ and ‘R with’ receiving a pack.

Night Flyers:				
Service N4	The Centre - Brislington - Stockwood	39	36	75
Service N5	The Centre - Knowle - Hengrove	39	27	66
Train travel				
Pocket train timetables:				
Service E1	Bristol Temple Meads – Taunton – Exeter	68	62	130
Service E2	Bristol Temple Meads – Gloucester – Cheltenham Spa – Great Malvern	57	54	111
Service E3	Bath Spa – Bristol Temple Meads – Cardiff Central	73	75	148
Service E4	Bristol Parkway – Bristol Temple Meads – Weston-super-Mare	62	70	132
Service E5	Filton Abbey Wood – Bath Spa – Frome – Warminster	43	34	77
Service E6	Bristol Temple Meads – Severn Beach	51	41	92
Regional & national train timetables		86	97	183
Other public transport information				
Bristol Ferry Company		105	113	218
PLUSBUS		51	52	103
Freedom travelpass		80	77	157
Railcards:				
Senior Citizens		55	75	130
Young Persons		11	17	28
Families		25	15	40
Disabled Persons		6	7	13
Simpler rail fares		44	47	91
Cycling				
Maps for cyclists:				
Bristol		138	115	253
Bath and North East Somerset		107	81	188
Steer clear of cycle theft		62	51	113
Get the most from your bike		40	33	73
Cycle scheme		49	26	75
Cycling by Train		54	44	98
Why cycle?		36	25	61
Get cycling		52	40	92

Cycling with children	40	21	61
Walking			
Triangular City Walk	197	180	377
South Bristol Circular Walk	228	207	435
Get Walking, Keep Walking	105	85	190
Why walk?	90	64	154
Related travel information			
City Car Club	40	30	70
Bristol Shopmobility	34	12	46
Dial-a-ride	47	13	60
2Carshare.com	22	11	33
Your Local Active Travel Guide	82	56	138
Safe Routes to Schools	30	13	43
Discount card	169	136	305
Personal journey plan	22	12	34
Incentives			
Free gift - key ring	74	75	149

4.4 Convincing Phase

4.4.1 Overview

The Convincing Phase aimed to further encourage people to make sustainable travel choices by offering additional personal advice and support. This support was included on the order form under the heading 'TravelSmart Plus'.

A total of 33 households expressed an interest in TravelSmart Plus (see Table 4.6). These households were telephoned to explain the offer of a home visit conducted by an advisor on walking, cycling and/or public transport⁹. As a result, four households booked a total of four home advice sessions. Of these, three were successfully conducted.

⁹ Households already regularly using public transport were not offered public transport further services.

The demand for home visits in Brislington & Knowle was low (relative to project size) compared to other TravelSmart projects. There are a number of factors which may have influenced uptake.

- Unwillingness to have an advisor come in to the home.
- A good level of infrastructure in the area, for example established cycling/walking networks and high-frequency bus services, may have resulted in fewer requests than usual. In particular it is notable that the 'R with' group in Brislington & Knowle was proportionally almost twice as large (27% of segmented households) as that in Worle (15%). This indicates a high level of bus use prior to the TravelSmart project.
- Provision of good quality marketing materials (e.g. a particularly wide range of public transport information) may have reduced households' need for further support and advice.

Table 4.6 Further service requests and home visits

	I	R with	Total
Total Households	688	487	1,175
Households interested in further services	23	10	33
Number of potential home visits by type:			
<i>Public Transport</i>	7	-	7
<i>Cycling</i>	7	2	9
<i>Walking</i>	17	10	27
Households booking one or more home visits.	4	-	4
Number of booked home visits:			
<i>Public Transport</i>	1	-	1
<i>Cycling</i>	2	-	2
<i>Walking</i>	1	-	1
Number of conducted home visits:			
<i>Public Transport</i>	1	-	1
<i>Cycling</i>	2	-	2
<i>Walking</i>	-	-	-

4.4.2 Public transport further services

Households wanting to use public transport more often and which were not already using the bus regularly were offered a home visit conducted by a locally-recruited Sustrans advisor, together with five free First day tickets to try out local First bus services.

Households expressing an interest were contacted by phone to schedule an appointment for a home visit. One household booked an appointment and this was subsequently completed.

Following the home visit a record form was completed by the advisor. The household received its test tickets and the visit was rated as successful.

4.4.3 Cycling further services

Households interested in further support on cycling were offered a home visit including personal advice, a bike health check and the offer of a free cycle trip computer.

Following phone contact, two cycling home visits were booked, and both were subsequently completed.

The most frequently stated reasons for wanting to cycle more were exercise and family/social reasons. Barriers to cycling included bad weather, lack of confidence, lack of knowledge for basic repairs and lack of safe routes.

Of the two home visits, one included a cycle health check to identify bike maintenance issues in need of attention, and both households took advantage of the free cycle trip computer. Visits lasted 40 to 60 minutes. One of the visits was rated as successful and the other unsuccessful because the household already cycled frequently and mainly wanted information on Bristol Cycling City.

4.4.4 Walking further services

Households interested in further support on walking were offered a home visit including personal advice and route planning, as well as the offer of a free Step-O-Meter pedometer to help measure their progress.

There was one walking home visit booked but nobody was home when the advisor called at the agreed time. It subsequently proved impossible to re-book this visit. No other households took up the offer of a walking home visit.

4.5 Summary

In summary, during the TravelSmart project in Brislington & Knowles, deliveries containing 9,511 items of travel information, incentives and rewards were made to a total of 805 households. The following two tables

summarise the total requests made by households participating in ITM and the total deliveries made to those households. Each table is broken down by group ('I', 'R with' and 'R without').

Table 4.7 Total requests

	I	R with	R without	Total
Total requested rewards	263	302	55	620
Total requested information materials	4,536	3,895		8,431
Total requested further services	31	12	-	43
Total Requests	4,830	4,209	55	9,094

Table 4.8 Total deliveries of individualised packs

	I	R with	R without	Total
Reward only	-	-	55	55
Information only	145	40	-	185
Information and reward	263	302	-	565
Total deliveries	408	342	55	805

4.6 Quality control

In accordance with the TravelSmart Customer Service Charter, a sample of households receiving information was telephoned to check safe receipt of their information pack, whether all items had been included, and whether they were satisfied with the contents.

Socialdata contacted 369 households (46% of the 805 households that received information and/or a reward during the ITM project). The key findings¹⁰ were as follows:

- 98% said that they had received their information pack;
- Of those having received their information pack, 99% said it contained all items requested; and
- 100% said they were fully satisfied with the contents of their pack.

Subsequent investigation of the nine reported cases of failed delivery found that all packs had been recorded as delivered. Nonetheless, all households that indicated that they had not received a delivery when telephoned were sent a new pack.

Of the four households which indicated missing items in their pack, three referred to missing bus stop timetables and one was not sure what was missing. All of these were checked against original orders and any missing items were redelivered.

¹⁰ Net of non-respondents to each question.

5 EVALUATION

5.1 Background

Travel behaviour surveys were conducted by Socialdata with support from Sustrans during spring and autumn 2009 to obtain information on how people in Brislington & Knowle travelled, and thus to measure changes in travel behaviour associated with TravelSmart.

Both before and after surveys were conducted by telephone. This method differed from the postal survey method typically used to evaluate TravelSmart projects (Socialdata's New-KONTIV[®] design). Whilst providing a less detailed analysis, a telephone method was agreed with SWRDA, WoEP and BCC for this project due to the limited funding available. Despite the limitations of the telephone method compared to more detailed written travel behaviour surveys, sample sizes were sufficient to provide confidence in the observed changes in behaviour between the two surveys.

5.2 Survey design

The design consisted of a questionnaire on average travel behaviour for each member of the household. The survey was conducted by telephone following mail-out of an announcement letter encouraging households to participate. The survey used a panel design where the same people were contacted for the before and after surveys ('matched samples'). The baseline survey for the 'Target group' (i.e. people included in the target population for the ITM project) was conducted at the beginning of the ITM process, before households had received any information from the project that might encourage them to change their travel behaviour. The baseline survey for the Control group was carried out as a separate telephone survey in neighbouring Windmill Hill, where people were not being targeted for ITM. Final surveys for both groups were carried out by telephone after the ITM project was completed.

5.3 Survey samples

Survey samples and response rates are shown in Table 5.1, overleaf.

Table 5.1 Survey samples and response rates

	Before survey		After survey	
	Target group	Control group	Target group	Control group
Survey date	May 2009		October 2009	
Response rate	96%	84%	75%	76%
(Net sample) matched sample; persons	(ITM participants) 467*	(625) 462**	467	462

Notes:

* All participants in the ITM project (Target group) were surveyed regarding their travel behaviour at the baseline stage. Of these people, 467 also responded to the after survey (matched sample). Only data from these people were used for the analyses reported in the next section.

** A similar approach was taken for the Control group, although for this group (drawn from neighbouring Windmill Hill) baseline data collection was a completely separate exercise from the ITM project. A total of 625 people from the Control group responded to the baseline survey, 462 of whom also responded to the final survey. Data from those 462 people who responded to both surveys were used in the following analyses.

6 ANALYSIS AND RESULTS

6.1 Introduction

This section presents findings on average travel behaviour from the baseline and after surveys for both Target and Control groups. The final two tables (Tables 6.5 and 6.6) show the deduced changes in trips per person per year among the Target group for each main travel mode, adjusted to take account of changes in the Control group.

6.2 Average use of travel modes

Table 6.1 shows the proportion of respondents in the Target and Control groups before and after the ITM project with different frequencies of walking as a main mode of travel. This shows an increase of four percentage points in the proportion of people in the ITM Target group walking frequently (i.e. (almost) daily or 2-3 times a week). At the same time there was a decrease of four percentage points in the proportion of Target group respondents reporting that they walked (almost) never. In the Control group the trends were reversed, with a reduction in the proportion of frequent walkers (although the 2-3 times per week group did increase by one percentage point) and an increased proportion reporting (almost) never walking.

Table 6.1 Walking

	Target group		Control group	
	Before (%)	After (%)	Before (%)	After (%)
(Almost) daily	36	38	48	44
2-3 times per week	21	23	21	22
Once a week	10	13	9	9
2-3 times per month	4	2	4	2
Once a month	3	2	2	2
Less than once a month	2	2	2	2
(Almost) never	24	20	14	19
TOTAL	100	100	100	100

Table 6.2 shows similar data for cycling. As is typical in the UK, the proportion of people who cycle at all is far lower than the proportion who walk for at least some journeys. Nonetheless, based on this low baseline, in the ITM Target group there was an increase of one percentage point in the proportion of people cycling (almost) daily and a decrease of three percentage points in the proportion cycling (almost) never. Changes in the Control group were in the same direction, but were smaller relative to the baseline. For example, the relative increase from nine percent to 10% of (almost) daily cycling in the Control group is smaller in relative terms than the three percent to four percent change in the Target group.

Table 6.2 Cycling

	Target group		Control group	
	Before (%)	After (%)	Before (%)	After (%)
(Almost) daily	3	4	9	10
2-3 times per week	4	7	5	6
Once a week	3	2	4	2
2-3 times per month	2	2	3	2
Once a month	3	3	2	2
Less than once a month	3	3	1	3
(Almost) never	82	79	76	75
TOTAL	100	100	100	100

Table 6.3 shows data for public transport use. There was a small (one percentage point) increase in the proportion of the Target group using public transport (almost) daily. There was a similar sized decrease in the Control group (with the relative change being very similar, although in the opposite direction). The proportion of the Target group using public transport 2-3 times per week showed a much larger increase (four percentage points). At the same time, the proportion of people using public transport less than once a month fell by three percentage points in the Target group.

It is not possible to say that people who were previously using public transport less than once a month had begun using this mode 2-3 times per week by the time of the after survey, as there may have been other shifts between frequency bands. Nonetheless the general trend among the Target group was towards more frequent public transport use (an increase of four percentage points in the three highest frequency bands combined), while in the Control group the proportions in each band remained relatively unchanged.

Table 6.3 Public transport

	Target group		Control group	
	Before (%)	After (%)	Before (%)	After (%)
(Almost) daily	12	13	12	11
2-3 times per week	10	14	9	9
Once a week	10	9	7	7
2-3 times per month	8	6	6	7
Once a month	8	9	8	8
Less than once a month	10	7	11	9
(Almost) never	42	42	47	49
TOTAL	100	100	100	100

Table 6.4 shows data for car-as-driver trips. As expected, a relatively large proportion of respondents reported travelling by car as driver (almost) daily, although it is notable that the Control group proportion was considerably smaller than the Target group proportion at the time of the before survey. It is also notable that the proportion of people reporting that they (almost) never travelled by car as driver was at least as large as the (almost) daily proportion before and after in both Target and Control groups. While the survey samples included all members of responding households (and thus people too young or old to drive, or who do not drive for other reasons), this is still striking.

The most notable changes between the two surveys were in the proportions of people in the Target group frequently (2-3 times per week or more) travelling by car as driver. The (almost) daily proportion fell by nine percentage points while the 2-3 times per week proportion rose by seven percentage points. As noted above, we cannot assume that there was direct movement between these two frequency bands, but the overall direction of change is positive, especially in comparison with the Control group.

Table 6.4 Car as driver

	Target group		Control group	
	Before (%)	After (%)	Before (%)	After (%)
(Almost) daily	42	33	32	32
2-3 times per week	10	17	15	16
Once a week	5	5	6	6
2-3 times per month	1	1	2	1
Once a month	0	1	0	1
Less than once a month	1	0	0	0
(Almost) never	42	43	45	44
TOTAL	100	100	100	100

6.3 Changes in mode choice

Socialdata, with Sustrans' support, has conducted a number of previous travel behaviour surveys in Bristol using the full New-KONTIV[®] method (a self-administered, mail-back travel diary format). This method provides detailed data on mode shares (based on trips per person per year) in addition to the type of average behaviour data gathered by telephone surveys. Mode share data from these earlier Bristol surveys were used to model changes in mode choice among the Target and Control groups for the Brislington & Knowle survey. The typical relationship between average frequency of use of different modes and mode share is known from these previous surveys and this relationship was transposed onto the Brislington & Knowle mode use frequencies before and after ITM.

Changes in mode choice between the before and after surveys were then quantified as number of trips per person per year. While this type of analysis is less robust than direct measurement of mode share using a tool such as the New-KONTIV[®] method, it is nonetheless a useful means of estimating changes in mode choice so that results from ITM projects evaluated using telephone surveys can be compared with projects evaluated using written surveys.

The mode share modelling exercise was carried out for both Target and Control groups. Changes in mode choice among the Control group were then applied to changes in mode choice among the Target group to provide a measure of change among the ITM target population which accounts for any background changes in behaviour taking place across Brislington & Knowle during the same period (e.g. because of changes in fuel prices, local transport infrastructure, or weather). While this is not a true experimental design, in the sense that not all external variables are controlled, a quasi-experimental design of this type (known as a pre-test post-test control group design) is accepted as good practice in real-world research situations.

Table 6.5 shows the results of this analysis in trips per person per year for each main mode among the target population. This shows the percentage of trips per person and year by main mode, with and without ITM, as measured by comparison of the after survey ('With ITM') and the before survey ('Without ITM'). This comparison takes into account changes measured in the Control group that did not receive ITM.

Table 6.5 Changes in mode choice (ITM target population, accounting for control group effect)

	Without ITM	With ITM	Relative change
Walking	211	240	+14%
Cycling	27	34	+26%
Public transport	90	102	+13%
Car as driver	436	387	-11%

Table 6.5 shows that, on average among the ITM target population (taking into account changes in the Control group), estimated car-as-driver trips per person per year fell by 11% (from 436 to 387). Walking increased by an estimated 14% (an additional 29 trips per person per year). Public transport use saw an estimated increase of 13% (12 trips per person per year), while there was a 26% estimated increase (albeit from a low baseline) in cycling trips (from 27 to 34 trips per person per year).¹¹

¹¹ It is worth noting that Bristol's Cycling City project was underway by the time of ITM delivery and this may have played a part in the large relative increase in cycling mode share compared to walking and public transport use. Cycling City activities should, in principle, have affected ITM participants and non-participants equally.

Table 6.6 shows the same data but combines walking, cycling and public transport mode share to show the overall change in trips by sustainable travel modes ('STM') compared to car-as-driver trips. This shows a 15% relative increase in STM trips (by an average of 48 trips per person per year, from 328 to 376 trips).

Table 6.6 Changes in mode choice (ITM target population, accounting for control group effect, sustainable travel modes combined)

	Without ITM	With ITM	Relative change
STM	328	376	+15%
Car as driver	436	387	-11%

7 CONCLUSIONS

7.1 Introduction

The aim of the TravelSmart ITM project in Brislington & Knowle was to promote greater use of sustainable travel modes (walking, cycling and public transport) as alternatives to car travel among a target population of 1,900 households

In order to achieve this aim, the project comprised the following elements.

- Design of a coherent and attractive marketing offer consisting of local sustainable transport information;
- Identification of key individuals and project partners to ensure relevance, supply and shelf-life of marketing materials;
- The recruitment of local staff to implement fieldwork, providing an effective knowledge base and adding value as a community initiative; and
- The application of the proven TravelSmart ITM technique, with supporting project management systems, adapted where appropriate to local conditions.

The success of the project in achieving its aim is measured ultimately by the responses of the target population, in particular the willingness of households to participate in the TravelSmart project; the volume of information and other services requested; and, critically, the changes in travel behaviour.

The following sub-sections review the key outcomes and outputs of the Brislington & Knowle TravelSmart project under these broad headings.

7.2 Key outcomes and outputs

7.2.1 Travel behaviour change

This evaluation used a telephone survey method to collect information on average behaviour among Target and Control groups before and after the

ITM project. After survey responses were compared with those from previous travel behaviour surveys in Bristol to calculate changes in mode choice in the Target group (including Control group effect). The analysis gives a reliable but limited (compared to the range of variables typically measured by written travel behaviour surveys) picture of behavioural change associated with the ITM project.

The surveys conducted before and after the TravelSmart project show increases in levels of walking, cycling and use of public transport as modes of day-to-day travel, alongside notable reductions in car use. The key indicators, measured across the whole target population (i.e. including people who did not participate in TravelSmart), are:

- Increases in the proportion of people walking, cycling and using public frequently (i.e. at least 2-3 times per week). The proportion of people walking and cycling with at least this frequency rose by four percentage points, while the proportion using public transport with at least this frequency rose by five percentage points.
- For walking and public transport, changes among the Control group were in the opposite direction (i.e. the proportion of people using these modes at least 2-3 times per week fell). For cycling there was an increase in the proportion of frequent users in the Control group (2%), but this was not as great as in the Target group (4%).
- A reduction in the proportion of Target group members travelling (almost) daily by car as driver, from 42% to 33%, alongside an increase from 10% to 17% in the proportion travelling by this mode 2-3 times per week. There was almost no change in car-as-driver trip frequency among the Control group.
- Modelling of mode shares indicates a relative reduction of 11% in the average number of car-as-driver trips per person per year among the ITM target population, and relative increases of 14% in walking trips, 26% in cycling trips and 13% in public transport trips (all inclusive of background changes measured among the Control group). The combined relative increase in trips by sustainable modes was 15% (again, inclusive of Control group changes).

The evaluation suggests that greatest modal shift occurred from car-as-driver trips (which declined by 51 trips per person per year) to walking (which gained 29 trips). However public transport also gained 12 trips per person per year, while cycling gained seven trips per person per year.

These changes are broadly in line with those measured in other recent TravelSmart projects (as shown in Table 6.1).

Table 7.1 Summary of recent TravelSmart project outcomes

Location	Date	Target population (households)	Relative change in car-as-driver trips	Relative change in trips by sustainable modes
Preston & South Ribble	2007	25,231	-10%	+11%
Lancaster & Morecambe	2007	25,001	-14%	+19%
East Inverness	2007	1,500	-13%	+19%
Peterborough	2004-08	30,006	-11%	+16%
Worcester	2004-08	23,504	-10%	+12%
Worle	2008	2,078	-12%	+14%
Brislington & Knowle	2009	1,900	-11%	+15%

7.2.2 Participation in the Individualised Travel Marketing project

The ITM process resulted in high participation rates among the target population of 1,900 households. This demonstrates a positive response to the personalised TravelSmart approach, and suggests a previously unmet demand for information on local transport options.

- Ninety-six percent of households in the target population responded to the initial contact phase;

- Of these, 65% were interested in receiving information through the TravelSmart project and a further seven percent were already regular users of sustainable travel modes who did not request additional information;
- Eighty-six percent of those initially interested in receiving information then responded to the offer of information and advice by completing a TravelSmart order form, either in their own time at home or over the phone; and
- A total of 805 personalised TravelSmart packs were hand-delivered to participating households (including 55 containing only rewards for regular users of sustainable modes): approaching half of the initial target population.

7.2.3 Demand for information and advice

The profile of requests received during the TravelSmart project indicates a high demand for information and advice on local transport.

- More than 8,400 items of information, incentives and rewards were requested during the TravelSmart project, an average of 7.1 per participating household.
- Of the information materials on offer, the *Brislington & Knowle on foot, by bike, by bus* local travel map was the most popular item, followed by the *South Bristol Circular Walk* and stop-specific bus timetables.
- A total of 33 households requested further personal advice on walking, cycling and/or public transport. Four of these went on to book advice sessions, three of which were completed. These advice sessions were conducted at people's homes and included the offer of an incentive.

***ANNEX A:
TRAVELSMART ORDER FORM***



Brislington and Knowle

Please fill in
and return this form
to order your
free personal
information pack

Help us to **help you!**

Help us to ensure prompt delivery of your materials - please fill in your contact details below

Name: _____
 Address: _____
 Tel. No. _____ Day: _____ Evening: _____



Your order form for a personal journey plan

Please tell us about the journey you wish to make by public transport. In order for us to provide you with the most useful information, please complete ALL sections of this form. Please note that we may not be able to process your journey plan without exact locations with correct postcodes. Journey plans are available for travel starting in Brislington and Knowle going to any location in the UK.

From: (please give exact location with postcode)
 House number/name: _____
 Street: _____
 Town/City: _____
 Postcode: _____

To: (please give exact location with postcode)
 House number/name: _____
 Street: _____
 Town/City: _____
 Postcode: _____

Outward journey:
 I need to depart / arrive (delete as appropriate)
 on (day of the week) _____ at (time) _____ am / pm

Return journey:
 I need to depart / arrive (delete as appropriate)
 on (day of the week) _____ at (time) _____ am / pm

Means of travel:
 I am prepared to travel part/all of the way by: Bus Coach Rail Any mode

Sustrans registered charity No. 326550



Project enquiries:
Socialdata
PO Box 536, Bristol BS99 3UX
Freephone 0800 88 78 029

Thank you for taking part in TravelSmart!

travelsmart

Would you like to use environmentally friendly travel options more often? YES NO

How can we help you? Please tick the boxes below to order your personal travel information pack

New local travel maps

Brisington and Knowle on foot, by bike and by bus: a tour of new areas showing walking and cycling routes, information about bus and train services and local facilities.

Bus stop timetables: showing the frequency and destination of all main services using the bus stops nearest to your home.

Bus timetables: showing the times and routes for bus services of your choice in Brisington and Knowle and the surrounding area.

1: Broomhill - Henbury - Centre - Temple Meads - Cibbitt Causeway

36: Centre - Brisington - Knowle - Withwood

X39: Bristol - Bath

50S1: Centre - Temple Meads - Knowle - Windways - Rocky Farm

52: Hengrove - Beadmer - Centre - Knowle

54L: Cibbitt Causeway - Centre - Temple Meads - Knowle - Stockwood

57: Stockwood - Brisington - Broadmead

67: West Hazlees - Chew Magna - Whitchurch - Stockwood - Brisington - Beadmer

176: Bristol - Radstock - Midsomer Norton

339: Bristol - Bath

376: Bristol - Farnington Gurney - Wells

378: Bristol - Paulton - Midsomer Norton - Radstock

348: Bristol - Brisington - Keynsham

902: Durdentown - Wintrill Hill - Beadmer - Broadmead

511: Stockwood - Knowle - Beadmer

558: Brisington - Broomhill - Brisington Village

559: Brisington - Broomhill - Brisington Village

Night Flyers: operating every Friday and Saturday night from midnight until 0600

NK: The Centre - Brisington - Stockwood

N6: The Centre - Knowle - Hengrove

Walking

- Triangular City Walk:** an 18 mile city walk made up of three walks of varying lengths taking in views across the city.
- South Bristol Circular Walk:** a handy guide to the many shorter walks that in total make up a 23 mile long circular walk around the city. The walks offer views across the city centre, Avon Valley, Stockwood Nature Reserve, Dundry Hill and Ashton Court.
- Get Walking, Keep Walking:** plenty of tips to help you get started and a walking plan to track your progress.
- Why walk?:** find out how to step your way to a happy, healthy lifestyle.

Other public transport information

- Bristol Ferry Company:** timetables, fares and a map showing ferry stops.
- PLUSBUS:** information on ticket options for combining bus and train travel.
- Freedom travelpass:** how to get unlimited travel on most buses and all train services within Bristol, Bath and North East Somerset, North Somerset and South Gloucestershire.
- Railcards:** details on discounted travel:
 - Senior Citizens
 - Young Persons
 - Families
 - Disabled Persons
- Simpler rail fares:** details of changes to rail tickets and fares.

Train travel

Pocket train timetables:

- E1: Bristol Temple Meads - Turinton - Exeter Great Malvern
- E2: Bristol Temple Meads - Gloucester - Cheltenham Spa - Great Malvern
- E3: Bath Spa - Bristol Temple Meads - Cardiff Central
- E4: Bristol Parkway - Bristol Temple Meads - Weston-super-Mare
- E5: Filton Abbey Wood - Bath Spa - Frome - Wootton Bassett
- E6: Bristol Temple Meads - Severn Beach

Regional & national train timetables: trains to London, South Wales, Bath, Cheltenham, Somerset, Birmingham and Portsmouth.

Discount card

By ticking 'Yes' to the question at the top of this form, you qualify for a unique discount scheme. The TravelSmart Discount Card offers savings on outdoor clothing, new bikes and accessories at local cycle and outdoor shops.

Cycling

- Map for cyclists:** traffic-free and on-road cycle paths and other useful information. **Bristol:** including Avonmouth, Bristol city centre and Kingswood.
- Bath and North East Somerset:** Bath and the city centre, Keynham, Midsomer Norton and Radstock.
- Stevr clear of cycle theft:** tips and advice on basic bike security.
- Get the most from your bike:** cycling training for adults and children.
- Cycle scheme:** how to save money on a bike for work.
- Cycling by Train:** National Rail leaflet about taking bikes on trains in the UK.
- Why cycle?:** find out for yourself what's making more people take to two wheels.
- Get cycling:** an indispensable guide to buying, riding and maintaining your bike.
- Cycling with children:** advice on buying the right bike for your child and handy tips for family trips.

TravelSmart PLUS

Your household may be eligible for a personal advice session with one of our local experts. Select one (or more) of the options below and we'll be in touch to arrange a home visit to suit your needs. You'll be surprised at the opportunities available!

- Choose public transport - get the most out of ticket deals and a chance to try out local services
- Choose cycling - get going on two wheels with advice on the best local routes, a bike 'health' check, and the limited offer of a free cycle trip computer
- Choose walking - put your best foot forward with advice on the best local routes, health information and the limited offer of a free pedometer

Free gift!

On quick return of this order form, you can also receive this FREE key ring with membership to a lost key recovery service. Limited numbers available. Please tick the box to accept this offer.

Related travel information

- City Car Club:** a pay-as-you-go scheme giving access to cars parked in dedicated spaces around the city.
- Bristol Shopmobility:** scooters and wheelchairs to enable people with mobility impairments to shop and use facilities in Cabot Circus and Broadmead.
- Dial-a-ride:** details of accessible transport for disabled people in Bristol.
- 2Carshare.com:** information on Bristol's Car Share scheme.
- Your Local Active Travel Guide:** information about walking, cycling, using public transport and car sharing.
- Safe Routes to Schools:** help for parents wanting to provide their children with a safe and healthy journey to school.

Walking

18 mile city walk made up of three walks of varying lengths taking in views across the city.

Other public transport information

Timetables, fares and a map showing ferry stops.

Train travel

Details on discounted travel: Senior Citizens, Young Persons, Families, Disabled Persons.

Walking

Plenty of tips to help you get started and a walking plan to track your progress.

Other public transport information

Details on discounted travel: Senior Citizens, Young Persons, Families, Disabled Persons.

Train travel

Details of changes to rail tickets and fares.

Train travel

Details of changes to rail tickets and fares.

Walking

Plenty of tips to help you get started and a walking plan to track your progress.

Other public transport information

Details on discounted travel: Senior Citizens, Young Persons, Families, Disabled Persons.

Train travel

Details of changes to rail tickets and fares.

Train travel

Details of changes to rail tickets and fares.

See back page for your personal journey plan order form

In case of any queries regarding this report, please contact:

Francine Fost
Project Officer, TravelSmart
Sustrans
2 Cathedral Square
College Green
Bristol
BS1 5DD

Telephone (direct line): 0117 915 0334
e-mail: francine.fost@sustrans.org.uk