

Northwest Modal Shift Mapping Exercise

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Michelle Berry

Northwest Regional Transport Advice Coordinator, Greater Manchester
Energy Saving Trust advice centre

Executive Summary

Background

The three Energy Saving Trust advice centres in the Northwest (NW) provide information and advice to customers on smarter driving, vehicle choice and using the car less. The NW advice centres are funded by national Government with additional support from the Northwest Regional Development Agency.

In 2007 the NW produced a Climate Change Action Plan (CCAP) which details a series of overarching objectives and related tasks to be undertaken to tackle the cause of climate change and its effects in the northwest. The CCAP has five overarching objectives which are to enable, encourage, engage, exemplify and catalyse. The broader objective 'to encourage' contained action point nine which is as follows: 'Support initiatives to encourage the use of sustainable transport (e.g. through the use of demand management measures)'. In order to deliver action nine of the CCAP it was decided that the NWDA would fund the appointment of a Regional Transport Advice Coordinator from 2008/9 to 2011/12. The remit of this officer was to provide sustainable transport information and advice to residents in the NW via the Energy Saving Trust network of NW advice centres. It is anticipated that the provision of information and advice will lead to individual travel solutions which will in turn contribute to a decrease in congestion, increased sustainable access to employment sites, decreased emissions through reduction in car use and improved driving techniques.

In order to strengthen and develop modal shift messages delivered by the advice centres to customers in the NW, a mapping exercise was carried out to establish the type and level of modal shift information and advice already available in the region. The modal shift mapping exercise also aimed to establish how the advice centres can monitor, support and deliver the existing sustainable transport information. The mapping exercise consisted of discussions with local authorities and transport organisations in the NW and independent research was also undertaken via the internet.

Key Findings

The mapping exercise demonstrated that the type and level of modal shift advice is provided inconsistently across the region. While most local authorities provide at least some information promoting sustainable travel modes the delivery of this information directly to individuals is rare unless through a specific personalised travel planning project. The impact of the provision of current modal shift information and advice in achieving modal shift is often not monitored and/or recorded.

A summary of key findings from the mapping exercise are outlined below.

- **Walking** – It is generally considered that walking needs little explanation as it can be incorporated into most journeys.
- **Cycling** – Most local authority areas in the NW have a reasonable level and range of locally specific cycling information. Four towns in the NW have received funding from Cycling England to become cycling demonstration towns
- **Public Transport** – The NW is supported by the Traveline phone number, website and journey planner and therefore comprehensive information and advice is available in the NW.
- **Personalised Travel Planning** – Few areas and/or local authorities in the NW provided tailored modal shift information and advice directly to individuals. Where personalised travel planning campaigns have taken place these are usually externally funded.

- **Car Sharing & Car Clubs** – Many local authorities had official online car sharing facilities for their staff and residents. Manchester and Liverpool City centres both have pay by the hour car clubs for businesses and residents.
- **Smarter Driving & Vehicle Choice** – The modal shift mapping exercise demonstrated that no other organisations apart from the Energy Saving Trust provide information and advice on smarter driving or vehicle choice for individuals.
- **Monitoring & Recording** – Information currently provided on modal shift in the region is rarely recorded and/or monitored. Few local authorities monitor the number of modal shift enquiries that they receive from members of the general public; however this in part can be attributed to the low number of enquiries.

Recommendations

The research undertaken had identified several areas of modal shift information and advice where the advice centres could provide a greater level of support to the region. The recommendations will be taken forward by the Regional Transport Advice Coordinator working in partnership with consultees, the RTAG Climate Change Sub-Group and the Climate Change Partnership. The recommendations outlined in the report are as follows:

- Provision of semi-individualised information and advice to customers via mail outs and outreach events;
- Produce an Energy Saving Trust sustainable transport leaflet for the three advice centres;
- Establish a pilot signposting system between the Greater Manchester Energy Saving Trust advice centre and organisations that currently provided sustainable transport information;
- Strengthen the linkages between transport and current advice centres areas of work such as communities and local authority one-to-one programme;
- Provide a structured package of support for local authorities to deliver transport advice through their services and facilities; and
- To develop links with wider policy agendas that have similar or associated benefits.

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1. Introduction

The following section outlines the background to this report and the aims and objectives of the modal shift mapping exercise. This section also details the format that the report will follow.

1.1 Background to this Report

In 2007 the Northwest's response to climate change was formulated in the publication of 'Rising to the Challenge - A Climate Change Action Plan (CCAP) for England's Northwest 2007- 09'. The action plan details a series of overarching objectives and related tasks to be undertaken to tackle the cause of climate change and its effects in the northwest. The plan outlines the region's vision for climate change to be achieved by 2020. It highlights the need to focus on twin objectives of reducing greenhouse gas emissions and adapting to the effects of climate change which are now unavoidable. The CCAP states that in the short term, we must concentrate on reducing our greenhouse gas emissions by influencing attitude and behaviour change to increase energy efficiency, reduce energy demand and promote low carbon technologies, whilst also putting in place mechanisms to adapt to future climate change. The CCAP is supported by businesses, organisations and individuals throughout the region and lead by the Northwest Regional Development Agency (NWDA), Government Office NW, 4NW and the Environment Agency with supporting partner organisations.

The CCAP has five overarching objectives which are to enable, encourage, engage, exemplify and catalyse. The broader objective 'to encourage' contains action point nine which is as follows: 'Support initiatives to encourage the use of sustainable transport (e.g. through the use of demand management measures)'. In order to deliver action nine of the CCAP it was decided that the NWDA would fund the appointment of a Regional Transport Advice Officer from 2008/9 to 2011/12. The remit of this officer was to provide sustainable transport information and advice to residents in the NW via the Energy Saving Trust (EST) network of NW advice centres. It is believed that the provision of information and advice will lead to individual travel solutions which will in turn contribute to a decrease in congestion, increased sustainable access to employment sites, decreased emissions through reduction in car use and improved driving techniques. It was also anticipated that the Regional Transport Officer would establish links and strong working relationships between regional bodies, local organisations and the Energy Saving Trust advice centres (advice centres). The Regional Transport Advice Coordinator was tasked with working closely with local authority sustainable transport advisors, Public Transport Executives (PTEs), travel plan coordinators and personalised travel planners to map the current advice on modal shift and to identify how the advice centre services can effectively promote sustainable transport and signpost households into already existing services. It is anticipated that this will result in a set of key advice messages around reducing car use which can be used by the advice centres.

The work of the Regional Transport Advice Coordinator also compliments action five of the CCAP to 'Promote best practices in personal and workplace travel planning to enable individuals and organisations to reduce the reliance on private cars and to make more sustainable travel decisions'. This work is being progressed by 4NW who are undertaking an audit into sustainable transport and smarter choices activity in the region and the CO₂ saving from this work.

1.2 Northwest Energy Saving Trust Advice Centre

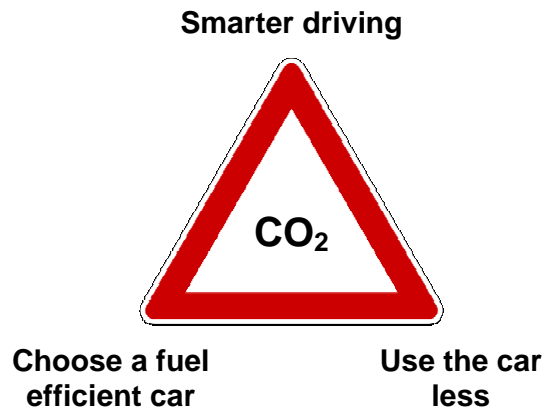
In 2007 the EST was tasked by Government with developing services to assist people to 'green' their homes. As such, 21 advice centres across the UK were developed and rolled-out to offer people a range of advice on 'green' issues including 'greener' transport.

The transport advice and information delivered to consumers covers three key topic areas which are as follows:

- Smarter driving;
- Vehicle choice; and
- Using the car less.

Smarter driving encourages consumers to adopt driving and maintenance techniques to reduce fuel consumption and CO₂ emissions by improving the efficiency of their car. Messages include checking your tyre pressure, changing gear between 2,000 and 2,500 rpm and driving at the most efficient speed. Information and advice on vehicle choice provides consumers with assistance to purchase a new car and encourages them to choose the lowest emitting vehicle in class. Using the car less encompasses messages around sustainable travel and reducing mileage. This area of advice currently encourages consumers to consider car sharing, joining a car club, and planning trips to make fewer car journeys.

Figure 1.1: Energy Saving Trust Transport Advice Messages



Source: Energy Saving Trust, 2009

The northwest is served by three Energy Saving Trust advice centres covering the sub-regional areas. Each centre is supported by funding from the Department for Transport (DfT) which is used to employ a Transport Officer tasked with delivering transport advice to domestic customers. Each centre is targeted to deliver a certain number of consumers with transport advice each year. For 2009/10 these targets are as follows:

- Greater Manchester -10,000
- Lancashire and Cumbria – 8,500
- Cheshire and Merseyside – 10,000

The delivery of the transport messages focus on face-to face advice at outreach events, through a dedicated telephone advice line and by the promotion of the Act on CO₂ website resources. The Energy Saving Trust has carried out market research and consequently developed segmentation data to assist the advice centre in delivering key messages. Consumers have been identified as those with higher than average vehicle emissions and with moderate to high vehicle ownership. The data identifies the locations of residents that would be most receptive to transport advice and information and as such these areas are targeted through campaigns and events.

The Greater Manchester advice centre work plan identifies that 10% of the metropolitan population in the ten boroughs are employed in the central ward. Only 38% of the jobs in the district are filled by Manchester residents and as such just over 158,000 people travel into the district as commuters. This demonstrates the interdependence of the boroughs within Greater Manchester. The Greater Manchester advice centre is targeted to provide 10,000 consumers with transport advice. Of these, the advice centre aims to specifically influence 500 purchasing decisions and influence 1,000 customers to adopt smarter driving techniques. The Greater Manchester advice centre aims to achieve these aims through a PR campaign promoting personal transport advice to customers that drive, to provide in-bound, out-bound and follow-up service for transport advice to extend the customer journey and capture behavioural change and to provide personal transport advice via 15 outreach surgeries.

The Lancashire and Cumbria advice centre intends to target their transport advice at priority local authority areas. They have identified that six local authority areas coincide with the EST target markets for transport advice and have high CO₂ emissions from transport. They have also identified 43 wards in Lancashire and Cumbria which contain 100% of the target markets. The advice centre plans to carryout events in these wards throughout 2009/10. The Lancashire and Cumbria advice centre will hold two transport show case events which will be supported by workplace events and advice surgeries in identified target areas.

The 2001 Census demonstrated that 27% of households across the Merseyside and Cheshire Energy Saving Trust advice centre territory had access to two or more cars or vans. A further 42% have access to one car or van. The remaining 31% of households had no access to a car or van. In 2006 there were just over 1,000,000 cars registered in the Energy Saving Trust advice centre territory.

In 2008 the main overall trip purpose for Merseyside residents was commuting (21%). This was followed closely by shopping (20%) and social and recreational activities (19%). Data from the 2001 census showed a strong positive correlation between the number of trips made per person and the level of household income. The Cheshire Local Transport Plan Delivery Report 2007 reports that Cheshire, as a rural area, has higher than average car ownership and use with 81% of households owning at least one car and 39% owning two or more cars.

Car ownership levels and the number of journeys undertaken across the Merseyside and Cheshire Energy Saving Trust advice centre territory provide opportunities to engage with households in purchasing decisions, options for reducing vehicle journeys and more efficient driving. In seeking to influence purchasing decisions and driving techniques the Energy Saving Trust advice centre will engage with vehicle sales companies in the territory and explore opportunities for partnership working with local authorities travel planning and Merseytravel. The advice centre aims to provide advice to individuals through outreach events and employee events. Objectives for 2009 to 2010 include making links with major retailers on out of town sites, to carry out a PR campaign promoting smarter driving and to complete a direct mail out to 45,000 residents.

The delivery of transport advice by the three NW advice centres is supported by an EST transport brochure, tyre pressure gauges, Act on CO₂ tax disc holders and ice scrapers.

1.3 Regional and National Research

In 2007, as part of the Spending Review the Government published 198 single indicators which underpinned the new performance framework. All Local Strategic Partnerships are required to select from the list of National Indicators (NIs) against which they will monitor progress. The NI's include items relating to social services, health, education and transport and each local authority

has an officer responsible for that indicator. Some indicators such as NI198 Mode of Travel to School have a direct relationship with sustainable transport. Others, such as NI 156 Obesity in Primary School Children are still relevant. The NIs with the most relevance to sustainable transport and the advice centre are as follows:

- NI167 Congestion – average journey time per mile during the morning peak.
- NI 175 Access to services and facilities by public transport, walking and cycling.
- NI 176 Working age people with access to employment by public transport (and other specific modes).
- NI 185 CO₂ reductions from Local Authority operations.
- NI 186 Per capita reductions in CO₂ emissions in the local authority area.

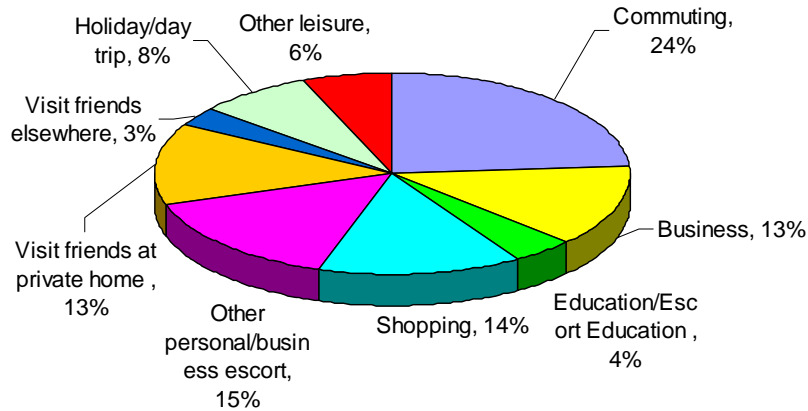
The 2001 Census demonstrated that a high percentage of people in the NW travel to work by driving a car or van (35%). A lower percentage of people travel to work on foot (6%), by bus/minibus (5%) and as a passenger in a car or van (4%).

In 2009 the RAC Foundation published 'The Car in British Society' described the changing nature of car ownership and use within Britain. The report highlights that the car is now the dominant mode of travel in most people's daily lives and is seen a major asset in most households. It stated that levels of car use is now above levels considered to be sustainable nationally. Car mode share (driver and passenger) rose from 46% in 1975 to 63% in 2002. Growth in car ownership and use has been highest in low-income households over the last 10 years. Attitude surveys and focus groups carried out as part of the report showed that people regularly referred to their home or work location as being the main reason for needing a car and said their grocery shopping was the main trip that they couldn't manage without a car. Most people recognised the dis-benefits of car ownership and use, such as the high costs. Although some people stated that would prefer not to drive, they felt that they had no choice.

The 2008 'Carbon Pathways Analysis' published by the DfT stated that carbon emission from transport in the UK currently account for 24% of domestic emissions. It emphasises the strong role that transport sector will need to play in reducing these emissions and meeting the UK's economy-wide targets. It is clear that road transport accounts for the majority of emissions from the transport sector (92% in 2006) and as such to reduce these emissions road transport must be tackled.

The report considers the CO₂ emissions associated with reasons why people travel. The analysis confirmed that CO₂ emissions are generated from a range of different journey motivations as people travel for a wide number of reasons and use a variety of different modes. Hence the report concludes that there is no one single solution that can be implemented to reduce CO₂ from the transport sector.

Figure 1.2 Estimate CO₂ emissions from all modes of passenger transport by journey purpose, GB, 2002/6 Average.



Source: Carbon Pathways Analysis, July 2008 DfT

The report demonstrated that most trips made are short (57% of car journeys are less than five miles) and these journeys account for under 20% of CO₂ emissions.

The NW Climate Change Perception Study undertaken in April 2007 demonstrated that 42.5% of people cited transport as being the dominant cause of climate change. Despite this awareness of road transport and its contribution to climate change just 26% of people surveyed in the NW have considered sustainable transport options. The study showed that whilst there is a general understanding of the concept of climate change, that this doesn't seem to be informing purchasing behaviours e.g. with regards to changing transportation modes. This was reinforced by the finding that at a sub-regional level people in Greater Manchester and Lancashire are those that are least likely to reduce the level that they travel by car and people in Greater Manchester are the least likely to have considered sustainable transport. Despite this the study states that the potential existed in the majority of cases to reduce car use.

The Local Authority CO₂ emission estimates for 2006 produced by DEFRA show that the NW contributes to 11% of the UK's carbon emission of which 25% come from road transport alone. This is demonstrated in the table below.

Table 1.1: End user carbon dioxide emissions 2007: Regional Office Summary (Million tonnes carbon dioxide)

Government Office Region	Total Emissions (million tonnes carbon dioxide)				
	Industrial, Commercial & Public	Domestic	Road Transport	LULUCF	Total
North East	21	6	5	0	32
North West	29	16	15	1	61
Yorkshire & Humber	27	12	12	0	51
East Midlands	17	10	11	0	39
West Midlands	18	12	13	0	44
East of England	16	13	14	1	44
Greater London	20	16	9	0	45
South East	23	20	22	0	65
South West	15	12	12	1	41
England	187	119	113	4	423
UK	236	146	136	-2	517
% of UK total	45.8%	28.2%	26.4%	-0.4%	100%

Source: Department for Energy and Climate Change, 2009
www.decc.gov.uk/en/content/cms/statistics/climate_change/climate_change.aspx

In 2005 the DfT published their 'Smarter Choices Report' which made the case for 'soft' measures when encouraging travel by sustainable modes and away from single occupancy vehicles. The report highlighted that an intensive smarter choices programme over 10 years could cut traffic levels significantly. It highlighted that a sustainable travel programme might include the following:

- Dedicated people working on business travel planning;
- Personalised travel planning;
- Partnership working with rail and bus operators;
- A broad travel awareness campaign;
- A series of smaller projects e.g. car sharing clubs.

The Smarter Choices report highlighted for the greatest effect that some of these 'soft' measures should be combined with 'harder' traffic measures.

1.4 Aims and Objectives

The aim of the modal shift mapping exercise is to

'Identify the current level of modal shift advice and information in the Northwest'

The objectives of the modal shift mapping exercise are as follows:

- To develop links between the NW advice centres and sustainable transport partner organisations in the NW;
- To identify opportunities to link the NW advice centre services to existing services in the NW;
- To identify gaps in the provision of modal shift advice in the NW; and

- To develop a set of key advice messages around reducing car use that can be used by the NW advice centres.

1.5 Structure of this Report

The structure of the report, following this introduction and background, is as follows:

- Section 2 presents the methodology used for this study;
- Section 3 details the findings of the summary for each sub-regional area and their current level of modal shift information and advice;
- Section 4 outlines points to consider; and
- Section 5 the conclusions of the mapping exercise and a number of recommendations for the way forward.

2. Data Collation

The following section outlines how the data and information contained within this report was gathered.

2.1 Consultation

As part of the modal shift mapping exercise discussions took place with transport officers from local authorities within the NW. They were informed of the establishment of the new advice centre covering their sub-region and the current services and facilities provided by officers. Local authorities were informed of the purpose of the mapping exercise and asked to detail the work that they do regarding the provision of sustainable travel information and advice.

Discussions were also carried out with other partner organisations that have a role in the delivery of modal shift advice. These included Northern Rail, Sustrans, Friends of the Earth and GMPTE. A survey was not distributed to these organisations however the information and advice they offer and the potential development of working the NW advice centres was discussed.

The table below details the individuals in the NW that were consulted.

Table 2.1: List of Consultees

Consultees	Organisation
Anne-Louise Fryers	GM Cycling & Walking Officer, GM Transportation Unit
Steve Glazebrook	GM Smarter Choices Officer, GM Transportation Unit
Richard Lovell	Manchester City Council
David Brown	Stockport Council
Andrew Howard	Stockport Council
Karen Booth	Northern Rail
Rob Wall	Sustrans
Joy Dent	GMPTE
Sarah Dewar	Travelwise Merseyside
James Syson	Blackburn Council
Richard Lees	Blackpool Council
Jenny Lees	Cheshire East Council
Jane Swindlehurst	Lancashire County Council
Bryan Cosgrove	Manchester City Council – Green Cities Team
Fiona Reynolds	Stockport PCT
Jonathon Smith	Cumbria County Council
Allan McNicoll	Cumbria County Council
Rachel Scott	Lancaster City council
Emma Gilpin	Halton Borough Council
Liz Grey	Whizz Go
Lesley McAllister	Warrington Council
Dave Watson	Warrington Council
Diane Kisiel	Highways Agency
Anna Geroni	Cheshire West & Chester Council
Karen Preston	Salford Council
Oliver West	Bolton Council
Frank Kennedy	Friends of the Earth NW
Jamie Shepherd	Manchester PCT

James Noakes	Wigan Council
Pamela Vauhgan	Tameside Council
Angela Carr	Oldham Council
Fillipina Moore	Trafford Council
Dawn Jones	Wigan Council

Following the discussions with local authority officers a questionnaire (see Appendix C) was distributed to officers for their completion. This enabled them to express their options on the delivering of modal shift information and advice to customers. The questionnaire also provided a consistent approach in the collation of information. Not all local authority officers completed and returned the questionnaire.

2.2 Independent Research

Searches were carried out via the internet to determine other sources of modal shift information and advice in the NW.

3. Current Information and Advice in the Northwest

The following section details the modal shift information and advice available from each of the Energy Saving Trust advice centre territories as determined by this mapping exercise. The information contained in this section is not exhaustive of the modal shift information and advice in the region. However, it provides an overview of some of the information available that is relevant to the work of the advice centres. The following section demonstrated that the availability of this information and advice and the level of detail and quality of this information varies between sub-regions and local authority areas for a number of different reasons which are discussed in the section below.

3.1 Cheshire and Merseyside

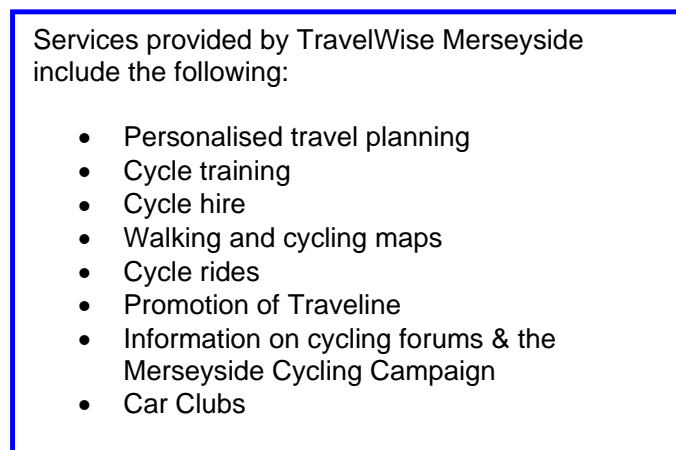
i) Merseyside

The five Merseyside authorities (Liverpool City, Wirral, Sefton, Knowsley and St Helens) are supported in their provision of modal shift information and advice by TravelWise Merseyside. TravelWise Merseyside is funded by the Merseyside Transport partnership and by various grant funding streams. TravelWise Merseyside describe themselves as a highly developed, targeted and researched campaign which has built up specialist knowledge over time in the provision and delivery of sustainable travel information and advice to customers. During discussions with Travelwise Merseyside emphasis was placed on the importance and need that the provision of sustainable travel information is of a high and consistent quality to be effective.

TravelWise Merseyside information portal for members of the public is centred on their dedicated website entitled 'Lets TravelWise' which contains a wealth of information and services that are provided to residents, businesses and organisations in Merseyside.

Figure 3.1 below outlines some of the sustainable transport resources provided by TravelWise Merseyside.

Figure 3.1 Services Provided by TravelWise Merseyside

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- Services provided by TravelWise Merseyside include the following:
- Personalised travel planning
 - Cycle training
 - Cycle hire
 - Walking and cycling maps
 - Cycle rides
 - Promotion of Traveline
 - Information on cycling forums & the Merseyside Cycling Campaign
 - Car Clubs

Discussions revealed that TravelWise Merseyside engage with hundreds of thousands of customers each year through their provision of modal shift information and advice. Staff at TravelWise Merseyside expect that this demand will grow in the future due to expanding services and by securing funding from external grant sources.

Figure 3.2: Example of a Calorie Walking Map produced by TravelWise Merseyside



The information provided by TravelWise Merseyside includes all sustainable travel modes. The delivery of information is consistent across the district authorities in Merseyside due to the Travelwise branding campaign used on all publications.

TravelWise Merseyside has recently undertaken a personalised travel planning (PTP) initiative in the Wirral under the branding 'TravelWise Wirral'. Residents in Heswall, Pensby, Irby and Thingwall are being invited to take part in the initiative which aimed to reduce congestions at peak times on main routes into Birkenhead and Liverpool City Centre. The project consists of a member of the TravelWise team visiting residents into offer a free personalised travel service to cut the cost, time, hassle and carbon emissions from their journeys. The project will target 10,000 residents.

A similar project was carried out in Childwall where 3,500 households were targeted to be part of a personalised travel planning initiative. The scheme saw 63% of households engage in the personalised travel planning project and of these 31% said that they had made a change to the way that they travel. Of those that had not made a change 36% stated that they intended to do so in the future. Interestingly the main reasons cited for making a change were health and money.

Each of the five Merseyside authorities have additional support to the delivery of sustainable travel information and advice in their area in the form of Travel Plan Coordinators focusing on workplaces and schools. The five Merseyside authorities also promote sustainable transport via the TravelWise Merseyside campaign.

In June 2008 Cycling England announced that the Southport and Ainsdale was to become a cycling demonstration town and will receive approximately £2m in funding over a three year period. Sefton Council anticipates that the project will comprise of a package of schemes ranging from major infrastructure improvements to publicity and training material and cycle hire, aimed at encouraging cycling for access to work, shops, leisure and as a tourist attraction. Sefton Council aims to use the funding to encourage tourism and regeneration and to have 15% of secondary school children cycling by 2011.

Halton Borough Council has produced a series of leaflets that encourage walking via maps demonstrating specific routes such as walks to work, urban and green routes. Regular guided walks also take place across the Borough. The council has produced a free cycle map detailing routes in the Borough and a free journey planning service for cyclists. They also provided information on initiatives such as the Bike Lockers Users Club (BLUC) which Halton Borough Council operate which enables people to join a membership scheme to use secure lockers at two railway stations and in Widnes town centre. Through the councils internal travel plan a

Cycling Handbook has been developed which is available to the general public via the council's website. Halton also offer free Cycle 'Bikeability' training and are promoters of the 'Wheels for All' scheme which provides adapted bikes for people who cannot use standard bikes due to learning difficulties, disabilities or health problems.

Halton Council are able to provide residents with a PTP service and promote modal shift through their Neighbourhood Travel Team (NTT). The team has developed a Halton Travel Guide and tube style map. Information and timetables are provided via the Councils website, at every Halton Direct Link, Library, Community and Children's Centre in the Borough and by contacting the NTT on their dedicated free phone. The Council also has a dedicated car sharing website called Halton Journey Share with associated promotional leaflets. Due to budget constraints some positions within the council are currently being re-evaluated, this has particularly affected travel planning positions. Sustainable transport enquiries made to the council are recorded for monitoring purposes.

Much of Warrington Borough Council's sustainable travel resources are directed to support the development of school and business travel plans where the focus of work is on accessibility and sustainability. The Council in partnership with the Highways Agency (HA) Birchwood Business forum and produced travel information packs for all employees of the Birchwood business area (approximately 10,000). The pack contained information on sustainable travel to work however, many businesses decided not to distribute a pack to each employee. The Council produced a cycle map which were distributed by mail to 86,000 households and received positive feedback. 'Bike and Boots' is a magazine publication annually by the council and Warrington Primary Care Trust which is used to encourage resident to walk and cycle in Warrington. This publication was sent to every household in Warrington with over 2,000 people responding with positive comments.

ii) Cheshire

With the recent divide of Cheshire County Council to Cheshire East and Cheshire West and Chester Borough Councils the local authorities were unsure of the future direction of their services when contacted as part of this mapping exercise. However, previously modal shift advice had heavily focused on schools, work places and the Councils own staff. Staff acknowledged that the largely rural nature of the Council meant that encouraging sustainable travel was difficult.

Cheshire West and Chester has recently been awarded the status of Cycling Demonstration Town by cycling England. 'Cycle Chester' was launched in April 2009 and received funding from Cycling England to develop a comprehensive cycling plan to overcome the town's hurdles and to make cycling a viable option. Part of the Cycle Chester programme involves making structural and infrastructure improvements to the town. These improvements will be supported and promoted by a range of measures including cycle training, community cycle schemes, a PR and marketing campaign, and a 'prescribe a bike' scheme, which aim to complement the infrastructure improvements and bring cycling to the wider community. Information produced and promoted as part of this scheme are available to individuals via a dedicated website. Other modal shift information provided by Cheshire West and Chester is largely contained on their website and includes cycling leaflets and telephone advice.

Cheshire East does not currently have much modal shift information and advice resources available to the public via their website. They promote the NW public transport journey planning service Traveline and have some information regarding cycling.

3.2 Greater Manchester

The ten Greater Manchester authorities are supported by Walking and Cycling officer and Smarter Choices officer hosted by the Greater Manchester Transport Unit and funded through the Local Transport Plan 2 (LTP2). The remit of the officers includes providing support and assistance to the borough to ensure a coordinated approach to sustainable travel in the conurbation of Manchester. Greater Manchester provides sub-regional facilities which at present are a dedicated cycling website and a dedicated walking website. The walkit website is currently only available for four Greater Manchester boroughs (Bolton, Manchester City, Wigan and Oldham) but it is anticipated that all Greater Manchester Boroughs will be included within the year. All the ten authorities have cycle maps for their boroughs which are free of charge for residents. The authorities are also part of Greater Manchester's car sharing scheme carsharegm. This allows their own authorities to have private sites, for local businesses to have their own private site and for members of the public to find car sharers.

Figure 3.3: Modal Shift Services provided by AGMA for Greater Manchester

- Services provided at a Greater Manchester level include the following:
- Dedicated cycling website
 - Dedicated walking website
 - A Smarter Choices Officer
 - A Cycling and Walking Officer
 - Travel plans website
 - Individual borough cycle maps
 - Car sharing website
 - Cycling journey planner via Transport Direct

Greater Manchester also has a dedicated travel planning website which provides businesses and organisations support when developing a travel plan. Much of the individual authority resource for modal shift in Greater Manchester is focused on the delivery of school and workplace travel plans.

Stockport Metropolitan Borough Council has produced information on green and pleasant routes for walking and cycling in the form of eight 'Green A-Z's' covering the borough. The maps are aimed to support healthy living and they detail parks, green open spaces, leisure sites, pubs, sport venues, and other features that may be of interest to walkers and cyclists. The council also provides general information on modal shift to residents via their website. Information and advice is delivered to residents via a small number of sustainable travel events held annually in the borough and via direct requests from individuals. Information is also distributed via other council facilities such as libraries. There is no information regarding the number of people that have received information and the effect that this has had on the way they travel. Stockport Council has recently carried out a personalised travel planning project in Hazel Grove with the aim of reducing car use in the local area. The project targeted 207 households (236 individuals) with personalised travel information to encourage travel by sustainable modes. The results of this project have yet to be published.

Manchester City Council is currently in the planning stages of developing a WorkWise Demonstration project in Woodhouse Park, Wythenshawe which will deliver sustainable personalised travel information to members of the community that are seeking employment. Manchester City Council's travel change team are rarely contacted by members of the public for

modal shift advice as much of this information is targeted at schools and businesses as previously stated.

Wigan Council is currently delivering a personalised journey planning service for 2,000 homes in the Standish area of the borough. In partnership with the local Primary Care Trust (PCT) and NHS Trust the council is also targeting personalised travel planning advice via a Health Trainers network to encourage active travel to people suffering from poor health. This activity is supported by a dedicated Active Travel Wigan website and resource pack. The PCT also encourages walking and cycling by offering walks and rides “on prescription” to. The council provides general sustainable transport information in the form of walking “calorie maps” for each of the borough’s ten townships. The council is currently in the process of programme to replace pedestrian and cycling signage detailing approximate journey times instead of journey distances. In the Leigh area of the borough a cycling project is being carried out which aims to encourage an increase in cycling through infrastructure improvements, promotion and education. This activity is supported by targeted promotional material for disused railway lines and off road cycle routes. In addition, a small number of sustainable travel events are held throughout the year and these have recently included information and advice on vehicle choice.

Greater Manchester Public Transport Executive (GMPTE) provides a dedicated resource to residents in the provision of information and advice for public transport (largely focusing on bus transport) information. Their website provides a range of information on public transport including a link to the NW’s journey planning website, timetables and ticketing information. Public transport information is also provided to residents of Greater Manchester through 15 travel shops located in Located in Altrincham, Ashton, Bolton, Bury, Eccles, Hyde, Leigh, Middleton, Oldham, Piccadilly, Rochdale, Shudehill, Stockport, Wigan and Wythenshawe. Greater Manchester Travelline services are based within GMPTE. This provides personalised public transport information to customers over the phone. GMPTE also provides community transport services and grants/subsidies to certain member of the public to increase accessibility.

BLUC is a cycle parking scheme provided by GMPTE to encourage people to use their cycles to travel to train, Metrolink, bus stations and town centre locations across Greater Manchester. The scheme includes 150 bike lockers in 30 locations around Greater Manchester. BLUC cost users £10 a year for the first two years and then subsequent years are free of charge. The scheme aims encourage people to use sustainable modes of travel and assist them in making multi modal journeys. It is unclear how successful this scheme has been.

3.3 Lancashire and Cumbria

i) Lancashire

Lancashire County Council has employed officers to deliver the TravelWise branded sustainable travel marketing campaign. The team carries out events in the borough which focus on both business locations and the general public. The success of these events (with regards to the number of attendees) is reviewed every year to determine their value and whether they will be held the following year.

Lancashire has a dedicated website as a resource to promote sustainable travel modes. The site is a partnership project designed to deliver Lancashire County Council Transport information and information from other partners in the transport world directly to customers in a clear and easily accessible format. The website contains information on community transport, car sharing, bike aid, rural transport, real time bus information and the ability to comment on a bus service.

Lancashire County Council has a leaflet resource for each mode of travel which contains the TravelWise branding. These are distributed to customers vial their website and at events.

Figure 3.4: Sustainable Travel Resources in Lancashire

- Sustainable travel information available in Lancashire:
- Promotional leaflets for each sustainable travel mode
 - Officers to attend showcase events
 - Car sharing website
 - Promotion of cycle ways and routes via free maps

Public transport in Lancashire is promoted through a dedicated website which includes information regarding bus timetables, trains, community transport, rural transport and the NW public transport journey planner.

'Shared Wheels' is a dedicated car sharing website for people who live or work in Lancashire developed in partnership by Blackpool Council, Blackburn with Darwen Borough Council, Lancashire County Council and Lancaster University. The website allows individuals to find car sharing partners and also allows companies in Lancashire to establish private sites.

In previous years Lancashire County Council has received European funding to carryout PTP projects in specific areas of the county. The PTP project focused on Preston, South Ribble and Lancaster and targeted 50,000 households in 2006/07. These households were offered personalised sustainable travel information and advice specific to their needs and were given details on the alternatives to private car travel and incentives to try them. The project was successful and saw an increase in sustainable travel use for participants of between 11% and 36% generating a reduction in car use between 10% and 14%. The total annual saving in vehicle kilometres (vkm) was approximately 62.6 million vkm, leading to annual CO₂ reductions of around 13,000 tonnes.

Lancashire County Council has also developed a series of generic cycling information leaflets on topics which include basic bike maintenance and cycling in different condition. The County has also produced cycling route maps for dedicated cycle ways and networks. These are available to members of the public via the Councils website and at events. During discussion with Lancashire County Council officers stated that no analysis had been carried out with regards to the cost-benefit of personalised travel planning project compared with carrying out events. Lancashire County Council covers a large and predominantly rural area. Whilst staff are enthusiastic in the delivery of modal shift advice there is a limitation to the number of people that can reached due to resource constraints.

Lancaster City Council was awarded the status of a cycling demonstration town in 2005. The city council provides information and advice on all aspects cycling within the boundaries of Lancaster and Morecambe whether this is for leisure or commuting services. Customers can contact the cycling team via a dedicated phone number, email address or via their website and can have access to a wide range of information and services including bespoke cycle training courses, route advice, bicycle maintenance advice, bike buddy service and bike hire services. The town's 'Celebrating Cycling' website holds a wealth of information regarding the project including a focus on women cyclist via the Women on Wheels (WoW) campaign. Monitoring of the project is carried out by Sustrans and this monitoring includes an annual attitude survey. Lancaster City Council is a good example of how modal shift messages, in this case cycling, can be effectively promoted and delivered to individuals in a concentrated location. These messages are then further supported by capital/infrastructure measure and the development of local services and facilities that support cycling.

Blackpool Borough Council has recently received £2.84 million in funding from Cycling England to become a cycling demonstration town. The funding is being used to appoint a dedicated cycling officer and to implement cycling infrastructure and an associated marketing campaign. As this campaign is relatively recent there have been no results regarding take up and the success of any schemes. Despite this recent development in the promotion of cycling, much of Blackpool's sustainable transport focus is currently on travel planning for workplaces and schools in the borough. Therefore, excluding cycling, sustainable transport information available for individuals is mostly contained on the Council's website.

Blackpool Borough Council offers a Personal Travel Plans service to residents and workers in Blackpool. Personal Travel Plan leaflets are distributed at promotional events and to workplaces through travel plan support provided by the council. The leaflet includes an application form requesting personal sustainable travel information. Customer's requests are replied to with full details of public transport options available as well as the provision of a cycling map if they are a bike owner, car sharing leaflet and other active travel literature. The Personal Travel Plans service informs Blackpool Council's Accessibility Strategy as outlined in the Local Transport Plan and provides data towards the accessibility core indicator.

Blackburn Council is currently in the process of branding all of their sustainable transport marketing material. Much of the sustainable transport work concentrates on travel plans secured through planning applications due to staffing resources. Despite these restrictions Blackburn Council promotes cycling in the borough via the production of dedicated route maps and information leaflets. Cycling is also promoted annually through the organisation of local events for National Bike Week. There are two Community Rail Partnerships in Blackburn which are promoted through leaflets. The promotion of cycling in Blackburn is of a high level and delivery is heavily supported by staff interest in the subject.

ii) Cumbria

Cumbria County Council provides several sustainable travel and transport resources to residents. The County Council is served by a dedicated cycling officer and a Travel Planning Officer. However, due to the vast geographical area that the County covers the staffing resource is relatively limited compared with other authorities in the NW. As such, specialised marketing information and/or a sustainable travel campaign is not available for individuals in Cumbria and consequently enquiries are directed to sustainable travel pages on the County Council's website.

Cumbria County Council promotes cycling via a variety of maps, leaflets and information on their website. They provide a dedicated cycling and walking map for Carlisle and cycle network maps for various locations throughout Cumbria. The council also promote leisure cycle rides that people can complete in a day and provide details on carrying bikes on public transport. Walkers looking for information in Cumbria are directed to other sites such as the Ramblers Association and the Lake District Outdoors. Many of the messages promoting cycling and walking in Cumbria focus on leisure activities and improvements to health. They do not directly communicate the benefits of reducing car use and modal shift and therefore there is the potential for the NW advice centre to provide transport information and advice to individuals in this area.

The South Lakes Action on Climate Change (SLACC) partnership has recently launched a 'Cumbria Smarter Travel Choice' project which aims to work with a village community in Cumbria to promote smarter travel choices with a view to decreasing the number of people travelling by car and in turn increase travel by sustainable modes. It is expected that the project would last for three months initially; however, the general aims of the project would continue to build on the resources out in place and to continue to work with village residents to encourage smarter travel choices. The results of this project are not yet available.

Figure 3.5: Project Aims of SLACC

SLACC aims to carry out the following:

- Establish a smarter travel website;
- Carryout door-to-door marketing;
- Provide participating households with a travel information pack;
- Work with key local businesses; and
- Train five members of the community to be cycle trainers.

The Lake District National Park promotes travel by sustainable modes to the area in order to reduce emissions from transport and to reduce congestion. Their 'Give the Driver a Break' campaign leaflets encourage visitors to escape the pressures of finding car parking space by letting the bus or boat take the strain. The leaflets are focused on seven locations in the Lake District and are available from their website. This campaign is supported by Cumbria County Council and demonstrates the need to reduce congestion and pollution in the national park area.

3.4 Other Organisations

i) Traveline

The Northwest has online public transport journey planner provided through the Traveline website. The website allows members of the public to enter start and end location of their journey to find the best route by all forms of public transport. The website also allows customers to search through timetables if they already know the service that they require. The website is also supported by a public transport enquiry phone line which enables customers to talk to an operator for assistance with planning a journey by public transport. The majority of NW authorities and the public transport executives in the NW promote Traveline services via their website.

Traveline is a partnership of transport operators and local authorities which was formed in 2000 to provide impartial and comprehensive information about public transport. Recently Traveline services have been expanded to include the NextBuses on text and mobile internet. Traveline is a national facility and partnerships of PTEs, local authorities, bus operators and others have formed in each region and each of these partnerships have made arrangements to run Traveline in their particular areas. These partnerships collect and organise all of the timetable information, provide systems to search out answers and arrange for the phone calls to be answered. They also arrange to provide the self-service journey planners on the internet, to which this site is linked. Traveline is a valuable resource in the NW which could be further promoted by the NW advice centres to encourage people to travel by public transport.

ii) Whizz Go

Both Manchester and Liverpool city centres are served by Whizz Go car clubs. The car club is available to businesses and residents in the city centres and allows pay by the hour car rental. The aim of the scheme, supported by the city councils, is to encourage residents to give up their cars in favour of a shared car scheme. However, it is debatable as to whether the car club achieves this aim or whether they encourage car use where people would have otherwise travelled by a more sustainable mode. Information regarding Whizz Go could be provided to advice centre customers however as the facility is city centre based there would be a limited number of customers that would be able to utilise the service and these customers may not necessarily fall in to advice centre target audience.

iii) Sustrans

Sustrans is a sustainable transport charity which aims to achieve the following:

- Reduce the environmental and resource impacts of transport;
- Enable people to choose active travel more often;
- Provide car-free access to essential local services; and
- To create streets and public spaces into places for people to enjoy.

Sustrans provides information and advice regarding cycling and walking via their website. They also provide hard copies of information such as a bike starter pack as part of the 'Free Your Bike' campaign and cycling maps in order to encourage cycling. Sustrans also has a telephone cycle enquiry line however this would not be able to cope with a substantial increase in the number of enquiries. Sustrans offers organisation (such as Lancashire County Council) support in the delivery of individualised travel marketing campaigns. Unless part of a specific project Sustrans rarely provide detailed information on local sustainable travel services and facilities.

iv) Highways Agency

The Highways Agency (HA) provides support to businesses when developing and implementing travel plans programmes as part of their Influencing Travel Behaviour Strategy. Through this campaign the HA aim to reduce congestion at peak times on key points in the highway network by providing facilities that will encourage sustainable travel. The HA also produces documents for members of the public including 'Think Ahead Move Ahead' which is a step by step guide to help people plan their journeys. The HA provide members of the public with access to a series of leaflets which inform road users of planned road works in their area. These can be obtained by calling the Highways Agency information line.

v) Transport Direct

Transport Direct is a national website that provides door-to-door travel information for both public transport and car based journeys in Britain. The tool also provides comparative information on cost, time of journey and CO₂ produced when travelling by different modes. Transport Direct has recently expanded its services to provide cycle journey planning facilities for several towns and cities in England including Greater Manchester, Merseyside and Lancaster. It is anticipated that the facility will be expanded to include more areas in the near future. The cycling journey planner has a high level of detail which is not provided by any other facility in the NW.

vi) Vehicle Sharing

There are several vehicle sharing internet facilities available for general members of the public. One of the most well known vehicle sharing facility is Lift Share. Lift Share provide a web based resources enabling individual from all over the UK to register the journeys that they make by car, bike, taxi or foot to find a partner. The website also allows customers to calculate their potential cost savings based on their total car use cost (e.g. MOT, servicing and road tax). Several areas in the North West have private car sharing facilities. These are detailed under the relevant section above. Other car sharing organisations include National Car Share and Jam Busters.

3.6 Summary and Analysis

The table on the following page details a summary of the information collated as part of the modal shift mapping exercise.

Table 3.1: Summary of Modal Shift Information and Advice provided in the NW

NW Advice centre	Sub Region	Authority Area	Walking			Cycling									Public Transport		Car Sharing & Clubs		PTP & Other				
			Website information	Maps & Leisure Routes	Walking Journey Planner	Dedicated cycling website	Cycling Journey planner	Maps	Cycling town	Adult cycle training	General website information	Cycle Hire	Cycle Rides	Independent cycle clubs	Magazine	Journey Planner	Timetable & Service information	Car sharing website	Car Club	Personalis e Travel Planning Project	Bike Lockers at Rail Stations		
Greater Manchester	Manchester	Salford	✓	✗	✗	✓	✓	✓	✗	✗	✗	✗	✗	✗	✓	✓	✓	✗	✗	✗	✓		
		Trafford	✓	✗	✗	✓	✓	✓	✗	✗	✗	✗	✗	✗	✓	✓	✓	✓	✗	✗	✗	✓	
		Stockport	✓	✓	✗	✓	✓	✓	✗	✗	✓	✗	✓	✓	✓	✓	✓	✓	✗	✗	✓	✓	
		Tameside	✓	✗	✗	✓	✓	✓	✗	✗	✓	✗	✓	✓	✓	✓	✓	✓	✗	✗	✗	✓	
		Oldham	✓	✗	✗	✓	✓	✓	✗	✗	✓	✗	✓	✓	✓	✓	✓	✓	✗	✗	✓	✓	
		Rochdale	✓	✗	✗	✓	✓	✓	✗	✗	✓	✗	✓	✓	✓	✓	✓	✓	✗	✗	✗	✓	
		Bury	✓	✗	✗	✓	✓	✓	✗	✗	✓	✗	✓	✓	✓	✓	✓	✓	✗	✗	✗	✓	
		Wigan	✓	✓	✓	✓	✓	✓	✗	✓	✓	✗	✓	✓	✓	✓	✓	✓	✗	✗	✓	✓	
		Bolton	✓	✗	✗	✓	✓	✓	✗	✗	✓	✗	✗	✗	✓	✓	✓	✓	✗	✗	✗	✓	✓
		Manchester City	✓	✗	✓	✓	✓	✓	✗	✗	✓	✗	✓	✓	✓	✓	✓	✓	✓	✗	✗	✓	✓
Cheshire and Merseyside	Merseyside	Liverpool	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗		
		Wirral	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗		
		Sefton	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗		
		St Helens	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗		
		Knowsley	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗		
	Cheshire	Cheshire East	✓	✗	✗	✗	✗	✗	✗	✓	✗	✗	✗	✗	✓	✓	✗	✗	✗	✗	✗		
Cheshire West and Chester	✓	✓	✗	✓	✗	✓	✓	✓	✓	✗	✓	✗	✗	✓	✓	✗	✗	✗	✗	✗			
Warrington	Warrington	✗	✗	✗	✗	✗	✓	✗	✗	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗			
Halton	Halton	✗	✗	✗	✗	✗	✓	✗	✓	✓	✗	✓	✗	✓	✓	✓	✗	✗	✗	✓			
Lancashire & Cumbria	Lancashire	Burnley	✓	✗	✗	✗	✗	✓	✗	✗	✓	✗	✓	✓	✓	✓	✓	✗	✗	✗	✗		
		Chorley	✓	✗	✗	✗	✗	✓	✗	✗	✓	✗	✓	✓	✓	✓	✓	✗	✗	✗	✗		
		Fylde	✓	✗	✗	✗	✗	✓	✗	✗	✓	✗	✓	✓	✓	✓	✓	✗	✗	✗	✗		
		Hyndburn	✓	✗	✗	✗	✗	✓	✗	✗	✓	✗	✓	✓	✓	✓	✓	✓	✗	✗	✗		
		Lancaster	✓	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗		
		Pendle	✓	✗	✗	✗	✗	✓	✗	✗	✓	✗	✓	✓	✓	✓	✓	✓	✗	✗	✗		
		Preston	✓	✗	✗	✗	✗	✓	✗	✗	✓	✗	✓	✓	✓	✓	✓	✓	✗	✗	✗		
		Ribble Valley	✓	✗	✗	✗	✗	✓	✗	✗	✓	✗	✓	✓	✓	✓	✓	✓	✗	✗	✗		
		Rosendale	✓	✗	✗	✗	✗	✓	✗	✗	✓	✗	✓	✓	✓	✓	✓	✓	✗	✗	✗		
		South Ribble	✓	✗	✗	✗	✗	✓	✗	✗	✓	✗	✓	✓	✓	✓	✓	✓	✓	✗	✗		
		West Lancashire	✓	✗	✗	✗	✗	✓	✗	✗	✓	✗	✓	✓	✓	✓	✓	✓	✗	✗	✗		
		Wyre	✓	✗	✗	✗	✗	✓	✗	✗	✓	✗	✓	✓	✓	✓	✓	✓	✗	✗	✗		
		Blackpool	Blackpool	✓	✗	✗	✗	✗	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✗	✗	✗	✗	
	Blackburn w. Darwen	Blackburn with Darwen	✓	✓	✗	✗	✗	✓	✗	✓	✓	✗	✓	✓	✓	✓	✓	✗	✗	✗	✗		
	Cumbria	Allerdale	✓	✓	✗	✗	✓	✗	✗	✗	✓	✗	✗	✗	✓	✓	✗	✗	✗	✗	✗		
		Barrow-in-Furness	✓	✓	✗	✗	✓	✗	✗	✗	✓	✗	✗	✗	✓	✓	✗	✗	✗	✗	✗		
		Carlisle	✓	✓	✗	✗	✓	✗	✗	✗	✓	✗	✗	✗	✓	✓	✗	✗	✗	✗	✗		
		Copeland	✓	✓	✗	✗	✓	✗	✗	✗	✓	✗	✗	✗	✓	✓	✗	✗	✗	✗	✗		
		Eden	✓	✓	✗	✗	✓	✗	✗	✗	✓	✗	✗	✗	✓	✓	✗	✗	✗	✗	✗		
South Lakeland		✓	✓	✗	✗	✓	✗	✗	✗	✓	✗	✗	✗	✓	✓	✗	✗	✓	✓	✗			

Key
 ✗ No evidence found of information provided on this subject.
 ✓ Information provided at a district/borough level
 ✓ Information provided at a county level

Table 3.1 demonstrates that at present modal shift information and advice for individuals is provided inconsistently in the NW depending on sub-regional/local organisations and local authority areas. The main providers of modal shift information and advice in the region are local authorities. Key findings are outlined below.

Walking

- It is considered that walking is a mode that needs little as it is already incorporated into most journeys.
- Walking information available in the NW therefore tends to focus on walking for leisure purposes.

Cycling

- The majority of areas in the NW provide a reasonable amount of information on cycling in the local area. Cycling information is most often provided in the form of maps which detail quite and off road routes.
- Four towns in the NW have received funding from Cycling England to become cycling demonstration towns. Funding in these areas will be used to implement capital measures such as infrastructure and associated revenue measures such as cycle training, cycle hire and organised cycle rides.
- Areas which have not received external funding for cycling measures do not generally provide services such as cycle hire, cycle training for adults and the organisation of cycle rides.

Public Transport

- The NW is served by comprehensive information regarding public transport via the Traveline phone number, website and journey planner. All highway authorities in the NW promote this facility to members of the public.
- The NW has two public transport executives (GMPTE and Merseytravel) which provide detailed public transport information regarding routes, timetables, community services, accessible transport and ticketing information

Personalised Travel Planning

- Modal shift information and advice in the NW is usually delivered through school and/or work place travel plan coordinators employed by local authorities and the information provided is aimed to encourage sustainable travel on commuting journeys.
- Few areas and local authorities in the NW provide modal shift advice specifically to individual need and the actual journeys that they make. Where individualised advice is provided this is usually through a dedicated personalised travel planning campaign which are commonly funded by external sources.
- Personalised travel planning or individualised travel marketing has been proven to be an effective method in reducing car use and increasing the use of sustainable travel modes however, it is also recognised as being a costly intervention. Information and advice that is provided to individuals is not usually delivered directly to the customer based on their normal mode of travel and the journeys that they undertake. Instead it is often sought out by those who wish to receive the information and those that are receptive to sustainable transport messages.

Car Sharing and Car Clubs

- Several authority areas have bought in to private car sharing site (mainly through the organisation Lift Share). Discussions with Greater Manchester and Lancashire showed that member levels were low. No information was provided regarding successful car share matches. Greater Manchester is currently reviewing its online car sharing provision.
- Liverpool City and Manchester city have car club facilities for businesses and residents.

Smarter Driving & Vehicle Choice

- The investigations into modal shift information and advice available in the NW also highlighted that, apart from TravelWise Merseyside, no other organisations are providing information and advice on vehicle choice and smarter driving other than the Energy Saving Trust advice centres.

Monitoring & Recording

- Information provided to members of the public is rarely monitored and/or recorded by local authorities. There has therefore been little investigation into the cost/benefit analysis of the development and provision of the information and advice that is available. This has resulted in not knowing the level of demand for modal shift information in the NW or the carbon savings made or possible from the provision of modal shift information and advice.
- Consultation with local authorities has demonstrated that few monitor the number of modal shift enquiries that they receive from the general public, the information and advice provided and and/or the impact that this advice has had on the way that people travel. This may be attributed, in part, to the low number of enquiries regarding modal shift and consequently there not being a need to monitor this provision. Monitoring is usually carried out when work is externally funded (such as PTP projects) or linked to other targets.
- The need for modal shift information and advice and the subsequent provision varies depending on geographical area in the region. For example, in some deep rural areas of Lancashire and Cumbria it was considered that it would be difficult to encourage modal shift due to the limited public transport services and the requirement to travel large distances to access service and facilities.

4. Points to Consider

The modal shift mapping exercise has highlighted a variety of barriers and concerns with regards to the delivery of modal shift information and advice that are discussed in the following sections. These barriers and concerns raise potential risks and difficulties that may arise for the NW advice centres providing a greater level of modal shift information and advice to customers.

4.1 Measuring and Monitoring

It is important that clear aims and objectives of the delivery of modal shift information to advice centre customers are established before the development and implementation of a work programme is undertaken. Aims, objectives and targets need to be set with corresponding mechanisms for monitoring and reporting in order to establish the successes and failures of any work undertaken. Aims and objectives of the modal shift work to be carried out also need to be established in order for a coordinated process and provision of advice to be developed throughout the NW.

The recording and measurement of the advice given needs to be accurate and purposeful data is collated. This should be achievable through the development of the Energy Saving Trust monitoring system Right Now and via the development of an EST transport advice card.

Monitoring of the delivery, uptake and success of advice provided to individuals will have to take place on a regular basis especially when delivering modal shift information and advice in partnership with local authorities and organisations.

4.2 Transport Messages

Messages delivered as part of the promotion of modal shift information and advice via the NW advice centre will have to fit in with the core transport advice messages delivered by EST. In particular advice that enables individuals to make cost savings and reduce their CO₂ emissions.

4.3 Working with Partner Organisations

The delivery of locally specific modal shift advice to advice centre customers will require close working with local authorities and sustainable transport organisations. This relationship will have to be carefully managed in order to ensure that there is a high level of customer service and a seamless provision of information and advice delivered to individuals.

During the consultation process some organisations stated that they would not have the resources to manage an increased number of enquiries from members of the public. This will need to be taken in to account when working with such organisations to promote their services and facilities.

The existing level of modal shift information and advice available in the region needs to be taken in to consideration when delivering advice through the advice centre. In some areas local authorities and/or organisations have limited resources such as leaflets and online information regarding modal shift. The mapping exercise demonstrated that in some areas, for example in more urban areas, there was greater existing availability of modal shift advice was more prevalent. The varying availability of modal shift information and advice across the NW can also be attributed to staffing and funding resources and political will. These issues will need to be taken into account when developing recommendations and future working relationships.

4.4 Level of Need & Communicating Messages

Despite the modal shift mapping exercise aiming to determine the current level and availability of information and advice on modal shift in the region the study does not demonstrate the level or requirement by individuals of need for this information. Whilst it could be argued that this need is determined by the Governments targets for the reduction of CO₂ from transport and it is recognised that the promotion of sustainable travel and its increased usage is an effective way of achieving this, whether this information will actually encourage individuals to change the way that they travel is still debateable. However, previous studies and research have shown that the direct delivery and personalisation of sustainable travel information to targeted areas can decreased the level of car used for participants.

During discussions carried out as part of this mapping exercise several local authorities expressed concern as to both the need for modal shift information to be provided to individuals and the complexities of being able to achieve this aim on a large scale. At present local authorities do not receive many sustainable transport enquiries from members of the public. This in part could be attributed to residents not being aware that they can contact their local authority for information, local authorities not promoting sustainable travel information due to staffing and financial resources and/or residents not requiring/wanting this information.

Local authorities contacted as part of his mapping exercise highlighted the difficulty in providing modal shift information which aims to increase the use of sustainable travel modes to individuals. This is largely due to the behavioural change elements of the work, the need for the information provided to be to some degree personalised and the requirement of sustainable transport services and facilities such as public transport, to be in place to enable modal shift. Consultees stressed the need for information to be positive and encouraging and stated that information is best delivered as part of a consistent and visible marketing campaign with several partner organisations delivering their messages together.

Concern was raised with some consultees over the need to ensure that customers are not encouraged to shift from more sustainable travel modes to less sustainable ones. For example, promotion of cycling by the cycling demonstration towns could displace walkers. The delivery of modal shift information and advice to customers would have to be carefully communicated to advice centre advisors and outreach officers to ensure that the appropriate information is provided to customers.

5. Conclusions and Recommendations

The following section of the report details the conclusion of the modal shift mapping exercise and outlines a series of associated recommendations for future actions to be carried out. Each recommendation outlined in this section includes anticipated timescales and costs; however these will be confirmed upon the agreement of any work programme. Timescale and costing of recommendations are detailed in table 5.1.

The modal shift mapping exercise has highlighted a number of opportunities for the NW advice centres to provide a greater range of modal shift information and advice services to customers and to link these services with information already available in the region. The following section details opportunities to work with current providers of modal shift information and advice and how current transport advice provided by the advice centres could be developed to include modal shift.

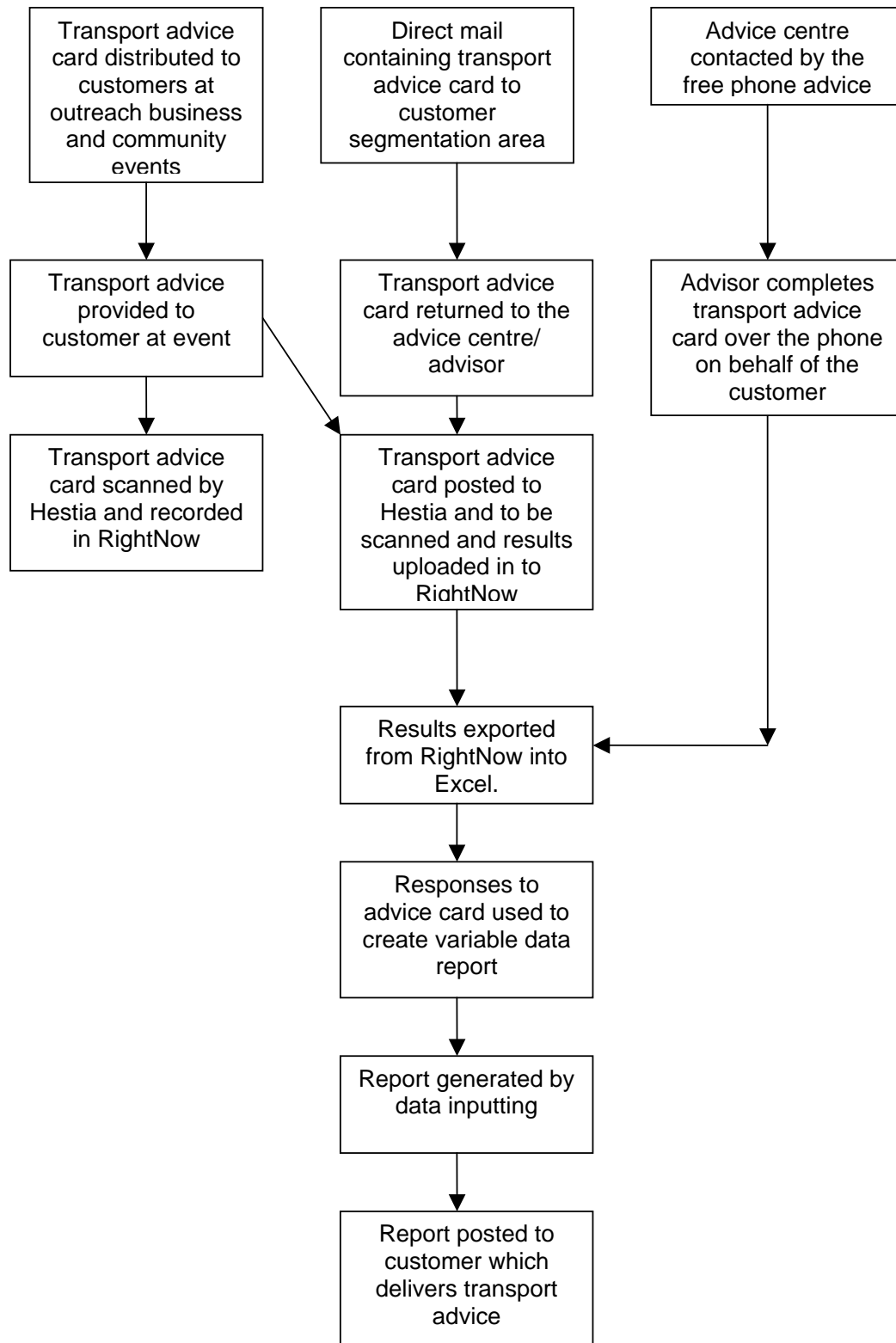
Personalised travel planning or individualised travel marketing campaigns have been proven to deliver results in decreasing car use and increasing travel by sustainable modes. It would therefore be beneficial for the NW advice centres to provide information as specific as possible to individuals. The mapping exercise has demonstrated that there are benefits for both the advice centres and partner organisations in establishing a signposting and referral system. However, any system will need to consider both the requirements of customers and partners.

Any work that is undertaken will have to establish where the need is required and periodically monitor this need to inform the provision and implementation of future services.

5.1 Individualised Information and Advice

The modal shift mapping exercise has demonstrated that there is a range of modal shift information available throughout the NW. However, this information is often communicated to employees of businesses through workplace travel plans and is not often directly delivered to individuals based on their need and/or opportunity to engage in sustainable travel. Much of the modal shift information and advice available in the NW is suitable for individuals; however the delivery of this information would have to be tailored to individual need. The mapping exercise has demonstrated that in most areas (excluding Merseyside) there is little or no delivery of this modal shift information directly to individuals. Where information is available it is predominantly externally funded and generally focuses on particular modes and journeys. In areas where individualised travel marketing campaigns have been carried out they have been proven to be successful in reducing car use and increasing travel by sustainable modes for participants. As such there is the opportunity for the NW advice centres to provide modal shift advice directly to customers.

Figure 5.1: Flow Chart of Individualised and Advice



It is therefore recommended that the NW advice centre utilise the development of the new transport advice card to deliver semi-personalised modal shift information to individuals. This would cover all aspects of transport advice provided by the advice centre including smarter driving and vehicle choice. It is recommended that the transport advice card is distributed to customers via events, telephone enquiries and targeted mail outs. The advice card would be used as a questionnaire enquiring about how people currently travel, including travel by car. Customers would then be provided with a comprehensive report based on their responses which would detail local sustainable travel information and provided semi-personalised advice on vehicle choice and smarter driving. In addition the report would provide general information on potential cost and CO₂ savings to the individual when making changes to the way that they travel. Ideally this advice would be supported and encouraged by providing participants with tools or prizes to assist them to change the way they travel such as taster bus and train tickets.

It is recommended that this project is carried out as a pilot in specified areas in the NW and developed in partnership with local organisations and local authorities. A pilot project would allow a comprehensive and effective recording and monitoring system to be established and for the benefits and dis-benefits of any long term project to be established. It is proposed that this project is delivered to customers outside of major holidays and not in the height of winter or summer. As such the first pilot project would be best placed to be delivered in Quarter 3 of 2009/2010.

5.2 Modal Shift Literature

Whilst there is literature promoting and providing information on sustainable transport available in the NW, it would be beneficial for the NW advice centres to have access to locally specific information produced by the EST. There is therefore the opportunity for the NW advice centres to develop their own modal shift literature detailing the availability of local services and facilities. This information could be distributed to customers at events and where appropriate customers that phone the advice centres. This information could potentially be supported by corresponding interactive and innovative resources such as pod casts, CD-ROMs, interactive competitions.

In order to promote locally specific modal shift information and advice to advice centre customers in the NW it is recommended that specific marketing material in the form of leaflets, free gifts, interactive and web based information is developed (through the EST interactive tool 'Where I Live'). This material will help to communicate modal shift messages to customers and also inform them that the advice centres are able to provide this service.

5.3 Pilot Signposting and Monitoring Project

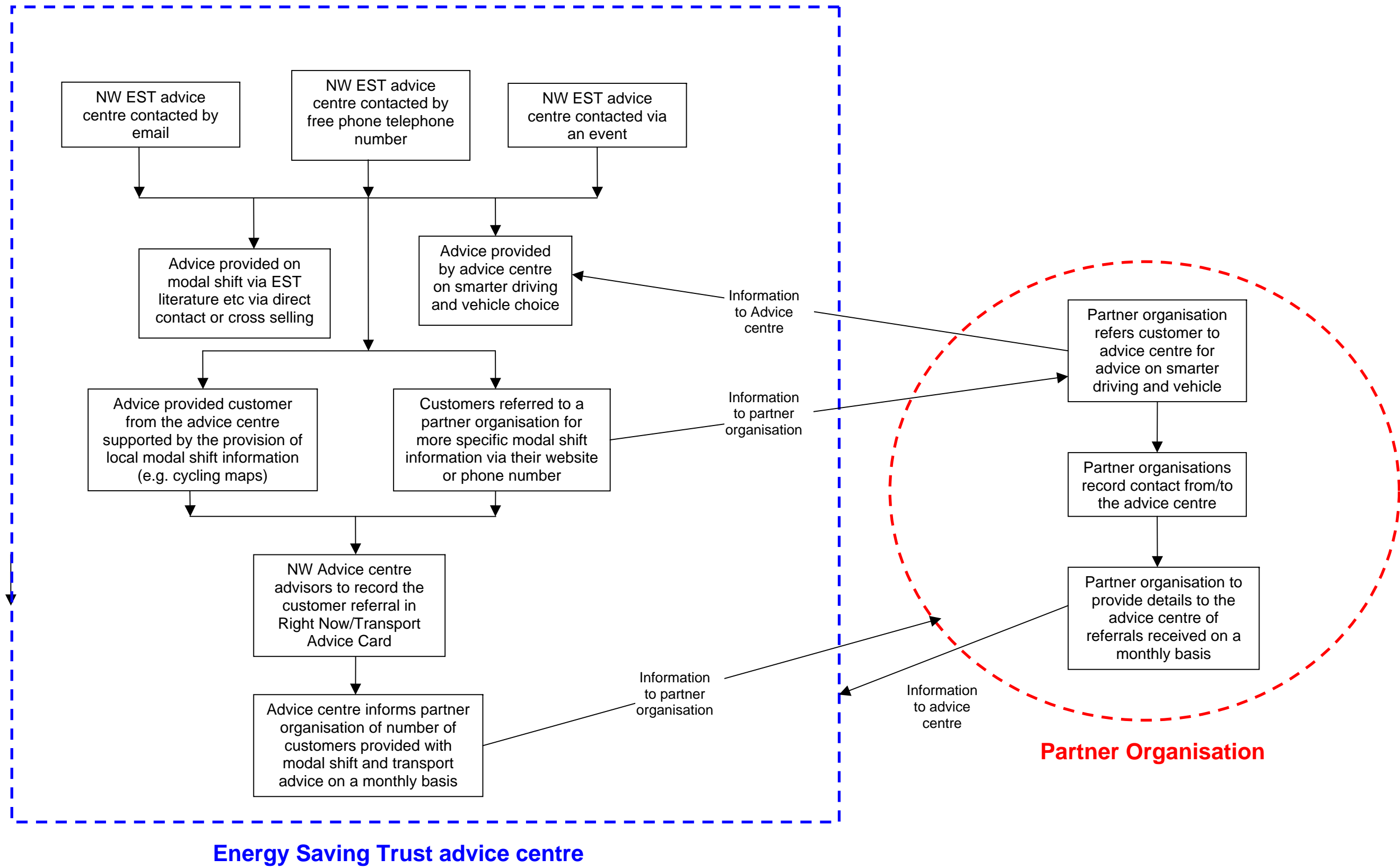
It is recommended that the NW advice centres strengthen their services by providing a hub information and advice facility for sustainable transport in the region. In principle organisations would work in partnership with the advice centres to deliver their modal shift information and advice and in turn this existing information and advice could be supported by the advice centres developing additional modal shift literature where required as outlined on section 5.2. The advice centres would work to promote locally specific modal shift information to customers that come in to contact with the advice centres via outreach events and telephone enquiries.

Customers would be signposted to partner organisations for further information and advice and this would be recorded in RightNow. This signposting mechanism would be seamless to provide a high quality service to customers. All enquiries would be recorded for monitoring and reporting purposes which would support both the advice centre and partner organisations work. It is

envisaged that partner organisations will in turn refer customers to the advice centres for information and advice on smarter driving and vehicle choice.

Implementing a signposting system from advice centre customer enquiries to partner organisations that deliver modal shift advice would be an effective way to encourage the use of sustainable travel modes. It is recommended that a pilot signposting system is established for the Greater Manchester advice centre and if successful this could then be rolled-out to Lancashire & Cumbria and Cheshire & Merseyside. It is also recommended as part of this work programme that partner organisation in turn refer customers that require information about vehicle choice and smarter driving to the NW advice centres. In order for this to be progressed strong relationships with partner organisations and local authorities will need to be established as well as their cooperation and assistance with any work programme that is developed. The progression of a pilot project will be dependent to some extent on the EST recording system RightNow and its capabilities. It is therefore anticipate that a pilot referral system could be established within three to four months. Cost may be incurred in the production of information and advice for advisors and partner organisations. However, it is expected that these will be minimal.

Figure 5.2: Flow Chart for the Pilot Signposting Project



5.4 Link with and Strengthening of Current Advice Centre Services

The modal shift mapping exercise has demonstrated that in some areas of the NW and specific types of modal shift advice there would be the potential to link the current transport information and advice provided by the advice centres with services and facilities in existence in the NW. This would benefit the advice centres in terms of the quantity and quality of modal shift advice given but it would also benefit local authorities and organisations in promoting their service that are available to members of the public and by driving people to the facilities that they offer. Due to the additional resources available to the NW advice centres due to NWDA funding this could be made possible

Local authorities in the NW were keen to explore the potential links between the work that they undertake regarding modal shift and the transport advice services of the advice centres. Several felt that there was a potential to provide information and advice to individuals that are not currently part of a workplace travel planning project or a personalised travel planning project. The NW advice centres could therefore fill a gap in the provision of modal shift advice to targeted individuals in partnership with local authorities and local information in order to encourage sustainable travel.

There is the potential for local modal shift advice to be further incorporated and their messages strengthened in to all advice centre activities. It is therefore recommended that NW advice centres strengthen their relationship between transport and other advice centre work streams such as the Local Authorities One-to-One programme, the green communities programme and work with businesses. This would be a beneficial method to further promote modal shift information and advice to individuals.

The EST advice centres provide services to local authorities through their one-to-one programme, to communities and to businesses. It is recommended that these areas of work in the NW incorporate strong modal shift information and advice messages to further strengthen and promote this area of work.

The One-to-One local authority support programme in the NW could benefit from support in the following areas:

- Data gathering;
- Influencing residents;
- Signposting to other transport organisations; and
- Linkages between advice centre transport services and National Indicators.

The individual Green Communities programmes could be supported in their second year of implementation by a project emphasis on transport. Communities could be supported by the provision of targeted transport advice and information and smarter driving lessons. Community groups could also benefit and be supported by the individualised transport information and advice programme outlined in recommendation one.

A package of support could be provided to businesses detailing various ways that the NW advice centre can assist them in delivering transport information and advice. This could include the following:

- Hire of the simulator
- Transport competition and prizes
- Smarter Driving Lessons

The work programme outline above will have to be developed in greater detail and progressed in agreement with the EST and NW advice centres. It is expected that work in this area could be progressed within the next six months. Any costs incurred would be dependent on the extent of work undertaken and services made available.

5.5 Linkages with wider Policy Agenda

At present much of the sustainable transport information provided to people in the NW has linkages with other policy agendas and Government objectives such as reducing obesity and making improvements to health. There is the opportunity for the NW advice centres to establish linkages with these wider policy issues in order to effectively promote modal shift and encourage the uptake of sustainable travel modes. In order to progress this communication with customers would have to include these wider messages and work with partner organisations delivering these messages would have to be strengthened.

Accessibility, air quality agendas reducing congestion - links can be made to a range of NI not just those that are simply transport.

5.6 Levels of Support for Local Authorities and Other Organisations

In order to communicate the above opportunities to local authorities and organisations in the NW the advice centres could provide varying levels of support to organisations in terms of the provision of modal shift information and advice. Below is an example of what these levels of support could provide.

Figure 5.3: Levels of Support for Local Authorities

- Level 1 – Signposting of customers to their organisation with no recording
- Level 2 – Signposting and referral of customers to their organisation with recording
- Level 3 – Personalised advice to targeted customers using the transport advice card.
- Level 4 – Events packages and level 3
- Level 5 – Monitoring and communication

This recommendation will support authorities that participate in the EST One-to-One programme as well as authorities that are not part of this scheme. It is important that the advice centres are credited for the benefit that they delivered through activity that is provided jointly with other organisations. It is also important that double counting, in terms of people assisted and carbon savings, does not occur.

This opportunity would have to be further progressed by discussions with the NW advice centres and partner organisations and delivery would depend upon the availability of core services.

Table 5.1: Summary of Recommendations

	Title	Overview	Timescales	Budget	Outputs	Outcomes
1	Individualised Information & Advice	Utilisation of the new EST transport advice card in the NW to deliver semi personalised transport advice to customers. The scheme delivered to customer via direct mail outs, outreach events and the advice line. Customer will receive a semi-personalised report containing locally specific transport advice.	Roll out in by end 2009/10. Timescales are dependent on the development of the EST transport advice card.	£33,735	A personal transport report delivered to 4,500 individuals in the NW (1,250 in each territory).	The provision of transport advice to customers in the NW.
2	Sustainable Travel Leaflet	Development of creative literature providing information and advice to customers on sustainable transport services and facilities available in their area. Specific literature will be produce for each NW advice centre and depending on cost literature maybe produce for each sub-region in the NW.	To be produce by Q4 2009/10	£8,550	Development of a least three sustainable travel leaflets for use of the NW advice centre to deliver modal shift advice	Provision of modal shift advice to advice centre contacts in the NW.
3	Levels of Support for Authorities	To develop a structured support package for NW local authorities to deliver transport advice through their services and facilities.	Q4 2009/10	£0	To provide local authorities with an optional package of measures	The strengthening of the relationship between the NW advice centres and local authorities.
4	Pilot Signposting and Monitoring	Establish a pilot project in GM where customers receiving transport advice are signposted to partner organisations for a greater level of modal shift advice. Partner organisations would in return signpost their customer to the NW advice centre for advice on smarter driving and vehicle choice. Signposting would be recorded in Right Now.	Pilot to be conducted in GM. To be established by end Q3 2009/10. To be rolled out in L&C and C&M in 2010/11 if successful. Timescales are dependent of the development of the RightNow transport recording facilities.	£0	An electric signposting mechanism to be developed for NW advice centres	Provision of modal shift advice to advice centre contacts in the NW.

5	Supporting current areas of advice centre work with modal shift Linkages with current advice centre services	To provide support to other areas of advice centre work and services provided to customers. In particular local authorities, businesses and communities. To include all areas of transport advice.	Packages of measures to be developed by end Q3 2009/10	£0	Guidance for officers on the integration of transport advice including modal shift to their work areas.	A wider level and range of transport support provided to communities, local authorities and businesses.
6	Linkages with wider policy agenda	To develop links with wider policy agendas that relate to the benefits of delivering transport advice. Linkages to be made with how the NW advice centre can assist in the delivery of NI's.	By Q1 2010/11	£0	Information to officers and advisors regarding linkages with wider policy agenda and promotion of these objectives.	Provision of modal shift advice to advice centre contacts in the NW.

Appendix A: Modal Shift Mapping Questionnaire Distributed to Local Authorities

1	<p>What information/advice do you provide on sustainable transport in the following areas?</p> <ul style="list-style-type: none"> -Walking -Cycling -Public transport -Car Sharing -Other (please specify) <p>Please state what information you provide on each of the areas and provide examples if possible.</p>
2	Does your organisation provide or plan to provide any information and advice regarding smarter driving? What is your knowledge of smarter driving?
3	Do members of the public actively contact you for information and advice on sustainable transport?
4	How do members of the public enquire to you for sustainable transport advice e.g. via telephone
5.a	Do you signpost/refer members of the public to other organisations if you can not deal with their enquires yourself?
5.b	If yes, which organisations?
6.a	Are enquiries and advice given to customers recorded?
6.b	If yes, how?
7	What is the frequency of enquiries from members of the public regarding sustainable transport?
8	What are the aims of your organisation in providing the information/advice? E.g. specific targets
9	What is the level of information or advice given e.g. general, area specific, technical
10	Do you provide any tools that provide information and/or advice about modal shift e.g. journey planning, route mapping etc
11	Does the information and advice you provide on modal shift/sustainable transport link with other areas of energy efficiency or sustainability e.g. CO ₂ footprint
12	Is advice and information provided consistently throughout the year?

13.a	What is the current demand for advice/information from members of the public?
13.b	Is this expected to change?
14	Does your organisation have any plans for future developments in this area or to expand the current capacity to provide sustainable transport information and/or advice?
15	How are the services you provided funded?
16	Are you currently carrying out any sustainable transport projects or schemes e.g. personalised travel planning project etc.
17	If the project /scheme are funded is this sustainable?
18	The [insert advice centre name] is currently providing transport advice on vehicle choice, smarter driving and using the car less. The advice centre aims to provide more detailed information on sustainable transport by working in partnership with organisations to signpost or refer individuals that contact EST to these services. Would you be happy for EST to refer customers enquiring about sustainable transport to your organisation where relevant?
19	Do you have any other comments regarding the provision of modal shift/sustainable transport advice or the mapping exercise?

Appendix B: Contacts and Sources of Information

Organisation	Website
Halton Council & Neighbourhood Travel Team	www.halton.gov.uk/transport www.haltonjourneyshare.com
Rambles Association	www.ramblers.org.uk
Cumbria County Council	www.cumbria.gov.uk
SLACC	www.slacc.org.uk
Lake District National Park	www.lake-district.gov.uk
Highways Agency	www.highways.gov.uk
Walk it	www.walkit.com
Cycle Chester	www.cyclechester.com
Cycling in Greater Manchester	www.cyclegm.org
Greater Manchester Car Sharing	www.carsharegm.com
GMPTE	www.gmpte.com
BLUC	www.gmpte.com/bluc
Transport for Lancashire	www.transportforlancashire.com
TravelWise Merseyside	www.letstravelwise.org.uk
Cycling England	www.dft.gov.uk/cyclingengland
CTC	www.ctc.org.uk
Whizz Go	www.whizzgo.co.uk
Sustrans	www.sustrans.org.uk
Traveline	www.traveline.org.uk
Greater Manchester Cycling Website	www.cyclegm.org
Cycle Chester (Cycle Demonstration Town)	www.cyclechester.co.uk
Walk It – Walking journey planner	www.walkit.com
Greater Manchester Travel Plans website	www.travelplans.org
Greater Manchester Public Transport Executive	www.gmpte.com
Transport for Lancashire – sustainable travel information	www.transportforlancashire.com
Lancaster City Council – Cycling Demonstration Town	www.celebratingcycling.org
Transport Direct	www.transportdirect.info
Northern Rail	www.northernrail.org
TravelWise Merseyside	www.letstravelwise.org
Friends of the Earth	www.foe.co.uk

Appendix C: Questionnaire Responses

	Questions	Cheshire West	Halton	Manchester City	Oldham	Salford	Stockport	Oldham	TravelWise Merseyside	Rochdale
1	What information/advice do you provide on sustainable transport in the following areas? Walking, Cycling, Public Transport, Car Sharing, Other (please specify) Please specify what information you provide in each of the areas and provide examples if possible.	Cycle leaflets, web pages and telephone advice.	There are a series of leaflets encouraging walking and mapping routes including walks to work, urban and green walking routes. Regular guided walks also take place across the Borough. We produce a free Cycle Map detailing routes in the Borough and a free journey planning service for cyclists. We provide information on facilities available in the Borough and also operate a BLUG (Bike Locker User Group) which enables people to join a membership scheme to use secure lockers at two railway stations and in Widnes town centre. Through our Staff Travel Plan we have developed a Cycling Handbook which is available to the general public via our website and we also offer free Cycle 'Bikeability' training. We are also involved in a 'Wheels for All' scheme providing adapted bikes for people who cannot use standard bikes due to learning difficulties, disabilities or health problems. Through our Neighbourhood Travel Team we offer personalised journey planning, a Halton Travel Guide and tube style map and produce other leaflets detailing the public transport available. Information and timetables are provided via www.halton.gov.uk/transport , at every Halton Direct Link, Library, Community and Children's Centre in the Borough and by contacting the NTT on free phone 0800 1953 173 or email ntt@halton.gov.uk . We have a car sharing website www.haltonjourneysshare.com and have a car sharing leaflet available.	Walking. Walkit.com, as a dedicated web resource for walking directions, including maps, calorie burn, CO2 savings, time and distance information. Greater Manchester walking group now has a small marketing budget and will be developing an information programme to promote walking. Cycling. cycle maps which are now also available on line at Cyclegm.org . The new cycle journey planner for Greater Manchester will allow for carbon footprint comparisons with other modes of transport for the routes being requested when it goes live later this year. Public Transport - this is mostly GMPTE, Car Sharing. Carshare GM now finished. GM now looking for an alternative. Please note we promote all the above to schools and businesses and provide as possible through this portal.	Walking – Walkit.com will be launching in July for Oldham. PROW enquiries. Cycling – Promotional events (bike week), cycle maps, GM cycle journey planner to launch in summer. Other info available on internet: http://www.oldham.gov.uk/community/sport_and_leisure/cycling-in-oldham.htm Cycle forum held every 4 months. Public transport – maps for visitors provided: http://www.oldham.gov.uk/council-sites-map.pdf Car sharing – www.carsharegm.com available, however is not promoted at a local level to the general public Other – All sustainable modes are promoted through workplace and school travel planning work		Green A-Zs, GM Cycle Maps, Friends of the Earth & Sustrans info/leaflets on cycling, "Cycling to Work" guide, "Cutting Your Car Use" guide, "Walkaday" leaflets/programme (for guided walks in Stockport)	Walking – we link with Trafford Leisure Trust to promote health walks, walking routes etc. Cycling – we provide cycle maps and a leaflet with useful tips about cycling Public Transport – we provide timetable information at our council offices (provided by GMPTE) Car sharing – we are members of Car Share GM, however we don't currently promote the scheme to a great extent as it is being reviewed at a GM level.	All of these – everything from routes, journey planning, cost options See www.LetsTravelWise.org	
2	Does your organisation provide or plan to provide any information and advice regarding smarter driving? What is your knowledge of smarter driving?		I am aware of smarter driving but our organisation does not provide information and advice in this area to my knowledge.	Not that I am aware of.	No. Not much knowledge. Fleet management offer advice to the fleet drivers, but we do not target members of the public	Not to the general public, so more information on this would be useful. The white fleet drivers have training / advice. It would be good to provide smarter driving / advice to the 'grey' fleet too.	Uptake of c.50 smarter driving course places by Solutions SK (Council-owned company). Places provided by EST. Potential for more driver training for Council employees this F.Y.	As part of the speed awareness courses, conducted by the GM joint road safety team, smarter driving is covered.	We provide info on smarter driving as part of personal travel planning service and through workplace travel plans	
3	Do members of the public actively contact you for information and advice on sustainable transport?	Not very often	Yes	The general public rarely contact me or my team. It is mainly done through Businesses/schools as mentioned above.	General enquires from the public tend to focus on problems with the cycle network or PROW improvements.	No	Yes	Yes. We get many queries about cycling maps and some about public transport.	Yes	There is a travel info/helpline email available but rarely used.
4	How do members of the public enquire to you for sustainable transport advice e.g. via telephone	By phone but email through websites	Yes via our free phone NTT number and email and also via online enquiry forms on the HBC website	If they do it is via telephone and email.	Telephone or email.	Phone / email	Telephone/email /approached in person @ promotional events	Telephone, email, and through our Trafford Direct service.	Phone, personal contact (we work with schools, businesses and residents) email	

5.a	Do you signpost/refer members of the public to other organisations if you can not deal with their enquires yourself?	Yes to FoE, Sustrans etc	Yes if possible – e.g. Bus Operators, relevant charities such as Cycling Projects and other Bike Projects, National Rail Enquiries, Traveline, HBC Finance (for concessionary travel passes)	We have to be very careful here so as not to be accused of favouring one organisation over another. I would tend to give, therefore, several names of organisations where appropriate.	Yes, enquiries relating to public transport are directed to GMPTE.	Yes. For example if people were asking about setting up a cycle to work scheme I would give them some information and then direct them to www.cyclescheme.co.uk	Yes	Yes.	If appropriate yes	
5.b	If yes, which organisations?		Yes if possible – e.g. Bus Operators, relevant charities such as Cycling Projects and other Bike Projects, National Rail Enquiries, Traveline, HBC Finance (for concessionary travel passes)	Car share organisations/car clubs/cycle shops etc	GMPTE	See above. Also Bikeright if adult or workplace cycle training is required as we only provide level 1 and 2 for Year 6 pupils at the moment	Bikeright, CTC, others as appropriate	GMPTE		
6.a	Are enquiries and advice given to customers recorded?	No	Yes	Only if emails are stored.	No	No	No	Not formally	This varies across our work programme	
6.b	If yes, how?		We record all enquiries on databases	See above			N/a		Several database systems are in place	
7	What is the frequency of enquiries from members of the public regarding sustainable transport?	Very infrequent	We receive enquiries Monday – Friday with several enquiries per day approximately between 5 and 20	Completely variable but as mentioned it is quite rare from the general public. I would, however, assume public transport enquiries are far more frequent from the GMPTE’s perspective.	Infrequent.	Ad hoc – it is usually with regards to a travel plan	Several per week	At least once a day.	Constant	Infrequent, other than enquiries re: cycle scheme.
8	What are the aims of your organisation in providing the information/advice? E.g. specific targets	No targets	We work to the Local Transport Plan with the current focus on improving access for borough residents to: - Access Hospital sites, Post 14 –19 education, training facilities and work based learning, Employment opportunities. The NTT also aims to specifically target support to areas of multiple deprivation within the Borough	Contact MCC Green City team re the City’s targets etc. They are mainly concerned with CO2 etc. We have targets laid down under LTP4 re schools i.e. primary and secondary children being driven to/from school. Also PSA targets re number of people using public transport into the city centre. I think this is approx. to be 61% of those travelling into the city centre, by bus, by 2011.	None	NI 175 Access to services and facilities by public transport, walking or cycling	Increased levels of walking and cycling within Stockport. Increased use of PRoW network	Increasing accessibility, cycling and walking (LTP4), reducing congestion (NI 167), reducing school trips by car (NI 198), improving road safety (NI 47)	Yes delivery of statutory Local Transport Plan	
9	What is the level of information or advice given e.g. general, area specific, technical	Ad hoc	General, area specific and technical depending of level of detail required from a journey plan/general enquiry	Depends on the nature of the enquiry.		Depends on the enquiry	General, with some technical advice given on cycling	The level of information is usually general, limited to maps, advice on routes etc	Highly specialised	
10	Do you provide any tools that provide information and/or advice about modal shift e.g. journey planning, route mapping etc	Journey planning is something we may be able to do in the future but not yet	Yes we provide walking, bus and cycling route maps and offer personalised journey planning.	Walk.it.com and cycle journey planners are available on the Council’s internet as is the general GMPTE journey planner, via a link	Walkit.com & cycle GM journey planner soon to be in existence. GMPTE journey planner is promoted on internet.	Journey planning would be through the North West Journey Planner, cycling through the Gm cycle journey planner and walking through Walkit.com (Salford is due to go live soon	Internet-based cycle journey planner	Cycle maps are provided. We will shortly be able to provide cycle journey planning as part of a Greater Manchester initiative, and we are also part of the GM walkit.com initiative, with Trafford due to be on line in September 2009.	Yes,	Staff can use travel email to ask for journey planning etc
11	Does the information and advice you provide on modal shift/sustainable transport link with other areas of energy efficiency or sustainability e.g. CO2 footprint	No	yes – we provide information and advice and promote sustainable transport which necessarily links with	Contact MCC’s Green City Team	Walkit.com & cyclegm.com will provide these savings	Trying to tie in with the LA Carbon Management plan, which has recently been developed.	CO2 saver-calculator on cycle journey planner	The walkit.com journey planner will allow people to calculate CO2 saved. We have a Sustainability team who provide other energy information however we don’t currently provide joint information.	Yes,	Yes.

12	Is advice and information provided consistently throughout the year?	Yes but depends on the price of fuel	Yes	Yes.	Yes	Ad hoc basis, as and when requests come in	Yes	Yes, however there is seasonality with regards to requests for information. e.g. Cycle maps are more popular around this time of the year, due to the weather.	Yes,	Not presently, will be increased when new TP is launched
13.a	What is the current demand for advice/information from members of the public?	Depends on the price of fuel	Numerous enquiries per day	As stated earlier it is quite rare from the general public on issues of sustainable transport	Unknown.	Low	Medium	High.	High, hundreds of thousands engaged each year	Low
13.b	Is this expected to change?	As above	no	I'd like to think so as the general public become more aware of these issues. It is a shame the TIF process fell flat as this would have generated enormous interest on smarter choices etc		Not at the moment	Increases in summer months	No	To grow	Again when TP is launched.
14	Does your organisation have any plans for future developments in this area or to expand the current capacity to provide sustainable transport information and/or advice?	Not that I know of	No due to budget restrictions	At present only through WTP's and STP's. We are beginning to work with community's however and this should provide opportunities to give advice on sustainable transport issues, especially surrounding the concept of worklessness and NEET	No	Not that I'm aware of	Maintain current levels of information available as a minimum	We would like to be able to provide a suite of targeted information, linked with other sustainability and road safety activities. This idea is in its infancy.	Constantly expanding service	
15	How are the services you provided funded?	Through existing staffing resources	A range of funding including mainstream council funding and annual external funding	Through various funding streams but currently DfT and WNF.	Council funded.	Funding???	Various	The cycle maps and online journey planner are funded through LTP. The walkit.com journey planner is joint funded through the LTP and PCT partners.	Via Merseyside Transport Partnership and various grant funding streams	
16	Are you currently carrying out any sustainable transport projects or schemes e.g. personalised travel planning project etc.	No	Personalised journey planning, car sharing, cycling schemes, demand responsive taxi scheme	A WorkWise Demonstration Project in the Woodhouse Park area of Wythenshawe is currently in the planning stages	Bids have been made for funding, but none are in operation.	No, have not got the capacity or funding to do this. I am currently developing a travel plan for urban Vision though – this will tie in with the existing Council travel plan.	« PTP Hazel Grove « participation in EST's "Motorvate" scheme (Green Fleet Review completed) « Rail Station Travel Plan for Hazel Grove forthcoming Town Centre Travel Plan « development of new area wide travel plans « development of town centre car-club scheme « Sustrans Connect 2 bridge @ Chadkirk, « Sustrans "Cycle Routes to Schools" « + others	Bids have been made for funding, but none are in operation.	yes	Only if they were RMBC staff
17	If the project /scheme are funded is this sustainable?		Hopefully! Some aspects such as personalised journey planning is mainstreamed but other projects and staffing are funding on an annual basis	To soon to state but certainly that would be our aspiration.	N/A		Funding available for lifetime of the projects	N/A		

18	<p>The Cheshire & Merseyside/Greater Manchester/Lancashire & Cumbria Energy Saving Trust advice centre is currently providing transport advice on vehicle choice, smarter driving and using the car less. The advice centre. Would you be happy for EST to refer customers enquiring about sustainable transport to your organisation where relevant?</p>	<p>Not really, we don't have the staff to cope with additional queries of the nature you intend. The calls would come through o existing staff that are already at capacity. We could possibly cope with some email/website questions, maybe but I would want to know a lot more before I committed us to anything!</p>	<p>Yes but only for people who are resident in Halton or are requesting information relating to services in Halton</p>	Yes.	Yes	Yes	Yes	Yes	<p>Yes info@LetsTravelWise.org 0151 330 1290</p>	
19	<p>Do you have any other comments regarding the provision of modal shift/sustainable transport advice or the mapping exercise?</p>	No	No	Not at this stage.	<p>Contacts for each area and a 'forum' (like Topica) may be useful. ACT Travelwise never gets responses!</p>			<p>Contacts for each area and a 'forum' (like Topica) may be useful. ACT Travelwise never gets responses!</p>	<p>TravelWise Merseyside is a highly developed, targeted and researched campaign which has built up specialist knowledge over time. Any provision of sustainable travel information has to be of a high and consistent quality to be effective.</p>	

