

speedlearning

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The *Speed Learning* session at the *Mainstreaming Smarter Travel* event in December provides a platform for knowledge sharing, generating discussion and helping LSTF teams to network with each other.

The **30 case studies** will be presented simultaneously at 'bar tables' marked by numbered balloons, in **SIX - 12 minute sessions**. **The case studies will be short presentations followed by discussion.** A horn will be sounded when it is time to change tables.

Delegates choose to attend six from the following 30 speed learning sessions...



LSTF Case Studies

Mainstreaming – Embedding smarter travel into everyday practice

1 Extending services to connect people with jobs

Caroline Corless-Carter, Customised Services Officer, TfGM

The existing Kingsway Local Link service was extended to the Kingsway Business Park, a major employer in the Rochdale area with early morning and late night running for shift workers. Travel to Rochdale bus, rail stations and tram stops are possible with inter-available ticket products. Thanks to TfGM's intervention, patronage has more than trebled in the past year and passenger feedback has been very good.

2 April 2015 - Planning for it now

Ian Years, Team Manager Travel Choice, Leicestershire County Council

The council has been working in Leicestershire on our next target areas. We have *mainstreamed* Smarter Travel and submitted our programmes for both Capital and Revenue spend for the next four years under the 'Plan, Prepare, Do' model.

3 Train, Learn, Drive, Earn

Jenny Coates, Customised Services Officer, TfGM

The Train, Learn, Drive, Earn programme helps unemployed people in Greater Manchester access training and work experience, as a volunteer driver or member of support staff, at participating community transport operators. The scheme targets unemployed individuals, who, once trained, will have skills that can be transferred to roles within the same or other organisations, both in the sector and beyond.

4 Thurrock Smartphone App

Alina Tuerk, LSTF Project Manager, Thurrock Borough Council

The app encompasses all modes of sustainable travel including walking and cycling for leisure purposes. The app is free and over 1,000 downloads have been made in the first month. The App features maps, timetables and real-time train information. We will present lessons learnt from commissioning the App and legacy plans including sponsorship from local businesses

5 Kerbside Diaries Travel Data and Kerbside Culture Pilot Project

Ashley Dalton, Ideas in Motion Community and External Funding Manager – Southend-on-Sea Borough Council

Smartphone technology collects experiential data on sustainable journeys, which is used to engage people locally to start conversations about kerbside culture, travel choices and how journeys could be more efficient, attractive, accessible, healthy and fun. The findings of the pilot project can be integrated into schools and community groups to explore sustainable travel and kerbside culture and influence local decision making.

6 Bike Back Derby - Fixing bikes and gaining skills in Derby

Presenter Adam Sendall, LSTF Programme Coordinator, Derby City Council

The scheme provides affordable refurbished bikes to local people in Derby to help them access work, education, training and other facilities by bike. Donations of abandoned or unwanted bicycles are transferred to HMP Stocken, and refurbished by the inmates. The bikes are then sold to individuals who cannot afford the cost of a new bike.

Integration - New technology, smart cards, buses, trains and interchange

7 Real Time Passenger Information and Legible Bus Networks

Richard Cooke, RTP1 Delivery Officer, Southampton City Council

Successful roll-out of an innovative and ground breaking Real Time Information System and the delivery of a Citywide Legible Bus Network project which has carried forward the 'Legible Cities' approach to the public transport realm. Conceptual system architecture (1st of its type in UK and EU); Design Guidelines for Legible Bus Networks; Signal Based bus priority; Partnership working with bus operators.

8 Slough's new cycle hire scheme

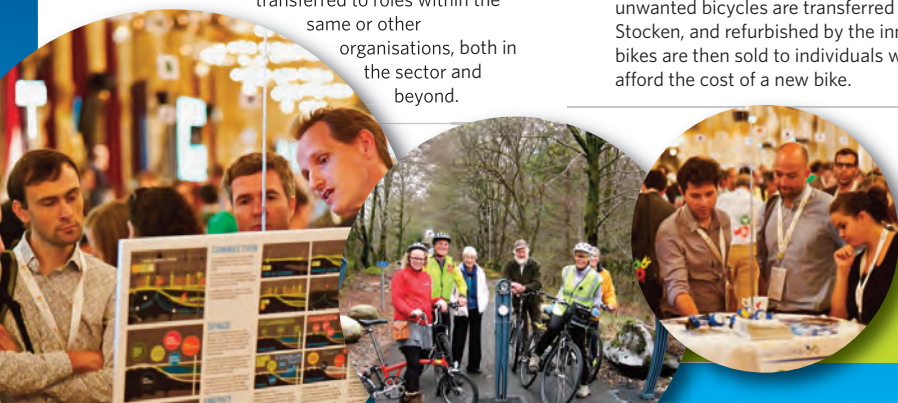
Savio DeCruz, Slough Borough Council Team Leader for Integrated Transport and Road Safety

Slough's new cycle hire scheme has just been launched. This session will overview of the initiative, its aims and objectives, the involvement of partners including NEETs (young people not in education, employment or training) in the maintenance and re-distribution of the bikes. While too early to present 'outcomes' we will present early anecdotal evidence and usage figures.

9 Access to Stations - better cycle-rail integration

Martyn Brunt, Sustrans' NCN Development Manager

The Access to Stations project, is led by Bedford Borough Council, coordinated by Sustrans, funded through the Local Sustainable Transport Fund and delivered by a range of local authority partners. The project aims to increase levels of sustainable and active travel amongst rail users and promote rail travel in general. The key learning outcomes are how best to design for cycling at stations; early lessons from supporting behaviour change interventions.



10 Bus travel app pilot project

Andy Whitehead, LSTF Project Manager - Public Transport, West of England LSTF

In April we launched a pilot bus app for the LSTF WEST region. Based on UK Bus Checker, the app shows bus stops, real-time information and routes. We provided a limited number of free downloads for the public to use. New York City has now done the same!

Active Travel - Walking and Cycling initiatives

11 Are you Winter Ready?

Nicola Appleby, LSTF Comms Lead, TfGM

In Autumn 2013 TfGM launched the Are You Winter Ready? campaign, to reinforce the message that cycling to work can be a year-round activity. Using a varied marketing mix, and tying in with business-as-usual activities, the campaign supports commuter cycling initiatives, such as TfGM's cycle training offer and network of Cycle Hubs.

12 Community-led street design

James Cleeton, Sustrans' National Project Co-ordinator, Communities

The aim of this project is to inspire and support the residents of Hamp, South Bridgwater, to redesign their urban environment to make it safer and more attractive for everyday walking and cycling. This, in turn, will help to remove the barriers relating to access to work and educational opportunities, change resident's attitudes towards walking and cycling, and create a culture of participation within the ward.

13 Making Liverpool walking and cycling friendly

Karen Stevens, Cycling Officer, Liverpool City Council

The council has developed an off-road walking and cycling route connecting to the university campus, business district and additional works through the Regional Growth Fund. We have identified, through work with the business district, Sustainable travel promotion through our 'Choose Freedom' project. This has achieved solid results, using a local specialist provider, BikeRight! to reach out to communities.

14 Pedestrian planning - Wayfinding in Southampton

Simon Jay, Senior Managing Consultant - Pedestrian, Cycling and Space Planning, Atkins

A high quality on-street pedestrian wayfinding solution for Southampton city was developed by Atkins as a cost-effective family of signage, way-finding graphics and mapping products. This creates a comprehensive and recognisable system, which is now being rolled out across the city and surrounding areas.

15 Working with public health to increase active travel

Bryn Dowson, Sustrans' Regional Director, North East

Sustrans is working with local authorities in Newcastle, Gateshead, Sunderland, North Tyneside, South Tyneside and Durham to encourage children and families to walk and cycle for everyday trips. This LSTF-funded project is a partnership with the local public health team, and builds on a pilot which was commissioned by the Director of Public Health for North Tyneside.

16 The Walk to School Outreach Project

Jenni Wiggle, Living Streets

The Walk to School Outreach Project is a partnership of 11 local authorities, led by Durham County Council. We audit the local street from the perspective of the children. We take teachers, pupils and parents on a walkabout around their school and ask them to identify barriers to walking and how to tackle them.

Engagement - Partnership working

17 Slough Borough Council School's Engagement Programme

Jennifer Ward, Senior Transport Planner, Atkins

We have been actively engaging with schools for over a year as part of the LSTF programme. The case study looks at the identification of priority schools to engage with as part of the programme on how to keep schools engaged. It also discusses travel initiatives which have been successful and less successful and monitoring of the impact of the programme.

18 Travel Support for Jobseekers, Creating Travel Champions

Gareth Hughes, Travel Support for Jobseekers, TfGM

TfGM offers bespoke training to complement the advisory skills of staff from Jobcentres and partner organisations, which equips them with the skills to help jobseekers get to interviews and jobs by the best and most cost-effective mode of transport. By being a Travel Champion, this knowledge is shared among customers and colleagues alike.

19 Jobcentre Plus Initiative in West Yorkshire

Nicola Whatmuff, Travel for Work Advisor, METRO (WYPTE)

The Jobcentre Plus initiative engages with all 23 Jobcentre Plus offices in West Yorkshire to reduce the barriers discouraging job seekers from taking up employment in the main towns and cities in West Yorkshire. This successful programme offers free travel for job interviews and a free travel pass for the first month of work.

20 Cycle Coventry: Building effective health partnerships

Richard Smith, Cycle Coventry Smarter Choices Coordinator, Coventry City Council

Smarter choices are healthy, but are we doing enough to tackle health inequalities? Cycle Coventry is responding to this challenge by developing interventions in partnership with public health colleagues. Ask not what Public Health can do for you, but what you can do for the health of your city.

21 Motivating businesses to consider sustainable travel

Liam Potts, Business Travel Advisor, TfGM

Kellogg's is a large employer based in the heart of Trafford Park, Manchester, Europe's largest business park. With the help of TfGM's Travel Choices business engagement team, a wide ranging programme of activities has been delivered to enable sustainable commuting to this hard to reach site. Find out how this was achieved and what developments are planned as TfGM takes Kellogg's on a sustainable travel journey.

22 Integrating road safety and sustainable travel messages

Claire Molyneux Principal Road Safety Officer, Sheffield City Council

Sheffield's City Council's Road Safety Team work with businesses, training organisations and apprenticeship programmes to deliver road safety presentations across Sheffield. The LSTF funds have enabled us to incorporate sustainable travel messages into eco-driving and show how to make better use of public transport as an alternative. Combining both sets of messages is more attractive to business.

23 Leicester Fit 4 Business

Sally Slade & Sharon Mann, Local Sustainable Transport Team Leaders, Leicester City Council

Sustainable travel grants and training for small and medium sized businesses are provided in this programme to help the businesses and employees of Leicester to access affordable and sustainable transport. It provides cheaper commuting and business travel in the UK, such as rail and bus season ticket discounts, and a sustainable travel grant up to the value of £5,000



Monitoring & Evaluation

24 LSTF impacts on rural economy and tourism - Drive less, emit less, spend more?

Helen Tate & Alistair Kirkbride, Cumbria Tourism and Lake District National Park

Why is it worth investing in visitor travel? We're breaking new ground finding out how far visitor travel behaviour can shift. This forces us to ask new questions about how we evaluate behaviour change. So, come along and ask yourself whether you travel differently on holiday, and whether this might change how you look at day-to-day travel.

25 Monitoring the success of Swindon travel choice interventions

Claire Flemming, Swindon Travel Choices, Swindon Borough Council

Swindon has been working on its LSTF programme and investing a lot of time evaluating various initiatives in order to learn what has worked and what can be improved in future. This case study will cover:

- The Swindon "Rounds" - self guided circular routes for walking and cycling
- Cost effectiveness of various media outlets
- Bus smartcard trial
- Social media campaigns

Marketing & Communications

26 Connect Tees Valley bus campaign - Darlington Borough Council

Shelli Smith, DIVA creative

We undertook research with young people in the Tees Valley area to understand their perceptions of, and attitudes towards bus travel. Using this, we created an integrated online and offline targeted advertising campaign to raise awareness of the bus travel information available on the Connect Tees Valley website. Our campaign created a 89% increase in monthly unique visitors to ConnectTeesValley.com compared to the same period of June to Sept in 2012, and Connect Tees Valley facebook page "likes" increased 51%.

27 Branding for smarter travel

Vicky Doyle, Hampshire County Council

The 'My Journey' brand has been adopted by six neighbouring councils in the south of England. This shared identity promotes a variety of transport options to local residents and businesses. The brand offers a strong and simple proposition that is easily recognised in and around the Hampshire area.

28 Supermodals Social Media Campaign - Lessons learned

Paula McGivern, Hereford County Council

Who are the Supermodals? Why do promoters of active travel need them? Who has used the campaign and what have we learned? How much does it cost? Should government fund social media campaigns like this in the next round LSTF?

29 Connecting Wiltshire - Personalised Travel Planning

Laura Gosling, Wiltshire Council

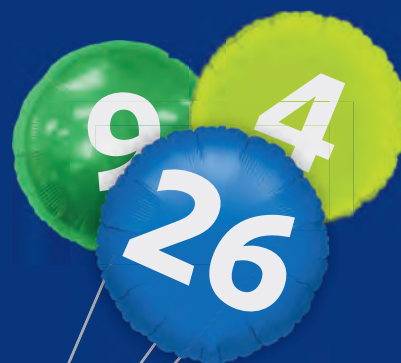
This PTP programme encourages more people to use sustainable modes of transport, especially rail and to reduce the need to travel. The project is run in four towns and in each town the intervention has a specific theme to help test the approach. These include: assessing the segmentation priority ranking, existing community versus new development, combining residential and business PTP.

30 Changing behaviour at key transition points

Phil Wright, Engagement & Support Services Manager, LSTF West of England

Habits are formed quickly and difficult to break. Experience and emerging research show that key life transitions points are when habits can be broken. We aim to change travel habits when people move house, get a job or start training, go to university and when children move from primary to secondary education.

Published programme subject to change. See www.mainstreamsmart.co.uk for latest updates



The speed learning session takes place at 15.40 on Day 1

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