



BIGHERTSBIGIDEAS

Delivering BIG changes to transport in Watford, Hemel Hempstead & St Albans



TravelSmart in Hemel Hempstead

Briefing Note for Project Partners (December 2012)

Summary

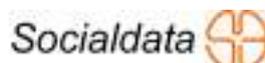
With funding from the Department for Transport's Local Sustainable Transport Fund, a TravelSmart Individualised Travel Marketing (ITM) project will take place in Hemel Hempstead during 2012-2013. A total of 18,000 households will be offered a range of personalised travel information and support enabling them to walk, cycle and use public transport more often. The project will be delivered by Sustrans and partners Socialdata with the support of Hertfordshire County Council, Dacorum Borough Council and other partners.

Background

TravelSmart is at the leading edge of the 'Smarter Choices' movement in the UK. It is based on a process known as Individualised Travel Marketing (ITM), which works with households offering tailor-made information and support, enabling people to walk, cycle and use public transport more often. It delivers significant reductions in car use by enabling people to make a few changes to their daily travel choices when and where it suits them best.

TravelSmart is an initiative of Sustrans, the UK's leading sustainable transport charity, delivered in partnership with Socialdata, an international research institute which pioneered the ITM approach in Germany and Australia. To date in the UK, the TravelSmart service has been offered to a total of around 300,000 households, including two of the English Sustainable Travel Demonstration Towns and in an ongoing large-scale programme covering much of Wales (the largest project in the UK to date).

Using detailed travel behaviour surveys, the evaluation of recent TravelSmart ITM projects has demonstrated reductions in car trips ranging from 9 to 14%, together with savings in annual car distances travelled of between 750-1,400km per household. In several cases where reliable data has been available, these survey findings have been corroborated by a separate analysis of bus passenger numbers.



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Project description

During 2012-13, with the assistance of Hertfordshire County Council, Dacorum Borough Council and other partners, Sustrans will be assembling a range of local travel information materials and incentives to be offered to participating households during the ITM. These will include existing local bus timetables, cycle maps and walking information, in addition to a new TravelSmart map and local service guide to be developed specially for the project.

From spring 2013, the TravelSmart service will be offered to a total of 18,000 households in Hemel Hempstead. The target area will comprise the wards of Adeyfield East, Adeyfield West, Apsley & Corner Hall, Bennetts End, Boxmoor, Chaulden & Warners End, Gadebridge, Grovehill, Hemel Hempstead Town, Highfield, Leverstock Green, Nash Mills and Woodhall Farm.

The first phase of the ITM process will involve households being contacted by post, telephone and on the doorstep to find out about their general travel patterns, and to identify those wishing to take advantage of the TravelSmart service. Over the following weeks, participating households will be able to choose from a range of local travel information, discounts and other offers, including one-to-one advice sessions. Their requests will be delivered in person by a team of specially trained staff working from a local TravelSmart field office.

The impacts of the TravelSmart project will be measured by travel behaviour surveys conducted before and after the ITM. These will be conducted in the TravelSmart target area and a separate control area (Harpenden). The baseline survey is due to take place in autumn 2012, and the after survey during the same period in 2013.

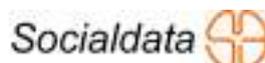
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