

9. Travel awareness

9.1 General approach in each town

9.1.1 Overview

Travel awareness-raising played an integral role in all of the Sustainable Travel Town programmes. In each town, a brand identity was developed, with the help of external consultants, and used extensively in campaign materials. For all three towns, ‘choice’ was an important theme in the travel awareness work, and in both Peterborough and Worcester, this was explicitly emphasised in the names of their campaigns.

In both Darlington and Peterborough, the local authorities set up loyalty schemes or clubs, in which those signing up as members received a variety of information and incentives to support sustainable travel. Worcester did not go down this route, but placed a particularly strong emphasis on gaining a large amount of positive media coverage. Peterborough was able to distribute many of its materials from a dedicated travel information centre, located centrally in the city bus station.

The travel awareness work of the three towns is outlined below. In Worcester, especially, much of the activity in this area was mode-specific and is therefore covered in the context of other initiatives. Because of this, Worcester’s travel awareness strategy was discussed in the strategic interview, but was not treated as a separate case study. As a result, some aspects of the town’s work in this area are reported in less detail here.

9.1.2 Darlington

In Darlington, apart from some small-scale promotion for cycling and car sharing, very little travel awareness activity took place before 2004. The Sustainable Travel Town initiative was initially marketed with the strap-line of *The town on the move* but this attracted some adverse publicity locally and was also felt to be insufficiently strong and recognisable. Consequently, an external consultancy was commissioned and developed the branding of *Local Motion*, emphasising movement, and giving rise to slogans such as *Low cost, low stress, low fat...Do the Local Motion*. The branding was also extended through the town’s *Medal Motion* campaign, which promoted sustainable travel to schoolchildren.

Information materials produced as part of the travel awareness campaign included bus maps, bus stop timetables, cycling maps, walking maps, general cycling and walking promotional materials, local area community guides and a guide promoting better car use. There were also web sites for journey planning and journey sharing. In cooperation with Arriva, the *Local Motion* brand was introduced on re-branded bus routes and promotional literature for buses.

Communication channels used for travel awareness included advertising on buses and bus shelters; advertising in the council’s own magazine; advertising on local radio e.g. featuring a *Local Motion* song; and advertorial in the local paper. A radio promotion for car sharing, carried by a Teesside radio station, prompted further coverage by the radio station itself.

The team tended to gear their advertising to the season, focusing on cycling and walking in the summer and public transport and car sharing in autumn and winter.

In 2006, the *Local Motion* club was launched and residents encouraged to sign-up, either through the personal travel planning programme or at events. Members were given a free eco-bag, a membership card, travel information, a club newsletter and a variety of special offers provided in association with retailers, such as bike shops and cafes. By the end of 2007, the club membership covered people in around a quarter of the town's households. At the time of the interview, there were plans to employ a team of travel advisers who would also help in expanding membership further.

The sustainable travel team also ran various walking and cycling challenges, publicised in the club newsletter and through personal travel planning. For example, a *10,000 steps challenge*, held on a Sunday, attracted 150 people to take part and resulted in the selection of 12 people for places on a *One Life* health improvement programme.

9.1.3 Peterborough

In Peterborough, prior to 2004 there was no travel awareness campaigning beyond the provision of public transport information and occasional events. The Sustainable Travel Town initiative was named *Travelchoice*. The brand was intended to give residents ownership of the campaign, conveyed through the strap-line *Your Travelchoice in Peterborough* on leaflets and publicity materials, and the strap-line *My Travelchoice* which was used in the personal travel planning work.

Through the *Travelchoice* campaign, a wide range of information materials were produced using the branding, and colour-coded according to theme – for example, yellow for cycling and green for walking. Materials were distributed through a regular distribution run to community centres, libraries, hotels, surgeries, dentists and other locations, as well as being made available on exhibition stands and through the *Travelchoice* Centre at the town's bus station. A leaflet explaining about the *Travelchoice* project was door-dropped to every household in Peterborough. Community centres, GP surgeries, workplaces and other organisations were provided with A0-size display boards, with a map of public transport, walking and cycling routes either across the whole city or for their local area. Local area travel guides were also produced, including a map of local cycle routes, bus routes and walking links, information about local bus service frequencies and a user-friendly bus map of the entire city.

Another publication produced through the campaign was *Passport to Travel* – a comprehensive guide to local travel for new residents, which was initially sent out on registration for council tax, but subsequently distributed through estate agents (as this proved less time consuming). For new housing developments, developers were routinely required through planning agreements, to pay for household travel information packs, produced by the *Travelchoice* team, and to offer new residents the choice of a three-month bus pass or a £100 cycle voucher. A booklet about transport to healthcare was also produced in collaboration with the primary care trust, providing information about travel to the city's main health facilities and pharmacies. The guide was developed in six different versions according to area and distributed through healthcare premises.

Based on an existing London initiative, a *Good Going* pledge and reward card scheme was launched in 2005 and had attracted 3,000 members by the end of 2007. Residents signing a pledge to travel by sustainable means where possible, received a newsletter with information about sustainable travel and details of special offers and discounts. The pledge card gave discounts on local goods and services negotiated with a wide variety of businesses, including cafes, cycle shops, yoga classes and travel companies. A 2007 survey of *Good Going* showed that there had been high take up among retired people, accounting for more than half of members. At the time of the interview, officers were interested in broadening the scheme's appeal to a younger audience, for example, with special offers on cinemas, theatres and eating places.

The *Travelchoice* website included an interactive map with a range of links, making it possible, for instance, to click on a bus stop and access its Text & Go code, the buses serving it and appropriate timetable information. Another website feature provided information about the comparative environmental impact of different car models.

The *Travelchoice* team ran a range of events including an annual commuter challenge, in which a driver, public transport user, cyclist and pedestrian competed to make similar journeys, attracting press and radio coverage. There was also a competition for local schools with 50 bikes as prizes, a *Liftshare Day* to publicise car sharing, and events around *Bike Week* and *Bike to School Week*. In 2007, the team ran a *Travelchoice Week* in the form of a *Thank you* campaign, to thank residents already travelling sustainably in Peterborough. The campaign was publicised with the launch of a balloon in the city centre to symbolise the 35,000 tonnes of CO₂ a year that was calculated to have been saved as a result of residents' existing travel choices. In the course of the week, pedestrians, cyclists, bus and rail users and car sharers were handed *Thank you* postcards and appropriate free gifts, such as a box of matchmakers for car sharers and a day's free bus travel for bus users. The same message was reinforced with *Thank you* advertising on billboards and buses, and carried by local radio and newspapers.

9.1.4 Worcester

Worcester's marketing and communications strategy was developed by outside consultants in the light of a series of focus groups with residents, which were also conducted by an external consultant early in the project. The focus groups identified several key issues, including very negative perceptions of bus travel in the town, and good opportunities to promote cycling and walking for health and fitness, relaxation, mental health and sociability. Participants showed a strong preference for materials that displayed credibility and realism, by featuring real-looking people in local settings. They were sensitive to any form of compulsion, suspicious of an 'anti-car' agenda, and had a low trust of government initiatives. They were generally more receptive to positive messages about benefits than negative ones about drawbacks and preferred a light-hearted fun approach with simple direct messages. Officers considered that the results of the focus groups were very important in informing their subsequent campaign work and ensuring that this was money well spent.

The project's communications strategy (The Forster Company, 2005) identified many different target audiences, for example, young people 18-25; adults 25-35; 30-something couples; children 7-11; children 11-16; parents of schoolchildren etc.. In each case, these

audiences were related to proposed elements of the campaign and campaign messages were suggested to appeal to the group in question.

The Sustainable Travel Town programme was branded *Choose how you move*, and had a stated mission to celebrate, motivate, support and facilitate more diverse and sustainable transport choice. Communication channels for the brand and the related campaign included the personal travel planning programme, partnerships with schools and employers, the *Choose how you move* website, printed materials, advertising, media relations, stunts, events and displays. The strategy for specific campaigns was developed on a case-by-case basis. For example, the team might book five advertising locations across the city, including banners in the high street, or run a four-page spread in the council magazine, delivered to every home in Worcester. The project began with the launch of the *Choose how you move* brand around the theme of *How are you getting from A to B?*, and the team subsequently divided the calendar into four quarters and focused their awareness raising on a different mode each quarter.

Examples of the many printed materials produced included a leaflet promoting the health benefits of cycling and walking, sent to the majority of city households at the start of the new year, featuring the strap-line: *Time to make a new year revolution*, and a walking activity pack sent to every primary school child in Worcester.

Information was typically distributed through a series of outlets that included libraries, employers, community centres, Tourist Information Centres, shops and newsagents, events, and the *Choose how you move* website. Distribution also took place via the Worcestershire Hub, a customer services portal funded by the county council and the six Worcestershire Districts, providing a one-stop shop for Worcestershire services via offices around the county, telephone access and a website portal. South Worcestershire Primary Care Trust provided funding for information on access to health services, and in 2006 the *Choose how you move* project established an unstaffed travel counter at Worcestershire Royal Hospital.

The Worcester team placed a strong emphasis on gaining positive media coverage for everything they did, which they measured by its equivalent value in paid-for advertising. Local councillors were encouraged to be actively involved in press launches for individual initiatives.

9.1.5 Ease of implementation

Some of the challenges encountered in implementing travel awareness strategies related to staff capacity and expertise. In Darlington, the team reported difficulties in using central in-house services for marketing work, and difficulties related to staff recruitment. Officers also mentioned difficulties in interesting retailers in providing discounts for their loyalty scheme, despite the incentive of free advertising.

In Peterborough, the time consuming nature of events and activities to raise awareness, and a lack of staff time, were seen as the main constraints to this kind of work (see 9.3.1).

In Worcester, uncertainty about long term funding was a factor in the decision not to run a membership/loyalty club. Officers decided against this because of concerns that they would not be able to continue such a scheme beyond the life of the Sustainable Travel

Town project, and that the resulting disappointment could damage perceptions of the council.

9.2 Scale of travel awareness campaigns

Table 9.1 provides an overview of the scale of the travel awareness campaigns in the three towns, in terms of the numbers of people engaged in various sustainable travel events and activities, the variety of publicity and information outlets that were used, and the proportion of residents who knew about the campaigns.

In broad terms, it appears that public awareness of *Local Motion* in Darlington and *Travelchoice* in Peterborough was higher than awareness of *Choose how you move* in Worcester. It is difficult to be sure of the reasons for this. It is possible that the lower level of spending on travel awareness campaigns in Worcester compared to the other towns (see sections 9.3.2 and 9.3.3) meant that there were fewer ‘opportunities to see’. However, this does not seem a wholly adequate explanation since expenditure in other areas (e.g. personal travel planning) would also have been expected to increase brand awareness. Another explanation is that the initiatives in Darlington and Peterborough to develop the *Local Motion* club and *Good Going* loyalty scheme, were distinctive features of their travel awareness work, which may have been influential (albeit that Worcester also used pledge cards in the context of personal travel planning). This would appear to be a more credible explanation in the case of Darlington, where a much higher proportion of households had joined the *Local Motion* club, than in Peterborough. *Local Motion* and *Travelchoice* may have been more memorable brand names than the longer *Choose how you move*, and the way the Worcester slogan was sometimes adapted (e.g. *Choose walking for health*) may have diluted its consistency and memorability. It may also be that Worcester’s decision to primarily concentrate on raising awareness of specific modes, rather than having a stream of work focused on raising the generic issue of travel choice, resulted in a lower awareness of the wider campaign.

Table 9.1: Summary of scale of travel awareness campaign activity

	Darlington	Peterborough	Worcester
Main information / publicity outlets	Advertising in monthly council magazine; newsletter to <i>Local Motion</i> club members; advertising on buses and bus shelter posters; advertorials in local newspapers; <i>Local Motion</i> song on local radio stations; website	More than 200 locations on 'distribution run' received stocks of travel awareness leaflets, regularly updated; travel display boards at community centres, GP surgeries, workplaces and other organisations; newsletter to <i>Good Going</i> members; <i>Travelchoice</i> Centre at bus station; website	Advertising; media coverage; posters; banners; articles in council magazine; Worcestershire Hub; direct marketing; stunts, events and displays; contact with individual champions (e.g. schools, employers, commercial partners etc); distribution to newsagents, libraries, community centres, tourist information centres, employers; website
Loyalty scheme membership	<i>Local Motion</i> club had 10,400 members as of December 2007 (from launch in April 2006)	<i>Good Going</i> pledge / reward card scheme had 5,480 members as of May 2008 (from launch in September 2005)	No loyalty scheme
Public awareness of travel awareness campaign / information / services	75% recognised the <i>Local Motion</i> logo; 46% had seen / heard advertising for <i>Local Motion</i> (mainly in the council's magazine, on <i>Local Motion</i> 'eco bags', and on leaflets and posters); at least 52% of residents correctly understood what the <i>Local Motion</i> campaign was about	67% of residents recognise the <i>Travelchoice</i> brand; 91% of residents aware of at least one of the different types of information provided by <i>Travelchoice</i> ; 77% had read at least one of the types of information; 68% aware of at least one of the types of service provided by <i>Travelchoice</i> ; 54% had used at least one of these services	37% of residents were aware of a campaign to promote sustainable travel in Worcester; 37% recognised the <i>Choose how you move</i> logo; 20% had seen posters in public buildings; 18% had seen posters on buses; 17% had seen leaflets dropped through the door; 15% had seen newspaper adverts
Examples of number of people involved in specific events / receiving information	2,500 people received travel advice from <i>Local Motion</i> travel advisers on market during 2008; further 1,700 people involved in range of (non-mode specific) sustainable travel events (2005-2008))	<i>Thank you</i> campaign during <i>Travelchoice Week</i> in September 2007 involved postcards and gifts being given to at least 1,000 individuals	Over 100,000 walk/cycle/public transport guides distributed; in focus groups, two-thirds of residents who had a copy of the guide had used it
Value of media coverage	Media coverage generally very positive once stronger <i>Local Motion</i> brand adopted	Media coverage generally very positive	Equivalent advertising value of positive media coverage was £266,000 over the period May 2007-March 2008

9.3 Staffing and budgets for travel awareness campaigns

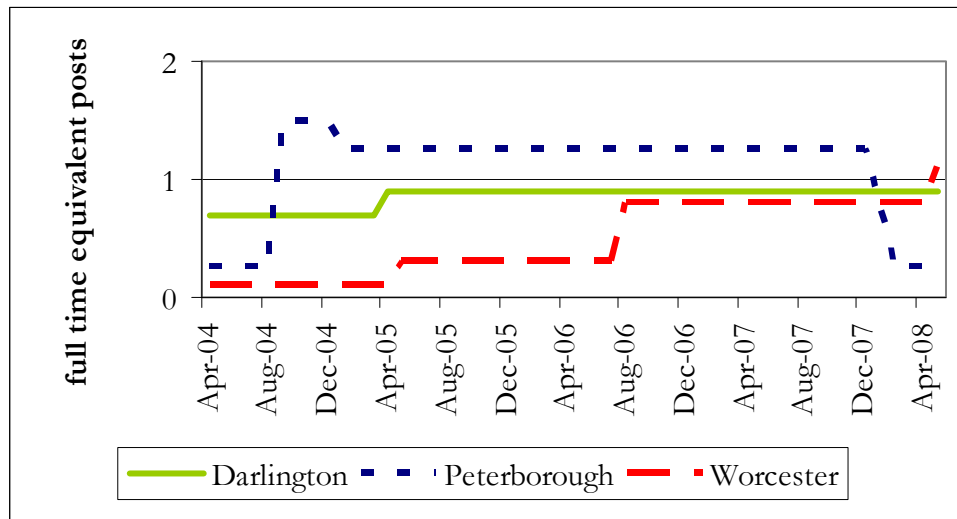
9.3.1 Staffing

Table 9.2 and Figure 9.1 summarise how local authority staff time allocated to general (non-mode-specific) travel awareness campaigns changed over the course of the Sustainable Travel Town programme. The figures include time spent on media management/PR and loyalty schemes (*Local Motion* in Darlington and *Good Going* in Peterborough), as well as events, activities, publicity and information.

Table 9.2: Staff time (fte-posts) allocated to travel awareness campaigns and media management

	Darlington	Peterborough	Worcester
Before April 2004	0.05	0	0.1
May 2008	0.9	0.25 (but 1.25 from June 2008)	1.1

Figure 9.1: Changes in staff time allocated to travel awareness campaigns and media management (fte-posts)



For much of the period of the Sustainable Travel Town work, all three towns had the equivalent of about 1 full-time equivalent post devoted to non-mode specific travel awareness campaigns, publicity and media work. The figure was slightly less than this during the early stages of the Sustainable Travel Town work in Worcester, and slightly more in Peterborough.

In Darlington, a full-time marketing and communications expert was brought into the *Local Motion* team about halfway through the Sustainable Travel Town project. In Peterborough, there was no dedicated marketing officer within the *Travelchoice* team, and all the events and the *Good Going* scheme had therefore been organised by team members as part of their other roles. Officers commented that events and activities were very time-consuming, and lack of staff time had been the main factor limiting what it had been

possible to do in relation to the *Good Going* scheme, and had also prevented their organising more events. A decision had been made to create a new role within the *Travelchoice* team, dedicated to marketing and events and the management of the *Good Going* scheme, but this person had not come into post at the time of our interviews in May 2008.

In Worcester, two members of staff worked on marketing and communications, with one focussed on media and the other on marketing work.

9.3.2 Budgets

Table 9.3 summarises the revenue costs of the travel awareness campaign in the three towns, with costs disaggregated in Tables 9.4 and 9.5 into non-staff costs and staff costs.

Staff costs were not available in a consistent format in the three towns, and there was some variation in salary levels across the towns. Staff costs in Table 9.5 have therefore been estimated, based on the amount of staff time allocated to travel awareness campaigns and media work in ‘full time person-months’. For the travel awareness work, we have taken rounded averages of staff costs for the relevant officers in the three towns, of £25,000 in 2004/05, rising by annual increments to £28,000 in 2008/09. For media work, we used a similar approach but with rounded averages starting at £26,500 in 2004/05 and rising to £30,000 in 2008/09.

Table 9.3: Total revenue costs (staff costs and non-staff revenue costs)

	Darlington	Peterborough	Worcester
2004/05	£69,000	£65,000	£44,000
2005/06	£166,000	£178,000	£50,000
2006/07	£169,000	£101,000	£34,000
2007/08	£130,000	£161,000	£60,000
2008/09	£121,000	£68,000	£57,000

Notes: Figures in this table are the sum of the figures in Tables 9.4 and 9.5, but may not add exactly due to rounding. Peterborough also had capital costs in relation to design of an interactive website and interactive map; these were £69,000 in 2005/06 and £15,000 (budgeted) in 2008/09. These are not included in the table.

Table 9.4: Non-staff revenue costs

	Darlington	Peterborough	Worcester
2004/05	£52,000	£42,000	£42,000
2005/06	£142,000	£146,000	£43,000
2006/07	£145,000	£68,000	£16,000
2007/08	£105,000	£132,000	£37,000
2008/09	£95,000	£37,000	£25,000

Table 9.5: Local authority staff costs

	Darlington	Peterborough	Worcester
2004/05	£18,000	£23,000	£3,000
2005/06	£24,000	£33,000	£8,000
2006/07	£24,000	£34,000	£18,000
2007/08	£25,000	£29,000	£23,000
2008/09	£26,000	£31,000	£32,000

Note: Staff costs are estimated on an equivalent basis in all three towns, using rounded average salaries.

9.3.3 Costs per head of population

The costs in section 9.3.2 may be used to give an indication of the amount of money spent per head of population on travel awareness campaigns in each of the three towns. These figures are summarised in Table 9.6, and take account of total revenue costs (both staff costs and non-staff revenue) for the five years from April 2004 to March 2009.

Roughly speaking, it appears that Worcester spent about £3 per head over the four years; while Peterborough spent about £4 per head (revenue) and £1 per head (capital); and Darlington spent roughly twice as much, at about £8 per head¹.

Table 9.6: Local authority costs per resident, 2004/05 – 2008/09

	Darlington	Peterborough	Worcester
Capital per urban resident	-	£1	-
Revenue per urban resident	£8	£4	£3

Notes: Urban population from National Statistics mid-year estimate for June 2004: 83,965 for Darlington; 128,234 for Peterborough; 92,678 for Worcester. Figures are for five-year period, and are rounded to nearest pound.

9.4 Benefits of travel awareness campaigns

Interviewees in Darlington and Peterborough were asked about the benefits of their travel awareness activities, and specifically to consider whether there were identifiable benefits for social inclusion, health, road safety, quality of life and the way in which the council or other organisations involved in the initiative were perceived. The responses on each issue are outlined below. Comments included here from Worcester were made in the context of the strategic interview.

Social inclusion

Officers in Peterborough pointed to several ways in which their programme had benefits for groups that potentially suffered from social exclusion. They had also taken steps to

¹ The figures in Table 9.6 are not calculated on the same basis as the costs per resident in the City of York Council travel awareness case study reported in Cairns et al. (2004). The latter were costs *in the most recent year for which figures were available* divided by the number of residents in York. This (approximate) method was used because detailed figures for spend in previous years were not available. York's spending on travel awareness campaigns in 2002/03 was £88,000, which was equivalent to 49 pence per resident. A rough comparison between this figure and those in the three Sustainable Travel Towns may be made by dividing the revenue costs in Table 9.6 by five. This gives a revenue cost per year, per resident, of about £1.60 in Darlington, 90 pence in Peterborough and 53 pence in Worcester (2004 to 2009 figures, without adjustment for inflation).

make their materials accessible to these groups. *Travelchoice* information was made available to newly arrived immigrants through a centre called New Link. Sustainable transport information was also available in an easy read guide, using simple language and large print, while the *Good Going* newsletter was issued in large print for partially-sighted people. Peterborough's *Transport to Healthcare* booklet was considered useful for older people and people with health problems and the *Travelchoice* project included a travel training project aimed at vulnerable young people.

Health

In both Darlington and Peterborough, officers said that their travel awareness work had health benefits by virtue of encouraging more active travel. In both towns, some initiatives had been run in conjunction with health agencies. In Peterborough, for example, the team had collaborated with the primary care trust on a project called *Healthy Weight Peterborough*, which gave accreditation to employers that offered healthy options in the staff canteen and promoted walking or cycling to work.

Road safety

In Peterborough the *Travelchoice* programme included a specific road safety campaign aimed at discouraging drink-driving amongst employees enjoying a drink at Christmas parties. Called '*I'll be Des*', this suggested nominating a designated driver to stay sober and drive home, or using public transport. Bus travel and the city's Text & Go service, were also promoted to visitors to the UK's largest beer festival, hosted in Peterborough. In Darlington, in contrast, officers said they had avoided road safety messages as these were promoted elsewhere in the council, and they were also concerned about 'scaring people off' from cycling and walking.

Quality of life

Darlington officers pointed to increased social interaction for participants in the events they had held, whilst Peterborough officers said their *Passport to Travel* guide for new residents encouraged and enabled people to discover facilities in their community.

Perceptions of the council and other organisations involved in the initiative

In Peterborough, officers said the *Travelchoice* initiative was positively viewed by local residents, and this was helpful to the way that the local council was perceived. Focus group discussions carried out with citizen panel members following a brand awareness survey in 2007 had elicited positive comments about the level of visible information. The strength of the branding meant it had been adopted more widely for the council's transport activities, for instance on the city's Local Transport Plan. In Darlington too, the team had received a large amount of positive feedback, and the high level of recruitment to the *Local Motion* club was seen as evidence of the initiative's success. In Worcester, a face-to-face survey of 151 Worcester residents (Ask for research/MRS, 2008) found that 79% of respondents were positive about encouraging people to consider alternative forms of travel, showing clear public support for the council's activity in this area.

Other benefits

In Darlington, the travel awareness work was considered to have been a factor in encouraging the bus company, Arriva, to put more money into the bus network and more thought into how its marketing of the network would benefit the town. The success of the brand meant that many employers wanted to be involved in *Local Motion* and saw it

as making a positive contribution to the town's image. In Worcester, officers argued that involving councillors in the stream of positive news stories, generated through their press and marketing work for *Choose how you move*, had been successful in attracting more political support for smarter choice measures. They also said that the recruitment of staff with strong communications skills, was a valuable addition to the department, and had helped in building the capacity to deal with other areas of work such as consultation.

9.5 Synergies between travel awareness campaigns and other policies and programmes

Officers identified positive synergies between travel awareness and both infrastructure improvements and other smart measures.

In Darlington, interviewees considered that the travel awareness programme was complementary to improvements in conditions for cycling and walking, and to work on school travel, workplace travel and personal travel planning.

In Peterborough, officers argued that it was easier to promote a good product, and consequently saw synergies between travel awareness campaigning and improvements to bus services, including the introduction of real-time information and the Text & Go service, as well as ongoing improvements to the cycle network. Travel awareness campaigning was considered to underpin the entire smart measures programme. At a practical level, the existence of a wide range of information materials made the implementation of smart measures easier, for example, facilitating the promotion of workplace travel planning to employers.

In Worcester, the fact that much of the travel awareness campaigning took place in the context of other initiatives, such as promotion of walking and cycling and public transport, also underlines the extent to which this work was not just complementary but integral to the implementation of smart measures.

There were also instances where travel awareness campaigning was considered to have increased the public acceptability of other measures. For example, in Darlington, the *Local Motion* campaign had raised awareness about the importance of cycling and this was thought to have helped increase support for cycling schemes on the ground. Officers said that a similar process had taken place in relation to walking schemes, although this did not include the pedestrianisation of the town centre, which had met with specific opposition. The *Local Motion* campaign had not, however, quelled opposition to the removal of on-street parking or bus lanes.

In Worcester, in contrast, officers said that the Sustainable Travel Town initiative as a whole had helped to gain political support for a consultation on bus priority, as well as facilitating cooperation between the county and the city councils in structuring city centre parking charges to discourage commuter parking.

9.6 Potential and plans for the future

In Darlington, officers were interested in developing the potential of their loyalty scheme further by increasing the benefits available, and possibly developing a smart card system through involvement in a European project. This was intended to combine ticketing with access to other services such as leisure facilities, car clubs and car sharing schemes.

It was envisaged that up to half of all households in Darlington might participate in the *Local Motion* club. Future expansion was dependent on funding, and interviewees argued that making the links between the campaign and wider council objectives would be key to gaining this support.

In Peterborough, officers saw scope for developing more targeted work, either in terms of offers and activities or general travel awareness campaigning. They were interested, for instance, in reaching specific markets such as new residents, ethnic minority women and new employees, and in targeting specific messages to specific groups. They also wanted to try mailing the *Passport to Travel* guide directly to new residents rather than relying on estate agents for distribution and working more closely with estate agents' sales staff to ensure house purchasers received sustainable travel information at the time of their house purchase. Another aspiration was to run large events in different parts of the city on a regular basis. To implement such initiatives, they intended to create a new role in the *Travelchoice* team, dedicated to marketing and events and the management of *Good Going*.

Future plans for travel awareness campaigning were not discussed with Worcester officers.

9.7 References

Ask for research & MRS (2008) *Worcestershire County Council Safe & Sustainable Travel Survey, Volume 1*

The Forster Company (2005) *Creative Communications: Strategic Plan for Choose How You Move (Worcester Sustainable Travel Town)*