SUSTAINABILITY COMMITTEE/
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Purpose

To present findings on the impact of Darlington's Local Motion (Sustainable Travel Demonstration Town) 'Smarter Choices' programme on changing residents' travel behaviour and the consequent reductions in transport related carbon emissions.

Background information

In April 2004 the Department for Transport selected Darlington, together with Peterborough and Worcester, as a national sustainable travel demonstration town. This secured £3.24m in additional revenue funding over 5 years to implement a comprehensive package of 'Smarter Choices' measures to promote walking, cycling and public transport and to reduce the number of trips by private car. The funding is just for the urban area of Darlington (residential population 90,000), so the initiatives and travel research detailed in this report apply only to that area.

In 2005 Darlington was selected by Cycling England as a Cycling Demonstration Town. The majority of the extra £1.5 Million received through the Cycling Demonstration project is being spent on new cycle infrastructure, thereby complementing the smarter choices measures aimed at encouraging cycling being implemented through Darlington's Sustainable travel town programme.

In April 2006 the identity of the sustainable travel town project was strengthened with the launch of the Local Motion brand and a new campaign to recruit Local Motion club members. This has been highly successful with more than 10,400 households signed up to the club.

Darlington's sustainable travel town initiative has and continues to be monitored through a programme of independent travel research, supplemented with data from automatic traffic and cycle counters, plus a number of additional quantitative and qualitative surveys.

Darlington's Transport Strategy and objectives

Transport issues for Darlington

The key local transport issues identified in Darlington's Local Transport Plan 2006-2011 are:

- Maintaining and improving where possible accessibility to services for all

people, including those with mobility and sensory impairments and those in danger of social exclusion.

- Supporting the broad vision of the Community Strategy to improve quality of life in Darlington.

- Tackling traffic congestion by:
    - Providing realistic travel alternatives to the private car; and
    - Making the existing transport network more efficient

- Making the transport network safe and secure for all, including addressing perceptions of safety; and
- Providing high quality information which helps people make informed travel choices.

Vision for Darlington's Transport Strategy

Aiming to address the local issues and shared local and national government priorities, the following vision has been developed for Darlington's Transport Strategy (2006–2030):

- To support the economic regeneration of, and quality of life in, Darlington;
- To maintain and improve where possible, local peoples' accessibility to services and opportunities by providing travel options, so that all may participate in the life of their community;
- To tackle traffic congestion and its associated effects on local communities through a focus on sustainable travel choices and where appropriate enhancing capacity or managing demand, thus contributing to residents' quality of life.
- Continue to tackle road safety and improve perceptions of safety;
- To deliver solutions to travel needs in partnership with local people, businesses and other providers.

Local Motion vision and objectives

Written in the autumn of 2003 Darlington's bid to be a sustainable travel town set out a vision to work with Darlington Partnership (Darlington's Local Strategic partnership) and others to:

"Create a safe, accessible and sustainable environment and a flourishing local economy to enable all people to enjoy a high quality of life."

With the following objectives:

- **To increase active travel amongst members of the community**
  To increase the number of journeys made on foot or by bike and in doing so help to improve both the health and fitness of individuals and the 'social capital' of the communities in which they live.
- **To increase the use of public transport**
  To help support an effective and popular public transport service, helping to reduce the number of journeys by private car
- **To improve safety for all transport modes**
  To reduce the number of all road traffic accidents and also to reduce the negative impact, which traffic danger and fear of crime have upon the community.
- **To improve access to employment, health care provision, shops and other essential services**
  To ensure that all members of the community benefit from a safe and effective transport network, thereby helping to create a more inclusive community where services are readily accessible to all.
- **To improve air quality**
  To help reduce the harmful effects of vehicle exhaust emissions on both our local and the global environment.
- **To reduce the number of local trips of less than 2 miles by private car.**
  Particular benefit in focusing upon short trips where there is a much greater potential for modal shift.

Darlington's bid made it clear that our strategy for meeting these objectives would be to implement an integrated package of both Smarter Choices and more traditional transport infrastructure measures. See figure 1.

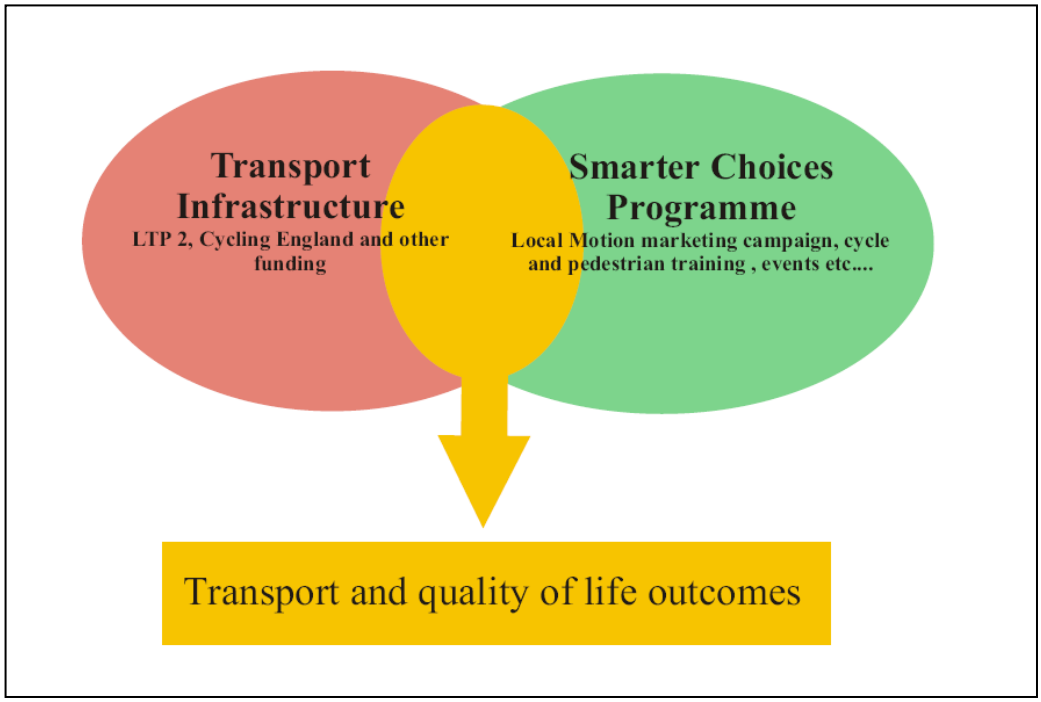


Figure 1

Local Motion delivery 2004 – 2007

Initiatives delivered through the sustainable travel town project have been developed and implemented on the premise that:

- Darlington has been placed in a privileged position where it is possible to trial more innovative transport measures.
- Measures should be evidenced based, with respect to local information on the potential for change and taking account of national best practice.
- Initiatives must contribute to achieving one or more of the project objectives and be measurable with respect to their impact on the key performance indicators.

Table 1 details the 'Smarter Choices' transport measures implemented over the period 2004 – 2007. The annual cost shown is for 2007/8.

Local Motion **Smarter Choices measures**	**Output**	**Comments**
Individualised Travel Marketing	40,400 households targeted. 50% of households participated.	Three-year programme contacting every household in the town completed Sept 2007.
School Travel Plan	4-6 School Travel Plans per year. Links with LTP capital expenditure.	All schools to have an active travel plan by 2010
Medal Motion	Twice yearly campaign 2600 primary school pupils completed 2 week travel diaries in Oct 07	Campaign has doubled participation levels since its launch in 2006
Bike It initiative	8-10 Bike It Schools per annum	Match funding from Sustrans until March 2009
Workplace travel plans	Number of work place travel plans	Need to do more to engage with employers
Acute Trust travel planner	Memorial and West Park Hospital travel plan actions	Match funding from Acute Trust until March 2009
Travel awareness marketing	Advertising – radio, billboards, printed material etc… Press coverage / brand awareness	Includes radio, press, bus back advertising. Also merchandise e.g. Local Motion jute bags.
Events	Guided cycle rides, Cycling festival, Step out walks Attendance /press coverage	Guided walks / cycle rides. Potential for greater partnership working.
Cycle training school pupils	650 pupils per year (50% of eligible age group)	Promotes both safety and cycle / walking

Pedestrian training school pupils	3000 pupils per year (90% of eligible age group)	
Cycle training adults	20-40 adults per year	Encourages safe and responsible cycling
Cycle loan scheme	20-40 per year	Small scale intervention – generates good publicity for Local Motion .
Local Motion **Smarter Choices measures**	**Output**	**Comments**
Local Motion members club	10,000 members – 6 newsletters per year / email communication.	Means of maintaining contact with residents
Local Motion website / Journeyshare and JourneyPlanner	Updated monthly	Relatively low cost means of communication
Printed information	Cycle map, bus map, bus timetables, community guides etc…	Clear evidence base that lack of information a significant barrier to sustainable travel modes
Travel research		Household travel surveys
Core Management costs		Team of three staff including a monitoring Officer
Annual budget		**£790,000**

Table 1

Indicators and targets

Key Local Transport Plan indicators, selected on the basis of their link with transport objectives, are shown in table 2.

Performance Indicator	Method of data collection	Baseline (2004)	2006	LTP Target (2011)	▲On target ▼ Below target
% Of car driver trips	Household travel surveys	41%	37%	37%	▲
Changes in peak period traffic flows (inner cordon)	Traffic counters		2% reduction on 2004	Hold growth to 3% increase on 2004.	▲
% of cycling trips	Household travel surveys	1%	2%	3%	▲
% of walking trips	Household travel surveys	25%	29%	27%	▲
Cycle flows	Cycle counters – annual average daily count	294	394	882	▲
Bus Patronage	Data from bus operators	9,591,000	8,831,401	8,480,000	▼
Mode share of journeys to School (% of journeys by car)	School travel census	25.9%	24.2%	23.5%	▲
Total killed and seriously injured	Data from Police (stat 19) Annual total	42	66	36	▼
Child killed and seriously injured	Data from Police (stat 19) Annual total	5	7	5	▼
Slight casualties		426	420	466	▼

Table 2

Note that over the longer term the annual number of traffic accident casualties is falling, accident data for the first nine months of 2007 is showing a significant reduction on traffic accident casualty figures over the same period as 2006.

Travel Behaviour change comparing 2004 and 2006

Household travel research shows that over the period September 2004 to September 2006 there has been a 9% reduction the number of car trips made by residents of Darlington. Chart 1 shows the relative changes in travel behaviour between 2004 and 2006.

This information is based on independent household travel surveys involving 4,269 residents in the 2004 baseline survey, 1,500 residents in 2005 and 1,500 residents in 2006.[1]

Data from further surveys (autumn 2007 and autumn 2008) will be available in due course.

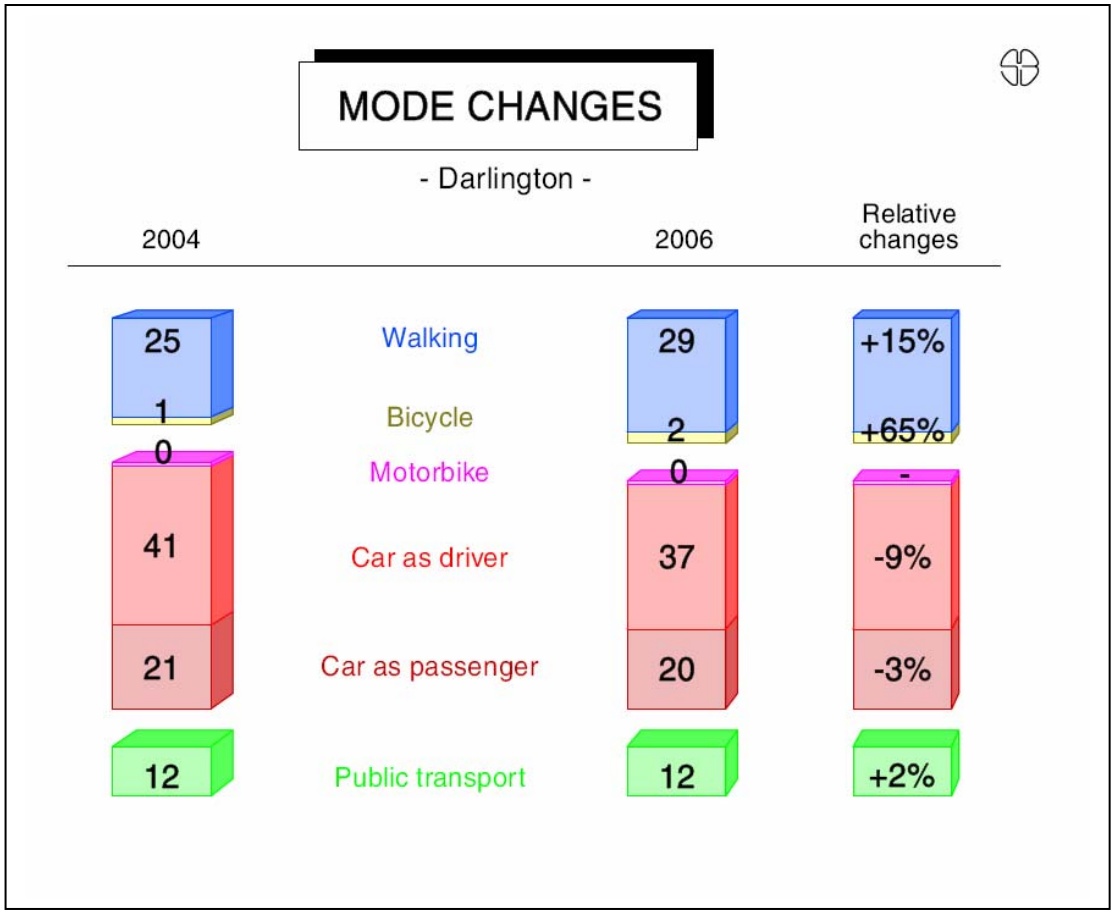


Chart 1

[1] Travel surveys completed by Socialdata during the autumn of 2004, 2005 and 2006. Socialdata are a leading authority on mobility research, employing a well-tried self-administered mail back format coupled with motivation by post and telephone, trademarked the New KONTIV design. The 2004 survey averaged a 59% response rate.

In absolute terms a 9% reduction in car trips by Darlington residents is equivalent to 3.8 million less car trips per year. Whilst a 15 % increase in walking and 65% increase in cycling equate to an extra 3.8 million walking and 620,000 cycling trips per year.

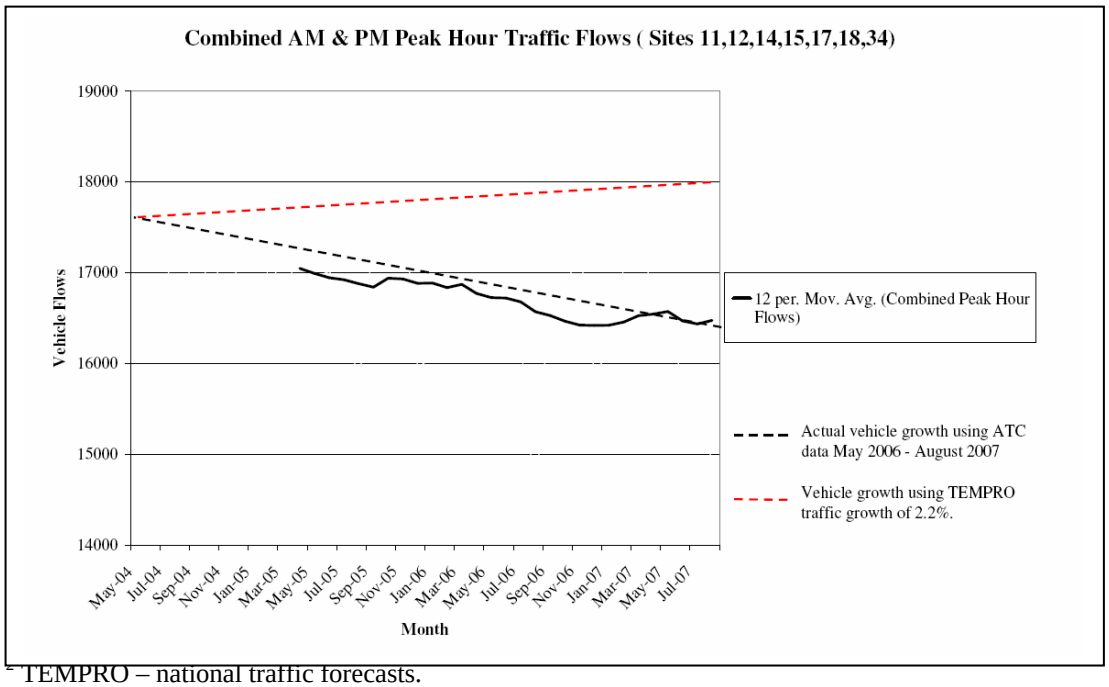
The 2006 household travel research, which took place in, the area visited by Team Local Motion Travel advisors in 2006 (one third of all households in the town) shows that overall car mileage fell by 12.8 Million Kilometres. This is equivalent to over 2000 tonnes of CO2 per year. This would offset the domestic emissions from heating around 800 homes per year.

Travel to School

Since 2005 Darlington schools have participated in an annual school travel census.
All schools take part in the survey on the same day, with pupils asked to respond to the question 'how do you usually travel to school?'
The most recent data, collected in September 2007 has shown a 1% decline in the number of car trips to school and a four fold increase in cycling (from 1% to 4%).

Automatic Traffic counts – inner cordon

Darlington has a network of automatic traffic counters operating 24 hour per day.
Analysis of data from counters operating approximately ½ mile from the town centre is showing an overall reduction of 2.4% in the average daily traffic flow (Monday – Friday), and similar a reduction in the average peak period traffic counts. In contrast counters located on the edge of the urban area are showing a 2.5 % increase in daily traffic flow, this is line with national traffic flow predications for Darlington[2].

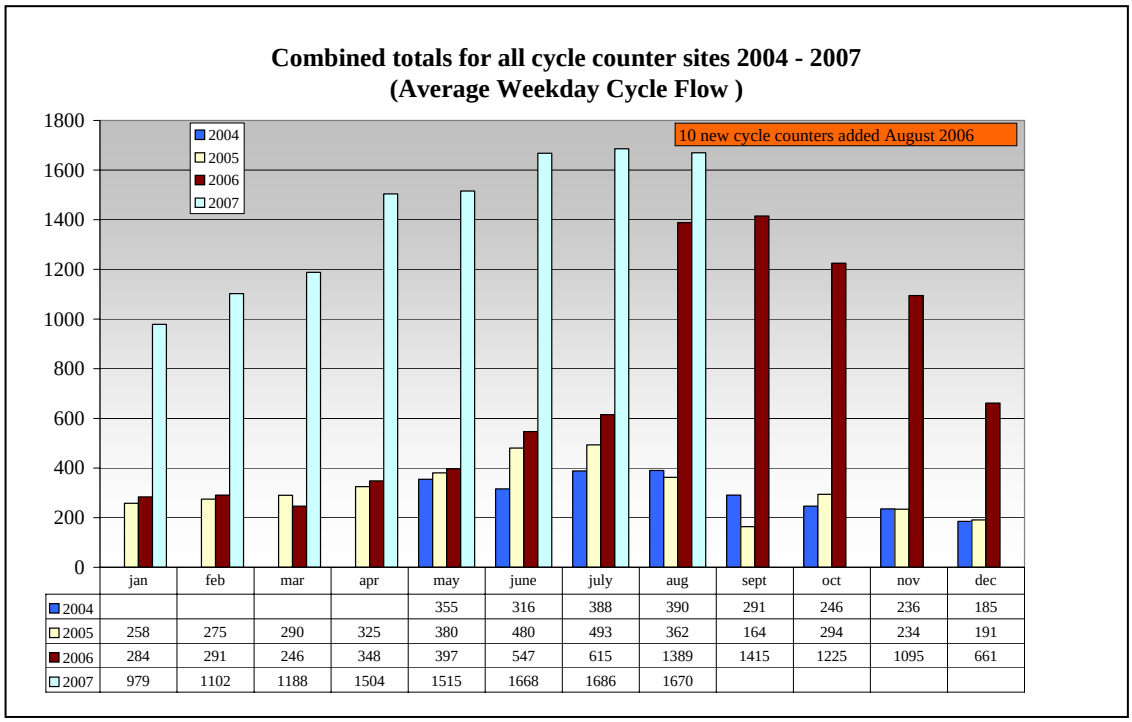


[2] TEMPRO – national traffic forecasts.

Chart 2 showing average peak hour traffic flow (Monday – Friday) on Darlington's urban road network.

Automatic and manual Cycle Counts

Charts 3 and 4 show data from Darlington's automatic cycle counters and from a 12-hour manual count of cyclists passing through a cordon around the town centre.



	jan	feb	mar	apr	may	june	july	aug	sept	oct	nov	dec
2004					355	316	388	390	291	246	236	185
2005	258	275	290	325	380	480	493	362	164	294	234	191
2006	284	291	246	348	397	547	615	1389	1415	1225	1095	661
2007	979	1102	1188	1504	1515	1668	1686	1670				

Chart 3

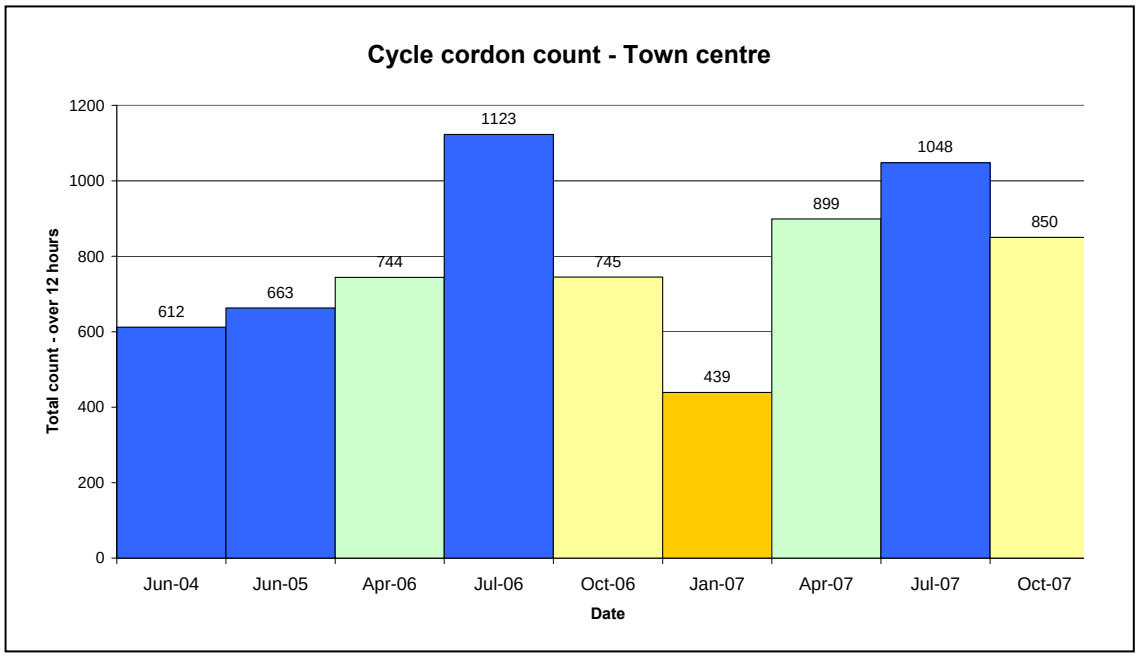


Chart 4

Charts 3 and 4 reveal that over the three years from 2004 – 2007, cycle counts have increased steadily. With a 70% increase in cycle trips through the town centre over three years and a 60% increase in cycles counted by the automatic counters.

Local Motion – brand awareness survey

A brand awareness survey completed over the summer of 2007 showed that 68.9% of the 1016 survey respondents recognised the Local Motion brand. 15.6% of the sample were Local Motion club members.

When asked about 'What do you think Local Motion is about?' residents gave the following response:

Giving people travel information	2.7%
Reducing car trips.....	6.1%
Encouraging cycling.....	4.9%
Encouraging walking.....	16.8%
Encouraging public transport	12.1%
Anti-car	1.5%
Reducing traffic congestion.....	1.2%
Sustainable travel	0.1%
Other (WRITE IN)	14.8%
Don't know / not sure……	39.9%

It is interesting that encouraging walking has the highest response. In absolute terms the greatest increase in trips has been through more walking. In contrast media coverage has focused more on cycling.

Conclusions

Darlington is unique in that we are piloting two national transport demonstration projects, both aiming to encourage greater use of sustainable travel modes.

This report focuses on the impact of Darlington's Local Motion 'Smarter Choices' programme on travel behaviour and the consequent reductions in transport related carbon emissions.

It is likely that a package of measures will be necessary to affect significant long term reductions in transport related carbon emissions, though short term reductions achieved through better use of existing technology and large scale

behaviour change programmes would significantly improve the long term impacts of human induced climate change.

Policies to reduce transport carbon emissions include the introduction of new technology, improved travel infrastructure giving higher priority to sustainable travel modes, regulatory and fiscal controls and the Smarter Choices behavioural measure such as that being implemented by the Local Motion programme.

Further working on evaluating Local Motion and putting together a succession strategy is in hand, and will be considered by Darlington Borough Council early in 2008.