



Choose How You Move

Evaluating Personalised Travel Planning

Monitoring and evaluation of sustainable transport measures is a key focus for ITP. In 2011 we were appointed by Leicestershire County Council and Aecom to evaluate their pilot residential behaviour change programme 'Choose How You Move' and were re-appointed to assess successive phases in Loughborough (2012-2014) and Coalville (2013-2014).

Scope of the project

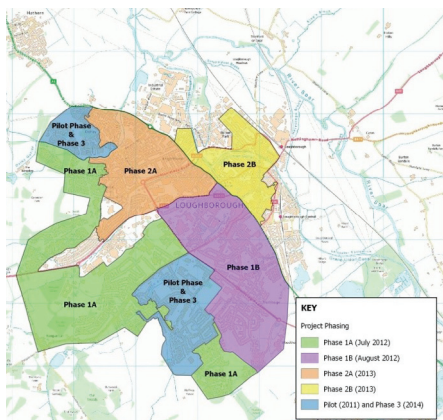
The Personalised Travel Planning (PTP) delivery team engaged with over 38,000 households between 2011 and 2014, offering residents the opportunity to obtain travel advice and resources in an effort to reduce car use for short trips (less than 5 miles) and raise awareness of sustainable travel.

Our role was to act as a 'critical friend' to the delivery team during the planning and implementation phase; whilst also carrying out an independent process and impact evaluation at the end of the project. It achieved:

- A 23% participation rate in PTP (8,000 households took part)
- An 18% point reduction in single occupancy car use for work trips
- A 15% point decrease in car use for shopping
- 14% of all participants stated that they had changed their travel behaviour since the project started

We were recognised for our expertise in 2014 when we were jointly awarded the CIHT's 'Sustainability Award' for this project.





Adaptive learning

We firmly believe that evaluation has a vital role to play in developing a robust evidence base on what works, why and under what circumstances. This can be used to adapt ongoing interventions for maximum cost effectiveness.

Our role as 'critical friend' to the PTP delivery team did exactly that. We provided advice and guidance to the delivery team regarding PTP best practice during the planning and implementation phase, training travel advisers in the theory of behaviour change and motivational speaking.

Evaluation approach

Our timeline for measuring the impact of the CHYM project was mirrored in the delivery programme, with primary data collected before and after PTP delivery. This survey data was supplemented by focus groups with PTP participants, interviews with key project stakeholders, and the collation of corroborative data to build a strong database from which to draw our findings. This holistic approach to data collection meant we were able to draw assured conclusions about the change in travel behaviour as a result of PTP.

Award-winning expertise

For over 15 years we have been evaluating behaviour change programmes for local and national government to assess the impacts and cost benefit relationships of interventions.

Our vast experience within this field means we are able to draw on past experiences to implement a tailored and reliable approach; using ITP staff members with expertise in marketing and social research techniques as well as a depth of understanding of statistical and economic analysis techniques.



Contact

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