



Local Sustainable Transport Fund

Changing behaviour in Southampton





Southampton

- Retail hub of south coast
- Cruise capital of EU
- Leading commercial dockyard
- Declining GVA per head
- High levels of public sector employment
- Growing inner city population
- Young population
- Short journeys to work
- High % of self containment
- Historic underinvestment in transport



LSTF Objectives and targets

- A 12 percentage points change in modal share away from the private car to other modes
- A real terms cut in emissions from transport (including freight) of between 10-20% despite the addition of 7 million more trips per annum over the next 20 years
- Facilitate the development aspiration of the City including 30,000 new jobs to 2026
- Economic growth by sustainable access, improved local employment opportunities and enhanced business performance
- Improve levels of physical activity, health and wellbeing through increased active travel



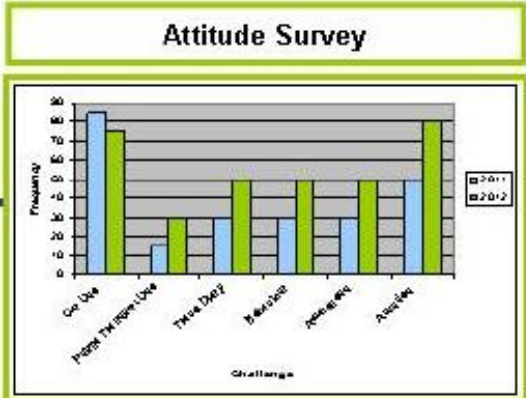
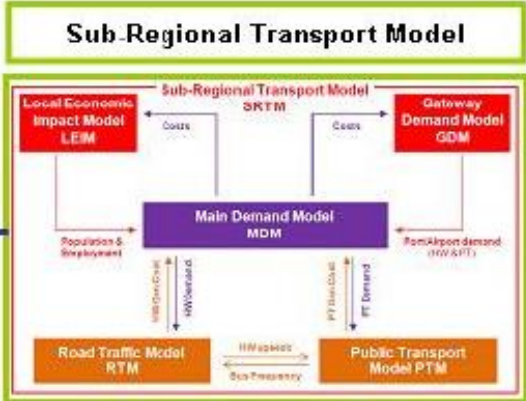
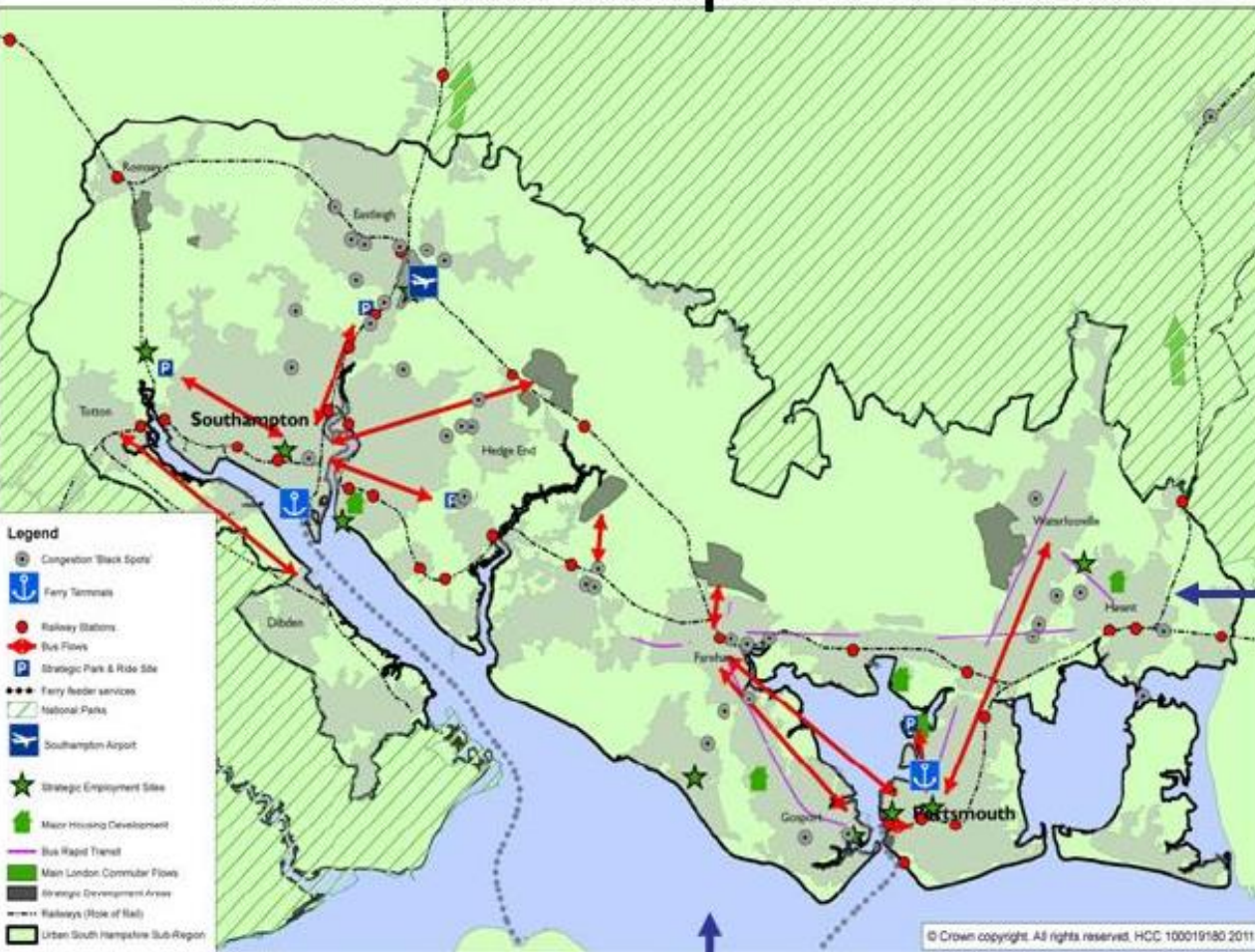
LSTF Principles

EVIDENCE LED

LEGACY

IN PARTNERSHIP

Local Sustainable Transport Fund Evidence



ECONOMIC

- TRANSPORT NETWORK
- PATTERN OF DEVELOPMENT
- INTERNATIONAL GATEWAYS
- ECONOMIC GROWTH SECTORS

ENVIRONMENT

- CARBON
- GEOGRAPHY
- ENVIRONMENT
- AIR QUALITY

SOCIAL – DEPRIVATION, HEALTH, PHYSICAL HEALTH & EDUCATION

Understanding Target groups through Mosaic

Segment 15: Well qualified, young professionals living in purpose-built prestigious locations

Key features

- Young professionals
- Good careers
- Purpose-built flats
- Use public transport
- Low interaction with the council
- Council tax - direct debit
- Very active lifestyles
- Light smokers
- Alcohol attributable admissions

Family composition Wealth Age group



Might look like....



Communication channels

Most likely to respond to:

Internet

Southampton Segment 15 are very confident using the Internet as a method of communication. This technology is likely to play an important role in both their work and home lives; they are likely to use it on a daily basis. Web based communication either through relevant websites or via email, would therefore be effective ways of reaching these residents.



SMS text

Mobile phones tend to be integral to the lives of Segment 15, keeping them continually contactable for work and their network of friends. Consequently, this would be an effective method by which to engage with this often time constrained population.



Telephone

Residents in this Segment are likely to be heavy users of landline phones for both business and personal use. Telephone advice lines that are open around the clock are a convenient way for this Segment to access information and interact with services at a time that suits them.



Least likely to respond to:

Face-to-face

Local newspapers



Travel behaviour change mandate

A Travel Attitudes Survey of 1500 Southampton residents in April 2011 asked...

“Smarter Travel Southampton is a proposed initiative, consisting of information, promotions and events to help local residents cycle, walk or use public transport more often to benefit their health and the environment and reduce local congestion.

Do you believe this is the kind of service that Southampton City Council should invest in?”

Yes = 86%

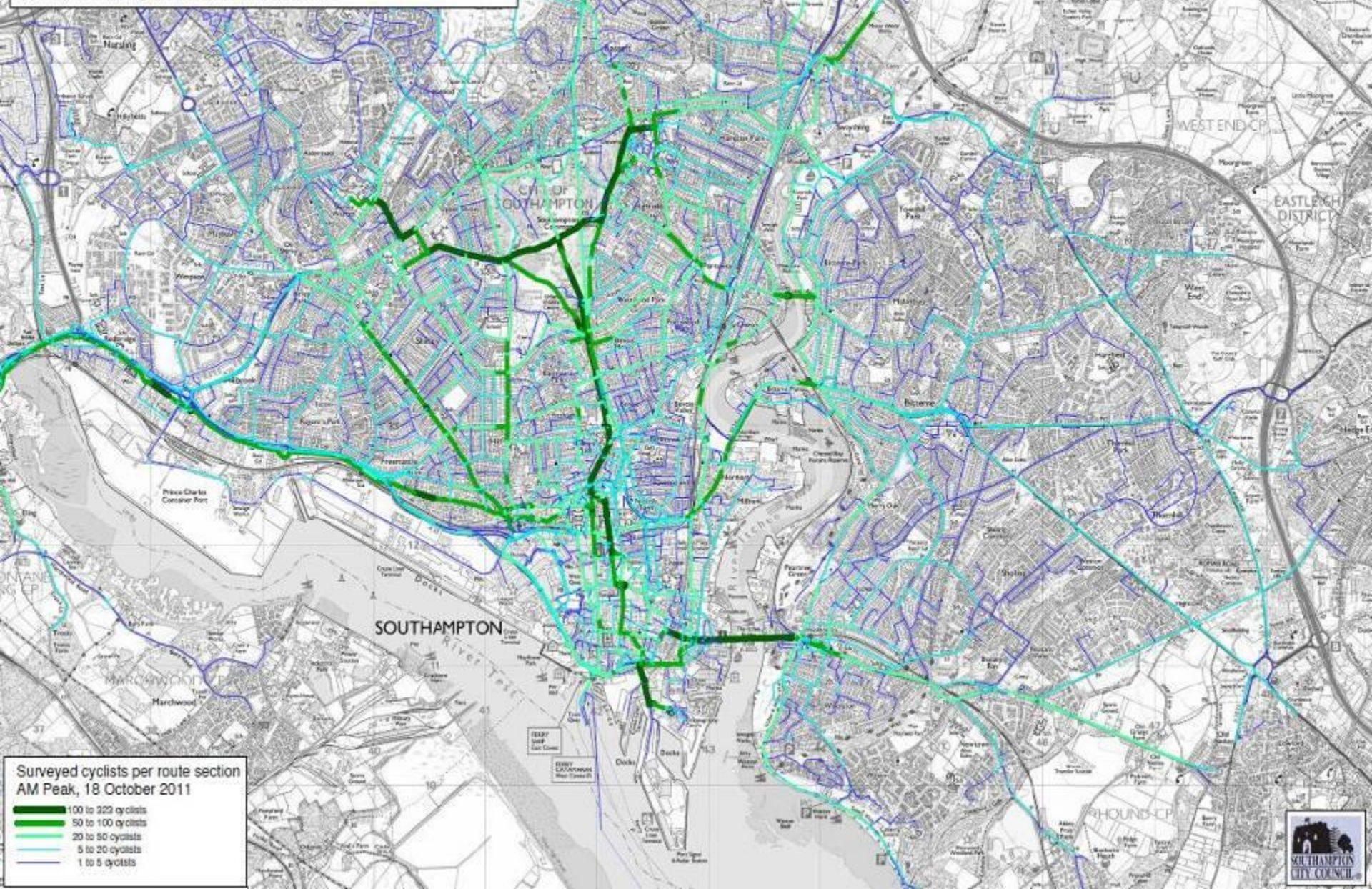
No = 8%

Southampton Cycle Survey-October 2011

Route Usage Intensity

This plan shows the intensity of cyclist use of all roads and cycle routes in the city. Each segment of route is shaded dependent on the number of surveyed cyclists passing over it.

Total sample size was 1,388 cyclists. This sample is estimated as being about 20 to 25% of the total number of cyclists on the road during the morning of the survey. Therefore actual use of each route may be around 4 times higher than the values shown on this map.



Surveyed cyclists per route section
AM Peak, 18 October 2011

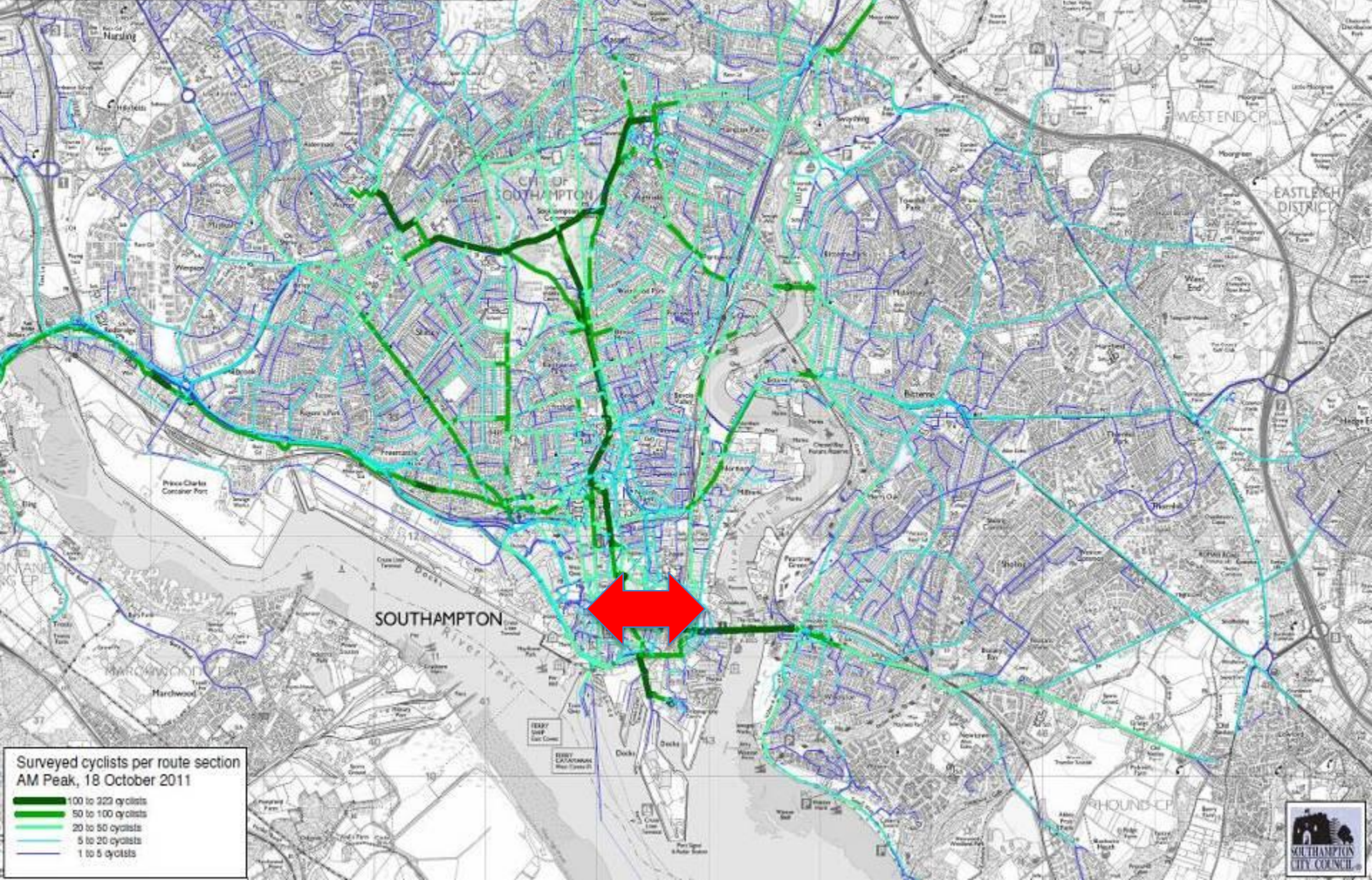
- 100 to 222 cyclists
- 50 to 100 cyclists
- 20 to 50 cyclists
- 5 to 20 cyclists
- 1 to 5 cyclists

Southampton Cycle Survey-October 2011

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Surveyed cyclists per route section
AM Peak, 18 October 2011

- 100 to 222 cyclists
- 50 to 100 cyclists
- 20 to 50 cyclists
- 5 to 20 cyclists
- 1 to 5 cyclists



Local Sustainable Transport Fund (LSTF)

Project	Lead	DfT grant funding (£)	Total with match funding (£)
A Better Connected South Hampshire	TfSH	17.84 mill	24.17 mill
Southampton Sustainable Travel City	SCC	3.96 mill	5.72 mill

TfSH – Transport for South Hampshire

SCC – Southampton City Council



Funded by the
Department for Transport





Centre for Sustainable Travel Choices



UNIVERSITY OF
Southampton



Funded by the
Department for Transport

Partnership Working



How it's delivered



Walking and cycling

- Community projects
- Adult cycle training
- Cycle maintenance training
- Bike Dr
- Led walks and rides
- Health promotion

Marketing & campaigns

- My Journey marketing
- Website
- My Journey Roadshows
- Events (e.g. SkyRide)
- Journey Planner
- Personal Journey Planning

Public transport

- Bus stop enhancements
- Station travel planning
- Brompton Dock (cycle hire)
- Promotion of Solent Travelcard

Schools

- Accreditation and campaigns
- Bike-It
- Independent travel training
- Walk once a week
- College travel plans
- Cycle parking

Smarter driving

- Car clubs
- Car sharing
- Smarter driver training

Businesses

- Tailored advice and support
- Specialist business forums
- Commuter Challenge
- Cycle parking
- In to Work with a Solent Travelcard

Freight

- Sustainable Distribution Centre
- Promotion of green deliveries

Infrastructure changes

- Eastern Cycle Route
- Station Quarter (North) public realm scheme
- Real Time Information for Buses
- Pedestrian wayfinding

Technology

- Air Alert
- Smart phone apps
- Social media / website





My Journey Campaign



Funded by the Department for Transport





Projects: My Journey products

Walking and
Cycling



- Free Bike Dr (public, schools, workplaces, community events)
- Maintenance courses = £5
- City cycle training = £5
- Bike loan schemes at community centres
- Volunteer led health walks
- Joint Public Health project in Redbridge and Coxford wards
- Sustrans Active Steps





Projects: Travel Training

Access to training





Projects: Into Work with a Solent Travel Card

Access to
employment

In partnership with Southampton Job Centre Plus

Criteria

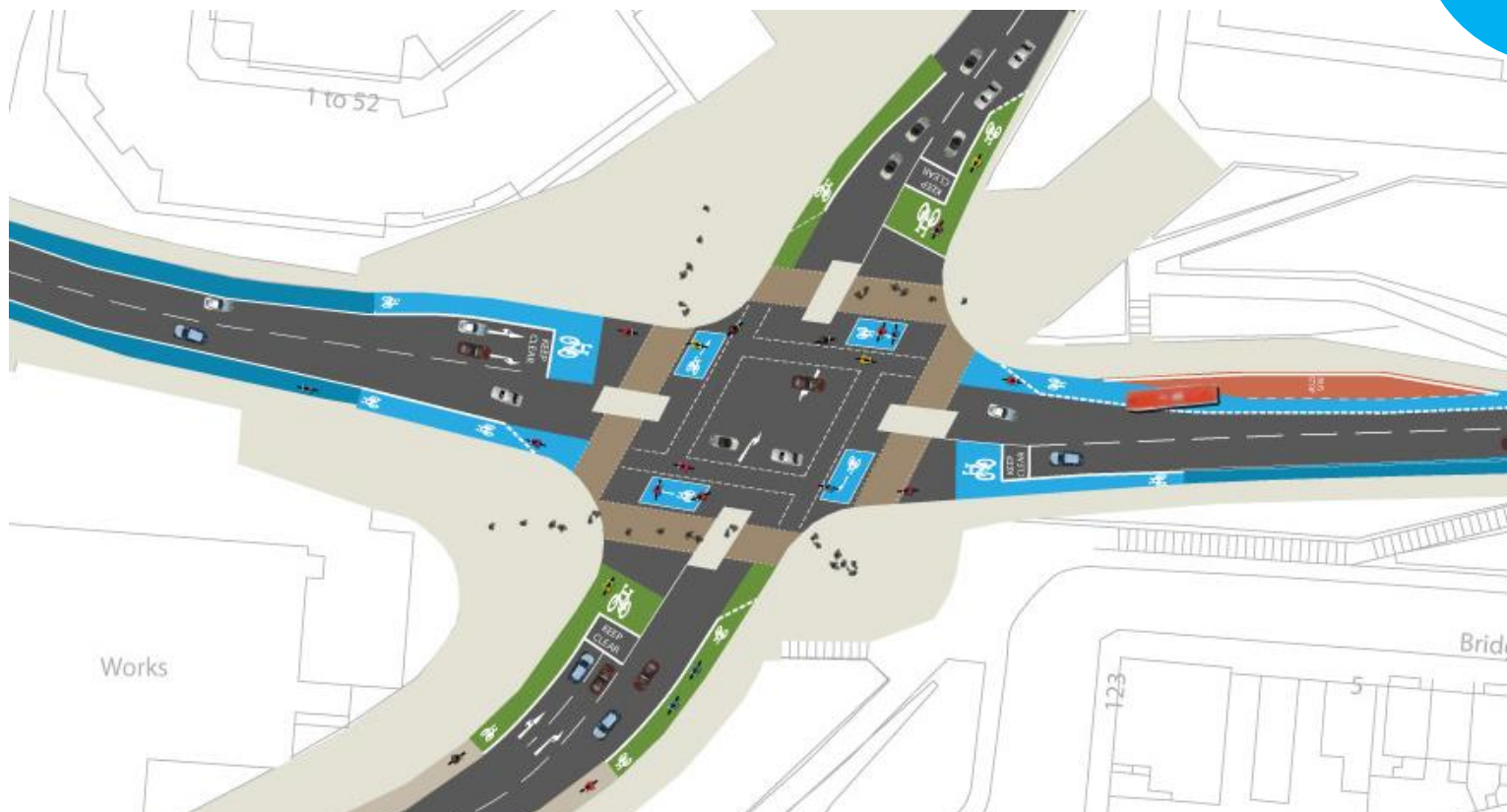
- Unemployed for around 13 weeks
- 18-24 years
- Transport costs as a barrier
- Transport horizons





Projects: Cycle infrastructure

Cycling



Funded by the
Department for Transport





Projects: Legible Bus Networks

Public
transport



- Common branding & timetabling
- Phase 1 2012/13 – 181 bus stops
- Phase 2 2013/14 – 180 bus stops





Projects: Real Time Bus info

Public
transport

- Motivated by budget cuts
- Innovative delivery model
- Revenue costs cut from £260k to £40k

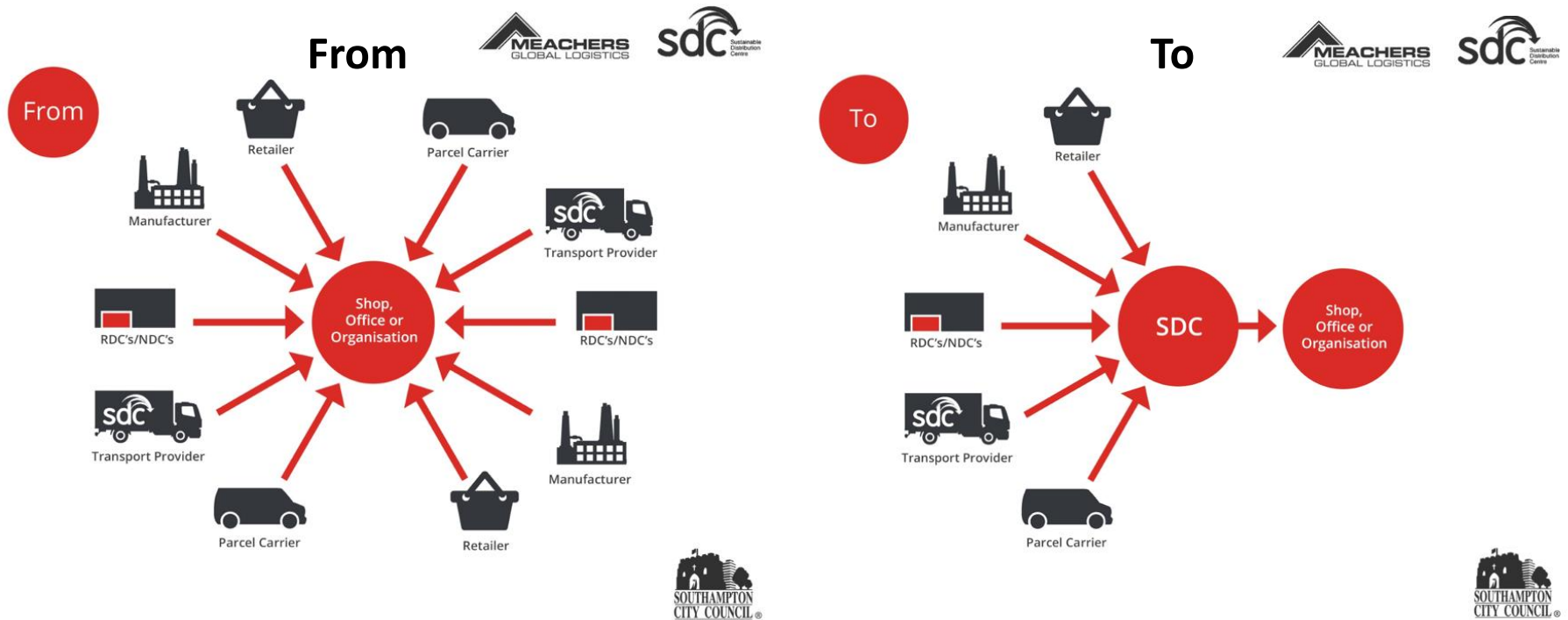




Projects: Sustainable Distribution Centre

Freight

Smarter Sustainable Logistics



Funded by the Department for Transport





Project: Journey Planner



Journey Planner >

Live Bus Departures >

Live Train Departures >

Quick Journey Planner search

-- Leaving from --

-- Going to --

Search >

My Journey Southampton
www.myjourneysouthampton.com

my Journey HELPING HAMPSHIRE GET AROUND

Wednesday, 13/03/2013 - 13:26

Plan your journey | Journey options | Journey details

From: Southampton City Centre, Hants
To: Royal South Hants Hospital
On: 01/03/2013 - 16:45

Mode	Depart	Arrive	Duration	Distance	Calories	CO2
Bus	17:20	17:35	15mins	-	38 cal	0.1kg

Journey Details - Bus Directions

A Southampton City Centre, Hants

- walk** 13:32 - 13:41
9mins
Walk from Southampton City Centre, Hants, United Kingdom to Southampton City Centre, Above Bar Street (on Above Bar Street).
- bus** 13:41 - 13:46
1 stop, 5mins
Board at Southampton City Centre, Above Bar Street, stop AD (on Above Bar Street) [SMS:sohdagj] and take the bus number 7 towards Townhill Park, Meggeson Avenue and alight at Nicholstown, RSH (N-bound) (on St Mary's Road).
- walk** 13:46 - 13:50
4mins
Walk from Nicholstown, RSH (on St Mary's Road) to Royal South Hants Hospital, Southampton, SO14 0

Royal South Hants Hospital

Add return trip

Click the 'i' to find out about fares.



Funded by the Department for Transport





Projects: Linked Projects

The strategy



Public Realm improvements, RGF, Growth fund



BETTER BUS AREA FUND



Next Stop Audio-Visual Systems

Bus refurbishment

Hybrid Flywheel technology





Legacy

- Over £500k reduction in revenue costs
- 40 individuals travel trained saving on social care budget and more important some real life skills and independence given
- RTI operating costs reduce from £260k PA to £40k
- Smartcard back office consolidation and sharing
- Over 100 apprenticeships in bus sector
- Training for HGV drivers addressing market supply failure
- Job centre plus resulted in 1400 jobseekers trained and supported. 45% went on to secure a job compared to 5% in control group



Evidence Led

- 3% modal shift away from car in second year
- 3% increase in cycling between 2011 -2013
- Statistically significant 6% reduction in vehicle traffic on primary routes in the city. Compares well to control areas
- Large rise in car sharing
- Rail patronage grown by 10% but in line with national trends

But

- Small reduction in walking?
- Bus patronage holding steady – an achievement in light of significant network change and subsidy cuts



Partnership

- Strong partnerships formed with voluntary sector that have had their own bid success
- Strengthened regional partnerships with other local authorities leading to shared delivery and closer joint working
- Freight consolidation centre is heading towards being commercially viable without public sector support due to co-design of proposals with private sector
- Soup club!
- Recognition
 - Marketing awards
 - Design awards
 - Transport City of the Year 2013

SOUTHAMPTON CIVIC CENTRE
COMMENCED 15TH APRIL 1926 FOUNDATION STONE
LAID BY H.R.H. THE DUKE OF YORK 17TH JULY 1930
THE MUNICIPAL OFFICES OPENED BY T.R.H. THE
DUKE AND DUCHESS OF YORK 8TH NOVEMBER 1932
THE LAW COURTS OPENED BY THE LORD CHANCELLOR
VISCOUNT SANKEY 1ST NOVEMBER 1933 THE
GUILDHALL OPENED BY THE EARL OF DERBY 12TH
FEBRUARY 1937 THE ART GALLERY SCHOOL
OF ART AND LIBRARY OPENED BY T.R.H. THE DUKE
AND DUCHESS OF GLOUCESTER 26TH APRIL 1939





Further information

www.myjourneysouthampton.com

Thank you for listening.

Any questions?