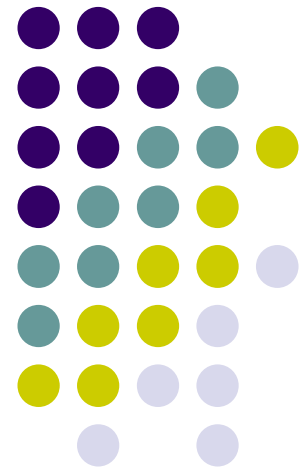


Panel visits to London Borough of Sutton & Peterborough City Council

A summary of the key
findings from sustainable
travel programmes



Similarities in the approach



- Both Peterborough and Sutton were provided with dedicated funding - £3.2m and £5m
- Clear & transparent objectives: modal shift
- Non intrusive but positive approach
- Balanced programme of initiatives
- Stakeholder board
- Branding is critical for programme cohesion and public recognition

Similarities in activities



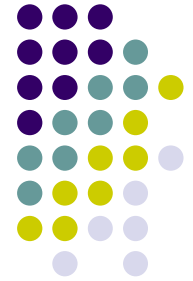
- Research travel needs – with effective targeting
- Improve level and quality of travel information
- Travel planning central to programmes
 - Schools → Workplace → Individual
 - Inexpensive approach to individual travel planning
- Influence land use and planning
- Social marketing (travel awareness)
- Pilot new interventions i.e. GP referral for cycling

Key learning



- Programme delivery: planning, targeting & monitoring
- Utilise partnerships – shared policy objectives
 - Travel awareness events good for building partnerships
- Use free advertising space to get message across
- Refresh or reapply initiatives
- Move toward integrated approach to transport – holistic areas based solutions
- Lock in the benefits - traffic calming

Innovations



- Discount cards for sustainable Cycle courier project in Sutton – encourage small business
- Cycle to local shopping centres – incentive scheme
- Solar studs for travel route awareness
- Travel packs with estate agents
- Experiment and innovate – but evaluate