

6.13 Travel Awareness and Household Travel Management

OBJECTIVE

To educate and raise public awareness of the effects of car use, to encourage and assist people in managing their car use and to complement other measures aimed at encouraging alternatives to the car.

ISSUES

- 6.13.1 Improved public transport, better conditions for cycling and walking, and traffic restraint have a more beneficial effect when they are implemented in tandem with a public awareness campaign. Travel Awareness campaigns have been implemented successfully in England under the ‘Travelwise’ banner, and the authorities in SESTRAN have joined the Scottish part of this campaign. Marketing of more sustainable modes of transport is an important element of this work.
- 6.13.2 Household Travel Management involves the provision of personalised travel advice to individuals to reduce car dependence. Two pilots were conducted in the UK in 1997 - 78, in Leeds and Nottingham. Early results indicate a 10% reduction in car driver trips and driver distance, and a 25% reduction in driver time.

SOCIAL INCLUSION AUDIT

- 6.13.3 By raising awareness and working directly with individuals to plan their travel by sustainable modes provides more demand for the more socially inclusive means of transport. Increased demand often means higher levels of provision and quality thus benefiting all who do not have access to, or choose not to use a car, regardless of reason.

POLICIES

- TA1 The Council, in conjunction with partner organisations, will work to help raise awareness of transport choices through travel awareness and marketing initiatives.
- TA2 The Council will, in planning agreements with developers for new office, retail and residential developments, seek funds for travel awareness and personalised travel advice projects aimed at reducing the demand for car travel to/from that development.

ACTION PLAN

Base Strategy

The Council will:

- TAP1 Continue to be an active member of Travelwise.
- TAP2 Carry out a pilot household travel management scheme.
- TAP3 Continue to increase travel awareness through its work on School Travel Plans and Employer Travel Plans.

Preferred Strategy

The Council will carry out the measures in the Base Strategy and will, in addition:

- TAP4 Implement a targeted travel awareness campaign.
- TAP5 Carry out a large scale household travel management scheme.