

HAMPSHIRE COUNTY COUNCIL

Executive Decision Record

Decision Maker:	Executive Member – Environment and Transport
Date:	12 June 2012
Title:	Adoption of ‘My Journey’ Campaign Identity
Reference:	4026
Report From:	Director of Economy, Transport and Environment

Contact name: Geoff Hobbs

Tel: 01962 846811

Email: geoff.hobbs@hants.gov.uk

1. The decision:

- a) That the Executive Member for Environment and Transport approve the proposed ‘*My Journey*’ campaign identity for use in the promotion of sustainable forms of transport for local journeys in Hampshire.
- b) That the County Council works closely with Portsmouth and Southampton City Councils and the New Forest and South Downs National Park Authorities to maximise the effective use of resources in delivery of the *My Journey* campaign within Hampshire.

2. Reasons for the decision:

- 2.1. Travel awareness campaigns and travel planning initiatives form part of the County Council’s approach to managing traffic and travel within Hampshire, and are referred to within the ‘long-term strategy’ element of the Hampshire Local Transport Plan 2011-2031, adopted by Full Council in February 2011. Since the Local Transport Plan was published, the County Council and its partners have been successful in securing external funding through bids to the Department for Transport, to deliver projects which include travel awareness campaign activity as an integral component.
- 2.2. To be successful, the travel awareness campaign needs a clear identity to help communicate to people key messages and calls to action about sustainable modes of travel and, by means of recognition, create associations that will successfully position local bus, rail, car-sharing, walking and cycling as attractive and viable alternatives to single-occupancy car travel.
- 2.3. A clear identity, properly promoted, will help the County Council and its partners to deliver successful Local Sustainable Transport Fund (LSTF) and Better Buses Area Fund projects that are able to achieve public acceptance

through positive association and recognition, and encourage greater enthusiasm for sustainable travel modes. This, in turn, will help to generate the necessary support from funding organisations and other stakeholders. Given the close geographical proximity of the various successful projects and submitted bids, development of a single campaign image will be productive and help to strengthen the key messages conveyed.

3. Other options considered and rejected:

3.1. The option of not developing an identity for the travel awareness campaign within Hampshire was considered and rejected, as it is accepted that effective promotion of sustainable travel modes is essential if their profile is to be raised in the County and encourage people to make informed choices about how they travel.

4. Conflicts of interest:

4.1. Conflicts of interest declared by the decision-maker: None.

4.2. Conflicts of interest declared by other Executive Members consulted: None.

5. Dispensation granted by the Standards Committee: none.

6. Reason(s) for the matter being dealt with if urgent: not applicable.

7. Statement from the Decision Maker:

Approved by:	Date:
-----	12 June 2012
Executive Member for Environment and Transport Councillor M J Kendal	