

A Better Connected South Hampshire

Highlights report 2014/2015 and end of project summary 2012/2015



Introduction

Transport for South Hampshire & the Isle of Wight (TfSHIoW) now Solent Transport (ST) is a partnership between Hampshire County Council, Portsmouth and Southampton City Councils and the Isle of Wight Council set up to improve transport for the South Hampshire and Isle of Wight area. In June 2012, TfSHIoW was awarded £17.3m by the Department for Transport for a programme of sustainable transport initiatives in Portsmouth, Southampton and South Hampshire.

The programme, which is called A Better Connected South Hampshire, aims to reduce the negative impact of traffic, make it easier for people to get to local employment, and improve air quality. Helping people choose different ways to travel – particularly on shorter journeys – can save them money as well as having health benefits. Reducing traffic on the roads means people, products and services can move around more easily and this, in turn, can improve employment prospects as companies see South Hampshire as a great place to establish and grow a business.

The funding covers three financial years, from 1 April 2012 until 31 March 2015. As well as the £17.3m from Government, a further £13m is being contributed locally (from both public and private sources), making the value of the whole programme more than £30m.

This report looks at the highlights of what has been achieved during the third year of the project and provides a summary of the completed project.

Delivering A Better Connected South Hampshire

The six key aims of the programme are:

1



To boost economic growth by improving local employment opportunities

2



To help businesses improve performance by providing a robust transport network that helps to reduce congestion

3



To make it easier for people to get to work, school, shops and healthcare in our cities and towns

4



To cut emissions by reducing people's reliance on the car, particularly for local journeys

5



To reduce unemployment in areas of deprivation by making it easier for people to get to where the work is

6



To improve people's health and wellbeing by encouraging more active ways to travel



I'm delighted with the outcomes achieved through the Better Connected South Hampshire project. Its proven to be a huge success with local people benefiting from discounted cycle training, free led walks and rides and bike maintenance.



We have introduced Solent Go - a multi modal, smart travelcard which is one of the first in the UK (outside of London) making travel by bus and ferry easier. Sustainable travel planning has been provided in schools, work places and communities - including job seekers; who have benefited from travel support to help access jobs. New infrastructure has been put in place for buses, in addition to new cycle lanes and crossings. Since the start of the project over half a million people have visited the My Journey website to find out how they can travel more sustainably.

My Journey marketing activity has been recognised in both the sustainable travel and marketing industries by winning awards for effectiveness. The brand has been adopted by our colleagues in Wokingham and potentially the IOW. Whilst its early days, evidence from the University of Southampton indicates that the project has made a positive impact in South Hampshire.

Cllr Jacqui Rayment, Vice Chair, Solent Transport



OVERVIEW

We identified nine transport corridors at the outset, where we could improve connections to local employment opportunities for areas of high population through public transport, walking and cycling. As well as concentrating on the busiest roads, we are focusing on groups of households where research has revealed that people are more likely to consider using their cars less. The corridors are shown on the map below:

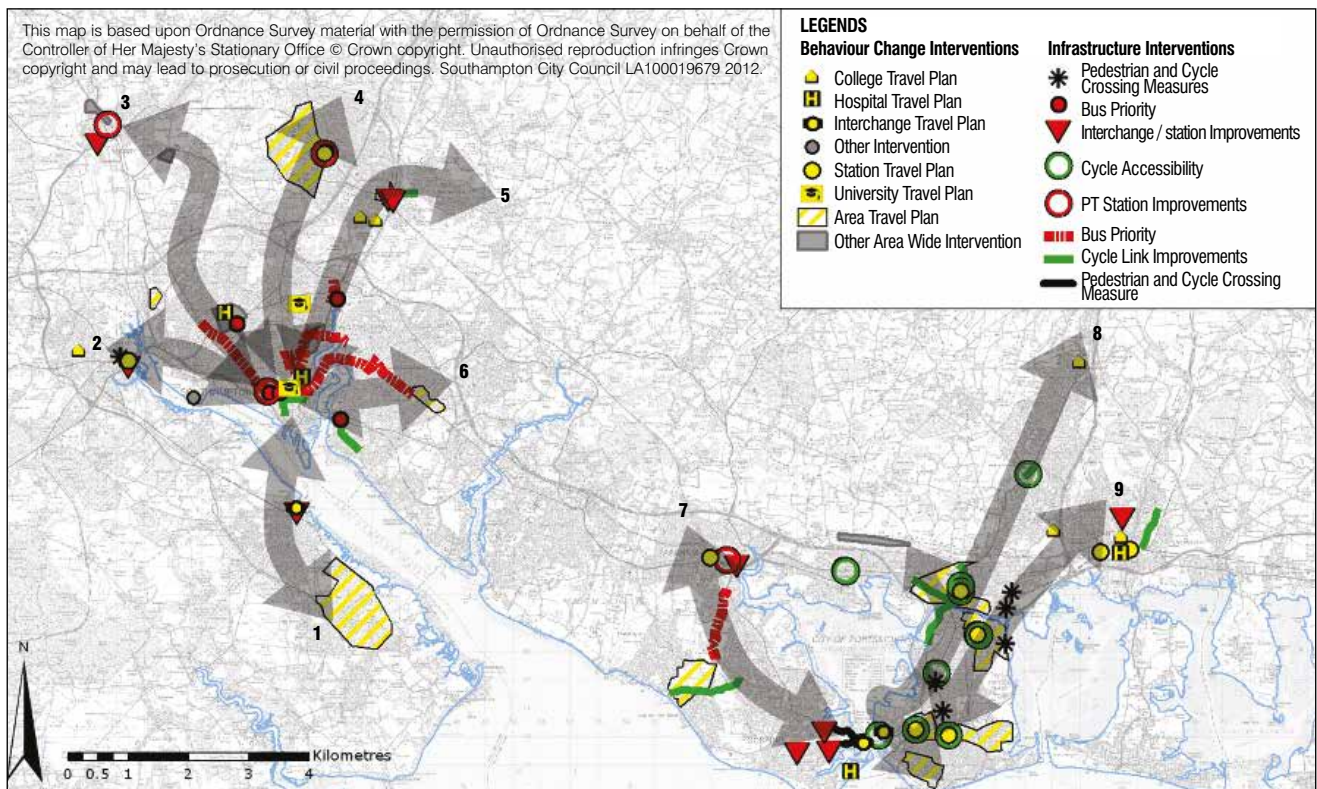


Figure 1: Targeted corridors with proposed interventions superimposed and 2011 populations (adapted from graphic originally prepared by MVA consultancy for the TfSHIoW Business Case)

Our plan of action

To achieve our aims, we broke the programme down into three key elements:

1 The introduction of a new public transport smart card to replace the existing paper based Solent Travelcard, that will be accepted by all bus and ferry operators.

2 Physical improvements along the busiest bus corridors into Southampton and Portsmouth (including 'real-time' public transport information (RTI)), bus priority measures, cycle paths and stands, and improvements to rail stations):

- Enhancements to 16 bus and rail interchanges with improved access, more and clearer information, cycle parking, better shelters and seating.
- Improving bus reliability by giving them priority over other traffic where possible and making improvements at busy junctions to help traffic flow.
- A step change in public transport information with 250 screens at bus stops displaying 'real-time' bus arrival information, plus the ability at other bus stops to access real-time information online using smartphones and through SMS text.
- More and better facilities for cyclists and pedestrians through new cycle links and pedestrian and cycle crossings.

3 Targeted activity aimed at encouraging people to consider trips by sustainable forms of travel (walking, cycling and public transport):

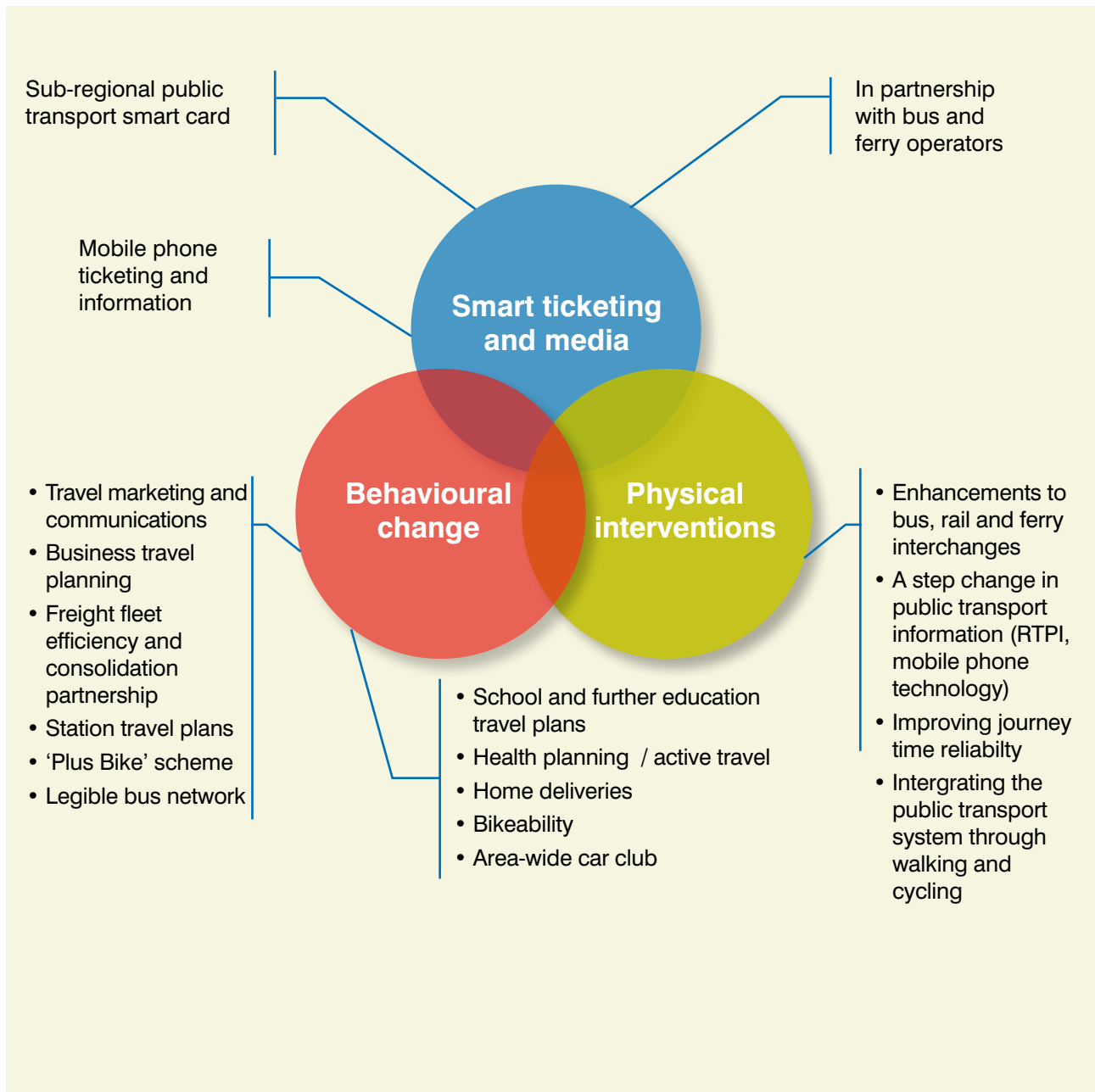
- 'Travel awareness' campaigns to make people think about trying alternatives to the car for short journeys.
- Provide people with travel plans to help them make the most of combining travel modes (for example, bus and rail).
- Provide information and workshops to help with travel planning to key groups of people, including residents, businesses and large employers such as schools, colleges and hospitals.
- Provide travel plans and initiatives to schools.
- Promote the benefits of a new public transport smart card.



"I have begun walking into town on many occasions rather than taking my car. It is so less stressful than finding a parking space and remembering what time to get back to vehicle."
Maureen, Gosport



Main elements of the Better Connected programme



Rebecca has gone from not cycling at all to commuting by bike most days – saving money and dropping two dress sizes. She has now bought her own bike and is keen to support others, so she has become an Active Travel Champion. *Rebecca works for B&Q*



Making it happen

This section of the report provides a summary of the key projects delivered during 2014/15.

New and improved infrastructure

- 186 real-time information screens at bus stops across South Hampshire and Portsmouth.
- Real Time Information on key bus services in Portsmouth including the new Tipner Park and Ride (P&R) service. P&R passengers also benefit from large displays at the waiting room and next bus announcements for the partially sighted.
- Installation of wayfinding totems and/or fingerpost signs in six of the key towns outside of the main cities (Gosport, Fareham, Eastleigh, Romsey, Havant, and Totton). Totems were installed in Fareham and unveiled by the Cabinet Member for Environment at a ceremony in April 2014;
- Improvements to the A27 Western Way Bus Lane Fareham to increase traffic capacity and improve journey time reliability for all transport modes, including the BRT Eclipse;
- Public Realm improvements at Eastleigh Station adjacent to the Grade II Listed Building to improve accessibility within the site. The design also took into account new cycle routes being delivered in the area (Bishopstoke Road and Leigh Road).as well as providing a much better integration with Eastleigh Town Centre;
- Delivery of the Station Quarter redevelopment continued in Southampton. This project forms part of a huge programme of investment around Southampton rail station, forecast to deliver 4,000 new jobs and 800 homes.



Walking and cycling

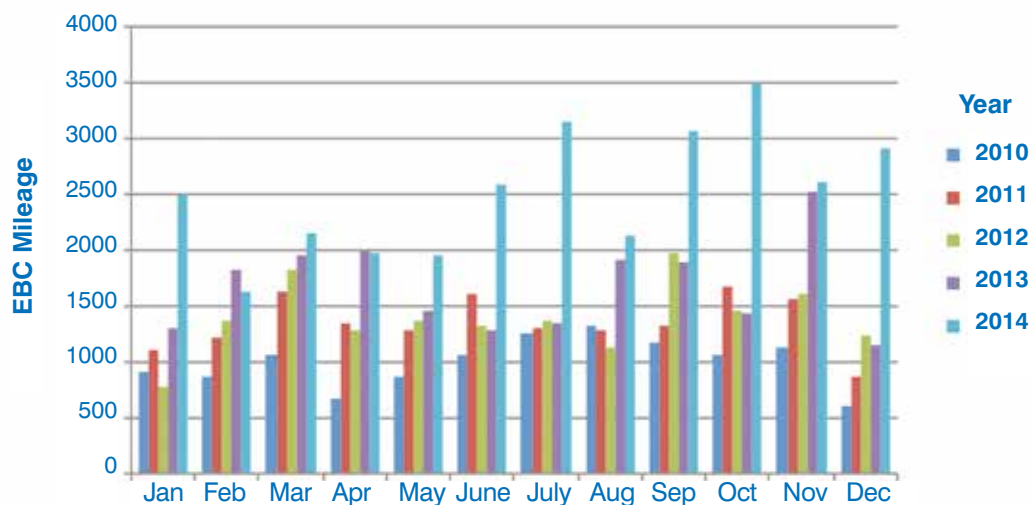


- Completion of the 5km off road Bishopstoke-Eastleigh railway station cycle link. The scheme delivered an off-road share use footway/cycleway which will link Eastleigh railway station and town centre with users of 'The Hub' sports and recreational centre and local businesses, as well as residents of Bishopstoke Road and the surrounding area;
- Marine Parade off road cycleway - in partnership with Gosport, Fareham and Eastleigh Borough Councils and Southampton City Council, Hampshire County Council completed this roughly 1km section of the National Cycle Route NCN2;
- Eastern Road, Portsmouth - this scheme provided controlled pedestrian and cycling crossing facilities (Red Man / Green Man) at the junction of Eastern Road and Anchorage Road.

Car clubs

LSTF funding was used to support an existing car club in Eastleigh which was available to local residents and council employees. Use of the vehicles has increased year on year with particularly strong levels of growth once LSTF funding became available.

Eastleigh car club total bookings



SolentGO

from A to B to sea

Solent Go is the all new multi-operator smartcard for bus and ferry travel in South Hampshire. A successful launch event was held on 4 August 2014 at the Bargate Monument in Southampton and achieved considerable interest from local and national transport press. The event was well received with good attendance from operators and key stakeholders including ATOC and DfT as well as the general public. This event represented the start of a Solent Go roadshow where over 6,500 people were engaged across 10 towns in South Hampshire. City zone tickets for Portsmouth and Southampton were launched in November 2014 and was supported by a marketing and publicity campaign that focussed on the benefits of lower pricing for more localised travel.

A second roadshow engaged 7,079 people and achieved 627 Solent Go travelcard sign ups. Following this activity awareness levels for the Solent Go travelcard was at 19% when tested amongst 1,200 local people, which is an excellent result in such a short space of time.

Take up has been steady with income during 14/15 of approximately £46,200 across all tickets (rising to £88k for 15/16 to date). Red Funnel and Hovertravel are now live and Wightlink ferries progressed well with the implementation of the necessary infrastructure to allow them to accept the Solent Go card and launch in 2016.



Spotlight on the pledge

During 14/15 we ran a major campaign asking people to pledge a journey or regular journeys using sustainable modes of transport. The target was to secure 100,000 miles pledged to sustainable transport modes and was linked with all other challenges and pledges running across schools and work places. Pledges could be made online or at events via a physical 'pledgeometer'. The campaign began in June 2014 and was launched with radio promotion, electronic direct mail and social media.

Between June 2014 and April 2015 we talked to more than 55,600 people about sustainable travel and how it could work for them. The campaign was an outstanding success, with more than 37,000 pledges made amounting to more than 550,000 miles pledged to travel sustainably.

The campaign has been recognised for achieving outstanding results of just over 37,000 pledges and was shortlisted for best Public Sector marketing campaign and best LSTF marketing campaign of the year 2014/2015.





The brand

My Journey is an engaging and memorable brand that uses illustration to communicate its key messages in relation to sustainable travel. Awareness of campaigns, following direct activity were at 24% in South Hampshire, 45% in Portsmouth and over 50% in Southampton with clear indications of behaviour change as a result.



My Journey Campaign Awareness



Scan here for the school travel web pages



“I live in Gosport, work in Southampton and go shopping in Portsmouth. I’ve seen advertising for My Journey in all three places, which has definitely made me want to find out more. If it was three different logos that looked completely different, I would probably find this confusing and not bother.”

Tina Dale - Gosport





No flapping

Compare journeys by bike, public transport, on foot and car to save time and money



www.myjourneyhampshire.com

Funded by the Department for Transport



All local versions of the My Journey website are interlinked and consistent in style to ensure the end user has an unwavering My Journey experience. Council traffic and travel information (ROMANSE) and related sustainable travel charities and business information are all available on the website.

The aim of the website is to be a one-stop destination for all things travel related in the Hampshire area. The number of visitors to the website up to March 2015 was 212,342 unique visitors with a 30% return rate. This demonstrates a demand for a local online sustainable travel hub. The website hosts a poll that asks people if My Journey has led them to using their car less. In 2013/14 36% of people who completed the online poll said My Journey had helped them use their car less and in 2014/15 this increased to 59%

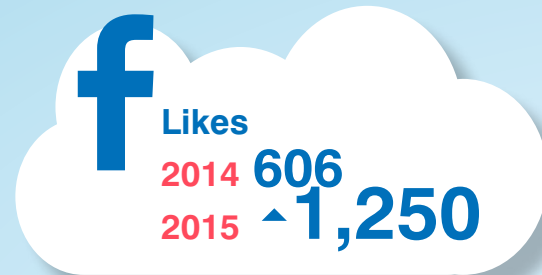
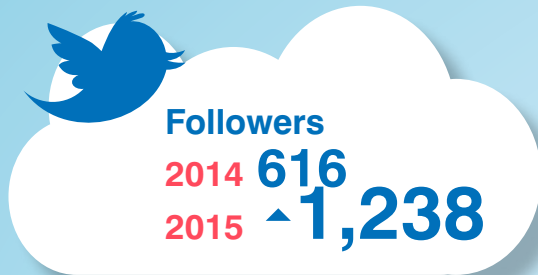
Funding has been secured to maintain the website and ensure it remains fully functional with fresh and up-to-date with relevant content.

59% said My Journey has led them to using their car less



Social media

My Journey engages the public in behaviour change via social media. Channels consist of Facebook, Twitter and the Fix My Journey platform. These channels are shared across the three authorities of Hampshire, Portsmouth and Southampton. At the beginning of January 2014 there were 616 Twitter followers and 606 Facebook page likes. By March 2015 these figures had increased to 1,238 and 1,250 respectively.



Facebook

Posts are sent out daily to this group. Communications are varied and relate to a variety of events and activities across all authorities. This year social media communications have linked more closely to campaigns to increase relevance, contain more photos, challenges and competitions. My Journey regularly tweet and retweet messages from other associated sustainable travel groups and forums. In particular there is good engagement with local cycling communities, partner charities such as CTC, Sustrans, Living Streets and local authorities and the local community.



Twitter

My Journey regularly tweet and retweet messages from other associated sustainable travel groups and forums. In particular we have good engagement with local cycling communities, our partner charities such as CTC and Sustrans, Local Authority Twitter accounts and the local community.



#fixmyjourney

Fix My Journey is a social media advocacy platform where individuals choose to post sustainable travel related messages from My Journey to friends and family. In return they can earn prizes through a points reward system. The platform was set up in January 2014 and had 136 advocates sharing 1,517 posts that in turn led to 400,036 page impressions. By March 2015 Fix My Journey has 1,430 advocates, 1,327 endorsements and 1,341,406 impressions. Through this platform we have found advocates are more likely to share content when compared to those who have signed up to our Facebook and Twitter accounts.



10,800 to 18,000

in-depth conversations per year about travel choices

Events have been an integral information dissemination process for My Journey and for engaging with the local community about their travel behaviour. Direct, in-depth face-to-face conversations are more likely to lead to a change in behaviour than any other form of marketing. In 2014/15 each authority hosted around 12 events predominantly throughout the summer months with the aim of engaging between 300 and 500 people per event, averaging between 3,600 and 6,000 engagements per authority - a grand total of 10,800 to 18,000 in-depth conversations per year about travel choices.

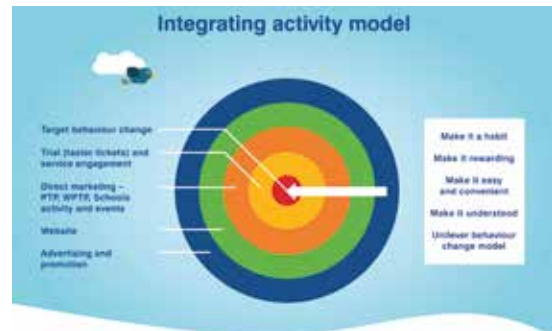
Events also support schools, work places and community based objectives by providing leads to sustainable travel services that are provided by our specialist partners; for example cycle skills training. At active travel related events people have had the opportunity to try a bicycle in a safe environment, obtain cycling and walking maps, tips on eco-driving and handy travel items, get involved in a challenge and other 'fun' activities including making a smoothie by pedalling a bike.



Working with people and communities

Getting people walking and cycling

A range of support and activities have been provided to encourage people to walk and cycle more including subsidised cycle training, led rides and walks, bike maintenance classes and cycle loans. During 2014/15 almost 6,000 people participated in one or more of these activities across the region.



Active steps

Run by travel charity Sustrans on our behalf, Active Steps is an intensive ten week behaviour change programme that helps people swap car journeys for a more active form of transport. Participants get personal support from a coordinator, receive motivational messages, membership of a social network and the opportunity to attend events such as led rides and walks. Travel habits, health and wellbeing are compared before and after the programme to assess health improvements.

Headline results to date include:

Through the programme 130 people were supported in their goal to become more healthy, with 51% losing weight and 56% becoming more active. 65% stated they felt healthier.

- A substantial increase in time spent walking, cycling and/or doing other physical activity following the programme, from a baseline average of 4.6 hours per week to 9.7 hours at the end of a ten week programme (64 participants in the follow-up survey).
- Over three quarters of participants had increased the time they spent cycling following engagement, with average time spent cycling increasing by 2.4 hours per week. The vast majority (84.4%) of participants asserted that they intended to travel more by bicycle in the future.
- The average time spent travelling by car to get to places (for journeys of less than five miles, either as driver or passenger) reduced by 3.1 hours per week following participation in the Active Steps programme.

Personalised travel planning (PTP)

Success was achieved by working in a joined up way with PTP. Events in town centres were advertised locally to encourage people to talk to the travel planners on the doorstep. It also created an opportunity for people to find out about My Journey and travel planning, should people not be in when doors were knocked. In Eastleigh, 4,733 homes were visited of which 2,030 resulted in actual contact with a householder (43%). Of the 2,030 households with visits resulting in actual contact, 610 residents requested a personalised travel pack (30%).



Working with schools

Bike it!

Delivery of the Bike It programme continued in 2014/15. Since 2012, over 250 activities and events have reached 11,000 children, 1,000 parents and 600 staff in Southampton. In South Hampshire, six schools are being directly supported by the programme. During 2013/14 we engaged directly with 2,000 children and 150 school staff. Four schools have had new scooter pods installed and more than 300 children's bikes have been fixed by the Dr Bike. In the last academic year (2014-2015) the officer in South Hampshire delivered 81 activities across all schools engaged in the project and had 4,995 attendances including pupils, siblings, their parents and teachers.

Star it!

Following a very successful International Walk to School Month in October 2014, resulting in two beautiful mosaics created by Hampshire schools, we have now put together a short video on celebrating success to-date of 20,400 fewer car journeys on the school run each morning.

[Watch our school run video here](#)



Working with businesses

My Journey commuter challenge

A month-long challenge was created to encourage employees to choose more sustainable ways of getting to work. The third My Journey commuter challenge was a great success, with more 1,250 participants logging a total of 22,900 journeys on the website. This resulted in an estimated saving of more than 215,162 miles by car. The estimated CO2 saved was 21.4 tonnes.

After taking part in the challenge:

74% of respondents told us that they were already switching to walking or cycling instead of driving for short, regular journeys and intended to keep it up.

64% of respondents have increased the number of days on which they cycle and 57% have increased the number of days they walk (32% of participants had reduced the number of days that they cycle and 30% had reduced the days on which they walk)

35% of respondents to the follow up survey are now cycling on a weekly basis that weren't cycling regularly before the challenge. Three months after the challenge 7% of participants who had not been cycling and 15% who had not been walking to work now used these modes. 42% said their bike travel had increased, 41% that they walked more, and 41% said they used the car less.



Supporting the local economy

Helping young people into work

Travel Advisors were placed in three job centres across the region (Southampton, Gosport and Havant). During the course of the project, nearly 1,600 job seekers benefitted from free public transport and travel advice to aid them on their job searches, with over 550 Solent Go cards provided. More than 43% of these people found employment during their three months free travel period.

HAVANT

1,026

job seekers seen by a Travel Adviser

956

survey participants

184

Solent travel cards issued*

79

Solent Go smart cards issued*

GOSPORT

467

survey participants

168

Solent travel cards issued*

69

Solent Go smart cards (bus) issued*

66

Solent Go smart cards (ferry) issued*

513

job seekers supported

SOUTHAMPTON

483

job seekers seen by a Travel Adviser

29

referrals from the Wheatsheaf Trust

401

survey participants

1,754

free travel passes issued

meaning over

1,000

job seekers received free travel (some job seekers received more than one pass)

Sustainable Distribution Centre

During 2014/15 the client base for the Sustainable Distribution Centre (SDC) expanded to include Southampton City Council's Corporate Records Management Department and Southampton General Hospital

By using the SDC, the council is expected to make financial savings in excess of £40,000 over a four-year period by reducing fixed overhead costs and improving storage and retrieval procedures by using new bar coding technology.

*Please note the Solent Go smart card replaced the paper based Solent travel card in August 2014.

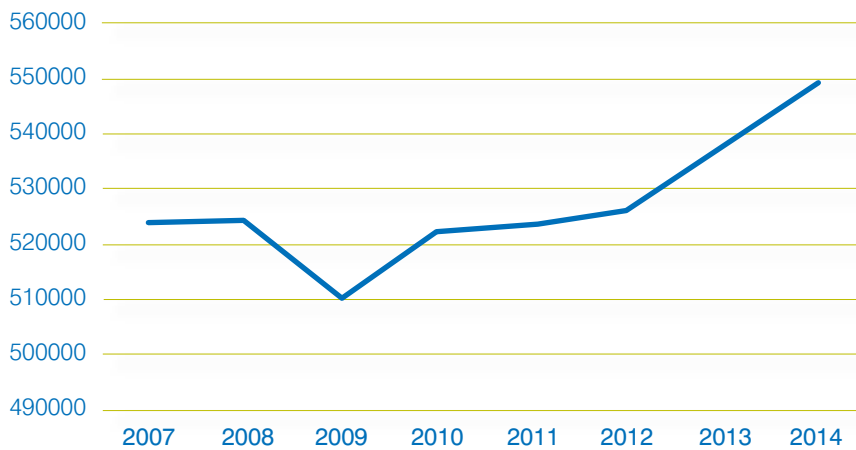
The current picture

Data gathered during 2014/15 provides the following picture of people's attitudes towards transport and travel choice in our chosen areas. This section also outlines trends in other factors that influence travel demand in South Hampshire.

Economic trends

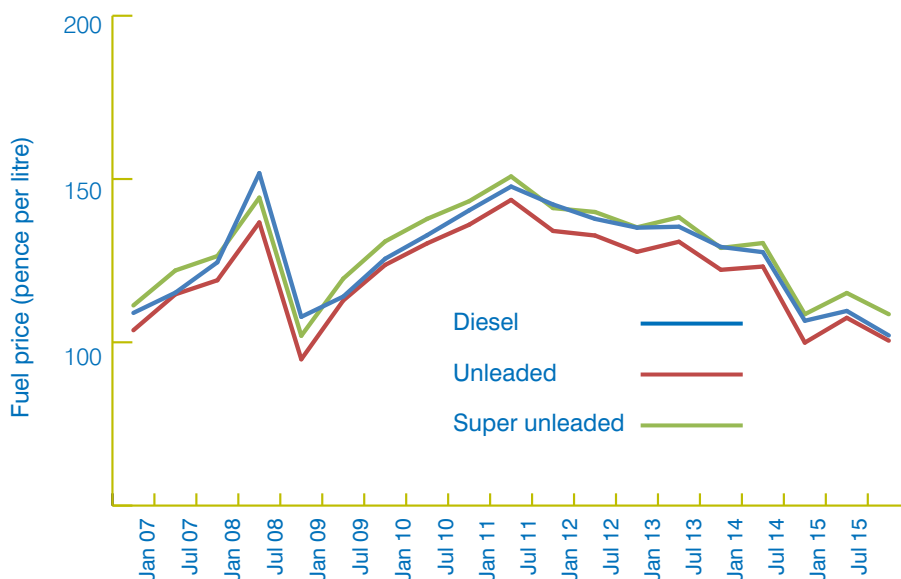
Data on jobs in South Hampshire indicates that there has been a recovery following the recession in 2008, with an increase to 550,000 total jobs in 2014. This is an increase of over 4% (almost 23,000 jobs) since 2012. This has led to a reduction in unemployment levels across South Hampshire from around 7% during the recession, to just over 5% in early 2015, which is comparable with the pre-recession levels. Unemployment levels vary across the area, with higher rates in both cities and lower rates elsewhere. The increase in employment levels will lead to an overall increase in travel demand. 2011 Census data indicates that the workforce is becoming more mobile and people are travelling further to access employment opportunities.

Employment numbers in South Hampshire



Fuel prices fell substantially during the second half of 2014 then fluctuated during 2015 and it is this factor which seems to provide the best correlation with changes in traffic flows.

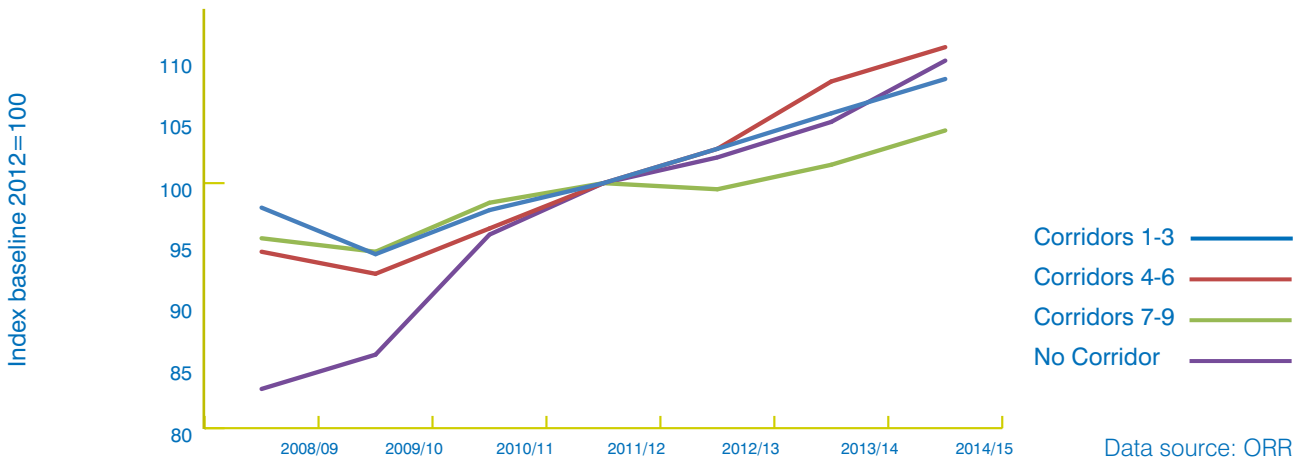
Fuel prices



Rail travel

Rail passengers have been steadily increasing across the region since 2008 with growth both on and off LSTF corridors.

Railway stations in the Solent Transport area usage trends (2008/09 to 2014/15)

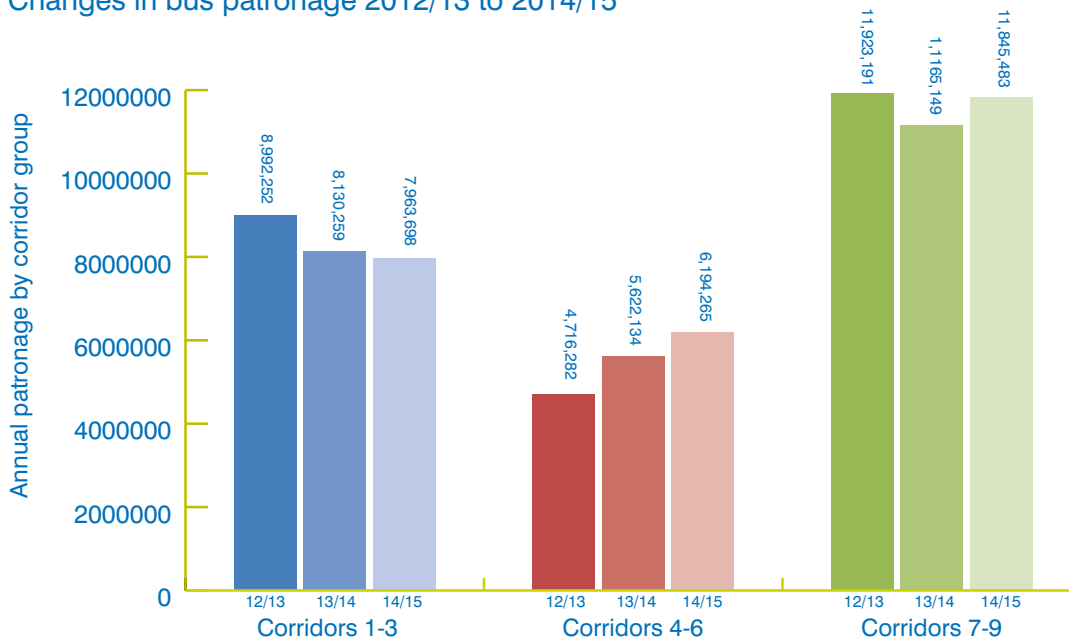


Bus travel

Bus patronage figures have been provided by the three main bus operating companies: Bluestar, First Group and Stagecoach. The data is aggregated by corridor group. Bus routes are often changed to reflect demand and competition, and indeed a number of routes along the corridor groups have been altered or removed since the start of the study, and any such changes (including re-assigning passenger numbers as appropriate) have been included in these analyses.

A summary of the overall usage in 2012/13 to 2014/15 by corridor group shows that there were around 12-13 million passengers carried into both Southampton and Portsmouth along the corridors in the study years. Although the recent trends seem to show a decrease in passenger numbers to the west of Southampton (Corridors 1-3), this is matched with a similar increase in traffic on the corridors to the east. There has also been a growth in bus use in the corridors around Portsmouth over the last year. Department for Transport data indicate an increase in bus usage between 2012/13 and 2014/15 of around 6%.

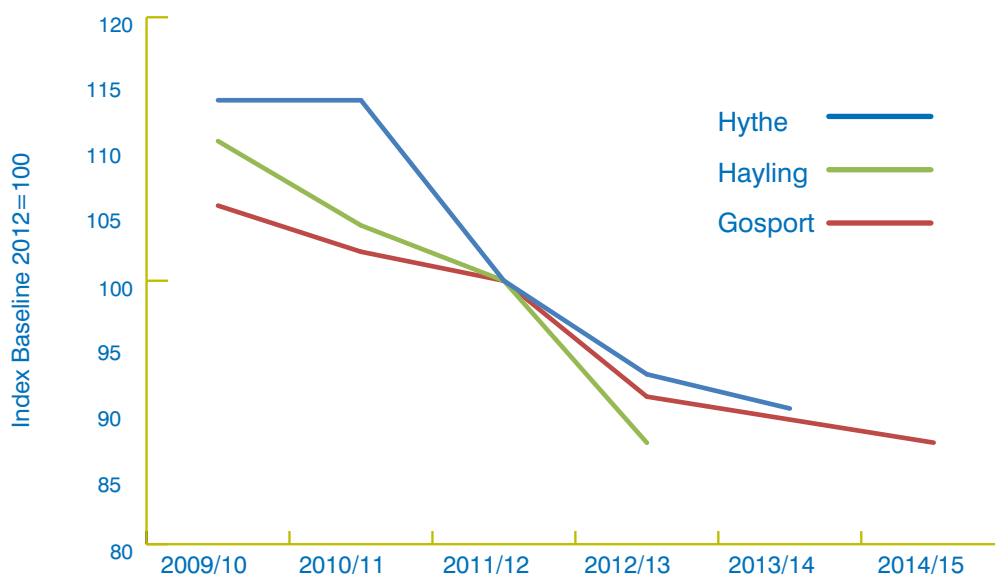
Changes in bus patronage 2012/13 to 2014/15



Ferry usage

Passenger numbers have been declining since 2009 (excluding trips to and from the Isle of Wight), perhaps as a result of the economic downturn. On a slightly more positive note, the rate of decline decreased significantly in 2013/14 perhaps as a result of measures being introduced to support more ferry usage especially around Gosport and Hythe, in particular the inclusion of Solent Go as part of the ticket offering, which has proved very popular.

Ferry usage



(No figures were available for the Hayling Ferry for 14/15 with the service having been withdrawn in March 2015)

Active travel (walking and cycling)

Data extracted from Sport England's Active People Survey compares walking and cycling levels across the South Hampshire region. Levels of both walking and cycling remained steady during 2013/14 compared to the previous year although encouragingly, levels of cycling increased substantially in Portsmouth.

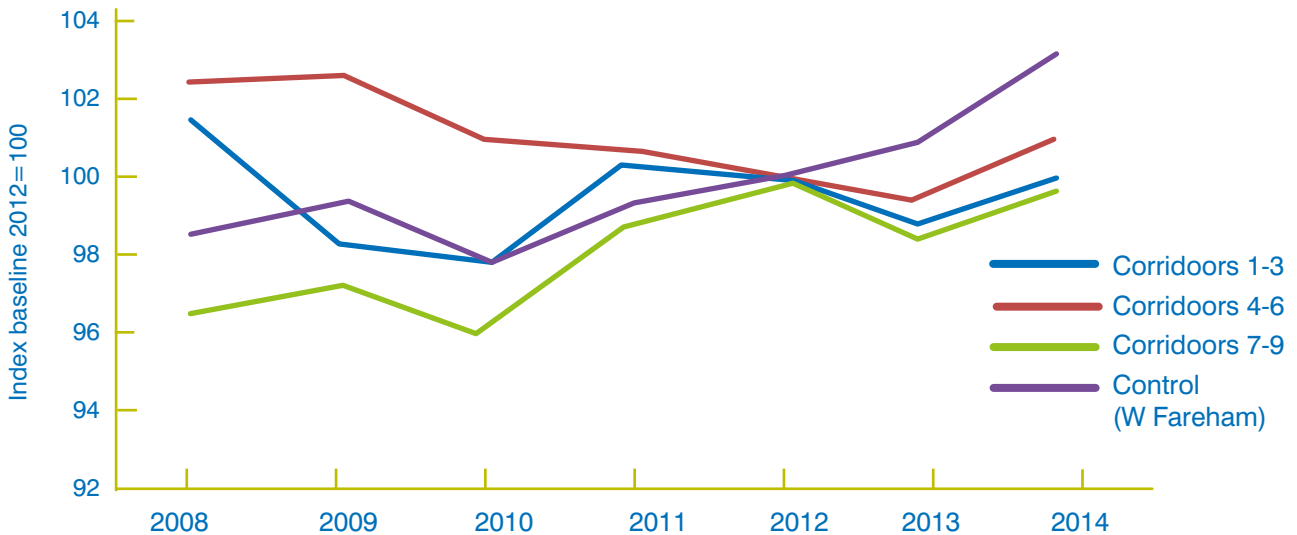
	2010/11	2011/12	2012/13	2013/14
Walk (5 or more minutes, at least once a month)				
South Hampshire	91%	--	87%	86%
Southampton	91%	--	88%	89%
Portsmouth	93%	-	89%	89%
Cycle (any purpose, at least once a month)				
South Hampshire	21%	20%	20%	20%
Southampton	14%	18%	17%	17%
Portsmouth	20%	20%	21%	24%
Walk or cycle				
South Hampshire	92%	--	88%	87%
Southampton	91%	--	88%	91%
Portsmouth	93%	-	90%	89%

Source: Sport England - Active People survey

Car travel and congestion

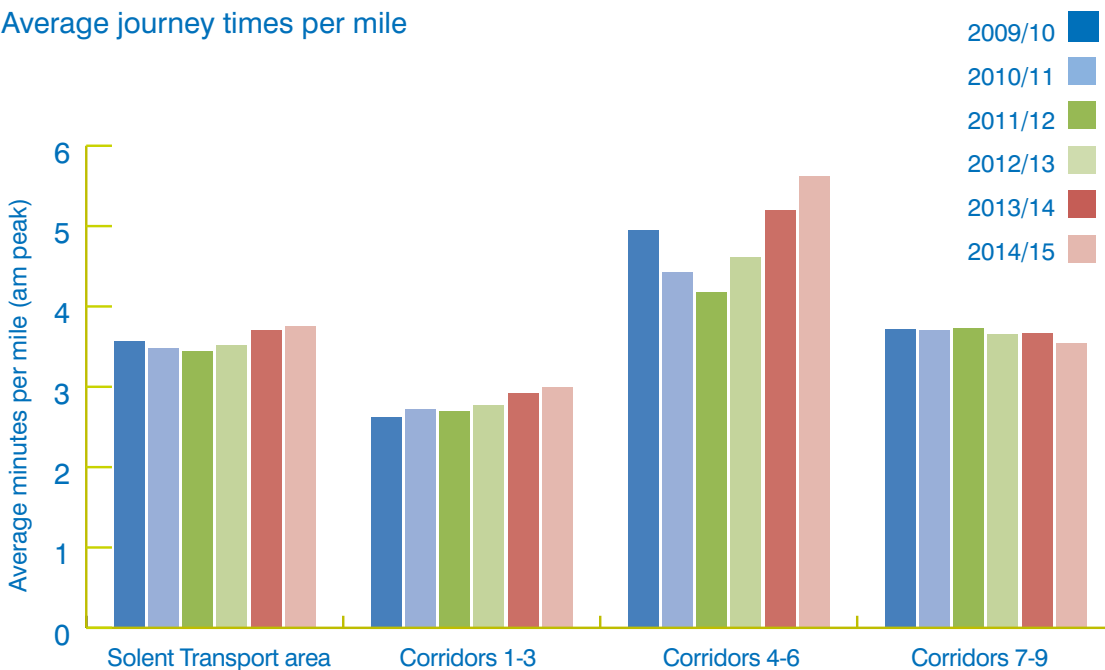
During 2013, traffic levels on all of the three groupings of LSTF corridors were below the 2012 base. However, traffic in the west of Fareham, which is an area not directly affected by the LSTF measures increased slightly against the 2012 base. In 2014, traffic increased in all four areas, but with the growth greatest in the area west of Fareham. Overall, traffic growth in the LSTF corridors is between two and three percentage points less than that in the area west of Fareham. Although some of this could be explained by local variations in changes of population, employment and car ownership, it is likely that some of this change is related to LSTF specific interventions.

Traffic flows



Congestion levels across South Hampshire as a whole remained relatively unchanged from 2009 to 2013, but have increased since 2011/12, reflecting the increase in traffic levels. There have been marked fluctuations on routes into Southampton from the east of the city where a trend of declining congestion between 2009/10 and 2011/12 was reversed between 2012/13 and 2014/15, possibly due to major roadworks at particular sections along those corridors.

Average journey times per mile



Market research

During November and December 2015 research was commissioned to undertake a second phase of telephone surveys across the study area asking people for their views on sustainable transport and recent travel behaviour. These surveys replicated a first phase of survey work undertaken in 2012 and 2013 near the start of the project and the aim was to provide an indication of how successful we have been at changing people's perceptions of sustainable transport and the extent to which they expect to walk and cycle over the forthcoming year.

MEAN days a year used		Bus	National rail	Car as driver	Car as passenger	Walking	Bicycle	Motor cycle	Taxi
Corridor	Phase 1	55	16	164	87	188	35	4	15
	Phase 2	50	16	165	78	195	32	6	18
	Difference	-5	0	+1	-9	+7	-3	+2	+3
Non-Corridor	Phase 1	65	18	181	95	221	39	4	21
	Phase 2	65	21	191	93	234	46	6	24
	Difference	0	+3	+10	-2	+13	+7	+2	+3
Difference-in differences		-5	-3	-9	-7	-6	-10	0	0

If we compare the corridors with the non-corridors there has been a reduction in the frequency of use of all modes in the corridors compared to the non-corridors, except for motorcycle and taxi use where the trends are the same. The relative reductions in car use in the corridors might be related to LSTF measures but the relative reductions in cycling frequency are more difficult to explain.

Respondents were also asked how often they were likely to use sustainable transport modes in the forthcoming year. There was no great change between Phase 1 and Phase 2 with a slight drop in those likely to use sustainable modes more often for those living near target corridors but also a drop in those likely to use sustainable modes less often.

Corridor	Walking %		Cycling %		Public transport %	
	Phase 1	Phase 2	Phase 1	Phase 2	Phase 1	Phase 2
More often next year	38	35	36	35	21	18
Less often next year	5	4	6	6	13	12
The same amount next year as I do presently	57	61	58	59	66	70
Non-corridor	Walk		Cycle		Walk or cycle	
	Phase 1	Phase 2	Phase 1	Phase 2	Phase 1	Phase 2
More often next year	35	35	35	34	22	22
Less often next year	3	5	6	6	13	13
The same amount next year as I do presently	62	60	59	60	65	65

Question *Thinking about walking, cycling and use of public transport, which of the following best describes your attitude toward travelling these days? For each, would you like to be able to travel this way?*

When asked whether they had seen any advertising encouraging them to use sustainable transport, around 30% of respondents in both Phases said they had. A similar proportion of respondents were aware of My Journey as a brand, with over 30% of those aware saying the My Journey campaigns had directly encouraged them to try such modes. This equates to around 9% of all Phase 2

respondents stating that the My Journey campaign had influenced their sustainable travel behaviour. Respondents from Southampton showed much more awareness of the My Journey brand (33% aware) than those from Portsmouth (21% aware) and South Hampshire (14% aware).

Question - *Have you seen any information or advice regarding walking, cycling and use of public transport or other sustainable travel options?*

	Yes %		No %	
	Phase 1	Phase 2	Phase 1	Phase 2
Corridor	30	29	70	71
Non-corridor	32	30	68	70

Question – *Are you aware of the My Journey brand?*

	Yes %	No %
Corridor	29	71
Non-corridor	26	74

Question - *Would you say the My Journey campaign has encouraged you to walk, cycle or use public transport more often?*

Of those aware of My Journey	Yes %	No %
Corridor (n=403)	29	71
Non-corridor (n=269)	37	63

As part of a case study for the Department for Transport, the University of Southampton undertook extensive surveys in two areas of South Hampshire that had experienced extensive LSTF measures (Eastleigh and Gosport) and one that had not (Fareham). In 2013/14, 24,000 surveys were distributed in the three areas, with almost 3,000 returned, representing a 12.5% response rate. Those who had completed the first survey were contacted again in 2014/15.

Over 1,700 surveys were returned, representing a response rate of 58% to this second survey. Detailed analysis has been undertaken, with a key finding being that car driving was down in the two areas where the LSTF was implemented compared to the area where it hadn't by around 10 percentage points on average. There were also increases in the use of active travel and public transport in Eastleigh and Gosport relative to Fareham.

The telephone surveys found a similar reduction in the frequency of car driving for corridors 4 to 6 (which includes Eastleigh). The case study also found that passenger transport related carbon dioxide emissions reduced by an average of 5% in Eastleigh and Gosport compared to Fareham.

It all adds up to positive change

Over the course of the Better Connected South Hampshire programme and across the three elements of the programme we have:

Physical interventions



Invested heavily in Public Realm improvements at key transport interchanges including Gosport and Fareham bus stations, Southampton railway station, Gosport and Hythe Ferry terminals and along the Eclipse Bus Rapid Transit corridor linking Fareham and Gosport.



Installed real time information terminals at almost 400 bus stops across South Hampshire. These and other physical improvements including the provision of bus priority measures at eight important junctions have directly benefitted more than 40 bus routes across the regions.



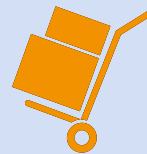
Built or improved more than 20km of cycle and pedestrian route including the completion of the Eastern cycle route in Southampton and Bishopstoke-Eastleigh off road route in South Hampshire. Pedestrian crossing facilities were also provided at eight major junctions where previously none existed.



Made it easier for people to walk by investing more than £600k installing legible cities wayfinding information and totems in both cities and across a number of the smaller towns in South Hampshire.



Completed the Lee-on-the-Solent cycle route connecting up with the existing route that stretches from Gosport Ferry terminal to the eastern end of Lee-on-the-Solent's foreshore.



Launched a new sustainable distribution centre in Southampton, offering consolidation, storage and onward distribution services across the city. Operators using the facility include Southampton City Council, Southampton General Hospital, ABP and Meachers Logistics, who are running the operation of the centre.



Provided almost 200 new publically available cycle parking spaces in town centres across South Hampshire. This does not include additional spaces provided for businesses as part of a travel plan.



Supported the transformation of the area around Southampton railway station as part of the Station Quarter redevelopment. This £30m programme has opened up the station environs, encouraging new business and welcoming visitors to the city.

Smart ticketing



Introduced a new public transport smartcard covering all bus and ferry operators across South Hampshire. Operating under the brand name 'Solent Go', the card covers Southampton, Portsmouth and towns in-between to provide integrated travel across all buses in the area and local ferry and hovercraft operators. Services to and from the Isle of Wight are also included within the smartcard area.



Incorporated the Solent Go product into other services including the new Portsmouth Park & Ride service offering a fully integrated product from the outset of the service, making public transport seamless, easier to use and cheaper as well as promoting growth of the sector.



Made it easier for people to find out about and purchase integrated travel tickets through the new Solent Go website and by distributing more than 30,000 new public transport maps. Awareness of the Solent Go card is at 19%, high for a new product still in its infancy.



Development of a bespoke multi-modal journey planner offering detailed travel options across all modes specific to the South Hampshire area. In the lead up to Christmas 2015 when the car parks were full, over 19,000 people visited the site as part of a campaign encouraging sustainable travel over Christmas.

Behavioural change



Have significantly raised awareness of sustainable transport across the region with around 30% of respondents to our telephone surveys saying they remembered seeing information about sustainable transport and around 10% saying that My Journey had directly influenced them into trying such modes.



Offered personal travel advice to more than 8,700 employees through our work with businesses and major employers.



Engaged with more than 56,000 people at schools, workplaces, community events and activities across the region.



Persuaded over 1,400 people to become 'Fix My Journey' digital advocates generating more than 1,300 endorsements and over 1.3m 'impressions' (opportunities to see).



The workplace challenge resulted in over 570,000 fewer miles travelled by car and replaced by more sustainable modes.



Encouraged more than 23,000 pupils at over 550 schools to participate in our schools programme, resulting in 5.3% more pupils cycling to school in Southampton and 3% in South Hampshire. Overall, 5% less children were being driven to school in South Hampshire.

Behavioural change continued



Enabled more than 15,000 people to take part in one or more of our led rides or walks or received cycle maintenance from our Dr Bike service.



Provided free public transport and travel advice to more than 2,000 out of work young people through our “Helping People Back Into Work” programme, with more than 43% of scheme participants finding work.



Helped participants of our Active Steps programme to increase the amount of time they spent walking and or cycling by more than five hours per week whilst reducing the amount of time they spent driving by more than three hours per week;



Spoke directly to more than 16,000 households offering personal travel advice and materials such as bus taster tickets, try a bike hire and cycle maps. In Drayton and Hilsea, 13% of participating households took the decision to try something new.

Awards and recognition



Southampton won first prize at the 2013 International Sign Design Awards for its Legible Cities programme. For the same programme, Portsmouth won an award from the Society of Environmental Graphic Design for the innovative design of its wayfinding totems and finger post signage.



Southampton City Council won Transport City of the Year 2013 and Portsmouth was highly commended in 2014.



The My Journey campaign won a Silver Award in the Best Public Sector Campaign category at the CIPR Pride Awards (Wessex Region) 2013. It was also Highly Commended in Public Sector, Value for Money category at the PRCA Awards 2013.



The Commuter Challenge initiative received 3rd place in the 2013 2Degrees Sustainability Awards under the Best Campaign category.



The Pledge campaign was shortlisted for the Best Marketing campaign at the 2015 Smarter Travel Awards.



Solent Go was shortlisted for the Best Innovation at the 2015 National Transport Awards.

What impact have we had?

Since 2006 there has been a general trend in Hampshire towards increased use of buses and trains, whilst more people are also choosing active forms of travel like walking and cycling. There are indications from surveys that since 2012, in the areas of South Hampshire where local residents have been exposed to LSTF measures, there is less car driving than otherwise would be the case and this is confirmed by road traffic data.

Full evaluation of the programme has been undertaken by our research partners at the University of Southampton and findings suggest that even in the limited time over which the programme was running it had a positive impact.

Objective	Impacts
Improve local employment opportunities	 <p>Since 2012 there have been some 23,000 extra jobs in the South Hampshire area. The programme has helped people access these jobs.</p>
Reduce Congestion	 <p>There has been a relative reduction of car traffic of two to three percentage points on corridors where LSTF measures have been concentrated compared to those that have not. In certain key corridors, such as the A32 in Gosport, there have been reductions in journey times.</p>
To make it easier for people to get to work	 <p>Compared to the 2012 survey results, in 2015 the proportion of trips identified as being commuting to work rose from 15% to 20%, probably as a result of the more buoyant economy. Given that we have seen a reduction in commuting by car (as the car driver) of between 4-10% in those organisations that have invested in workplace travel planning initiatives, clearly it will be important to continue these activities going forwards.</p>
Reduce reliance on the car, particularly for local journeys	 <p>Since 2011/12, there has been a 7% increase in the number of rail trips and a 3% increase in the number of bus trips in South Hampshire. In areas where the programme has been implemented car driving has reduced by an average of ten percentage points compared to those areas where it has not been fully implemented. Car's share of trips into central Southampton has reduced since 2012.</p>
Make it easier for people to get to where the work is	 <p>Through free public transport travelcards and information, the programme has helped some 700 young people into work.</p>
Improve people's health and wellbeing	 <p>The telephone surveys indicate that My Journey has encouraged people to travel more by active travel (as well as public transport). Increases in active travel have led to increases in physical activity. In areas where the programme has been implemented, passenger transport related carbon dioxide emissions by local residents have reduced by an average of around 5% compared to areas which have not had the programme implemented.</p>

Contacts

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