

HAMPSHIRE COUNTY COUNCIL

Decision Report

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

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1. Executive Summary

1.1. The purpose of this paper is to set out details of the proposed *My Journey* campaign, and seek Executive Member approval to adopt a ‘*My Journey*’ identity as the public face of all activity to promote the use of sustainable modes of travel and travel planning initiatives.

1.2. This paper seeks to

- (i) explain the need for a single identity to be used in delivery of components of recent successful bids for external funding from the Local Sustainable Transport Fund (LSTF) and Better Buses Area Fund (BBAF);
- (ii) provide a brief overview of the process followed to date in developing the *My Journey* campaign; and
- (iii) provide an update on the *My Journey* Promotion and Communications Strategy being developed and to explain the need to work closely with Southampton and Portsmouth City Councils and other partners to ensure a professional and consistent approach towards the roll-out of the campaign, and maximise the effective use of resources.

2. Contextual information

2.1. In July 2011, Southampton City Council and Hampshire County Council were awarded £3.9 million and £4.1 million respectively from Tranche 1 of the “small projects” funding stream of the Department for Transport (DfT)’s LSTF.

2.2. The Hampshire Sustainable Transport Towns project covers six towns in North and mid-Hampshire. Of the £4.1 million of DfT LSTF grant, £1.6 million is capital, and will be used to deliver capital schemes identified within Town Access Plans, and real time equipment for bus services. The remaining £2.5

million of grant is revenue funding. This is being used to deliver travel planning and travel awareness initiatives that promote and encourage people to consider using car sharing, public transport, walking and cycling more often for short local journeys within the towns as well as offering information to car drivers on more fuel efficient driving techniques.

- 2.3. The Southampton Sustainable Travel City project is centred on Southampton, although some initiatives cover the travel to work area which extends beyond the city boundary. In March 2012, the DfT awarded £4.48 million from the BBAF to Transport for South Hampshire (TfSH).
- 2.4. On 24 May 2012, the DfT announced that 30 Tranche 2 “small projects” had been successful in sharing £113million of LSTF grant. Within the Hampshire area, two Tranche 2 bids by neighbouring Local Transport Authorities (LTAs) were successful, including a bid by Portsmouth City Council for £5 million and a bid by Isle of Wight Council for £3.95million. The County Council is a partner in the “Walking to School Outreach” bid that was awarded £4.76million, which will be shared between the eight LTAs who are partners.
- 2.5. A decision has yet to be made by DfT on which of the 18 further Tranche 2 bids will receive LSTF grant. The £3.9 million joint bid which Hampshire County Council submitted in partnership with the South Downs and New Forest National Parks Authorities and neighbouring LTAs is in this category. An announcement on these 18 bids is expected in early June. In the case of the National Parks bid, as this extends beyond Hampshire into Sussex, if the bid is successful, the project partners may decide that an alternative campaign identity or combination should be used.
- 2.6. In early June the DfT is expected to announce the successful projects in the “large project” category. The three TfSH authorities have submitted a joint bid for £17.8 million of LSTF “large project” funding. Both successful Tranche 1 LSTF projects, the BBAF project and all three submitted LSTF bids incorporate elements of promotion of sustainable travel modes and travel planning initiatives. Therefore, there are clear opportunities for the teams involved in these projects and bids to work closely together to take a consistent approach to the delivery of sustainable travel promotional campaigns, to maximise the effective use of resources.

3. The *My Journey* campaign identity and how it will be used

- 3.1 The *My Journey campaign* identity and associated key messages were developed in early 2012, for joint use by Hampshire County Council and Southampton City Council in their LSTF “small projects”. The identity is designed to be personal, friendly and engaging. It shows movement and direction by using letters that mimic arrows within its letterform. The vibrant colours aim to express the positivity of the campaign and engage its audience.



The key message, “*Helping Hampshire get around*” is positive and a clear statement of the campaign’s aim. It sums up in a clear and concise manner what the LSTF-funded travel awareness campaign, travel planning programmes and related initiatives set out to achieve. The message can be tailored to the city or town, for example in Basingstoke it would become “*Helping Basingstoke get around*”.

- 3.2 The proposed *My Journey* campaign will seek to encourage a change in personal travel behaviour inviting people to try sustainable alternatives to the car. The campaign will use “calls to action” that set out a range of benefits available to people who choose to use sustainable forms of travel more often. The message that will be conveyed throughout the campaign is that these alternatives can help people to either save money, improve their health, adopt a lower carbon lifestyle or become more aware of the travel choices available to them. An example of such a “call to action” would be: “*Travel a different way today - There are more ways to travel locally so why not try taking the bus, cycling or walking today, you can save money too*”.
- 3.3 The proposed campaign message is action-orientated, and would convey a positive, inclusive and informative tone. It is therefore not ‘anti-car’ and has an emphasis on enabling individuals to make personal choices that work for them.
- 3.4 It is proposed that the *My Journey campaign* identity also be applied to the promotional aspects of Personalised Travel Planning (PTP) work with residential households and employees, and travel planning work with businesses who sign up to join Travel Plan Networks. The first phases of PTP will begin in mid-June 2012 in residential areas of north-east Basingstoke. The County Council and Southampton City Council are jointly developing a *My Journey* web portal for both Tranche 1 LSTF projects. The “www.myjourneyhampshire.com” website will be a “one-stop shop” travel information portal. It will be launched in mid-June 2012, with further improvements to the site being added over time.

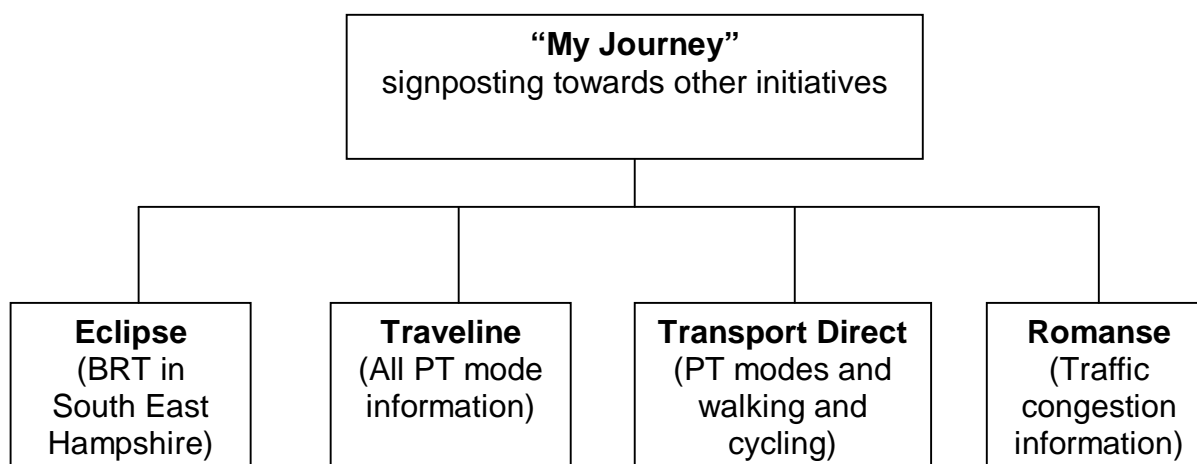
4. Co-ordinating the promotion of the My Journey campaign

- 4.1 Teams within the County and City Councils are developing a *My Journey* Promotion and Communications Strategy that will set out how the marketing campaign will be rolled out using different media for the two Tranche 1 LSTF

projects. This strategy includes a key role for development of the *My Journey* website portal, as well as for social media such as Facebook and Twitter.

4.2 If the TfSH large project and other small project bids are successful, it would make sense for the County Council to work closely with all project partners to ensure that a consistent approach is taken to LSTF-funded travel awareness campaigns. Therefore it is logical for the TfSH LSTF project to embrace *My Journey* and apply it to the promotional campaign arising out of the project. If the National Parks bid is successful, then *My Journey* could be applied to activity within the parts of the two National Parks that are within Hampshire.

4.3 By applying *My Journey* as the umbrella campaign for all the different sustainable transport modes, existing initiatives would benefit. *My Journey* will signpost people to other existing travel initiatives, such as Eclipse, Traveline, Transport Direct and Romanse.



4.4 It will be necessary for the teams at Hampshire County Council and Southampton City Council to work closely together to ensure a professional and consistent approach towards the roll-out of the *My Journey* promotional campaign. By taking such a partnership approach, this will help to maximise the effective use of resources on marketing campaign activity.

5. Recommendations

5.1. 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.

5.2. 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.

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CORPORATE OR LEGAL INFORMATION:**Links to the Corporate Strategy**

Hampshire safer and more secure for all:	Yes
Corporate Improvement plan link number (if appropriate):	
Maximising well-being:	Yes
Corporate Improvement plan link number (if appropriate):	
Enhancing our quality of place:	Yes
Corporate Improvement plan link number (if appropriate):	

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

DocumentLocation

None

IMPACT ASSESSMENTS:

1. Equalities Impact Assessment:

- 1.1. The proposals in this report have been developed with due regard to the requirements of the Equality Act 2010, including the Public Sector Equality Duty. The County Council has identified that there are no impacts of a significant nature on groups with protected characteristics

2. Impact on Crime and Disorder:

- 2.1. It is considered that there will be no direct impact from the decision on crime or disorder.

3. Climate Change:

- a) How does what is being proposed impact on our carbon footprint / energy consumption?

The *My Journey* campaign elements of the Hampshire Sustainable Transport Towns LSTF project seek to provide target audiences with information about sustainable alternatives to the private car, thereby encouraging people to reduce their reliance on the car for local journeys where sustainable alternatives exist, or alternatively encourage more fuel-efficient driving techniques.

- b) How does what is being proposed consider the need to adapt to climate change, and be resilient to its longer term impacts?

Some of the target audience of the *My Journey* campaign will be motivated to change their travel behaviour for reasons of wanting to adopt more sustainable lower-carbon ways of travel for local journeys.