

Local Transport Plan 2011-2026

Smarter Choices Strategy



West Berkshire
COUNCIL

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1 What are Smarter Choices?

The term 'Smarter Choices' covers a range of initiatives which can be described as 'soft' transport measures that reduce the impacts of travel on congestion, carbon emissions, the environment and health.

These often include:

- Workplace, Residential and School Travel Planning
- Personalised Travel Planning
- Travel awareness campaigns, Public Transport information and marketing
- Car Clubs and Car sharing
- Alternatives and New Technologies (including alternative fuels, working and shopping from home and smart technology and ticketing)

Within a number of the above examples there will be elements that relate to walking and cycling as well as investigating and supporting the development of new technologies to support 'smarter' ways to travel, such as electric charging points, and facilitating working at home. Walking and cycling are, however, covered in more detail in the Active Travel Strategy.

It is hoped that by increasing smarter choices measures transport can become more sustainable, lead to greater accessibility and reduce social exclusion as well as improving the transport system for those who continue to use it.

Each 'smarter choice' area has its own chapter within the strategy with a policy and action plan.

1. Travel Planning (Workplace, Residential, Schools and Personalised)
2. Car Clubs and Car Sharing
3. New and Alternative Technology
4. Branding, Marketing and Promotion

1.1 Smarter Choices and Links to the LTP

The Local Transport Plan has a vision to "Deliver effective transport solutions for all by increasing choice and minimising congestion." Smarter Choices helps with both increasing choice and minimising congestion by encouraging people to consider alternatives to single occupancy car use, including the use of new technologies and the benefits that this provides in reducing the need to travel.

Smarter Choices comes under the 'Travel Choice' key policy within the LTP (K1), although many of the LTP policies will benefit from this strategy. These other policies include mainly Minimising Congestion (K2) and Carbon Reduction (K5) with Accessibility (K3/4), School Travel (K10) and Cross-boundary and partnership working (K15) also having links.¹

¹ More details on the key policies within the LTP can be found at www.westberks.gov.uk/ltp by referring to pages 44 and 45 (figure 7.1) of the LTP 2011-2026.

Delivery of the Smarter Choices Strategy will be through a number of mechanisms. The Implementation Plan for the LTP brings together the key elements of delivery within its Smarter Choices table. Delivery is also supported through the Rights of Way Improvement Plan, travel plans for schools, residential areas and workplaces, and the activities of other partners working in the District and joint work with neighbouring authorities.

1.2 Potential for Smarter Choices

Smarter Choices offer good potential for reducing the need to travel and encouraging people to think about how they do travel. Smarter Choices are usually considered ‘soft’ measures which act to nudge people to change how they travel or to re-evaluate some aspect of their travel habits. They are often low cost or result in saving money. Many of the measures which fit under the heading of Smarter Choices can offer additional indirect benefits, such as improved health and fitness and a reduction in the number of parking spaces a business needs to provide or maintain.

1.3 Barriers to smarter choices

Many smarter choices measures rely on technology to enable them to work successfully, but can also exclude some people from accessing certain measures.

For many people working from home can reduce the need to travel significant distances. This normally requires a certain level of technology which can mean that some are excluded due to a lack of facilities, or equipment to work from home.

For some people, due to their location, or type of employment, there is not the option of changing how they travel, which can act as a barrier to the promotion of Smarter Choices. Smarter Choices work best by firstly working with people who are willing to change their habits and have the opportunities to do so.

1.4 Links to other documents

1.4.1 Rights Of Way Improvement Plan (links to walking/cycling)

The Rights of Way Improvement Plan has a vision to “enhance the opportunities for society, and its environment, to benefit at all levels from the public access network in West Berkshire”.

The public access network (usually referred to as public rights of way) includes public footpaths, bridleways, and byways. Cycle routes can form part of the public access network, but they are generally considered to be part of the highway network.

1.4.2 Local Development Framework (Core Strategy) – Transport Policy (CS 14)

Improving travel choice as a key way of working towards modal shift away from single occupancy car use in favour of more sustainable travel (walking,

cycling, bus, rail, car sharing, etc.). Policy CS14 of the Core Strategy looks to encourage this and also focuses on sustainable travel within and between main urban areas and rural service centres of West Berkshire to help facilitate regular journeys to work or education.

Another theme in the policy is reducing the need to travel. This reflects a desire for people to be able to live in places where there are local facilities and services, but also reflects the changing nature of technology and how this can facilitate working from home and access to services through the internet.

1.4.3 Strategic Environmental Assessment (SEA)

Smarter choices reduce the need to travel and promote sustainable modes of travel where travelling is required therefore they come out strongly within the SEA and have a positive impact on the environment.

1.5 Strategy Outline

1.5.1 Travel Planning

Travel Planning is used to promote a reduction in single occupancy car use by promoting and incentivising the use of sustainable modes of travel. There are a number of areas that can be covered by travel plans: Workplaces, Schools, Residential developments and individual travel patterns through personalised travel planning (PTP).

1.5.2 Car Sharing and Car Clubs

Car sharing and Car Clubs are often promoted through travel plans as ways to reduce additional car ownership as well as more sustainable modes of travel. Car Sharing involves two or more people travelling from a similar origin to the same destination; this could be from home to work, school or the shops. Car Sharing is often done as an unofficial arrangement between friends and colleagues. Sharing the driving can help to reduce personal fuel costs and reduce the number of cars on the road.

Car Clubs allow people without a car (or who need occasional access to a second car) to book a car for a set period of time, this could be as little as half an hour up to a few days. Cars are located in central, convenient locations and are booked through an online booking system. This can mean that the need for a second car within a household is reduced, bringing down costs significantly.

1.5.3 New and Alternative Technology

New Technology is emerging to make travel greener and smarter. Electric and dual fuel cars reduce the emissions and make travelling greener. Working from home (supported by technology) has become much more common practice reducing the need for people to travel as far or as often into the work place.

1.5.4 Branding, Marketing and Promotion

For all these Smarter Choices measures to have an impact they need to be branded, marketed and promoted to the general public so that they are aware of what services and facilities are available to help them reduce their carbon footprint and travel more sustainably.

2 Travel Planning

2.1 Why Travel Plan?

Travel Plans are a package of measures aimed at promoting sustainable travel, with the aim of reducing reliance on single occupancy car travel. There are many benefits of Travel Plans, both to organisations that may introduce travel plans and the people working, visiting or studying there. For workplaces, the organisation can benefit from increased productivity through a healthier, more motivated workforce, potential cost savings and reduced demand for car parking spaces. Staff will also see benefits, through improved health and fitness and cost and time savings. A knock-on effect of a travel plan is a reduction in local congestion, improving journey times, and reducing over spill car parking on local roads. There are also environmental benefits; reducing single occupancy vehicles can lead to improvements in air quality, noise and reduce CO₂ emissions.

2.2 Current condition of Travel Planning in West Berkshire

2.2.1 Workplace Travel Plans

60% of the workforce employed by organisations of 200+ employees are covered by a travel plan (2011). The majority of these travel plans have been secured through the planning process either as a condition of planning permission or through a Section 106 legal agreement.

Incentives offered by businesses include:

- Priority car share spaces
- Car share database
- Cycle to work schemes
- Free/discounted public transport tickets
- Guaranteed rides home for those using sustainable modes and needing to get home in an emergency.
- Secure covered cycle storage
- Shower and locker facilities
- Bicycle user groups (BUGs)
- Walking/cycling buddy schemes
- Promotion days/events e.g. bikers' breakfasts

Figure 2-1 Biker's Breakfast

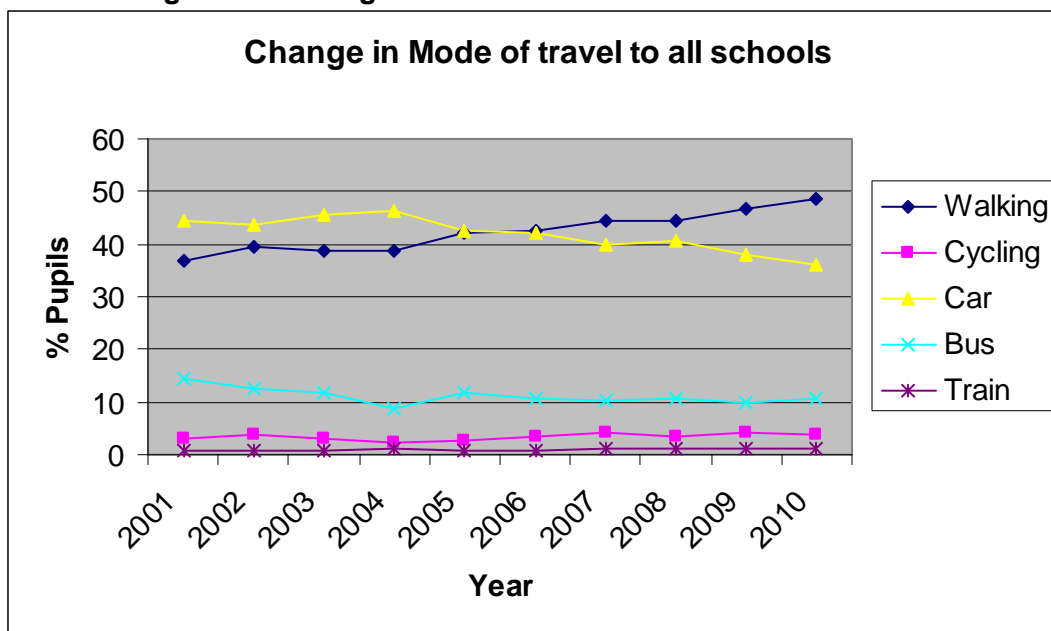


2.2.2 School Travel Plans

School Travel Plans were introduced through the national Travelling to School Initiative in 2004. The aim was that all schools would have a travel plan by March 2010, a target met that has been met in West Berkshire. In addition to this all Local Authorities have a duty under the Education and Inspections Act 2006 to promote sustainable travel to school. Locally this duty is achieved through the Sustainable Modes of Travel Strategy (for Schools) (SMoTS).

Through the combination of SMOtS and School Travel Planning, West Berkshire has seen a fall in car use from 45% in 2001 to 36% in 2010, accompanied by an increase in walking and cycling from 40% in 2001 to 52% in 2010.

Figure 2-2 Change in mode of travel to school 2001 - 2010



During the LTP2 period 2004/5-2010/11, targets were set for modal shift to school (based on HUS²). These were met in 2009/10, although work needs to continue to maintain this level.

Table 2.1 – Targets for modal shift for the journey to school in West Berkshire				
School year	2004/05 baseline	2010/11 target	2009/10 Actual	Target met
Primary School				
Walking	44%	50%	50%	Yes
Car	51%	45%	43%	Yes
Secondary School				
Walking	40%	43%	45%	Yes
Car	28%	25%	25%	Yes

Through School Travel Planning and SMOtS several encouragement / promotion schemes have been developed to help achieve this modal shift away from the car. Promotions include:

- Walk to School reward schemes (Go Kinetic, Steposaurus)
- School Travel Plan newsletters
- Bikers' Breakfasts

² HUS = Hands Up Survey. An annual school travel survey capturing the mode of travel to school through each school undertaking a hands up survey with their pupils.

- School Banners
- Walking Maps
- Secondary school projects
- Walking Buses
- Berkshire STEP Awards (School Travel Excellence Programme)

West Berkshire's SMoTS is reviewed on an annual basis with an update published in August each year.

Figure 2-3 Garland Junior School's Walk to School Banner



2.2.3 Residential Travel Plans

In recent years there have not been many housing developments which have required a residential travel plan to be developed. Where there has been a requirement (a few of the larger developments) the Council has worked with the developers to introduce travel plans which will really encourage residents to consider how they travel to and from the site. Changes, such as moving house, provide an ideal opportunity to encourage people to consider changing how they travel and establish new habits based with more of an emphasis on sustainable modes of travel than might have been considered before.

2.3 Improving Travel planning opportunities across the District

There are many opportunities to promote travel planning across the District. Where those developing and implementing the plans can see a benefit to them, in terms of cost savings, or reduced need for parking they can be very successfully implemented.

The policy covering travel planning in West Berkshire's Local Transport Plan is below. It is followed by additional information relating to the opportunities for travel planning in West Berkshire in the future.

Figure 2-4 LTP Travel Planning Policy

Policy LTP SC3

TRAVEL PLANNING

The Council will work with developers, employers, schools and other organisations in West Berkshire to develop Travel Plans to promote and encourage the use of sustainable modes of travel for residents, staff and pupils. To achieve this, the Council will focus on the following:

- i. Require developers to submit travel plans with all major planning applications, or where it is considered a development will have a major impact on the transport network.
- ii. Support schools, workplaces and other organisations in the review and updating of existing travel plans
- iii. Investigate the feasibility of and pilot a Personalised Travel Planning programme in urban areas
- iv. Work with existing business parks and industrial areas to facilitate area wide travel plans.

2.3.1 Workplace Travel Plans

The Council will continue to ask for travel plans through the planning process, using the national thresholds³ to determine where travel plans are needed. There may be specific locations or developments which are required to submit travel plans despite not meeting the thresholds. Where a development is considered to generate significant traffic impacts or to be in an area where vehicle access is limited or difficult, a travel plan can help to reduce the impact of the development on the transport network.

Where businesses already have a travel plan these will be followed up and businesses will be encouraged to keep the Council regularly updated on their progress.

The Council will look to work with businesses on business parks and industrial estates to deliver area wide travel plans. Potential sites could include Newbury Business Park, Arlington Business Park and Hambridge Road industrial estate.

2.3.2 School Travel Plans

Although all West Berkshire Council schools have school travel plans, these need to be regularly updated and continual promotion is required to maintain the level of impact seen since 2004.

³ Guidance on Transport Assessments, Appendix B – Indicative thresholds for transport assessments, DfT, 2007
<http://webarchive.nationalarchives.gov.uk/+/http://www.dft.gov.uk/adobepdf/165237/202657/guidanceontapdf>

Currently none of West Berkshire's Independent schools have STPs in place. Independent schools are harder to engage in this process, especially with the majority of independent schools in West Berkshire being boarding schools. There is potential to work with independent schools, but this is usually most successful when opportunities arise through the planning process. Many independent schools are already implementing measures to reduce travel to / from the site, but without any formal documentation.

Schemes such as 'Go Kinetic' and 'Steposaurus'⁴ will continue to run as a way of the schools promoting walking and cycling to school. Where appropriate, work will be done with the Secondary schools to develop, or participate in a similar type of scheme, such as Free your Feet (a reward scheme developed by the organisation 'Living Streets').

The emphasis is on the schools to continue their good work in this area. They will be supported by information and resources supplied via websites and any other resources that the Council has the opportunity to access in the future.

Schools need to maintain and update their STPs on a regular basis, particularly as an updated or recently reviewed STP will be required to accompany any planning permission sought.

The Berkshire STEP awards were set up by the Berkshire Authorities as a way of rewarding and acknowledging the progress made by schools on their travel plans. Schools complete a self assessment form, which is returned to their Local Authority who ensures that the correct award has been awarded. Schools can apply for Bronze, Silver or Gold awards, as well as a range of special awards recognising special achievements.

Figure 2-5 Go Kinetic at Falkland Primary School



Figure 2-6 Berkshire STEP Logo



⁴ Go Kinetic and Steposaurus are reward schemes for walking and cycling to school.

2.3.3 Residential Travel Plans

Residential travel plans are sought through the planning process. Where a large number of houses are being built there is the potential for a significant impact on the road network. Travel Planning within residential developments can provide residents with the ideas, information, infrastructure and incentives they need to change their travel habits.

Working with people at stages of change in their lives can have a significant impact on the decisions they make.

Residential Travel Plans can provide residents with the following measures to encourage sustainable travel:

- Covered and secure cycle parking
- Cycle training
- Welcome packs with local travel information (e.g. bus time tables/routes)
- Discounted public transport tickets for a limited period of time (3-6 months)
- Car sharing database
- Car Club membership

Residential Travel Plans will be required to be submitted for strategic housing sites outlined in the LDF core Strategy and for other residential developments which meet the threshold set in national guidance.

2.3.4 Personalised Travel Planning

Personalised Travel Planning is a relatively new idea which has had significant results in changing people's travel habits. It focuses on what an individual can gain through changing how they travel, by promoting the health/financial benefits.

Personalised travel planning involves 1-2-1 meetings with an individual and a trained travel advisor to discuss their current travel habits and explain their options in a non pressurised way.

There is potential for West Berkshire to work with its neighbouring authorities (particularly Reading and Wokingham) to pilot a PTP in the East of the District.

2.4 Targets and Monitoring

2.4.1 Targets

Targets have been set to help monitor the progress of the Smarter Choices Strategy. They will take into account levels of resources and funding available for delivery and will be reviewed on a regular basis to ensure they are still appropriate.

Workplace travel plans

Targets will be set in 2012/13 once the resource levels for this work are known. Work to actively promote workplace travel planning is related to West Berkshire Council being successful in their LSTF bid.

School travel plans

Table 2.2 School Travel Plan Targets	
SC1.1	To decrease single car use to primary school from 35% (2010) to 30% by 2016 and to maintain car sharing at 10% or more
SC1.2	To decrease single car use to secondary school from 16% (2010) to 13% by 2016 and to maintain car sharing at 10% or more

Targets for Walking and Cycling to school are included within the Active Travel Strategy.

Residential travel plans

A target for the delivery of residential travel plans over all will not be set. However, the Council will work with developers who are required to produce and deliver residential travel plans to ensure that their own specific indicators are monitored and progress is being made towards meeting agreed targets.

2.4.2 Monitoring

Monitoring the impact of workplace travel plans is carried out by the businesses themselves as part of their travel plan. Annual or bi-annual reviews should then be submitted to the Council so that progress can be monitored. Through the Development Control process the Council keeps records of the number of business and workplaces covered by a travel plan.

Monitoring of the school travel plan progress is through the annual school travel survey, carried out in April/May each year.

Residential travel plans are again monitored by the developer/travel plan coordinator responsible for their delivery. Progress reports are submitted to the Council as part of the Travel Plan commitment.

3 Car Sharing and Car Clubs

Car Sharing and Car Clubs are key initiatives under smarter choices and can form an important part of travel plans, by providing people with alternatives to travelling on their own in a car.

3.1 Car Sharing

3.1.1 What is car sharing?

Car Sharing is when two or more people travel together in a car. People can benefit from shared fuel costs, greater chance of getting a parking space as well as the convenience of the car and knowing that they are helping to reduce congestion and pollution. Car sharing is often promoted as part of business travel plans as a way of reducing peak time traffic and pressure of car parking. But car sharing can also be used for leisure trips, the school run and for all kinds of other journeys.

Figure 3-1 Car Sharing



While many people find car share partners through local knowledge of someone who travels a similar journey to them, the use of a car share database can help people to find sharers. People can offer lifts if they have spare seats in the car, and those without a car can look for lifts.

Car sharers can save themselves approximately £1000 and 1 tonne of CO₂ per year by sharing a daily journey rather than driving alone⁵.

3.2 Car Clubs

3.2.1 What is a car club?

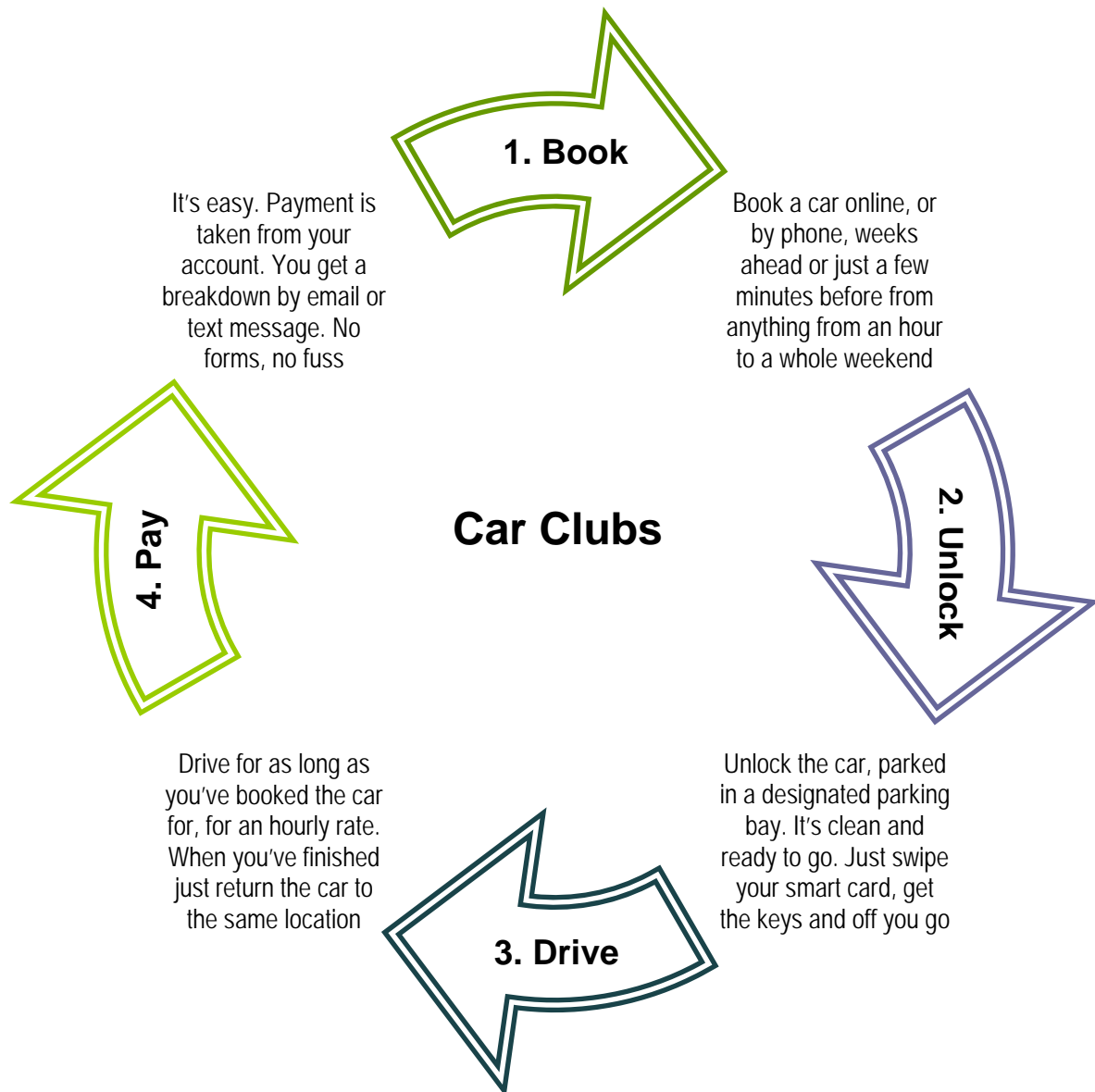
Car Clubs allow people to book a time slot to use a car, anything from 30 minutes to a whole weekend. Bookings can be made in advance or with a few minutes' notice. Car Clubs mean that people do not need their own car, yet for journeys where the car is the only option, a car can be available.

The majority of car clubs work on the 'book – unlock – drive – pay' system (see figure 3.1). Car clubs are designed to be simple to use and hassle free. Cars can be booked online or by phone and using the online system allows you to see when the car is free and plan your journey accordingly. Each car club member is given a smart card, which they swipe when they reach the car to get the keys. Once out in the car if it is found that you need to extend your

⁵ Research by Liftshare.com

journey if you contact the car club provider they will try to extend the booking unless someone else has booked the car. Finally you are charged for what you have used. The fee paid includes: fuel, insurance, MOT, tax and insurance meaning you never need to worry about these extra costs for your own personal car.

Figure 3-2 The way a typical car club operates



3.2.2 Benefits

There are many benefits of car clubs both for individuals and businesses. There is even the option for individuals to make their little used car available to others through the car club.

Signing up to a car club means that you do not need worry about paying for MOTs, repair bills, car tax or insurance. Even the fuel you use is included in the hourly fee you pay. The car is fully maintained and cleaned by the car club

provider and has a designated parking space, so there is no need to worry about finding or paying for a parking space.

For businesses operating a car club reduces the need for staff to drive to work because they will need a car once at work, as there will be a car available for their use. In return this also reduces the costs for mileage and essential car user allowances as staff do not need to use their own cars. Using a car club car also means that emissions are reduced as car clubs use efficient low emissions vehicles for work related journeys. Cars can also be returned to community use outside work hours, meaning that there is a community benefit from a business car club.

Figure 3-3 LTP Car Sharing and Car Club Policy

Policy LTP SC4

CAR SHARING & CAR CLUBS

The Council will work with partners to facilitate car sharing and car clubs across the district. To achieve this, the Council will focus on:

- i. Investigating the feasibility of a car club for the Newbury and Thatcham area.**
- ii. Investigating the feasibility of a district wide car sharing scheme.**

3.3 Developing Car Sharing and Car clubs in West Berkshire

Reference to Car Sharing and Car Clubs are also made within the Parking Policies included within the LTP. Specifically LTP P1(iv) and LTP P3(iv). These policies refer to having car sharing and car club spaces included within town centre car parks and in new developments.

3.3.1 Developing Car Sharing

Car Sharing does happen on an informal level across West Berkshire. Many people share the school run or the journey to work if and when this suits their needs.

Many businesses already promote car sharing and have systems in place to find people car share partners. Encouraging car sharing through a District wide car share scheme would enable people to find new car sharing partners for regular journeys as well as for one-off journeys. There are a number of potential providers for car share databases, and there is potential to work with local businesses, through their travel plans, to develop a system which works for them, as well as for West Berkshire as a whole.

Figure 3-4 Dedicated Car Sharing Spaces



There are new ideas and systems being developed all the time in relation to car sharing. One of these relates to sharing cars specifically in rural areas and could be referred to as a type of car club as well. The idea is that personal cars are used for hire. Members of the public can sign up and offer their car for hire, other people can hire their car for a chosen period of time. The keys are collected from a pre-arranged point. Insurance is covered by a central organisation that runs the scheme. This type of idea could be useful for some communities in West Berkshire where people are isolated due to lack of access to a car and lack of public transport.

3.3.2 Developing a Car Club

Initially the development of car clubs will be supported through the planning process. Large residential developments provide a platform for introducing a car club. When people move house they are often prepared to change their habits to fit in with their new surroundings. By providing the opportunities of a car club, new residents can be given the opportunity to join rather than needing to keep a second (or additional) car for occasional use.

Initially car clubs need to be located in urban areas to build up enough members to keep them running, but it is possible that service villages and other more rural villages would be able to benefit from a car club. This could be done through businesses signing up to the car club to provide pool cars. The cars are used by the business during the day, and employees take them home to be used by their local community during the evening and at weekends. (See also possible rural example above.)

The Newbury Racecourse strategic housing development includes the requirement to deliver a Car Club. West Berkshire Council will work with the Racecourse and other developers to expand the car club and investigate the feasibility of it covering the wider Newbury and Thatcham areas.

3.4 Targets and Monitoring

Monitoring of any car sharing scheme or car club will be important to record progress and success. However to get to this stage some targets for establishing these initiatives will be set initially.

3.4.1 Targets

Targets have been set to help monitor the progress of the Smarter Choices Strategy. They will take into account levels of resources and funding available for delivery and will be reviewed on a regular basis to ensure they are still appropriate.

Table 3-1 Initial car sharing and car club targets	
SC2.1	To develop a plan for implementation of a car club (in association with local developers) by 2016.
SC2.2	To investigated the feasibility of a district wide car sharing scheme and develop a plan for implementation if appropriate by 2016.

3.4.2 Monitoring

Once a car club and car share system are in place monitoring will be based on membership levels and usage.

4 Alternative and New Technology

New and alternative technology covers a range of measures to reduce carbon emissions and make travel smarter and easier. While some measures are known and being developed there is also the likelihood of new technology being developed over the period of the LTP which is as yet unknown.

Figure 4-1 LTP New Technology Policy

Policy LTP SC5

NEW TECHNOLOGY

The Council will work with partners to embrace and facilitate the use of new technologies in transport to reduce carbon emissions, reduce congestion and make travel smarter.

This policy emphasises that the Council aims to be forward thinking about new and alternative technologies that will be developed throughout the course of the LTP period.

4.1 Alternative Technologies

4.1.1 Alternative fuels (Hydrogen/Electric Cars)

Alternative fuels most commonly include Electric and Hydrogen vehicles. There are two forms of electric vehicles being developed, the all-electric vehicle and the plug-in hybrid.

The all-electric vehicle has an electric motor and is powered from a rechargeable battery. While the plug-in Hybrid is powered by mains charged batteries but also has a normal internal combustion engine. The electric mode is used for short journeys with the petrol engine being used for longer journeys. Electric vehicles also include bikes and scooters. These can be charged using a regular three pin plug and can currently travel for approximately 40miles per charge.

Figure 4-2 Electric vehicle charging point and parking space



There are a number of charging points in the UK, both on-street and in public car parks. Charging could also potentially take place at home, at work, or using a public charging point.

There are currently no electric charging points in West Berkshire, although provision for them is being sought, and will continue to be sought through business and residential travel plans and the planning process. Newbury has

been selected as one of the initial 100 locations by Chargemaster (a private company) to feature in their spring 2012 electric charging point roll out programme (Polar). This is being financed completely by the private sector, and currently details on the location and management are unknown. The Council will work with Chargemaster to get the best coverage in the district possible within the confines of their remit.

Within the LTP's Parking policies (specifically LTP P1 (iv) and LTP P3 (iv)) there is provision for the promotion of parking for electric vehicles.

4.1.2 Working / Shopping from home (broadband access etc.)

The development and widespread availability of broadband means that people have greater potential to work and shop from home. This can help to reduce the need to travel, or in the case of shopping provide incentives for alternative means of travel to the shop knowing that the items purchased will be delivered later.

West Berkshire Council is the lead authority for the Berkshire Broadband government initiative, with funding coming from the Local Enterprise Partnership (LEP).

4.1.3 Smart Technology

Smart Technology is mainly concerned with the use of smart ticketing for public transport. Covered in more detail in the Passenger Transport Strategy, 'smart ticketing' allows people to pay for bus journeys without needing to hand over cash, using a pre-paid card similar to the Oyster system in London.

There is the potential to combine Smart Ticketing with other initiatives, such as the West Berkshire Card, which acts as a library card, as well as a discount card for West Berkshire residents to the local leisure centres. The smart cards could also be used to include agreed discounts with public transport providers and businesses for their staff to use public transport.

Reading Transport, who operate many of the services within West Berkshire as Newbury Buses, are currently trialling Smart Ticketing on Reading Buses. Any scheme investigated within West Berkshire would be based on and in keeping with the Reading Transport system.

4.2 New Technologies

It is likely that significant changes will happen in terms of reducing the impact and or reliance on car use during the LTP. As the policy identifies the Council will work with partners and providers to embrace these new technologies which reduce carbon emissions, reduce congestion and make travel smarter.

4.3 Targets and Monitoring

Targets and monitoring for new and alternative technologies will be developed as these technologies are established and introduced to West Berkshire.

5 Branding, Marketing and Promotion

Without adequate marketing people are not aware of the travel options available to them. By branding travel choices in West Berkshire the Council will help to raise awareness of the options available to people. Promotion and marketing will help to encourage people to use sustainable travel options where this is appropriate, and particularly for local journeys and those journeys they make regularly.

5.1 Current branding, marketing and promotional activities in West Berkshire



Feel Good Fortnight cycle treasure hunt (April 2011)



A selection of West Berkshire Council's walking and cycling maps

Advertising included in a local publication (June 2011)

Cycle Training in West Berkshire

National Standard Bikeability cycle training courses are running during the summer holidays. The courses are over 2 days and are based at local leisure centres. The cost for the 2 day course is £40 per child and is available for children aged 10 upwards.

For more information and dates please visit www.westberks.gov.uk/roadsafety and click on Child Cyclists.

Adult Cycle Training
Evening and Weekend adult cycle training courses will be starting from the 20th June in Thatcham and Tilehurst. Please contact Caroline Lane on clane@westberks.gov.uk or 01635 503263 for more information or to book a place.

Dates to Remember:

12th June – The Wiggle Magnificat at Newbury Racecourse for a fun family day out. Family events start at 10am. Bring your bikes.

9th August – Cycle Treasure Hunt starting at Thatcham Discovery Centre. Turn up anytime between 10am – 2pm to collect a map and the clues. For more information or to register your interest please contact Caroline Lane at clane@westberks.gov.uk

West Berkshire COUNCIL

Marketing material	Advertising	Period
Maps	Walking / Cycling	Continually available
Bus Timetables	Buses	Continually available (updated annually in April)
Out and About Publication	Cycling (Bike Week)	Annually (May/June)
PreVue (local cinema publication)	Sustainable Travel (especially Cycling)	Annually (April – June)
Feel Good Fortnight	Walking / Cycling	Annually (April)

5.2 Developing branding, marketing and promotion in West Berkshire

Figure 5-1 LTP Branding, Marketing and Promotion Policy

Policy LTP SC6

BRANDING, MARKETING & PROMOTION
The Council will take opportunities to brand, market and promote the travel options available throughout the District. To do this the Council will focus on the following:

- i. Investigate the feasibility of a district wide branding and marketing campaign for smarter choices (bus, train, walking, cycling, car sharing and car clubs)
- ii. Promote the use of alternatives to the car for local and regular journeys where appropriate.

5.2.1 District wide marketing campaign for Smarter Choices and Active Travel

The Council aims to develop a District wide campaign for advertising and marketing its services in relation to transport and the promotion of smarter choices and active travel. This would mean that any information sent out in relation to transport would have the same branding so that people become aware of the services offered and promoted by the Council in terms of improving transport and travel choices.

This will involve working with departments across the Council to come up with a coordinated approach which also conforms to the strong corporate image.

5.2.2 The Year of Cycling - 2012

The Council plan to hold a year of cycling starting in March 2012. Throughout the year there will be at least one event per month promoting cycling. These events will range from distance rides, to family treasure hunts to 'lights on bikes' campaigns. The West Berkshire Cycle Forum are taking the lead in coordinating the events, with the various groups represented on the forum running special events or opening up their existing events to new people. The aim of the year will be to raise awareness of the ease of cycling and to encourage more people to consider cycling for short journeys.



Figure 5-2 Year of Cycling 2012 Logo

Part of the year would involve working with local cycle shops and other local businesses to raise awareness of cycling and the benefits for individuals and businesses and the community.

Should the Year of Cycling be successful the Council will investigate the feasibility of holding other 'Focus Year' events. This could include focusing on Walking, Active Travel and 'Swap a journey.' The 'Swap a Journey' focus would work to encourage people to swap one or two journeys a week from the car to an alternative mode of travel. Events would be held throughout the year which provided the opportunity to try out different ways of travelling.

5.2.3 National Campaigns

There are a number of national campaigns promoting active, smarter or safer travel, such as Bike Week in June, or Road Safety Week in November. Where possible the Council will look to link their own campaigns and marketing to these national campaigns as and when it is appropriate.

5.3 Targets and Monitoring

5.3.1 Targets

Targets have been set to help monitor the progress of the Smarter Choices Strategy. They will take into account levels of resources and funding available for delivery and will be reviewed on a regular basis to ensure they are still appropriate.

Table 5-2 Marketing and Promotion targets	
SC3.1	To run at least 5 projects to promote Smarter Choices (including walking and cycling) per year
SC3.2	To deliver the Year of Cycling in 2012, and investigate the feasibility of running future 'focus year' events.

5.3.2 Monitoring

The success of the Branding, Marketing and Promotion used will largely be monitored through the number of people turning up to advertised events.

Monitoring also takes place through the continued requests for more / additional walking / cycling maps and other promotional and information material.

Monitoring of the number of cyclists (through the cycle count) and public transport patronage will also help to measure whether the branding, marketing and promotion of smarter choices is helping to change how people travel. The monitoring of mode of travel through various travel plans will also be an indication of the success of promotional activities.

6 Monitoring of the Smarter Choices Strategy

The Smarter Choices Strategy is one of a number of strategies which support the delivery of the LTP. The Smarter Choices Strategy will be monitored annually through the rolling Implementation Plan and will be reviewed after 5 years to ensure that it is still relevant and working towards delivering the LTP policies. The Smarter Choices table from the Implementation Plan is included in Appendix 1.

6.1 Summary of Targets

SC1.1	To decrease single car use to primary school from 35% (2010) to 30% by 2016 and to maintain car sharing at 10% or more.
SC1.2	To decrease single car use to secondary school from 16% (2010) to 13% by 2016 and to maintain car sharing at 10% or more
SC2.1	To develop a plan for implementation of a car club (in association with local developers) by 2016.
SC2.2	To investigated the feasibility of a district wide car sharing scheme and develop a plan for implementation if appropriate by 2016
SC3.1	To run at least 5 projects to promote Smarter Choices (including walking and cycling) per year
SC3.2	To deliver the Year of Cycling in 2012, and investigate the feasibility of running future 'focus year' events.

6.2 Monitoring and Indicators

The mechanisms used to monitor indicators relating to this strategy are summarised in Table 6.2 below. The progress against each area will be reported through the Implementation Plan annual updates.

Outcome	Monitoring mechanism
Travel to School	Annual School Travel Survey
Car club usage	Membership and trips booked/taken
Projects	Keep a record of projects delivered and levels of success
The year of cycling	Feedback from events run as part of the year of cycling

If you require this information in an alternative format or translation,
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