

MHA Authority	Leicestershire County Council (LCC), with Leicester City Council
Project Number	60656408
Project Title	Covid-Adapted Residential Personal Travel Planning (2021)
Client Contact	Jessica Herbert / Lisa Wilkinson
Client Details	Safe & Sustainable Travel Manager, Jessica.Herbert@leics.gov.uk
Brief Project Description (300 Characters)	<p>AECOM were commissioned by Leicestershire County Council and Leicester City Council to undertake Residential Personal Travel Planning to encourage modal shift to more sustainable modes of travel. However, due to the restrictions in place because of the COVID pandemic, it was necessary to deliver the project using a tailored online approach.</p> <p>AECOM successfully delivered the Personal Travel Planning, promoting the scheme and raising awareness, executing a screening survey to identify potential, best-suited candidates and provided both practical and emotional support for participants throughout the duration of the project. In addition, the conclusion of the project, AECOM oversaw the transition of participants onto alternative schemes/options to ensure the long-term benefits of the project.</p>
Full Project Description	<p>Residential Personal Travel Planning (PTP) projects are delivered to residents via face-to-face doorstep motivational dialogue to encourage greater use of walking, cycling and public transport. However, COVID-19 meant this was not viable in 2020 and 2021 to complete the Leicester & Leicestershire Access Fund programme.</p> <p>As a large-scale, face-to-face programme was not possible, a smaller, more targeted online campaign was proposed designed around the promotion of active lifestyles. A stakeholder working group was formed to explore the ways in which COVID risks could be designed out of the process. From this, an alternative approach was designed based around a central vision of encouraging travel behaviour change and improving residents' physical and mental health, through intensive engagement with a smaller residential population. Stakeholder engagement also identified complementary schemes for co-promotion.</p> <p>This approach builds on lessons learnt from previous PTP programmes that identified that large changes in behaviour by relatively small numbers of participants impact most significantly on modal shift. The pandemic also gave impetus to boosting walking and cycling due to lack of fitness being a COVID-related risk factor.</p> <p>The 2021 PTP project included:</p> <ul style="list-style-type: none"> • Promotional mailing to advertise the scheme, providing access to digital travel information packs and travel support by email / phone, supported by LCC social media posts • Use of a travel 'screening' survey to identify potential participants to receive active lifestyle equipment; either an activity tracker, or 3-month bicycle / e-bike loans (including helmets, lights, and a security lock) • Provision of ongoing practical and emotional support for those using the active lifestyle equipment <p>The screening process identified participants with self-diagnosed physical or mental health challenges, and those wanting to improve their fitness or access employment using sustainable modes. We worked with selected participants to understand their barriers to</p>



	<p>active travel and provided them with the necessary information, journey planning advice, and equipment that best served their requirements, to help maximise the benefits of using the incentives.</p> <p>Out of 10,000 targeted households, 442 opted to take part in the project by requesting a travel information pack and/or receiving an incentive. 248 participants took part in a 'screening survey' for the incentives; the process for which revealed that most people interested in participating wanted to improve their physical and mental health (73%), which aligns with the project's objectives. Successful participants received 46 activity trackers, 8 bicycles, and 19 ebikes (against a budgeted allocation of 50 activity trackers, 10 bicycles and 20 ebikes). Activity Trackers automatically recorded journeys when using the incentives, which enabled us to monitor the impact on walking and cycling levels throughout the course of the project.</p> <p>The motivational emails, tailored to each participant, created a continuous two-way dialogue and allowed us to monitor the use of incentives; providing a 'friendly' and personal delivery touch to address queries and resolve any issues. Positive feedback was collected through responses to these emails and post-intervention surveys, relating to travel behaviour and lifestyle changes, improvements in individual health and wellbeing, and quality of life.</p> <p><i>"The bike got me out and able to do things this helped my mental health become more able to manage and I can't be any more thankful for this" – Participant</i></p> <p><i>"Brilliant. It's really helping to motivate me to get active, help lose weight and become fitter" - Participant</i></p> <p>Internal stakeholder feedback was also collected through regular working group meetings that monitored progress, as well as via an overall close-out Process Evaluation.</p> <p>At project completion, each participant was given the option to keep their activity tracker and cyclists could choose from discounted purchase, swapping from ebike to bike, and moving to the complementary Wheels to Work scheme; thus maintaining any benefits over the long-term. Any bicycles and ebikes returned have been serviced ready to be used on future City and County sustainable transport projects.</p>
<p>Innovation</p>	<p>The traditional delivery mechanism for the PTP project was not possible due to the constraints in place because of the COVID pandemic. The innovative approach to target participants who had self-diagnosed physical or mental health challenges, and the ability of the team to develop relationships through remote means, meant that the Leicestershire / Leicester City PTP project was still able to influence change and meet its objectives.</p> <p>This approach has since been deployed for a project in Nottinghamshire.</p> <p>Can this be applied to other MHA projects? <input checked="" type="checkbox"/></p>
<p>Lean Delivery / Efficiency Savings</p>	<p>Efficiency Savings: £N/A</p> <p>Can this be applied to other MHA projects? <input type="checkbox"/></p>

