

MHA Authority	Leicestershire County Council (LCC)
Project Number	60564091
Project Title	Access Fund – Residential Personal Travel Planning (2018 and 2019)
Client Contact	Jessica Herbert
Client Details	Safe & Sustainable Travel Manager, Jessica.Herbert@leics.gov.uk
Brief Project Description (300 Characters)	Delivery of Residential Personal Travel Planning (PTP) within a study area of 21,000 households as part of the Access Fund for Sustainable Travel (Access Fund). An independent evaluation found that 17% of participants in the after survey stated that they had changed their behaviour since the project began. The most cited changes were walking more, driving less and cycling more.
Full Project Description	<p>Leicestershire County Council (LCC) and Leicester City Council (Leicester City) appointed AECOM to deliver the Personal Travel Planning (PTP) as part of the Access Fund. During 2018, the project targeted 10,500 households in the Braunstone, West End to Rowley Fields area of Leicestershire and Leicester; during 2019, the project targeted 10,500 households in the Birstall and Mowmacre Hill area of Leicestershire and Leicester.</p> <p>PTP is a behavioural change technique that delivers information, incentives and motivation to individuals in order to help them make sustainable travel choices instead of choosing to travel by car. The aim of PTP is to overcome habitual use of the car, thereby enabling more journeys to be made on foot, bike, by public transport or in shared cars. Travel advice is provided to householders via a team of trained travel advisors.</p> <p>The project built upon the success of previous PTP projects which AECOM delivered for LCC in Loughborough (2011-2014), Coalville (2013 and 2014), Hinckley (2015), and Leicester North West (2016). Similar projects were delivered for Leicester City in Beaumont Leys (2012 and 2013) and in the Hinckley Road area (2015). Furthermore, LCC and Leicester City jointly commissioned a PTP project along the A426 corridor in 2014 as part of the Better Bus Area (BBA) programme.</p> <p>An independent evaluation of the 2018 / 2019 work found that:</p> <ul style="list-style-type: none"> • In 2018, 68% felt the conversation was useful and there was an overall reduction in reported single occupancy car trips amongst participants for journeys to work (23 percentage points) and shopping (10 percentage point). • In 2019, 58% felt the conversation was useful and there was an overall reduction in reported single occupancy car trips amongst participants for journeys to work (11 percentage points) and shopping (9 percentage points). <p>Across both years, approximately 17% of participants in the after survey stated that they had changed their behaviour since the project began. The most cited changes were walking more, driving less and cycling more.</p>



**Completion
Certificates**

(to be provided separately)

Have we requested & are they available?

**This information
provided by:**

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When: 15/06/21