



Transport & Travel Research Ltd

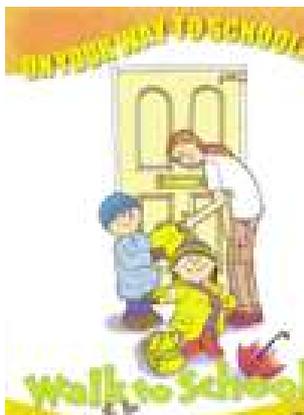
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TRAVEL AWARENESS

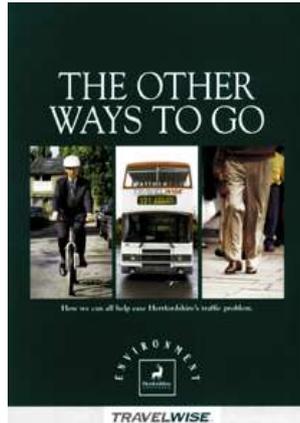
Well designed and well targeted transport information, publicity and communications programmes can encourage changes in people's attitudes to transport and affect their personal travel behaviour. They can also do much to support local authorities implementing Local Transport Plans or transport operators creating awareness of new travel opportunities.

Best practice initiatives require a co-ordinated multi-agency approach, based on new forms of partnerships involving transport agencies and those concerned with health, the environment, education and so on. It is also important to ensure that local campaigns are co-ordinated with national messages.

TTR combines its expertise on travel awareness with a strong competence in market research. We have a thorough understanding and experience of the 5-step approach to marketing: awareness, acceptance, attitude, assimilation and adoption. A range of techniques and methods are used to identify characteristic groups of attitudes towards transport in the population in order to design appropriate and effective campaign strategies and messages.



TTR is applying its European state of the art knowledge of travel awareness to the needs of local authorities in the



UK. Recent projects have addressed children's travel, green transport initiatives, air pollution and congestion charging.

- Market research
- Campaign planning
- Branding design and review
- Scheme implementation
- Strategy design and review
- Impact evaluation

The following are examples of projects we have undertaken:

National Campaigns

TTR has been at the forefront of consultancy work on travel awareness issues. When DETR established its travel awareness unit, TTR was commissioned to review best practice in co-ordinated national campaigns in the UK and across Europe, and to recommend structures for national campaign management.

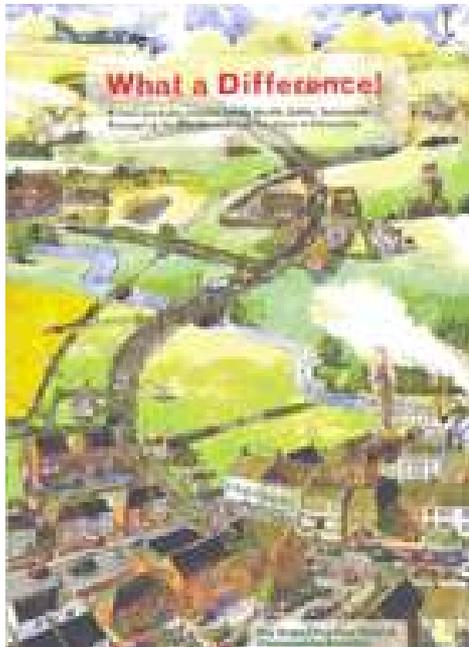
Local Transport Schemes

TTR was involved in the first European Commission transport initiative on travel awareness and marketing, CAMPARIE. This initiative reviewed and recommended best practice in local transport marketing actions such as new public transport schemes, traffic calming, safer routes to school and so on. TTR has a database of over 100 campaign actions.

Best European Practice

As part of a £3.7 million project (TAPESTRY), TTR managed a series of demonstrations of travel awareness schemes in 12 countries. These covered campaigns to encourage multi-modal transport use, to change the attitude of citizens towards

Travel Awareness



cars and to address wider health and environment issues. The project team produced an interactive CD-Rom which included policy guidelines for campaign managers and guidance on marketing techniques for engaging with the public. The project was actively supported by DfT. Website: www.eu-tapestry.org

Delivering best practice guidance

TTR delivered a one day workshop for TfL and the London Boroughs to help them plan how they could better structure their travel awareness and sustainable transport campaigns. The workshop was based on the TAPESTRY best practice and policy guidelines outputs, which have been widely praised as a blueprint for future activities. These workshops are being rolled out across the UK.



Local Travelwise' Centres

TTR used focus groups and a web-based questionnaire to assess customer perceptions of the services and information provided by the Nottingham Travelwise Centre (the UK's 'first mobility centre'), and to consider future enhancements. We also undertook a scoping study for a similar centre to serve the travel needs of residents (and tourists) in Leicestershire.

Site-based Awareness Raising

Travel awareness is one of the elements addressed as part of the package of measures developed in TTR's travel plan assignments. Where possible, the proposed measures links in with national travel awareness campaigns such as Travelwise and Green Transport Week. Clients have included several large business parks, commercial companies including B+Q stores, the BMW Group Plant Oxford and Boots, and educational and health establishments.

Transport Direct Printed Output Study

TTR is undertaking a major study for the Transport Direct team aimed at assessing the information needs of end users of web-based travel information services with particular regard to the design criteria and content of printed outputs. The research techniques employed include focus groups, panel surveys, design workshops and hall tests.

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