

## DEFRA LOCAL AUTHORITY AIR QUALITY GRANT 2011/2012 – PROGRESS REPORTING

Under the air quality grant terms and conditions, local authorities awarded grant are required to provide a progress report on the supported project(s) around October the year after the grant has been paid to the authority. Reports should be provided on an annual basis for the duration of the project, including a report produced upon completion of the project. The form set out below should be used to report progress in all cases. Please return completed form/s to the email address; [air.quality@defra.gsi.gov.uk](mailto:air.quality@defra.gsi.gov.uk).

### 1. Local authority name, key contact details and project title/code.

Please provide the lead local authority name, contact details for the lead project contact and the title and reference number of the project.

Chichester District Council, East Pallant House, 1 East Pallant, Chichester, West Sussex

### 2. Provide a brief description of the project.

Please provide a brief description of the project and its aims. Please include details of project partners and division of work. Refer to Section 2 of the Project Plan if no changes to initial plans have occurred (300 words or less).

The aims of the project are:

A1 - To continue to foster a culture of cycling in Chichester (focused on Chichester where the AQMA's are declared).

A2 - To work in partnership with our public, voluntary and private partners to maximise the effectiveness and reach of our interventions as agents of change.

A3 - To expand, and utilise fully, the opportunities offered by our contacts within the community.

A4 - To maximise our influence through placing emphasis on all policy areas that overlap air quality and choice of mode, such as health, congestion, transport, climate change and road safety.

A5 - To deliver parallel change programmes to the Workplace Challenge that seek to tackle some of the key blocks to cycling, so as to make a convincing broader narrative for change.

The project partners and % 'work division' include:

West Sussex County Council (~5%)

The Community (~5%)

Commercial providers (~25%)

Project Status	Y/N?
Is the project complete?	N



**3. Please indicate which study area(s) / emissions source(s) are relevant to this project.**

Study Area(s)	Y/N?	Emission Source	Y/N?	Pollutant	Y/N?
Low Emission Zones		Cars	y	NO <sub>2</sub>	y
Emissions Abatement Technology		HGVs		PM <sub>10</sub>	y
Remote Sensing		Buses	y	Other	
Communication	y	Trains	y		
Monitoring		Biomass			
Modelling		Other			
Behavioural Change	y				
Fleet Improvement					
Traffic Management					
Other					

**4. Progress to Date**

Please provide a brief description of the work carried out to date (500 words or less), with reference to key milestones. This should include whether or not the project is proceeding in accordance with the estimated timescales in Section 3 of the Project Plan. Where delays have occurred, an indication of revised project timescales should be provided.

To date the work delivered has been intensive behavioural change type interventions. In the main these have been cycling promotion related using the Cycle Workplace Challenge as a central work item to which the others relate.

The key project milestones WP1 – WP6 have been achieved with the exception of WP7 (the Cycle Challenge post intervention report) which was received in November (largely due to the WP7 milestone being an estimate made before contract formation).

This year's work has included:

Conference – We ran a conference in March 2012 titled – A Roadmap for Better Community Health. This was attended by 70 professionals from Environmental Health, Transport Planning, Highways and Public Health. With some subsequent policy recommendations being made for Transport Planning and Public Health. [REDACTED] and the West Sussex Director of Public Health spoke at the event.

Workplace Cycle Challenge – We ran this intervention for the third year in succession. This continues to grow and build our segmented database of local active cyclists (further details under 5 below).

Community Travel Planning project – We have run a Smarter Choices project over the summer of 2012. This has been focussed on a specific area in South Chichester. This commenced with a travel survey and has included a travel planning event and a marketing document with 'commercial' offers to encourage behavioural change.

Chichester Community Car Club – we have been working with a community group since March 2011 to design and deliver a car club. The club was launched in November 2012 providing two cars in central (east and west) Chichester.

Other events and initiatives include:

Pedal to Prayers

School cycling event

Community Cycle day

Bike maintenance classes

Cycle confidence training

Bike rack installation – a competition in the Council magazine has lead the locations for installation.

Ride leader training – trained leaders have lead a number of guided rides during the summer

Publicity initiatives

Chichester Cycle Forum – we are working with the community, in part, through participation in the Forum

## 5. Project Outputs

Please provide a summary of any initial or final observations / conclusions that can be drawn from the project, and in particular, details of any observed or estimated reductions in emissions and / or pollutant concentrations (500 words or less).

A complete list of project outputs (both completed and expected) should also be provided including the date of publication and location / source from which the outputs can be obtained. Electronic copies of any completed outputs should be submitted alongside this form.

**Workplace Cycle Challenge:** 14 May – 5 June 2012 - Just under 700 participants from 36 organisations including 113 new cyclists (16.4%) took part. "Try a bike" taster sessions were held at six locations (94 people took part) and bike doctor services were provided at eight organisations (and over 61 bikes were checked). Of the bike journeys logged, 2818 (65%) were for transport purposes rather than leisure or recreation purposes.

A second shorter Cycle Challenge was held between 29 Sept – 14 October 2012. Around 225 participants took part from 30 organisations of which 10 were new cyclists (he did not take part in previous 2012 cycle challenge). To date, 1895 people have registered for all the Cycle Challenge events (held between 2010 – 2012), of which 315 (16.6%) have been new cyclists.

**Pedal to Prayers** – cycle to church events held at two churches during June/July. Free bike doctor service provided at both events. Total no. of bikes checked – 15.

**Jessie Younghusband School cycling event** – Sat 15 Sept – bike doctor services provided to Year 6 children prior to their bikeability lessons – 15 children attended with a parent to have their bikes checked.

**Community cycle day** – took part in CDC Get Active Event – Sun 9 Sept  
bikes provided for public to try including novelty bikes (tandem and penny farthings), bike doctor services provided and information on cycle training, bike maintenance, guided cycle rides and cycle routes provided. Over 150 people registered to try a bike and a number of people registered for guided cycle rides, cycle training and bike maintenance classes as a result of attending the event.

**Bike maintenance classes** – In addition to classes arranged during the Cycle Challenge, four foundation courses and three intermediate courses were held over the period September – November 2012. Around 16 people attended the foundation courses and 18 people attended the intermediate courses.

**Cycle confidence training** - Two cycle training sessions were held during September 2012 and five people attended. (Two additional classes funded by Wellbeing project and seven people attended).

**Bike racks** – In response to a competition in the Council Initiatives magazine, readers were asked to suggest locations for an additional 50 cycle racks. Responses were received from 18 people and over the winter these racks will be installed.

**Community travel planning** – A smarter travel choices project has taken place over the summer relating to an area to the south of Chichester. Over 900 residents were sent a travel survey and responses were received from around 350 people. A folder of smarter travel information was produced (including a map showing routes available for cycling, walking and catching public transport) and distributed to those returning the survey. An information day was held where bike doctor services, try a bike and cycle training were on offer. Information was given out on the WSCC car sharing scheme and other smarter travel initiatives (on line shopping and discounted fares for local bus services). The local Parish Council was engaged in order to raise the profile of smarter travel choices in the area. A follow up survey will be sent out in the spring to ascertain how many of the residents have chosen to adapt their travel behaviour.

**Ride leader training** – a CTC two day course was attended by 6 volunteers. In addition, one day emergency first aid training provided for 8 volunteers. These volunteers have assisted with a number of guided cycle rides during the year and it is intended to run a regular programme of guided cycle rides during 2013.

**Safer cycling awareness day** – 10 April at The Cross Chichester. Partnership working with police, community safety and WSCC to make cyclists aware of restricted times of cycling within City centre. Gave out information on cycle training, public rides and bike maintenance classes. A bike doctor service and free bike marking was made available.

1. **Publicity initiatives** – In addition to information on the CDC website and social media, we have had a number of press articles published to promote our work. We have produced some panels for the side of the refuse vehicles which promote cycling and these have been displayed during the year.
2. **Chichester Cycle Forum** – this group has met five times during 2012. A number of strategic issues have been supported by the group and a sub group is working on development of new cycle routes in the District.
3. **Cycle maps** – competition held in Council Initiatives magazine for readers to suggest their favourite cycle route. Four winners were chosen and the first of these maps has been designed and printed (Midhurst West) and is on sale at Museum/TIC and Leisure Centre. Three further maps will be produced over the course of the winter months. (Over 900 of the first three maps produced in 2011 have now been sold). Maps also available on line.
4. **Chichester Community Car Club** – car club to be launched on 17 Nov 2012. Provider chosen is Co-wheels and two are parked in allocated car parking spaces in East St and West St, Chichester.
5. **Heartsmart Cycle Programme** – pilot being paid for with Public Health Funds – Volunteer led cycle programme comprising series of guided rides, cycle training and foundation level bike maintenance classes. Marketed through Wellbeing advisers, in local press, at Leisure Centre and CDC receptions. Aimed at those new or returning to cycling to give confidence to increase this mode of transport and improve their health.



## 6. Problems faced

Please provide a brief description of any problems faced or anticipated that may or have affected project outcomes or the timescales for delivery (500 words or less).

Weather – many cycling related interventions have been significantly impacted by the wet weather this summer.

Community engagement – we have made significant in-roads into developing strong working relationships with both private individuals, local employers and commercial organisations (such as local retailers). Nevertheless the intended harnessing of community resource to aid in delivery and ownership has not happened to a significant degree. (A notable exception is the development of the car club to which the community 'steering group' has contributed very significantly).

Geopolitical – the geographic area in which we delivered the Smarter Choices project suffered from a lack of local political support which was not apparent at the outset. Better support is likely to have enabled stronger community engagement.

Communication – We have had an Air Quality Working Group for the past three years, this includes elected members with relevant portfolios from both the County and District Councils. However the agenda for the group is presently too officer-lead. This is in part forced by the need to bid for set project plans. We will seek to re-orient the group to allow for the politicians to drive the agenda.

Local Plan – Engagement in the planning process ought to be stronger once the District Council's Local Plan is delivered. This is intended to include an LES type approach. We have an ongoing dialogue with our planners in this regard.

## 7. Knowledge Transfer

Where possible, please provide an evaluation of the project against the plans for knowledge transfer detailed in Section 5 of the Project Plan (500 words or less)

We share details of outputs and outcomes through:

Sussex-Air – we continue to share experiences through this local grouping. Outside of this we particularly share our experience with Lewes DC, Horsham DC and Worthing & Adur DC Councils (and to a lesser degree with Portsmouth CC).

The Knowledge Hub – We are aware that we could make greater use of this web based knowledge sharing community and intend to do so in future.

County Council – much of our work has been in partnership with West Sussex County Council with whom we have a productive working relationship (which continues to include partial funding matches to DEFRA grant monies). Through this route we share details of some of our projects with ACT Travelwise.

Chichester and District Cycle Forum – At a local level we knowledge share with members of this forum to empower them to engage with the local authorities and deliver initiatives of their own.

## 8. Project Evaluation

Where possible, please provide an evaluation of the project against the success criteria detailed in Section 7 of the Project Plan (500 words or less)

Target: An increase of 750 cyclists on the Workplace Challenge database.

Performance: The total number of persons participating in the Challenge was 688.

Target: 150 new cyclists as part of the 750 cyclists target.

Performance: 262 of the participants had not cycled for a year or more before the Challenge.

Target: For greater than 50% of participating new cyclists to show sustained behaviour change in the post Challenge survey.

Performance: Three months after the Challenge 54% of non-cyclists reported cycling at least once a month or more often with 29% cycling once a week or more.

Target: to provide 'related' supporting activities such as bike maintenance classes, organised led rides and bike confidence training classes for adults.

Performance: Numerous events and interventions were delivered as detailed at 5. above.

#### 9. Financial Performance.

Please provide details of the anticipated project spend at this stage of the project, the actual project spend, and the reasons for any difference between these figures.

Chichester District Council received DEFRA air quality grant to the value of £60.3K. At this stage of the project it was anticipated that the grant would be 100% spent out. There is currently £13226 of the grant remaining and/or uncommitted, this amount relates to small underspends on parts of the project. We are currently planning revisiting the project strands with a view to spending the underspend in early 2013 (these will be on items as per the approved project plan).

Signature of Officer at the local authority



Name of local authority

Chichester District Council

Date

12<sup>th</sup> November 2012



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### 1. Local authority name, key contact details and project title/code.

Please provide the lead local authority name, contact details for the lead project contact and the title and reference number of the project.

PROJECT CODE: 0602011

### 2. Provide a brief description of the project.

Please provide a brief description of the project and its aims. Please include details of project partners and division of work. Refer to Section 2 of the Project Plan if no changes to initial plans have occurred (300 words or less).

1 Implementation of specific actions included in our approved Air Quality Action Plan for Chesham, and also updating this plan to reflect any recent changes within the AQMA since it was written. Targeted traffic enforcement at peak emission hours will also now take place.

2 Development of the CLAIRE (Chilterns Local AIR & Environment) program, including behavioural change

3 Implementation of works and objectives in the updated Buckinghamshire and Milton Keynes Air Quality Strategy (2010) including website development of BucksAirQuality.Net the resource for Bucks.

4 Monitoring of AQMA measures to measure improvements in air quality as a result of these actions and measures.

5 Consideration of more practical elements emanating from the DEFRA Low Emission Strategies workshops. This will also include time for investigative works on vehicle emission reduction / new technologies on service vehicles working in the area, signage and a basic infrastructure assessment (and suitable improvement works) to support modal shift. This should include practical application of some of the findings.

Project Status	Y/N?
Is the project complete?	1 mostly completed, 2 part completed, 3 part completed, 4 completed. 5 commenced but not yet implemented.

[REDACTED]

**3. Please indicate which study area(s) / emissions source(s) are relevant to this project.**

Study Area(s)	Y/N?	Emission Source	Y/N?	Pollutant	Y/N?
Low Emission Zones		Cars	Y (4)	NO <sub>2</sub>	Y (4)
Emissions Abatement Technology		HGVs	Y (4)	PM <sub>10</sub>	
Remote Sensing		Buses	Y (4)	Other	
Communication	Y	Trains			
Monitoring	Y (4)	Biomass			
Modelling		Other			
Behavioural Change	Y				
Fleet Improvement					
Traffic Management	Y				
Other					

**4. Progress to Date**

Please provide a brief description of the work carried out to date (500 words or less), with reference to key milestones. This should include whether or not the project is proceeding in accordance with the estimated timescales in Section 3 of the Project Plan. Where delays have occurred, an indication of revised project timescales should be provided.

**BRIEF DESCRIPTION:** (with key milestones).

- 1 a) Management and implementation of enhanced Parking Enforcement Campaign completed including temporary street signage and leaflets to offenders, residents. Analysis of parking in AQMA completed.
- b) Completed (in partnership) review of car parking restrictions in Cameron Road/ Turners Walk completed resulting in timing changes for parking restrictions
- c) Use of specialist air quality contractor to manage and successfully engage and set up tree planting schemes in AQMA such as Broadlands Avenue, White Hill, Elmtree school tree planting scheme. Including investigation study on air quality friendly tree species that improve air quality. This includes development of schemes in AQMA
- d) Use of specialist air quality contractor for investigation and stakeholder engagement for more difficult action plan measures.
- e) Initial stakeholder meetings held on SATNAV rerouting (to be concluded 2013).
- f) Commencement of taxi policy review including Councillor workshops that include development of emission based discounts for vehicles.
- 2 a) Ongoing awareness raising with schools, including articles in hospital radio magazines, travel co-ordinators linked to AQMA,
- b) participation and support to community projects linking air quality to climate change. Change 4 Chesham campaign. Review of teaching information commenced.
- c) Campaign to Promote buckscarshare completed
- d) Full redevelopment and rebuild of CLAIRE website completed. Site rebuilt awaiting launch
- e) Engagement with local groups, transition towns and voluntary sector
- 3 Qualitative Assessment of impact of road works on AQMA completed.  
Full redevelopment and rebuild of Bucks Air Quality Site. Site rebuilt awaiting launch in 2013
- 4 NOx analyser on site March 2012- September 2012. Currently awaiting ratified data for reporting in April 2013 Progress report . £10,000. Monitoring completed.
- 5 Business case for Broad Street Cleaner Bus Engagement commenced and quote obtained following research. Awaiting review before implementation.

Measures are proceeding well but some have been delayed. Full update on progress will be reported in 2013.

**5. Project Outputs**

Please provide a summary of any initial or final observations / conclusions that can be drawn from the project, and in particular, details of any observed or estimated reductions in emissions and / or pollutant concentrations (500 words or less).

A complete list of project outputs (both completed and expected) should also be provided including the date of publication and location / source from which the outputs can be obtained. Electronic copies of any completed outputs should be submitted alongside this form.

Please see the air quality action plan update report for details of project outputs. A number of elements are being prepared for the revamped CLAIRE website including case studies and will be available in 2013.

The pollutant (NO<sub>x</sub>) concentrations and reductions will be published in the Progress Report in April 2013 when the data has been fully ratified. It will then be compared with the data from previous years when the NO<sub>x</sub> monitor was on site. It is anticipated that an improvement in NO<sub>x</sub> levels will be seen.

#### **6. Problems faced**

Please provide a brief description of any problems faced or anticipated that may or have affected project outcomes or the timescales for delivery (500 words or less).

Problems: Some measures are continuous measures that require ongoing intervention, such as community engagement relating to air quality and this remains an ongoing priority. These are now well developed but difficult to quantify indirect benefits. However, we remain of the opinion that these are the most valuable elements to improving air quality.

We contracted the development of actions to an external air quality specialist, however funding only allows for this 1 day per week to manage the actions and take them forward. This has resulted in a longer implementation time than initially expected. We are also taking the time to review the plans over a longer period to inform the next years activities, this allows us to react to changes and do more of the things that we find to work well than those less successful activities.

#### **7. Knowledge Transfer**

Where possible, please provide an evaluation of the project against the plans for knowledge transfer detailed in Section 5 of the Project Plan (500 words or less)

The items for 2011/12 directly link with 2012/13 and it is expected that a final case study will be developed utilising the knowledge from both years. This will allow for a more meaningful analysis over a longer period including greater development of each action. This also allows for a before, during and post monitoring of the project successes. Case studies will be published to the CLAIRE website in 2013.

#### **8. Project Evaluation**

Where possible, please provide an evaluation of the project against the success criteria detailed in Section 7 of the Project Plan (500 words or less)

We will be able to complete all elements of section 7 in 2013, following the completion of all measures.

We will also have precise data of NOx levels in the AQMA, with a co-location study of the NOx diffusion tubes which will be used to obtain a bias adjustment factor.

**9. Financial Performance.**

Please provide details of the anticipated project spend at this stage of the project, the actual project spend, and the reasons for any difference between these figures.

Spending is on target for the overall project aims with approximately just over half the total grant spent. The remaining spend element is linked predominantly to work package 5 (bus emission actions) which has been costed but not yet implemented. This is because we are currently reviewing the business case of modelling v proportion of physical installations on service vehicles and buses. Although the theme will take place we wish to ensure that we get the most value for money possible and therefore have delayed this part of the bid until 2013.

**Signature of Officer at the local authority**



**Name of local authority**

Chiltern DC

**Date**

12 Feb 2013

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Please provide the lead local authority name, contact details for the lead project contact and the title and reference number of the project.

Please provide a brief description of the project and its aims. Please include details of project partners and division of work. Refer to Section 2 of the Project Plan if no changes to initial plans have occurred (300 words or less).

Please enter your text here (page 2 of a maximum 2 pages)

The aim of the project was to raise awareness of, and encourage car sharing and smarter driving techniques and travel planning with the outcome of reducing the amount of NO2 emissions through changes in travel behaviour, and making fewer journeys by car.

The project focused on making the journeys in the Borough made by car more fuel efficient.

The project aimed to promote car sharing and smarter driving in a fun, innovative and thought provoking way to get people talking and changing how they drive.

The smarter driving campaign aimed to raise awareness of fuel use reduction measures that everyone can adopt for example regularly checking tyre pressure, driving at efficient speeds, avoiding unnecessary braking and acceleration, reducing drag, turning off the engine when sitting in traffic, driving smoothly and cycling and walking for short journeys instead of using the car.

The car sharing campaign was aimed at a younger age group 18 – 30's as the most likely group to carshare. The cost savings car sharing can bring and the fact it can be fun and sociable were the main emphasis.

Fuel efficient driving was focused on a wider audience but particularly the business community.

The main part of the project was to create a 'loveurcar' Colchester brand, a website and two short contemporary films promoting car sharing and smarter driving to provide information and stimulate interest.

- With this platform established the project then aimed to promote the brand, website and films via two main campaigns during the spring including a competition, radio campaign, billboard campaign, flyers, posters, local newspaper articles, facebook, twitter and workplace promotions.
- Bespoke carshare and smarter driving promotions aimed at the business community and promoted amongst seven of the Colchester Travel Plan Club member organisations
- A signage project to leave some permanent reminder of the campaign.
- A follow up Autumn campaign.

Once these elements are complete, the aim is to keep the campaign alive through regular blogs on the website, tweets and use of facebook, plus other campaigns as and when funding is available. Generic flyers and the car rear windscreen stickers are available for promotion when opportunities arise.

The Colchester Travel Plan Club managed the project, V102 created all the imagery, brand, website and films. CBC provided support and direction to the project. CBC Cllrs have also supported the project.

Project Status	Y/N?
Is the project complete?	N



**3. Please indicate which study area(s) / emissions source(s) are relevant to this project.**

Study Area(s)	Y/N?	Emission Source	Y/N?	Pollutant	Y/N?
Low Emission Zones		Cars	X	NO <sub>2</sub>	X
Emissions Abatement Technology		HGVs		PM <sub>10</sub>	
Remote Sensing		Buses		Other	
Communication	X	Trains			
Monitoring		Biomass			
Modelling		Other			
Behavioural Change	X				
Fleet Improvement					
Traffic Management					
Other					

**4. Progress to Date**

Please provide a brief description of the work carried out to date (500 words or less), with reference to key milestones. This should include whether or not the project is proceeding in accordance with the estimated timescales in Section 3 of the Project Plan. Where delays have occurred, an indication of revised project timescales should be provided.

Work packages for the spring and summer are on the whole complete, albeit the timescales changed a bit due to factors such as billboard availability. Prior to the launch of the campaigns the brand, website and films were completed. Twitter, facebook and promotional posters, flyers and an html email were also prepared.

The car share campaign was launched on 27 February and ended 6 April

The smarter driving campaign launched 12 April and ended 10 May

Both campaigns included a one week radio campaign across three radio stations, a two week billboard campaign in three key air quality management areas. Emails, flyers and posters were sent out to contacts and local networks, and there was an advertisement in the local paper and press releases. The 'Loveurcar' project team attended Colchester Institute, University of Essex and Colchester 6<sup>th</sup> form to promote car sharing to students. Both campaigns included a competition to win an iPad3, the competition required someone to watch the films and answer a question relating to the film. 'Loveurcar' Colchester rear window screen stickers were designed and purchased. The nature of the competitions changed following advice from the radio stations and other local media.

Some elements of the work packages were not possible or were redesigned following advice and reflection such as leafleting private car parks and having a quiz as a competition.

The elements that are not yet complete are as follows.

**Bespoke promotions within Travel Plan Club member organisations.**

The main campaign was promoted amongst member organisations but the bespoke promotions are still ongoing, as they were too resource intensive to coincide with the main campaigns. We would like to continue working on these and anticipate promotions to have taken place in seven key organisations by March 2013. Promotions at the University of Essex's freshers fair have already taken place as has loveurcar supporting the launch of a new car share scheme at Colchester General Hospital.

**Autumn campaign**

This has been planned but is slightly later than anticipated due to billboard availability. It will now be a Christmas campaign aimed at highlighting how Perfect Purdy is paying for her Christmas shopping with the savings she has made car sharing and smarter driving. It will include three billboards and an email campaign, with a competition to win shopping vouchers which will require people to visit the website.

**Signage campaign**

This was a legacy of the project so not due to be complete yet, however street signage is not going to be possible. So this element of the project has been re thought out. We are now working with parking services towards putting in Loveurcarcolchester dedicated 'gold plated' car share bays in all town centre CBC car parks and possibly at Colchester station. This will be a constant reminder of the brand and an incentive for people working, shopping and visiting the town centre to car share. They will have to apply for a permit to use the bays through the Loveurcar website.

**Survey work**

This is ongoing amongst Travel Plan Club members, as the surveys have gone out at different times to suit the different organisations. Questions have been included about awareness of the loveurcarcolchester campaign. Subscribers to the website have been surveyed.

## 5. Project Outputs

Please provide a summary of any initial or final observations / conclusions that can be drawn from the project, and in particular, details of any observed or estimated reductions in emissions and / or pollutant concentrations (500 words or less).

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We are gradually getting feedback from survey work as to whether people are either considering or have started car sharing and whether they have taken up fuel efficient driving tips. The results so far show that a good proportion of people that have seen the campaign have taken up fuel efficient driving tips or were already following them. Car sharing is a harder practice for people to start but a reasonable number have been saying they are considering or have taken up car sharing. What we can say is that we know high numbers of people have seen the campaign, and feedback has been positive on how striking the brand is. So we know that we have raised awareness.

The website and films can be found at [www.loveurcarcolchester.co.uk](http://www.loveurcarcolchester.co.uk)

Attached with this document

- Electronic copies of the posters specific to the campaign (posters were very similar)
- Electronic copies of the generic leaflets that have been produced.
- Radio campaigns (not attached) Heart 27-4 March, Dream 12 - 18 March, Garrison 5 - 11 March, Heart 12 - 18 April, Garrison, 16-22 April, Dream 30-6 May
- Photos of the billboards 19 - 2<sup>nd</sup> April 2012 and 16 - 30 April 2012 Some info from University bespoke campaign 1 - 6 October 2012

#### 6. Problems faced

Please provide a brief description of any problems faced or anticipated that may or have affected project outcomes or the timescales for delivery (500 words or less).

With the general campaigns, work with Travel Plan Club members has relied on contacts within each organisation promoting the project internally. Survey results so far show that levels of promotion have been varied. The bespoke promotions where the loveurcarcolchester team is working directly with the organisation are expected to yield better results as a more direct intervention.

The project was influenced by the availability of billboards, as we wanted specific locations, so we had to wait for a period when three suitable locations were available at the same time.

One member of the Travel Plan Club coordinator role left during the project, so the remaining member of staff led the entire project. The resource intensiveness of the project had been underestimated anyway, but with the reduction in resources this meant that the timescales for elements of the project such as bespoke Travel Plan club promotions slipped and the plans for ongoing blogging following the campaign. However it has meant that the bespoke promotions could have more resource dedicated to them being outside the main campaigns and with resource levels being restored imminently blogging will commence in earnest.

Putting signs on road following further exploration turned out to be problematic. The new plan to put loveurcarcolchester car share bays in public car parks is supported by CBC's parking services, however we are reliant on them to undertake the work and due to their workload this will be a gradual process. This work is mainly being funded by the ECC match funding.

#### 7. Knowledge Transfer

Where possible, please provide an evaluation of the project against the plans for knowledge transfer detailed in Section 5 of the Project Plan (500 words or less)

Essex County Council, Colchester Borough Council and the Essex Air Consortium have been kept up to date with how the campaign has been progressing. The campaign has also been promoted via the Travel Plan Club's website and facebook page. As the project is not yet complete results have not yet been shared with ACT Travelwise or actually put on the Essex Air Consortium website. Colchester plans to investigate how to promote the 'loveurcar' idea, artwork and design to other travel plan clubs around the country.

#### 8. Project Evaluation

Where possible, please provide an evaluation of the project against the success criteria detailed in Section 7 of the Project Plan (500 words or less)

The first stage in changing travel behaviour is raising awareness of other ways of travelling and making people think about their travel habits. We have gathered various data from the people that actually interacted with us. However we know that a lot of people will have seen or heard about the campaign even if they didn't then follow it up by visiting the website. We also have anecdotal evidence that people noticed the campaign. When visiting businesses in town at least six people mentioned that they had noticed the billboards, and therefore taken in the message, even if they hadn't actually then visited the website.

**General awareness raising:**

**Billboard Opportunity to see numbers (2 weeks per billboard)**

Ipswich Road: 139,170 x 2 billboards

Magdalen St: 124,780

North Station road: 63,540

Brook St: 43,140

St Botolphs Circus: 327,480

**Radio campaigns reach:** 50,500 a week (six weeks worth of radio coverage)

**Flyers handed out:** 2000

**Posters distributed:** 350

**In terms of actual data gathered:**

The website has had 1670 unique visitors since it launched in late February, with 1188 during the main campaign and 504 since the main campaign finished. 1004 viewings have been made of the films. 226 people entered the competition and 130 subsequently subscribed for updates. We have 48 twitter followers and 44 facebook followers.

With the Autumn campaign we will encourage more subscribers and following the campaign and with the additional resources that the Travel Plan Club will have by then (two interns) the regular blogs, facebook posts and tweets will aim to spread the word on an ongoing basis but at no/low cost unless further funding is made available to carry out further larger campaigns.

**Survey results.**

Four travel surveys including questions about the loveurcarcolchester campaign are currently underway amongst travel plan club members, so at the moment we have limited data from surveys. Two surveys have been completed, one with Colchester Borough Council and one with the Loveurcar subscribers.

**Colchester Borough Council results.** Out of 508 responses (51% response rate) 59% had seen the campaign. Following the campaign:

2.5% were considering car sharing

2.5% started car sharing

28% started following fuel saving tips

10% already car shared

31% already followed fuel saving tips

27% didn't change how they drove

**Loveurcar subscribers results:** Out of 130 subscribers we had a 16% response rate.

19% were considering car sharing

10% had started car sharing

19% already car shared

43% didn't want to car share

43% took up fuel saving tips

43% already followed fuel saving tips

5% had made no changes.

**9. Financial Performance.**

Please provide details of the anticipated project spend at this stage of the project, the actual project spend, and the reasons for any difference between these figures.

The actual project spend to date is £24,240

The budget set aside for creating surveys, publicity and printing was not spent in its entirety during the first campaign, so the surplus £1,860 has been committed to a larger autumn campaign that was originally to be funded solely by the Travel Plan Club.


£1,400 remains to be spent on bespoke Travel Plan Club promotions (out of an original £5,000 budget)

£2,100 is allocated for the signage project (Loveurcar car share bays in public car parks)

There remains a surplus of £1,800, this is because we spent less on billboards than we initially budgeted.

We would like to retain this funding to carry out a further campaign in the spring that we have in mind, which would focus on getting drivers to pledge to walk or cycle for short journeys.

Signature of Officer at the local authority



Name of local authority

Colchester Borough Council

Date

26/10/2012