

# Smarter Choices



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26 May 2011

# Targets & Objectives

### One Planet Sutton Targets:

- Reduce residents' car trips from 52% to 42% by 2016
- Reduce the percentage of children travelling to school by car from 28% to 25% by end of June 2011
- CO2 emissions from Sutton Council fleet to be reduced by 50% by 2017
- Reduce number of council staff commuting as the single occupant of cars from 46% to 10% by 2017

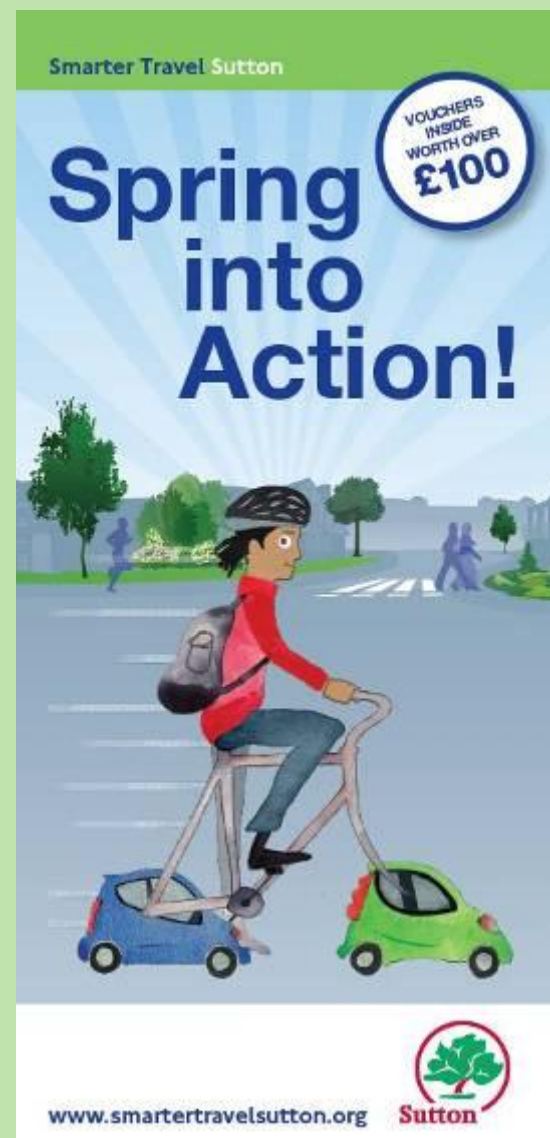


### Smarter Travel Sutton Objectives:

- Encourage Sutton residents to switch to cycling, walking or public transport for some of their trips
- Improving health and wellbeing
- Promoting affordable and accessible forms of transport
- Supporting local town centres

## Key Activities

- **Personalised Travel Planning**
  - ✓ All 76000 households targeted, between April and September 2007
  - ✓ 66% participated
  - ✓ Walking maps, cycle info, bus routes & timetables
- **Travel Awareness**
  - ✓ Community Events – Move it at the Manor, File the Miles, STS Roadshow, Bike Week, Walk to Work Day, Environmental Fair
  - ✓ Campaigns – Tackling Transport, Walk Cycle Reward, WoW, Spring into Action, Direct Marketing
  - ✓ Advertising – High Street banners, buses, football clubs, merchandise, Sutton Guardian and Radio Jackie



## Key Activities

- **School Travel Planning**

- ✓ Working with 68 schools to develop and implement school travel plans
- ✓ Partnership agreements used to secure schools into travel plan process
- ✓ High level of support from LBS education department

- **Other initiatives**

- ✓ Active Steps
- ✓ Car clubs
- ✓ Free cycle training for everyone
- ✓ Home delivery service
- ✓ Walking maps
- ✓ Walk/cycle rewards for local shopping centres
- ✓ Air quality monitoring
- ✓ Cycle parking.

- **Workplace Travel Planning**

- ✓ Development of workplace travel plans covering 16,000 employees in the borough





# Smarter Travel Sutton Results

- ✓ 83% increase in cycling
- ✓ 17.6% increase in bus patronage
- ✓ First London Borough to have 100% of schools covered by a travel plan
- ✓ Over 16,000 employees covered by a workforce travel plan
- ✓ 68% of residents aware of STS initiative
- ✓ Almost 10% mode shift away from car
- ✓ 76% residents supported the programme



# Six key lessons from Smarter Travel Sutton

Visit [www.smartertravelsutton.org.uk](http://www.smartertravelsutton.org.uk) for the Lessons Learnt summary document and project case studies

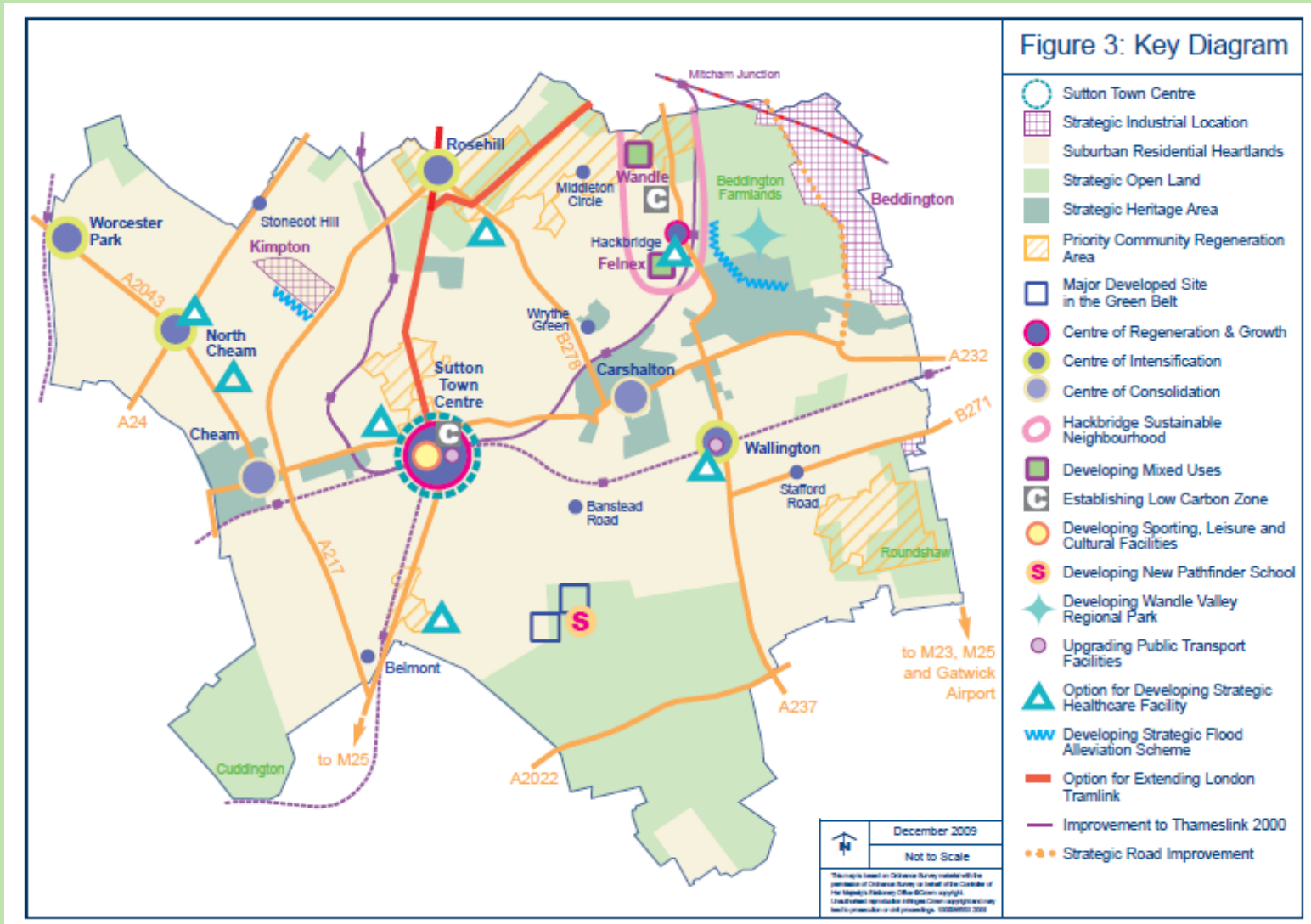
1. Programmes delivered in partnership with others, at a local level, work best
2. Allow time for planning before the launch and develop a clear strategy.
3. Ensure you have the necessary time, commitment, and resources
4. Find ways of mainstreaming behaviour change
5. Segment your audience; and use a wide range of approaches and initiatives at the same time
6. Measure what works, and what doesn't

# Smarter Travel Sutton Legacy

- Mainstream STS into the Council's structure
- Following a review of the Transport Planning and Network Development Service the service has been renamed Smarter Travel Sutton
- STS service contains both the behaviour change team and traffic and transport engineering forming a whole service
- Development of a five year programme of delivering Integrated Transport Packages
- Aim to 'lock-in' the benefits of STS and combine physical and smarter choices measures



## Core Planning Strategy Key Diagram





# Wallington Integrated Transport Package

- Funded by TfL LIP allocation - £1.6million
- Community led scheme with high levels of public participation – 2 phases of public consultation and engagement
- Over 4,000 residents consulted on ways to improve travel in Wallington – almost 1,300 responses received
- Community led stakeholder group established comprising traders, residents, schools and other interested parties to make key decisions and inform locals of progress of the scheme
- Stakeholders make key decisions eg. On-street parking vs wider footways



# Wallington Integrated Transport Package

- Combined project with Physical measures and Smarter Choices
- Improved public realm including footway widening, new street lighting, shared spaces, improved cycle facilities etc
- Smarter Travel options including:
  - Business Travel Plan Network
  - Safer Routes to School Cluster
  - Marketing – Smarter Travel Sutton roadshow
  - Travel information advice and options



## Wallington Town Centre - today





## **Wallington Town Centre – illustration of proposed plans**



# The Big Society

Sutton one of the national vanguards for the Big Society.

Transport is a key component of how Sutton is developing the Big Society approach

Aim: to give people greater responsibility for how their roads, cycling routes, buses and trains are organised

Outcomes: Improved travel choices through better infrastructure and greater accountability





# The Big Society

Sutton's Big Society approach split into 3 key areas:

### 1. Greater Community Engagement –

Giving residents and businesses the opportunity to lead on designs that affect them e.g. Wallington Integrated Transport Package.

### 2. Greater Transparency –

Working with TfL and the DfT to create more open and transparent mechanisms for consulting on public transport issues.

### 3. Reducing bureaucracy –

Reviewing processes and regulations with the DfT to ensure schemes can be delivered quicker and cheaper.



Thank you



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