



Worcestershire County Council Safe & Sustainable Travel Survey



April 2008

VOLUME 1 OF 2

Contents

	Page
Introduction	8
1. Research objective	8
2. Methodology	10
1. Qualitative survey	
2. Quantitative survey	
3. Reporting	
Executive Summary	15
1. Current behaviour, perceptions and motivations	15
1. What is the level of awareness of sustainable travel?	
2. What is the profile of journeys made?	
3. What is the current adoption of sustainable travel?	
4. What are the opportunities to use sustainable travel?	
5. What are the barriers to sustainable travel?	
6. What type of sustainable travel has most barriers?	
7. Do positive or negative messages have more impact?	
8. What are the motivations for being a sole driver?	
9. What level of adoption is perceived by the target market?	
10. Is the target market open to campaign messages?	
2. “Choose how you move” campaign	19
1. What is the level of awareness of the “Choose how you move” campaign?	
2. What aspects of the campaign had most impact?	
3. Awareness and views of the logo	
3. Effectiveness of poster campaign	20
1. What impact does the walking promotion have?	
2. What impact does the cycling promotion have?	
3. What impact does the public transport promotion have?	
4. What impact does the car share promotions have?	
4. Specific campaigns	26
1. What impact does the evening bus campaign have?	
2. What impact does the “walk and cycle” promotion have?	
5. Interactive material	28
1. What impact does the walking pack have?	
2. What impact do the mode leaflets have?	
3. What impact does the Worcester guide have?	
6. Environmental messages	31
1. What environmental messages would be most appropriate?	
2. What are the negative and positive aspects of supporting the environment?	
3. Is the environmental or personal message stronger?	
7. Taking the campaign forward	33

	Page
Summary	34
<u>Worcestershire Resident Qualitative Survey</u>	34
1. Environmental consideration	34
1. Views on sustainable travel	
2. Opportunities for sustainable travel	
3. Barriers to using sustainable travel	
4. Views on promoting sustainable travel	
2. “Choose how you move” campaign	38
1. Awareness of campaign	
2. Awareness and views of the logo	
3. Walking promotions	41
1. Awareness of promotions	
2. Consideration	
3. Motivation	
4. Action	
5. Improvements	
4. Cycling	45
1. Awareness	
2. Consideration	
3. Motivation	
4. Action	
5. Improvements	
5. Public transport	49
1. Awareness	
2. Consideration	
3. Motivation	
4. Action	
5. Improvements	
6. Car sharing	54
1. Awareness	
2. Consideration	
3. Motivation	
4. Action	
5. Improvements	
7. Evening bus campaign	59
1. Awareness	
2. Consideration	
3. Motivation	
4. Action	
5. Improvements	

	Page
8. Walk and cycle campaign	63
1. Awareness	
2. Consideration	
3. Motivation	
4. Action	
5. Improvements	
9. Walking pack	66
1. Awareness	
2. Consideration	
3. Motivation	
4. Action	
5. Improvements	
10. Mode leaflets	70
1. Awareness	
2. Consideration	
3. Motivation	
4. Action	
5. Improvements	
11. Worcester guide	74
1. Awareness	
2. Consideration	
3. Motivation	
4. Action	
5. Improvements	
12. Impact of environmental messages	77
1. Appropriate environmental messages	
2. Affect of environmental messages	
3. Personal versus environmental messages	
<u>Worcester Resident Quantitative Survey</u>	<u>81</u>
1. Current activity	81
1. Understanding of the term “sustainable travel”	
2. Types of journeys made	
3. Modes of travel	
4. Opportunities to use an alternative form of transport	
5. Opportunities for sustainable travel	
6. Main barriers to sustainable travel	
7. Views on promoting sustainable travel	
2. “Choose how you move” campaign	86
1. Unprompted awareness of campaign	
2. Overall awareness of “Choose how you move”	
3. Awareness of logo	
4. Campaign material	
5. Type of sustainable travel promoted	

	Page
3. Impact of campaign	90
1. Influence of campaign to consider alternative ways to travel	
2. Messages to encourage alternative ways to travel	
3. Environmental versus personal messages	
4. Effective approaches to reach the public	
 Main Report	 93
 <u>Worcestershire Resident Qualitative Survey</u>	 <u>100</u>
 1. Environmental consideration	 100
1. Views on sustainable travel	
2. Opportunities for sustainable travel	
3. Barriers to using sustainable travel	
4. Views on promoting sustainable travel	
 2. “Choose how you move” campaign	 116
1. Awareness of campaign	
2. Awareness and views of the logo	
 3. Walking promotions	 129
1. Awareness	
2. Consideration	
3. Motivation	
4. Action	
5. Improvements	
 4. Cycling	 150
1. Awareness	
2. Consideration	
3. Motivation	
4. Action	
5. Improvements	
 5. Public transport	 171
1. Awareness	
2. Consideration	
3. Motivation	
4. Action	
5. Improvements	
 6. Car sharing	 194
1. Awareness	
2. Consideration	
3. Motivation	
4. Action	
5. Improvements	

	Page
7. Evening bus campaign	218
1. Awareness	
2. Consideration	
3. Motivation	
4. Action	
5. Improvements	
8. Walk and cycle campaign	237
1. Awareness	
2. Consideration	
3. Motivation	
4. Action	
5. Improvements	
9. Walking pack	251
1. Awareness	
2. Consideration	
3. Motivation	
4. Action	
5. Improvements	
10. Mode leaflets	268
1. Awareness	
2. Consideration	
3. Motivation	
4. Action	
5. Improvements	
11. Worcester guide	285
1. Awareness	
2. Consideration	
3. Motivation	
4. Action	
5. Improvements	
12. Impact of environmental messages	300
1. Appropriate environmental messages	
2. Affect of environmental messages	
3. Personal versus environmental messages	
<u>Worcester Resident Quantitative Survey</u>	<u>315</u>
1. Current activity	315
1. Understanding of the term “sustainable travel”	
2. Types of journeys made	
3. Modes of travel	
4. Opportunities to use an alternative form of transport	
5. Opportunities for sustainable travel	
6. Main barriers to sustainable travel	
7. Views on promoting sustainable travel	

	Page
2. "Choose how you move" campaign	325
1. Unprompted awareness of campaign	
2. Overall awareness of "Choose how you move"	
3. Awareness of logo	
4. Campaign material	
5. Type of sustainable travel promoted	
3. Impact of campaign	329
1. Influence of campaign to consider alternative ways to travel	
2. Messages to encourage alternative ways to travel	
3. Environmental versus personal messages	
4. Effective approaches to reach the public	

Introduction

1. Research objective

In 2004, Worcestershire County Council was awarded £3.52 million over 5 years as part of the Department for Transport's Sustainable Travel Demonstration Town Project. The work to date has been undertaken within the city of Worcester, and if successful, the experience and learning will be promulgated to other local authorities.

The aim of the project is to reduce the environmental impact of personal travel in Worcester City by developing a package of measures to promote; walking, cycling, public transport and car share.

Research was conducted in 2005 to test the reaction to, and potential impact of, existing marketing and communications campaigns across the target market, with the research based on five focus groups conducted in Worcester City.

The outcomes from the research were used to inform the development of the "Choose how you move" brand and creative messaging.

The project has now progressed to the stage at which the work conducted in Worcester City can be tested and rolled out into the wider county.

The overall objective of the research can therefore be defined as:

"To establish the effectiveness of the "Choose how you move" brand and messaging in order to inform future marketing and communications campaigns and to test the suitability of existing "Choose how you move" marketing materials and messages and current mindsets in the roll out areas".

The research therefore comprises two core elements:

- Evaluating the impact of the marketing campaign in Worcester
- Testing the marketing campaign and the mindsets of the target market in the wider county of Worcestershire.

Worcester City research objectives:

- To investigate awareness of the "Choose how you move" brand
- To explore residents' understanding, perception and attitude towards the brand
- To gather reactions to the use of environmental messages in the promotion of sustainable travel.

The precise coverage of the research involved determining:

- (i) Background to the views of sustainable travel
- (ii) Awareness of the various elements of the “Choose how you move” campaign
- (iii) Impact of the campaign – awareness, consideration, motivation, action
- (iv) Messages that could further impact action (what different messages or themes could encourage the target market to action).

Worcestershire research objectives:

- To explore understanding of sustainable travel
- To explore residents’ understanding, perception and attitude towards the brand
- To gather reactions to the use of environmental messages in the promotion of sustainable travel
- To gather reactions to existing “Choose how you move materials” and messages that have been used in Worcester.
- To gather reactions to the use of environmental messages in future campaigns.

The precise coverage of the research involved determining:

- (i) Background to the views of sustainable travel
- (ii) Opinions on the marketing and communications messages and visuals
- (iii) Anticipated impact of the campaign – awareness, consideration, motivation, action
- (iv) Messages that could further impact action (what different messages or themes could encourage the target market to action).

2. Methodology

1. Qualitative survey

The nature of the research objective lent itself naturally to qualitative research in order to generate the depth of information required.

A total of 10 focus groups were conducted as follows:

- Worcester general groups x 3
- Worcester students x 2
- Worcester car users x 1
- Worcester sustainable travellers x 1
- General groups outside of Worcester (Kidderminster, Redditch and Malvern) x 3.

The recruitment profile for each group was as follows:

Profile 1: General Worcester adults

- Residents of Worcester City (so they would be able to use a degree of sustainable travel)
- Aged 16-50 years old (mixture of ages)
- Minimum of 4 males/minimum of 4 females
- Mixture of – (i) singles and no children living with them, (ii) those living with partners and no children living with them and (iii) parents (with or without partners) with children living with them
- Mixture of those in employment and those not working (those in employment must work in Worcester City Centre)
- Physically able to walk or cycle
- Representation of heavy car use
- Representation of those who use some form of sustainable travel.

Profile 2: Worcester car users

- Residents of Worcester City (so they would be able to use a degree of sustainable travel)
- Aged 16-50 years old (mixture of ages)
- Minimum of 4 males/minimum of 4 females
- Mixture of – (i) singles and no children living with them, (ii) those living with partners and no children living with them and (iii) parents (with or without partners) with children living with them
- Mixture of those in employment and those not working (those in employment must work in Worcester City Centre)
- Physically able to walk or cycle
- All to class themselves as “car users”.

Profile 3: Worcester school

- School students aged 10-15 years old (to cover the range of age)
- Minimum of 4 males/minimum of 4 females
- Physically able to walk or cycle
- At least one student to be from an ethnic minority.

Profile 4: Worcester college

- College students aged 16-18 years old (to cover the range of age)
- Minimum of 4 males/minimum of 4 females
- Physically able to walk or cycle
- At least one student to be from an ethnic minority.

Profile 5: Worcester sustainable travellers

- Residents of Worcester City (so they would be able to use a degree of sustainable travel)
- Aged 16-50 years old (mixture of ages)
- Minimum of 4 males/minimum of 4 females
- Mixture of – (i) singles and no children living with them, (ii) those living with partners and no children living with them and (iii) parents (with or without partners) with children living with them
- Mixture of those in employment and those not working (those in employment must work in Worcester City Centre)
- Physically able to walk or cycle
- They currently undertake some form of sustainable travel activity i.e. currently walk, bike, take public transport and/or car share.

Profile 6: General Malvern adults

- Residents of Malvern (so they would be able to use a degree of sustainable travel)
- Aged 16-50 years old (mixture of ages)
- Minimum of 4 males/minimum of 4 females
- Mixture of – (i) singles and no children living with them, (ii) those living with partners and no children living with them and (iii) parents (with or without partners) with children living with them
- Mixture of those in employment and those not working
- Physically able to walk or cycle
- Representation of heavy car use
- Representation of those who use some form of sustainable travel.

Profile 7: General Redditch adults

- Residents of Redditch (so they would be able to use a degree of sustainable travel)
- Aged 16-50 years old (mixture of ages)
- Minimum of 4 males/minimum of 4 females
- Mixture of – (i) singles and no children living with them, (ii) those living with partners and no children living with them and (iii) parents (with or without partners) with children living with them
- Mixture of those in employment and those not working
- Physically able to walk or cycle
- Representation of heavy car use
- Representation of those who use some form of sustainable travel.

Profile 8: General Kidderminster adults

- Residents of Kidderminster (so they would be able to use a degree of sustainable travel)
- Aged 16-50 years old (mixture of ages)
- Minimum of 4 males/minimum of 4 females
- Mixture of – (i) singles and no children living with them, (ii) those living with partners and no children living with them and (iii) parents (with or without partners) with children living with them
- Mixture of those in employment and those not working
- Physically able to walk or cycle
- Representation of heavy car use
- Representation of those who use some form of sustainable travel.

Other considerations:

- The groups to be representative of the ethnicity of residents
- Living within a distance that enables them to travel by sustainable methods for some of their regular journeys
- Physically able to walk or cycle
- Mixture of heavily car dependent and those who use a degree of sustainable travel.

A total of 100 residents were recruited to the focus groups, using a mixture of face-to-face and telephone recruitment, 10 for each group.

A total of 88 residents turned up and participated with the focus groups, ranging from 6 residents to 10 residents per group. The focus groups comprised 43 males and 45 females.

The objective of focus groups is to generate in-depth information regarding opinions on specific issues, experiences and views. The nature of qualitative research means that the data generated is not statistically robust (for which quantitative research is required) but it does provide the depth and insights that quantitative cannot.

The format of the qualitative questionnaire whilst open and fluid ensured that all areas were covered to meet the research's objectives. The focus groups lasted on average for 70 minutes. The focus group facilitation involved initially the facilitator introducing the purpose of the focus group and inviting all comments.

The questionnaire was used as a script to introduce topics in a logical way and to ensure that all areas of the survey were covered. A range of display boards, leaflets and hand outs were used to explore residents' views on the promotional material.

The focus groups were digitally recorded for analysis purposes.

Due to the limitation on the student focus groups to 60 minutes, the following material was omitted from these two discussions:

- Evening bus poster (and timetable for school children)
- Mode leaflets
- Walking and cycling campaign.

2. Quantitative survey

It was suggested that conducting a face-to-face survey amongst Worcester residents provided an opportunity to include an element of quantitative analysis within the research.

This provided the opportunity for statistical analysis based on residents' views regarding:

- Views on sustainable travel
- Opportunities and constraints of sustainable travel
- Current activity
- Awareness of the "Choose how you move" campaign
- Impact of the "Choose how you move" campaign
- Views on effective messages and mediums to increase awareness and move to action.

A total of 10 days of face-to-face interviewing was conducted with residents in Worcester City Centre. A total of 151 interviews was conducted over this period, based on the agreed sample profile:

- All interviews to be conducted with residents of Worcester City in Worcester City Centre. There was a classification questionnaire to ensure that they did have some potential journeys that could be made through sustainable methods
- Aged 10-50 years old (a mixture of ages). A maximum of 10 interviews with residents who were under 16 years old
- Minimum of 40% males/minimum of 40% females
- Mixture of – (i) singles and no children living with them, (ii) those living with partners and no children living with them and (iii) parents (with or without partners) with children living with them
- Mixture of those in employment and those not working (some of those in employment must work in Worcester City Centre)
- Physically able to walk or cycle
- Ensure at least 10 are heavy car users
- Ensure at least 10 who use a degree of sustainable travel
- Include at least 5 people from an ethnic minority.

All interviewers were trained to and worked to the MRS Code of Conduct. Our field associate, QA Research, provided the interviewers for the fieldwork activity. The data generated from the questionnaires was input and analysed using the industry standard SPSS software (Statistical Package for the Social Sciences).

All frequency data has been rounded to the nearest whole percentage, whilst combined percentages have been calculated based on the frequency data to one decimal place. As such totals may not always appear to sum.

3. Reporting

The recommendations have been based solely on our interpretation of the data. Whilst care has been taken in all aspects of the production of this data and the report, we cannot be held responsible for any errors or omissions nor for any actions or decisions or the impact of such which are taken as a result of any area of this report, its recommendations or its supporting data.

All information collated from the research is contained within this report. Due to the substantial size of the report, it has been produced in two volumes as follows:

Volume 1:

- Introduction
- Executive Summary (survey recommendations)
- Summary ((i) qualitative survey summary and (ii) quantitative survey summary)

Volume 2:

- Main Report ((i) qualitative survey – key themes and detailed findings and quotes and (ii) quantitative survey).

Executive Summary

1. Behaviour, perceptions and motivations

1. What is the level of awareness of sustainable travel?

In promoting a message to influence thought and action, it needs to be ensured that the target audience is aware of the meaning behind the message.

The majority of residents did have some opinion on the term “sustainable travel”, with a good understanding illustrated through the descriptions provided.

Comments included both sides of the meaning of sustainable travel –

- (i) The type of travel that is sustainable, such as walking, cycling, public transport and car sharing.
- (ii) The impact of, or reason behind, sustainable travel – impact on the environment, reducing reliance on non-sustainable fuels and reducing congestion.

In generating awareness, these two aspects of sustainable travel could perhaps be differentiated, to ensure a thorough understanding of all aspects of sustainable travel which involve both the “hows” and the “whys”.

2. What is the profile of journeys made? (Worcester residents only)

Identifying the main motivations behind journeys can illustrate the scenarios for messages to which the target audience may be more likely to relate.

Shopping and travelling to work, school or college are the two main types of journeys made by Worcester residents. This indicates the type of journeys that if used within the campaign could be associated with by the largest proportion of residents.

When considering the general media attention paid to the “school run”, and the potential affect this has on the environment and congestion, it is interesting to note that nearly one fifth of all residents in Worcester have made a journey to take their children to school or college.

(The school journeys made were not necessarily car journeys, but could have involved walking, cycling or public transport. Those who had taken children to school or college however were nearly twice as likely to have driven someone in a car than residents as a whole.)

3. What is the current adoption of sustainable travel? (Worcester residents only)

The current level of adoption of sustainable travel indicates the focus for messages to encourage future activity.

A low level of adoption indicates the need for the focus to be on awareness raising for change in behaviour, whereas a high level of adoption means the message needs to focus on reinforcing current behaviour.

Walking is by far the main form of travel used by residents in Worcester over the past 4 weeks, with residents over 1.5 times more likely to have walked than to have driven in a car on their own.

Overall, a fairly healthy adoption of sustainable travel is indicated, and these levels of adoption could be considered in the context of any targets and/or used as a baseline to monitor future adoption.

It would be interesting to explore the level of adoption outside of Worcester City where residents, it could be argued, have a more significant transport system and shorter, more accessible destinations, than residents outside of the city.

4. What are the opportunities to use sustainable travel?

In promoting messages to encourage a certain type of behaviour, promoting relevant and accessible opportunities can encourage the target audience to consider a change in behaviour or reinforce current behaviour.

Encouragingly, the message of sustainable travel is perceived to be relevant (it is an opportunity identified by the target market itself).

By far the main benefits for sustainable travel are personal as opposed to environmental. Personal reasons (in the main getting healthy/keeping fit and saving money) were stated around twice as often as environmental benefits.

This clearly indicates the aspect of sustainable travel that could have most impact based on the target market's perceptions of benefit.

5. What are the barriers to sustainable travel?

Whilst negative messages are seen to have less impact than positive messages, understanding the barriers to adoption of the preferred behaviour is key in understanding and responding to the target market.

Negative perceptions of public transport comprise around two thirds of comments regarding barriers to sustainable travel. This indicates a significant barrier to reduce or remove in order to encourage further sustainable travel.

Residents have experienced a poor public transport service to date, and not only therefore does the service need to be improved (if it actually does), but the message that the improvements are real and in place needs to be strongly promoted.

Promoting public transport not only needs to encourage a change in behaviour towards sustainable travel, but it also needs to address the negative perception of public transport.

This view is further supported by the comments made on the public transport campaign, when the unrealistic pictures of bus travel were a major deterrent to accepting the message as "real".

A further consideration is the large proportion of residents who identified public transport as a barrier to sustainable travel, meaning that fewer residents identified factors such as; safety, inconvenience and bad weather. This indicates

the presence of one significant barrier to address in any campaign (the relevance of public transport) rather than a range of key barriers.

6. What type of sustainable travel has most barriers? (Worcester residents only)

Identifying the types of sustainable travel with most and least resistance can indicate the level and type of promotion required to encourage change in behaviour.

Depending on targets and aims, those areas with least resistance could be focused on to encourage impact on the areas of least resistance, or those with the highest barriers could be focused on to encourage a shift amongst the more “stubborn” areas of resistance.

Cycling and car share are equally the two forms of sustainable travel with most resistance.

The lack of opportunity to car share and the inconvenience are the main barriers to car share, illustrating the messages and information to be provided to address this area.

Not having a bike or not being able to cycle are the main barriers to cycling. This presents a physical rather than perceptual barrier to adopting this behaviour, as it physically requires a bike and the ability to cycle for its adoption.

The main barrier to public transport is the perceived lack of a relevant and reliable service to support need. Not only does the service therefore need to be in place to support residents’ needs, but the message that it is available and reliable needs to be promoted.

The main barrier to walking is distances being too far. Realistically, people can only walk so far as part of a journey with a purpose, and so the message could be to encourage “realistic” walking and consider opportunities to walk for part of a longer journey.

7. Do positive or negative messages have more impact?

The research identified that positive messages, illustrating the personal benefits of certain behaviour, are much stronger influences than negative messages, illustrating the downsides of certain behaviour.

The focus on the benefits of adopting sustainable travel should therefore have more impact than the negative aspects of using unsustainable travel.

For example, the messages of “no spaces” and “stuck in a jam” were negative aspects of using a car on your own, whilst the “It’s official” promoted the benefits of considering using the bike to work.

8. What are the motivations for being a sole driver? (Worcester residents only)

Sole car driving is the main form of travel that needs to be reduced in order to encourage a higher take up of sustainable travel. Identifying the opportunities for alternative travel and motivations for using the car on their own can illustrate appropriate messages to encourage this change in behaviour.

Virtually half of Worcester residents who had driven a car on their own felt there were some occasions when they could have used an alternative form of travel. This illustrates a significant proportion of the target market who have themselves identified the opportunity to change their behaviour.

It could be considered whether a message such as; “half of car drivers say they could use other types of travel” which promotes a message from the target market itself rather than a message “telling car users what to do” could be more effective.

The reasons why people have used a car on their own can be broken down into the positive aspects of this type of travel (convenience) and the negative aspects of alternative types of travel (too far, no one to share with and poor public transport).

9. What level of adoption is perceived by the target market? (Worcester residents only)

Identifying the target market’s perception of their own levels of adoption can identify the extent to which messages need to encourage based on either reinforcing behaviour or changing behaviour.

Just over two fifths of Worcester residents feel that they already use sustainable travel as much as possible. The message to this group needs to support the behaviour they have adopted, and encourage consideration for further activity – identifying benefits and opportunities and removing the perception that they have done all that is possible.

There remains a significant proportion of the target market who does not perceive they use sustainable travel as much as they could, and this can be targeted with messages to encourage change in current behaviour.

10. Is the target market open to campaign messages?

One of the key factors influencing the impact of any promotional campaign is the target market’s perception of the relevance of the message.

Encouragingly therefore, the vast majority of residents feel that promoting sustainable travel is a positive activity, thus indicating that the target market is open to such promotional messages.

The promotion needs to consider the fact that residents are aware that sustainable travel is the preferred option. Residents would ideally use transport that is better for them and for the environment if it was a viable alternative.

The message therefore needs to promote “Choice”, “Opportunity” and “Information”.

Rather than encouraging people not to use their car, messages should promote opportunities to use alternative forms of travel, with the understanding that sometimes people do need to travel in a car on their own.

People are aware that being a sole driver is the least preferred option, and would select an alternative form of travel. They don’t feel they need to be told that car journeys made on their own is “bad” and that walking is “good”.

The alternative needs to be:

- Reliable
- Safe
- Convenient
- Cost effective
- Relevant to need.

A further consideration regarding the promotion of sustainable travel is that if the necessary support structure was in place (safe cycling, reliable bus travel) then sustainable travel would not need to be promoted. It is something that people would automatically do (due to the benefits) without needing to be encouraged to do so.

This reinforces the fact that the messages should illustrate choice, opportunity and information to support people's natural preference for sustainable travel.

2. "Choose how you move" campaign

1. What is the level of awareness of the "Choose how you move" campaign? (Worcester residents only)

Considering the level of awareness of the "Choose how you move" campaign amongst Worcester residents provides key information of its effectiveness in considering its "roll out" into the county.

Worcester residents were asked whether they were aware of a campaign run by Worcestershire County Council to promote sustainable travel.

Overall, just over two fifths of residents were aware of such a campaign (just under two fifths of the quantitative survey and around half of the qualitative survey).

Nearly one tenth of the residents unprompted stated "Choose how you move" (quantitative survey) and three residents from the Worcester focus groups stated this.

2. What aspects of the campaign had most impact? (Worcester residents only)

Cycling was the main aspect of the campaign recalled by Worcester residents (nearly two thirds of residents in the quantitative survey and around two fifths of comments from the qualitative survey).

This was followed by walking (just over two thirds of residents from the quantitative survey and around one quarter of comments from the qualitative survey).

Whilst around half of residents from the quantitative survey recalled the public transport aspect, this was the case for just a couple of the comments from the qualitative groups.

Just over one quarter of residents from the quantitative survey recalled aspects of the campaign relating to car share compared to just over one tenth of comments from the qualitative survey.

This illustrates the aspects of the campaign which were most likely to be noted by residents – cycling and walking - either due to their perceived relevance or the actual impact of the promotional activity.

Identifying the most likely sources of awareness of the campaign could suggest the most effective approaches to take for the “roll out” of the campaign. No one form of awareness however was identified, indicating that perhaps a broad approach to the campaign is most effective.

The hard forms of promotion, such as leaflets and posters, were recalled significantly more however than radio adverts or the website.

3. Awareness and views of the logo

Around half of Worcester residents recalled seeing the “Choose how you move” logo (just under two fifths of residents in the quantitative survey and around three fifths of residents in the qualitative survey).

The level of awareness of the logo can be considered in terms of any awareness targets and/or in comparison with awareness of logos for other campaigns, to establish its effectiveness.

Whilst around half of Worcester residents are aware of the logo, the general consideration amongst all adults was that it was not effective. The main areas identified for improvement were:

- The message was not specific – it should be stronger in that it is promoting sustainable travel
- It did not stand out against other logos being promoted
- The word “Worcester” was too big in comparison to the image
- A link to the environment should be stronger
- It looked “council” (although some saw this as a positive)
- It looked like “recycling”
- It should show action – movement towards sustainable travel.

It was suggested that a competition run among schools could generate an innovative and effective logo.

Interestingly, the younger residents, those at college and school, were positive about the logo, thinking it to be bright, colourful and promoting the message. It could be that the logo has more appeal, and therefore more potential impact, with a younger audience.

3. Effectiveness of poster campaign

1. What impact does the walking promotion have?

Around one tenth of adults recalled seeing either of the two walking posters, with the “Left, right, repeat” having the higher awareness.

The “Left, right, repeat” poster had a much stronger message. The slogan and the visual impact attracted attention. The message was very much promoting fitness, to encourage people to walk to get fitter.

The “Post-it” poster had less impact. It was felt the message was not obvious (it was a generic poster that could be advertising anything) and the volume of text dissuaded people from noticing it or being interested in it.

The overall message of the adverts was to walk (for fitness as opposed to a sustainable form of travel).

The relevance of the adverts received a mixed response. Whilst some residents felt walking was relevant to everyone, others did not think the message was strong enough, or felt the adverts were not significantly differentiated from a large number of other adverts.

The model, the situation and the surroundings were “too ideal” to be realistic or relevant.

Residents from outside of Worcester were more likely to consider doing something different as a result of the adverts, with this to be considering to walk more in order to get fit.

The vast majority of Worcester residents did not think the adverts would have any effect, as the residents felt they already walked as much as they could.

Aspects of the adverts to maintain:

- Use the “Left, right repeat” as opposed to the “Post-it” poster
- The benefits of walking – impact on fitness and health
- The visual impact of the “Left, right, repeat”
- The “catchy slogan”
- Showing action (Left, right, repeat).

Aspects of the adverts to develop:

- Portray realistic and practical scenarios that people can associate with – people walking to work, people with children and bags, walking alongside congestion
- Portray realistic models – not the “perfect” stereotype, show families and children and people of different ages
- Differentiate the posters, ensure they are not perceived as generic
- Stronger promotion of incentives for, and benefits of, walking
- Ask people to consider it as an option rather than telling people
- Ensure a strong visual impact.

2. What impact does the cycling promotion have?

Only a couple of residents recalled either of the cycling posters.

The “It’s official” poster had a much stronger impact. It had a strong message (the benefit of cycling) and large text. It promoted the benefits of cycling and it was asking people to do something different based on information.

As for the “Post-it” walking advert, the cycling equivalent was felt to have a much weaker message. The poster was too generic, in that it could be promoting anything, the volume of text dissuaded people from noticing or being interested in it, and it did not promote a benefit of cycling.

The overall message was different for each poster. The “It’s official” was telling people it was faster to cycle to work, whilst the “Post-it” was telling people to cycle for leisure (it was noted that people already know that cycling is positive for health).

The “It’s official” (going to work) was perceived to be more relevant to adults and the “Post-it” (leisure and younger model) was perceived to be more relevant to the college and school residents.

The models, the situations and the surroundings were “too ideal” to be wholly realistic or relevant.

Showing cyclists on their own could indicate they are in a minority, and showing groups of cyclists, a number of people cycling to work together, could therefore have a stronger impact.

The safety element was raised strongly, the fact that neither of the models wore cycle helmets.

Whilst the “It’s official” advert would encourage the majority of Worcester residents to think about the benefits of cycling, just one of the residents from outside of Worcester would consider this as a result of the adverts (cycling to work was seen to be a more relevant and achievable action to Worcester residents).

Whilst the message of cycling to work was strong, this was not perceived to be a realistic opportunity for residents; the message to change was not an activity that residents saw as appropriate to them.

Information needs to be provided to support a change in behaviour, such as; the safety aspects of cycling, places to leave bikes and how cycling to work can be accommodated within a working day.

The actual impact of the posters was however that four residents would consider acting differently, with this being to cycle more for leisure. Whilst the “It’s official” poster was much stronger, the message was not perceived as relevant, whilst residents could associate with the leisure aspect of the “Post-it” poster.

Aspects of the adverts to maintain:

- Use the “It’s official” as opposed to the “Post it”
- The strong message promoting the benefit of cycling
- The information/fact to support the message.

Aspects of the adverts to develop:

- Portray realistic and practical scenarios that people can associate with – people cycling in bad weather, cycling in traffic, cycling with a briefcase or in a suit, cycling up a hill
- Portray realistic models – show families and children, show groups of cyclists, people of different ages
- Differentiate the posters to ensure they are not perceived as generic
- Ensure cyclists are being safe – cycle helmets, visibility clothing
- Consider the appeal to different audiences – leisure and younger model to younger residents and going to work to older residents

-
- Promote the incentives and benefits of cycling
 - The message of the advert needs to promote activity that can be adopted
 - Information needs to be provided to support a change in behaviour
 - Reduce the amount of text on the “Post-it” poster
 - Use local landmarks that people can relate to
 - Show the cost and environmental benefits of cycling.

3. What impact does the public transport promotion have?

Awareness of the bus posters was higher, with around one tenth of Worcester residents recalling either of the two posters.

Overall it was felt that these posters were not relevant, and that they wouldn't be noticed or remembered, and as such there was no overall preference for either advert.

The unrealistic portrayal of bus travel in the posters is the main factor influencing residents' views. People are aware of what it's like to travel on the bus, and showing an unrealistic portrayal of this caused immediate rejection of the images. People know buses are crowded and noisy, and this should be depicted in the imagery.

The empty buses were seen to promote the fact that the bus service is not popular.

The models however were seen to be more relevant, illustrating a wider age range and people being “in situ”.

Whilst disliking the imagery, the message on the posters was strong – to use the bus in a number of situations as an alternative to the car. The message and the image however so contradicted their own experiences of bus travel that residents felt they would neither absorb nor trust this.

The message of being less congested was questioned as people are still stuck in traffic on a bus the same as they would be in a car.

Perhaps reflecting their heavier reliance on public transport, the college and school residents were more positive about the posters than the adult residents.

The lack of impact of the adverts is due to the perceived realistic situation of the bus service not being reflected in the adverts. Buses in reality were perceived not to meet needs regarding; regularity, routes, reliability, space, cost, previous experience, comfort and accessibility.

It was strongly felt that the system needs to be in place to support people's needs before any type of promotion could be effective. It was felt that if the public transport system was effective in meeting people's needs then it wouldn't need promoting, as people would automatically use it.

Following on from the lack of appeal of the imagery and its unrealistic portrayal, just one resident felt that the adverts may affect their behaviour. They thought it might encourage them to try the bus, but having experienced it they probably wouldn't again. For the other residents, those who used the bus would continue to do so, and those who did not would not use the bus.

The comments and views indicate that it is not the campaign's message that is ineffective in changing activity but the fact that the residents do not perceive that the reality of bus travel will meet their needs for a number of reasons.

Aspects of the adverts to maintain:

- The more realistic models "in situ".

Aspects of the adverts to develop:

- Portray realistic images of bus travel – full buses, people with buggies and lots of bags of shopping, school children, noise and bustle
- Show the realistic benefits of taking the bus (such as if a bus lane makes travel less congested)
- Remove the bars from the imagery
- Promote a positive message - buses being full and popular
- Ensure the public transport system is in place to meet people's needs before trying to promote it
- Provide information on bus timetables and routes to support a change in behaviour
- Show the benefits of using the bus – cost savings, impact on congestion, the bus going past cars in the bus lane.

4. What impact does the car share promotions have?

Seven of the Worcester residents could recall at least one of the posters and around one third of residents recalled the leaflet. This shows the impact of the leaflet campaign, which was delivered to each door, compared to the poster campaign.

These adverts were more likely to be noticed due to the visual impact of the bright colours. It was strongly felt however that the message was not immediately obvious, and as such it was questioned whether the adverts would be remembered or seen as relevant.

Preference was for the "Stuck in a jam" poster which had more visual impact, a stronger message and was less busy than the "No share" advert.

Residents were mixed in their views of the leaflet, some thinking it to be different and a bit "quirky" and others saw it as "yet more junk mail".

The lack of a strong message for both the posters and the leaflet generated a generic feel for the posters, with "car insurance" a popular association to the pictures. The message overall was perceived to be confusing and unclear, as it was not obvious what was being promoted, and as such would not encourage people to perceive their relevance or generate any thought.

Overall the groups slightly preferred the photographic images, which were seen to portray "real life situations". Those who preferred the cartoons felt these to be brighter, with more visual impact.

The actual message of car sharing was seen to be important, and if the campaign clearly promoted the message it could have a positive impact. Residents are positive about the benefits of car share, and with the right information and support, would consider this as an option.

Whilst therefore the campaign did not generate a strong and accurate message, residents would be open to receiving a car share message due to the perceived relevance of such action.

The focus on environmental considerations of the posters as opposed to health considerations was noted. A consideration however was the environmental benefits associated with car share and the environmental impact of producing and delivering leaflets to all households.

Positive messages (the benefits of car sharing) would be more likely to encourage consideration rather than the negative aspects of sole driving (no parking or getting stuck in traffic).

The message should show an understanding that people do need a car, and on occasions do need to travel on their own, and to accept the fact that people would choose alternative ways to travel if they could. The message needs to promote choice.

When the messages had been explored, the impact of the message was greater than for the other three modes. At least one resident from each of the eight adult groups would think about the option of car sharing. This shows the extent to which a campaign with a strong message, promoting the benefits of car share and with information supporting the move to this activity, could have on the take up of car share activity.

Whilst awareness of the leaflet was higher than the posters, it was felt that the posters would have more impact. This was due to the likelihood of the leaflet being discarded as “junk mail” and the lack of message and association with the campaign on its front cover.

The Worcester College Group felt it was an influential time to raise awareness amongst young people just starting out to drive. Encouraging activity amongst a set of people where a certain behaviour had not become embedded could be an effective approach. Encouraging people to consider car share, when they have not experienced the benefits of travelling on their own, could provide an ideal opportunity to affect future and sustained behaviour.

Aspects of the adverts to maintain:

- The bright visual impact of the posters
- The appeal of the “Stuck in a jam” imagery over the “No share” imagery

Aspects of the adverts to develop:

- Improve the visibility of the text (black as opposed to multi coloured)
- Ensure a strong and obvious message (less generic)
- Promote the positives of car sharing as opposed to the negatives of sole driving
- Provide information on which residents can make a decision
- Illustrate the benefits of car share – show a number of people in a car
- Promote the “choice” element not the “exclusion” element
- Make the heading message stronger
- Consider realistic photographs as opposed to cartoons
- Remove the commercial “car insurance” element.

4. Specific campaigns

1. What impact does the evening bus campaign have? (adult groups only – and college group for bus timetable)

None of the residents was aware of the evening bus poster, although three residents recalled the bus timetable.

Residents were negative regarding the poster. It was not seen as relevant, nor something they would notice or remember. They would not consider using the bus at night, and the service was not available to support such activity.

In contrast, residents were very positive about the bus timetable; it was easy to use, provided information and was relevant in supporting the message it was promoting.

The message was to encourage people to take the bus at night. This was confusing however, as the advert was promoting the negative aspects of night time bus travel (such as anti social behaviour and safety issues) as opposed to promoting the positive aspects of night time bus travel (cheaper than a taxi and the provision of a late night service).

The message also had an element of “anti drink driving” about it.

The focus on partying was seen to alienate people. Residents did not want to travel on a bus that they perceived was full of drunk people, and considering their own behaviour, if they had been out partying they would take a taxi rather than a bus. It also raised the safety aspect of going home on a bus full of drunk people.

It was therefore suggested that promoting activity that was more widely relevant and acceptable; such as late night shopping, the cinema or a restaurant trip would have more appeal.

Whilst the message was strong, it was not something overall that residents would think or act on due to their perception that there is not a night time service, or if there is one, it doesn't run late enough to support partying activity.

The Worcester Sustainable Group was the only group which felt the poster could have an influence if the service was sufficiently late and safe.

The timetable however was seen to have a positive influence on the majority of residents. Whilst it might not directly affect behaviour, it was providing the opportunity. Residents would keep the timetable which provided the information to support using the night time service if they were in the situation to consider this as an option – it provides the “choice” element.

Aspects of the campaign to maintain:

- Build on the appeal of the bus timetable (relevant information, easy to use and carry)
- Build on the “choice” element provided by the bus time table.

Aspects of the campaign to develop:

- Provide information on which decisions can be made (bus times and routes, prices)
- Promote activity with a greater appeal – shopping, restaurants, cinema as opposed to partying
- Ensure the service is relevant to meet need
- Promote personal safety and security
- Promote a more family orientated scenario
- Make a more prominent logo to associate the message with the campaign
- Consider whether the service is available all year.

2. What impact does the “walk and cycle” promotion have? (adult groups only)

None of the residents recalled either the walk or cycle poster.

The message of the campaign was very strong – to get fit after over indulging at Christmas.

The walking poster was preferred, as walking is accessible to more people than cycling.

Residents were mixed regarding their relevance. Those who felt they were relevant associated with the need to get fit after Christmas - they felt the posters would be noticed and remembered and that the message had impact. The Christmas pudding was a striking image.

Residents who felt the posters were not relevant felt; they looked like a supermarket advert, the posters did not grab their attention or that the message was unrealistic (cycling and walking in the cold and dark after Christmas).

The adverts overall were felt to be motivational in that it is a relevant message to people in the New Year. Concern was however whether the adverts would be lost in the plethora of health adverts about at that time of year, which would affect the level of impact these would have on behaviour.

Whilst the badging of the “Choose how you move” was clearer (a positive) it was felt that the two adverts had moved away from the campaign message of considering alternative travel.

Overall residents in three of the groups did think the adverts would encourage them to get fit after Christmas. The message was perceived to be positive, promoting something that people can do for themselves and have control over.

One consideration was that once people have adapted their behaviour to meet their own needs or goals, then they are more likely to extend the activity, such as walking or cycling to work.

Aspects of the adverts to maintain:

- The visual impact of the imagery
- The stronger badging (stronger link to the campaign)
- Build on the benefits of walking and cycling – promote this message more strongly
- The simplicity of the message

-
- Promoting something people can do and achieve for themselves, something they have control over (unlike rush hour or parking spaces)
 - Building on the positive message and benefits.

Aspects of the adverts to address:

- Differentiate from other similar adverts around at that time – fitness and supermarket adverts
- Consideration for the message to support the campaign message, not digressing from this
- Provide information on the benefits of walking and cycling
- Consider the impact of informing people about something they would consider anyway
- Consider the realistic consideration of walking and cycling in the cold and dark
- Promote the sustainable travel aspect.

5. Interactive material

1. What impact does the walking pack have?

Around one fifth of Worcester residents had seen the walking pack.

Residents in seven of the ten groups were positive about the walking pack. It was bright, appealing and attractive, something that would be noticed and remembered. The residents in the other three groups were more mixed in their views, but none were overall negative about it.

The physical response to the walking pack was more enthusiastic than to the posters – it was something residents could open and look at, with various elements to consider.

The pack was aimed at; families, children and parents. The appeal was the “fun” element, something interactive and which generated ideas.

The message was strong and positive – something to do and aim for – in comparison with the mode posters which were telling people what to do.

Indicating the appeal of the walking pack, only one group raised an issue regarding the cost of production.

The walking packs would encourage activity amongst the majority of residents. This is supported by the fact that all of the residents who had a walking pack had used it.

It would encourage people to go out and walk with their families and to do the activities. It was providing a “leisure tool” something constructive for people to do which directly benefited them.

The activity resulting from the walking pack was seen to be split between; supporting current behaviour (such as providing a source of activity for a day out) and influencing a change in behaviour (doing something different as a result of the pack).

The impact was felt to be on leisure activity as opposed to environmental activity.

Aspects of the pack to maintain:

- The interactive element
- The fun element
- The appeal to children and families
- Generation of ideas
- Build on involving people
- Build on the positive message – achievement, activity and motivation
- Build on the subtle message (as opposed to the direct messages of the posters)
- Encourage a change in behaviour as opposed to dictating
- Small yet substantial.

Aspects of the pack to develop:

- Consider developing a pack aimed for adults (for example, circular walks and details of walking clubs)
- Activities aimed at children of different ages
- Make it simpler
- Use brighter, more varied colours to appeal
- Cover more local areas
- Include stickers and a pedometer to support the activities
- Smaller map
- Consider cheaper ways of promoting a change in activity.

2. What impact do the mode leaflets have? (adult groups only)

Around one tenth of Worcester residents recalled any of the mode leaflets, with the cycling leaflet having the highest level of recall.

Residents were mixed in whether the leaflets were aimed at them. Those who did felt that in covering all options of travel then the leaflets were relevant to everyone, and those who did not felt they would not relate to the perceived unrealistic photographs.

It was mentioned however that the photographs were more realistic than the posters, and the portrayal of local areas that could be associated with Worcester was positive.

It was questioned whether the use of leaflets would be effective due to the volume of material already available and received.

The message was the same as for the posters – to encourage alternative forms of travel. The motivation behind the messages was mixed – the use of health, convenience and leisure.

The fact that the residents had the opportunity to consider all four modes of travel at once promoted a “choice” element (rather than the promotional material looking at just one mode of travel).

The provision of information was seen to be a positive aspect – providing the “how” element. Some information was felt to be obvious (and to an extent patronizing) whilst other information, such as bus timetables and walking routes, would be welcomed.

Around one fifth of residents would be encouraged to do something different as a result of the leaflets; with more than one resident stating they would; look into car share, look at Park & Ride and walk for health.

The leaflets were motivational in that they provided information to encourage action and information against certain action (the “whys” and “why not”).

Stronger promotion of the benefits of considering alternative forms of travel could have a further impact on encouraging people to behave differently, to provide information to illustrate how this change can be adopted.

Aspects of the leaflets to maintain:

- Pictures to include local landmarks so local people associate the photographs with Worcester
- Build on the wider use of a range of models
- Further promote the “choice” element – consider incorporating all forms of travel within one leaflet or poster
- Build on the information available – bus timetables, prices, walking and cycling routes, where you can leave your bike
- Build on the motivational aspect – provide information to allow people to consider how to change and promote the benefits to be achieved.

Aspects of the leaflets to develop:

- Ensure the photographs depict real people in real situations to encourage association from the target market (including families)
- Avoid the reference to “obvious” information (such as a bike being an essential element of cycling)
- Promote the relevant leaflets at relevant sites (such as cycling at bike shops and car share at offices).

3. What impact does the Worcester guide have?

Around one quarter of Worcester residents recalled the Worcester guide, whilst around one fifth had actually got a copy. Interestingly, the residents referred to it as a “map” as opposed to a “guide”.

Overall residents were positive about the guide. It was an attractive, useful and relevant tool; it was all encompassing, including walking, cycling and public transport. It was something residents would overall retain and refer to when relevant. As with the mode leaflets, the guide covered a range of options to consider.

The main negative comment was whether the guide would stand out and be noticed. The front cover was felt to be generic and looked more like a tourist tool as opposed to something relevant for residents.

Worcester residents were more positive about the impact of the guide than residents from outside of the area. Around two thirds of residents who had a copy of the guide had used it, and the majority of Worcester residents felt the guide was something they would keep and use.

It was a tool they would keep for reference, providing ideas of where to go and the appropriate routes. It would be used to consider walking, cycling and bus routes.

It was questioned however, as with the walking pack, to what extent the guide would support current activity or influence different activity.

Aspects of the guide to maintain:

- It being “all encompassing” – considering walking, cycling and bus routes.
- Incorporating a range of options – providing residents with a “choice”
- The relevance to local residents.

Aspects of the guide to address:

- Target the guide to local residents, for example call it a “Residents’ guide to getting around Worcester”, as opposed to its current format which is seen to be targeted at tourists
- To call it a map as opposed to a guide
- Consider whether the “guide” format would support smaller and dispersed places, such as Malvern
- To make it more “manageable” (in size)
- Ensure the map is up to date, with all bus stops identified.

6. Environmental messages

1. What environmental messages would be most appropriate?

Whilst the environment has to date had significant media coverage, residents are still open to the need for environmental consideration and messages to support this.

The environment on a large scale however has the potential for only limited impact. The “worldwide” issue has been strongly promoted. This approach leaves residents wondering how they on their own can make a difference, and why they should make the effort when countries such as China are counteracting any benefits that they as individuals may contribute.

Residents feel strongly towards, and relate to, their local environment. Messages that show; what is happening locally, what people on an individual basis can do (what impact a small action which can be realistically achieved can have) and what impact this will have on the local environment, would have the strongest effect.

To have maximum impact, environmental messages need to:

- Be local so people can relate to specific areas
- Have visual impact
- Detail local facts and figures
- Show what difference small and realistic actions can have (ensure what is being asked is realistic and achievable by residents)
- Show the positive impact – the difference – that such small changes have on the local environment.

2. What are the negative and positive aspects of supporting the environment?

The negative responses to promoting environmental benefits are:

- Not knowing what difference one person can make
- Being one small aspect of a global problem
- Practicalities of living day to day (busy, time and cost)

-
- If nobody else is seen to be acting why should other people do so?
 - No incentive
 - Cost of public transport.

The positive responses to promoting environmental benefits are:

- People like to try and do their bit
- People being able to see what a difference they can make
- Being aware of the environmental benefits of using sustainable travel
- Being realistic – a lot of people need a car, but it can be promoted that one less journey a week could make a big difference
- Being realistic about what individuals can do and achieve
- Show what people can do.

3. Is the environmental or personal message stronger?

Whilst the environment is an important consideration, the personal message is an overall a stronger motivator than the environment.

Residents from seven of the groups felt that the personal message was stronger than the environmental message, whilst residents from three of the groups felt the message should be a balance between environmental and personal.

Residents surveyed in the quantitative survey stated that “getting fit/keeping healthy” was the message to most encourage people to consider alternative ways to travel. When asked however, whether a personal or environmental message would have most impact, the views were more split between both environmental and personal benefits.

The reasons for the personal message being stronger are:

- Convenience
- Saving money
- Practicality
- Difficult to see the difference people can make to the environment
- A personal message means the same to everyone (people see environmental messages differently)
- Incentive
- Overload on environmental messages
- Little control over the environment.

The reasons for the environmental messages being stronger are:

- Older generation caring about what is being left for their children
- People are at the receiving end.

One group felt that once people undertook activity for their personal benefit and became used to this activity, then the message for the environment would be more appropriate, once the change in behaviour had been established.

None of the residents in either the Worcester School Group or the Worcester College Group felt they had any influence over the views or actions of adults. It was felt that adults made their own minds up regarding appropriate travel based on their own individual circumstances and requirements.

7. Taking the campaign forward

There is the potential for the “Choose how you move” campaign to be rolled out into the county, and for it to have a positive impact on influencing thought and action regarding the adoption of sustainable travel.

The target market is aware of the concept of sustainable travel and the benefits of such activity. The messages to move the market to consideration and action therefore need to promote the “hows” and “whys”.

The target market needs to be provided with information on how they can adopt such activity (the “hows”) and shown the benefits of adopting such activity (the “whys”).

This needs to be done within the context of a **“Travel/Life Balance”**.

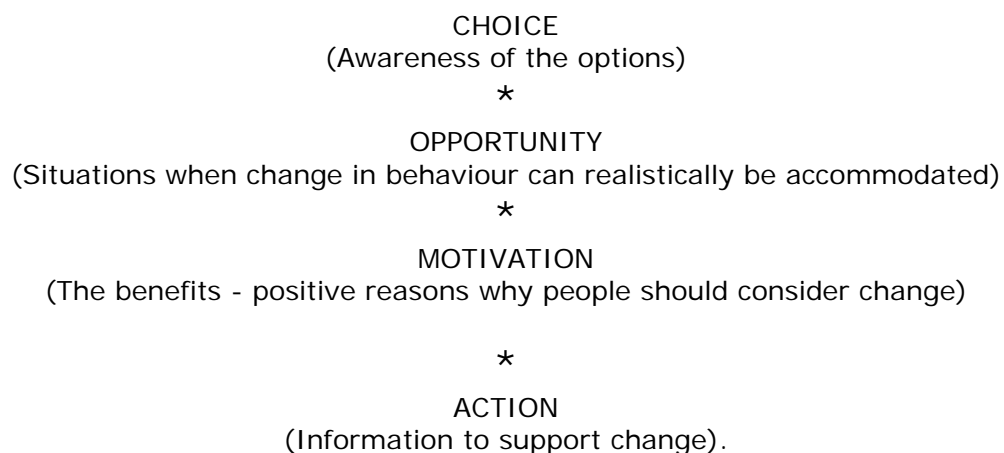
Promotional messages need to encourage a change in behaviour as opposed to berate “unacceptable” behaviour. Messages need to accept that sustainable travel is not realistic or relevant for all journeys, but to encourage those situations that would support it.

Visual representation and messages needs to reflect “real people” in “real situations”. Residents know that sustainable travel has negative aspects (such as poor weather, waiting for a bus and having shopping to carry). Showing people managing in realistic situations would have more impact than portraying visuals that residents do not associate with.

Messages need to be positive (the benefits of moving towards the required action) rather than negative (against what is perceived to be the “wrong” form of travel).

Residents need to be provided with **CHOICE**, given different **OPTIONS** and **OPPORTUNITIES** to consider sustainable travel, with **BENEFITS** to motivate and **INFORMATION** on how to implement change.

The relevant process of the message could therefore be seen as:



Summary

Worcestershire Resident Qualitative Survey

1. Environmental consideration

1. Views on sustainable travel

All groups apart from the Worcester School Group had opinions on the terminology, "Sustainable Travel," and all but a small handful of individuals were able to provide a definition of what sustainable travel meant to them.

A form of travel that is long term and can be maintained, one that is environmentally friendly, public transport and walking are the main comments provided regarding sustainable travel.

Other views mentioned by residents, but to a lesser extent were; cycling, reducing costs, not wasting energy and looking at alternative travel.

- *"It's good for the environment and cheap and economical, whether it's trains or whatever, it's the availability of it."*
- *"At the same time meeting people's needs, sustainable that it can carry on but at the same time people can carry on."*
- *"It depends whether sustainable to you personally or whether you're talking about generally, in general terms it's environmentally friendly."*
- *"Something that can be maintained over the years, rather than here today and gone tomorrow."*
- *"Taking away the fuel element, sustainable as it will always be there, you're not relying on other sources, something that's there all the time."*

2. Opportunities for sustainable travel

Overall residents are around twice as likely to identify personal benefits of sustainable travel as opposed to environmental benefits.

Cost savings, health reasons, reducing traffic/congestion and environmental/less pollution are the four main benefits identified. Together these four benefits comprised around two thirds of the comments made.

Other benefits identified by residents, but to a lesser degree include; having the opportunity to walk, distances not being too far, it being quicker and safer.

Just one resident mentioned public transport as an opportunity for using sustainable travel.

- *"I can walk to school from where I live; I've got two small ones so it's easy to walk than to get them in and out of the car. I try and walk to the local shop."*

-
- *"I've made some cut backs, I only do town once a week now, it was three times a week, I plan ahead to do everything in one go, it's the cost, I get a full tank and try and make it last me the month."*
 - *"Carbon footprint, if I could buy an electric car that would work then I would buy one. We've got to do something."*
 - *"My first thought is that it's going to get me some exercise."*
 - *"If you're walking or cycling, it's a benefit to you, it's healthy."*
 - *"Reducing congestion on the road, more safety if less cars are on the road."*

3. Barriers to using sustainable travel

Around two thirds of the comments regarding barriers to using sustainable travel related to negative aspects of public transport. The main negative aspects of public transport identified by residents include:

- Cost of public transport
- Difficulty when shopping and getting buggies on board
- Unreliable/infrequent
- Route/times not meeting journey requirements
- Over crowding.

Safety issues regarding sustainable travel comprised around one tenth of comments, with these relating both to personal safety and security in leaving bicycles.

The inconvenience of sustainable travel when compared to using the car comprised a further tenth of comments.

Just under around one tenth of comments related to the bad weather.

- *"We did all go to the NEC last week by train but it's so expensive, for six of us. You pay a lot of money to keep a car on the road anyway, it's easier to get in the car, it's half a tank of fuel. It was £8 for me and my other half and £4 for each of the kids (on the train)."*
- *"I'm really forgetful and I'm in Sainsbury's five times a day because I've forgotten something. I think all these feet are for is for pressing peddles."*
- *"I could use my mountain bike but I'm too scared to leave it anywhere, and the bad weather."*
- *"With the bus you never know when or if it comes, I'm not into that when I've got a car on the drive."*
- *"I don't think the public transport network is that great. My husband did try to take the bus to work, but he was late for work and then they changed a lot of the routes, and when I've tried to catch a bus there's only certain bus stops the big buses stop at for you to get the buggy on."*
- *"I went into town when my daughter was a couple of weeks old and I used the bus as I thought it would be easier than getting the buggy in the car and I got*

stuck in town. I had three buses stop and tell me they couldn't take my buggy as it was too big."

- *"Maybe during the summer it's easier to walk but not so much during the winter, but if you can't rely on public transport and if you need to be somewhere by a certain time, then you'd probably get in your car."*
- *"I have to start early in the morning, so public transport wouldn't get me to work."*

4. Views on promoting sustainable travel

The majority of residents felt that promoting sustainable travel was a positive activity.

It was felt a positive move to promote sustainable travel in that it would encourage people to consider alternatives to using their car and would have a positive impact on reducing congestion.

The benefit of providing people with more choice was also seen as a positive aspect, providing people with the information so they have more choice and can make informed decisions.

There was strong feeling however that such promotional activity would only be relevant and effective if there was a strong, relevant and reliable alternative to using the car.

It was felt that current promotion could be ineffective as the general public is cynical about the alternatives, such as a reliable, cheap and effective public transport system and cycling that was safe.

The provision of a relevant and reliable structure of sustainable travel is necessary for promotional activity to be effective.

A further thought was that if the system was in place, then people would automatically use it, it wouldn't need to be promoted. The general public are aware that alternative forms of travel are the preferred option; that the benefits to themselves and the environment are known, but they are unable to act on this perception without a realistic alternative.

The alternative needs to be:

- Reliable
- Safe
- Convenient
- Cost effective
- Relevant to need.

None of the students felt that their views had any influence on their parents' activities, who selected the type of travel based on their own individual needs.

- *"It's positive, it shows they're considering the bigger picture, and the long term health of the environment and people."*

-
- *“It’s good, but there’s not many ways you can. If people need to use a car, there’s a lot of people who have to commute because public transport’s not very good, and if that was improved I’m sure a lot of people would.”*
 - *“It wouldn’t really need any promoting if it all worked. If you could get a bus when they said there was going to be a bus, then you would use it. The only reason people are still using cars is because it’s useless.”*
 - *“There should be incentives rather than just promoting it, people need to know that if they’re giving up their car, that they will be able to catch a bus or there’s cycle parking. Promotion is only a small part.”*
 - *“It’s all right promoting it as long as it provides the service which people need, there’s no point in promoting it if it doesn’t do what people need it to do.”*
 - *“People know it’s best to use the bus, but they won’t, until things have changed and the knowledge is out there that this is the easier way of doing it.”*

2. “Choose how you move” campaign

1. Awareness of campaign

Awareness of campaign (without logo as prompt)

Prior to the logo being shown to the residents, it was explained that Worcestershire County Council had been running a campaign in Worcester over the past couple of years to promote sustainable travel.

At this stage of the discussion, around half of the adults in Worcester were aware of some aspect of the campaign run by Worcestershire County Council considering sustainable travel. Approximately half of the Worcester College students were aware whilst none of the school students were aware.

Just one of the residents from the three groups outside of Worcester were aware of the campaign.

Unprompted three of the residents from all the groups mentioned, “Choose how you move”.

Aspects of campaign recalled

Cycling was the main form of sustainable travel which residents recalled was being promoted by the campaign. Around two fifths of all comments referred to cycling.

Walking was the next most frequently cited type of travel, with around one quarter of comments referring to walking as part of the campaign that had been noticed.

Just over one tenth of comments referred to car share and a similar proportion to the logo generally.

Public transport and different options were each mentioned by only a couple of residents.

Sources of awareness of campaign

A wide variety of sources of awareness was identified by residents, with a leaflet being the only source of awareness mentioned by just over 10% of residents.

The sources of awareness identified by at least three residents include:

- Leaflet
- Poster
- Bikes in the city centre
- Bus
- Water bottle
- Bags
- Cycling in the park
- Local paper.

-
- *"We had people knocking on the door as they gave my son, he had one of those fluorescent bands, something for the bike, it was quite a while a go."*
 - *"I remember they bought bikes, did they all get stolen?"*
 - *"I've seen the leaflet for walking and cycling at the Countryside Centre at Spectchley, and also to encourage people to use the cycle routes."*
 - *Is that the one in town with the different options? I've seen that, the posters, just the logo I can remember. And they were giving out different things, like water bottles, bike reflectors."*
 - *"It was at Freshers' Fair last year; they had a big stall, a load of free stuff, maps, booklets, cycle maps."*

2. Awareness and views of the logo

Awareness of logo

Around half of Worcester adults were aware of the logo, whilst virtually all of the students (both school and college) were aware.

Just two of the residents outside of Worcester were aware of the logo.

Effectiveness of the logo

Overall the adults, both residents inside and outside of Worcester, felt the logo was not effective. The main comments regarding this were:

- It was not specific in the message it was promoting – the message should be stronger
- It did not stand out against all the other logos being promoted
- The word "Worcester" was too big in comparison to the image
- A link to the environment should be stronger
- It looked "council"
- It looked like "recycling"
- It should show action – movement towards sustainable travel.

It was suggested that a competition could be run amongst Worcestershire schools for a child to design an appropriate logo.

The students (both school and college) however were positive about the logo, stating that it was; bright, colourful and promoted the message.

- *"The "Worcester" is big the "Choose how you move" and the logo's smaller. If you're trying to promote changing the way that you travel, I would have thought you'd want the method of travel bigger. Focus on what you want promoting."*
- *"It depends what type of transport you're in at the time, if you were walking you'd notice it more, if you're in the car you just wouldn't notice it."*
- *"It doesn't actually tell you anything, it says, "Choose how you move" but it doesn't tell you how to do it. I don't understand what it's trying to promote."*
- *"It's very similar to a lot of logos you see around, it doesn't stand out."*

-
- *"It's good, but it reminds you of recycling."*
 - *"It looks typically council."*
 - *"I think it could be improved, it doesn't have much of a visual impact. I've seen it in County Hall when I went on a course. I can understand what it stands for, the different types of transport, but if their driving aim behind it is the environment, then they need an image that links it to the environment, or if it's to save people money then it needs to be linked to that."*
 - *"I think they've tried to use a recycling sign and it's failed. The wheel is going backwards for starters. Personally, I don't think it's very clear."*
 - *"The writing should be green, it's an environmental colour."*
 - *"It's a pity they didn't have a whole picture of the images and then a recycling sign, I don't think there's enough there."*
 - *"If it's a certain thing it's the right colour (the colour theme for the types of transport), and then it fits it all together (the logo)"*
 - *"You could go to the schools; you could get a fantastic logo from the children."*

3. Walking promotions

1. Awareness of promotions

Around one in ten adults resident in Worcester recognized one of the walking adverts, with the, "Left, right, repeat" the one most likely to be recalled.

Two of the students recognized one of the posters and one of the residents outside of Worcester felt they had seen one of the posters.

2. Consideration

The groups were mixed in their views regarding whether the advertisements were targeted at them. Those who felt they were, thought that walking was relevant to everyone, whilst others questioned what the adverts were promoting and did not associate themselves with the model.

There were also mixed views about whether the adverts would be noticed and remembered. Residents who felt they would notice and remember the adverts paid more reference to the "Left, right, repeat" which stood out more as a result of the slogan and the lack of text.

Specifically the advert with the post-it note did not appear to be advertising anything in particular (it was seen as a very generic poster) and the volume of text would dissuade people from taking notice of it.

There was a strong feeling amongst the groups that the adverts promoted health and fitness, with a strong association with gym or fitness adverts.

Whilst some residents liked the "Left, right, repeat", feeling it to be a catchy slogan, others found it patronizing.

Residents who felt they would not notice or remember the adverts felt they were very similar to other adverts around and that there was nothing specific to make them stand out.

Overall the groups were negative about the model. They felt the model looked "too perfect" – too fit, too neat, too young and too relaxed. The model did not depict a real life situation of walking to work, walking with children or shopping, the weather being "typical" and showing a "typical" person.

- *"I'd want to know if she's got children and if she's got a job if she walks everywhere."*
- *"It's too bland, you've got "Left, right, repeat" and what looks like a woman in a gym suit and I'd swear that's for a gym."*
- *"You notice it's a very idyllic day for walking, it's not raining and she's not got a brolly getting blown about in the wind."*
- *"The "Left, right, repeat" it's aimed at everyone to get fit, and the climate change it affects everyone."*
- *"She's not in her 40's with wobbly bits, I don't like her!"*

-
- *“If you’re out on your own going for a lovely stroll to relax, but she’s not carrying anything, or it’s like advertising Worcester as a lovely place to come to.”*
 - *“At a train station, it’s people who want to use public transport anyway, so they’re happy to walk.”*
 - *“You look at it, and straight away, you see, “Left, right repeat” and you know what it’s saying, whereas there and you just see a picture of a woman with writing on it.”*

3. Motivation

The message of the adverts overall was to walk, although it was strongly perceived that the message was promoting walking as a fitness consideration as opposed to a form of sustainable travel.

The image was strongly related to getting fit.

Overall it was felt that the promotion would encourage them to think about walking, but it was noted that this was something people did as a matter of course when the circumstances were appropriate.

The “Left, right, repeat” poster promoted a much stronger and clearer message than the “Post-it” poster which portrayed a generic message.

- *“It doesn’t make you think about walking as opposed to driving.”*
- *“That “Left, right, repeat” that would stay in my mind.”*
- *“I don’t think it would start me thinking about walking to work as that’s just not practical.”*
- *“You can’t really see the text at the bottom, I wouldn’t notice that just walking past. You wouldn’t automatically know that was to do with....”*
- *“It’s choosing to walk, overall everyone should start walking.”*
- *“But that one’s telling me to get fit rather than actually choose to walk instead of easing traffic congestion.”*

4. Action

Just two individuals from the seven Worcester groups felt that the adverts would encourage them to think about doing something differently, which was to consider walking more for health reasons.

The vast majority of residents from the seven Worcester groups did not feel the adverts would have any impact on their behaviour, with the main reason being that people walked as much as they were able to already.

References were again made to the “unrealistic” portrayal of the poster and to fitness adverts.

Around half of the residents in two of the three groups outside of Worcester and one resident in the third group felt that the adverts may encourage them to consider walking more. Reference to health and the pleasant environment on the posters were factors influencing this thought.

The impact of the adverts was based on a health perception as opposed to changing mode to support sustainable travel.

- *"Where does she shop and how many people does she shop for?"*
- *"I don't think it would change me, as I do walk, I only use the car for Tesco's, which is something I can't change, so in that way, no."*
- *"All I'd think was another health club advert."*
- *"If I looked at it I might think about it, walking is a good idea (health). I'd just think about it for a bit."*
- *"It would encourage me to walk outside but not as an alternative."*
- *"I'd probably remember that one (Left, right, repeat) it would probably make me think I could do with getting a bit fitter."*
- *"If she was walking past a traffic jam it would have a lot more impact and she would be going faster than the cars."*

5. Improvements

The "Left, right, repeat" advert had more impact as a result of its "catchy slogan" and the visual impact of seeing the model walking. The "Post-it" adverts was felt to be too generic, with an unclear message and too much text.

Improvements to increase the impact of the advertisements include:

- Portraying a realistic picture of "normal" people
- Show the model in a "real" walking situation, such as alongside congested traffic
- Using a family or children to illustrate the advertisements
- Detailing the incentives and benefits to encourage people to walk
- Promoting the environmental message
- Asking people rather than telling them
- Using a greater visual impact for the message.
- *"Exercise is a motivational factor but the carbon footprint is a different motivational factor, so perhaps they could use that."*
- *"There's nothing to encourage you to walk, it's just telling you to walk."*
- *"What they're trying to say is in the smallest writing (choose walking)."*
- *"They're not bad; it's just a hard thing to get the message across on."*
- *"If she's walking to work you'd want to see her on the pavement, with a bag, dressed differently."*

- *“I think I’d just find it a bit condescending, I know it’s healthier.”*
- *“You need more people walking; you could have a mother and kids walking, a bloke with a briefcase. Any Tom, Dick or Harry, not just that supersonic person on there.”*
- *“I don’t think you associate with walking with easing traffic congestion through a park; I think the location needs to be a paved street.”*

4. Cycling

1. Awareness

Awareness of the two cycling posters was low amongst all groups.

Just three individuals from all of the groups had seen the “It’s official” poster previously; none had seen the “Post-it” poster before. The three residents who recalled the poster were Worcester residents.

2. Consideration

The groups were mixed in their views of the adverts regarding their relevance.

Just over half of the groups felt that the “It’s official” poster would be noticed and remembered due to the impact of the slogan, the larger text and the image.

None of the groups felt that they would notice or recall the “Post-it” advert. This was too generic, without a prominent message and had too much text on it.

The models, along with the situations, were too glamorous and perfect; sunny skies, smiling cyclists, no bags and no hills.

Whilst the groups with the adults were more likely to associate themselves with the man on the bike, the two student groups were more likely to associate themselves with the woman model who was younger and was not going to work.

The lack of cycle helmets on the models was a strong point made by the residents.

The “It’s official” poster, whilst promoting a strong message in the benefit of cycling, was not portraying a realistic situation. People could not imagine cycling to work due to the need to arrive fresh and wanting to travel home in comfort after a day’s work.

It was noted that the green colour reminded residents of recycling.

One group mentioned that the cyclists were solitary, and that promoting a picture of a group of cyclists would encourage people to think this was something that was not a minority activity.

- *“It’s the green, you think recycling.”*
- *“At least it’s actually getting the message across about cycling to work.”*
- *“Again, it’s all lovely, smiling models, beautiful sunshine, yes in a utopian world it would be great.”*
- *“Where’s his shoes to put on for when he gets in the office?”*
- *“If you’ve had a busy day I wouldn’t want to think about cycling home, I’d just want to jump in my car.”*
- *“Promoting biking without helmets, no.”*

-
- *"It's true, cycling to work does get me there quicker than the car, but I don't recollect either advert."*

3. Motivation

The message of the "It's official" was that it was faster to cycle to work than to drive, whereas the "Post-it" message was to cycle for leisure.

The "It's official" message was stronger and positive. It promoted the benefits of cycling, it was asking people to do something differently and it provided a fact.

The message on the "Post-it" advert was weak and the overall message was too generic. In contrast to the "It's official" poster it was not providing the benefits nor the practicalities about cycling.

The "It's official" poster would encourage most of the residents in Worcester to consider the benefits of cycling, whilst just one of the residents outside of Worcester thought the adverts would encourage them to think about cycling.

The "Post-it" message was telling people what they already knew, that cycling is good exercise.

It was questioned to what extent the message of cycling being quicker was accurate, as this would depend on how far the distance and the destination.

The "It's official" poster is more likely to generate motivation than the "Post-it" poster.

- *"That one it says it's great exercise and you'd think, "you're probably right" but that one you'd wonder if it was quicker to ride your bike."*
- *"That, it's getting the message across, "It's official"."*
- *"That's encouraging you to use sustainable travel to cycle to work and that one's more of a leisure aspect."*
- *"It's actually telling you that cycling to work is quicker, so that's your incentive. The one telling you to walk hasn't got any incentive."*
- *"It's relevant to Worcester, cycling to work in Worcester can be quicker than driving as you have a lot more traffic congestion. In Malvern, you haven't got that much congestion unless you're going into Worcester and then you wouldn't want to bike 8 miles and work in an office all day."*
- *"Choose cycling, it's great exercise. The other one's saying cycling is quicker so get out and use your bike instead of a car in Worcester."*
- *"You need to have those advertise exactly what it is, something like a cycle path or a route where people go out together. That's more of a countryside setting."*

4. Action

Overall the adverts would not encourage the residents to act differently. Four individual residents felt the adverts would encourage them to cycle more, with this being specifically for leisure as opposed to cycling to work.

The reasons for the lack of change are as a result of the practicalities of cycling:

- Safety aspect of cycling
- Lack of places to leave a bike/bikes getting stolen
- The requirements of work not supporting cycling
- The infrastructure (such as cycle lanes) needing to be in place.

Therefore whilst the "It's official" poster had more impact and appeal and a stronger message, it would not lead to action due to the perceived barriers to cycling to work.

The "Post-it" posters, whilst with a weaker message and less visual impact, had more relevance to the residents who may consider undertaking more leisure cycling.

- *"If people have to get to work they're not going to be influenced by a poster."*
- *"That one might make you think if you were sat in a traffic jam behind a bus ('It's official')."*
- *"That's stating the obvious that exercise is good for you, the other's telling you something useful."*
- *"It might make you think that if you ride your bike to work you might get there quicker."*
- *"If you were stuck in a traffic jam and that was on a bus in the queue it might make you think."*
- *"If you had time to sit and read it, if you see someone whiz past on a bike when you're stuck in traffic taking kids to school, but then how can I get two children to two different schools on a bike?"*
- *"It's saying it's quicker to get to places generally by biking. Some people might not know it was faster, it might encourage them to think about cycling."*
- *"It's encouraging people to get fitter and healthier which is important in the long run. That is saying if more people ride their bikes then there will be less congestion and less pollution so it's helping the environment."*
- *"I've tried cycling to work but then I need to go to a meeting and I've had to cycle home to pick up the car."*
- *"It's not exactly safe to cycle on the roads around here."*

5. Improvements

Overall the “It’s official” poster was preferred due to the imagery, impact and positive message. Improvements to this poster were:

- To show the cyclist in a lot of traffic
- Show a large group of cyclists (remove the “solitary feel” of a single cyclist)
- Dress the model in a suit so it promoted that cycling to work was a realistic option.

Those who preferred the “Post-it” poster felt that cycling for leisure provided a more realistic and relevant option. Improvements to this poster were:

- To reduce the amount of text
- Use a more realistic model
- Use a stronger, less generic, message.

Improvements to both of the posters were:

- Use local landmarks in the photographs for people to associate with
 - Ensure the cyclists are wearing cycle helmets
 - Show the cost benefit of cycling
 - Show more cyclists on the posters
 - Promote the environmental benefits of cycling
 - Show a wider range of ages.
-
- *“There’s just too much on it, there’s too much writing on it.”*
 - *“Has he got casuals on? If he was suited and with a bag. He looks like he’s casual.”*
 - *“Everyone’s experienced The Tything and traffic there at 6 O’clock in an evening, if you had a picture of a cyclist going past the traffic there, it would relate more to the real world.”*
 - *“He looks like he’s on a Sunday afternoon bike ride rather than someone on their way to work. There should be loads of traffic and him going through the traffic, going faster.”*
 - *“If it had a younger and older generation on it, such as a student and an older person.”*
 - *“The safety aspect of it, if you’re going to promote cycling, you’ve got to promote safe cycling.”*
 - *“What stood out in my mind in London recently is they had pictures similar to this on a tube train, but there were pictures of 30 or 40 people on bikes, with their helmets on, going down a cycle lane in London going past stationary traffic. You thought, “What a good way to get to work”, it wasn’t just one person on a bike. If you had 20 or 30 going down the road, you’d think, “They’re all going to work”.”*

5. Public transport

1. Awareness

Awareness of the bus advertisements was higher than for the cycling and walking campaigns.

The "Rush hour" poster had the higher awareness of the two posters, with two residents recalling both adverts and four residents recalling the "Rush hour" poster.

The posters had been seen on buses.

2. Consideration

Overall it was felt that the adverts were not aimed at the residents, and that they would not be noticed nor remembered.

The main factor influencing this consideration was the unrealistic portrayal of bus travel on the posters. Residents in all groups strongly voiced their opinion regarding the fact that the posters did not portray what it was like to actually travel on the bus.

In reality, buses are; busy, crowded, noisy and dirty, and are not a relaxing way to travel. The difficulty in travelling on a bus with a buggy or shopping was also raised.

The unrealistic imagery meant that residents in the main did not see the posters as relevant and would not therefore notice or remember them.

Whilst the models were seen to be more relevant in their appeal, the lack of a mix of; ages, types of people and families was identified and noticed.

The bars on the "Spaces available" poster were mentioned by a number of residents as reminding them of being in prison.

It was also raised that in travelling by bus you are still stuck in the traffic, the only difference being you are on a bus and not in a car.

Perhaps indicating their higher reliance on public transport, both student groups were more positive about the posters and their relevance than the adult groups.

- *"Better than the others (the models), they're more normal, they've got shopping and she's going to work."*
- *"The guys with the suits and ties, they're not realistic, "We'll move some money from Zurich!"*
- *"You try to get on the circular route, then you have to sit and wait at the Park & Ride. In the mornings when it's work time it's absolutely rammed. It's rammed with school kids who should be ejected – their behaviour and language is so appalling! Sit and read a book?!"*

-
- *"It's a standing joke, you have about 40 people standing on the bus! I got hit on the head by the doors, I'm sure it was funny to watch, but it hurt!"*
 - *"Interesting to know how many pushchairs they allow on the bus, it amazes me, a 40 Foot bus and they only allow one pushchair on, my wife's been left abandoned in town."*
 - *"I got the bus today and it was all right, but there isn't a bus lane going out of town, so it still took me the same amount of time as to walk. Going into town it's easy."*
 - *"Once again, there's no one sitting there in dirty overalls. In the real world it's full of school children usually, working people. There aren't seats where you can sit there reading."*
 - *"It's kind of relevant to teenagers because they can't drive their own car yet, but they can get on a bus."*
 - *"Automatically buses, I don't like, they're totally unreliable. It looks like you're in prison, I've never seen anyone that happy sitting on a bus."*
 - *"I think this in particular is not attainable (Rush hour) it's giving two smart blokes at the back with suits on and you're going to sit next to a girl reading a book, and there're no kids shouting or swearing at the back, and we all know....."*
 - *"The bars, it looks like a prison."*
 - *"When the buses are packed, old people with their trolleys, they won't move, they're really stubborn. Most of the buses going to Worcester, you can't get a buggy on."*
 - *"If you get on a bus in rush hour, you're still going to be stuck in traffic."*

3. Motivation

The messages which the posters were promoting were strong:

- Use the bus to work
- Use the bus for shopping
- Use the bus as an alternative to the car
- Relax and have time to yourself
- The bus being an better option than the car
- Try the bus.

Whilst these messages were strong and positive, this did not match their own experiences and perceptions of bus travel. This resulted in residents not absorbing or trusting the messages.

It was felt the message was negative on the "Rush hour" as the bus was empty. If the bus was an effective way to travel to work in the rush hour and was successful in attracting people to use it, then the bus should be full of people and not empty (a full bus would promote a positive message).

It was felt in one way that the message was encouraging people as opposed to telling people; "Try it" rather than "Do it", and in another it was "nagging people".

- *"It says it's easier to use than cars, "Why drive yourself crazy?"*
- *"It's promoting taking the cars off the road. Leave your cars, you don't really need them."*
- *"The thing it says, "Spaces available" it's usually packed, so the question is, "Are there spaces available?"*
- *"If everyone was catching the bus (as it's promoting) then the bus would be jam packed."*
- *"I think the picture gives quite a calm environment on the bus, but it can be really busy."*
- *"Having been on a bus in the rush hour, that would really annoy me, spaces available! There aren't spaces available!"*
- *"It would be all right maybe if you hadn't used the bus, as you may think you'd try it, but then it'd only be the once."*
- *"It should be a packed bus saying, look at all the cars which aren't on the road."*
- *"It's not preaching, it's not saying, "Do", it's saying "Try it"."*
- *"All of these are nagging a bit aren't they? We're living our lives wrong and we should be doing this, I feel a bit bullied by them all, a bit intimidated that you're not doing your stuff."*

4. Action

Just one resident felt that the adverts would encourage them to try the bus, but felt this would not be sustained due to the actual experience of travelling by bus.

All of the other residents stated that the adverts would not encourage them to think or act differently. The residents that used buses would continue to do so and those that do not use buses would not consider using them.

The residents who had seen the adverts had not been influenced nor had changed their activity as a result of this.

The main barrier to the lack of action is the perception that the bus service does not meet their needs regarding:

- Regularity
- Routes
- Reliability
- Lack of space
- Cost
- Bad experience
- Comfort
- Accessibility (with buggies or shopping).

It was felt that there would have to be a significant improvement in these areas to encourage people to try the public transport system.

If the public transport system was effective in meeting people's needs then it would not be necessary to promote as people would automatically use it. As it was, people have had bad experiences on the public transport, mistrust it and do not feel it would meet their requirements.

People would use the bus service if it met their needs.

It was questioned however whether Worcester and the towns were of a sufficient size with a sufficient volume of potential users to support an effective public transport system.

It was suggested that the posters should be displayed in places where people currently did not use the bus, such as in car parks.

Further to the actual experience and perception of bus travel was the fact that the posters were not seen to portray realistic images of bus travel.

- *"There aren't that many spaces on them. There's also the reputation of the buses, you struggle to get on a bus, you struggle to get to places on time because they're unreliable."*
- *"It would make me want to catch the bus...."*
- *"But then you would have the experience....."*
- *"It's a sociological fact that we hate our own public transport, we've been let down by it so many times that it's imprinted that public transport doesn't work."*
- *"They need to improve public transport before they can preach it."*
- *"I don't use the bus, I've got a little one, a pushchair and a couple of bags of shopping and no one to help and before you know it the little one would be running off."*
- *"In a small place like Malvern or Worcester you haven't got the same type of need as you have in the cities like Birmingham or London, and the public transport in London is second to none. You're never going to have that structure of public transport in a small place like this, it couldn't support it."*
- *"If I go somewhere else, another town, I'm happy to take the bus, but I don't in my own town, I don't know why. Perhaps it's the bad experiences I've had of using buses in my own town."*
- *"I'm not much of a car user, and I used to live in London, and that was me every single morning (on the bus) reading the book, so it's not going to change anything, as that's me anyway."*

5. Improvements

Just over half of the groups did not have a preference for either advert as they were seen to portray an unrealistic situation and the public transport system needs to be more effective before the message can be promoted.

Three of the groups preferred the "Rush hour" advert as this was seen to be a more relaxing image and it was more relevant to relate to using the bus for work as opposed to shopping.

Two of the groups preferred the "Spaces available" advert as this was seen to be a more realistic picture and a more relevant message.

Suggested improvements to the advertisements were:

- To show the impact on congestion of using the bus
- Provide information about the bus times and routes
- Remove the bars
- Show the cost savings compared to the car
- Show the bus going past cars (the benefit of the bus)
- Use a wider range of people, such as students going to college
- Have more people on the bus – show them crowded (a positive message).

It was suggested that providing free travel for a week could encourage people to give public transport a try, and then if it met their needs they would then continue to use it.

The comments and views indicate that it is not the campaign's message that is ineffective in changing activity but the fact that residents do not perceive that the reality of bus travel will meet their needs for a number of reasons.

- *"At 2 O'clock in the afternoon if you'd just been into town to buy clothes then that would be ideal, that's a fair representation, but to go to work – to be honest you very rarely see a man in a shirt and tie on a bus, it's not a realistic representation."*
- *"I think the "Rush hour" is really good, that's showing someone calm going to work, rather than all the hassle of driving to work. The "Spaces available" isn't really saying a lot, I can see it's shopping.... I can relate to both of them but they would have to fit my circumstances before I actually did it."*
- *"It doesn't say anything about getting the cars off the road, it's just saying about getting the bus."*
- *"You could put on a day's parking costs on average and a bus ticket cost on average and it could show you the difference in money."*
- *"So why aren't you using the bus then? It's not the money situation, it's the convenience."*
- *"I think you could bypass it all, and say, that if it worked you wouldn't have to promote it."*
- *"Give people a week's free travel and get them to give it a go."*

6. Car sharing

1. Awareness

Two residents could recall both adverts, four could recall the “No sharing” advert and one could recall the “Stuck in a jam” advert. All those who recalled the adverts were residents in Worcester.

Around one third of Worcester residents recalled the leaflet. Those residents at school or college were more likely to recall it than adult residents.

None of the residents outside of Worcester recalled either the posters or the leaflet.

2. Consideration

Overall it was felt that the adverts would be noticed due to the bright colours. The residents were less certain regarding whether they would be remembered or whether they were relevant to them as it was not clear what the message was or what the adverts were promoting.

Without a clear message, the residents did not feel the posters were aimed at them, and as such would not remember them. Those who felt it was aimed at them did so as they were car drivers.

The student residents did not feel the messages were relevant as they didn't drive. The concept of passing the message onto someone else who did drive was not considered.

The coloured writing was hard to read on the posters.

The residents were slightly less in favour of the cartoon images when compared to the photographic images of the other mode posters. Those who preferred the photographs felt these to portray a “real life” situation to which people could relate. Those who preferred the cartoon images felt these to be brighter and have more visual impact.

The residents were mixed in their views regarding the leaflet. Whilst some liked it, thinking it to be appealing in that it was something different, others felt it would be viewed as “another piece of junk mail” and discarded.

As with the message on the posters, the message from the leaflet was unclear, especially with no writing or message on the front of the leaflet. It was felt to be a generic picture, for example selling car insurance.

The leaflet was felt to be very childlike, and whilst some liked the appeal of the bright colours others thought it boring and similar to many other adverts.

- *“It's better than looking at a photo of a person that you don't know or don't relate to.”*
- *“I'm not sure if I would remember the exact wording or message, but you would remember seeing them.”*

-
- *"I'd remember the block of cars for how it looks, but not the message."*
 - *"How many of those went to houses and got thrown away?"*
 - *"If you were stuck in a jam and you saw that, you would be gutted wouldn't you!"*
 - *"I wouldn't even bother to open it; it'd go straight in the bin. It's just more junk mail."*
 - *"They're just boring again, apart from the colours; it looks like a 12 year kid's done them."*
 - *"I think if I got it through the post, I'd think it was for car insurance and just chuck it straight in the recycling."*
 - *"The photos, you can see what's going on."*
 - *"The text is a bit worse, with the information too small to see, so it might catch you attention but you might not stop what you're doing to read it."*

3. Motivation

All but two of the groups overall felt the message to be confusing and unclear, as it was not obvious from the posters or the leaflet exactly what was being promoted.

Where the message was unclear, residents referred to; car insurance, jelly babies, finance, video games, telephone

Whilst the message being promoted by the adverts was not clear, the message of car sharing was seen to be important. Where the message was understood clearly, residents did state it would encourage them to think about the possibilities for car share.

The messages promoted by the adverts (once these had been considered) were perceived to be:

- Car share
- Get less cars on the road
- Environmental benefit
- A problem with parking
- Save money.

It was identified that the message for the car sharing was based on environmental considerations whilst the other mode posters had focused more on health and fitness.

The negativity of the messages was identified by some residents (the downsides of driving a car). It was felt that negative messages would reinforce current behaviour of not sharing, whilst positive messages that focused on the benefits of car share would be more motivational.

- *"I like that one with "no sharing, no parking", 'cause it's right, when you go to school and everyone's in each others' way."*

-
- *“This is more at the environment rather than just for fitness.”*
 - *“The others have got pictures of people on the bus or walking or whatever, if they had pictures of people in a car having a laugh, all friends, it would make more sense.”*
 - *“I’m conscious of the fact I use my car everyday and if I could car share then I would like to do it as it would make me feel that I was giving something back.”*
 - *“It’s quite negative, “No sharing, no parking”.”*
 - *“It doesn’t hit you as being car share at all; I wouldn’t know what that was.”*
 - *“The others have got pictures of people on the bus or walking or whatever, if they had pictures of people in a car having a laugh, all friends, it would make more sense.”*
 - *“It’s saying that you wouldn’t be able to park unless people were cycling or using the bus. It’s like there’s a problem with parking.”*
 - *“Stuck in a jam again and the cars going down that’s really good, but there’s no message there, it’s stuck in a jam – so what? It should say to go on the bus or take the bike or walk. Just the stuck in a jam with cars, there’s no message.”*
 - *“It’s negative, stuck in a jam again. The positive about why don’t you try car sharing or why don’t you find out something about it is so small, even on a billboard...”*
 - *“The message is good but the advertisement’s poor. Car sharing is good but the advertisement’s poor.”*
 - *“That one’s saying, if you share a car you won’t get stuck in a traffic jam and that one’s saying if you share a car then you’re going to get a parking space.”*

4. Action

The messages (where clear) would encourage at least one of the residents in five out of the eight adult groups to think about the option of car sharing.

Car sharing was seen to be an important consideration, one that; eases congestion, saves money and helps the environment.

Those who would not consider acting differently state that the message wasn’t strong enough and did not promote the benefits to people for car sharing. The campaign needed to promote the “choice” element.

Worcester residents were more positive about considering car share activity than residents outside of Worcester.

It was also felt that car sharing is a natural activity, and that if people are in the position to car share then they will do it automatically.

Whilst the message had no impact on the school students, the college students felt this could have a future impact on their activity. Targeting people just before they started to drive to influence future behaviour was seen to be more effective than trying to change the behaviour of adults who already drove.

Promoting a positive and strong message to young people of this age was therefore seen to have a positive influence on affecting their future activity.

The posters were felt to have more impact overall than the leaflet. It was felt likely that the leaflets would be discarded as junk mail and that there was not a prominent message nor any obvious association with the campaign. The environmental impact of the leaflet was also questioned – the resources to produce such a leaflet and deliver it to all households.

- *"I guess I'd think about whether I would pass anyone on the way to work."*
- *"If you want to encourage people to car share, the best way to get the message across would be a picture of me sitting in traffic with some company. It just seems strange that they've used that kind of format for those and then something completely different for the others."*
- *"I would want to know why they were spending so much money on paper and production costs to do a leaflet like that, it's unnecessary, a waste of paper, the impact on the environment."*
- *"I work towards a greener environment and my car runs on gas as opposed to petrol, so I feel I'm doing my bit, so why should I be persecuted for not being able to car share?"*
- *"At the end of the day, this car sharing, if you work with a colleague who has to get public transport and they live two minutes down the road, obviously you're going to give them a lift aren't you?"*
- *"It's just got a tiny Worcestershire County Council on the back, and if you missed that, you wouldn't really know what it was about, just a nice pop out thing that somebody had put through the door."*
- *"If you've always driven on your own then you probably won't want to change your habits, but if you start and you're told this is the best way."*
- *"It's got no logo on it; it doesn't say anything about transport or environment."*

5. Improvements

The preference was significantly for the "Stuck in a jam" poster. This had more visual impact, a stronger message and was less busy than the "No share" advert.

Improvements to impact on the effectiveness of the advertisements were:

- Promote the positive benefits of car share (focus on the positive and not the negative)
- Make the writing easier to read (black as opposed to colour)
- Remove the text – make the heading message stronger
- Put the adverts at places of work

- Make them more “Council-like” and less commercial
- Use photographs as opposed to images.
- *“That’s a negative message; there should be something positive to encourage people to share.”*
- *“You switch off, you see it but you look through it, if it’s a County Council thing, you can at least relate it to the Council and you may think, “What’s that?”.”*
- *“They’re recognizable colours; they’re all the colours of the logo, so you can recognize it’s the transport.”*
- *“Put in a photograph of a really big jam, and put next to it – “No traffic” and put a car next to it full of people.”*
- *“That, “You’re part of the problem” it’s like you’re being accused!”*
- *“Where they’re all different colours, they are difficult to read.”*
- *“You could just have a car with “2+” something as simple as that.”*

7. Evening bus campaign

1. Awareness

Awareness of the evening bus poster, along with the Walking and Cycling campaign posters, was the lowest of all of the campaign posters, with none of the adult residents recalling having seen it.

One of the Worcester residents from the adult groups had seen the bus timetable and two of the college students had received this in a pack of information.

2. Consideration

The vast majority of adult residents was negative about the poster and felt it was not aimed at them.

The main reasons for its lack of relevance was the fact that residents would not consider taking a bus home at night and that a night time bus service did not run or did not run late enough.

Other factors influencing residents' views on the lack of relevance of the poster were:

- No information on the bus times or services
- Images not being relevant
- Too dark and boring
- Promoting the wrong image (being drunk on a bus).

In contrast, virtually all of the residents were positive about the bus timetable in that it was:

- Easy to use (the information was clear and simple)
 - Relevant
 - Easy to carry around
 - Handy in size.
-
- *"I couldn't get on a bus like that, I'd be arrested!"*
 - *"If you're all dressed up in your high heels and your make up, do you really want to be stuck on a bus?"*
 - *"You see a lot of people on the bus going into Worcester in the evening, but coming out in the evening...."*
 - *"I don't think I can ever recall in my lifetime seeing loads of people dancing in the street."*
 - *"You wouldn't want to really be hanging around the bus station at 12 O'clock after a Christmas Party."*
 - *"I don't think it's very good as you wouldn't read the writing, you'd just look at the picture and think, "What's that all about?"."*
 - *"It just looks like there's going to be people there fighting."*

3. Motivation

The main messages promoted by the advert were perceived as to take the bus home at night and to promote the evening bus service.

The message however appeared mixed to a lot of residents, with comments regarding the poster promoting the negative aspects of catching a bus at night, such as anti social behaviour and a lack of safety.

The advert would only influence a couple of residents to think about taking the bus at night time. In the main this was seen to be an activity that they would not consider, and that the negative images promoted in the poster did not encourage a change of mind in how they perceived night time bus travel to be.

It was also felt to dissuade “drink driving” as opposed to persuade people to take the bus.

The main barriers to the poster having any influence is that taking the bus at night time was not an option – either as a safety consideration or a lack of a relevant service.

A barrier to influencing thought was the perceived irrelevance of the night time service or a specific lack of any night time service. The fact that the night time service was available, and details of this, needed to be promoted before any affect on thought would be achieved.

The timetable however was seen to have a positive influence on the majority of residents. It provided this information, informing people of the times and the routes, and did so in a clear, concise and effective way.

- *“It’s like a horror story, “Where will you end up?”.”*
- *“I would think it’s a joke, what’s the punch line? That is not in anyway a realistic message.”*
- *“You’d get worried about getting on the bus with that lot.”*
- *“Someone’s joy riding a bus over the back of the hills and there’s a bit of a fight going on.”*
- *“I think even if there was an evening bus service, I don’t think you’d want to come out of a pub and catch the bus home.”*
- *“If there was a group of us I’d probably do it, but I wouldn’t do it on my own.”*
- *“It could be to use the bus as part of the drink driving campaign.”*

4. Action

The Worcester Sustainable Group was the only group where the night time bus poster may have some influence on their thoughts. If the bus service was late enough and perceived to be safe enough, then overall the group thought they might think about the night time bus as an option.

Just one resident from the other six adult groups felt they might consider taking the bus at night having seen the advert.

The main barriers to influencing behaviour were:

- The perception that the night time bus service was not available or did not run sufficiently late
- Safety concerns
- Comfort (not wanting to share a bus with rowdy people)
- Convenience (not being dropped off at the front door)
- A lack of information on the services that was available.

Virtually all residents were positive about the timetable and the majority would keep hold of a copy if they were given one. Whether the timetable would actually influence behaviour was questioned, but the provision of the information meant it was providing people with the choice.

Choice needs to be a consideration before any change in activity can be expected.

- *"There's no information on that (poster). The only incentive is if I'm out on a Christmas night out is if the bus goes back past my house at 3 O'clock in the morning."*
- *"I like having the information that's current and you know it's up to date and you could use that."*
- *"They've got people drinking and taking the bus which is the safest option than drinking and driving."*
- *"I think everyone gets stuck with - you go into town, you have a few drinks and then you think you have to go and catch a taxi, and I don't think about the bus as they've all finished, so you take a taxi, but if the buses were running. But if you get the bus you want to sit down and have a ride home without being bothered."*
- *"Normally they're like quite complicated, but that's quite simple, easy to understand."*
- *"You've still got to walk to your front door, and if it's quite a walk and you're on your own."*
- *"It's good information, the advert that goes with it though, it's giving the impression you can leave a pub late at night and catch a bus, but they all finish at 11 O'clock, So it's giving you the message that they're available but they're actually not."*

5. Improvements

Messages identified that would have a greater impact than the poster's message on residents considering using a late night bus service were:

- Personal safety and security
- Promoting more family orientated uses, such as shopping or the cinema as opposed to partying and rowdy behaviour
- Information – times and routes of buses

-
- Colour coding the bus stops/routes at the bus station with the timetable colours
 - A more direct and less cryptic message
 - More prominent logo (to associate with the campaign)
 - Promote a positive message of using the bus at night

It was questioned whether the service would be available all year.

Improvements to the timetable were:

- To make it available in restaurants and clubs (where there is direct association with the service on offer)
- Include train information.

The timetable had significantly more impact than the poster. It provided information to help residents make a choice; it was straight to the point, simple and accessible.

- *"You're only talking once a year for the Christmas party, what about the other times of the year?"*
- *"If you could see the information visually."*
- *"They actually stopped the night buses as there were all sorts of problems, it was too dangerous."*
- *"It's cryptic; I don't see why it can't be a direct statement."*
- *"You could put the timetables in pubs and cafes, then if someone was out drinking then you could see that and think, "I could take the bus"."*
- *"A really good idea would be to integrate the colours with the stands on the bus station, so if you want a purple route there's a purple stand at the station."*
- *"If it's saying take the bus home rather than risk driving or end up in a gutter somewhere, but that isn't the serenity of people going home quietly, it's of a massive big fight."*
- *"It could promote staying out late shopping rather than drinking (the timetable)."*

8. Walk and cycle campaign

1. Awareness

As for the evening bus campaign, none of the adult residents recalled either of the two walk or cycle posters.

2. Consideration

The message was very much to get fit and healthy after over indulging at Christmas.

Overall residents were just more likely to feel that the adverts were relevant to them than were not relevant. The relevance was the association with eating too much at Christmas and wanting to get fitter in the New Year, the adverts were relevant to the time of year.

The Christmas pudding, the humour and the fact the logo was bigger were seen as positive aspects of the posters.

Those who did not feel the adverts were relevant felt that the orange poster especially looked like a supermarket advert, the posters did not grab their attention and that it was not practical to walk or cycle in the dark and cold after Christmas.

It was also noted whether a more tactful approach could be taken and that the message was not clear.

Those who felt the adverts were aimed at them did think they would remember the images, particularly the Christmas pudding provided a striking image.

- *"It's the right time of year when people make their resolutions."*
- *"There's humour in that and people do like humour."*
- *"It could come across the wrong way, those that are using public transport need to get rid of their pudding."*
- *"Either that or you would completely ignore it as it's after Christmas and you'd think someone had forgotten to take it down."*
- *"I'd recognize the orange one; it looks like Sainsbury's."*
- *"The Christmas pudding is dark, it stands out against the light background, it draws you in."*
- *"Most people want to come out of a warm house and into their car, the last thing you want to do is walk in the freezing cold."*

3. Motivation

The motivation was very much to getting fit and healthy after Christmas, although some residents felt the message was not clear.

Overall it would encourage people to think about the message as people do over indulge at Christmas and then consider rectifying this in the New Year.

One negative consideration however the was the vast number of similar themed adverts around at that time of year and whether the message would be lost amongst all the others.

It was also noted that the theme appeared to be moving away from the “Choose how you move” campaign, although the clearer badging of the adverts made the association more visually striking.

The benefits of walking and cycling could be promoted more strongly.

- *“I’d think, “You’re right, I’ve put on weight.”*
- *“I think there’s enough on the TV after Christmas with all the fitness videos.”*
- *“There’s not many people who can escape Christmas without putting a few pounds on.”*
- *“I don’t like it as it doesn’t say it’s too ease congestion or to get to work quicker, it’s like a health thing.”*
- *“If I saw that in January I would think it was an old advert that hadn’t been taken down.”*
- *“I’d notice the walk and cycle for fitness and then it’s a clear message underneath.”*
- *“They don’t make the walking point, they don’t give the detail, and they don’t show how beneficial walking is. Walking is a lot more beneficial than a lot of people realize. What you do in a gym you can do in a couple of hours’ walking.”*
- *“You enjoy yourself at Christmas, and so after Christmas, try and get fit. All the others seem to be negative. That’s saying, “We know you’re going to enjoy Christmas and then get fit after.”*

4. Action

Three of the eight groups felt that the adverts would encourage them to consider getting healthy after Christmas. The posters displayed a simple message, it stated that getting fit did not have to mean hard work, and that walking was something everyone can do.

The message was also promoting something that people can do for themselves, something they have control over, whereas for example they do not have control over whether there is a seat on the bus in rush hour.

It was also seen to be a positive message, something that people can achieve, a benefit.

Residents who felt the adverts would not have any impact on their thoughts or behaviour felt this was due to:

- People knowing when they need to exercise and not needing to be told
 - It not being appropriate to walk or cycle at that time of year in the dark and cold
 - A confusing message between getting fit and sustainable travel
 - The message getting lost after Christmas with all of the other fitness messages
 - Whether it was something people would do anyway without needing to be told.
-
- *"I don't think an advert's going to make any difference, if you're going to lose weight, then you're going to do it."*
 - *"It makes it seem really easy, you don't have to worry about dieting, just walk or cycle."*
 - *"It's like they're trying to do two separate things. They're trying to get you to get fit and then they're also wanting you to ease the congestion. It's a mixed message, either ease congestion and yes the benefits would get you healthier, but that to me I would think it was for a diet or fitness centre, I wouldn't bother reading the bottom of it."*
 - *"It might make me feel guilty a little bit, walking in my leisure time."*
 - *"It's something you can do yourself, you will over indulge yourself and you can go out on your bike. You can't guarantee a seat in rush hour on a bus, you can't get a bus home after 11 O'clock."*

5. Improvements

Overall the walking was advert was preferred to the cycling advert as this was more accessible to people and therefore more relevant.

Improvements to the adverts included promoting the sustainable travel message and making the message bolder.

One group felt that encouraging people to walk and cycle for their own personal benefit is the most effective way to promote the message, to encourage people to walk and cycle. Once people have adapted their behaviour to meet their own needs or goals it was felt that they are then more likely to extend the activity, such as cycling to work.

- *"If you hit people with this first and they get used to cycling to get fit, then they're more likely to then cycle to get to work than if you start putting up these signs about congestion."*
- *"The walking one, it's more easy to do rather than go out and buy a bike."*
- *"The writing needs to be bigger, the real message."*

9. Walking pack

1. Awareness

Around one fifth of Worcester residents had seen the pack previously, whilst none of the residents outside of Worcester were aware of the walking pack.

2. Consideration

Residents in seven of the ten groups were positive about the pack – the three Worcester general groups, the Sustainable Worcester group, the Worcester college group, the Kidderminster general group and the Malvern general group.

The pack was bright, appealing and attractive; something that would be noticed and kept.

None of the groups were overall negative about the packs, but residents in the; Redditch general group, Worcester Car Users Group and Worcester school group were more mixed in their views.

The pack was aimed at families, children and adults with children. The activities were seen to be aimed at the children, the map at the adults and the chart to be aimed at both.

It was requested whether a pack could be designed for adults by some of the residents without children.

The appeal was the fun element, the interaction of activity and the “substance” of a pack as opposed to a leaflet.

The pack was attractive, it had ideas about what to do and it was well presented.

Where the groups were mixed in their view of the pack, it was felt that brighter colours should be used to appeal to children and the activities should be aimed at children of a wider age range.

Interestingly only one group raised concern over the expense of producing the packs.

- *“More so than the others, giving you ideas of what to do with the kids.”*
- *“The activities for kids are lovely, it’s like they get involved.”*
- *“It’s big; it’s not like a leaflet. When it’s a pack you want to get it out and see what’s in it.”*
- *“Some of the things are a good idea, to get youngsters interested, but there’s probably too much in there.”*
- *“I think the art work could be a bit more orientated to little children as well, it’s quite bland really.”*
- *“This is about the best thing you’ve come up with so far.”*

-
- *“There’s a lot of activities in here that the kids can work up to. If it was sent in the post to me and I saw, “Paint in a trainer” I’d think they were taking the mickey, but give it to a child.....”*

3. Motivation

Overall the groups that were positive about the walking pack felt it was something they would consider using.

The message was positive – something to encourage and aim for – rather than the perceived negative messages of the posters which were telling people what to do.

The walking packs benefit people, providing ideas and encouraging action, and this message was more subtle than the instructional messages on the posters.

As such, the walking packs were felt to have far more impact than the posters.

The message was very strongly family orientated, encouraging people to be active with their children, for families to be involved together and to get outside.

Where the groups were mixed in their views of the packs, the residents were mixed in whether they would encourage any thought or activity. A negative consideration was that the pack was too complex, trying to be too many things to too many different people.

- *“It’s giving you ideas how to do it, it’s a more positive way of advertising to you, rather than telling you you’re fat.”*
- *“We’ve sent off for the Kellogg’s cycle things, and they think it’s great to know how far they’ve gone on their bike.”*
- *“I really like the cards; we could have used them in the holiday just gone.”*
- *“We’ve just set up a walking bus from the school, and things like this help as they do have things to look out for, it encourages them to walk.”*
- *“You can chart your progress, see the change in your health.”*
- *“You’ve got the guy walking, the shoe, it’s all indicating about going out and activity. It’s about finding different wildlife, trees, it signposts you to other things.”*
- *“It’s aimed at kids but it’s too confused – the questionnaire would need to be done by adults, the activities are for different children, it’s a bit over complicated, it’s aimed at too many people.”*

4. Action

All of the residents who had received a walking pack previously had used it.

The residents in half of the groups felt they would use the walking pack. Whilst some residents felt it would actually encourage a change in behaviour others felt it would support current or planned activity.

The packs would encourage residents to go out and explore, to use the activity sheets and to get the family involved with activities.

The walking pack was small yet substantial, something that could be easily kept and referred to.

The message was more effective and more subtle than the posters. It was encouraging a change in behaviour through providing something that would benefit people rather than dictating a change in behaviour.

Whilst it may encourage a change in behaviour it was raised that it would not stop people using their cars, indicating a leisure impact of the pack as opposed to an environmental impact.

The residents in the other half of the groups were mixed in their views of whether they would use the walking pack. The barriers to using the pack included that it was aimed at too many different types of people and it was not relevant to the specific age groups.

Interestingly the Worcester school group was one of the groups with mixed views – some felt it was for younger children and some would use the map. The Worcester college group did not think it was relevant to them but could see its appeal to children and families.

- *“There’s lots of places I haven’t been, and it’s there on the map.”*
- *“It’s enjoying what’s in the available surroundings.”*
- *“We did all the activities; you had to send them off.”*
- *“We’ve got two of them, the kids got them and we’ve still got the maps at home.”*
- *“If you’re a family, yes as you’d get badgered to death by the kids.”*
- *“I like parts of it, for little kids it would be good to show them different types of trees and how to design a trainer, I think that would be good.”*
- *“If I gave that to my kids, they’d just.... but if it was done more appealing to their age then maybe they’d take more notice of it.”*
- *“It’s something you would do with children. You can put them in a pack and take them with you. But you’re not going to be doing that instead of taking the car, you’ll be doing that as a leisure activity.”*

-
- *“It wouldn’t be anything different to what we already do, we go on bike rides, we go out walking. It would add something to the children maybe but it wouldn’t change me.”*

5. Improvements

The suggested improvements to increase the impact and appeal of the walking pack were:

- Have activities for more ages
- Cover more local areas
- Smaller map
- Brighter and more colours
- Aim it at schools rather than parents
- Information on local circular walks and supporting maps
- Information on local walking clubs
- Produce information in an alternative cheaper format
- Put the map key on the same side as the map
- Produce a version aimed at adults
- Include stickers and a pedometer.

One group identified that the leisure message of the pack was more positive and encouraging than the health message, which in turn was more positive and more encouraging than the environmental message.

- *“Have a map like the bus timetable.”*
- *“Different colours, not just orange.”*
- *“If it was simplified, give the children a lesson at school on the environment; give them a little project to do, make it a little bit more interesting.”*
- *“The walking magazine used to do circular walks, so maybe you could have half a dozen walks around the area where the packs are relevant to. Like a little OS map, and it tells you how long it will take and what you can see on the way, rather than just the one map, have smaller route maps.”*
- *“With the numbers (on the list) have a code on the same side and then have information and stuff on the back.”*
- *“I think it would do, but I don’t see why there has to be a pack, I think there’s cheaper ways of doing it.”*
- *“You’ve moved to a leisure message from environmental to health and now to leisure, which is more interesting to people.”*

10. Mode leaflets

1. Awareness

Just over one tenth of Worcester adult residents had seen any of the leaflets before. The cycling leaflet is the main leaflet that residents recall, with all residents who had seen at least one leaflet recalling the cycling leaflet.

2. Consideration

The adult groups were mixed in their views of whether the leaflets were aimed at them. On the positive side the leaflets covered all options of travel, and so there was something of relevance to everyone and on the negative side it was felt that the images were so unrealistic that people would not relate to them.

Some residents did however feel that the photographs were more realistic than on the posters, and the association with the local area through photographs of Worcester was positive.

It was felt that the leaflets were providing the same messages as the posters. Whilst providing more information, there was no further impact of the messages.

It was questioned whether people would be encouraged to pick them up and read them due to the volume of information people receive on a daily basis.

- *"All of the leaflets are aimed at everyone; all of the posters are aimed at everyone."*
- *"I think they would have more of an impact if you could see that the photos weren't staged, that it wasn't people posing."*
- *"That worries me, because that size of pram, you wouldn't get it on the majority of city buses."*
- *"They've got the buggies and older people."*
- *"If the cycle one was aimed a bit more at the children, it's good that they've got the road signs."*
- *"The pictures are lovely; it would make you pick all of those three up (not the car share)."*
- *"With all these things, it's just down to the individual, if it's something relevant you'll pick it up and if it's not then you don't."*
- *"It seems to be nice happy go lucky people, when in reality people who would look at these wouldn't relate to them. If you had one with a family on, one with someone on their own on."*

3. Motivation

The message of the leaflets was seen to be the same as for the posters – to consider alternative ways of travel.

By covering all four types of travel, the leaflets were giving people a choice.

Residents were mixed in their views regarding whether the leaflets would encourage them to think. It was felt that whether the leaflets would make people think was very much down to an individual's situation.

Overall the information was seen to be useful, such as the responsible car driving, park & ride, website on car sharing and impact of walking. It was felt however that more information should be detailed, such as a walking map, prices and bus timetables.

There was some feeling that the motivation behind the messages was mixed. Some were promoting the form of transport as fitness, others for leisure and others for convenience.

The leaflets would encourage some residents to walk more and some to consider car sharing. The leaflets did not encourage any of the residents to use public transport or to cycle.

There was some feeling that the information in the leaflets to an extent was stating the obvious (and to an extent patronizing), such as a bike being essential for cycling, if you need to shower then leave yourself more time and don't cycle if the weather is bad.

- *"It's factual, informative."*
- *"There's no information about the cost of the bus, it says child concessions but not what that is."*
- *"The walking one, probably, you can set yourself targets."*
- *"The only one that stands out is the responsible use of a car, not using your mobile phone, travelling with children."*
- *"That's good; it tells you how to read a timetable, because I really don't understand."*
- *"Public transport it says to reduce congestion, but the car use says about convenience, cycling for fitness not getting to work quicker, and walking for health not to get cars off the road."*
- *"Nanny state, it's stating the obvious, "Essentials – get a bike!"."*
- *"If these came through the door, all of them together, you'd think, "No, not more rubbish!" and it would be straight in the recycling without reading."*

4. Action

In total, eleven of the adult residents (nearly one fifth) felt they would do something different as a result of the leaflets:

- Walk for health (x2)
- Cycle for health
- Park & Ride (x2)
- Look into car share (x2)
- Walking bus
- Use the bike signs

-
- Target set for walking
 - Take the bike on the train.

The leaflets provided new information, reasons why to do something and reasons why not to do something.

The three residents who had copies of the leaflets previously had not done anything as a result of the leaflets. One had thrown them away as it was thought they would include routes for cycling and walking, which they didn't.

Those residents who did not think they would consider or do anything as a result of the leaflets felt this was because:

- They already undertook the level of sustainable travel that they were able to do
- The information was general rather than practical
- There was no encouragement to do anything different
- The information was lost in its current format.

One resident questioned the security element of putting personal details onto the car share website.

- *"It would encourage me, I quite like it."*
- *"I'm going to go on the website and see if I can register (for car share) which I didn't know I could even do."*
- *"I think they're a lot better (than the posters) they've got information."*
- *"The walking one, it says about the health."*
- *"I actually picked that up, but I found it so useless I put it in the bin. I picked it up from the Countryside Centre, I was expecting something with a bit of a map, "Choose cycling for fitness" and I was expecting something like that (the walking pack). The walking one went straight in the bin as well. I picked them up when I was out, and thought they would show me a couple of routes."*
- *"There's more information in them rather than a picture which is or isn't relevant. At least there's some information in them about why you should do things or why you shouldn't do things."*

5. Improvements

It was felt that the leaflets should promote the benefits of using the alternative types of travel to encourage people to try them and to behave differently. The information needed to be relevant to allow people to consider and undertake change – illustrate how this change can be achieved.

Other improvements identified include:

- Include more relevant information (bus fares, timetables, walking and cycling maps, where to leave your bike)
- Refer to families
- Combine the information into one leaflet
- Promote them at relevant sites (cycling in a bike shop and car share in offices)

-
- Use more realistic photographs.

It was also noted that the structure needed to be in place to support sustainable travel before promotion could be effective.

- *"Put the timetable in."*
- *"I can't see why it's been produced, it says, "Choose walking" OK, it's got some health benefits in it, but most people know those anyway, but I was expecting something in it about Worcester but it isn't."*
- *"It's gone so far with the information but not far enough."*
- *"Public transport to reduce congestion, cycling to get to work quicker, that's the messages (the benefits)."*
- *"It's just the topic, it doesn't matter what you do to the leaflets, it's just a boring topic. It doesn't matter how colourful it is or the people you have on there."*
- *"Until you can make people feel safe walking down the street or catching the bus, there's no point in this."*

11. Worcester guide

1. Awareness

Around one quarter of Worcester residents recalled the guide of Worcester (this was the case for all of the Worcester college group), and around one fifth of Worcester residents had a copy of the map.

2. Consideration

Six of the groups were positive about the map, three groups had mixed views and one group was negative about the map.

Whilst overall positive about the map, half of the groups questioned whether it would stand out and be noticed. The front was seen to be quite generic, it did not state that it was a map and it might have more appeal to tourists, and from the front be seen to be less aimed at residents.

Those who were positive about the map would keep it. It was relevant to the area, was all encompassing in including public transport, walking and cycling and was relevant to residents.

Residents who were negative about the map questioned its practicality due to its size.

The Malvern group thought whilst it was relevant to a contained area such as Worcester, it would be difficult to cover a dispersed area such as Malvern on a map.

- *"I'll get my compass out at the week end and I'll be up them hills!"*
- *"That's good that it is, that's really good."*
- *"It's all on here, walking, cycling, public transport."*
- *"Some people aren't going to want to walk up and ask for a map, you take more attention if it's given to you."*
- *"It's for tourists rather than people who live here, it shows where all the pubs are."*
- *"It's a good idea, the best thing today."*
- *"If I went to Worcester and I saw this, it wouldn't encourage me to pick it up because it's all local landmarks, there's nothing there for kids. You need a family photograph on the front."*

3. Motivation

All of the Worcester groups were positive in the influence of the maps, stating it would encourage them to think about; cycling, walking and taking the bus.

All of the information needed to support these decisions was available on the map, thus moving the residents from consideration to motivation.

It was a practical and all encompassing tool, providing the relevant information to inform decisions.

The residents from the areas outside of Worcester were not as positive regarding the map influencing their thoughts. It was felt to be; too big, would encourage a pub-to-pub and would be more relevant to tourists.

Virtually all groups drew reference to the fact that pubs were marked on the map.

- *“What I like is you can walk down the canal and hit six pubs.”*
- *“I’ve been looking for this and haven’t found it (this is what I was looking for when I picked up the walk and cycle leaflets).”*
- *“Something that would appeal to everyone.”*
- *“It doesn’t say “map” does it?”*
- *“If you didn’t realize a bus route existed, it might encourage you to try it.”*
- *“I think it’s got obvious practical uses, maps are always good, even if it’s got nothing to do with the message they’re trying to get across.”*
- *“They’ve got the pubs in there, is that sending out the best message?”*

4. Action

Around two thirds of the Worcester residents who had a copy of the map had used this. This had been used a tourist guide when visitors were in Worcester and to identify cycle routes and walking routes. The residents who had a copy of the map but not used it had held onto it as a reference tool incase it was needed.

The majority of the residents from the Worcester groups felt they would use the map. The map would be used to consider walking and cycling paths and to consider bus routes.

It was a tool that would be kept for reference, providing ideas of where to go and identifying appropriate routes for getting around.

It was questioned however to what extent the map would support current behaviour as opposed to influence any change in behaviour.

Residents outside of Worcester were less enthusiastic about the idea of a map for the local area. It was not felt to be relevant for Malvern, and Kidderminster residents thought it would be more of a reference tool rather than something they would actively use. Around one third of the Redditch general group thought such a map may encourage them to walk as it would prompt them about places to go.

- *“I don’t know if it would make me think about doing anything differently, but it would certainly make the journey easier because you could plan it.”*

-
- *“We got the maps when the family came to visit; I rang the Council to get as much information as I could for them, to give them ideas. They sent quite a nice package, they were quite helpful.”*
 - *“I think if I needed to use a different form of transport, then I could use this to easily find the bus route. It might encourage my kids to get the bus instead of the taxi.”*
 - *“You’d think, that would be useful and shove it in a draw.”*
 - *“If the public transport was better, it would encourage you to go to Worcester for the day, walk around the pubs and then come back again, but because public transport is so bad....”*
 - *“If that came through my door and I took the time to look at it and it had walks on, I might say to the kids, “Come on, let’s see if we can do that or find that.”*

5. Improvements

The main improvements to the map were identified as:

- To have more appeal to the target market on the front cover (for it to look like a map for travel for local people and not a tourist guide)
- To state that it is a map on the front cover
- To make it smaller and more manageable when outside.

The need to ensure it is up to date and that bus stops are detailed were further improvements raised.

- *“You’d think if they’re trying to get you to use public transport they would tell you where bus stops are.”*
- *“It looks like something tourists would have rather than something about transport.”*
- *“It should say it’s a map not a guide.”*
- *“It’s bad enough opening up in here where there’s no wind.”*

12. Impact of environmental messages

1. Appropriate environmental messages

All residents felt strongly that the environmental message had to be local and specific. People need to be able to see how they can make a difference, what they can do realistically and the impact that this change in behaviour will have on the environment.

The world image of global warming is seen on a constant basis, and whilst large polluters like China continue, it is not seen that people on an individual level can have an impact on a world scale.

To have maximum impact the message needs to:

- Be local so that people can relate to specific areas
- Have visual impact
- Detail local facts and figures
- Show what difference little changes can make
- Show the positive impact – the difference – that such changes will have on the local environment
- Understand that people can't make big changes (due to restrictions in living their day-to-day lives) but what they can do does all help.

- *"If there was an environmental centre in Worcester that showed how much pollution was spat out and make it for each area, like the road signs that tell you how many collisions there's been, then the kids would pay more interest, you would pay more interest, and they'd make you feel guilty."*

- *"Something that shows you what difference you make."*

- *"If one car off the road for half a day, show what effect that has."*

- *"The impact must be massive on the environment on the school holidays when there's no school run."*

- *"People won't stop having holidays and won't stop having their cars, but if you can show them that just by doing some small things they can make a difference."*

- *"If you had the old buildings, one that had been cleaned and one that was dirty from the pollution, that would have a visual impact."*

- *"Something like playing cricket in flippers and a snorkel, a local impact (at Worcestershire Cricket Ground)."*

- *"Unless you're encouraging countries like China and other polluting countries to do the same, the little bit that we do in Britain isn't enough, it's not going to change everything."*

- *"That would make more sense to say if you don't drive your car for 5 miles, then this less pollution will be put into the atmosphere, then that will stop and make you think."*

-
- *“Everyone has a step to take (to reduce their carbon footprint).”*

2. Affect of environmental messages

The negative responses to promoting environmental benefits are:

- Not knowing what difference one person can make
- Being one small aspect of a global problem
- Practicalities of living day to day (busy, time and cost)
- If nobody else is seen to be acting why should other people do so?
- No incentive
- Cost of public transport.

The positive responses to promoting environmental benefits are:

- People like to try and do their bit
 - People being able to see what a difference they can make
 - Being aware of the environmental benefits of using sustainable travel
 - Being realistic – a lot of people need a car, but it can be promoted that one less journey a week could make a big difference
 - Being realistic about what individuals can do and achieve
 - Show what people can do.
- *“I would like to think that every little thing that I do, every time I recycle a glass, I’m doing my bit, and if more people think like that.”*
 - *“It is a big city, it would be nice to say that at the week end I would walk rather than take the car on a trip, and I’d make that effort, rather than think that I can’t when I commute, that I do my bit.”*
 - *“You get it rammed down your throat every day, it doesn’t make a difference, it’s a massive message coming from everywhere.”*
 - *“It’s about saving money, that’s the main thing. It’s nice to think you don’t pollute, but we all do.”*
 - *“Ignorance is bliss and I’m quite happy there at the moment, but if it was advertised differently, if it shows what’s happened.”*
 - *“People are busy and they forget about it and so you have to keep reinforcing.”*
 - *“People don’t want to get rid of their car, don’t tell people they shouldn’t have a car, but if for example you walk 1 mile a month rather than drive.....”*
 - *“Perhaps I’m being negative, but often you feel that you’re just one small individual, and look at what industry pumps out and the transport of goods by vehicles and flying and that has more of an impact than we could have by not using our cars.”*
 - *“If you say how easy it can be, because often you think, “I should do this” but it’s too much hassle.”*
 - *“I don’t think what we do in this country is worth the effort, the amount of money that’s being spent on these taxes and charges; I can’t see what the benefit is.”*

3. Personal versus environmental messages

Residents from seven of the groups felt that the personal message was stronger than the environmental message, whilst residents from three of the groups felt the message should be a balance between environmental and personal.

None of the residents in either the Worcester school group or the Worcester college group felt they had any influence over the views or actions of adults. It was felt that adults made their own minds up regarding appropriate travel based on their own individual circumstances and requirements.

The reasons for the personal message being stronger are:

- Convenience
- Saving money
- Practicality
- Difficult to see the difference people can make to the environment
- A personal message is the same to everyone (people see environmental messages differently)
- Incentive
- Overload on environmental messages
- Little control over the environment.

The reasons for the environmental messages being stronger are:

- Older generation care about what is being left for their children
- People are at the receiving end.

One group felt that once people undertook activity for their personal benefit and became used to this activity, then the message for the environment would be more appropriate, once the change in behaviour had been established.

- *"I know it sounds horrible, but everyone's a little bit selfish, and they don't think of it as a whole. If there's an incentive behind it, environment is something you think about, but you have to think about it, but a personal message, you think about it straight away."*
- *"It's myself, you think you'll do your bit but then people across the water don't do their bit, no one's united in this, and that's the problem."*
- *"I like to think if it came down to it I wouldn't get in the car and I would walk, but I wouldn't, but I also like to see if I didn't get in my car what difference it would make."*
- *"Environment, the age thing, definitely. I want to do something for the environment and those messages would be effective for me, not the money side."*
- *"I think the problem with the environment, you can speak to someone about fitness and you can deliver one message to many, many different people as it means the same thing, but the environment, different people think about it in completely different ways."*

- *“The main thing that affects people is money, and if they know buses are going to be cheaper and running on time, or car parking charges are more to discourage people. Or there are bike schemes to get people on bikes or walking routes – some sort of incentive.”*
- *“If you see a poster that tells you it's cheaper to cycle to work, you're going to notice that more than you helping the environment.”*
- *“If you see a poster that tells you it's cheaper to cycle to work, you're going to notice that more than you helping the environment.”*

Worcester Resident Quantitative Survey

1. Current activity

1. Understanding of the term “sustainable travel”

Virtually three fifths of Worcester residents (59%) could provide a description of what the term “sustainable travel” meant to them.

The main understanding is travel that helps the environment, with around one fifth of comments relating to the impact on the environment.

Around one tenth of comments referred to:

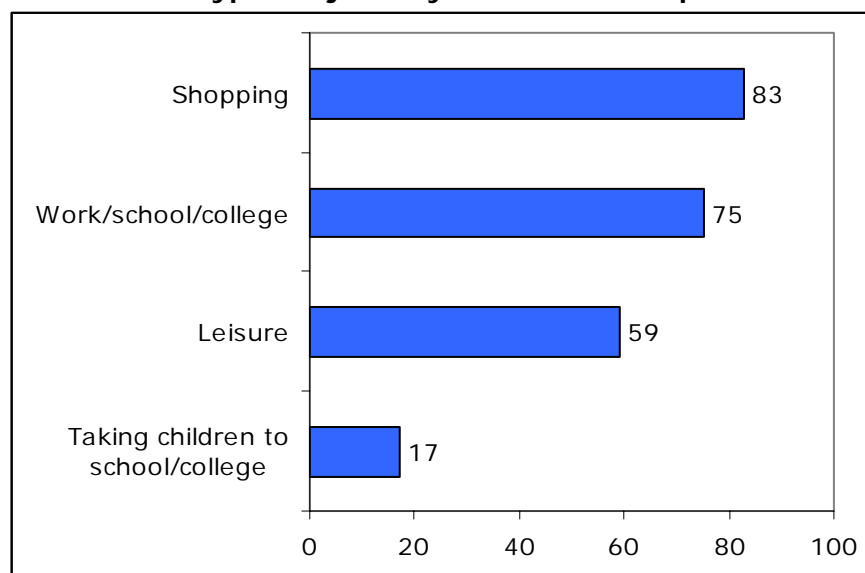
- Not using the car
- Bus
- Car share
- Walking
- Travel that keeps going.

2. Types of journeys made

Worcester residents were asked what type of journeys they had made over the past 4 weeks. Shopping (83%) and travelling to work, school or college (75%) are the two main types of journey made over the past 4 weeks.

Nearly three fifths of residents (59%) have traveled for leisure and nearly one fifth (17%) have made a journey to take their children to school or college.

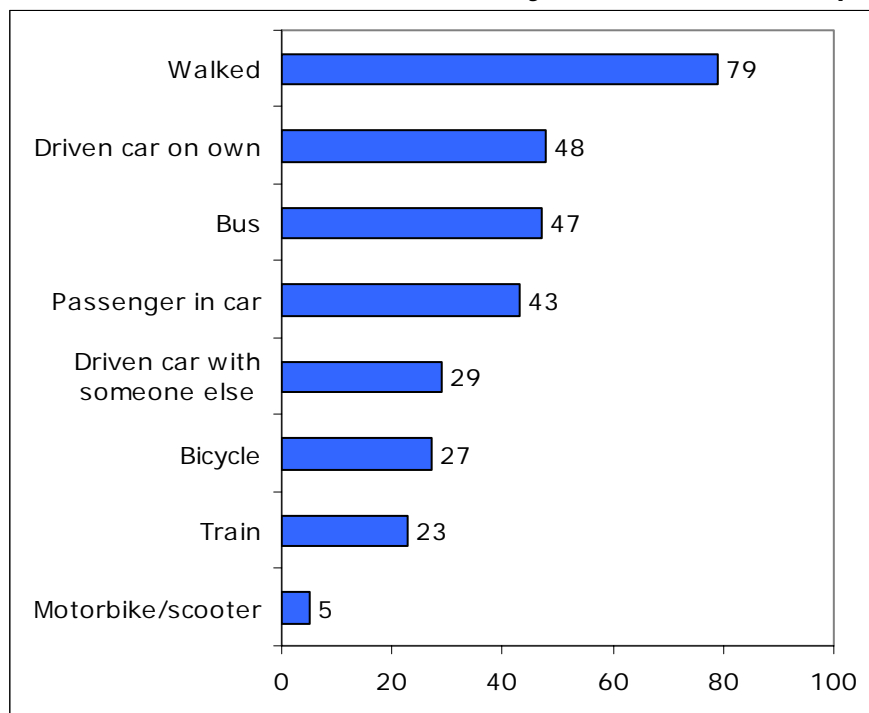
Chart 2: Types of journey made over the past 4 weeks



Sample base = all respondents, multiple response, sample = 151

3. Modes of travel

Chart 3: Mode of travel taken by residents over the past 4 weeks



Sample base = all residents, multiple response, sample base = 151

Worcester residents were asked what modes of travel they had used to make their journeys over the past 4 weeks. The main mode of travel used is walking, with nearly four fifths (79%) of residents having walked as part of the journeys made over the past 4 weeks.

Similar proportions of residents had; driven a car on their own (48%), used a bus (47%) and been a passenger in a car (43%).

Similar proportions of residents had; driven a car with someone else as the passenger (29%), ridden a bike (27%) and taken the train (23%).

4. Opportunities to use an alternative form of transport

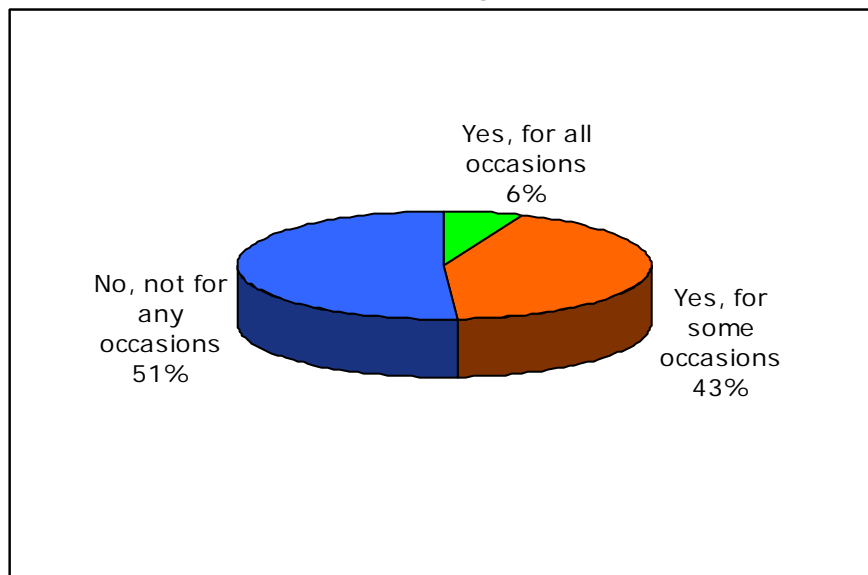
Residents who had driven in a car on their own over the past 4 weeks were asked whether there had been a realistic opportunity for them to have used any alternative forms of travel (such as walking, cycling, public transport or car sharing) on any or all of the occasions when they had driven on their own.

Nearly half of residents felt there was at least one occasion when they could have used an alternative form of transport, with 43% stating for some occasions and 6% for all occasions.

Just over half of residents, 51%, felt there had not been any occasions when they could have used an alternative form of travel.

The main reasons for having traveled on their own were; the convenience, too far to travel, no one to share with and public transport not supporting need.

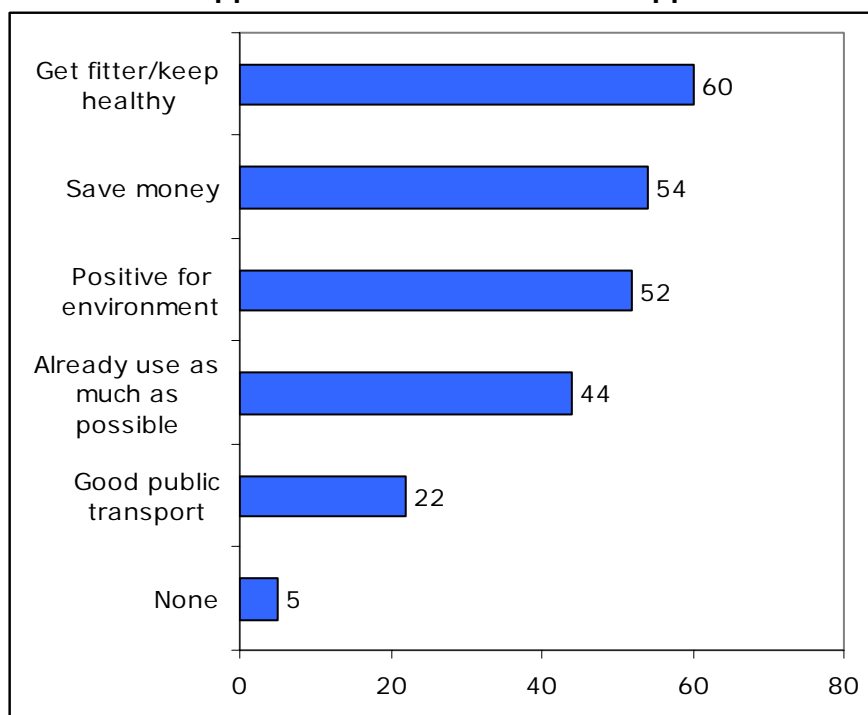
Chart 4: Whether an alternative mode of travel could have been used instead of travelling in the car on their own



Sample base = residents who have traveled in their own in a car over the past 4 weeks, single response, sample base = 72

5. Opportunities for sustainable travel

Chart 5: Opportunities or benefits to support sustainable travel



Sample base = all residents, multiple response, sample base = 151

Worcester residents were asked what opportunities or benefits supported their use of sustainable travel. The vast majority of residents, 95%, could identify at least one benefit or opportunity of using sustainable travel. Over half of residents felt that; getting fit/keeping healthy (60%), saving money (54%) and it being positive for the environment (52%) were positive considerations for using sustainable travel.

Over two fifths of residents (44%) felt that they already use sustainable travel for as many journeys as possible. Just over one fifth of residents (22%) felt that a good public transport network is a factor supporting the use of sustainable travel.

6. Main barriers to sustainable travel

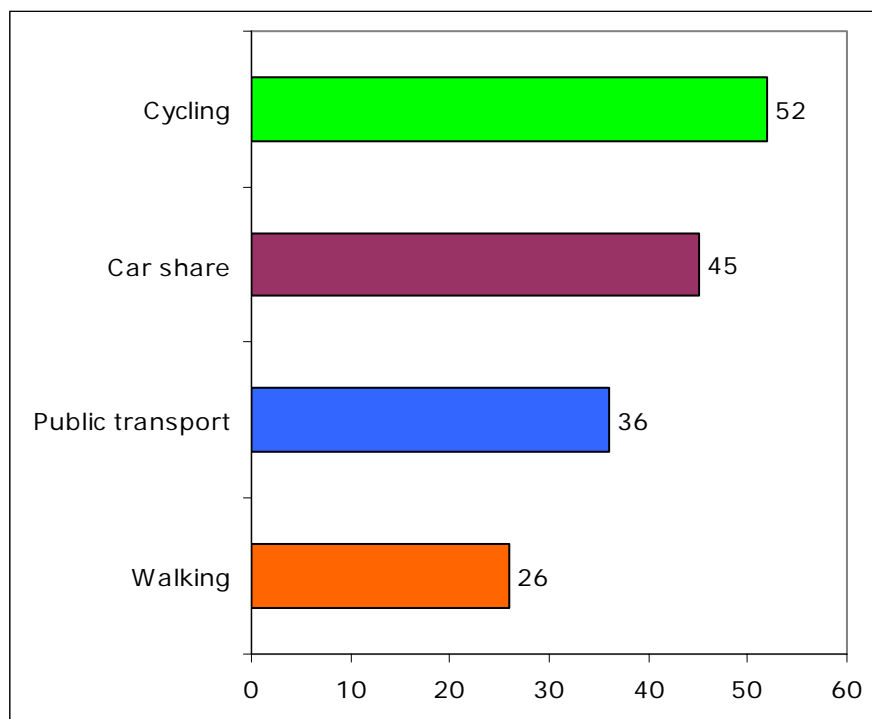
Worcester residents were asked whether there were any main barriers to using any aspect of sustainable travel. The two modes of travel most likely to have a main barrier to their use were cycling (52%) and car share (45%).

The main barriers to cycling were not having a bike or not being able to cycle.

The main barriers to car share were not living close enough to someone else, it not being convenient or not having car/not being able to drive.

Just over one third of residents (36%) stated there were barriers to using public transport, with a lack of a relevant and reliable service being the main barrier. Just over one quarter of residents (26%) state there was a barrier to walking for their journey, with the distance of the journey being the main barrier.

Chart 6: Barriers to residents using different forms of sustainable travel

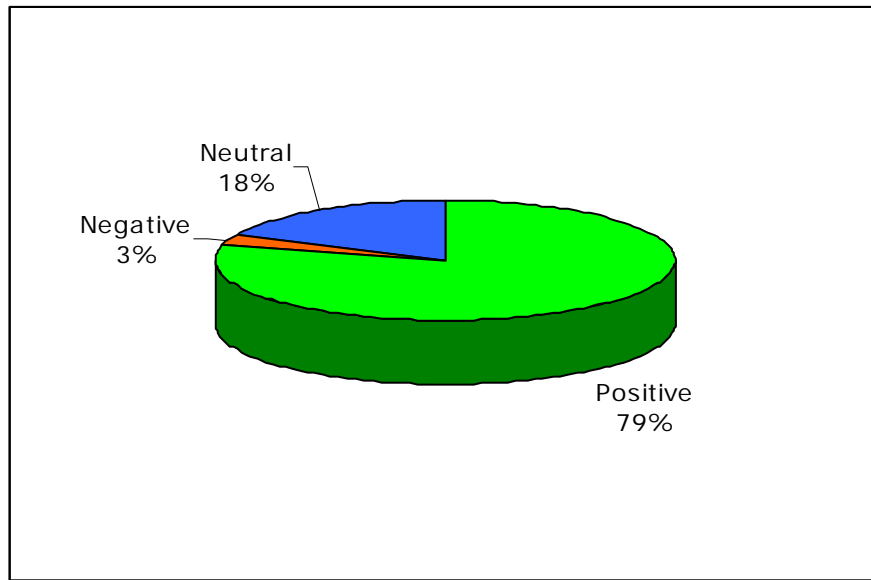


Sample base = all residents, multiple response, sample base = 151

7. Views on promoting sustainable travel

Residents were thirty times more likely to think that encouraging people to consider alternative forms of travel is positive (79%) than think this to be negative (3%). 18% of residents were neutral in their views.

Chart 7: Resident views on encouraging people to consider alternative forms of travel



Sample base = all residents who responded, single response, sample base = 149

2. “Choose how you move” campaign

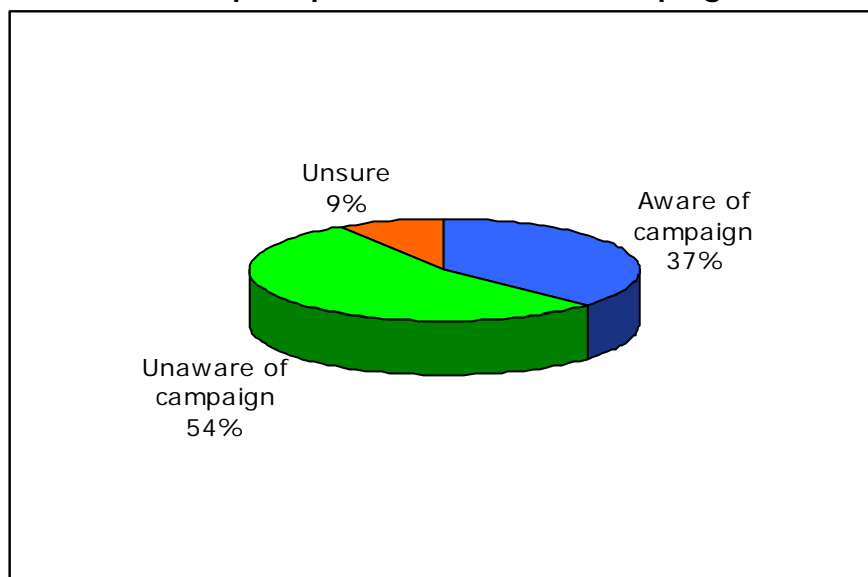
1. Unprompted awareness of campaign

Worcester residents were asked whether they were aware of a campaign run over the last few years by Worcestershire County Council to promote sustainable travel in Worcester.

Nearly two fifths of residents (37%) stated they were aware of the campaign. Out of the residents who were aware of the campaign, one quarter (25%) unprompted stated that it was called “Choose how you move”.

In total, 9% of all Worcester residents unprompted recalled the campaign name of “Choose how you move”.

Chart 1: Unprompted awareness of campaign



Sample base = all residents, single response, sample base = 151

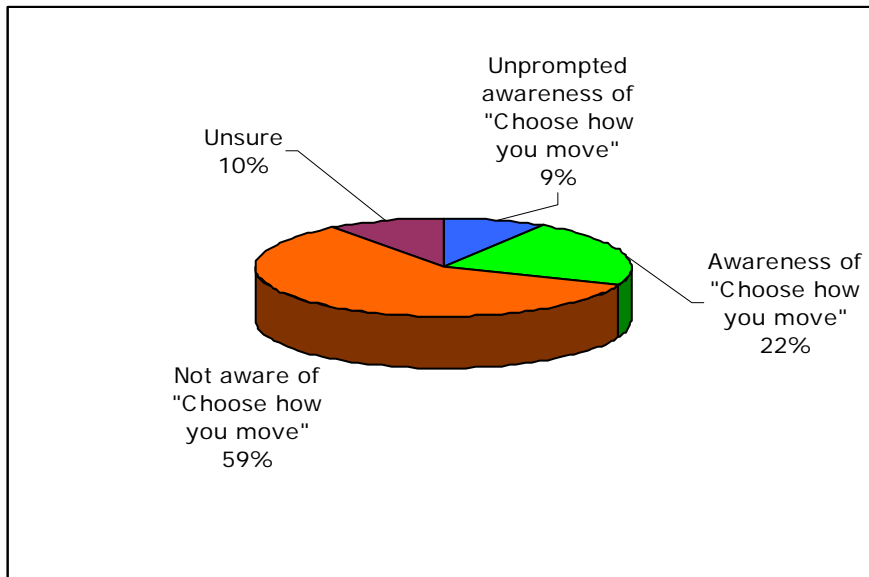
2. Overall awareness of “Choose how you move”

Residents who were not aware of the campaign or were aware of the campaign but did not know what it was called were asked whether they were aware of the “Choose how you move” campaign.

Just over one fifth (22%) of all residents prompted stated that they were aware of “Choose how you move”.

In total therefore, nearly one third of Worcester residents (31%) were aware of the “Choose how you move” title of the campaign (9% unprompted awareness and 22% prompted awareness).

Chart 2: Overall awareness of "Choose how you move"

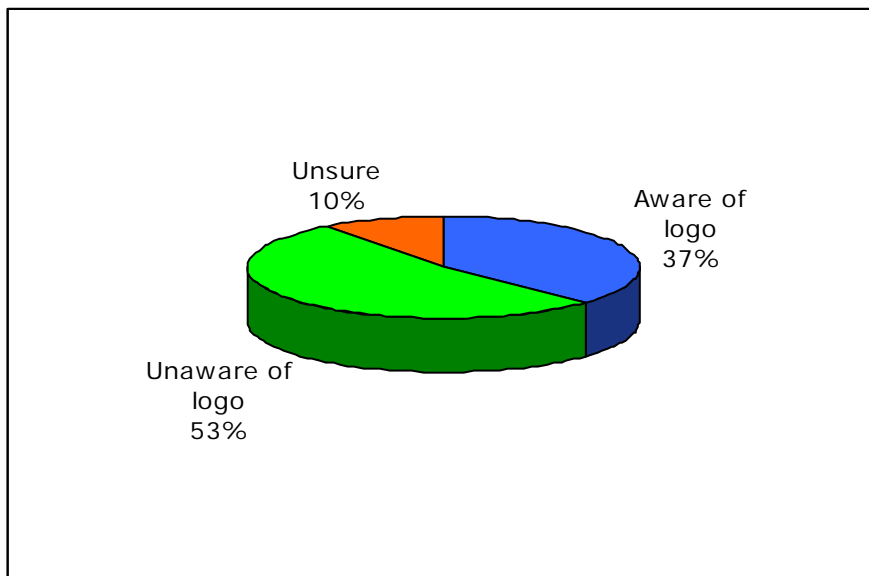


Sample base = all residents, single response, sample base = 151

3. Awareness of logo

Nearly two fifths of residents (37%) could recognize the "Choose how you move" logo when it was shown to them.

Chart 3: Awareness of "Choose how you move" logo



Sample base = all residents who responded, single response, sample base = 150

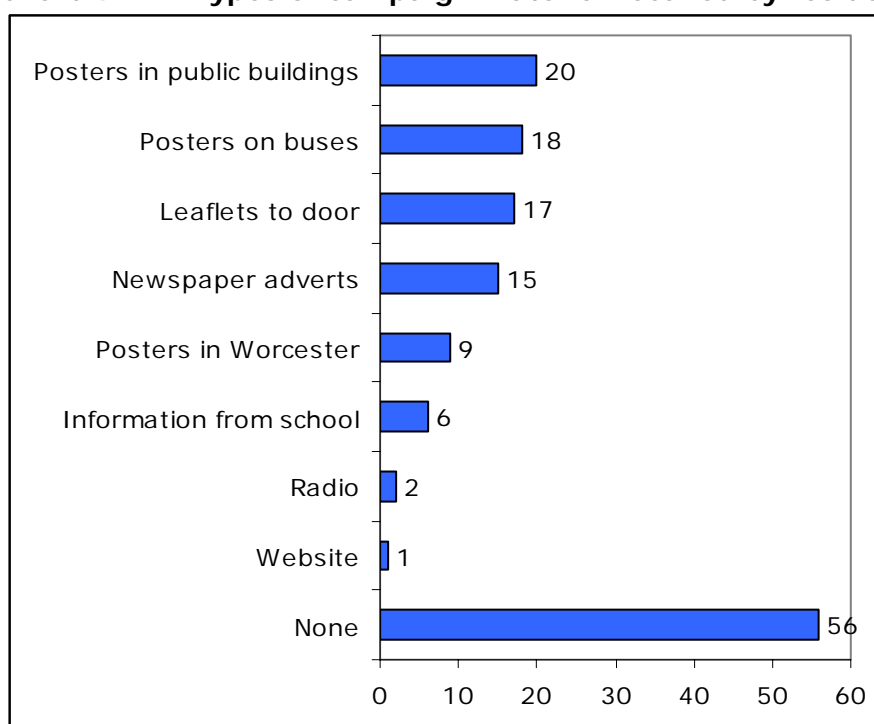
4. Campaign material

Having been shown the logo and mode leaflets, residents were asked what types of campaign material they may have seen relating to the “Choose how you move” campaign.

Just over two fifths of residents (44%) could recall having seen some aspect of the “Choose how you move” campaign.

The main types of promotion residents had seen were; posters in public places (20%), posters on buses (18%), leaflets to the door (17%) and newspaper adverts (15%).

Chart 4: Types of campaign material recalled by residents



Sample base = all residents, multiple response, sample base = 151

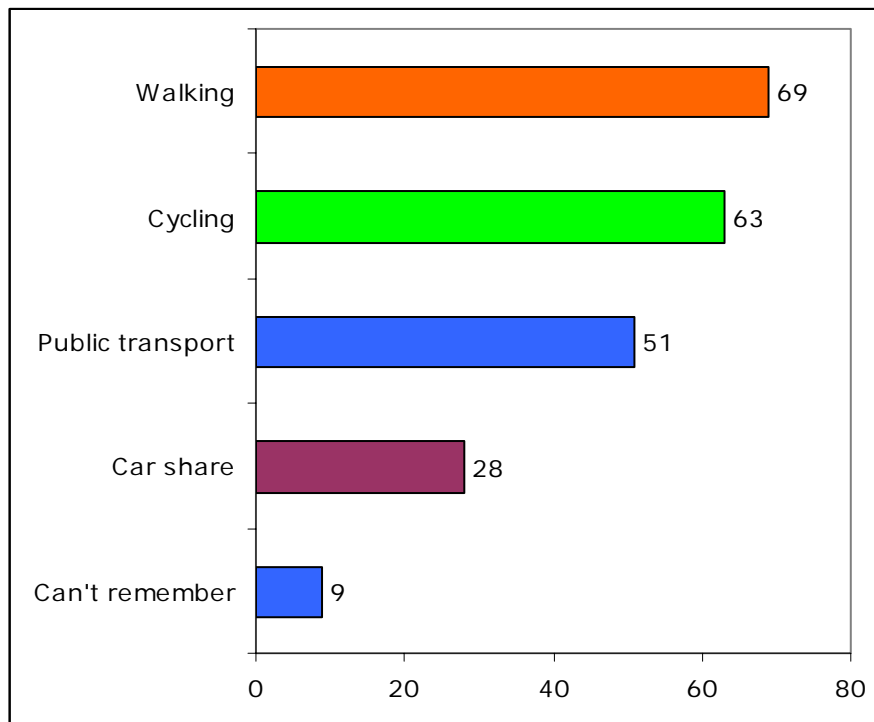
5. Type of sustainable travel promoted

Where residents had recalled seeing some aspect of the “Choose how you move” campaign, they were asked to what type of travel this related to.

Walking (69%) and cycling (63%) are the two modes of travel which residents were most likely to recall seeing in connection with the campaign.

Just over half of residents (51%) recalled campaign material relating to public transport and just over one quarter (28%) relating to car share.

Chart 5: Types of sustainable travel relating to campaign



Sample base = residents who recalled seeing campaign material, multiple response, sample base = 67

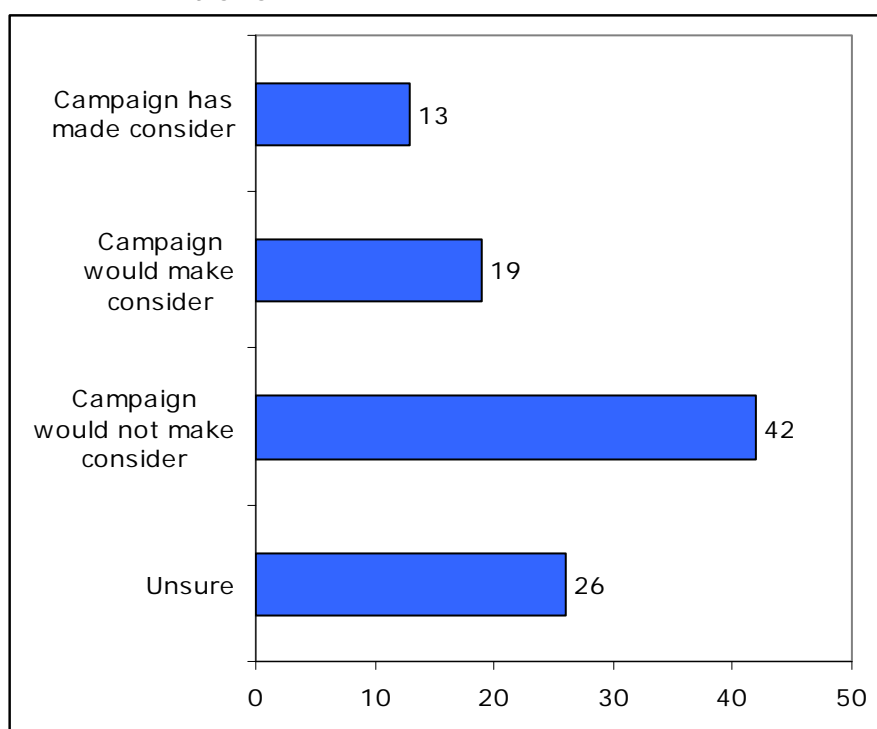
3. Impact of campaign

1. Influence of campaign to consider alternative ways to travel

Nearly one third of residents (32%) state that the campaign has made them consider alternative ways to travel (13%) or would make them consider alternative ways to travel (19%).

Just over two fifths of residents (42%) do not think the campaign would have any impact and 26% of residents are unsure.

Chart 1: Influence of campaign on considering alternative ways to travel



Sample base = all residents, single response, sample base = 151

2. Messages to encourage alternative ways to travel

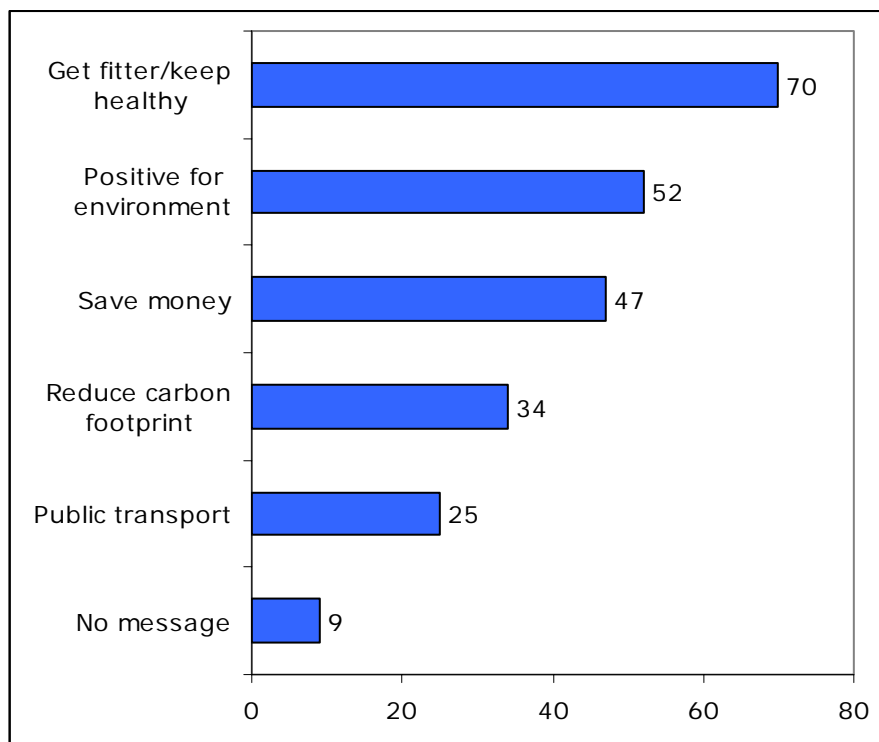
Residents were asked what messages, if any; they thought would encourage people to consider alternative ways to travel.

Over nine tenths of residents (91%) could identify at least one message which they felt would encourage people to consider using alternative forms of travel.

To get fitter/keep healthy was the strongest message identified, with 70% of residents thinking this would be a positive message to encourage people to consider alternative ways to travel.

Similar proportions of residents identified it being positive for environment (52%) and saving money (47%) as positive messages to encourage people to consider this.

Chart 2: Messages to encourage people to consider alternative ways to travel



Sample base = all residents, multiple response, sample base = 151

3. Environmental versus personal messages

Residents were asked whether they thought personal or environmental messages would have more influence on people's behaviour. Residents were equally split in their views. 29% stated personal benefits (such as getting healthy, saving money) and 25% stated environmental benefits would have a stronger influence on behaviour.

Supporting this split in residents' views, 21% of residents felt that the environment and personal messages equally would have most impact.

4. Effective approaches to reach the public

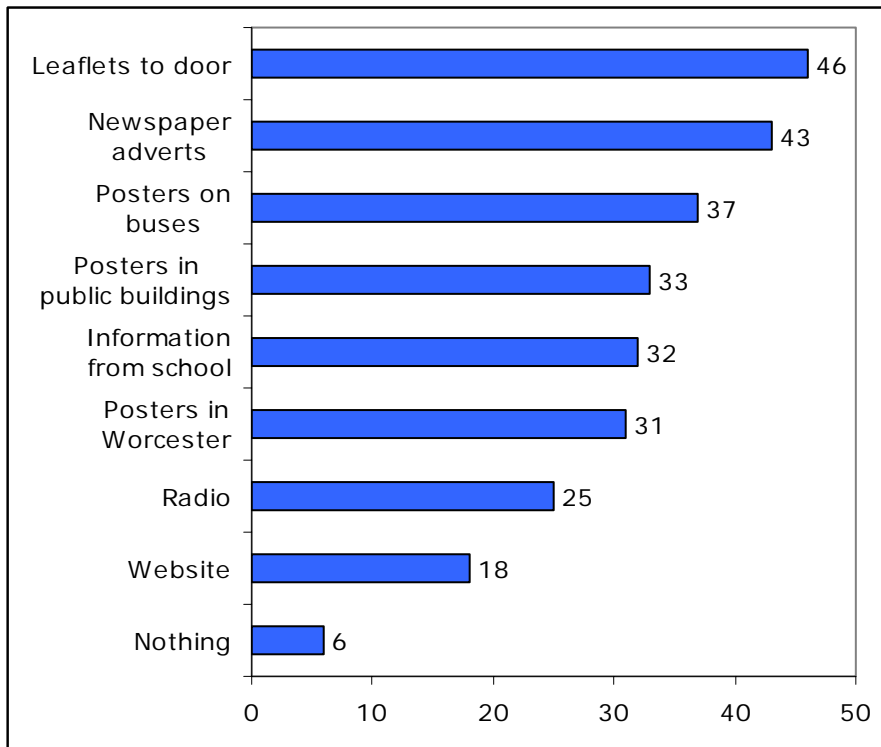
Worcester residents were asked what they thought would be the best way to reach the public with messages to encourage considering alternative ways to travel.

Virtually all residents (94%) could identify at least one way in which they thought would be the best way to reach the public with such messages.

Over two fifths of residents identified leaflets to the door (46%) and newspaper adverts (43%) as effective approaches.

37% felt posters on buses, 33% posters or leaflets in public buildings, 32% information from schools and 31% felt posters outside in Worcester would be effective ways to reach the public.

Chart 4: Effective ways to reach the public



Sample base = all residents, multiple response, sample base = 151



COMPANY PARTNER

Ask for Research Ltd
4 Sweet Apple Tree, Wistanswick
Market Drayton, Shropshire, TF9 2AY

Tel: 01630 639759

Fax: 01630 638114

Website: www.askforresearch.co.uk

Email: info@askforresearch.co.uk