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Dear Travelchoice supporter

Re: The Effects of Smarter Choice Programmes in the Sustainable Travel Towns: Summary Report

www.dft.gov.uk/pgr/sustainable/smarterchoices/smarterchoiceprogrammes

The above report was commissioned by the Department for Transport (DfT) in order to quantify the results obtained by the three Sustainable Travel Demonstration Towns (STDTs); Peterborough, Darlington and Worcester. I am writing to bring this to your attention in order to highlight Peterborough's success.

The three cities were tasked with implementing a package of measures over five years (2004-2009) to encourage greater use of sustainable travel. Peterborough received £3.24 million of revenue funding from the DfT to deliver revenue based interventions (known as Smarter Choices) to encourage and enable more people to walk, cycle, car share and use public transport and improve the experience for those already using sustainable transport. The project was branded locally as Travelchoice.

I am proud to report that Travelchoice has showcased Peterborough nationally as a leader in the sustainable transport field, proving to potential investors and residents that it is a city with the right environmental credentials, where they will be enabled to make sustainable travel choices.

There are a number of positive results and messages to take from this report;

- In Peterborough, overall car use (based on trips per person) decreased by 9% per person between 2004-2008. This compares with a fall of about 1% in other similarly sized towns over the same period. This reduction in car trips helps enable employment and housing growth without creating unacceptable levels of congestion.
- Bus trips per person increased by 35% in Peterborough and trips per head of population increased by 27%. This compares with a national decline of 0.5% over the same period. .
- Cycling increased by 12% in Peterborough and walking by 14% (based on trips per person per year). This is compared to a national decline of 26-30% in cycling and 17% in walking.
- Estimations based on household travel diaries show per capita savings of up to 48kg carbon.
- There was a 16% increase in use of active travel modes in Peterborough. Across all three towns, the proportion of people who 'almost never' walked or cycled fell by 11%.



Executive Director: Paul Phillipson



- That the measures reduced health inequalities, made it easier to reach employment without the use of a car, improved the quality of travel information for those with difficulty accessing traditional methods, improved attendance at school and offered travel solutions to those that could not afford a car.

The report summarises that the overall programme was successful in reducing car use and in doing so, offers very high value for money. The panel concluded that the evidence collected from the three cities is sufficient to justify a large scale roll out of Smarter Choices programmes and makes a number of recommendations to other authorities based on the work undertaken in Peterborough. This clearly brings a significant amount of kudos to Peterborough City Council and the city as a whole.

Further information (including the original bid and behavioural research results) are available online at www.travelchoice.org.uk. If you would like to find out more about Travelchoice, the schemes delivered and future plans, please feel free to contact me using the details at the top of this letter.

I would like to thank you for your support and hope that we can work together in the future to sustain the benefits realised and enhance them even further over the coming years.

Yours sincerely



Nicola Francis
Travelchoice Team Manager