



PTP-Cycle

PERSONALISED TRAVEL PLANNING FOR CYCLING



B3. How to conduct an effective travel advice conversation

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Conversations – the core to PTP

- Direct contact with beneficiaries in multiple settings
- Empowering people to identify and make their own changes
- Conducted by highly-skilled Travel Advisors
- General structure
 - Establish current travel behaviour
 - Identify objective and subjective barriers to using sustainable transport
 - Tackle misperceptions and identify solutions
 - Discuss support and provide motivation
- Initially about making small changes when and where it suits them best
- Focus on switching short car trips
- Using Motivational Interviewing Techniques (MIT)



A poor example...



Techniques to use

- Active and accurate listening
- Open-ended questions
- Recognising 'change talk'
- Reflective questions
- Affirmations
- Summarising



A better example...



Further information

(Deliverable 2.2) Training Manual – How to give good travel advice

<http://ptpcycle-europe.eu/resources/>

Conversation examples

<https://www.youtube.com/channel/UCgueeS1dWbSce-2PKG3IkBA>

