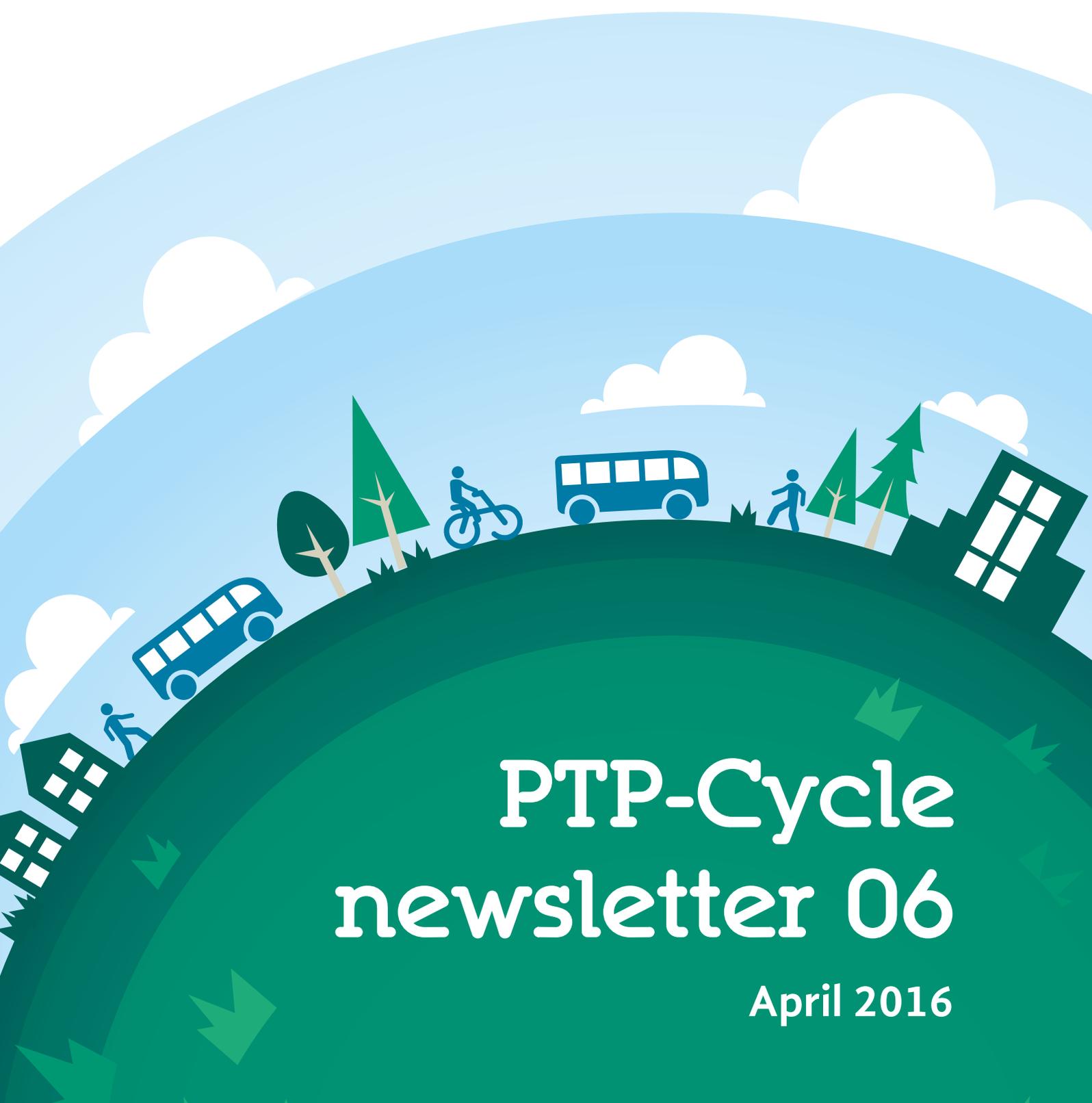




PTP-Cycle

PERSONALISED TRAVEL PLANNING FOR CYCLING



PTP-Cycle newsletter 06

April 2016



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Editorial

Dear reader,

The PTP-Cycle project is coming to an end in March 2016 and as such this will be the last edition of our newsletter. To share our success from the last three years we organised a joint conference, with sister projects STARS and MOBI, to present results, share knowledge and our experiences with European cities on embedding a cycling culture in schools.

This event imparted nearly three years of learning and results, key success factors, policy recommendations and all the practical examples and guidance documents to boost behaviour change programmes in European cities. The event was a resounding success and we would like to thank all project partners and delegates for their contributions.

Andrew Luck

**Coordinator PTP-Cycle Project
London European Partnership
for Transport**

Measuring the success of PTP-Cycle

Lessons learned and conclusions

At the end of the project we produced a final report rich with facts and figures about PTP delivery in our four different target groups in Antwerp, Burgos, Ljubljana, London (Haringey and Greenwich) and Riga.

This publication presents the outcomes and lessons learned from our demonstrations to inspire other cities and mobility stakeholders to deliver PTP programmes of their own.

This article is a brief summary of the overall results that you will find in the final report. We suggest you visit our website to download a comprehensive set of guides and tools which provide an approach on how to deliver a successful scheme step by step. All resources have been validated by the project <http://ptpcycle-europe.eu/resources/>

PTP-Cycle ran from 2013 until 2016. During the project we delivered nearly 47,300 PTPs to participants of four target groups divided across 6 municipalities.

Workplace PTPs	University PTPs	Residential PTPs	In the Field PTPs	Total PTPs delivered
8,500	17,000	14,500	7,300	47,300

Residential PTPs were delivered in all partner cities, except Ljubljana, and the methodology proved to be effective across these different environments. We did however learn that some cultures are more open to door step conversations than others. We believe our project was the first to use the Personalised Travel Planning approach in **workplaces** and in **universities** for staff and students alike. In so doing we developed and tested a new methodology which can be replicated in other cities. The **delivery of PTP at events** was used by all partner cities and proved highly successful. Partner cities Riga and Ljubljana found that residents and students were often more open to engage in a PTP conversation than on the doorstep.

The long term results of the project prove the PTP-Cycle method has been effective. Respondents were questioned during three moments in the project: at the beginning, after 6 to 8 weeks, and after one year. Across all sites, modal shift for home to work trips showed a +7% increase in cycling modal share, +1% increase for walking, and -5% decrease in car use. For general trips we registered +1% increase for cycling modal share, and +6% increase for walking. We also calculated that this modal shift induced by PTP has led to 1,031 tonnes CO2 reduction after one year.

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Additional data analysis showed that the shifts across all modes after one year have been long lasting. It is interesting to note that citizens responded differently to the travel advice such that Burgos, Antwerp, Riga and Ljubljana saw mainly an increase in cycling, whereas the London Borough of Haringey and the Royal Borough of Greenwich saw their biggest shifts in walking. This can be due to the available alternatives and how the conversations evolved. All shifts that lead to reduction in energy consumption however are positive.

Finally, we are glad to share with you our conclusions and key findings to implement a successful PTP project:

1. **PTP is a successful transferable methodology** to different countries and site types.
2. **Linking with infrastructure alternatives** maximises impact.
3. **Champions**, recruited from the local population, had a vital impact on results, maintaining momentum and visibility. They were usually keen cyclists, walkers or sustainable travel enthusiasts.

4. **Positive feedback and results in Haringey** led to further investment to implement a second phase of the project.
5. **Antwerp City Council continues to implement PTP-Cycle** beyond the end of the project due to the success in engaging businesses and employees to overcome access issues in the city.
6. **Always check with local data protection laws** as to whether staff, residents, student names or addresses are available before planning.
7. **The start of the university academic year is a key opportunity** to deliver PTPs since students are already in the process of changing daily routines.
8. **Ensure you set up your evaluation framework** and baseline in advance of starting PTPs in order to calculate the different layers of benefits.

The final report can be downloaded for the project website <http://ptpcycle-europe.eu/resources/ptp-cycle-final-report/>

Updated PTP-Cycle methodology and manuals

The PTP-Cycle project has developed a comprehensive set of resources to help cities develop a PTP project in residential, workplaces, events and university settings.

Our robust methodology was developed by our project partners under the stewardship of PTP experts Sustrans and has been trialled in six municipalities then revised to provide a transferable service for other cities to use across Europe. PTP is by nature a flexible approach, allowing the common methodology to be adapted to suit local needs, sites and demographics.

We have updated the PTP methodology handbook and training manuals for project managers. These are now available in a number of other languages besides English: Dutch, Spanish, Slovenian and Latvian.

What is new?

- **Training Manual – How to give good travel advice.** The manual is aimed at supporting project managers in their understanding of how to conduct effective travel advice conversations in a personalised travel planning project.
- **Champions Resource Pack.** The champions' resource pack is intended for project managers. It runs through briefly how volunteers (or 'champions') might be involved and contribute to a personalised travel planning project, including an insight into their recruitment and the activities they might undertake.
- **Methodology.** The updated methodology handbook gives basic guidance on the general principles and practice involved in setting up and delivering a personalised travel planning project. It also provides specific guidance with regard to implementing a project in either a residential, workplace or university setting, as well as tips for delivering PTP 'in the field'.

The methodology guides, training manual and other resources developed throughout the PTP-Cycle project have proved to deliver successful results. We hope that other cities and authorities take advantage of these resources to implement their own PTP project. You can find all materials in PDF format in the Resources area on the PTP-Cycle website <http://ptpcycle-europe.eu/resources/>



Large turnout at PTP-Cycle conference in Brussels

We hosted our final conference “Unlocking urban mobility behaviour change” in co-operation with STARS and MOBI projects on February 18th and it was a great success.

Nearly 150 delegates from across Europe attended the conference at BIP, the Brussels Info Place which also hosts the premises of the Minister of the Government of the Brussels-Capital Region responsible for Mobility and Public Works, Mr. Pascal Smet.

Master of Ceremony, Ms. Marianne Weinreich, Chairman of the Cycling Embassy of Denmark, opened the conference by inviting on the podium the project coordinators Mr. Paul Curtis (PTP-Cycle and STARS) and Mr. Sander Buningh (MOBI). They gave an overview of the three co-funded projects outlined the main results and outcomes.

A key note speech was delivered Mr Helmut Paris, Traffic Psychologist working at the Flemish Ministry of Mobility and Public Works. The title of Helmut’s presentation was: ‘What makes us change behaviour? Tapping into human psychology’; the presentation looked at the factors that influence the adoption of a new behaviour.

The expert panel debate with international speakers debated what initiatives prove cost effective for cities to reduce car traffic, air emissions and noise, and how cities, urban and transport planners can tap into travel behaviour change techniques to better cater for pedestrian and cyclists. The panellists were representatives from different organisations and institutions, all working with behaviour change in mobility: From advocacy groups like Ms Benedicte Swennen (European Cyclists’ Federation), and Mr. Neil Smiths (Sustrans) to city networks like Ms. Karen Vancluysen (Polis), European institutions represented by Mr. Stephan Renner (Executive Agency for Small and Medium-sized Enterprises – EASME) and a political city representative such as Mr. Matthias Van Wijnendael, (Cabinet of the Brussels Minister of Mobility and Public Works).

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PTP-Cycle breakout sessions

Each project organised its own break-out session, to present best cases, results and future steps. Partners gave presentations on how to deliver PTP in residential areas, universities, workplaces and at events. Presentations were also given on how to evaluate PTP projects, and how to conduct an effective travel advice conversation.

In the afternoon, following the separated break-out sessions, a panel with 5 participants from the 3 projects shared their experiences and discussed about the way they have changed their behaviour thanks to the projects:

- Wim DE SMET, mobility manager at Securex, Champion from PTP-Cycle
- Student Muhummad Amaan Mapara and teacher Usman Mapara, Tawhid Boys School, from STARS
- Pedro Soares and Susana Cortez, ANA Aeroportos de Portugal, Commuters from MOBI



STARS awards ceremony

Finally, an awards ceremony was held for the STARS schools; students from the best performing primary and secondary school in each city were invited to attend in person and were rewarded for their achievements. A big applause for all children, teachers, and schools opened the ceremony. Then Mr. Didier Gambier, Head of Department, EASME, handed out trophies to 17 schools in 9 cities for Best Performing Primary School, and Best Performing Secondary School. Celebrations continued for all in the evening with a social drink offered by the three projects.

Presentations the PTP-Cycle breakout session are available to download from the project website <http://ptpcycle-europe.eu/resources/unlocking-urban-mobility-behaviour-change-joint-project-conference-mobi-ntp-cycle-stars-brussels-18-february-2016/>



Relevant events

3rd European Conference on Sustainable Urban Mobility Plans

12-13 April 2016, Bremen
<http://www.eltis.org/participate/events/3rd-european-conference-sustainable-urban-mobility-plans-bremen>

SWITCH Final Conference “Embracing Active Travel for Health”

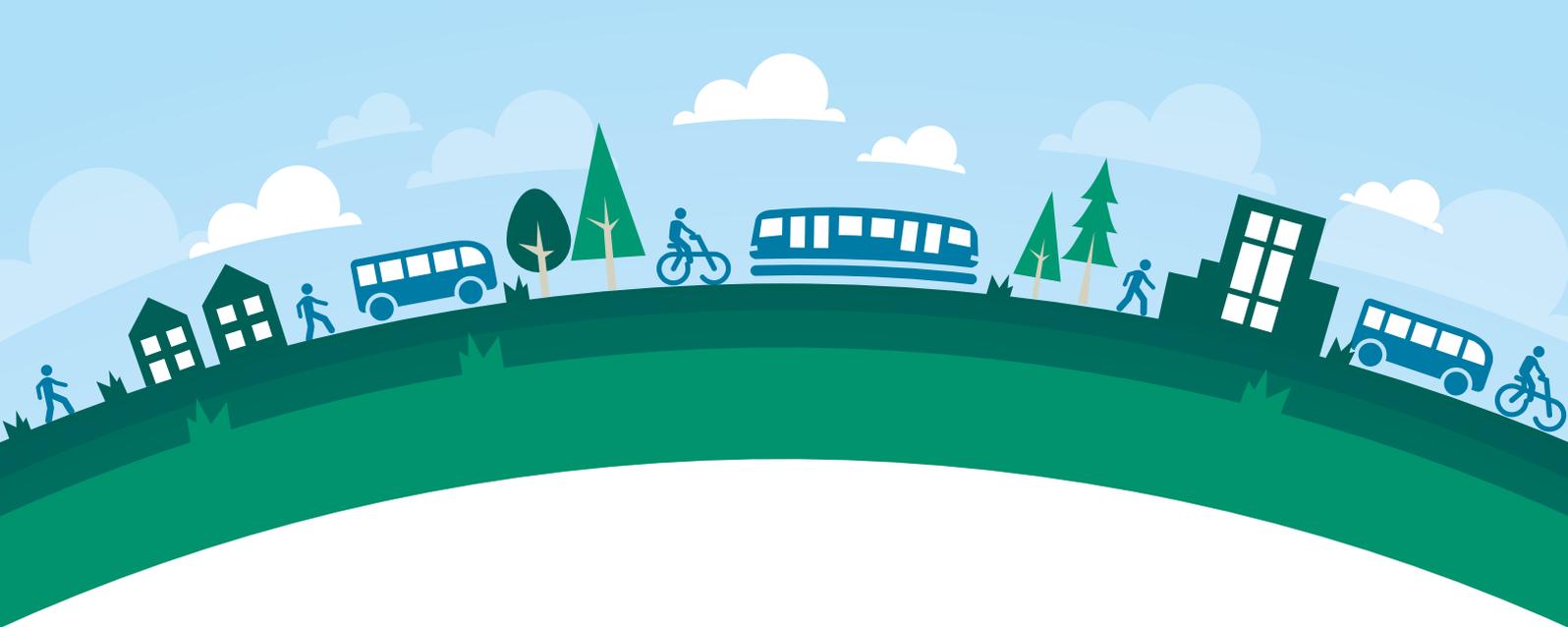
14 April 2016, Bremen
www.switchtravel.eu

European Conference on Mobility Management (ECOMM 2016)

1-3 June 2016, Athens, Greece
<http://epomm.eu/index.php?id=2632>

Polis Conference 2016

1-2 December 2016, Rotterdam
www.polisnetwork.eu/2016conference



PTP-Cycle partners



For further information

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