



Staveley Green Travel Initiative 2010

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Project Completion Report

-
Year 2

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CCF Ref WEB5096

www.staveley-gti.co.uk

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Illustration 1: Commuters on the Biketrain

Background

The Staveley Green Travel Initiative (GTi) is a smarter travel choices project now into its second year. It is run by South Lakes Action on Climate Change *Towards Transition*, a local community group (www.slacc.org.uk).

During the first year (2009) the project offered individualised travel planning, marketing smarter travel through personalised timetables and other material, a wide range of events and a survey of the travel habits of the whole village. The final report can be viewed online at <http://www.slacc.org.uk/StaveleyGTiReport.pdf>.

The second year of the project (2010) aimed to learn from and build on the successes and lessons learnt from the first year to roll out a similar project much more resource and labour efficient yet equally or more effective.

Aims

To work with residents and businesses in Staveley and surrounding villages to reduce carbon emissions from transport and to increase the proportion of journeys for work and leisure made by sustainable transport.

Objectives

- To market and promote smarter travel choices to residents through the use of personalised and branded materials.
- To specifically promote the setting up of a Staveley car club.
- To develop a wide range of events promoting smarter travel choices.

- To continue to promote walking and cycling to children through the local school.

Summary of Progress (2010)

Travel Marketing

This year GTi continued to market sustainable transport information to residents and local workers. This included printing a second run of the popular personalised timetables which were delivered to every home in Staveley. GTi also marketed sustainable transport to local businesses in Mill Yard, a hub of forty local businesses.

It's brilliant this timetable. Really useful.

Staff member from Waters and Acland

The timetable will be useful - I try to use the train or bus for short trips when I can.

Edward Mills, Cumbria Woodlands

GTi was also hoping to produce a Kendal & Staveley cycling and walking map which we could market to Staveley residents using a request card. However it emerged that a map which included both Kendal and Staveley would not, in fact be able to show enough details to be of best value for the user. Consequently a cycling and walking map covering just Kendal was designed.

Despite not having a Staveley cycling and walking map we decided to repeat the travel marketing approach we took last year by delivering a request card to every home through which residents could request specific information. Without a new Staveley map though the information on offer was identical to that offered last year so we suspected that demand would be considerably lower. In the event, only 12 cards were returned requesting information, confirming to us that the travel marketing is only successful when something *new* is being offered (e.g. a new service, a new timetable, a new map) or marketing is more targeted to specific audiences.



Illustration 2: GTi stall at the Big Green Event

Staveley Car Club

A marketing card was also produced for the Staveley car club. This was delivered to all residents and businesses (the latter whom we spoke to on a one to one basis) in order to find people in the village who would be willing to lease their car to the potential car club. The response was very positive, with 6 people coming forward to offer their vehicle.

South Lakeland District Council have since put forward £5,000 to support the setting up of a Kendal and Staveley car club, and CommonWheels have agreed that this is enough for them to proceed provided we can find cars which can be leased to the car club.

We are thus hoping to launch the car club in early 2011, with two cars in Kendal and one in Staveley. The scheme will be run by CommonWheels with cars leased to them by residents of Staveley and Kendal.

Events

GTi again organised a wide range of events to get people interested in smarter travel choices (<http://www.staveley-gti.co.uk/events.shtml#August%20Events>). This year we specifically organised and promoted the following events (this does not include events organised at St Oswalds School detailed further below):

- 2 cycle maintenance events – 65 people took part
- The Kentmere Konundrum – 35 people participated
- Bike train – 5 bike train events were organised with around 7 commuters taking part on average

- Workplace Challenge – 15 Staveley employees took part over 6 weeks
- Cycle for smoothies – 2 events with 20 people taking part
- GTi stall at Staveley Carnival providing sustainable transport information – around 150 people attended
- GTi stall at the Big Green Event providing sustainable transport information – around 100 people attended
- Critical mass ride for Torchlight – with 10 people representing Staveley



Illustration 3: Family searching for clues on Kentmere Konundrum

GTi also promoted a further 20 related events which other groups organised, which were well attended.

Every resident and local business received a copy of the events programme listing GTi and other groups events which was delivered along with the car club car lease offer. Monthly email newsletters went out to over 100 people on the GTi mailing list.

Working with schools

This year we allocated resources to working with 2 schools – the primary school in Staveley and St Oswalds in Burneside – a village about 2 miles outside of Staveley. At Staveley school we continued to promote the GTi and our family cycling event (Kentmere Konundrum) at a whole school assembly. We also offered free bicycle reflectors to children who drew GTi related pictures for display at the Staveley Carnival.



Illustration 4: Cyclists breakfast event at St Oswalds School

St Oswalds school responded very positively to our ideas for cycling promotion. We organised a breakfast event which saw the entire school take part. This involved setting up a bicycle powered smoothie maker in the playground in the morning and offering the kids smoothies and free bike reflectors and stickers. One teacher commented that she had never seen so many bikes at the school. All of the racks were full and bikes were being piled up against walls!

Following this we also organised an after school cycle maintenance service. Around 15 children brought their bikes to us which we fixed up and returned to them.



Illustration 5: Learning about bike maintenance at St Oswalds School

Finally, during Bike Week we organised a school wide competition where we gave prizes to the children who cycled every day. This proved extremely successful and saw the following numbers cycling to school each day:

Monday 22

Tuesday 33

Wednesday 43

Thursday 44

Friday 33

Given that the school has a student population of 91 these represent very high numbers of kids cycling, with some 48% of students cycling in on the Thursday! This is a fantastic result, something to build on next year.



Illustration 6: Parents and pupils cycling to school

We received a £100 donation for prizes from local company Croppers.

Additional Activities

We continued to offer free reconditioned bikes to residents who needed them. During the project we gave away 3 reconditioned bikes to people wanting them. We also serviced around 40 bikes for free at our Dr Bike events.



Illustration 7: GTi volunteer at a Dr Bike event in Staveley

As in the previous year, GTi offered an individualised travel planning service but there was less than the anticipated demand for this service. GTi is confident that this represents a valuable and useful service and will undertake further investigation, including focus groups to identify how to make this a more attractive option to local residents and workers next year.

In 2009 we undertook a detailed, wide-ranging evaluation survey. Consequently, for 2010 we felt that the limited volunteer resources would be more effectively utilised by conducting some spot survey surveys/interview with a cross-section of local residents/employees to learn the lessons from this year. We will be evaluating these responses and use them to help shape future initiatives.

Future Projects (2011)

GTi is well aware of the value of learning from what we have done in order to define future projects. At the same time GTi is realistic about the level of resources and potential funding that will be available in 2011 and will therefore aim to focus on those initiatives that have proven to provide the best return on investment and/or have shown the most potential for expansion.

- It is clear from what we have achieved with the schools programme that working

with children using the events and incentives GTi developed offers a huge potential to influence both the children's, but also their parents travel behaviours. We are keen to expand upon this next year by trialling similar work in several other primary schools and hope to replicate the excellent support and encouragement from all the staff which made a considerable difference this year.

- In future any travel marketing must ensure that a new and interesting range of materials are developed in order to attract as many people as possible into considering lifestyle changes. New material will be targeted to specific audiences, maximising effectiveness.
- Direct follow up of those engaged through GTi would enable further advice and support to be given to those considering changing their travel habits. Feedback forms could be handed out at all events to enable follow up.
- Personalised timetables remain very popular and an effective way of enticing people back onto buses and trains and of changing attitudes to and image of sustainable bus and train travel.
- Events remain a key way to engage people, tell them about the project, make links with businesses and employers and also maintain a fun and lively element.
- Investment in building the capacity of volunteers to plan and run events locally will help to ensure the longer term sustainability of the project.
- The marketing of the car club has been very effective. Various delivery options were considered at length but in the end GTi decided that car leasing was the most appropriate solution. This has proved an attractive option for a lot of residents. Once the scheme is set up we will be keen to expand it by increasing the number of members, cars and expanding it into towns across Cumbria through the Cumbria Sustainability Network.

Our ambition for 2011 is to develop a smart travel initiative between Kendal and Windermere incorporating all of the elements above and the development of a wide range of new resources, from bus maps to cycling and walking maps. We are currently seeking funding for this purpose.

Appendices

Budget

The total budget for the project was £2,650 as follows:

Cumbria Community Foundation £2,000

SLACC £500

Croppers Plc £100

Staveley Parish Council £50

The table below shows how this was spent:

Equipment Purchased	
Gazebo	379
Cycle stand	167
cycle maintenance stuff	50
bike trailer	19.66
Equipment Hire	
Van hire	75
Professional Fees	
Management	500
travel	25.5
Printing & Publicity	
Travel Marketing Card & Timetable	345.45
Events programme	84
Car Club Card	£169
Biketrain card	£162
Windermere event (poster & logo)	£118
misc (Dave Plumb printing)	£28
banner for carnival	50
Room Hire	
Pavilion	72
Staveley Carnival	60
Food & Refreshments	
Smoothies	81.08
Incentives	
School Prizes	148.52
smoothies	65.08
banner for breakfast	14.13
Misc	
Contingency	34.53
postage	1.92
Totals	2650

Volunteer time

Total volunteer time for the project was 276 hrs. Using a rate of £7 per hour for regular volunteering and £125 a day for project management gives a total of £2,892 of volunteer time.

Details of how volunteer time was spent is detailed below:

Project management (finances, design, organising events, reports etc.) 95 hrs.

Door to Door 30 hours

Events 125 hours

Website & Leaflet content 25 hrs.

Press releases 6 hrs.

Total: 276 hrs.

Press

BBC Radio Cumbria broadcast interviews about the Staveley Car Club and the Biketrain in the Spring.

Local paper the Westmorland Gazette covered the launch of GTi 2010 and the Kentmere Konundrum. The Gazette also published regular mentions of GTi events in the community news section. A discussion about the Biketrain was initiated on the the online forum.

Resources

Biketrain - <http://www.staveley-gti.co.uk/BikeTrain.pdf>

Car club leaflet - <http://www.staveley-gti.co.uk/CarClub.pdf>

Marketing card - <http://www.staveley-gti.co.uk/Marketing%20Card%202010.pdf>

Personalised timetable - <http://www.staveley-gti.co.uk/2010%20Timetable.pdf>