



# Personal Travel Planning

## Hounslow Personal Travel Solutions



Eddie Dolan

Steer Davies Gleave

# What is PTP??

- Personalised
  - Based on inter-personal contact
  - Reflecting individual's situation/characteristics
  - Individualised tailored materials
- Travel
  - Understanding day-to-day / regular journeys
  - How some journeys could be made differently
- Planning
  - Can include journey planners
  - Can also be actions/ideas/suggestions/information



# PTP in Hounslow

- Ground level community approach
  - Outreach - Engagement - Follow-up
  - Using existing community groups/structures
- Free one-to-one conversation with trained *Travel Advisor*
  - Based on Motivational Interviewing (MI) techniques
    - Focused on listening, reflectivity and empathy
    - Based on self-realisation with people making their own decisions and commitments, not being told what to do
- Assist people to make **positive changes** in their travel behaviour



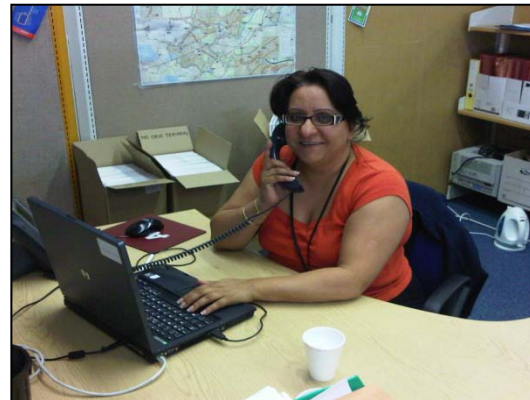
# The Process



Expression of Interest



Conduct Conversation



Arrange Consultation

# Benefits

A reduction in car use results in benefits in the following areas:

- **Health**
  - Physical and mental wellbeing
- **Safety**
  - Fewer cars driving near to / into the school grounds
- **Environmental**
  - Reduced carbon emissions
- **Economic**
  - Money saved by leaving the car at home
- **Social**
  - Walking, cycling and using Public Transport encourages more interaction than travelling by car



# PTP & School Travel Plans

- Reducing car use through PTP will help meet School Travel Plan objectives and targets
  - Ease congestion around the school gate and the impact of the school run
  - Make roads safer for other road users
  - Improved health/fitness amongst staff, students and parents
  - Help develop child independence and confidence, including road safety awareness
  - Strengthens community and social inclusion
  - Make for a more pleasant environment around the school



# PTP and Healthy Schools

- Taking part in a PTP project could help achieve Healthy Schools *Physical Activity* targets
  - Extend the promotion of physical activity outside conventional school time activities e.g. sport and physical education
- In addition PTP can contribute to *Every Child Matters* and *Eco-Schools* requirements



# It Really Works!!

- **Bristol - Easton (2005)**
  - 13% decrease in car driver and passenger trips
  - 10% increase in walking mode share
  - 7% decrease in car-as-driver trips
- **Darlington (2005-07)**
  - 13% reduction car driver and passenger trips
  - 27% increase cycling
  - 5% increase in walking
  - 6% increase in public transport use
- **Brighton and Hove (2007)**
  - 6% reduction in car trips
  - 39% increase in walking
  - 122% increase in cycling



# Promote PTP at your School

- School gating
- Stall at school fair
- PTP representatives to come to school assembly/meeting
- Newsletters
- Our team is flexible so can accommodate schools in order to make the process and easy as possible



# How to Get Involved...

- If you would like to discuss with us how we can help with your school (or you personally) please feel free to speak with us today or contact us another time
- Hounslow Personal Travel Solutions
  - Telephone: 020 8583 2713
  - Email: [ptp@sdgworld.net](mailto:ptp@sdgworld.net)
  - <https://personaltravelsolutions.tfl.gov.uk/Registration.aspx>

Thank you