



EUROPEAN CITIES AND REGIONS NETWORKING
FOR INNOVATIVE TRANSPORT SOLUTIONS



A Young Person's Approach to Behaviour Change The Student Travel Plan Company

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Overview of Presentation



- “ An introduction to the West Midlands
- “ Background to the project
- “ The Student Travel Plan Company
- “ Project evaluation
- “ Recommendations



The West Midlands



Mott MacDonald



Smart Network Smarter Choices



“ £32million Local Sustainable Transport Fund

- . Infrastructure
- . Technology
- . Smarter Choices

” Education programme



What are our wider objectives?



10,000t
less CO₂
emissions in
the peak year



4 million
more bus trips
annually

50,000
more Midland
Metro trips
annually



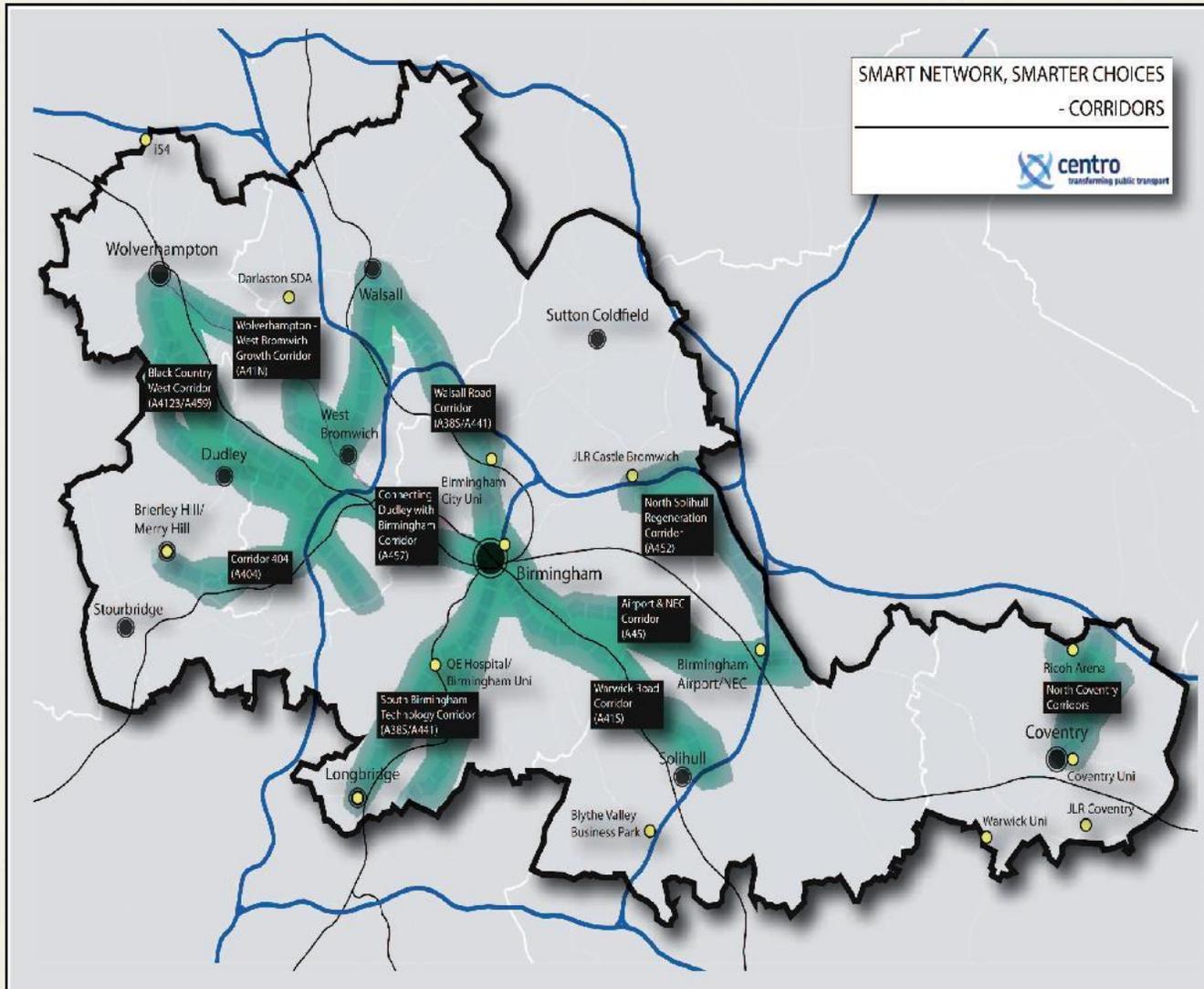
500,000
more rail trips in
the final year

2 million
more cycle trips
annually

10 million
more walking
trips annually



West Midlands Metropolitan Area Corridors



10 Smart Network, Smarter Choices Corridors, covering more than 1 million people within 1km of each corridor

Currently supporting 50 educational establishments across the 10 corridors to deliver travel plans up until March 2014

The Student Travel Plan Company



Value added solution

Peer led behaviour change campaign

Piloted at four schools with Year 9 students

Team tasked with delivering different elements of the School\$ travel plan

Ran as a competition to encourage participation



What they learnt



Activity 1

“ To give an understanding of the project and how it will support the school travel plan.

Activity 2

“ To give an introduction to awareness raising campaigns and how they can be used to change travel behaviour.

Activity 3

“ Team to develop their STPCo campaign identifying the support needed and team members' responsibilities.

Activity 4

“ Provide an opportunity for teams to fine tune their campaigns with a marketing expert.

Activity 5

“ To give an understanding of risk and how the team can manage this.
“ To consider how the team will monitor and evaluate their campaign.

Activity 6

“ Planning for the Dragons' Den event.



The benefits of the STPCo.



STPCo. Outputs

- “ Challenges & Quizzes
- “ Website design and content
- “ **Social media campaigns**
- “ Animations
- “ Performances
- “ Events
- “ **Travel Training and Route Planning**
- “ PE Lessons
- “ Graphic Design



STPCo. Outcomes

- “ **Supports the School Travel Plan**
- “ Delivers an increase in the number of students travelling independently and sustainably
- “ Develops links with external stakeholders
- “ Can be used to address specific transport related problems
- “ **Provides students with experience of the world of work**



STPCo. Benefits

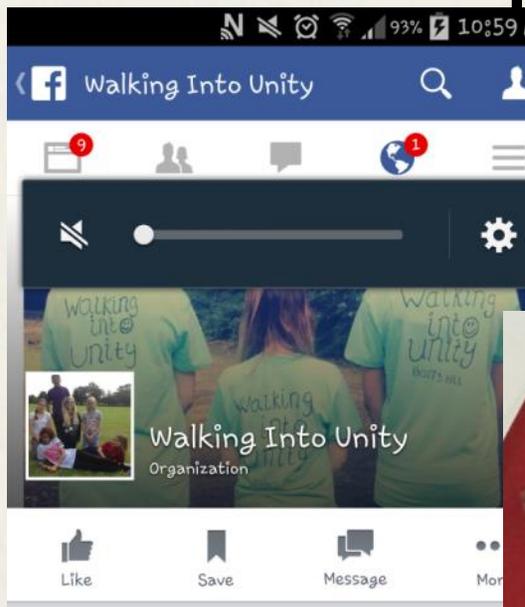
- “ **Builds confidence**
- “ Motivation
- “ Team work
- “ Communication and presentation skills
- “ Enterprise and leadership skills
- “ Planning and managing risk
- “ Encourages creativity
- “ **Increases employability**



The Teams



The Campaigns



The Drago



Evaluation



Active Travel
Working with Stakeholders **Fun**
Team Work
Greater Awareness of Sustainable Travel
Transferable Skills **Problem Solving**
Creativity
Confidence



Evaluation



I learnt that if we didn't come together as a team we would not have done it. We all had different things to add
Student

Since finishing the project (a peer) has really come out of his shell, he used to be quiet but now he is talking a lot more and has come out of his shell
Student

This project proved to be an enjoyable experience for our students, providing them with an opportunity to develop their World of Work life skills. They enjoyed the competitive approach and loved winning the trophy but most of all I know the experience itself was valuable which they will keep with them for a long time
Teacher



Recommendations for future programmes



- “ Look to incorporate the STPCo activities within the school day
- “ Ensure the project sponsor has the resource available to support the team
- “ Utilise existing friendship circles to promote campaign initiatives through social media and word of mouth
- “ Understand the need to thoroughly promote all activities



Any Questions?



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