

# POLIS CONFERENCE 2018, Manchester

## Demonstrating the effectiveness of targeted behaviour change initiative

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Oxfordshire



A world leading science and business community

MILTON PARK

AN IBM BUSINESS



- 1 MOT centre
- 2 Swimming Pool
- 3 Health & Fitness Club
- 4 Post Office
- 5 Business Support Centre
- 6 Hairdresser
- 7 Beautician
- 8 Free ATM
- 9 Pharmacy
- 10 Cafe
- 11 Brasserie
- 12 Business Lounge
- 13 Meeting Room Hire
- 14 Conference Facilities
- 15 Urban Gardens
- 16 Backhill tunnel - pedestrian and cycle path
- 17 Nursery
- 18 Outdoor Gym
- Bike Loan
- Electric Vehicle Charging
- Convenience Store
- Pedestrian & Cycle Footpath
- Bus Route
- Bus Stops
- Train East to West Mainline

Milton Park, 250 businesses, 9500 occupiers

# Milton Park – Process of Engagement



# 2016 Travel Survey quotes

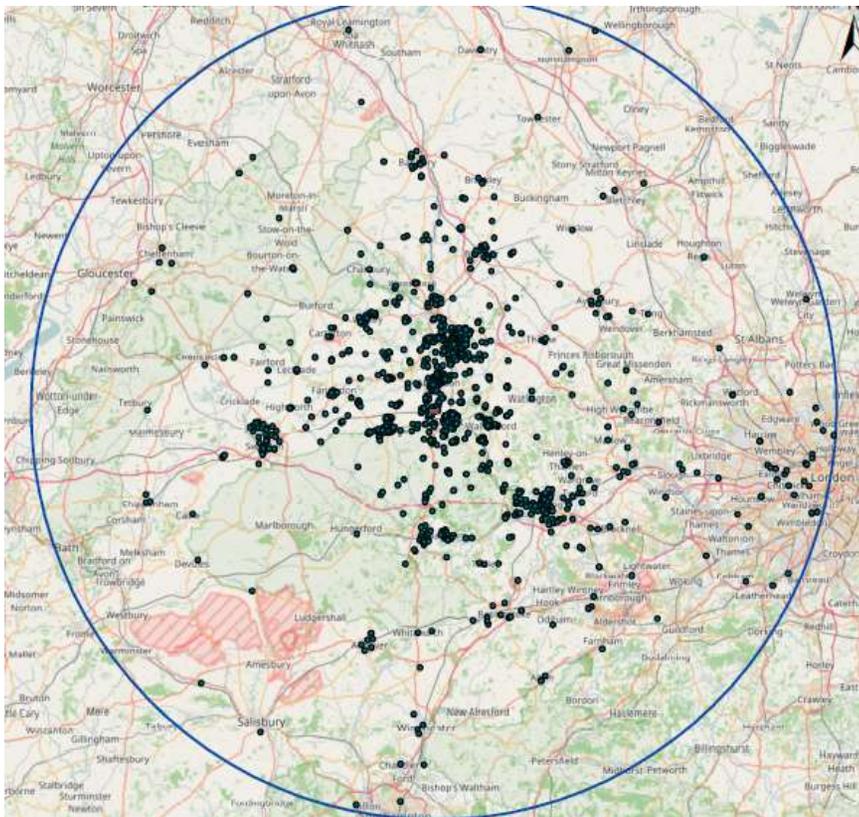
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“your survey is biased and I don't trust you the main issue facing the park is the way you're handling parking and I think you might use this as a means to pull a fast one”.

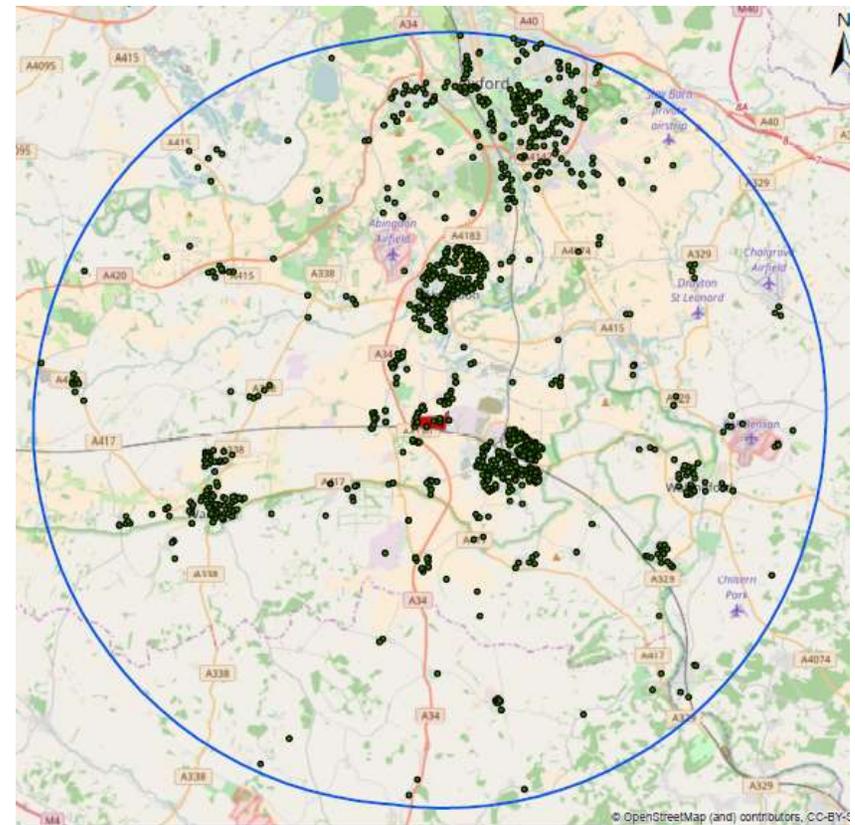
“The constant reduction in parking spaces around the park will only drive people away from working at this location. This needs to be addressed urgently.”.

“For God's sake, just build a multi-story, you can't expect to keep expanding the business park without providing

# Where do people travel from to Milton Park?



50 mile radius



10 mile radius

# Action Plan

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1. Engagement, engagement, engagement
2. Using **health and well-being** and CSR as a 'hook'
3. Working with employers and employees to find **tailored** solutions
4. Working with **external stakeholders** to ensure e.g. cycle infrastructure improvements and public transport are prioritised (data is king!)
5. Travel Forum
6. Campaigns and incentives and rewards
7. Information and Personalised Travel Planning

# Behaviour Change

- Social norming
- Nudge
- Persuasion



The 14 motivators of personal action –  
Drummond 2008



Milton Reach  
Enjoy Your Commute

MILTON PARK

Join Milton Park In Celebrating Our First Ever  
**World Car Free Day**  
22nd September 2017

Stupendous prizes to be won for all those taking part and for the quirkiest "non-motorised" form of transport!

To register visit:  
[www.miltonpark.co.uk/CarFreeDay](http://www.miltonpark.co.uk/CarFreeDay)

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# Car Free Day Challenge

# 'Visible' infrastructure, cues in context

A large yellow graphic with a black silhouette of an adult elephant and a smaller black silhouette of a child elephant. The adult elephant's trunk is extended towards the child elephant. To the right of the elephants, the text reads: "What is a **NUDGE?** HOW WE MAKE BETTER DECISIONS WITHOUT EVEN NOTICING".

What is a  
**NUDGE?**  
HOW WE MAKE BETTER  
DECISIONS WITHOUT  
EVEN NOTICING





I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

— Maya Angelou

# Milton Park – Creating a ‘brand’ for the initiative



Milton Reach  
Enjoy Your Commute



Milton Reach  
Enjoy Your Commute

Liftshare:  
good for business  
good for you

Milton Park offer a liftshare scheme, to find your buddy visit [miltonpark.liftshare.com](http://miltonpark.liftshare.com)



Milton Reach  
Enjoy Your Commute

Thank you so much for parking in this overflow car park.

We really appreciate your cooperation in helping us to manage our car parks.

Kind regards,  
Milton Reach Team



### ferential parking

panies on the park to introduce car sharers who display a Liftshare sticker.  
ct: [veronica.reynolds@miltonpark.com](mailto:veronica.reynolds@miltonpark.com)

### out liftsharing?

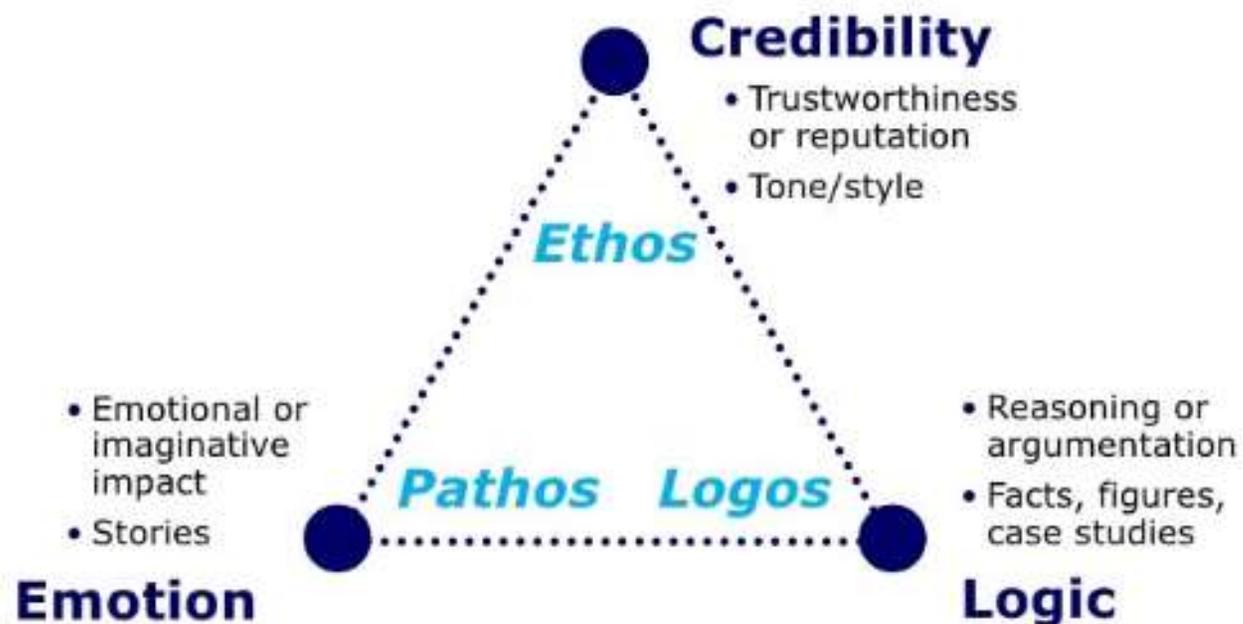
to drive to Milton Park on their own have car sharing, even occasionally, if they wish. The recent Travel Survey shows 10% of people are someone working at Milton Park who have used liftshare. This is a significant annual savings to individuals from not having to own a car. To find out more sign up to [miltonpark.liftshare.com](http://miltonpark.liftshare.com)

is? Contact Milton Park's [reynolds@miltonpark.com](mailto:reynolds@miltonpark.com)

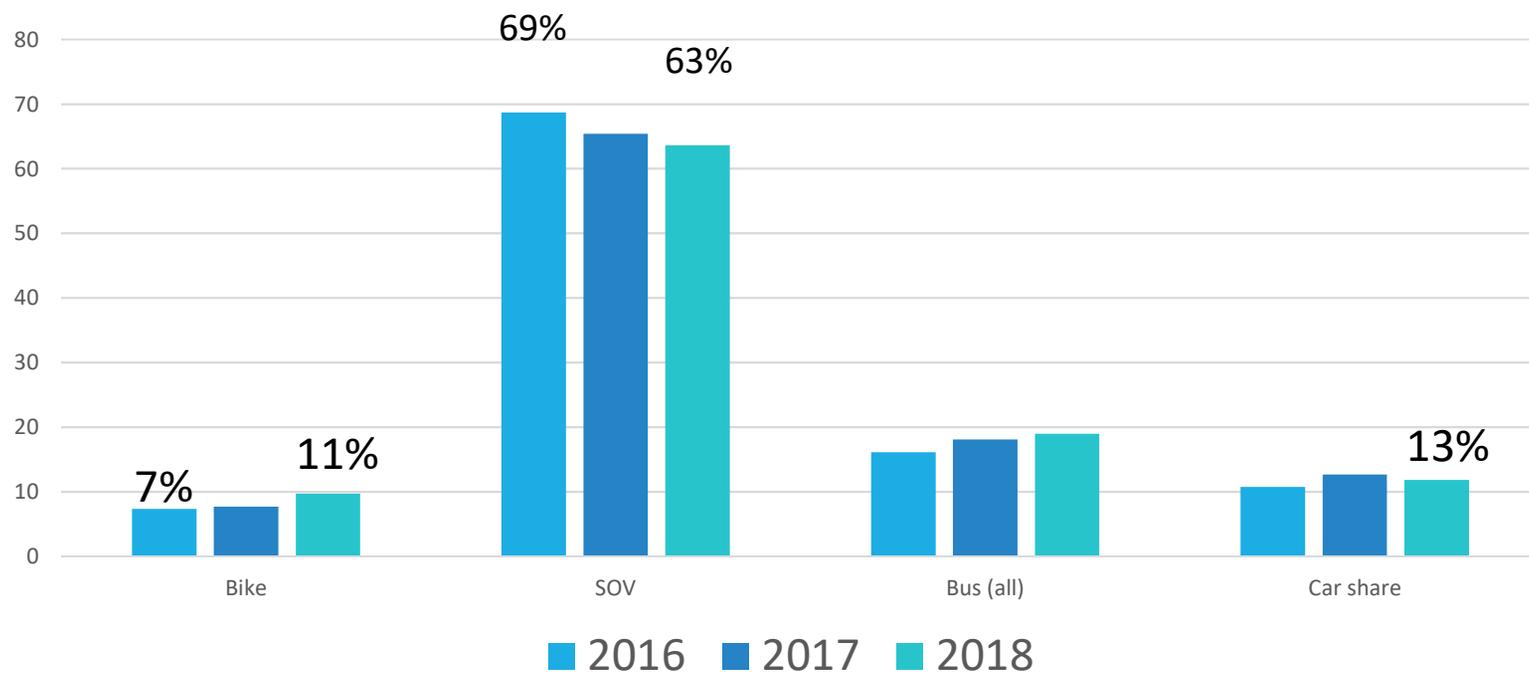
Milton Reach  
Enjoy Your Commute

# Behaviour Change – Persuasion

## Aristotle's rhetorical triangle



## Modal Shift



# 12 months on – a different story

**28%** (504) people say they have 'changed the way they travel in past 12 months'  
**11%** of these (55) specifically mention **health** as a reason for this change

*I now cycle commute 2-3 days per week. This is mostly for health benefits*

*Used to take the bus, now cycling to be healthier*

*I used to drive everyday, but now cycle every other day because it's healthier, saves fuel and is good for the environment*

# Milton Park – The future

