

# POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

ANNUAL  
CONFERENCE

# 2023

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# Transport **North East**

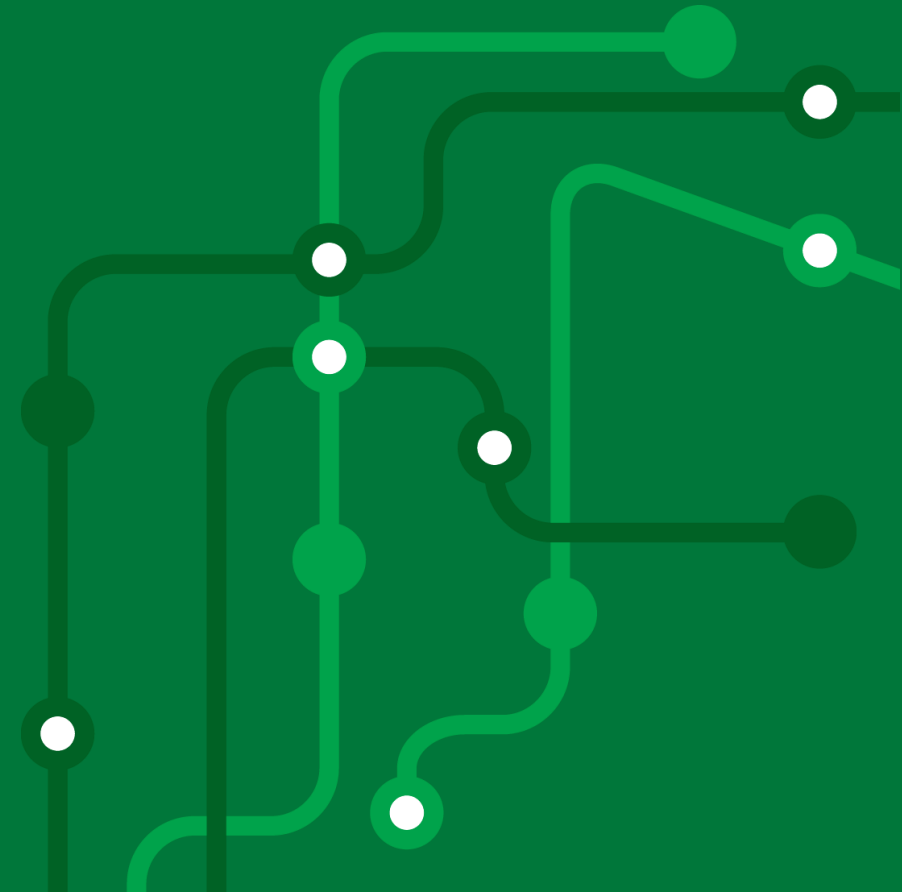
**Diverse perspectives, accessibility and inclusivity: from kids to older people, from women to minorities, and from physical to cognitive impairments, active travel is for all. Is everyone being heard?**

Rachelle Forsyth-Ward

Interim Assistant Director, Transport Strategy - Transport North East

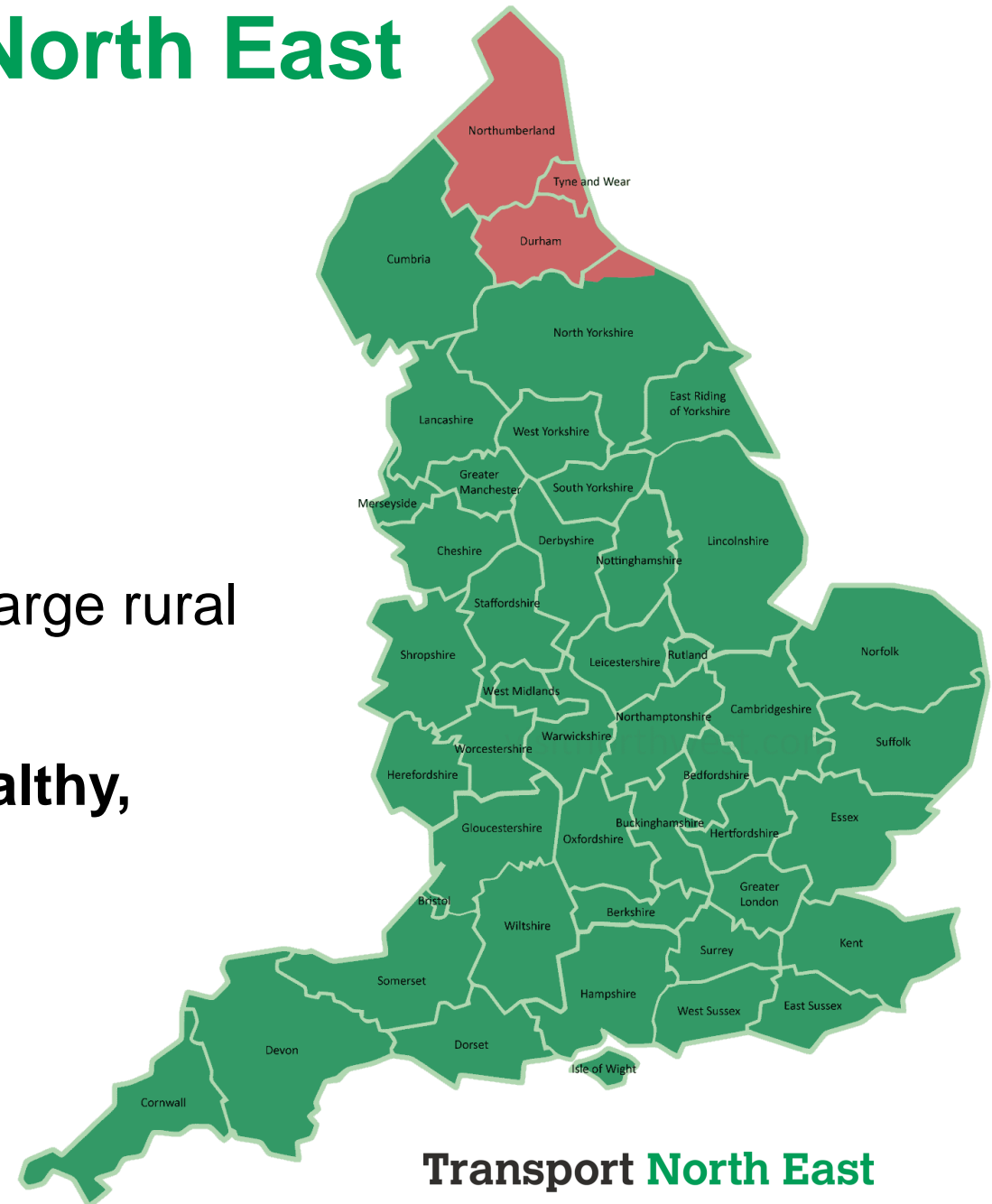
November 2023

Moving to a green, healthy, dynamic and thriving North East.



# About Transport North East

- We provide transport strategy, planning and delivery services for an area that is home to 2 million people
- Our region includes major cities as well as large rural areas
- Our vision is one of **Moving to a green, healthy, dynamic and thriving North East**

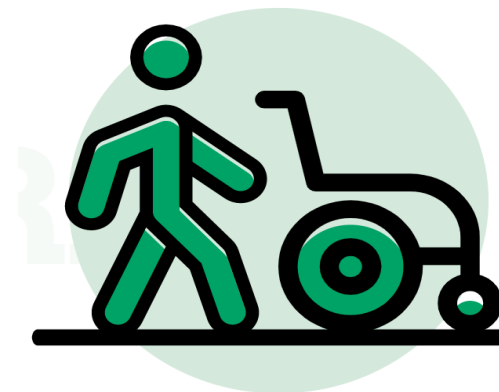


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# Making the Right Travel Choice

- The Making the Right Travel Choice Strategy encourages car users to switch one journey a week to public transport, walking or cycling. This could remove 200 million car trips from our region's roads and boost health.
- **How do you represent the diversity of our region in the strategy and make sure everyone's voice is heard?**
- The answer was to use personas to represent different types of people and circumstances in our region.
- Personas were created using survey data and research about the barriers that people have identified to travelling sustainably.





# The Personas



## Mohammed

**About:** 78 year old married retiree living in semi-rural area of North East. Enjoys meeting up with his friends and family, especially after being isolated in recent years due to the pandemic.

**Typical journey:** Always travelling to see family and friends, who live all over the North East. Tends to use the car as he thinks it is easier.

**Barriers to using sustainable transport:**

- Mobility needs prevent him from walking or cycling great distances;
- Lack of bus reliability and average bus journey time.



## Jo

**About:** 55 year old domestic cleaner and personal carer. Lives rurally with partner in North East. Travels to her elderly parents' house, whom she regularly cares for.

**Typical journey:** Jo uses a car to run a domestic cleaning business. Regularly travels to multiple clients' houses throughout day with cleaning equipment.

**Barriers to using sustainable transport:**

- Lack of time between clients;
- Parents with mobility issues;
- Finds bus fares and information confusing.



## Alex

**About:** 20 year old living in suburban area of the North East, who has a mental health condition. Manufacturing apprentice at a local plant. Lives with their parents and is insured to drive family car, therefore car shares with his parents.

**Typical journey:** Travelling to reach their apprenticeship each day and college once or twice a week.

**Barriers to using sustainable transport:**

- Shift patterns can make it hard to use public transport;
- Finds bus information confusing and struggles to access information;
- Cost of public transport;
- Their perceptions regarding safety and security on public transport.



## Bobbie

**About:** 8 year old, in full time education, living at home with parents. All trips are made with a parent or guardian as Bobbie isn't travelling independently due to her age.

**Typical journey:** Travelling to and from primary school with her parents. Sometimes her mam walks her there, as her school is under a mile away from their home, but other times her parents drive her to school as they have some safety concerns about other road users and cyclists not watching out for pedestrians.

**Barriers to using sustainable transport:**

- Is largely restricted by parents' travel choices;
- Safety concerns around walking to school alongside cyclists and other road users;
- Time constraints due to their parents needing to get to work.

# How the personas inform our work

- Behaviour change involves individuals – understanding the travel choices they make and the barriers they face.
- Use of personas (based on actual travel data) helped to make our behaviour change strategy more relevant and meaningful for our residents.
- Personas helped our team to think through the barriers and identify potential interventions that address people's needs and are based on realistic and achievable goals.
- Personas were well received in the responses (almost 1000) to the strategy consultation.



# Next steps

- We are updating the personas for our Transport Plan refresh
- The use of personas has been adopted by the UK Department for Transport and also by Transport for the North, who promote improved transport links across Northern England.



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# Any questions?

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