

APPENDIX H - Behaviour change initiative matrix

RAG	Programme	Offer	Description	Funding Profile (Nominal terms)		Pre Infrastructure	Post Infrastructure	Back ground of previous programme
	Getting to work & training	Advanced Wheels to Work	Working to maintain low unemployment levels with in Market Harborough and increase economic growth we will target 10 individuals between the age of 16 and 60 to access employment or education and overcome transport barriers which prevent them from accessing or maintaining employment (training will be given and a moped or an electric bike will be provided).	£000s TOTAL	Annual Cost £16,000	✓	✓	The existing scheme is heavily over-subscribed. Since 2009 our existing scheme has funded the purchase of 135 mopeds (including electric cycles); assisted 213 people to access work or training and established a fully equipped skills training workshop for motor cycle repair and maintenance. This has seen an estimated financial benefit (employment and reduced benefit claims) to the local economy of around £300,000 (Job Centre Plus). The current programme is on target to assist 485 people by March 2015.
	Getting to work & training	MODESHIFT STARStor	STARStor plays a vital part in reducing vehicular congestion, promoting sustainable alternatives and also the promotion of business and development through the planning process. Working towards: improving local traffic and parking congestion, economic growth, lowering CO2 emissions and environmental improvement we will target 25 businesses within Market Harborough and work with them to produce and monitor a travel plan through STARStor. The licence fee will require renewal each year, this will allow continuous monitoring of plans to ensure targets set are being achieved and encourage on going development of the established travel plan. This will also encourage active and sustainable travel amongst employees and occupiers of new developments. Adult obesity levels within in the town are below national average at 23% however the use of STARStor will promote active travel and a healthier life style and will seek to reduce the percentage even further.	£000s TOTAL	Annual Cost £9,000	✓	✓	With the Leicestershire launch of STARStor in November 2015 we have trialled the travel plan monitoring development tool with 6 businesses throughout Leicestershire both on a voluntary and compulsory basis. This has proved very successful, with completed travel plans signed off directly with Sustainable Travel Officers. This ensures that the travel plan content is meaningful and targets are realistic, contributing to the LTP3 goals and reducing single occupancy car journeys for businesses and new developments in Leicestershire.
	Getting to work & training	Grants 4 Smarter Travel	We will award £5,000 grants for businesses prepared to match fund to provide a specific travel solution e.g. secure cycle parking, video conferencing facilities and pool bike schemes. With more sustainable travel infrastructure available travel options are greater therefore reducing dependency on single occupancy vehicle use, for business purposes as well as commuting, and lowering the percentage of commuting journeys under 5km made by car (currently at 44%). This will contribute to lowering CO2 emissions, promote an active and healthy life style and reduce traffic and parking congestion within in the town.	£000s TOTAL	Annual Cost £32,000	✓	✓	Since 2011 38 businesses have benefited from over £173,709 worth of funding (match funded with over £274,868 by the businesses themselves) to fund such things as, cycle maintenance resources for training courses, lockers, showers and changing facilities, electric vehicle charging points, funding for college Travel Plan Co-ordinator, travel information display boards, pool bike schemes, secure cycle parking and video conferencing facilities for businesses.
	Getting to work & training	Business travel networks & Active travel	We will work towards reducing the high 44% of 5km commuter journeys made by car within the town by creating an enhanced sustainable travel network in Market Harborough. This will involve engaging with 50 employers (with a high level engagement with 10) to develop specific action plans to increase physical activity and sustainable and active travel amongst employees. Using established tools and programmes we will work with partners such as Active Together Harborough (Sports activities in Harborough), LRS (work place Challenge) and British Cycling (Led Ride Programme). This will contribute to reducing local traffic and parking congestion, lowering CO2 emissions and improving the already low 23% of obesity levels within the town.	£000s TOTAL	Annual Cost £250,000	✓	✓	High level engagement has taken place with several businesses in Loughborough, Coalville and Hinckley. Working with employers, employees and residents promotion of active and sustainable travel such as walking, running, cycling and public transport has been delivered through workshops, events, bike breakfasts and roadshows. Regular led rides have taken place in partnership with British Cycling and training has been given to local volunteers to become ride leaders so the programme can continue. Running and walking groups within Hinckley businesses are on-going and workplace challenges have taken place.
TOTAL - Getting to work & training				£000s TOTAL	Total Annual Cost £307,000.00			
	Information & Behaviour Change	Real Time and Bus Information	Installing and managing 10 real time passenger information displays. This will work towards increasing bus patronage by making bus travel a more attractive option with more relevant and reliable bus information, contributing to a reduction in traffic and parking congestion throughout the town and reducing sole reliability on single occupancy car journeys which represent a high percentage of journeys within Market Harborough.	£000s TOTAL	One off cost £115,000 N.B. The one off cost will cover the installation of 10 real time displays. On going maintenance costs are estimated at £5000 PA.	✓	✓	We will build on the improvements made to bus information provision, learning from our experiences in Loughborough, Coalville, Hinckley and the A427 corridor. This will include the roll out and management of real time passenger information.
	Information & Behaviour Change	Targeted PTP	Using the DfT's transport choices segmentation model data we will target 9000 households within Market Harborough for our personal travel planning programme. The programme will focus on the "origin and destination" of journeys, with capacity built in to work with employers, job centres, colleges and schools to deliver PTP. This programme will allow direct engagement with residents of Market Harborough and show case the network improvements that have been implemented. This will work towards reducing traffic and parking congestion, CO2 emissions and improve the already low percentage of obesity levels by promoting an active lifestyle.	£000s TOTAL	Total Annual Cost £147,000		✓	Since 2011 we have targeted over 48,000 households with PTP and seen 23% participation rates. On average there has been a 4% reduction in car use for work journeys.
	Information & Behaviour Change	Station Travel Plan	Market Harborough has good rail connections to the north and south. The station travel plan will work to make the door to door journey seamless. This will involve promoting network improvements made within Market Harborough which enhance walking and cycling links, delivering travel clinics, improve cycle facilities, engage with users and link in with the PTP programme. This will work to help increase local economic growth, reduce CO2 emissions, reduce local traffic and parking congestion and help improve an already low percentage of obesity levels.	£000s TOTAL	Total Annual Cost £17,500	✓	✓	In 2013 Loughborough won the Best Medium Station in the EMT station portfolio, specifically because of its excellent facilities, customer satisfaction and partnership working with the Leicestershire County Council.
	Information & Behaviour Change	Go Ride Club	We will continue to work with British Cycling and one local cycling club through the registration process of joining the Go Ride programme, which provides a template of best practice for clubs in all areas of regular activity. The club will cater for children aged 6-16, linking in with the schools programme we will promote the club through schools with in the local area as well as local community groups. This promotes an active and healthy life style and will work to give children the skills required to cycle with confidence and make more journeys by bike. This will also seek to improve the already low percentage of children who are classed as either overweight or obese.	£000s TOTAL	Total Annual Cost 6000	✓	✓	Three Go Ride Clubs have been established across the county with 77 children already signed up.
	Information & Behaviour Change	CHYM Journey Planner and Website	Create automatically generated bus mapping for all Harborough services to produce geographically accurate mapping and timetables. We would also create a consultation portal which would allow people to provide geographically based comments on a chosen consultation topic.	£000s TOTAL	One off Cost £60,000 N.B The one off cost would be to develop the online portals. On going maintenance costs are estimated at £3000 PA.	✓	✓	Choose how you move has been very successful and has become an online travel information hub for the residents of Leicester and Leicestershire. It has high levels of use and provides information on all modes of sustainable travel.

RAG	Programme	Offer	Description	Funding Profile (Nominal terms)		Pre Infrastructure	Post Infrastructure	Back ground of previous programme
	Information & Behaviour Change	Schools Programme	Using Leicestershire County Councils well established Choose How You Move Schools Programme along with the MODESHIFT STARS national schools programme we will engage with eight primary schools within Market Harborough. Encourage active and sustainable travel such as walking, cycling and scooting with the aim to reduce single occupancy car arrivals at schools by 10%.This will work towards reducing overweight or obesity levels amongst primary school children which is currently at 14%, improve traffic and parking congestion and lower Co2 emissions.	£000s	Total Annual Cost		✓	Since the launch of the Choose How You Move Schools Programme (formerly the Star Travel Scheme), there has been an average 9% reduction in car arrivals at the 93 schools where it has been introduced.
				TOTAL	£40,000			
	Information & Behaviour Change	Car sharing	To support the development of the existing scheme with a high profile targeted marketing campaign the scheme will be provided to businesses to ensure that they get the best value from introducing the system in the workplace. We will target 10 businesses to create a private group and 1000 individual signups to the scheme. The system is shared with Leicester City Council, improving efficiency, reducing costs, and creating a joined-up approach to car sharing within the County. This will also link in with PTP and aim to reduce single occupancy vehicle use with Market Harborough, reduce traffic and parking congestion and Co2 emissions. Car sharing can also reduce barriers for getting to and from work and help increase economic growth.	£000s	Annual Cost	✓	✓	The existing scheme was launched in April 2013 and over 3,000 people have registered to find partners for their journeys.19 employers are using the new scheme to create private groups for their staff - giving 22,000 employees access to private groups.
				TOTAL	£16,000			
TOTAL - Information & Behaviour Change				£000s	Total Annual Cost			
				TOTAL	£401,500			
	Co-ordination and Management	Co-ordination and Management	Marketing, co-ordination and management strategy to support all of the elements above. This includes over all promotion and information provision of the smarter travel for business programme and focus group and pre programme engagement with residents of Market Harborough.	£000s	Total Annual Cost	✓	✓	
				TOTAL	£150,000			
	Co-ordination and Management	Monitoring and Evaluation	Continue partnership with Loughborough University to assess the effectiveness of individual elements and the package as a whole. This will link in with the ongoing evaluation of our existing LSTF programme. The University are working with DfT on the overall impact of the LSTF programme in England.	£000s	Total Annual Cost		✓	
				TOTAL	£60,000			
TOTAL - Co-ordination and Management				£000s	Total Annual Cost			
				TOTAL	£210,000			
TOTAL - Programme				£000s	Total Cost			
				TOTAL	£918,500			