



# SWITCH Project

Report on local SWITCH campaign  
London Borough of Hounslow

Intelligent Energy – Europe

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# 1 The SWITCH Project

The SWITCH project uses personalised travel planning approaches to encourage people to replace short car trips by trips with active modes like walking and cycling. Based on proven personal travel planning approaches implementation cites **Antwerp, Gdansk, London, Donostia-San Sebastián** and **Vienna** combine local approaches and developed them into their own SWITCH campaign. While the campaigns looked different in each of the implementation cities, the common denominator is a **personalised travel planning** approach addressing **frequent car users** using **arguments from public health** and mobility campaigning, and the use of **ICT solutions** (information and communication technologies). All SWITCH campaigns were applied to people in a **period of life change** (e.g. moving, changing employment status .etc.) in order to maximise the output.

The **local SWITCH campaign** was conducted once the target persons were identified. It aimed to:

Raise awareness on the benefits of active travel;

Customise information (e.g. information for specific segments of the target groups, like different material for seniors, children or parents and personalised 'travelling plans` and the use of different ICT solutions);

Provide personalised advice (in the form of personalised mobility consultancy by using arguments from public health and mobility campaigning);

Impart knowledge on opportunities of active travel and;

Encourage people to walk and cycle more often.

This personalised travel planning approach was different in each of the implementation cities but included at least the following activities (see Fig. 1):

- (1) Locally adapted survey methods for recruitment and first data collection,
- (2) Distributing out a service sheet offering information material,
- (3) Preparing personalised consultancy material for each participant individually based on the information collected in (2),
- (4) Personal delivery of information material chosen from the service sheet in (2), provision of personalised travel planning talks and personalised travel plans,
- (5) Consumption of information material and test of ICT tools,
- (6) Supplementary measures and events in the local context are conducted.



**Evaluation** will measure the process and the impact of the campaign. The process evaluation will measure the mechanism by which the campaign is conducted, the barriers and drivers encountered in the process, and the efficiency of the outcome. The impact of the campaign is evaluated by the direct impact of the campaign message on changing the attitudes and behaviour of those individuals and organisations that were influenced.

To ensure that results were achieved evaluation of the SWITCH campaign was done using quantitative and qualitative methodologies. While the baseline and endline surveys could measure the travel behaviour at points of time, quantify the changes in travel behaviour in terms of replacing car trips by walking and cycling trips, drivers and barriers, a mid-project survey was needed. London Borough of Hounslow conducted 3 surveys to monitor key behavioural indicators:

1. A baseline prior to the start of the campaign phase.
2. Immediately after the mobility consultancy of each participant finished.
3. 2 months after the target person participated in the campaign, when the behavioural patterns have consolidated to see how much of the change is sustained.

A qualitative study in the form of a focus group discussion was conducted between the mid survey and the final survey. Focus group discussions were used to get more information on how SWITCH could further improve its interventions. This helped get insights from the target audience on what they think about the SWITCH campaigns.

The major objective of the evaluation was to understand if the SWITCH campaign was effective in achieving the projects objectives.

Objectives of Evaluation:

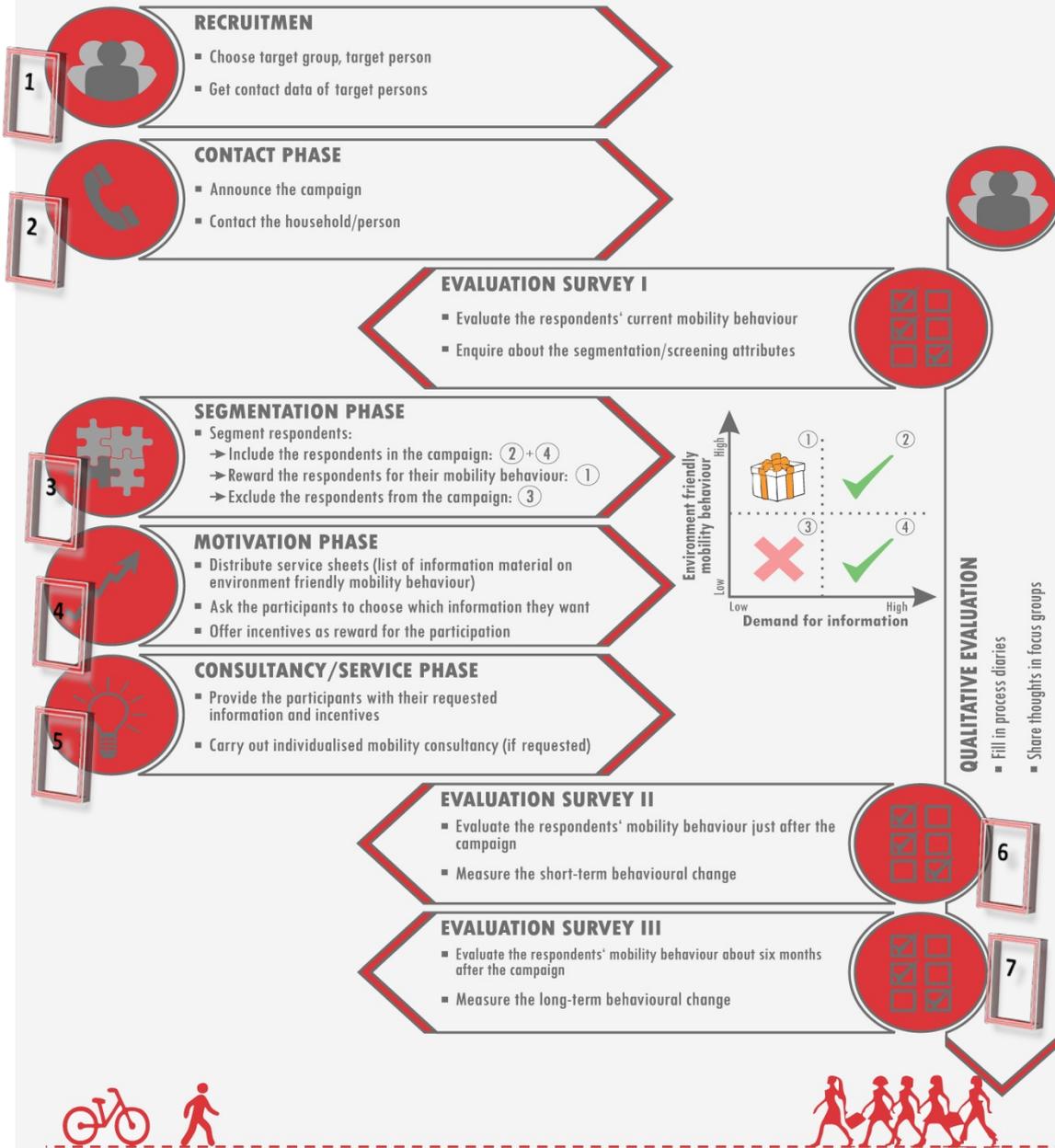
- to measure changes in mobility behaviour and the impact of the SWITCH campaign on changing behaviour (through surveys, service sheet data and focus groups)
- to evaluate the cost efficiency of the SWITCH campaign and its composite parts (through process evaluation and cost effectiveness analysis)
- to evaluate, from the changes in behaviour measured, the changes on energy consumption and the volume of pollutants emitted

For further details on evaluation see D.4.2 and D4.3.

# SWITCH

from car-based to active mobility using personalised information and communication technology

## Campaign approach (WP 3) & measurement (WP 4)



Contact: BOKU Vienna | Institute for Transport Studies | Wiskis Beekhuis switch@boku.ac.at



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Figure 1: The SWITCH campaign: Course of action

## 2 London Borough of Hounslow

### 2.1 General context of the London Borough of Hounslow

The London Borough of Hounslow is located in outer West London, covering an administrative area of approximately 22 square miles stretching from Chiswick in the east to the boundaries of Heathrow Airport in the west. Hounslow is bordered by a number of other London boroughs including Hillingdon, Ealing, Richmond-upon-Thames and Hammersmith & Fulham, as well as Spelthorne Borough within Surrey.

The Authority provides most of the surface access opportunities for all trips originating from the west to both Heathrow Airport and the city of London. The geography is characterised by significant arterial transport infrastructure which suffers congestion at peak times. Conversely, lack of suitable orbital links contributes to the ongoing car dependency. When compounded by the thorough traffic on arterial links, car use brings considerable negative externalities. These are most evident in poor air quality and relatively high proportion of surface transport-related CO<sub>2</sub> emissions. Car dependency also contributes to sedentary behaviour and above average levels of obesity and related medical conditions.

Hounslow has a population of 254,000 inhabitants according to 2011 census. The distribution of the population by age groups are as follows 0 to 9 years (13.63%), 10 to 19 years (11.26%), 20 to 29 years (17.64%), 30 to 39 years (18.35%), 40 to 49 years (6.58%), 50 to 59 years (10.52%), 60 to 69 years (7.4%), 70 to 79 years (4.73%), 80 to 89 years (2.32%) and 90 years and above (0.43%). Half of the population is between the 20 to 49 years age group and this is the most mobile group. The areas and communities in Hounslow are very diverse and are reflected by the 5 area forums that have been established, namely; Chiswick, Isleworth and Brentford, Central Hounslow, Heston and Cranford and West Area (which includes Feltham). The area is multiracial and multicultural and includes one of the largest Asian communities in London (26% of the borough's population). Feltham and Hounslow Town Centre have recently had large mixed-use developments built.

Around 10% of children in Hounslow aged 4-5 years are classified as obese by Sport England (mid-Jan 2012 to mid-Jan 2013). This rises to 23% of children aged 10-11 years. The Life expectancy of women is 83.4 years, and for men is 79.7 years (Office for National Statistics 2011-13 data).

### 2.2 Mobility- and traffic- related context of London Borough of Hounslow

In common with many other outer London boroughs, Hounslow has historically developed along road and rail routes carrying heavy volumes of car traffic in and out of London. The major arterial routes of the



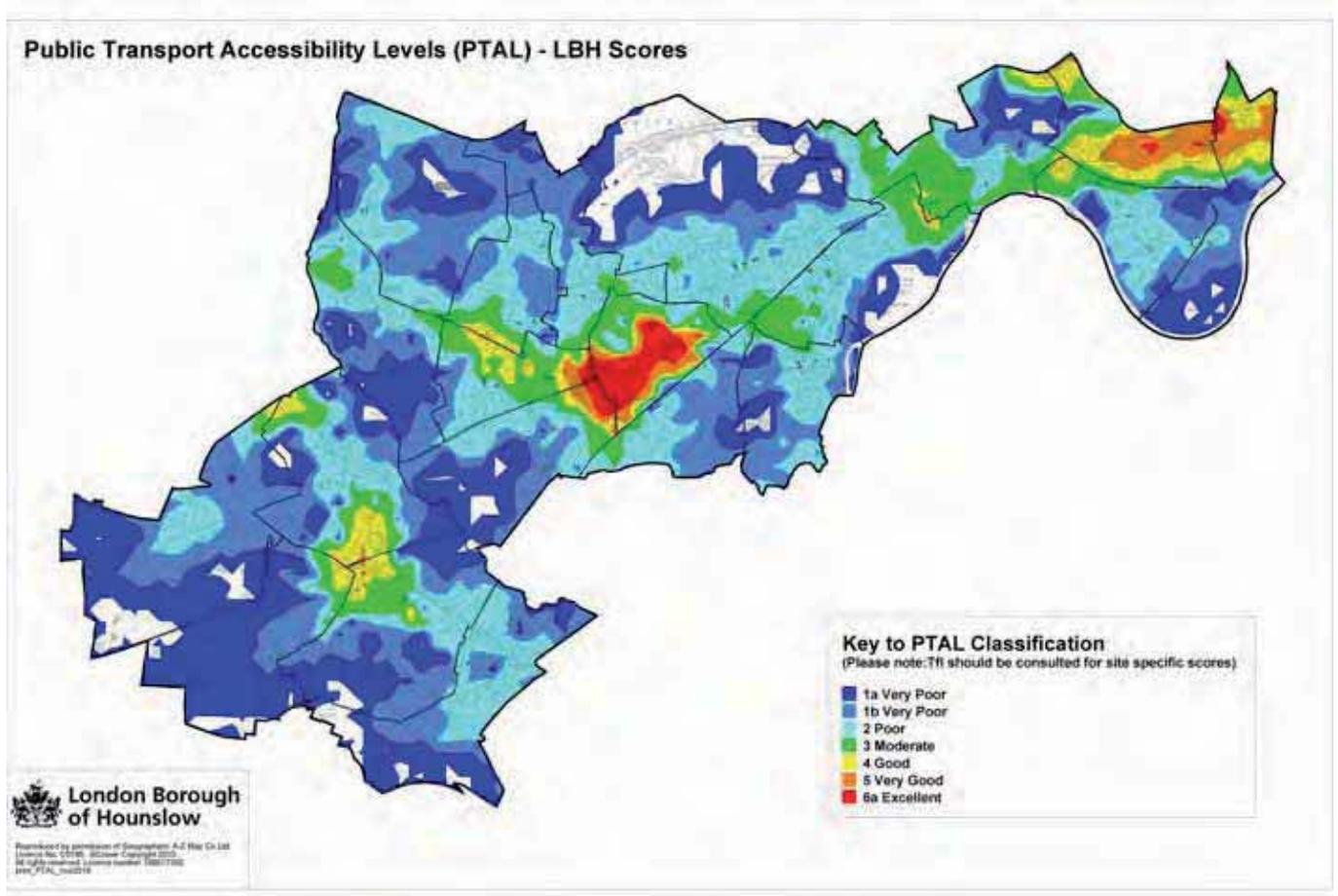
A4 (Great West Road), A316 and M4 Motorway pass through the borough, facilitating road access to the capital and serving the huge number of trips arising from operations at Heathrow Airport. Alongside these routes are the A312 and A406 (North Circular) which facilitate movements north and south of the borough. These major routes, combined with trips originating in the borough, vastly increases car trips being made, which places considerable strain on Hounslow's road network.

Alongside an extensive road network, the borough has a comprehensive public transport system including National Rail and London Overground railway services, London Underground services on the Piccadilly and District lines and 49 bus services, seven of which operate 24 hours a day. Public transport provision in the borough varies enormously depending on whether the trip maker is travelling radially (east into London or west to Heathrow, the homes counties and beyond) or orbitally north to Ealing and west London, or south to Richmond and Kingston. In summary, journey times and distances are broadly comparable between the private car and public transport when travelling east to west. However, when travelling north to south or vice versa, the journey times for public transport increase rapidly compared to a car journey. With the journey time savings from using a car so prevalent for these orbital trips it is clear that it will remain the dominant modal choice in Hounslow for many years to come.

Hounslow residents in general have 'good' accessibility to public transport. According to research undertaken by Transport for London, 86.5 per cent of working age residents in Hounslow can access jobs without the need of a car - this was the highest figure for all outer London boroughs (although only 21.3 per cent of trips are currently made by public transport). This level of service is vital for the economic fortunes of the borough, given that, in 2001, nearly a third of households did not own their own car.

The modal split of journeys being made by different modes of transport within the borough reflect a dominance of single-occupancy car journeys, with around 45% of all journeys being made by this mode (London Travel Demand Survey 2007-09). This is inflated by the ratio of cars vs borough inhabitants, with 307 cars per 1000 inhabitants (2011 census). Much lower, but still significant, are trips made by public transport which cumulatively represent around 22% of all journeys being made. Trips that are undertaken by a form of active travel (walking, cycling etc) are higher and represent around 31% of all trips that are generated, which the borough acknowledges can be significantly improved. According to research conducted by Transport for London, 33% of all trips in the borough could be potentially made by a form of active travel. The analysis excludes trips by children and the elderly; made at night time; involved in carrying bulky goods and over 8km in length.

Figure 2: A map showing access to public transport within Hounslow



### 2.3 Policy aims at the local level

The London Borough of Hounslow has been working consistently over the past ten years to design projects that seek to accurately and efficiently target different demographic groups in order to incentivise modal shift to more sustainable modes. These projects are both capital (built infrastructure such as greenways and cycle “superhighways” implemented in areas with highest likelihood to change mode) and revenue (education, training and publicity) in nature. Hounslow was amongst the first local authorities in the capital to develop customised marketing campaigns promoting sustainable travel that target specific user groups (e.g. teenage girls). These have been further developed and informed by the comprehensive research undertaken as part of the IEE STEER funded SEGMENT project which saw a range of innovative campaigns targeted at homogenous groups undergoing a ‘life change moment’. Accordingly, Hounslow has demonstrated that it is one of the leading boroughs in promoting active mobility which it has brought into the SWITCH project and campaigns.



Alongside the SWITCH campaign, Hounslow continues to encourage further active travel amongst residents whilst improving the safety and availability of alternative modes of travel. Hounslow continues to implement the TfL accredited STARS programme with schools within the borough, with around 80% of schools accredited with the scheme. Delivery of Cycle Superhighway 9 (CS9) along sections of the A315 particularly between Brentford and Chiswick in partnership with TfL, are being made to improve cyclist safety. The Greenway Programme and Legible London are delivering a comprehensive review of wayfinding across the borough, on off-road pathways for pedestrians and cyclists linking parks and open spaces in the borough, linking town centres in west and south west London and linking into CS9.

Hounslow's involvement in SWITCH, and its overarching strategy for other projects, is underpinned by five transport objectives which are linked to the council's executive priorities. These are:

- Making the transport environment in Hounslow safer and helping people feel more secure within the public realm;
- Making Hounslow more accessible for everyone;
- Encouraging change towards sustainable forms of travel and the promotion of healthy lifestyles;
- Making the transport network more integrated and efficient;
- Enhancing the public realm.

The Hounslow SWITCH programme is also helping to deliver Public Health Outcomes including:

- Reduced differences in life expectancy between communities
- Every child has the best possible start in life
- Adults retain their independence and good health for longer

In particular this project supports the public health team's work to increase physical activity in children and adults by increasing walking and cycling.

## **2.4 The local SWITCH Campaign of London Borough of Hounslow**

As with all SWITCH campaigns the Hounslow project aims to combine personal travel planning advice, technology and a life change moment to encourage modal shift to active travel.

We achieve this by supporting the families of children who are starting school for the first time to choose walking or cycling to school.

First contact is made with parents in the summer before their child starts at the school. They receive personalised advice and information in the first few weeks of school and take part in Beat the Street a walking and cycling game using smartcard technology.



### 2.4.1 Targets of the London Borough of Hounslow’s campaign

- Deliver the SWITCH campaign in 36 primary schools and make contact with 2,500 families.
- At least 1,500 local people take part in the SWITCH campaign
- 750 people adapt their mobility behaviour (0.25 daily car trips modified per participant)
- 5% point increase in children travelling to school by active transport

### 2.4.2 Target groups

The target group for LB Hounslow are parents of children who are starting a new school for the first time who make short car journeys that can be realistically replaced by walking or cycling trips.

This target group was selected because that behaviour change approaches are especially effective at moments where people need to rethink their mobility routines and are therefore open to changing their behaviour so this means that the willingness and ability to change behaviour are especially high directly when the life change event happens.

### 2.4.3 Timeline

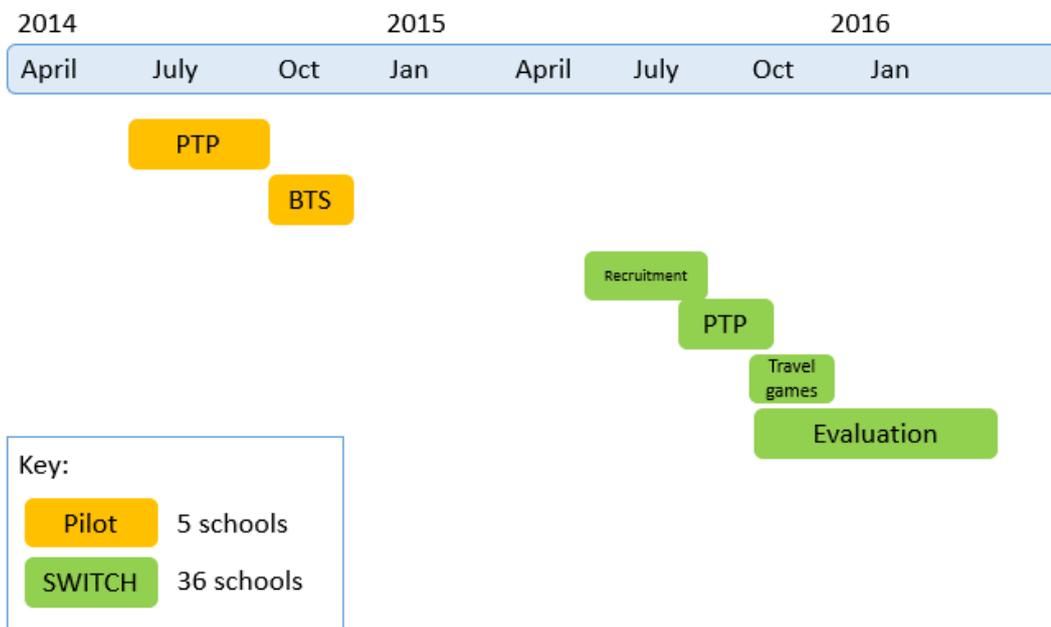


Figure 2: Gantt chart of local campaign

### 2.4.4 Preparation and Communication



#### **2.4.4.1 Partners involved**

There are three stakeholders that played a significant role in the development and completion of the campaign. The London Borough of Hounslow took the main administrator and project management role. This involved liaising with our technical partners to implement the project on the ground as well as providing written and oral feedback back to the EU.

JMP Consultants were responsible for the delivery of the Travel Snake Game to schools which were not taking part in Beat the Street and provided the personalized travel planning element of the project to parents involved in the campaign. An essential component of this was contacting parents by phone and attending the induction events to gather participants.

Finally, Intelligent Health were the technical partners in the project, who planned, implemented, and managed the Beat the Street walking gaming in two areas of the borough. This consisted of a large marketing and awareness raising campaign at schools and on social media as well as attending school events to gather support for the project. They have also provided the important walking data as an output of the project.

#### **2.4.4.2 Local dissemination activities**

Colleagues from JMP used a pre-existing email account used by the Council to engage residents about active travel (Hounslow Travel Active) and was used to inform all of those on the mailing list about the upcoming initiative at schools across the Borough. By doing this it helped to widen the knowledge of the project across the Borough beyond those with children at the participating schools. The purpose of using this email account was to target particular demographics of the boroughs population: those who use or have thought about using active travel regularly.

During the Beat the Street challenge press releases were sent out weekly documenting the team's progress and highlighting activities and events.

Social media was used by both JMP and Intelligent Health to raise the profile of SWITCH activities and to encourage people to take part.

#### **2.4.4.3 Communication channels to target persons**

The target group themselves were not directly contacted until they attended their child's school induction event. After this they were provided with project information via email through email newsletters, via school newsletters and through letters sent out in the children's bookbags. Participants were also contacted via telephone when conducting the pre engagement, PTP delivery and post-engagement calls.



#### **2.4.4.4 Information material and incentives**

JMP were commissioned to produce a PTP pack that was given to parents before their children started school. A variety of information about travel in the local area and across London was included within the pack. The full list of information included is provided below:

- Hounslow Public Transport Guide
- Hounslow Travel Active Flyer
- Cycle Training Flyer
- Lock it or Lose it
- School Map
- Better Points Campaign Information
- Family & Friends Railcard
- South West Trains London Waterloo to Eton Riverside Timetable
- TfL Cycle Guide Route 6
- TfL Cycle Guide Route 9
- TfL Underground Map

#### **2.4.4.5 ICT tool(s)**

We used Intelligent Health's Beat the Street technology. This uses RFID smartcard and readers to turn areas into a real life walking and cycling game.

The smartcards are given to every participant and they can swipe them on any card reader which is placed around the borough (approx. 0.5km) apart.

Swiping 2 cards within 1 hour awards the participant points which are displayed on a linked website. Participants join teams and their points are added to the team total. Players can also log in to see a record of their journeys and points gained.

#### **2.4.4.6 Campaign and survey infrastructure and staff**

London Borough of Hounslow appointed project managers from the Public Health and Transport teams to oversee the SWITCH project. They had support from a project group of approximately 8 people across the organisation.

The majority of work was sub contracted to 2 organisations JMP and Intelligent Health.



JMP used eight staff members based in London to attend school induction events. Prior to attending their first induction event these JMP staff underwent training where they were informed what would be required of them as well as a briefing on the local context, health and safety and they were all given time to review the resources they would need to take with them to the events.

By using eight members of staff it helped to minimise the occasions on which JMP were unable to attend an event. Four of these staff members were DBS (Disclosure & Baring Service) checked, a requirement for some schools.

Intelligent Health employed a local project manager who was responsible for delivery of the Beat the Street project and for building relationships with the local community.

#### **2.4.4.7 Resources**

The original budget was only sufficient to run the Beat the Street challenge in 4 of the 36 schools. We were able to secure additional funding to expand Beat the Street to 14 schools and to run the lower cost Traffic Snake game in the remaining 22 schools so that every school had a walking and cycling game to take part in.

#### **2.4.4.8 Challenges**

The main communication challenge of the project was contacting the appropriate staff member at the schools to inform them about the campaign and getting these individuals to then take internal ownership of the engagement. This was often due to office staff at the school failing to forward on information about the project to their appropriate colleagues. This was additional complicated by having 2 subcontracted organisations delivering different elements of the programme. This required weekly telephone conferences to make sure that communication with schools was effectively coordinated.

#### **2.4.4.9 Success Factors**

We held a project launch for all local school 2 months before the programme started. This event provided attendees with background information to the EU SWITCH project, results from the 2014 pilot study, background to PTP as well as more specific information on the Traffic Snake Game (TSG) and Beat the Street (BTS).

We were able to let schools map their knowledge of local walking routes onto maps which were then used for placing the smartcard readers.

This event along with continued engagements via telephone and email helped to ensure that the target of successfully engaging with 36 schools was met.



## **2.4.5 Recruitment and Contacting People**

### **2.4.5.1 Contact data**

Whilst schools hold contact details for each of the parents, we were not able to access this because of data protection. Therefore we relied on a proactive recruitment process.

JMP staff attended induction events for nursery and reception pupils at the end of the summer term or the start of the autumn term. At these events JMP distributed sign-up sheets to those parents present, asking them a number of questions, including: their name, address, mobile telephone number, a home telephone number, email address, if they would like to receive Hounslow Travel Active email updates, if they already had children at the school and if they were a car user.

At those schools where JMP didn't attend the induction event sign up letters were provided to the school to distribute among parents. This letter provided information about the project as well as a link to sign up to take part via SurveyMonkey which asked for all of the same background information on the parent.

The information was used to contact the parents for the baseline calls and follow up calls, PTP delivery, to provide information on TSG and BTS and to send them their resource packs and register them to receive Hounslow Travel Active email updates.

For the Beat the Street game, letters and cards were sent out through schools inviting children and their parents to play.

### **2.4.5.2 Contacting people**

Before the start of the project, JMP attended school events which allowed them to gather basic personal details including their name, telephone number and the easiest method to contact them. This provided a large data set of parents contact details which was later used in the pre and follow up survey stages. Within this process of data collection, they were also asked a small selection of questions about their travel behaviour which allowed particular groups to be identified within the data set. At the time of both the Traffic Snake and Beat the Street campaigns, parents were contacted using these details in order to ask follow up questions about their experience of the campaign and its impact on their personal travel behaviour.

The information collected from parents was logged onto a bespoke database. Participants were then contacted via telephone in order for them to complete the baseline survey as well as receive the PTP. Telephone contact was attempted with participants who signed up a maximum of five times, if no answer was given then a voicemail was left explaining why we called and JMP contact details were provided if the participant wished to call back at their own convenience.



Telephone calls were made during the daytime on weekdays, in the evenings and on Saturdays. So as to further increase the chance of speaking to the participant, the time of the attempted call was varied.

Announcements about the project were made through a variety of media channels including local newspaper and social media streams. Local community groups were also made aware of the project through the transport teams existing connections.

### 2.4.6 Integration of the baseline survey

JMP conducted the baseline survey in the phone calls to participants as detailed above.

For Beat the Street, every adult participant was asked to register their card online. At this point they were asked a selection of the SWITCH baseline questions.

**Table 2-1: Recruitment activities**

	<i>Number and description</i>
Number of contacts collected at induction events	1,125
Numbers of Beat the Street announcement letters sent out, distributed via children's book bags	6,000
Number of people registered online for Beat the Street	2,621

#### 2.4.6.1 Challenges

A large proportion of participants were from an ethnic background with little understanding of English, this made telephone calls to these participants challenging. Additionally many participants who signed up at the events did not inform their partner of the project and this led to confusion on a number of calls as the partner answered the call and knew nothing of the campaign.

The SWITCH baseline questionnaire was very long and many participants suggested they were experiencing "question fatigue". We had to balance the need to collect data with not reducing take up and putting off participants.

#### 2.4.6.2 Success Factors

The induction events were very effective at collecting contact details. SWITCH was embedded as a vital preschool function at these events. Similar to finding out about school uniform or how to pay for school lunches.



Through the telephone calls made in this phase participants were given the opportunity to provide feedback on their own personal experience of the project which provided an additional way in which to collect information on the initiative. Furthermore if the participant being called stated that they were too busy to talk the JMP staff member would ask if they could call back at another time to which the participant would generally state a more appropriate day and time. When the participant was called again the majority would answer the questionnaire in full.

## 2.4.7 Motivation phase

### 2.4.7.1 *Motivating people to participate in the campaign*

Our primary method for motivating participants was by making walking and cycling the fun and easy option. We made it easy by talking to parents to give them personalised advice about how to incorporate walking and cycling into their journey to school and by providing localised maps with popular and safe walking routes.

We made it fun by using active travel games to get children and their families excited about walking and cycling and giving them opportunities to compete and win points and prizes by being active.

We had individual and team prizes ranging from badges, pencils and Frisbees to gym passes, football tickets and cash prizes.

### 2.4.7.2 *Provide the service sheet*

When JMP conducted the phone calls to parents they described the range of options available on the service sheet and took orders during this conversation. They then packaged the personal packs and posted them out to participants.

**Table 2-2: Response on local SWITCH campaign**

	<i>Number and description</i>
Total number of people completed the baseline survey,specify by survey method	JMP phone: 431 BTS online: 2,621
Number of people interested in information	400



Specify by which survey method!	
Travel information packs ordered	328
Numbers of ordered PTP talks	400

#### **2.4.7.3 Challenges**

A logistical challenge at a number of larger schools arose as to where to locate the Traffic Snake Game banner. This was the case as the classrooms of participating children were not all located in the same area of the school and as such the banner was not always located in a prominent location for the children to see.

Those schools that took part but had little enthusiasm for the project proved to be challenging when asked to deliver the Traffic Snake Game. JMP provided all schools with information to be forwarded onto parents about the initiative. However many schools with little project enthusiasm failed to pass this information on to parents who as such knew little about the active game until it began. This reduced the positive impact of the game at these schools.

#### **2.4.7.4 Success Factors**

A largely successful factor in the motivation phase of the campaign was the number of schools who expressed an interest in participating. This included schools which the borough had previously found difficult to engage with in its school travel plan programme as well as other community and health-based events. The number of school participant acted as a hugely effective vehicle for getting across sustainable transport messages in those schools as well as to engage them with school travel plan programme for the future. The involvement of schools met many of the criteria established in this programme so was in many ways complimented existing projects that the council was running.

The overall engagement experience for both JMP Consultancies and Intelligent Health was largely positive. This was composed of face-to-face engagement activities at school induction events, on the phone, and on social media. We found that using various methods of contacting potential participants was most effective in gaining wide attention in different regions of the borough and additionally providing an accessible access point when the project reached the motivation and personalized travel planning elements.

### **2.4.8 Consultancy and Service Phase**



#### **2.4.8.1 Delivery of service packages**

Following on from the PTP calls the information packs (when requested) were compiled and then distributed to the participants through the Royal Mail. Participants received their PTP packs within two weeks of their PTP call.

#### **2.4.8.2 Personalised travel planning talks**

The PTP calls were scheduled to take place within a week of the baseline survey call. However, once calls began it was quickly noticed that we were unable to get through to a number of participants who had previously answered the baseline survey. To mitigate against this loss of participants it was agreed that the PTP element of the call would be conducted immediately after the baseline survey questions, i.e. during the same call. As with the baseline calls, the PTP and integrated baseline/PTP participants were called a maximum of 5 times, with calls being made on differing days and times with voicemails left when the participant didn't answer the telephone. The PTP calls were organised through the same bespoke database used for the baseline delivery calls.

#### **2.4.8.3 Personal travel plans**

A variety of information about travel in the local area and across London was included within the pack.

The full list of information included is provided below:

- School specific walking and cycling map
- Public Transport Guide
- Hounslow Travel Active Flyer
- Cycle Training Flyer
- Lock it or Lose it
- School Map
- Better Points Campaign Information
- Family & Friends Railcard
- South West Trains London Waterloo to Eton Riverside Timetable
- TfL Cycle Guide Route 6
- TfL Cycle Guide Route 9
- TfL Underground Map



#### **2.4.8.4 Other events**

Beat the Street had a vibrant community strand which supported local people to take part in other activities. We helped to organise and deliver family fun days at a local leisure centre, regular walking groups and themed Halloween and firework walks.

#### **2.4.8.5 Challenges**

As mentioned previously the main communication challenge of the project was contacting the appropriate staff member at the schools to inform them about the campaign and getting these individuals to then take internal ownership of the engagement. This was often due to office staff at the school failing to forward on information about the project to their appropriate colleagues. This happened with all communication; it remained a significant challenge to ensure that all appropriate staff members at the school were informed of project updates.

JMP originally aimed to attend all of the school induction events at signed up schools, however a number of schools held these events at the same time or changed the date and/or time at short notice. As such this meant that JMP staff were unable to attend all of the events. When this occurred the additional method of providing schools with sign up letters to distribute to parents was used. This technique yielded fewer sign ups in comparison to attending the events.

The percentage of parents attending induction events proved to be fewer than was seen in the pilot study. As such JMP had no opportunity to engage with a significant proportion of nursery and reception parents.

#### **2.4.8.6 Success Factors**

Feedback from participants regarding the project resource packs, in particular the school maps, was very positive. Participants thought the information provided was useful both for the journey to school as well as as journeys across the Borough and surrounding wider area.

Those schools which 'bought into' and were enthusiastic about the initiative had the highest levels of participation. Such enthusiasm was also made evident once the Traffic Snake Game had finished as these schools asked if they could keep the Traffic Snake Game banner after the engagement for their own use throughout the school year.

A number of schools that actively engaged with the initiative provided feedback on the project such as 'the children enjoyed the game and were always keen to put their sticker on the snake each day,' and 'the game was enjoyed by parents and children alike. It created a lovely atmosphere in the playground.'

**Table 2-3: Participants**

	<i>Number</i>
Numbers of participants in PTP talks	400

### 2.4.9 Integration of ICT in the campaign

- 11,347 people living or working in Feltham, Heston and Cranford took part in Beat the Street
- 2,621 people registered online to take part.
- 1,168 of these provided an email address and agreed to be followed up.
- 245 of these people completed the first follow up (21%).
- 67 responded to the 2 month follow up (6%).
- 55% children and 45% adults

#### Physical activity and health benefits

80% of people thought that Beat the Street helped them be more active and feel healthier.

The proportion who said they walked five times per week or more increased from 55% to 64%. Whilst the proportion who said they never walked fell from 18% - 6%.

The % of people who were classed as inactive (0-1 x 30 mins) fell from 8% at baseline to 5% at 2 month follow up.

The % of people who were classified as active (5 x 30 mins) increased from 58% at baseline to 70% at 2 month follow up

#### Active Travel benefits

55% said Beat the Street helped them travel by car less often.

67% said they walked more and 23% said they cycled more.

37% said they had taken public transport less often

#### Were changes sustained?

Eight out of ten people said they would try to continue the changes they had made (80%).



From the follow up surveys we can see that immediately after Beat the Street ended, seven out of ten people said Beat the Street had helped them to walk more often than usual (67%). Two months later, the same proportion said that they kept walking more since they took part in Beat the Street (69%). In other words, the positive reports immediately after Beat the Street were maintained two months later.

**Table 2-4: ICT-Users**

	<i>Number</i>
Number of people registered for or booked ICT	2,621

### **2.4.9.1 Challenges**

We had a few occasions when the batteries in the smart card readers ran out so people were unable to use them to record their journeys. However these were fixed within 24 hours of being reported and had only a minor impact.

The main challenge was ensuring that participants swiped at 2 card readers rather than 1. We estimate that the Beat the Street data will underestimated participation because many participants thought that by walking to school and then tapping their card on the box outside school they were recording a journey.

There was a limitation on the number of card readers that could be placed around the area, so not everyone had a box on their exact journey into school. This caused some minor frustrations in some cases and is a limit of using fixed smart card readers.

The most common feedback from participants in the evaluation stage of the project related to:

- making Beat Boxes easier to find, such as making them more visible on posts
- placing Beat Boxes lower on poles to make them more accessible to children
- having more Beat Boxes or distributing them in a wider range of locations
- running the competition for longer
- targeting people whose participation 'drops off' via email to keep motivation high
- giving every child a certificate or badge for taking part
- using other mechanisms to boost participation such as instantly being able to see points on card readers or giving bonus points for walking on weekends.



#### **2.4.9.2 Success Factors**

Beat the Street was very effective at getting high engagement with children and families. It was easy for all children to immediately start playing using their card. The nature of the game meant that it was very social and this helped to spread the word to other children and families who then began to take part.

The competitive element ensured that some schools put extra effort into promoting the challenge to parents and in to organising additional activities such as walks to school to increase participation.

#### **2.4.10 Implementation of Focus Group**

A focus group was organised once the active engagement had taken place. The event was held in a central location, with good transport links to ensure participants from across the Borough could attend. The focus group was held between 11:00-13:00 on a weekday to allow parents to drop off their children at school before and pick them up afterwards.

To ensure that there was an appropriate number of attendees 50 project participants were contacted via telephone and asked if they would be able to attend the focus group. To incentivise attendance participants were informed that they would receive a £25 John Lewis voucher for attending. If the participant stated that they were able to attend they received a follow up email the next day. The participant was required to respond to this email to confirm that they would attend the session.

16 participants stated verbally they would attend, 11 of which confirmed this via email and 9 participants went on to attend the focus group itself.

##### **2.4.10.1 Challenges**

Booking a suitable venue that was accessible by people from across the borough proved challenging.

Ensuring a good turnout was only achieved by overbooking. We invited 16 in the expectation that several would drop out, which did happen.

##### **2.4.10.2 Success Factors**

We had over 100 people who said they were interested in providing feedback which was a good starting point. From here we were able to invite people to attend the focus group.

The focus group activities were interactive and gave good scope for participants to contribute their feedback.



### 2.4.11 Integration of the 1<sup>st</sup> and 2<sup>nd</sup> after-engagement surveys in the campaign

JMP called all participants for the 1st after engagement survey and were able to get a good proportion to complete the survey. This did require multiple call-backs.

For the 2nd after survey an online questionnaire was sent out to all participants inviting them to take part and offering them a lottery style incentive.

For Beat the Street, an online survey with SWITCH questions and demographic questions was developed with the support of independent evaluation team. The survey explored what people thought they got out of Beat the Street and any changes in their physical activity levels. All people who had registered online (thus completing 'baseline' questions) were emailed a link to the online survey immediately after the competition ended. They were given three weeks to respond. A prize draw was offered as an incentive.

	<i>Number and description</i>
Number of people surveyed in the 1 <sup>st</sup> after-engagement survey	JMP Phone: 278 (267)* BTS Online: 248 (245)*
Number of people surveyed in the 2 <sup>nd</sup> after-engagement survey	JMP Online: 31 (29)* BTS Online: 67 (66)*

\*for evaluation purposes (see *evaluation report for London and final evaluation report*) only complete data sets were appropriated. This refers in total to 512 people who filled in the 1<sup>st</sup> after survey and in total 95 people who filled in the 2<sup>nd</sup> after survey in London Borough of Hounslow.

### 2.4.12 Conclusion / Comment of local SWITCH campaign of London Borough of Hounslow

The SWITCH campaign in Hounslow has made a vital contribution to our work to reduce avoidable car trips and to increase walking and cycling. In particular the focus on establishing walking and cycling to school as a habit at the time children start school for the first time has filled a gap in provision that existed.

Through the project we found out that the school induction events in June / July are excellent times to start engaging with parents about active travel. We will continue to use these events in the future to give timely relevant information to parents to help them plan how to use active travel to get to school.



Personalised travel planning over the phone was the most cost effective way to deliver hundreds of personalised conversations, but we sometimes struggled to communicate effectively with this method.

Beat the Street has proved to be a very effective engagement tool. It motivated thousands of children and their families to walk and cycle more and has helped signpost them into existing active travel and sports activities in the community.

Through this campaign we successfully managed to make contact with the target group, we exceeded the number of people participating in the campaign and were able to show that taking part had reduced car use and increased walking and cycling.



### 3 SWITCH consortium

Five European cities take the lead in support SWITCH travel – supported by eight experts in alternative travel, health or economical aspects of mobility. This enthusiastic team combines practical expertise; a clear and transferable methodology; and tried and tested examples of locally effective campaigns



London Borough of Hounslow



#### Contact:

Wiebke Unbehaun  
University of Natural Resources and Life Sciences Vienna  
Institute for Transport Studies  
Peter-Jordan-Straße 82, 1190 Wien  
Tel. +43 1 47654 85614  
E-mail: [wiebke.unbehaun@boku.ac.at](mailto:wiebke.unbehaun@boku.ac.at)

For further information please visit [www.switchtravel.eu](http://www.switchtravel.eu)



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