



Staveley Green Travel Initiative

Project Completion Report

www.staveley-gti.co.uk



CUMBRIA STRATEGIC PARTNERSHIP
THE PARTNERSHIP VOICE FOR CUMBRIA





Volunteers on the project learning cycle maintenance



Some of the volunteer team about to go door to door



One converted cycling enthusiast

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Residents tests their skills on the smart driving simulator

General Background

South Lakes Action on Climate Change was awarded funding from the North West Regional Development Agency, the Cumbria Strategic Partnership, Cumbria County Council, the Lake District National Park Sustainable Development Fund and the South Lakes Local Strategic Partnership to undertake a community based sustainable transport project in the village of Staveley in Cumbria.

The core of the project was to revolve around encouraging members of the community to undertake individualised travel planning and individualised travel marketing to the rest of the village. A website was also produced and weekly events were arranged over a three month period from April to July.

The project took place between April and October 2009, with planning for the project occurring in earnest between November 2008 and March 2009. The project was managed by one project coordinator who was three quarters funded for three months, and an additional team of approximately 15 volunteers. However, the core volunteer team consisted of five people, with other people helping out as and when required.

The target area of Staveley comprised around 560 households. Of these, approximately 15% are holiday homes. Some 55% of the population are classified as 'affluent over 55's', with 15% classified as prudent pensioners (71% of the population is over 55). It should be noted that the latter figures are for the ward of Staveley-in-Westmorland, which includes a larger area than the built area of Staveley village (an extra 800 people). Total budget for the project was £18,800, which worked out at £33.57 per household, or approximately £14.99 per resident (population 1,254).

During the November to April period three public meetings were held in Staveley in conjunction with Sustainable Energy Network Staveley (who provided many volunteers and much help on the project) to inform residents and get people involved, as well as two neighbourhood forums.

Throughout the project several meetings were also held individually with Cumbria Tourism (the largest employer in the village), Energy Saving Trust (who were partners on some of the events), Friends of Staveley School, Wheelbase, Staveley Church, Staveley Parish Council, Cumbria County Council as well as a wide range of individuals. A training event was also held for volunteers going door to door. Two members of SLACC underwent training to become cycle training instructors, and two cycle maintenance training days were held to train up volunteers (with training provided by Cyclewise).

An additional neighbourhood forum was attended during July to report on the progress of the project, and a final progress report was delivered to Staveley Parish Council on 2nd November 2009, at a public meeting in Staveley organised by SENS on 3rd November 2009 and a final public meeting at the Windermere and Staveley Neighbourhood Forum on 2nd December 2009.

Targets & Objectives

The specific objectives of Staveley GTi were as follows:

- To find out how residents currently travel and what transport options they use.
- To raise awareness of the benefits of switching to sustainable transport options.

- To encourage greater use of sustainable modes of transport.
- To offer personalised travel planning advice to residents.
- To offer individualised travel marketing to all residents.
- To use the information gathered to refine and develop further smart travel projects.

Our target was to get 100 households actively involved in the project, and also to get 500 people to reduce their car mileage by an average of 5%.

Project Timeline

The project proceeded as follows:

April	Weekly events begin. Leaflet delivered to all homes inviting residents to the launch event. Launch event takes place.
May	Weekly events continue. Volunteers go door to door with a survey for residents to fill in. At the same time a Staveley GTi booklet is delivered to all houses.
June	Weekly events continue. Survey results are collated. All residents who completed a survey are given basic travel planning advice by letter.
July	Last event is held.
August	Individualised travel marketing takes place with volunteers going door to door again. The information requested is delivered to all residents.
September	Bus and train leaflet delivered to all houses. Evaluation questionnaire is emailed around the village.

Progress Summary

Events

The full listing of events is currently still available on the Staveley GTi website at www.staveley-gti.co.uk/events.shtml. Fifteen events were organised altogether, with another two that were already taking place that were promoted during the project as they were of relevance (the orienteering event and the Kendal CycleFest). Of the fifteen events, the Staveley School CycleFest was organised by Friends of Staveley School. Staveley GTi sponsored prizes, free bicycle hire and also ran events during the day. In addition, the Kentmere Konundrum was organised by Wheelbase on request, subject to Staveley GTi paying for insurance and promoting the event.

One further event was organised with Cumbria Tourism, where we provided a free cycle maintenance workshop for employees.

The sixteen events in total where we had a direct involvement had mixed success. In total around 460 people attended the events, though not all of these people would have been from Staveley as many of the events attracted people from further afield (e.g. Kentmere Konundrum was widely advertised by Wheelbase).

The approximate attendance for each event was as follows:

Launch Event (evening)	110 people
Staveley School CycleFest (full day)	120 people

Kentmere Konundrum (half day)	70 people
Cycle Maintenance Events (7 in total)	40 people
Adventure Bike Night (evening)	50 people
Save Money & Stay Healthy (full day)	45 people
Herbal Walk (half day)	15 people
Mountain Walk (full day)	0 people
Walking Quiz (done at leisure)	8 people
Car Club (evening)	1 person
Driving Down the Cost (evening)	2 people

The cycle maintenance events where people brought their bikes to be fixed proved very popular. Only two of the days coincided with good weather, the rest occurring in pouring rain. Thus the bulk of the 40 people who attended came on the two days of good weather. Attendance at the cycle maintenance workshops (where people were taught cycle maintenance) was poor, with the exception of the one organised with Cumbria Tourism. One of the cycle maintenance events took place during the School CycleFest, hence the discrepancy in the number of events given in the table.

Typical comments from the ‘bring your bike’ cycle maintenance include:

Thanks very much. I can now use the bike for cycling to work.

Thanks to Staveley Gti for making me and a friend mobile far and wide.

The bike maintenance weekend inspired the buying of a new saddle. I also learnt quite a bit about changing gear cables and definitions of crud! Also I enjoyed the company and tinkering in the sun.

Thank you so much! You’ve managed to get the whole family on a bike!

The launch event was also a huge success in terms of getting the project known throughout the village and in attracting a large number of residents.

The events that worked best were those which had the support and involvement of other organisations in the village, or those that were fun or had other interest bar travel (e.g. the launch event or the herbal walk). Those that had poor attendance revolved directly around travel (e.g. smart driving or car club), had bad weather on the day or just did not attract interest for other reasons.

Survey

The first round of going door to door involved getting residents to fill out a survey to establish current travel behaviour, as well as aiming to sign people up for personalised travel planning and gaining an idea of interest in the alternatives.

The survey was returned by 9% of households we delivered it to (*see note below). Results were as follows:

Question	Percentage of respondents who answered yes
Can we contact you again in the future to assist us in follow up work on this project?	60%

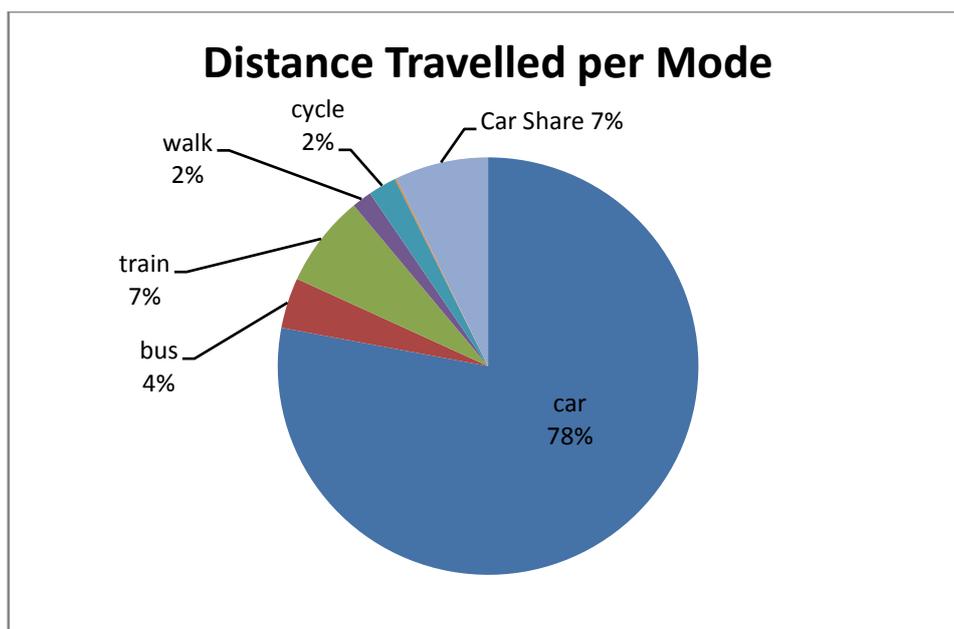
Would you be interested in receiving the results of this project?	54%
I would be interested in lift-sharing.	15%
I would be interested in travelling by bus or train.	46%
I would be interested in using Rural Wheels, Voluntary Car Schemes, Community buses.	42%
I would be interested in receiving a visit from a volunteer transport advisor to talk about alternative travel options that might benefit me.	15%

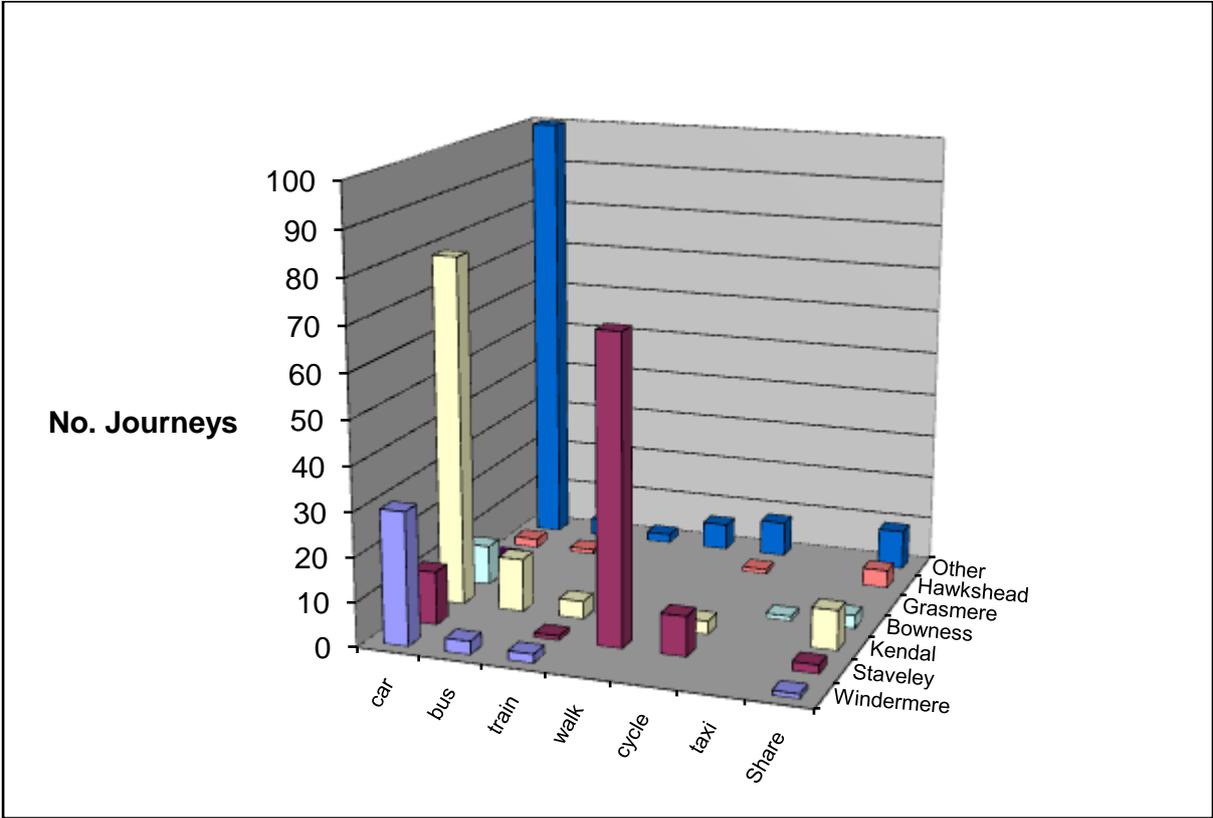
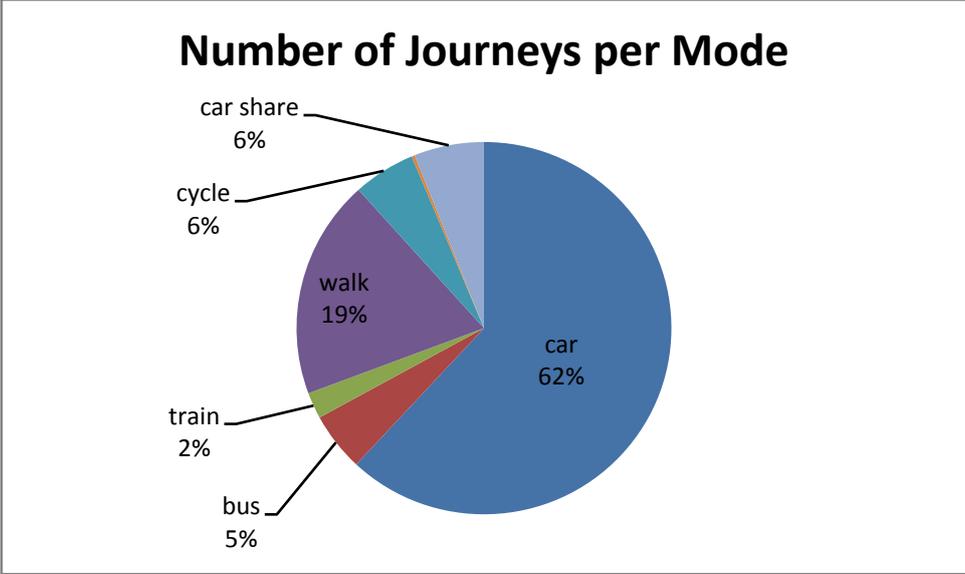
*The number of households who returned the survey was lower than we were hoping for, although in terms of numbers the results are high enough to be considered a reasonable representation (though likely somewhat skewed). In arriving at the final figure of 9% we have used the total number of households we covered in Staveley, namely 560. However, it should be noted that around 15% of houses are holiday homes, and so would not be expected to return any survey. In addition, 15% of the population are pensioners. This group as a whole did not generally consider the project relevant to them. Either they had disability problems, already had bus passes, or considered themselves ‘too old for this sort of thing’ or that the project was for the younger people in the village. Thus, in reality, our target number of households was more likely in the region of 400. However, for the purposes of this report we have stuck with a figure of 560 households.

Very little interest was expressed in lift-sharing or home visits. This is similar to the experience of the sustainable travel towns where both home visits and lift-sharing generated little interest. Inviting a stranger into your home or car does not appear to be a popular option, and lift-sharing remains something people generally do with those that they know, or is promoted at work through the employer.

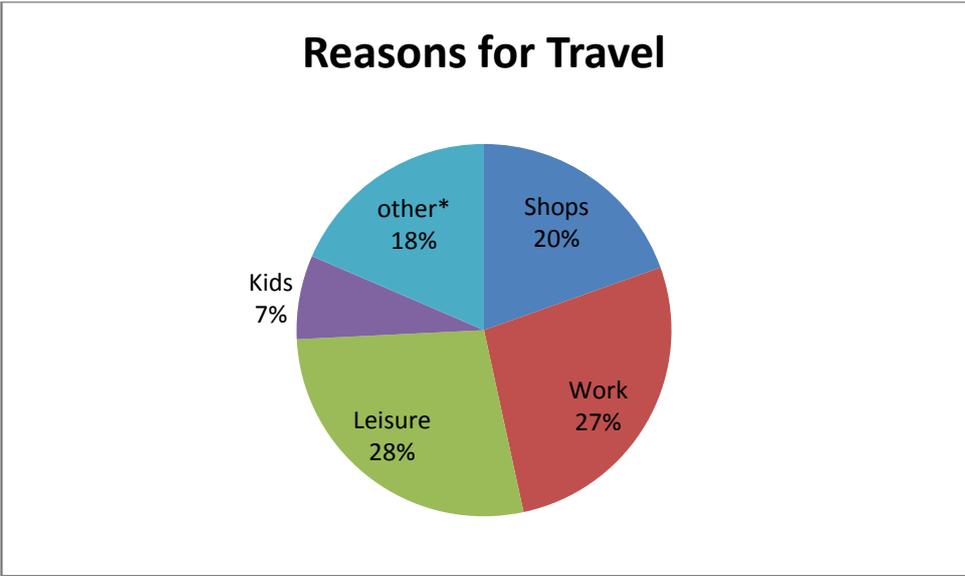
About 5.5% of households received a basic travel planning letter as a result of the survey, an example of which is included in the appendix.

The results of the travel diaries were as follows:



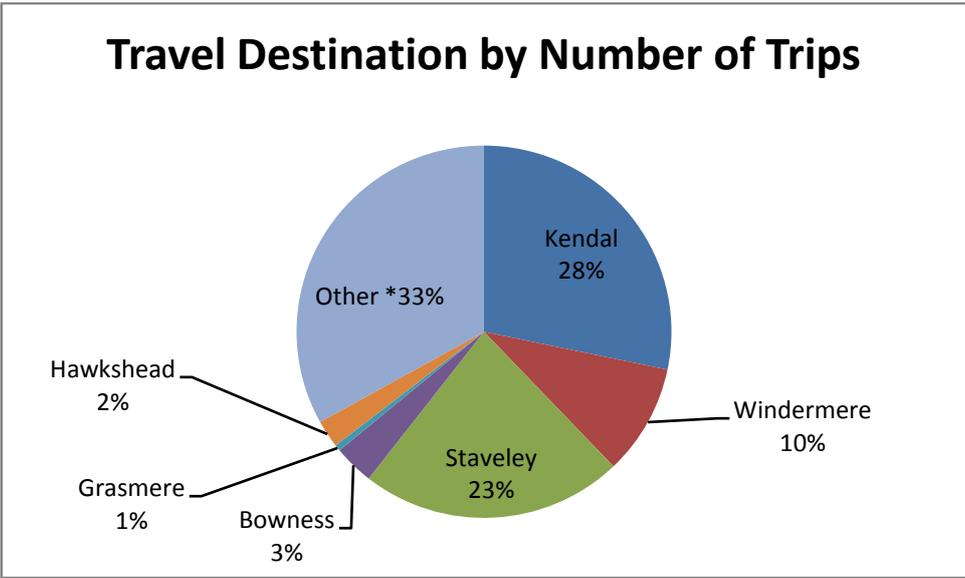


The above three graphs show that 62% of all trips are by car, with alternatives (excepting train travel) being used largely for some short distance trips (e.g. walking trips within Staveley, bus/train to Kendal or Windermere, etc).



*other included wedding, hospital, doctor, friends, charity, church, pension, education, unknown.

Ordinarily one would expect the majority of trips to be to work or school. However, the graph above likely reflects the disproportionate number of retired people in Staveley who no longer commute or have children of school age.



*Other included Ings, Bowston, Carnforth, Blackburn, London, Sedbergh, Carlisle, Lancaster, Silverdale, Keswick, Manchester, Penrith, Crook, Milnthorpe, Rusland, Barrow, Ambleside, Anglesey, Sedgewick, New Galloway, Wray, Barbon, Patterdale, Low Wood, Ulverston.

It is worth noting from the above graph that the majority of destinations recorded are easily reachable by alternatives to the car. It is other issues, such as cost, convenience, journey time, habit, etc that prove decisive in an individual decision on what mode of transport to use.

The above graph clearly shows there is considerable scope to reduce the number of car trips. 38% of destinations are to Kendal or Windermere, both of which are easily reached by sustainable alternatives. A significant fraction of journeys (23%) are within Staveley, and these are

overwhelmingly taken on foot. Of the remaining destinations, the vast majority are also easily reachable by alternative methods (e.g. Lancaster, Grasmere, Carlisle etc). Approximately 17% of destinations would be unfeasible by alternatives, either due to time taken or lack of any service.

Comments on the surveys were as follows:

Improve disabled access to trains, parking on one side of Staveley Main Street, 20mph through village and catch the young bikers!

With three children 3.5yr and under the bus is a nightmare to get a double pram on as is getting up to the station. I have a community job which makes car sharing impossible. My husband often collects work mates en route but his location can change daily.

Bus far too expensive and doesn't go to Bowston where I work. Also need car to give people lifts when they leave car at Bowston garage. Need to bank in Kendal - nothing in Staveley or Bowston. Seldom use car for pleasure trips.

I would like to bike to work if my children could have free train travel to school. Mr X uses his bike to get around as we have 1 car.

I am mainly interested in car club but I cannot make the June 18th meeting or the 20th May. I am willing to offer lifts and car share but I do not make regular journeys.

As a pensioner your ideas don't really concern me, but I can see the point of lift-sharing for those going to work.

Where possible I use public transport but find difficulty combining bus with train and vice versa - pity they cant or wont act together.

Noticed increased congestion in Main Street - need to revisit ideas proposed a few years ago as likely to worsen as Staveley becomes 1) more popular 2) increase work placements in mill yard.

The main reason we don't use public transport much is the cost. I think you're doing a great job!

Railway station platform access is unacceptable for disabled and those with very little children – it's not safe to leave one child whilst getting a buggy up etc.

We would like to support public transport where we can. However when two of us return to Staveley from Ambleside in an evening on the 23:18 bus it is later than we want to come home and costs us £10 for two of us single, and makes us think a taxi is better and more convenient with little extra cost.

I don't have a car and use the train on a regular basis the only drawback is that all the trains don't stop in Staveley - is there any possibility the train companies could change this?

Self employed working from home makes answers very untypical - would be good to ask status (e.g. working from home, retired, etc). Car used for long journeys, all others walk/cycle. Train used for city visits.

Our children use the train to and from school. One major problem is not all trains stop in Staveley.

My family would use buses and trains regularly if they were not so expensive and ran later in the evenings. We would like to see locally government subsidies to address this matter.

It is too far for us to walk to the bus stop and carry shopping home, and we cannot get on the train due to all the steps.

Buses are not regular enough and too expensive and usually have a lot of shopping therefore impractical.

The single day bus fares are very expensive.

A bus Staveley/Kendal before 11am sun would be great!

The cost of travelling to Windermere by bus or train is no cheaper than using my car.

I think if public transport were less expensive more of us might be willing to use it. On the lift-sharing - perhaps some kind of list could be compiled of those wanting to be involved.

Individual Travel Marketing

The individual travel marketing was undertaken going door to door offering residents a range of information on sustainable travel (the service sheet) that they could select and that we would deliver to them.

We went door to door to approximately 300 households in the village. Those households that weren't in when we knocked had it posted through their letterbox and were asked to return it to an address on Main St. The remaining households (approximately 260) had the service sheet delivered to them through their letterbox and were asked to return in using a pre-paid envelope.

We chose the three methods as we were keen to compare the different response rates from each.

Method of Delivery	Response Rate	Number of Houses
Filled in on doorstep*	52%	65 out of 125
Return to address on Main St by hand	7%	12 out of 175
Return in pre-paid envelope	11%	29 out of 260

*There is some uncertainty as not all volunteers recorded their results accurately. The actual number of houses in each category could differ in reality by as much as 50 (higher in the first case, lower or higher in the others), which would change the response rates by as much as 15%.

For the 300 households whose doors we knocked on, approximately 42% were in, with the remaining 58% not in. Of those that were in 52% requested to be delivered some leaflets. Of those that weren't in when we knocked and had the service sheet posted with a request to return it to an address on Main St, only 7% of households did so. For those that had the service sheet posted through their letter box along with a pre-paid envelope, approximately 11% returned a completed form. Taken overall, 19% of households returned a completed service sheet.

The response rate from the doorstep is high and is inline with the response rates from the sustainable travel towns. It is likely that of those that get the service sheet through their door, the majority simply treat it a junk mail and bin it, unless it has immediate appeal. The difference in

response rates from returning by hand and returning by pre-paid envelope likely reflects higher ease of return in the latter case.

Information requested by those that completed the service sheet was as follows (those from 25% and higher have been highlighted in red, those between 20 and 25% in orange):

Oxenholme-Windermere timetable	48%
Carlisle to Barrow, Lancaster and Preston Timetable	21%
The Cumbria Rider	20%
555 bus timetable	33%
X35 timetable	11%
Other timetables	3%
Cumbria Coast Day Ranger Ticket	17%
Family & Friends Railcard	18%
Senior Railcard	12%
16-25 Railcard	4%
Advance, Off Peak and Anytime rail fares – a guide	22%
Explore the Cumbria coast by train	25%
Explore the Lakes by train, bus and boat	19%
Fantastic days out on the Cumbrian coast line	23%
Catch the train and go walking round the Borders & Scotland	14%
Lakes Line real ale by rail	16%
Catch the train and go walking round the Lake District	25%
Give the Driver a Break leaflet set (days out by bus)	21%
Rural wheels	10%
Voluntary car scheme	9%
Community mini-bus brokerage	8%
Lakes Line cycle hire discount	6%
Cycling by train	14%
Sustrans cycling information pack	15%
Wheelbase cycle hire	3%
Trail through the woods (local walk)	22%
Fuel efficient driving leaflet	12%
Home shopping leaflet	16%

Those that completed the service sheet requested on average 5 leaflets each. In addition, 41% said that they were happy to be contacted again to assist in further research, and 44% said they would like to receive updates about the project by mail or email.

Evaluation

Around 130 households in the village got actively involved in the project either by completing the survey or the service sheet. A much larger number were also involved in the events and the cycle hire, though these numbers are difficult to estimate as it is not clear at events who are local residents and who are not. However, a conservative estimate for the total number of households

who got actively involved in some aspect of the project is likely around 200. This is to be set against our stated outcome of actively engaging 100 households.

In addition, it would be fair to say that we achieved fairly blanket awareness in the village of the project and what its aims were.

To evaluate any effect on travel behaviour a survey was placed online and emailed to those residents who had said they were happy for us to contact them again (88 households). The online survey was completely anonymous so respondents were not under any pressure or influence to respond positively or negatively.

We took the decision not to contact residents by phone or knock on doors to get more surveys filled out. This was for two main reasons – firstly, the project had gone on far longer than we anticipated and volunteer time available was limited, and secondly we felt that asking people to fill in the survey by phone or in person would make it less likely for people to give honest answers.

That being said we were aware that asking people by email to fill in an online survey would result in fewer replies. Our aim was to get at least 5% of the total number of households in Staveley to fill in the survey so that we would have a significant sample size to work with.

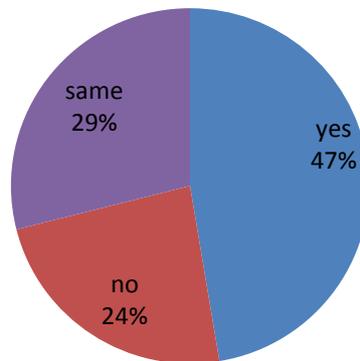
It should also be noted that a rigorous evaluation is beyond the scope of this project. We did not, for instance, survey those who got involved, and those that did not, and compare the two groups, or compare the results overall with a control group, or attempt to derive any measure of the significance of the results.

Instead, our aim was to get a simple initial indication of the success or otherwise of the project and what resident's opinions of it is.

With this in mind the results of the survey need to be taken with caution, and not simply deemed representative of the entire village, or of giving an absolute measure of behaviour change, though one could argue that the results are a good representation of those 88 households who formed part of our survey sample, and more of a rough guideline of the 200 households who were involved in the project in some way. Of the remaining 360 households in the village, a different approach would be needed to evaluate the impact.

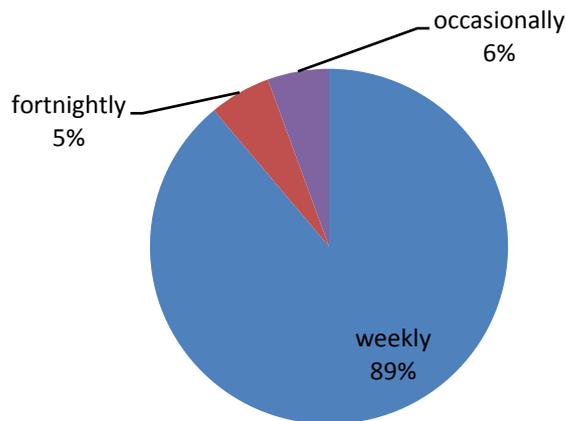
Around 7% of households in Staveley completed the final survey (38 out of the 88 households in our sample), the results of which are as follows (no attempt is made to decide if the change is a result of Staveley GTi or whether it would have happened anyway):

Q1a. Are you using sustainable transport more now than last year?

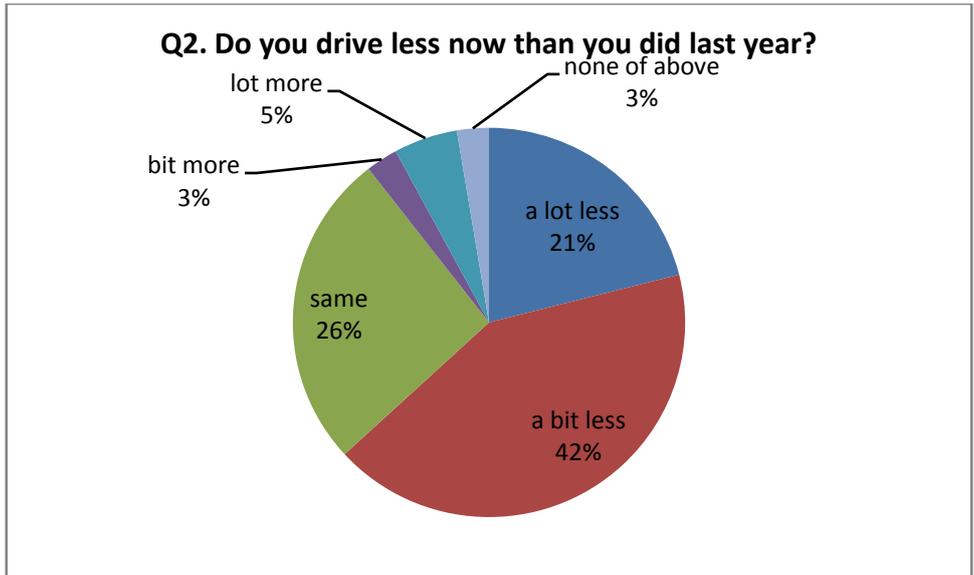


The next question (Question 1b) was only answered by those that had answered 'yes' to the previous question.

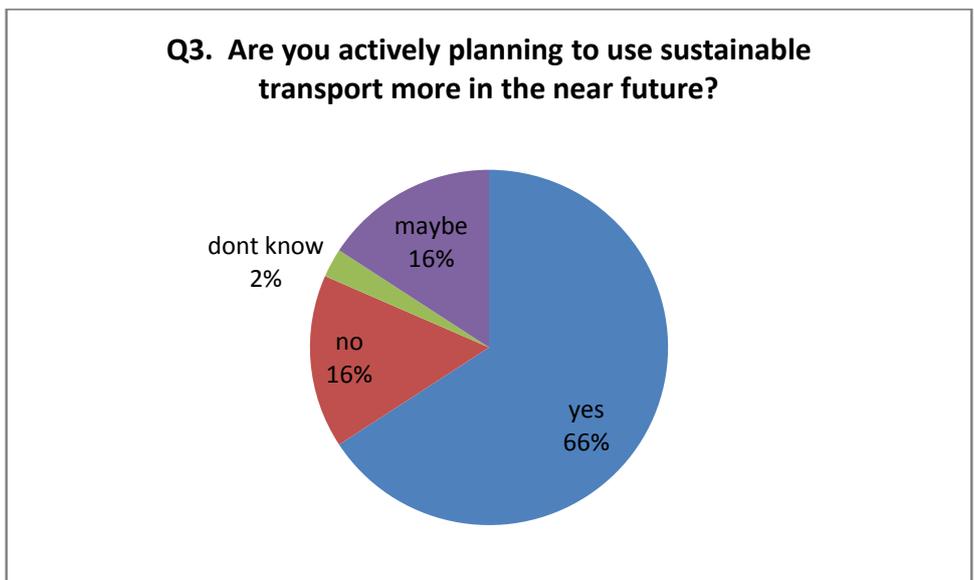
Q1b. How much more frequently are you using alternatives?



Questions 1a and 1b were aimed at establishing how people's mode of travelling may have changed since the project began. The results were surprising, with 47% of respondents indicating that they were using sustainable transport more (defined in the survey as lift-share, cycling, bus, train, walking), and of those 89% were using it more on a weekly basis.



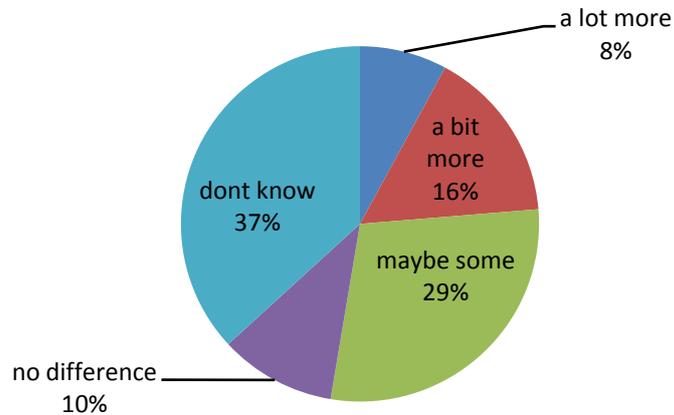
63% of those that responded consider that they now drive less than previously. 8% consider that they now drive more.



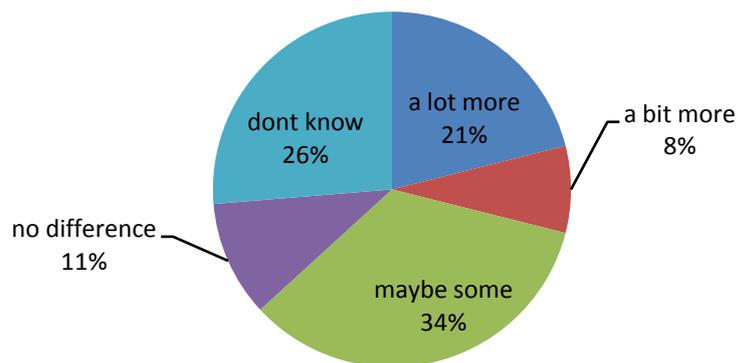
Interestingly, 82% of respondents indicated at least a willingness to use sustainable transport more in the near future. This seems to confirm the importance of follow up work to help firmly establish behaviour change and to encourage those on the cusp to make the 'transition'.

The next two questions were aimed at getting some idea on whether respondents felt that others in the village were also changing how they travel or are planning on doing so.

Q4. Do you think more people in Staveley are using sustainable transport compared to last year?



Q5. Do you think more people are thinking about changing how they travel compared to last year?



A sizeable proportion of respondents (25- 30%) replied 'a lot/a bit more' to both questions. However the largest categories in both questions 4 and 5 were 'maybe some' and 'don't know', reflecting a significant lack of confidence in their ability to answer the question, or in how meaningful or accurate such an answer can be. Interestingly more people were confident that people in the village were at least thinking about it, if not actually doing it.

Our stated outcome to get '500 people to reduce their car mileage by 5%' has not been achieved. Indeed, this outcome was in hindsight poorly thought out. Given that Staveley has a population of some 1,250, the figure of 500 may well reflect more car drivers than are actually in the village!

Results from the final survey were encouraging; 40% of respondents have made weekly changes to their travel patterns, and 62% drive less. Sticking purely with those who completed the survey for absolute results, then we know that 3% of households in the village consider that they now use sustainable alternatives at least once a week, and 4% consider that they now drive less.

The true figure will of course be higher, though how much higher is a difficult matter to estimate.

Given that the survey return was 43% of those who had said they were happy to be contacted again, it is reasonable to assume that this is a good representation of that sample. This would mean 6% of households in the village have made at least weekly switches to sustainable alternatives, and 10% drive less.

The survey return was also 19% of the approximately 200 households who had been actively involved in the project in some way, and 7% of the entire village. How representative the survey was of these two groups would involve several assumptions, and is probably best not to speculate on in detail without additional work.

However a conservative assumption is that around 10-15% of households in Staveley have made weekly travel changes to sustainable modes, or now drive less.

In addition of course, there will be a proportion of households who have made less regular changes, and a much wider proportion that are planning on making changes in the near future. Focusing on those who completed the survey, the latter category represents 4.5% of households in the village, and the former 1%. Again, the true figures will be higher for the same reasons as before, though how much higher is difficult to estimate.

Pooling together the results, the survey data shows that 86% of those who responded have made either weekly changes, drive less or are planning on doing either of those two in the near future. This represents a definite 5.5% of households in the village.

Assuming this is representative of our survey sample of 88 homes, this latter category would represent 14% of households in the village. One may make a conservative estimate that, were the survey to be repeated across the whole village, a figure of 20-25% of households in this bracket would not be unreasonable.

Comments sent in with the completed evaluation survey were as follows:

Most my travel is work related. I work in Carnforth and have meetings in a variety of different places from Chorley to Lancaster to Nottingham. It is often difficult to use public transport.

Maybe it's easier to suggest lift share etc to others now that the surface has been scratched by GTi.

I'm disabled and use an off road capable electric scooter, so I guess it has zero local emissions.

Lets have another cycle event, with repairs etc lets get the police up to school to get people who park on the yellow no parking lines!! Get station platform moved to the other side with a ramp access.

The reliability of questions 4 and 5 is questionable. Opinion derived from secondary sources is rarely viewed as a hard evidence base upon which to draw significant conclusions. I would question any claims made on the evidence of this data.

It would help if the buses were affordable and the trains ran at times convenient for commuters (and were reasonably on time!)

We have a good train service to Kendal/Lancaster/Preston. I'd rather use it but using a car for family outings is more economical. Train services to Morecambe/Barrow are very poor.

The GTi project has highlighted what needs doing in Staveley - like sorting out a ramp to the platforms.

Some good deals on bus transport might encourage more to use it.

I have to use my car more because I travel to committee meetings in Lancashire. It is not feasible to use public transport because of their timing. I do use buses and trains as much as I can and this has not changed.

For me it's very much job dependent; recent jobs have been community outreach / peripatetic and tight for time between places so there's sadly no alternative to a car; the scramble for many service jobs mean that a workbase often is further from home than would be preferable... on sharing lifts to drop and pick up kids from after-school activities in Kendal, it's not at all straight-forward as there's often more than one activity involved and siblings too...

It depends on the weather and the weather hasn't changed!

Would like to see: 1. Stagecoach fares lower for residents and 2. Improvements to access to station. Is anything happening?

There are many health benefits in walking, not driving - and maybe these benefits are uppermost in the minds of the elderly people I see walking to and from the shops - but what a good green example they are also setting!

Paid £3.50 for return bus trip to Windermere – that's £1.75 for approx 4 miles - exorbitant, and unlikely to up bus use!

Future Projects

There were many aspects of Staveley GTi that we would do differently were we to run the project again. With this in mind, were we to run a similar project in the future we would focus on the following key strands:

1. Arrange a launch event along with a few well attended events of the type that attracted larger numbers during Staveley GTi.
2. Develop a range of well designed and appealing local resources. Local bus map, cycling and walking maps.

3. Establish discount travel for limited periods from the bus and train operators as an incentive.
4. Go door to door with a service sheet containing the items in 2 and 3 as well as a limited range of other vital timetables/popular leaflets.
5. Complete a basic website for information about the project and travel information (or link to such if the latter is already available in one source).
6. Have a wider publicity campaign – posters, banners, etc to help embed the core message (e.g. switch one journey a week).

We are currently hoping to secure funding to run such a project in Kendal and the wider area (to encompass Staveley) over the next year or two. The costs for such a project can be considerably less than for Staveley GTi. We estimate that running a similar project covering the whole of Kendal (population 27,500) for a year could be achieved for around £15,000.

In addition, we believe a similar project run in Kendal would have higher levels of success, as projects of this nature have been shown to be far more effective in urban rather than rural areas. In addition, we have already established a wider reputation in Kendal due to having run many popular projects and events here over the last few years.

Difficulties

There were several difficulties we encountered during Staveley GTi. The main ones we believe are worth noting are listed below:

- There are a considerable lack of alternative travel options in a rural village than there are in urban areas, and this accounts for the lower success rates of smarter travel projects in rural compared to urban areas. In the case of Staveley, one bus service through the village and one train service are the only viable passenger transport options. Cycling to Kendal or Windermere from Staveley is feasible though would require a reasonable level of fitness and/or dedication.
- The 555 bus service through Staveley is expensive. At £5.40 return to Kendal or Windermere for an adult, this can prove very costly for e.g. a family of four.
- Whilst the train service from Staveley to Kendal or Windermere is relatively inexpensive (£2.60 and £2.70 respectively for an adult return ticket), access to the train station is up a flight of steep stairs. This makes accessing the station for cyclists, adults with prams or children, the elderly or those with any disability extremely difficult, if not impossible.
- Whilst there is a great deal of information on the results of previous smarter travel projects, the methodology employed and materials produced remain commercially sensitive. This makes designing a smarter travel project from scratch difficult, as one is never sure what the best method to employ is. As such, Staveley GTi has been an experiential learning curve to find out what works, what methods are best used and how people respond. Mistakes were made, but by the end we had a very clear idea of how to go about such a project in future and of what is needed to make such a project more successful.
- A significant portion of the population of Staveley is retired (15%). This section of the population in general did not respond as enthusiastically to the project. As outlined earlier, either they had bus passes, considered the project for the young or that they were 'too old for this sort of thing', had mobility problems, or did not travel a great deal anyway.

- In addition, 55% of the population are classified as ‘affluent over 55’s’. We do not know typically how this group respond to behaviour change. However we would be keen to learn of more freely available research on this segment of society with respect to their motivations, lifestyle, attitudes to sustainable travel, etc to help plan a more effective project.
- A lack of ‘hard measures’ or incentives to provide additional motivation, whether discounted travel or new routes on offer.

Appendices

Publicity

The project developed several strands of local publicity during its course.

Radio Cumbria covered the project at least three times, including a live interview with two residents during morning rush hour.

Border TV came to Staveley and covered our ‘Save money & Stay Healthy’ day event, and broadcast it the same day on their Saturday evening news slot. The day was focused on ‘smart driving’.

The Westmorland Gazette ran a total of 7 articles on the project that we know of, together with at least one in the Citizen (a local paper which is distributed free). Headlines were as follows (in chronological order):

Call to sign up for eco-travel

Village pioneers GTi

Drive to go green (Citizen Newspaper)

Residents to get new green travel initiative

Motorists take lesson in smart driving simulator

Village school volunteers help to spread the cycling message

On yer bikes!

Greener travel

We anticipate at least one more article based on the press release we will issue after this project report is completed.

Budget

	£	Actual	Excess
Coordinator Pay	4500	4900	400
volunteer expenses	1250	582.34	-667.66

phone	100		-100
website development	2000	2550	550
room hire (launch and weekly events)	500	907	407
food at events	500	640	140
insurance	200	205	5
Travel Information packs	2000	2550	550
publicity- posters and press	500	464.25	-35.75
cycle training and maintenance courses	2000	2072.45	72.45
Hi Viz jackets with logo	300	351.6	51.6
Incentives	2000	1485.01	-514.99
Contingency	1000	501.74	-498.26
Training	500		-500
			0
			0
second hand equipment purchase			0
bicycles trailers and accessories	750	642.3	-107.7
Refurbished bikes	300	350	50
projector,	400	530.15	130.15
TOTAL COST	18800***	18732	-68

*Around £400 of this budget has been estimated as there are a few items that have not yet been budgeted – volunteer celebration, additional travel expenses and some miscellaneous costs. Thus a few of the figures may vary slightly when the final budget is completed.

**We have chosen to stick with the format and expense headings in our original bid, though it should be noted that this was spent on bicycle hire rather than refurbished bikes.

***This consisted of £2,000 from the South Lakes Strategic Partnership, £5,100 from the Lake District National Park Sustainable Development Fund and £11,700 from the Cumbria Strategic Partnership.

In Kind Contributions	Hours	Rate	Total (£)
Coordinator*	240	£125 per day	3750
Volunteer Team			
GTi Events	169	£6.50 per hr	1098.5
Deliveries	55	£6.50 per hr	357.5
Door to Door	100	£6.50 per hr	650
Training & Meetings	50	£6.50 per hr	325
Energy Saving Trust			
Driving simulator			1017.75
Management time	30	£15 per hr	450
Total	700		£7,648.75

*Effectively an average of 1.5 days a week for 11 months (Dec-Oct).

Cumbria Tourism

Cumbria Tourism expressed a willingness to be involved with the project from the outset. The project coincided with the development of their green travel plan and so formed a useful counterpart to it.

We addressed the staff at a morning briefing communicating the project to them and inviting them to get involved. This led to the GTi survey being given to all staff, and also the running of a cycle maintenance workshop at the premises, at which 8 staff attended.

The aim of the survey was to provide a baseline of how staff currently travel, their willingness to use alternatives and how feasible that could be. The aim was that this would help the formation and development of the green travel plan and inform future practice.

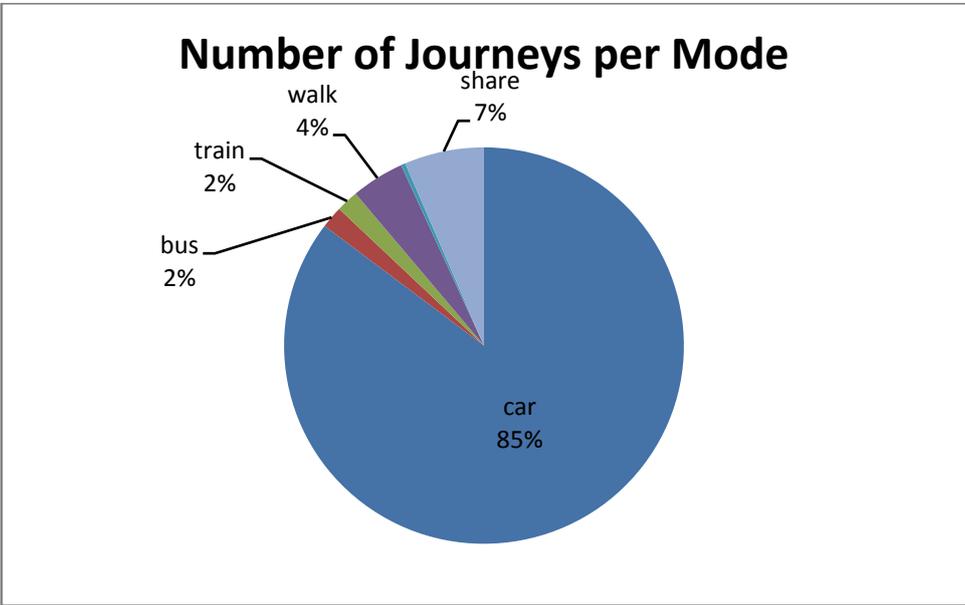
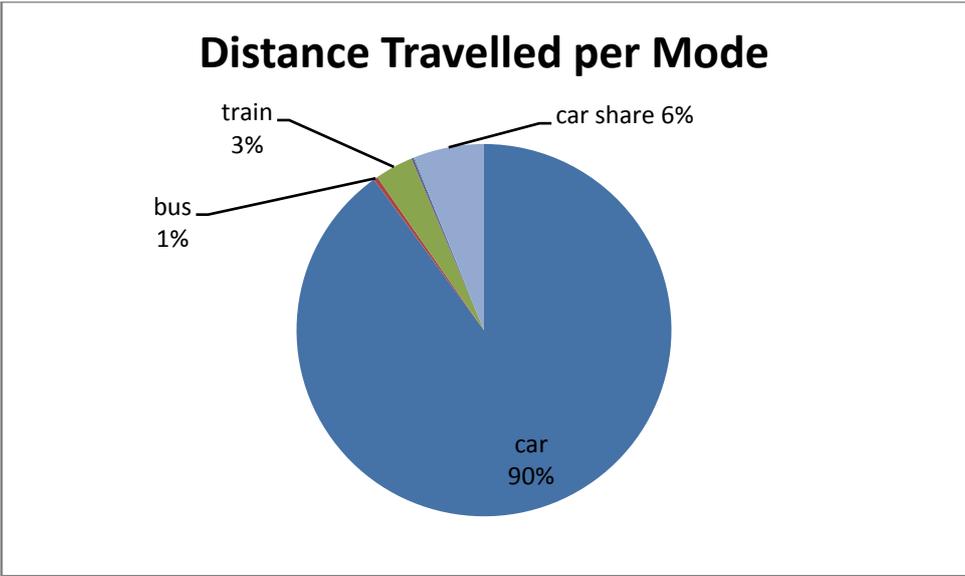
The survey was completed by 28 staff, with results as follows:

Question	Percentage of respondents who answered yes
Can we contact you again in the future to assist us in follow up work on this project?	96%
Would you be interested in receiving the results of this project?	89%
I would be interested in lift-sharing.*	75%
I would be interested in travelling by bus or train.*	50%
I would be interested in using Rural Wheels, Voluntary Car Schemes, Community buses.*	64%
I would be interested in receiving a visit from a volunteer transport advisor to talk about alternative travel options that might benefit me.*	36%

*These respondents answered either 'yes' or 'I would like further information'.

One of the difficulties with the questionnaire results was separating personal travel from work related travel. We were only interested in work related travel, and so where there was any ambiguity we categorised data as 'personal' and excluded it from the results.

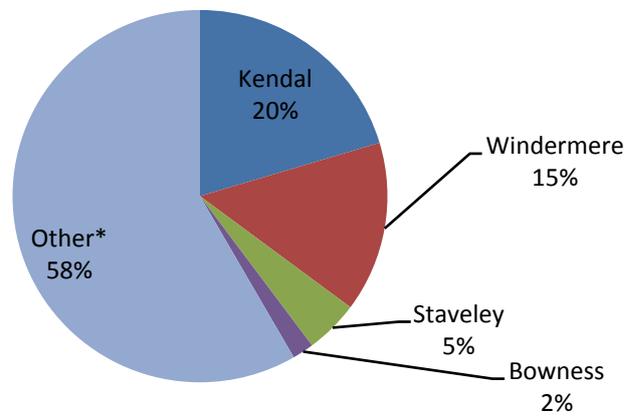
The first two charts show generic data for current travel habits.



It should be noted that 74% of journeys were staff commutes to Staveley, the remaining 26% being work related journeys to other destinations. Of the latter, 61% started at Staveley, with the remaining 39% beginning at home.

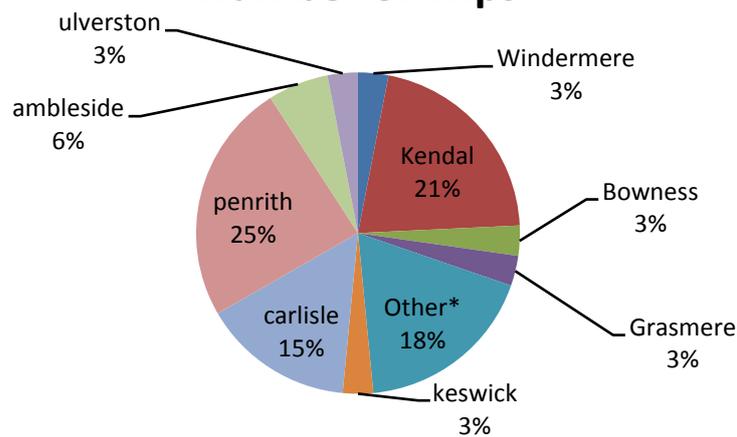
The next two charts show common destinations. The first one shows where staff commute from, and the second shows typical work related trips outside of Staveley.

Staff Commutes By Number of Trips



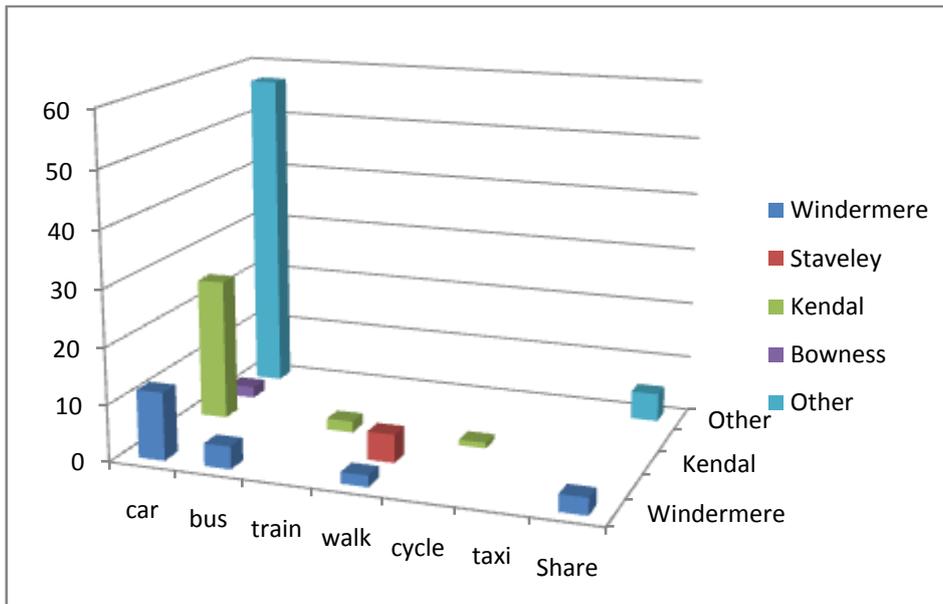
*Other included Lancaster, Arnside, Barrow, Caton, Crossthwaite, Carlisle, Penrith, unknown.

Staff Business Destinations by Number of Trips



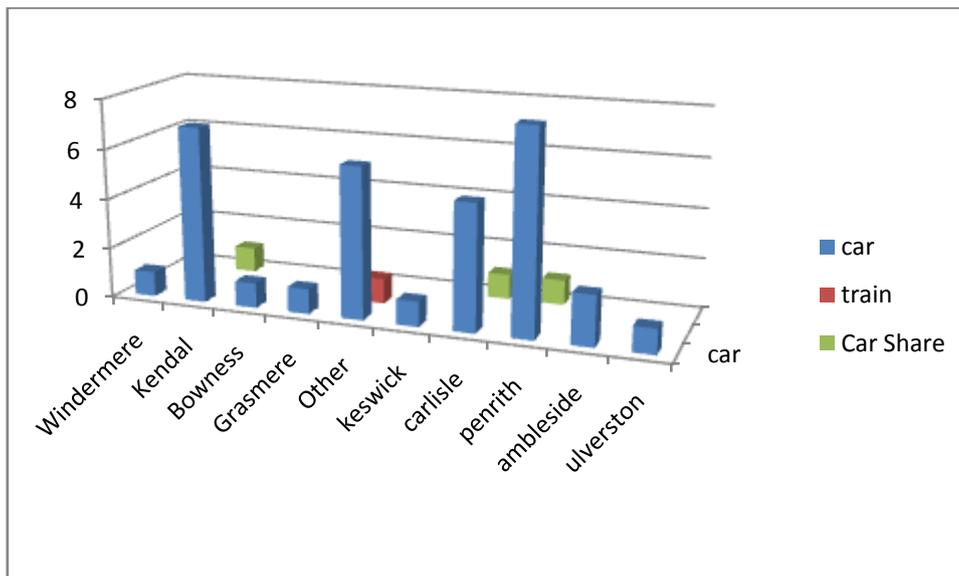
*Other included Sellafield, Maryport, Keswick, Kirkby Stephen, Liverpool, Borrowdale, Arnside, Warrington, unknown.

Staff Commutes by Destination, Mode and Number of Trips



*Other included Lancaster, Arnside, Barrow, Caton, Crossthwaite, Carlisle, Penrith, unknown.

Staff Business Trips by Destination, Mode and Number of Trips



*Other included Sellafield, Maryport, Keswick, Kirkby Stephen, Liverpool, Borrowdale, Arnside, unknown.

Comments on the questionnaires were as follows:

I do try to use the train or walk where possible. However the increase in parking prices at Oxenholme are ridiculous!

Young child is at nursery so need to travel to/from work by car in case I'm required to pick him up due to illness etc.

I travel by train for leisure time but not for work travel.

I'm not interested in travelling by bus or train unless cheaper.

Car-sharing by CT employees seems more efficient than those suggested in section 3 above.

The train is great but seems expensive.

I can't use the bus/train or lift-share because I have to drop/collect my son from nursery - which can be quite stressful due to lateness etc.

The bottleneck at Staveley Mill Yard, Spar area needs looking into. Parking in the mill Yard is really limited.

Without regular public transport, to cut out car travel would take up far too much time.

The bus or train is not possible from XXXXX.

Long queues of visitors travelling by car into Ambleside make public transport difficult to use.

Travelling by train is not practical.

Public transport tends to be very expensive and not easy in the area. To get the train to work I would need to travel out of the county and come back in again!

lift-sharing: due to the occasional need to attend meetings across country (and beyond) a regular share is difficult. Bus/train: XXXXX to work would mean bus to Kendal and then change to train, which currently would not work.

Cheaper day pass for workers using bus. Better bus connection at Ambleside e.g. Bus from Coniston arrives just after bus to Windermere departs. Music on buses. Linked info on buses re transport schemes.

Travel Planning Letter

Dear XXXX

SWITCHING JUST ONE JOURNEY A WEEK TO A SUSTAINABLE MODE MAKES A BIG DIFFERENCE

Thank you for returning your GTi questionnaire.

The Staveley GTi team have gone through the journeys you wrote down on your questionnaire looking for ways you might be able to save time and money.

How much do my car journeys actually cost?

Most people are surprised when they calculate the real cost of using their own car. It depends on what type of car it is, how old it is, how many miles you drive per year and how many passengers there are. We have taken an average of 62.5 pence per mile. This is based on the AA's 2009 table of car running costs for a car valued at £13,000 driving the national average of 6,100 miles per year. See *The real cost of running a car* to find out how much your car actually costs to run.

Most journeys have an easy or cheaper alternative. We've looked at yours and considered:

- Journeys that have an easy alternative
- How much the options would have cost

Below is a summary of our suggestions:

Based on your survey we estimate that you drive around 10,000 miles per year, with most of your journeys within Cumbria.

We estimate that this costs you around £6,500 per year to run when the full costs are added in (see notes below).

Replacing your journeys with public transport would cost you around £1,300 per year (assuming one person). This could save you £5,200 per year. In fact, £1,300 per year will enable you to buy a bus pass entitling you to free travel across Cumbria throughout the year.

In addition, combining public transport with taxis for places which are more difficult to reach would still represent considerable savings.

Alternatively, you may be able to make considerable savings by car sharing with someone else in the village and spreading the cost of the car with another person.

We hope you have found this of interest and if you have any questions please do not hesitate to get in touch.

Best wishes,

The Staveley GTi Team



A volunteer teaching the fine art of cycle maintenance