

TravelWise

Chapter 8 - TravelWise

TravelWise is a travel awareness campaign which was first launched in 1993 by Hertfordshire County Council. TravelWise is now a well recognised initiative benefiting from strong branding which has been adopted by over 80 Local Authorities across the United Kingdom.

The main aims of TravelWise are to:

- achieve greater public awareness of traffic growth, the effects of it and the inability to solve these problems by conventional methods;
- to generate acceptance amongst people that there are other viable alternatives to the car such as walking, cycling, using public transport and car sharing; and
- to change peoples' behaviour towards the car and reduce the dependency we all have on this mode of transport. TravelWise is concerned with bringing about change in attitudes to how we all use our cars.

TravelWise within Worcestershire

The previous authority adopted TravelWise in September 1995 as a means of promoting sustainable transport. This was linked with the County Council's 'Sustainable Transport Policies' adopted in June 1995.

The TravelWise campaign was to be structured over a three year period as it was recognised that significant changes in peoples attitude and behaviour could only be brought about over a relatively long period.



Following Local Government Reorganisation (LGR) in April 1998, Worcestershire County Council has continued with the campaign and appointed a full time TravelWise officer in August 1998 who actively promotes and develops TravelWise and Employers Travel Plans.

All the relevant elements of the County Council's transportation policies are branded with the TravelWise name and logo. Historically the campaign has used a variety of methods to get the message across including radio and press advertising, exhibitions, leaflets and special events. However other organisations e.g. District Councils, Bus and Rail operators and the community are vital to successfully promote the TravelWise message and joint working is seen as imperative. The County Council will continue to promote TravelWise initiatives, and in June 1999 promoted a TravelWise activity day, and supported a TravelWise Week across the County, where a number of activities are supported promoting 'green travel.'

The Government's White Paper recognises the need for more public awareness work with more public involvement. This emphasises the role of the TravelWise initiative and the

need to work in partnership with District Councils. Worcestershire County Council are working on both a strategic and local front in delivering TravelWise initiatives in partnership with the District Councils.

In promoting TravelWise initiatives, Worcestershire have focused, and will continue to focus on the benefits that can be delivered:

- Improved environment. It raises the profile of environmental issues and the impact on the environment
- Cleaner air, improving peoples general health. Respiratory illness is aggravated by pollution and high levels of heart disease is linked to sedentary living
- Reduced need for car park spaces
- Helps the workforce to be healthier, fitter and more productive and
- A better environment for pedestrians and cyclists and fewer road casualties.

This all helps individuals and businesses realise the potential gains that can be achieved through adopting TravelWise principles.

Benefits of Working Across the County

By adopting an area wide strategic view of the development of TravelWise initiatives, and then using the local Districts to deliver, Worcestershire can deliver the following advantages:

- Raised awareness of TravelWise through a co-ordinated and collective effort
- Economies of scale in advertising and printing
- Opportunity for monitoring the effectiveness of TravelWise and
- Promotion of County/District wide events involving TravelWise

Future TravelWise Developments

TravelWise should not be seen as a Worcestershire County Council initiative. It is



important for the success of TravelWise that all District Councils understand the TravelWise concept and have ownership of the initiative. TravelWise is being taken into each District by District Officers working in partnership with the County.

All District Councils have adopted the TravelWise principles, are Partners in TravelWise, and have nominated a TravelWise contact to liase closely with the County to deliver initiatives.

To assist with promoting TravelWise ideas to District Council Members and officers, Worcestershire County Council staff offer the following:

- an unmanned promotional display with information material for temporary loan;
- a one day roadshow manned by staff to answer questions;
- prepare company travel plans and
- assist promotion through partnership with Health and Education Authority.

