

# Leicester Personalised Travel Planning

Launched in Summer 2021, Leicester City Council (LCC) aimed to encourage more people to travel by sustainable modes of transport by undertaking Personalised Travel Planning (PTP) east of the city centre.

Personalised Travel Planning is designed to give people the tools to travel more sustainably by walking, cycling and using public transport.



# Personalised Travel Planning

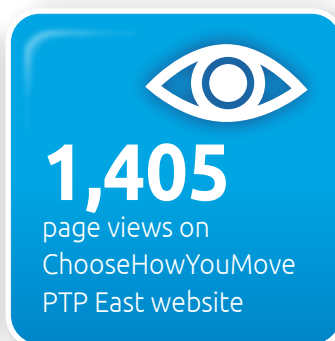
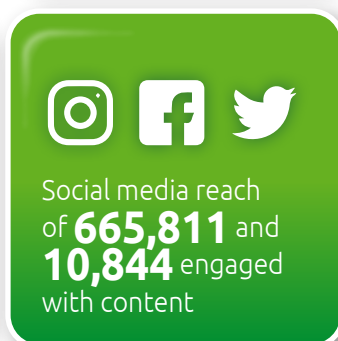
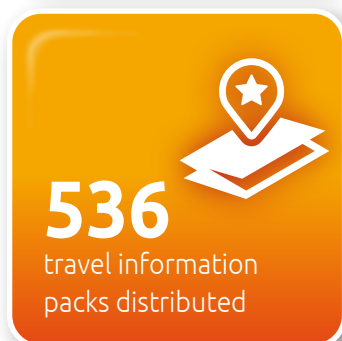
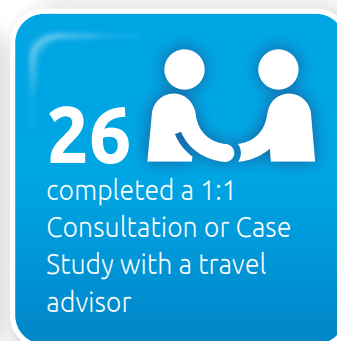
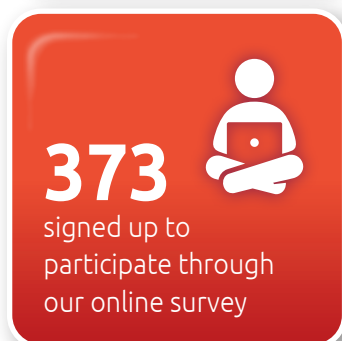
**The project has focused on the areas of St Matthews, Highfields, Spinney Hill, Stoneygate and North Evington.**

Due to the COVID-19 pandemic, the traditional PTP approach of using a team of travel advisors to undertake door-to-door engagement was not considered feasible; therefore, we used a mixed-methodology approach of a wider marketing campaign via social media and radio, and engagement with the community through schools and faith sites.

## How did we engage with the target area?

- Radio broadcasts and social media posts
- Letters, postcards and visits to households
- Pop-up sessions at local schools, communities and faith sites
- Flyers, posters and travel information packs distributed
- Competitions, challenges and incentives

## Key Outputs



## Who did we work with?

St Matthew's Community Centre, Gulzar-E-Madina, Wesley Hall, African Caribbean Centre, BikeFest on Tour, BetterPoints, Beat the Street, Santander Cycles Leicester, Sabras Radio, Eava FM, Leicester Community radio, local schools, CLlr Adam Clarke.

"Due to working from home during the lockdown, we decided to sell the car. Now we travel by public transport much more often, commuting by train rather than car, and occasionally using the bus. We previously lived in a two-car household, now only one car."

"I can now spend more time with family and children going on walks, which also had health benefits."

"Now walking and cycling more for local journeys, whereas we used to drive everywhere, even if only 10 minutes away"

"Cycling to and from work allows time to wind down, especially after work, meaning I can de-stress before getting home"

Choose how  
**you move**

  
Walking

  
Cycling

  
Public transport

  
Park & Ride

  
Driving and car sharing

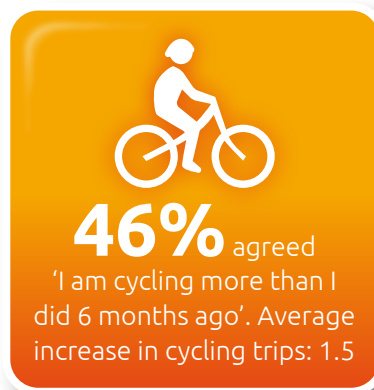
  
Events

  
For businesses

  
For schools

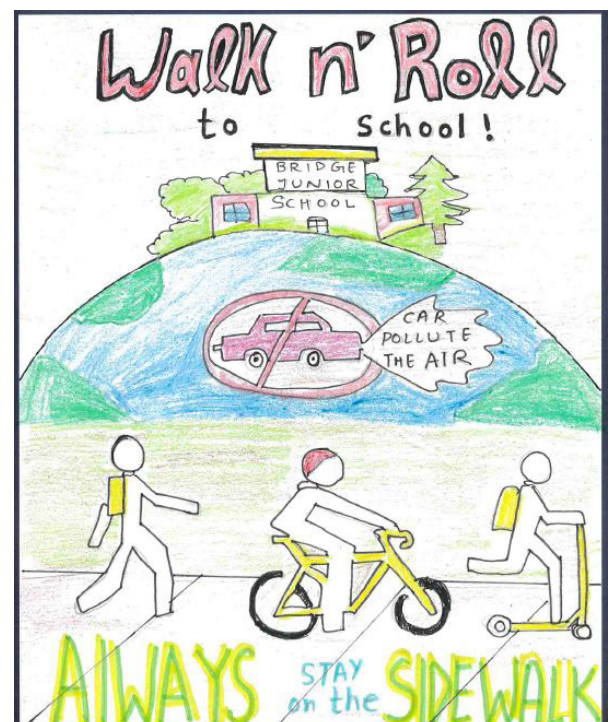
## New Year Campaign

We undertook a New Year Campaign throughout the month of January, which stems from the New Year Resolution tradition that people take part in to challenge themselves to change their behaviours. In the case of PTP, the New Year campaign involved individuals and families within the PTP area to take a pledge to travel sustainably throughout the month of January.



**Four schools** participated in a school poster competition;  
**281** entries.

    
Engagement with NY Campaign social media posts: **2,740** (Likes/Shares/Comments/Retweets). **1,428** radio broadcasts.



All participating schools received £100 book vouchers and overall winning entry won a scooter, which was kindly presented to the winner by Cllr Clarke in March 2022.



"I learned a lot about pollution in school and I realised that I was damaging the planet too-by driving to school every day. So I started to park and stride to school every day (and still do). I own a bike and really want to start riding it to school, but I haven't got around to it yet."

100% of those that completed the pledge follow up agreed that "I've made a change to my travel, or found a new way of travelling, that I'll continue to use more regularly."

"I've recently bought a bike under the cycle to work scheme which I could not have afforded otherwise. I love cycling and with more cycle lanes it's now easier for me to cycle."

"Walking instead of taking the car has been excellent for our health and fitness levels. Today we did a 7 mile walk to collect prescriptions that could have been picked up in the car in 20mins."



View the project legacy page here:

[www.choosehowyoumove.co.uk/ptp-east/](http://www.choosehowyoumove.co.uk/ptp-east/)

Keep up to date with Choose How You Move by signing up to our newsletters:

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See the end-of-project interview here:

[Personalised Travel Planning with Leicester City Council LIVE on EAVA FM 102.5 Leicester - YouTube](#)

**Santander**

Try me out !



By Bike

[www.choosehowyoumove.co.uk](http://www.choosehowyoumove.co.uk)

