



InnovaSUMP

Interreg Europe



European Union
European Regional
Development Fund

Delivering travel behaviour change projects in Exeter, UK

Rebecca Webb

Senior Transport Planning Officer

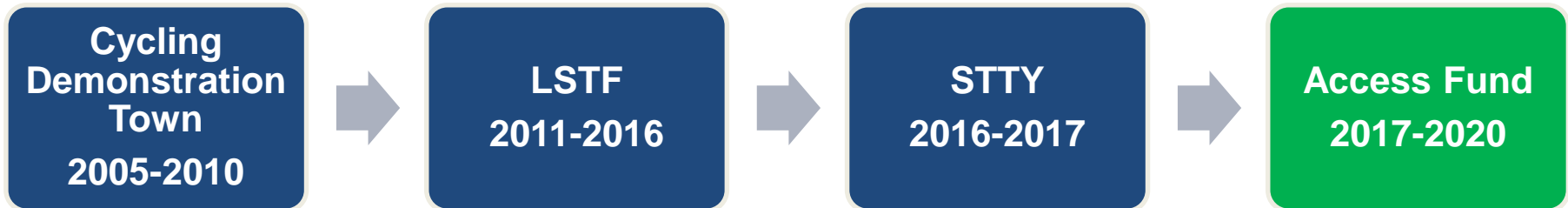
Devon County Council

rebecca.webb@devon.gov.uk



Overview

- **Competitive bid process to secure funds**
- **Infrastructure + soft measures = mode shift!**
- **Access Fund**
 - Walking + cycling
 - Access to work, education and training



Engagement with businesses



LOVE TO RIDE
DEVON
CYCLE CHALLENGE
RIDE A BIKE AND WIN



BIG
DEVON
MARCH
#MARCHWITHUS



Engagement with businesses

TRAVELDEVON toolkit for businesses



[Home](#) [About](#) [News](#) [My business](#) [Toolkit](#) [Contact](#)

Transport isn't just about getting from A to B – it's an essential part of business.

The Travel Devon Toolkit can help your business:

- Reduce car park congestion
- Reduce business mileage costs
- Improve access to your site for staff, visitors and customers
- Enable a healthier and more productive workforce
- Aid with staff recruitment and retention
- Become more sustainable



Sign up for the Travel Business Network newsletter

Met Office

"The Travel Devon Roadshow at the Met Office proved very valuable and has helped us reduce pressure on our car parks. Staff found the personalised journey planning very beneficial and have taken advantage of the public transport taster tickets."



Recently started using the toolkit:

Exeter Scientific Developments Ltd
Dynamiq Management
Jacobs
Okehampton College
SeeData Limited

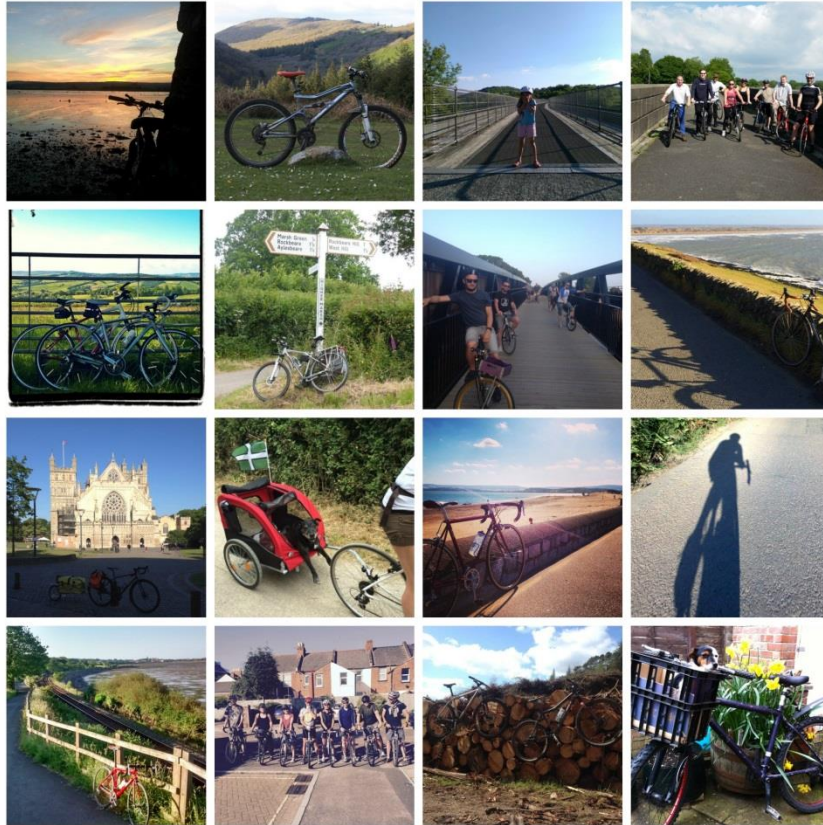
Engagement with schools

St Leonards Primary School

Mode	2007	2014
Walk	45%	67%
Cycle	5.3%	6.7%
Single occupancy vehicle	42%	20%



Devon Cycle Challenge



LOVE TO RIDE DEVON ALL TIME STATS

-  **200** ORGANISATIONS
-  **4,065** PEOPLE
-  **831** NEW RIDERS
-  **1,722,028** MILES
-  **127,419** RIDES

1



REGISTER. IT'S FREE

2



RIDE FOR 10 MINUTES OR MORE

3



RECRUIT FRIENDS & COLLEAGUES

4



WIN GREAT PRIZES

Big Devon March

- 1 - 31 March 2017
- 77 businesses
- 446 participants
 - 55 previously inactive
- 73% more likely to walk more often



Social marketing



What's next...?

- Integration between rail + cycle



What's next...?

- Hard to reach groups



Remember...

- Know your audience
- Use a targeted approach
- Monitor, evaluate, adapt
- Be informational AND inspirational





InnovaSUMP

Interreg Europe



European Union
European Regional
Development Fund

Thank you!



Questions welcome



Projects media