

## Changing Travel Behaviour - From Policy to Practice

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Rural areas are not the most obvious place in which to encourage a reduction in car use. Despite this, North Yorkshire County Council in 2000 took a highly pro-active approach towards travel awareness. A comprehensive strategy set out how the approach works with theories of human behaviour. A marketing plan made best use of the limited media resources available. Artwork produced by the award-winning advertising agency was subsequently sold on to 23 authorities. Promotional campaigns kept travel awareness in the news making regular use of 'stunts' such as magicians on buses and Military Band escorts to school.

Geoff Gardner, now setting up a team within Europe's largest multi-disciplinary consultancy Atkins, was behind the North Yorkshire approach and will present the fundamental structure to this approach. This acknowledges that traffic reduction needs consideration of three 'N's: the Need to travel; the Networks for non-car users; and (only) then the Niceties of travel awareness promotions. The marketing strategy recognises that internal marketing towards such things as 'secured by design' residential footpath networks and post-office closures are a key influence on travel habits. Results are available to demonstrate the penetration of the marketing campaign, the reduction in car use on the school run and the impact of two individualised marketing campaigns. Results of a survey by a council-supported PhD student in the department of psychology at Sheffield University will also be available.



Geoff Gardner, formerly a Principal Scientist at the Transport Research Laboratory and Travel Awareness Officer in North Yorkshire, England's largest county, is now creating a transport behaviour change team in one of Europe's largest consultancies. From the 18,000 Atkins staff Geoff is assembling a team of psychologists, sociologists and marketing experts. Geoff has an MPhil from Imperial College, a marketing diploma and is currently joint-advisor for a Psychology PhD student. The approach to travel behaviour change, therefore, aims to combine latest ideas in theory with a sound practical approach.