



2050 CliMobCity

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Development Fund

Plymotion: make the connection!

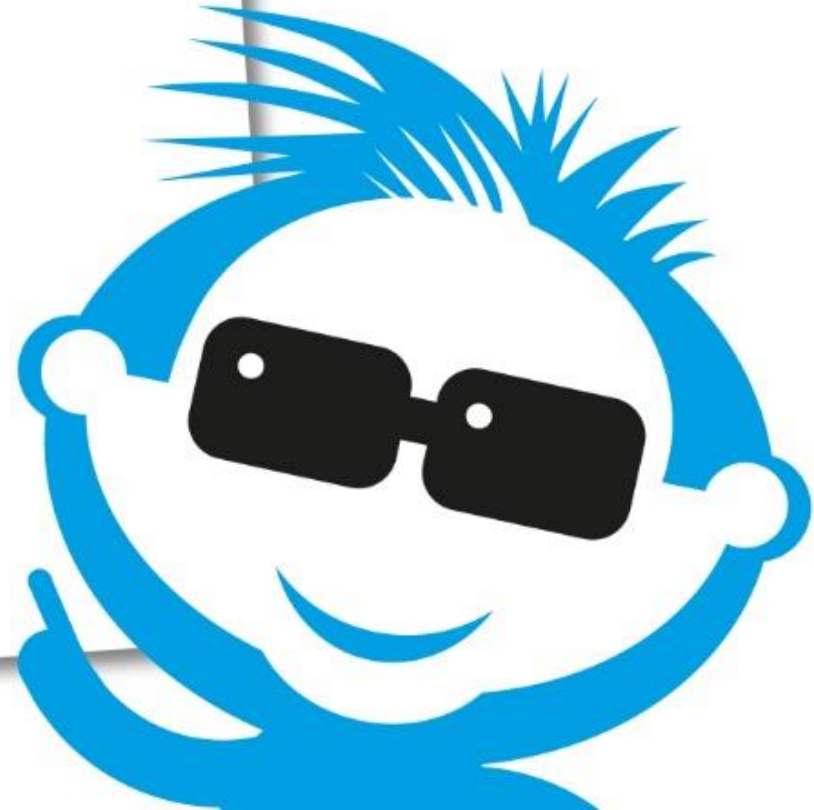
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Plymouth City Council

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INTRODUCTION

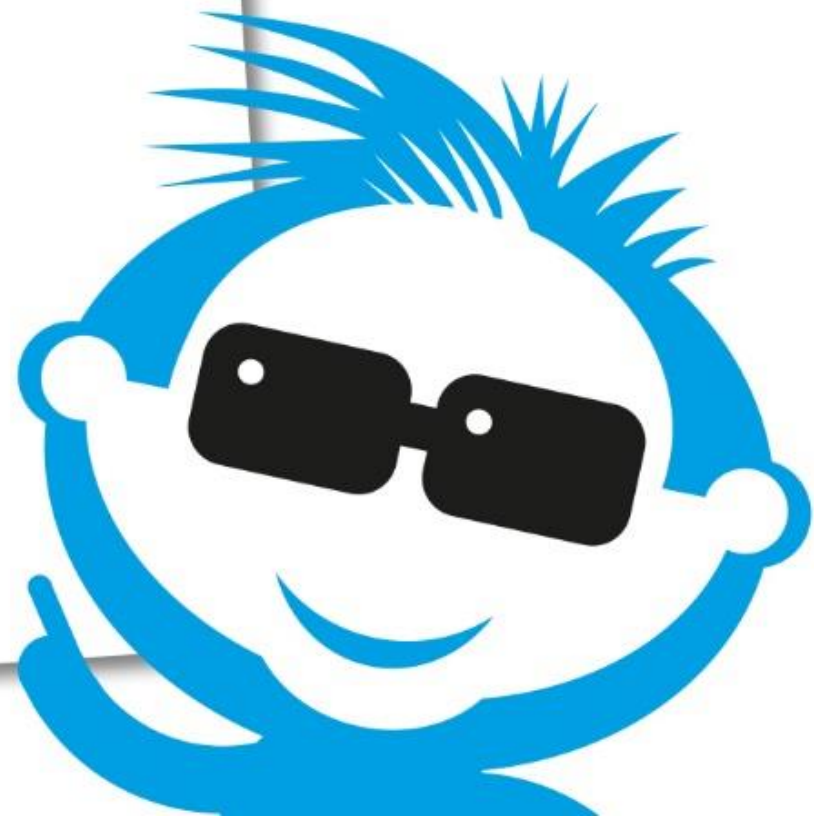
- What is Plymotion?
- What are the objectives?
- What does it look like?
- The theory behind Plymotion
- The pieces of the puzzle
- What does it achieve?
- Further information



WHAT IS PLYMOTION?

Plymotion is a scheme that aims to make it easier for people to get around Plymouth by bike, on foot and by bus.

Through Plymotion we offer incentives to encourage people to try greener, cheaper and healthier ways of getting from A to B, including the opportunity to speak to a travel advisor about all the travel options available for the regular journeys you make.



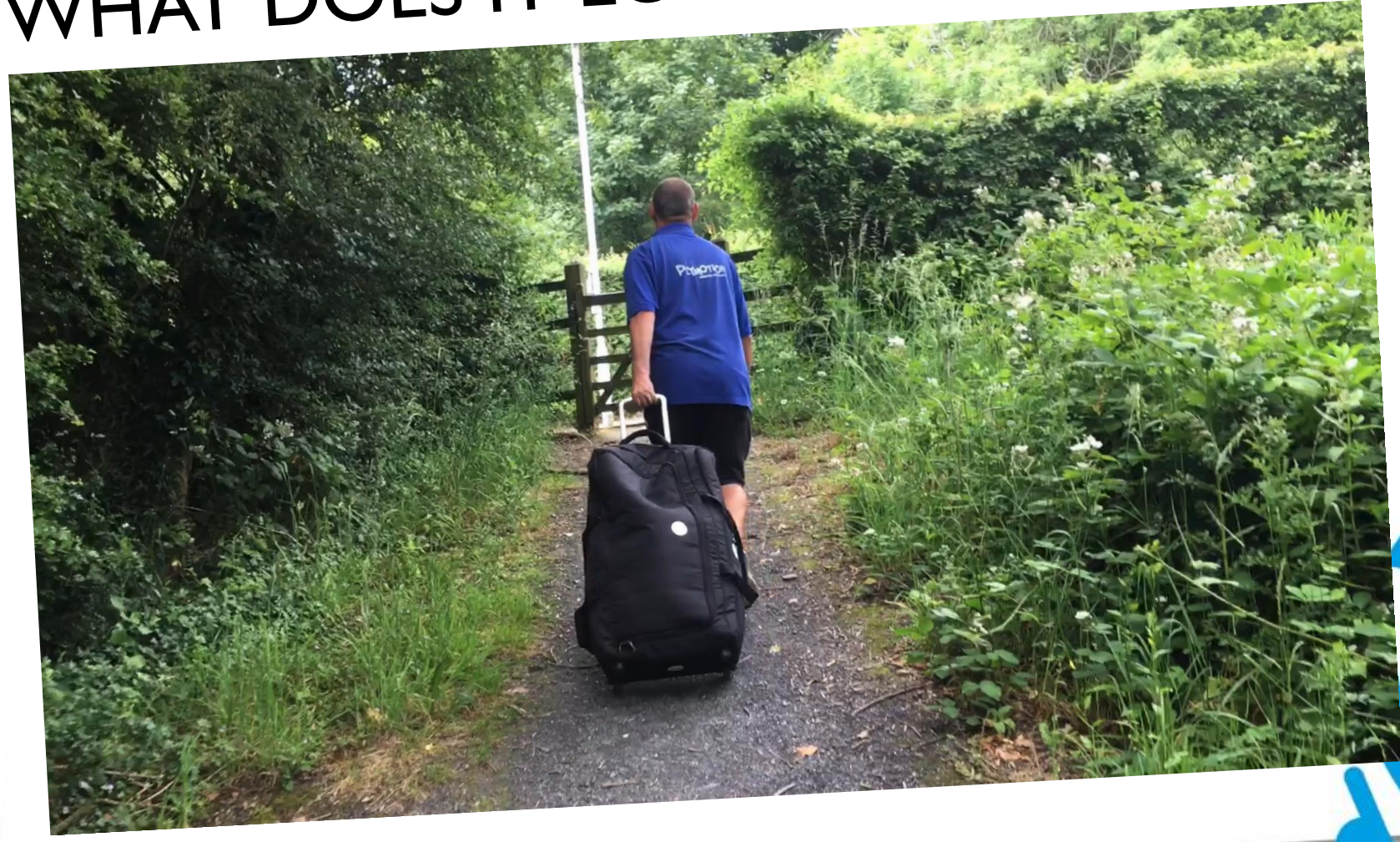
WHAT ARE THE OBJECTIVES?

The objective of the Plymotion campaign is to increase the number of trips to work and school made by sustainable transport and in particular by walking and cycling. It is designed to:

- ✓ Support the local economy by supporting access to new and existing employment, education and training
- ✓ Actively promote increased levels of physical activity through walking and cycling
- ✓ Address transport's contribution to carbon emissions and air quality levels
- ✓ Reduce traffic congestion through providing people travel choice

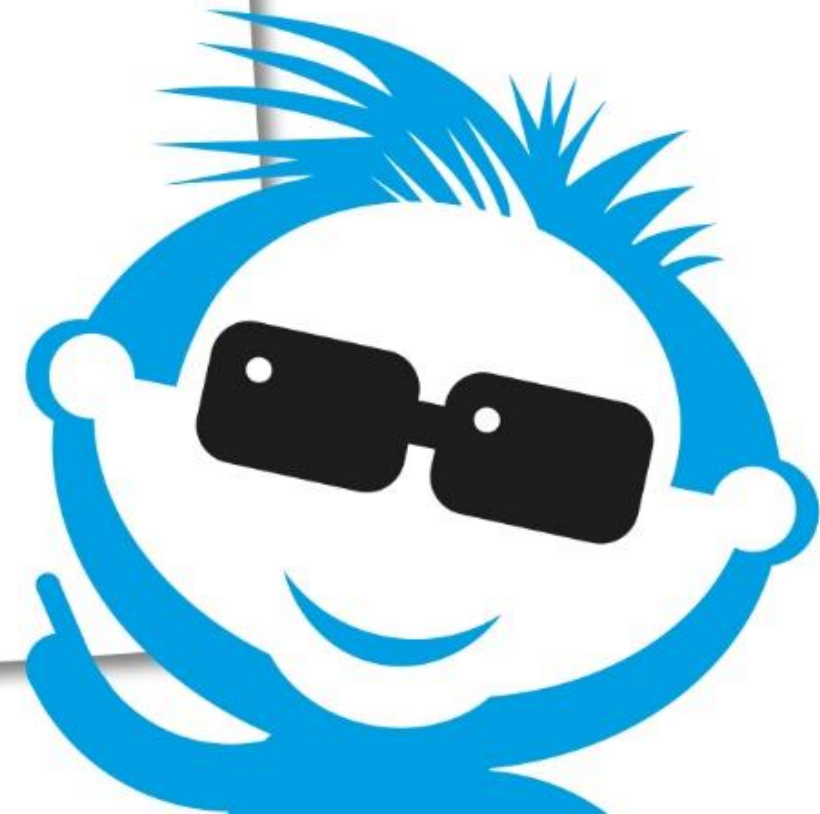
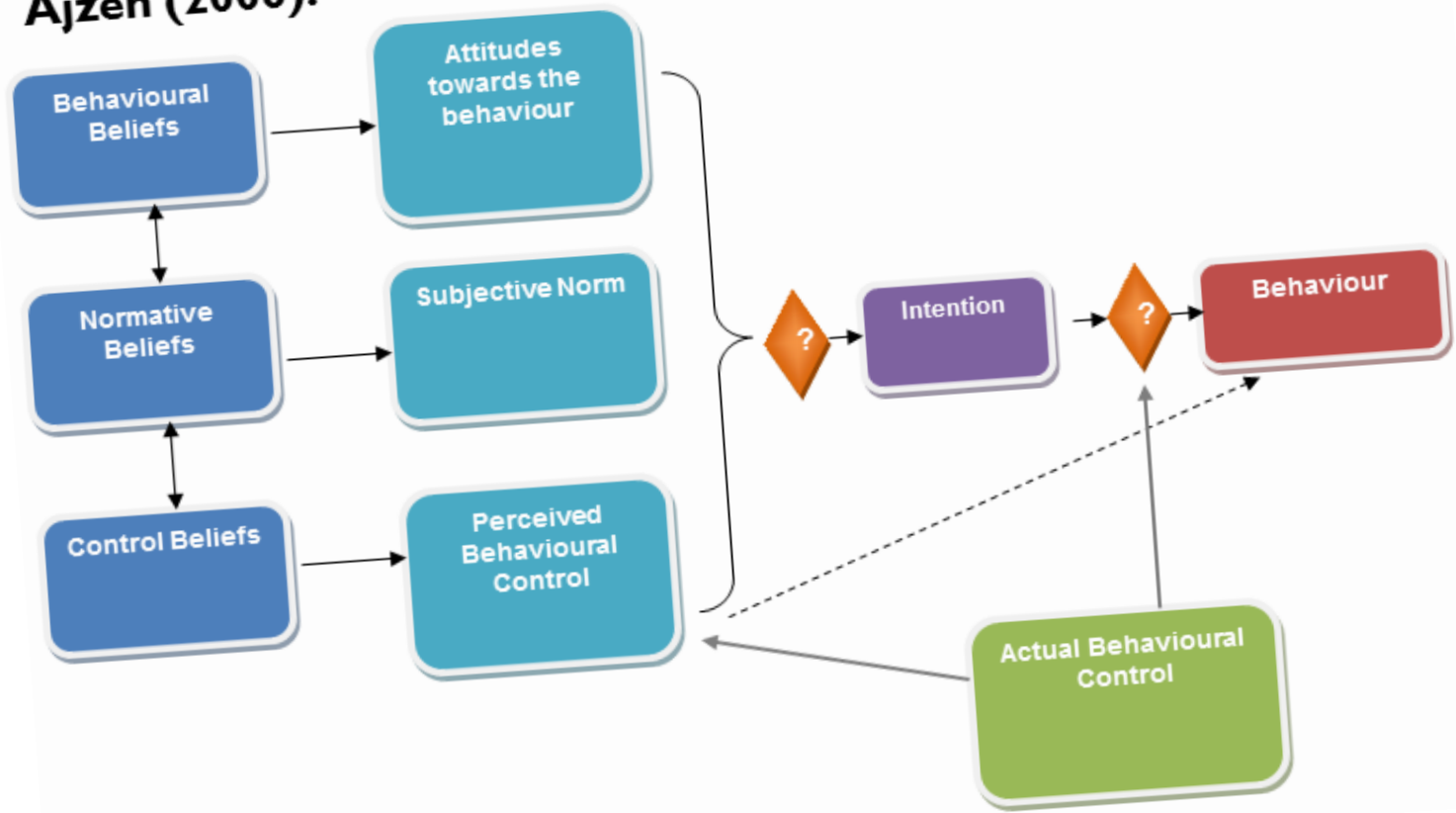


WHAT DOES IT LOOK LIKE?



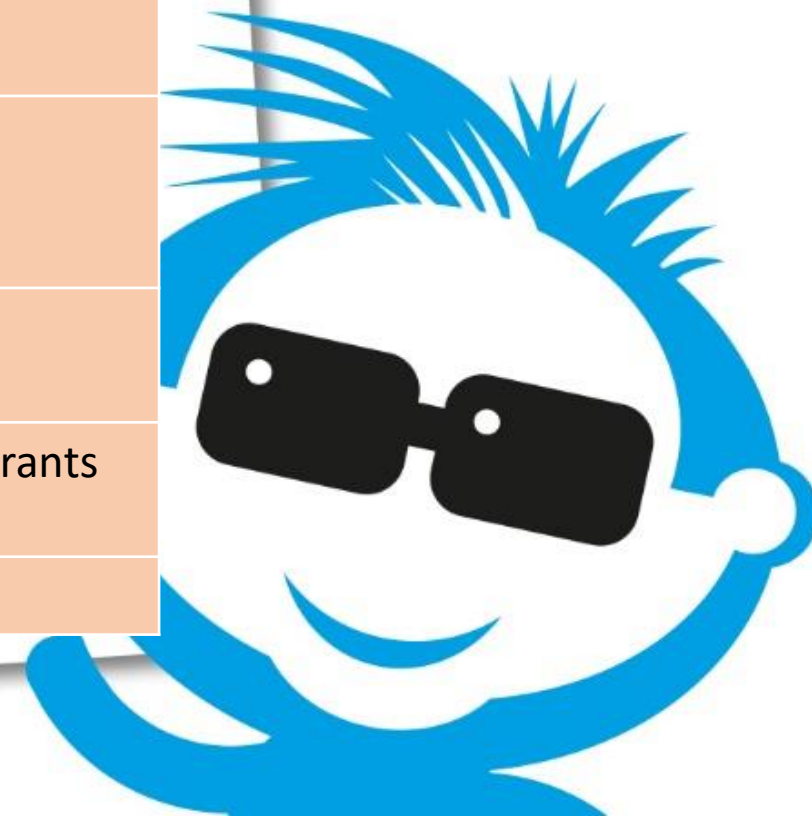
THE THEORY BEHIND PLYMOTION

Figure 1. The Theory of Planned Behaviour, adapted from Ajzen (2006).



THE PIECES OF THE PUZZLE

| WALKING | CYCLING | PERSONALISED TRAVEL PLANNING |
|--|--|------------------------------|
| Business Walking Challenge | Free adult cycle training; commuter tutor and BikeLinksWheels2Work | Plymotion on Your Doorstep |
| Led Walks | Bike maintenance; Dr Bike, courses and open access workshops | Plymotion at Your Workplace |
| Walk Leader Training | Led Rides (including Breeze and Bike and Baby) | Plymotion at Events |
| School based intensive engagement programme (Bike It Plus) | | Sustainable Travel Grants |
| | eCargo bike loans | |



WHAT DOES IT ACHIEVE?

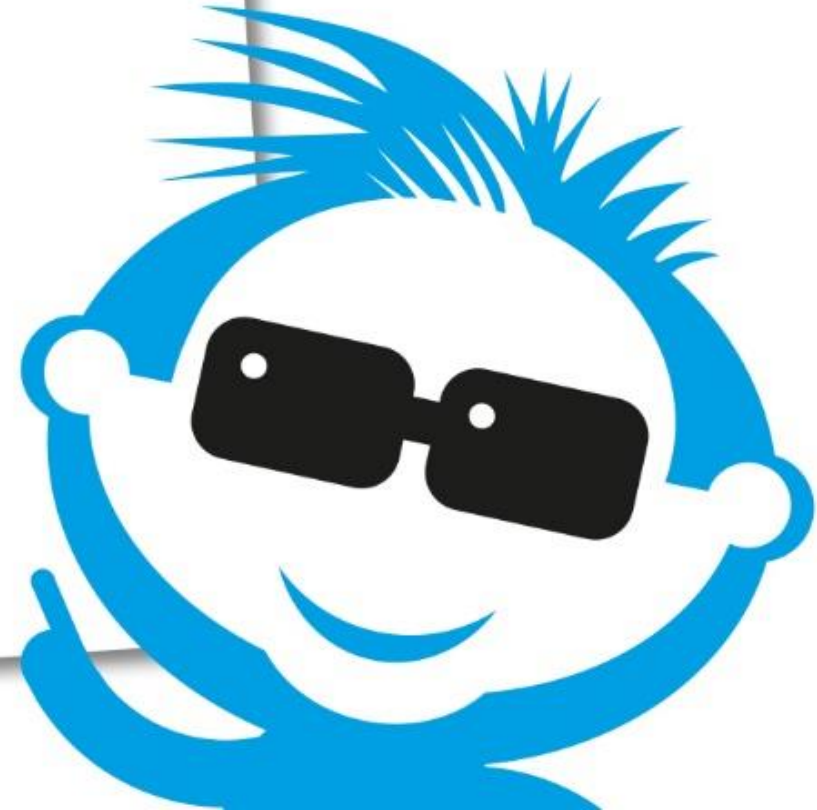
"Since the visit, my son in law, who used to drive to work, has found a cycle path and now he cycles!"

"I have since got rid of my car and saved around £100."

"I use the car less now. No point adding an extra car to the road when there are other ways about."

"I took to my bike for the first time in 25 years and have been really impressed with the improved availability of safe cycle paths in the city: they have made my journey to work a joy."

"As a school, we have received positive comments from visitors and parents who enjoy seeing the children on their bikes and scooters with smiles on their faces and we will continue to encourage children to travel to school in this way. Our current building expansion, due for completion this September, includes plans for a bike and scooter shelter so active travel is something that we hope is here to stay"



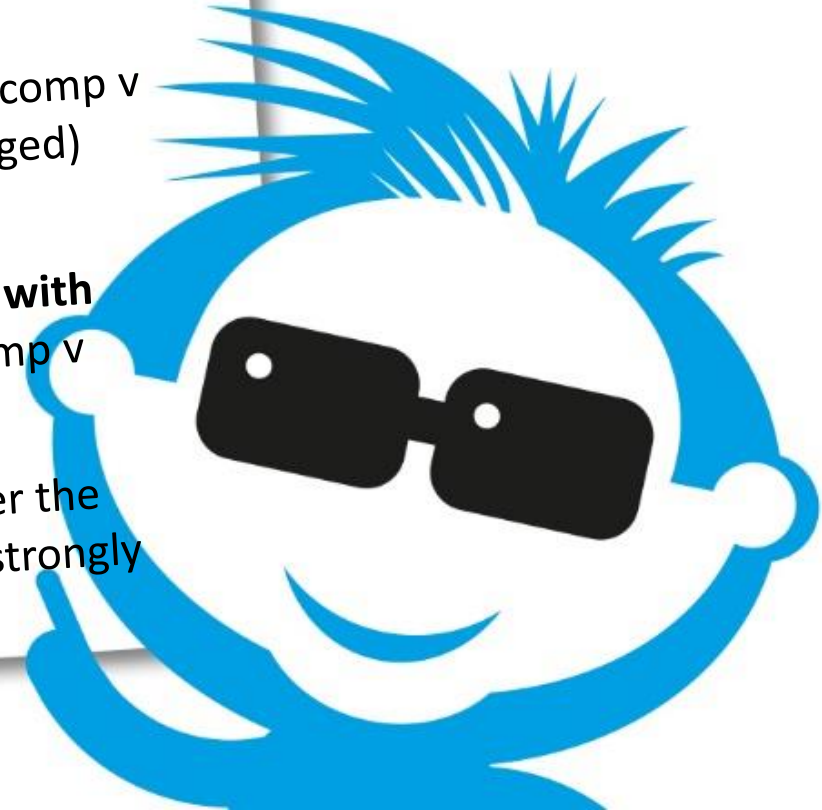
CYCLING

- **Bike ownership has increased** in the engaged community by 4% compared to the pre survey residents.
- There was a 6% **increase in cycle awareness** (unprompted) as a travel option compared to pre survey levels.
- There was a 5% **increase in those cycling** in the engaged communities (comp v engaged)
- The frequency results showed a 3% **increase in those who cycled much more frequently** in the engaged community (comp v engaged)
- There was also a 1% **increase in those cycling to work** (pre v post) and a 1% increase in those going to College or University (comp v engaged).
- There were significant increases in the **level of sentiment towards the benefits of cycling** – particularly towards improving health with +18% strongly agreeing in the engaged community in the Derriford and Northern Corridor survey area.
- There were also more **positive views about cycling being an easy way to get around / practical choice** in the engaged community with up to circa +7% strongly agreeing.



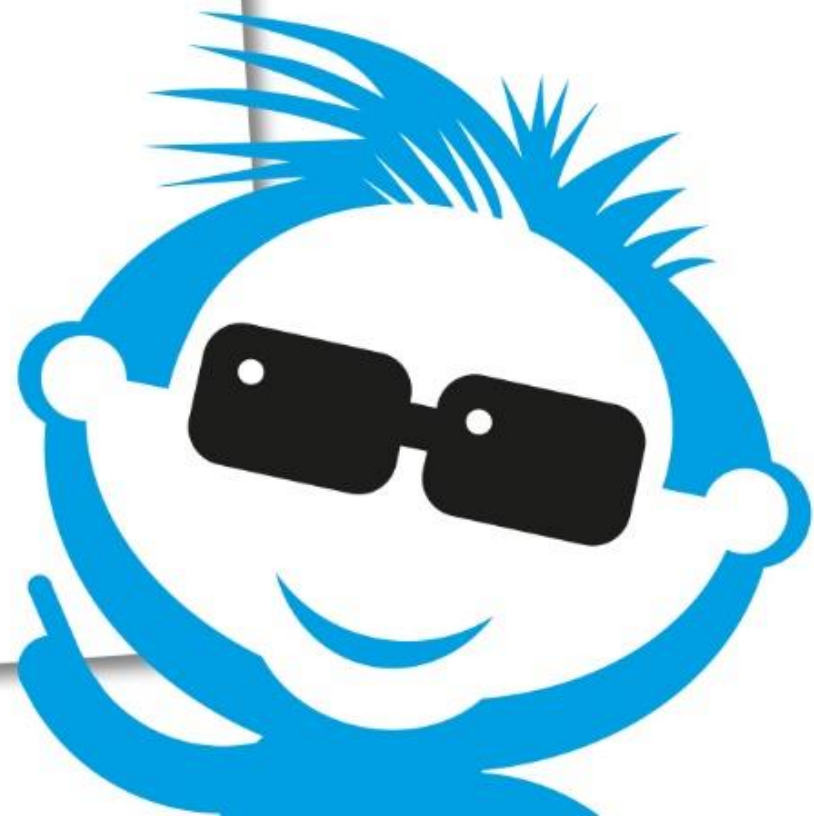
WALKING

- **35% of the engaged community has seen or heard of the Plymouth walking and cycling map, while 17% had used them.** A further 14% had heard about the led walks and 1% had used them.
- When comparing what they did six months ago there was an increase of 9% in those who **walked much more frequently** in the engaged community (comp v engaged)
- There was a +3% gain in those in the engaged community **walking to work** (comp v engaged). **Dropping children at school / childcare** also saw +4% (pre v engaged) and going to college / university +1% (comp v engaged)
- **Positive sentiment regarding walking increased in all the areas measured, with clear recognition that it was a good way to improve your health +26%** (comp v engaged “strongly agreeing”)
- Being a **practical choice for getting around also increased** by circa 13% over the comparison community levels with up to 17% of the engaged community strongly agreeing.



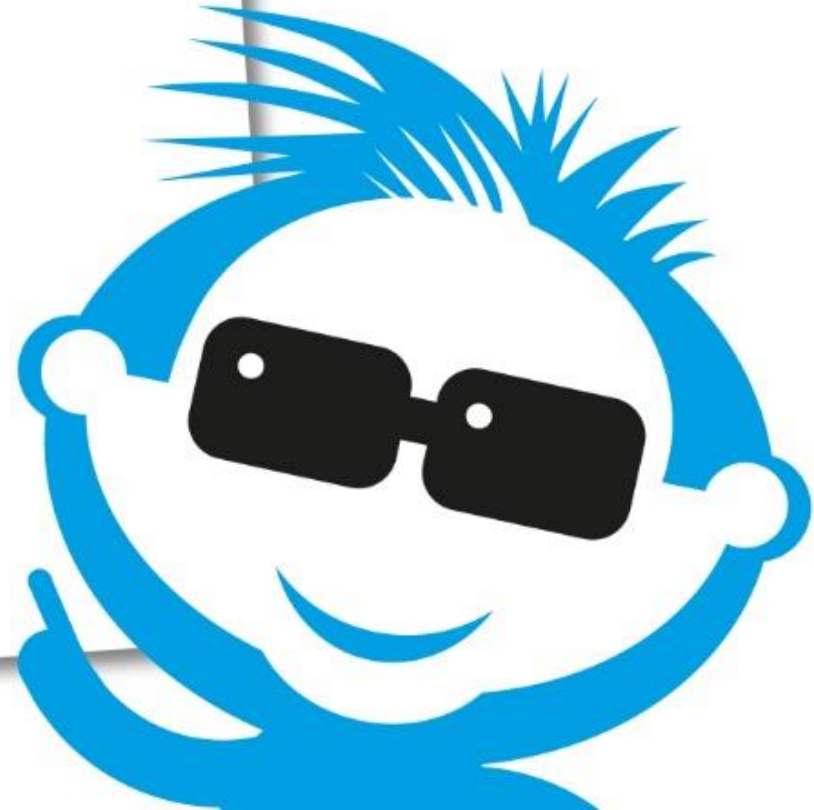
PUBLIC TRANSPORT

- There was a **26% decrease** in those who never used the bus in the engaged community compared to the comparison community
- Overall **train usage increased** in the engaged community by 15%
- On average there was a **24% increase** in those using the ferry in the engaged community compared to the comparison community.



CAR TRAVEL

- Overall **car ownership of one vehicle has declined** by 4% where residents have spoken to a travel advisor (pre v engaged).
- There was also a 9% **decrease in the number of short car trips** made by the engaged community (comp v engaged)
- Unprompted **awareness of car sharing was higher** at an average of 11% in the engaged community compared to 7% in the comparison community
- The engaged community **decreased their daily car usage** by 8% (comp v engaged).



FURTHER INFORMATION



PLYMOTION

Make the connection!

WALKING, CYCLING AND PUBLIC TRANSPORT
EXPLORE PLYMOUTH'S SUSTAINABLE TRANSPORT NETWORKS.

Walking, cycling and public transport

PLYMOTION ON YOUR DOORSTEP, AT EVENTS AND AT YOUR WORKPLACE

Plymotion on your doorstep, at your events and at your workplace

PLYMOTION AT YOUR SCHOOL
IS YOUR SCHOOL MAKING USE OF THE FANTASTIC ENGAGEMENT PROGRAMMES WE HAVE TO OFFER?

Plymotion at your school

www.plymouth.gov.uk/plymotion

