



## Campaign factsheet #1

# London Borough of Hounslow

Embracing Active Travel for Health

### About London Borough of Hounslow

**Name:** London Borough of Hounslow

**Modal split:** Walking: 29%

Cycling: 3%

**Country:** United Kingdom

Car: 47%

Public Transport: 21%

**Population:** 254,900 inhabitants

**Topography:** Mainly flat terrain with a few hills

**Size:** 55.98 km<sup>2</sup>

Hounslow was amongst the first authorities in the British Capital to develop **customised marketing campaigns** promoting sustainable travel that target specific user groups.

## The SWITCH campaign in Hounslow

### Why start a SWITCH campaign?

The London Borough of Hounslow is located on the western edge of London. The Local Authority provides most of the surface access opportunities for all trips originating to the west to both Heathrow Airport and the city of London. As such the geography is characterised by significant arterial transport infrastructure which suffer congestion at peak times. Conversely, the lack of suitable orbital links contributes to ongoing car dependency. Car use brings considerable negative externalities (poor air quality, high CO<sub>2</sub> emissions, etc.) Car dependence also contributes to sedentary behaviour and above average levels of obesity and related medical conditions.

A credible alternative to car use for short trips is active mobility. In taking part in SWITCH, Hounslow can enhance cycling and walking among children's families and therefore face car-use related challenges. SWITCH fits in a broader context as Hounslow has been working consistently over the past five to ten years to design projects that seek to accurately and efficiently target different population groups to promote modal shift to sustainable means.

### Target group & approach to reach SWITCHers

The target group in Hounslow is families attending Hounslow infant and primary schools. The campaign specifically targets the parents of those children who join school for the first time in September/October



The schools involved will take a lead role in communicating the campaign to parents.

In a second phase, parents who signed up during the induction events will be directly contacted.

This may be via email, letter or phone.



## Timeline & Activities

### Registration & first survey

April to July 2015

All schoolchildren and their parents receive an announcement letter written in the most commonly spoken languages of the borough. The mobility behaviour of people is then assessed through surveys and the children can register for the "Beat the Street" competition.

### Segmentation and service sheet

July to September 2015

Parents who often use their car to drive their children to school will be identified and selected as SWITCH participants.

Parents willing to have a PTP session, will have the opportunity to have a face-to-face session with a consultant, and all participants will receive service sheets.

The service sheets contain cycling and walking maps of the borough, cycle to work scheme flyers and other useful information about active mobility in London borough of Hounslow.

### "Beat the Street" interschool competition

October 2015

Children and their parents are invited to take part in the "Beat the street" competition. The tools are designed and provided by Intelligent Health. Thanks to personal cards and readers located around the borough, children collect points for their school team on their walks. The schools will try to collect as many points as possible to win various prizes. Incentives related to active mobility and health will be distributed: pedometers, bike lights, day pass to leisure centre, scooters etc.

## Local contact:

**Chris Norfield** – London Borough of Hounslow  
Address: Lampton Road- Hounslow - TW3 4DN

## Post-campaign survey

End of SWITCH campaign

At the end of the SWITCH project and six months later, participants will be invited to answer surveys. In order to get a lot of responses, incentives will be distributed to the "best responders". All parents who answer the surveys will also be signed up to the Hounslow Travel Active website and will receive regular newsletters about local active travel activities and campaigns.

## Expected outcomes and results

The main aim of the SWITCH campaign in Hounslow is to create a modal shift towards energy efficient 'active travel' modes amongst families with children commencing full time primary phase education, encouraging them to change their mode of travel to school (and potentially other trips they make identified through the personalised travel planning process) to active travel modes.

With regards to quantifiable aspects of the project, the Council expects to see:

- At least 25% of scheme participants use active travel modes for other (non-school) trips 'more often' following post scheme survey
- At least 25% of scheme participants 'likely' or 'very likely' to continue using active travel modes on the journey to school the following academic year
- 80% of participants to agree that 'participating in this project has increased awareness of the environmental and health impacts of travel mode choice.

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For further information please visit [www.switchtravel.eu](http://www.switchtravel.eu)



Co-funded by the Intelligent Energy Europe Programme of the European Union

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