

GIVE IT A GO CAMPAIGN FOR FARNHAM

A potential for a behavioural change campaign to be run when the Town Centre traffic scheme gets underway.

We think it would be helpful to encourage people to consider travelling in a different manner whilst the roadworks are in progress, as an integral part of the communications campaign that will in any case be required to alert motorists and others to the schedule of works.

It could:

- help to reduce congestion and traffic whilst the roadworks are underway
- provide clear evidence that local politicians are supporting local businesses
- underline the Council(s) determination to mitigate the worst effects of the likely congestion for residents (important for the May elections)
- leave a long-term legacy of reduced air pollution and more active, healthy travel among local residents.

It would be best if this campaign took place at a moment in time when people are most likely to have to change their travelling behaviour (because of threat of congestion etc.)

Give it a go

A campaign to promote active travel in Farnham

Aims and objectives

To encourage people that travel to, from and through Farnham to consider using more active travel modes while the FIP roadworks are underway in the town centre, and to leave a legacy of greater awareness of the potential of sustainable transport in the future.

Campaign elements

- Town Centre active travel website/map showing quiet routes to walk/cycle, places to park, concentric rings travel times for walkers and cyclists, parking options outside of the town centre, bikeshops, bike hire options, walking groups, cycle training, walking buddies, shopping delivery services.

To include short 'benefits' of active travel section(s) including health, sustainability, air pollution, educational achievement, business spending etc.

And, a Hoppa bus or Connect bus promotion for elderly and disabled travellers

- Above to be available in print (small run) but mainly online through links to partners' websites and promoted through partners' social media outlets.
- Also, window posters of town centre businesses and in council car paks , with QR code link to website
- Cycle training for adults with Dr Bike, supported by walk and cycle buddies
- Regular feature each week in the Farnham Herald on different aspects of the campaign

All above linked to Betterpoints with outreach to extend awareness and support for Betterpoints among local businesses

Nice-to-have elements

Subsidised bus travel for the entire period (£1 a journey promotion)

Bicycle delivery service for local businesses

Timing and techniques

Behavioural science indicates that people are most likely to alter their habits at key moments in their lives, particularly when routines are disrupted. A parent is more likely to switch their mode of travel (say from car to bike) when their child changes schools, for example. Or, famously, people are most likely to join a gym and start exercising, at New Year or on their birthday.

The start of the town centre roadworks will inevitably involve some level of disruption and it, therefore, provides a golden opportunity to invite people to reconsider their mode of transport and to assess whether an alternative might be more viable.

The campaign would seek to apply modern marketing principles, particularly case studies (to illustrate social proof, liking and authority) and Betterpoints to reward and encourage sign up (reciprocity, commitment and scarcity).

Possible partners

- Farnham Town Council
- Waverley BC
- Surrey CC
- Farnham FIP
- Betterpoints
- Farnham Herald
- Town centre businesses and the BID
- Local 'active travel' organisations
- Local schools
- NHS/public health England
- Active travel England

Resources

The town centre roadworks will in any case have a communications budget/resource to alert people of the imminent work. The Give it a Go campaign should be an integral part of this.

Further funding and in-kind support might also be found through the partners' networks.

Coordination of the campaign through the FIP communications team, with a partnership group working group.