

RESEARCH SUMMARY

Title	Smarter Travel Richmond communications development
Objective	Reactions to a range of initiatives, interventions and advertising concepts to promote smarter travel within Richmond
Date	December 2008
Methodology	Qualitative: 6 x focus groups, 6 x in-depth interviews with personal travel diaries completed before and after the depths. Sample equally divided between Environmentally Aware, Cosmopolitan Living and Dissatisfied Driver segments. Research conducted within the borough of Richmond.

Key findings

- Overall response to the initiative was broadly positive as Richmond residents recognise the benefits of travel management for themselves and the borough
- However, respondents feel quite confident and informed about their travel choices and that they are doing as much as they can at present and therefore expectations of the initiative are high
- The initiative has potential to play one of two roles: support existing positive behaviours and mindsets (Environmentally Aware and Cosmopolitan Living) or prompt an epiphany amongst the non-converted (Dissatisfied Drivers)
- The level of investment required to prompt an epiphany is very high as it requires not only the initiatives as proposed to support behaviour change, but education to change attitudes and willingness to change
- Initiatives that performed best in the research offered residents relevant and new tools for travel management. Those that focussed on community engagement were seen as having particularly good potential (such as work or school based initiatives) as they provide ongoing social and emotional support
- The research recommended proceeding with a campaign idea that was invitational and prompted re-evaluation of travel behaviours. The ideas that worked best focussed on more general messages for the initiative rather than specific ideas that may only be relevant to a small audience. There is a need to deliver a clearer outline of the initiative objective and proposition to engage the audience and motivate website hits
- Web based and local press communications would also offer a strong opportunity for engaging residents, building further on the momentum of the poster campaign. Leaflets were not felt to be relevant or motivating.

Job number: 08074
