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Focussing Smarter Choices Interventions

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Objectives of Project

Mott MacDonald was tasked in developing a set of interventions which

- Support achievement of LAA congestion target
- Take on board academic and practical experiences of behavioural change interventions
- Make use of the Birmingham's Public Sector Mosaic Model
- Consider opportunities offered by Digital Agenda to develop innovative solutions





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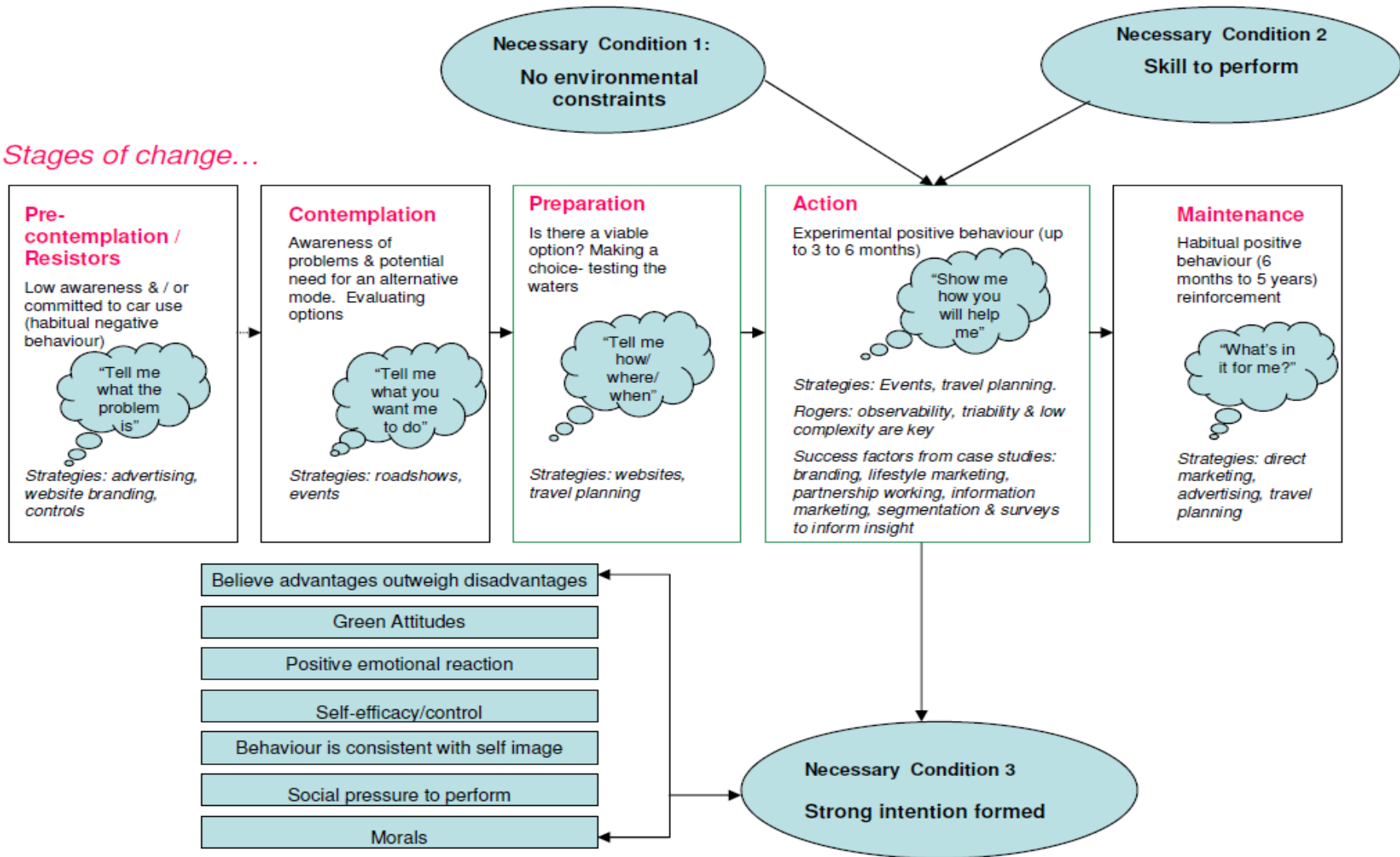
Literature Review

- Broad overview of key behavioural theories and their applications
- To gain an understanding of how behavioural change can be effected
- Key Findings:
 - Behaviour change occurs in stages/steps
 - Movement through each stage is not unitary or linear but cyclical, with a pattern of adoption, maintenance, relapse and re-adoption over time



A Working Model for Birmingham

Stages of change...





Group A2

Profile	Why we want to target them
Traditional family units Extremely high income	Multi-car households (luxury, executive, sports models) Drive to work and drop children at school and leisure
‘Ways in’ when designing interventions	
<p>Concerned about the environment and willing to spend on green products</p> <p>Live in safe friendly places and have helpful neighbours</p> <p>At ease walking around their local area, have a sense of social responsibility</p> <p>Health focus and exercise regularly</p> <p>Technologically advanced and receptive to many modes of communication</p>	<p>May be responsive to normative pressures</p> <p>May be more easily convinced to walk/cycle</p> <p>More flexible interventions possible</p>





Group C1

Profile	Why we want to target them
<p>Middle aged with some dependant children</p> <p>Good levels of income with some disposable money</p>	<p>Rely on cars for all trips and usually have more than one vehicle</p>
<p>'Ways in' when designing interventions</p>	
<p>Have concern for the environment and are willing to take action</p> <p>Health focus and exercise regularly</p> <p>Have pleasant local community with good social capital and a sense of social responsibility</p>	<p>May be more easily convinced to walk and cycle.</p> <p>May be responsive to normative pressures</p>





Group C3

Profile	Why we want to target them
<p>Late 40s to mid 60s with children usually between 10-20 years old</p> <p>Typically self-employed with comfortable income</p>	<p>Typically have more than one car, used mainly for work</p>
<p>‘Ways in’ when designing interventions</p>	
<p>Within walking distance of the local centre and shops</p> <p>Likely to be motivated to enjoy the outdoors</p> <p>Concern for the environment</p> <p>Healthy lifestyle</p> <p>Live in neighbourly areas, with low levels of anti-social behaviour</p>	<p>Could potentially walk or cycle to local amenities</p> <p>Could possibly be convinced to walk or cycle for leisure</p> <p>May feel less vulnerable outside of their cars</p>





Group C5

Profile	Why we want to target them
Varied age range with high income	Upmarket cars
'Ways in' when designing interventions	
<p>Reasonable social capital with high social responsibility (Above average use of public transport to reach work)</p> <p>Find it difficult to park and get around their areas due to congestion and therefore feeling the impacts of the problems</p> <p>Live in new build areas with close proximity to offices/hospitals</p> <p>Healthy but not greatly active</p> <p>Environmentally aware but would rather pay money towards a charity than change their way of living</p> <p>Below average mileage therefore do not seem to take long trips</p>	<p>May be advocates for public transport in the group already</p>





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Why Sutton Coldfield?

- Largest proportions of segments live in Sutton Coldfield

Why the A5127 Sutton Coldfield corridor?

- Main radial route into Birmingham from Sutton Coldfield
- Congestion on route

A Transport Assessment looking at constraints & opportunities was undertaken.





A5127 Sutton Coldfield

Opportunities	Constraints
Regular bus services	No showcase buses (including bus priority, safety and security)
Regular cross-city rail services	Low parking enforcement around rail stations
Covered by TravelWise (school and major employers)	Near on or Full capacity levels of the park and rail and station sites
Good access to corridor	Poor Cycle infrastructure and facilities





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Designing Interventions

- A menu of options was proposed:
 - Awareness raising
 - Community spirit
 - Facilitating public transport use
 - Facilitating car sharing
 - Opportunities for travelling outside peak periods
 - Opportunities for giving up commuting journeys completely





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Next Steps

- To refine those menu of interventions,
 - Define and engage with intervention group – to provide more detailed picture of scope of interventions and willingness of participants to explore various options
 - Maximise synergies with other initiatives – opportunities for working alongside transformation initiatives and Intelligent City initiatives





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Thank You

