

myPTP

a travel plan just for me

Client: North Bristol NHS Trust

Fast facts

- myPTP 'opt in' methodology used
- 350 plans produced using 1:1 function
- Response rate of 27.7%
- 43% have considered changing their travel behaviour as a result of myPTP
- Modal shift of 18.6%
- Single Occupancy Vehicle journeys reduced by 14.7%
- Those who cycled increased by a 1/3
- Those that use the bus increased by 89%
- 35.3% of travel to the site is now by more sustainable methods



North Bristol NHS Trust wanted to encourage staff to consider travelling to work using more sustainable options by providing discounted bus tickets, a cycle-to work scheme, car-sharing benefits and providing them with a myPTP.

What did they do?

Using the 'opt-in' methodology, the Trust produced 350 plans using the 1:1 function as they were only making them as and when staff requested them.

Staff asked to receive an application form for a plan by providing their email address on the back of a travelsmart post card and putting it in the internal post to the travel team. Staff then completed the form with all their travel details and have a plan made for them.

This was followed by meeting with a travel advisor where they would talk through their myPTP and the initiatives on offer at the Trust.

Staff were also told about the travel planning service through the weekly team meetings, the staff intranet, screen savers, LCD displays and leaflets in communal areas.

As well as advertising the travel planning service in different internal communications, the quality of the service ensured that many referrals were actually as a result of word-of-mouth recommendations. The delivery happened over a period of six months before the follow-up survey was sent out.

What did they achieve?

So far, there has been a **response rate of 27.7%**. Results show that 43% of respondents said they had considered changing the way they travel as a result of receiving their myPTP. This has led to a **modal shift of 18.6%**, which saw **Single Occupancy Vehicle journeys reduce by 14.7%**. The number of those that **cycled increased by a third** and **bus increased by 89%**. 35.3% of travel to the site is now by more sustainable methods.

The percentage of staff members at North Bristol NHS Trust travelling by different transport modes before and after receiving their myPTP taken from the responses to the follow up survey are as follows...

