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**Please contact Information Governance**  
Direct line 024 7697 5408  
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Dear Sir/Madam

**Environmental Information Regulations 2004 (EIR)  
Request ID: REQ07979**

Thank you for your request for information relating to Modal Shift.

Your request:

**Thank you for this information. I wish to understand the figures quoted for modal shift in Didcot and Northstowe in greater detail. If possible, can I have the original reports or documents which report the numbers, rather than a summary. I particularly wish to know,**

- 1. Who carried out the studies which show the modal shift?**
- 2. When were the studies carried out and for how long?**
- 3. What was the methodology used to measure modal shift?**
- 4. What assumptions were made?**
- 5. If these were surveys, how large were the sample sizes and for how long were they continued?**
- 6. How was a baseline established for comparisons?**
- 7. Was the work audited or peer reviewed in any way?**
- 8. Has the work been reported or published anywhere?**

**9. Can I please see a copy of this report: "Eco Towns and Sustainable Urban Extensions - Impact of Smarter Choices, May 2009,"**

**10. Can I please see any reports held relating to "Extensive travel behaviour research, including research in the three Sustainable Travel Demonstration Towns of Darlington, Peterborough and Worcester"**

**11. Can I please see copies of the reports relating to Coventry and modal shift in the A4600 corridor: "Locally in Coventry, evidence from Air Quality 'Early Measures' work in the A4600 corridor indicates that effective travel planning can reduce a significant percentage of the car trips including 2.9% school trips, 4% of commuter trips and a further 4% of community car trips. The work has also achieved:**

- 11% reduction in car trips in participating households**
- 9% increase in walking and bus trips in participating households**
- 8.5% reduction in car trips to/from participating schools**

**12. Can I please see reports of this work:**

**a. Personalised Travel Planning was also undertaken in north Coventry for the Smart Network Smarter Choices Local Sustainable Transport Fund project. This resulted in a 6%**

**decrease in car use and a 3% increase in bus use. Driving to work decreased by 4% while bus use increase by 10% and walking by 10%.**

**b. A package of support for travel support and grants for employers across the West Midlands through the Smart Network, Smarter Choices led to a 4% reduction in car travel, 4% increase in public transport use and 1% increase in active travel. Similar support for education sites led to a 2.9% reduction in car travel and 4.2% increase in walking amongst staff and students.**

Further to your request seeking greater details regarding modal shift studies as outlined above, I am pleased to provide the following information to you in response:

**1. Northstowe**

A copy of the 2019 Monitoring Report for the Northstowe Travel Plan can be viewed using the following link:

<https://static1.squarespace.com/static/5a8ffb80e74940793fe11531/t/5da6e55093cbcb191ef33d46/1571218788539/Northstowe+Monitoring+and+Review+Report+2019+Phase+1.pdf>

I understand that further monitoring was undertaken in March 2020, but the results from that round of surveys do not appear to have been published. Contact details for the survey are provided within the report. Unfortunately, we have not been able to track down the equivalent monitoring report for the development at Didcot.

2. **Eco Towns and Sustainable Urban Extensions – Impact of Smarter Choices, May 2009**

We can advise that report can be viewed using the following link:

<http://www.eaststaffsbc.gov.uk/sites/default/files/docs/planning/planningpolicy/examination/c/C49TransportStrategyReport-Volume32009.pdf>

(Please note this is a summary of the impact of smarter choice measures on Eco-Towns and Sustainable Urban Extensions (SUE) and how these measures could be applied to the new housing areas in the Burton area, conducted by Atkins).

3. **Sustainable Travel Demonstration Town project**

You will find relevant reports on this programme on the DfT website by using the following link: <https://www.gov.uk/government/publications/sustainable-travel-towns-evaluation-of-the-longer-term-impacts>

4. **Coventry – the Local Air Quality Action Plan**

The draft Full Business Case contains details of the work undertaken in Coventry on the promotion of sustainable travel. This can be viewed at:

[https://www.coventry.gov.uk/downloads/download/6499/air\\_quality\\_full\\_business\\_case\\_draft\\_final\\_october\\_2020](https://www.coventry.gov.uk/downloads/download/6499/air_quality_full_business_case_draft_final_october_2020)

5. **West Midlands-** with regard to the work undertaken in the West Midlands under the Smarter Network, Smarter Choices programme, details can be found at the following website:

<https://www.sustainabilitywestmidlands.org.uk/resources/smarter-network-smarter-choices/>

Details of other regional initiatives on sustainable travel can be found at the Transport for West Midlands website, at [www.tfwm.org.uk](http://www.tfwm.org.uk)

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If you are unhappy with the handling of your request, you can ask us to review our response. Requests for reviews should be submitted within 40 days of the date of receipt of our response to your original request – email: [infogov@coventry.gov.uk](mailto:infogov@coventry.gov.uk)

If you are unhappy with the outcome of our review, you can write to the Information Commissioner, who can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or email [casework@ico.org.uk](mailto:casework@ico.org.uk).

Please remember to quote the reference number above in your response.

Yours sincerely

**Information Governance**