



Department
for Transport

Travel Demand Management

North Yorkshire County Council

Context

To address a possible mismatch in supply and demand on local transport networks when schools returned in September 2020, North Yorkshire County Council created a comprehensive Travel Demand Management (TDM) plan encouraging modal shift from car to active travel for home to school journeys.

Actions taken

North Yorkshire County Council used a Travel Demand Management grant from DfT to develop a promotional campaign raising awareness of alternative transport modes. By establishing a strong overarching narrative and developing a suite of messages and a Social Media Content Plan, the council was able to highlight alternative travel options for the school run, focusing particularly on active travel modes and highlighting the importance of safety and road awareness during school journeys.

To ensure messaging remained concise, bold iconography-based branding was developed, calling upon travel decision-makers to ‘re-think the school run’ and ‘help make the school run safer’, whilst simultaneously emphasising the benefits of active travel to the target audience. Similarly, effective use of social media enabled the Council to remain agile and adaptable in its messaging, allowing planners to target specific demographic categories and drive traffic to key tools and resources, such as online travel surveys and the ‘Open North Yorkshire’ behaviour change website.

Impact

To date, North Yorkshire’s TDM programme has reached over 109,000 residents and engaged directly with over 6,000, significantly boosting response rates and engagements with online travel surveys. As a result, they have successfully reduced pressure on local transport networks, with 18% of travel to school journeys shifting to non-car modes, including 8% to walking, 8% to dedicated school transport, 1% to cycling and 1% to public transport.

