PTP-Cycle

PERSONALISED TRAVEL PLANNING FOR CYCLING

D2.3 Training Evaluation Report

WP2 Training

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Document Control Sheet

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Introduction

The PTP Cycle London Training workshop was delivered on 8th and 9th October 2013. 22 Delegates representing all the project partners attended. The aim of the training was for implementation partners from all 6 sites to gain the knowledge and skills required to deliver successful PTP projects across the 3 settings; workplaces, universities and residential. Sustrans aimed to cover all aspects of PTP, answer partner's questions and ultimately for partners to feel confident to prepare and deliver the project in their cities. As well as training in PTP methodology Traject delivered a presentation and discussion on evaluation techniques. At the end of the two days Traject conducted an online survey to gather the attendee's impressions of the training. 15 representatives responded.

Training agenda Day 1

TIME	SESSION	LEAD
10:30-10:45	**Introduction**	James Cleeton (National Projects Coordinator, Communities)
10:45-11:45	**Evaluation Overview** • Importance of evaluation • Method – attitude and behaviour • Data collection	Kristof Devriendt and Vincent Meerschaert (Traject)
11:45-13:00	**Travel Advice: The Travel Advisor** • Introduction to travel advice • What a Travel Advisor needs to know • Structuring a conversation • Opening a dialogue	Sian Creagh-Osbourne (Development Officer - Communities)
13:00-14:00	Lunch	
14:00-14:45	**The Marketing Package** • Audience • Audit • Order form	Ceri Daniels (Senior Project Officer – Marketing)

14:45-16:30	**Travel Advice: Part 1 – Motivational Interviewing**
	• Introduction to MI
	• Key skills
	  ○ Listening
	  ○ Open-ended questions
	  ○ Affirmations
	  ○ Reflections
	  ○ Summaries
		Sian Creagh-Osbourne (Development Officer - Communities)

16:30-16:45	Break	

16:45-17:30	**Travel Advice: Part 2 – Your Expert Role!**
	• Giving tailored advice
	  ○ Verbal
	  ○ Ordering materials
	• Paperwork
	• Dealing with resistance
		Sian Creagh-Osbourne (Development Officer - Communities)

17:30-17:45	**Recap, Q&A**	James Cleeton (National Projects Coordinator, Communities)/All

Training agenda Day 2

TIME	SESSION	LEAD
9:00-9:45	**Using Social Marketing to Normalise Sustainable Travel** • Psychology of individual and group behaviour change • Social marketing techniques • Examples from 20mph limits and Sustrans active travel/champions projects	Sarah Toy (Head of Smarter Choices)
9:45-11:00	**Workplace Engagement: Engaging with Employers** • Benefits to business • Evidence • Key messages • Approaching employers	Scott Davidson (National Projects Coordinator – Workplaces, Sustrans) and Simon Gait (Development Officer – Workplaces)
11:00-11:15	Break	
11:15-12:30	**Workplace Engagement: Engaging with Employees** • Segmenting employees • PTP session types • PTP in action – engagement and champions	Scott Davidson (National Projects Coordinator – Workplaces, Sustrans) and Simon Gait (Development Officer – Workplaces)
12:30-13:30	Lunch	
13:30-14:30	**Residential PTP: Project Management and Technical** • Project management activities • Time planning • Fieldwork resourcing and design • Database • Bus stop timetables • Exercise	Neil Smith (Senior Project Officer – Technical)
14:30-15:30	**Residential PTP: Fieldwork** • Residential PTP process • Roles and skills needed to deliver PTP to households • Field office tasks	Lindsey Scott (PTP Manager)
15:30-15:45	Break	
15:45-17:00	**University Engagement** • Who to target • Identifying barriers • Overcoming individual barriers • Setting PTP in the context of the wider programme • University methodology pilot	Gary Shipp (National Projects Coordinator – Education and Young People, Sustrans) and Toby Collis (Senior Project Officer – Access to Education)
17:00-17:15	**Recap, Q&A**	James Cleeton (National Projects Coordinator, Communities)/All

Overall impressions

80% of respondent's agreed and 20% strongly agreed that the training workshop covered all aspects of PTP
73% of respondents agreed and 27% strongly agreed that the training workshop answered questions they had about PTP
64% of respondents agreed and 36% strongly agreed that they were ready to successfully implement PTP Cycle in their cities.
One respondent commented that day 2 of training could have been spilt into 2 making a third day of training to have longer to cover all elements required.
Another said they expected 2 long and hard days of training but due to the speakers and organization everything was very good.

Training day 1 review

62% of respondents rated the 'Evaluation overview' as good and 38% rated it as very good.
50% of the respondents rated 'Travel Advice – The Travel Advisor' as good and 50% rated it as very good.
64% of respondents rated 'The Marketing Package' training as good and 36% rated it as very good.
29% of respondents rated the 'Travel advice – Motivational Interviewing' as good and 71% rated it very good.
43% of respondents rated 'Travel advice – Your Expert Role' as good whilst 57% thought it was very good.
One respondent commented that day 1 was 'Very detailed and easy to understand'

Training day 2 review

47% of respondents rated 'Using Social Marketing to Normalise Sustainable Travel' as good and 40% rated it as very good. 13% rated it neutrally.
60% of respondents rated 'Workplace Engagement – Engaging with Employers' as good and 27% rated it as very good. 13% rated it as neutral.
67% of respondents rated 'Workplace Engagement – Engaging with Employees' as good and 27% rated it as very good. 6% rated it as neutral.
47% of respondents rated 'Residential PTP – Project Management' as good and 20% rated it as very good. 33% rated it as neutral.
47% of respondents rated 'Residential PTP – Fieldwork' as good and 53% rated it as very good.
43% of respondents rated 'University Engagement' as good and 36% rated it as very good. 21% rated it as neutral
One respondent commented that training day two was very heavy and would have benefited from being more interactive like day one. It was also noted that time keeping on day 2 was not as good.

Lessons learnt

By analysing the data collected it is easy to see that day one of the training was very successful. Day two of training, whilst appreciated by all, was not considered as interactive and therefore was the more challenging of the two days.

When preparing the workshops for the 50 outreach cities Sustrans will work hard to ensure that more valuable activities are included in each of the day two sessions. These activities will aid learning and keep the delegates engaged for longer periods.

This evaluation has confirmed that the topics covered were appropriate and the materials handed out to complement the training were well received and useful. Further to comments made; Sustrans will consider providing hand-outs of the power point presentations so attendees can make notes as they go along.

Other comments suggested more time to talk to the trainers would have been useful as well as making sure there was time at the end of each activity for discussion and wrapping up.

All the comments made will be considered when planning the next training to ensure the highest quality workshops are delivered.