SURRERY COUNTY COUNCIL LOCAL COMMITTEE (MOLE VALLEY) ITEM 08 ANNEXE 1 9TH DECEMBER 2009

Campaign Activity, Evaluation and Branding

Rear of bus advertising: On 30 bus backs across the county from 14 September to 6 December.

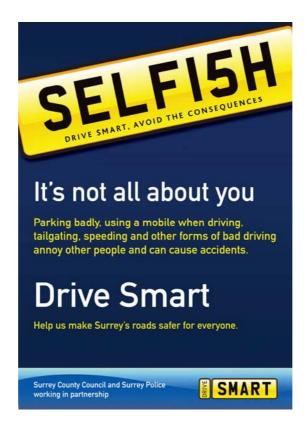
Radio advertising: Radio advertising will be running on the three main local stations in Surrey from 8 September to 6 December inclusive.

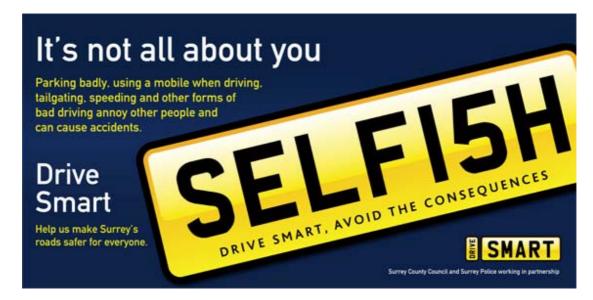
Billboard advertising: sites have been selected in areas not serviced by the bus advertising, plus some additional sites. Areas featured are: Reigate; Redhill; Whyteleafe; Epsom; Guildford; Leatherhead and Godstone

EVALUATION

The yearlong campaign evaluation will include:

- Number of people killed or seriously injured in road traffic accidents
- Quarterly neighbourhood survey (SCC &SP) 4 Qs
- SPA peoples panel (2000 people to test on) (TBC)
- Awareness of campaign and changes in perception (through bespoke/commissioned research)
- Media evaluation
- "sensing" by councillors (i.e.; feedback received from public by councillors)
- use residents panels help by borough councils
- Identifying the level of long term self reported behaviour change using young people focus group work.





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