Relevant Persona

Potential Solution (from qual and quant FTVG findings)

1. **Comms campaign for LLA bike scheme promotion.** Plus public Transport, and the staff travel card promotion, dealing with PT & AT perception problem.

2. **Create a ride sharing scheme** – 30% of quant sample interested in this. (AI to target key persona(s)?)

3. **Explore a PoC trial** – deploy a staff mini- bus for one unserved area (e.g. 'LLA ladies' service)

4. **Improving feelings of 'safety'** between Luton Parkway station/key cycling routes into LLA – lighting, illuminated walkways, cycle path, signage, placemaking best practice

5. **1. Look at strategic car parking reductions, but only where viable alternatives exist**
    - Increase/introduce car parking costs for salaried staff (not low paid or shift workers)

6. Enhance 1st/last mile to the DART

LLA staff Personas

+ additional persona at end of deck

- Based on the staff travel survey 2024 (863 valid responses) and winter 2024 airport ethnography (106 interviewees).

Susie

- Safety and comfort are priorities
- Juggling multiple journey types (commute, school run, groceries, evening clubs)
- Will pay more for comfort

Omar

- Willing to make compromises in their journey
- Used to buses but ‘soon to be lost’ if buys a car
- Price sensitive

Rich

- Autonomy and status a priority
- Open to cycling for health and status but lives outside Luton area
- Not price sensitive

Elli

- Reliability and safety are priorities
- Open to lift sharing but ‘soon to be lost’ if buys a car
- Sensitive to bad weather
- Price sensitive

Susie

About

Susie represents women aged 40-50 working in office roles, receptionists, Ambassadors, or private cabin crew. She has a busy life juggling multiple journey types in her vehicle, including picking up and dropping off children. There is more than one car in her household.

Transport behaviours

She currently drives to LLA 4-5 times per week and parks on site for free. She wouldn't feel safe using public transport, cycling or walking, particularly when it's dark. After a long day of wearing heels, she wouldn't be prepared to walk/cycle.

Goals & Needs

Needs a flexible journey for her schedule and comfort and safety are her top priorities. Less price sensitive than some other personas.

Opportunities for change

A ride-sharing service or dynamic pick-up service that could be booked on days she isn't driving others, could be an attractive alternative to a lonely driving commute. An opportunity for this friendly persona to connect with other women at LLA – consider marketing as an 'LLA ladies' service, to increase confidence and feelings of safety, including a female driver. Focus on providing comfort for early morning/late evening shifts / replacing the hassle of a driving commute with a high spec bus/taxi. Passengers could even add a song to the morning playlist! Rides could be booked as a flexible number to be booked across each month as a rolling monthly subscription. Could become a significant perk of the job to women at LLA.

Omar

About

Omar represents young men aged 20-30 who work shift roles at the airport. Omar is not on a high wage and is sensitive to any price increases in his travel.

Transport behaviours

Omar currently uses the bus to commute to LLA, but he lives on the North side of Luton that is not well served by public transport, so he has to change buses in Luton centre, catching two buses or a long walk and a bus ride if one is cancelled. Omar is willing to walk/cycle and take a longer route if this saves him money, but he has become frustrated with the reliability of public transport and increasing cost, so he is taking driving lessons and saving up for a car.

Goals & Needs

Omar needs a journey that will reliably get him to LLA at the same time every morning for the start of his shift. He needs the journey to be as cost effective as possible.

Opportunities for change

Omar is likely to be unaware of the cycle to work scheme and may be uncertain about cycling to work. A comms campaign targeting young, able bodied men at LLA promoting the benefits of the scheme, alongside an investment in a bigger and more secure cycle storage units at the terminal, clearly signposted shower facilities with lockers where contractors as well as perm staff could store their belongings and get warm after a ride, and incentives such as a free helmet and bike light could go a long way to instilling confidence and a healthy new habit in this group, especially if they could see it would save them money and stop the need to buy car. Hosting a webinar with a cycling enthusiast who talks about his commute and the benefits and answers questions could also help overcome cycling fears.

Rich

About

Rich represents male managers at LLA aged 35-50. Rich usually works 9-5 but can work longer hours at busy periods and can suffer from stress. He is conscious he wants to improve his health, and status is important to his identity.

Transport behaviours

He currently drives to LLA 3 times per week in an expensive car and parks on site for free. He is not price sensitive and would pay for parking if a charge were introduced.

Goals & Needs

He would like to cycle and walk more but he lives in a rural area outside Luton. He needs to be in the office at least twice a week, usually 3 times, for important meetings with stakeholders. Needs to look his best to represent the airport. He needs a journey that fits into a stressful week and can help him relax, not add to stress.

Opportunities for change

Rich has likely heard of the cycle to work scheme but has not taken this up. Marketing an electric bike scheme and creating some mapped routes from key rural locations outside of Luton where management live could make the proposition more attractive, especially if these could include rural/scenic views. Marketing the positive identity image of a fit male cyclist, including e.g. calories burned per trip, with a link to the latest kit may also be attractive. Behavioural nudges may be needed to create a new habit from the car to cycling, but this group have the potential to become cycling evangelists who support the call for the council and LLA to invest in improved cycling route infrastructure. This could then open up cycling to other kinds of personas.

Elli

About

Emily represents young women aged 18-25 working at LLA on shifts. Elli works in a customer facing role and is new to the airport. She lives in North Luton.

Transport behaviours

Elli works at the airport 5 days per week, usually starting or finishing at unsocial hours. She sometimes gets a lift from a family member, but sometimes she gets dropped off in Luton centre and gets the bus from there. She is frustrated with reliability of the buses so is taking driving lessons and plans to buy a car in the future.

Goals & Needs

Elli needs a reliable journey that gets her to LLA on time, and she wants a comfortable journey where she won't get cold/wet. She hates waiting for long periods for the bus and won't walk on her own at night as she doesn't feel safe.

Opportunities for change

A ride-share service that served North Luton and dropped passengers off at Luton centre then continued onto the airport would be a good dynamic option for people like Elli, who may be able to get to the centre sometimes and this offers a choice of service. The ride to Luton centre should be highly subsidized/very cheap and could be a basic shuttle bus for short journeys between North Luton and the centre. Elli would also be a persona open to ride sharing with other women if there was a life-share scheme for LLA staff.

Additional alternative persona

Zach

About

Zach represents a small proportion of LLA staff who share an interesting characteristic: they all currently make a small number of commuting journeys per week via public transport, lift sharing and/or active travel, while the rest are with their own private vehicle.

Transport behaviours

Zach lives within 2 miles of LLA, so is happy to walk during the summer, and when the weather is fine. He usually drives during the winter, as he enjoys free car parking on site. He reports that he would be more likely to walk more if he had to pay for car parking, as he is somewhat price sensitive.

Goals & Needs

Zach has a goal to be more healthy and active, and he sees his commute as a good opportunity for this, but is very put off by cold and/or wet weather. Zach needs to feel in control of his journey. He would also like the option to cycle, but is confused about the current cycle to work scheme and doesn't think there is enough safe bike storage at LLA.

Opportunities for change

Incentives for taking more active travel journeys would likely work for Zach, e.g. demonstrating money saved & health benefits of his walking commute. A comms campaign on the cycle to work scheme, some investment in cycling infrastructure at LLA, and introducing car parking charges for those living close to site.