

Your
travelchoice
in Peterborough

public transport

walking

cycling

innovation

information

Environment Capital Partnership

5 October 2011

Local Sustainable Transport Fund

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Background...

- Building on successes of Travelchoice
- Local Sustainable Transport Fund
- £5 million
- 2011/12 – 2014/15
- Travelchoice Plus



Background continued...

- Walking, cycling, public transport
- Key objectives - cutting carbon and creating economic growth
- Secondary aims -improve health and reducing congestion,
- Smarter choices and infrastructure measures
- 4 work packages



- **Business Grant Scheme** – 50% match-funding up to £3,000.
 - Cycle parking & shelters
 - Showers
 - Lockers
- **Sustainable Travel Challenges**
 - Create competition between businesses
 - Challenge website
 - Improve Safety
- **Bike Share Scheme**

Recognising active travel improves general health & well being

- Exercise and Active Transport
- In partnership with LSP Health and Environment Board
- Tailored programmes within families, workplaces, schools etc



Young people's travel

- A sustainable travel training and promotion programme
- Cycle training tailored for children with special educational needs
- Recycling bikes scheme for low income families



Individuals, communities and neighbourhoods

- Improving integration of travel modes
 - Improvements to pedestrian and cycle access to the station
 - A secured cycle parking compound – an extra 290 spaces
 - City Centre Way finding
 - Bus station improvements – audio real time information, Braille plaques

Individuals, communities and neighbourhoods

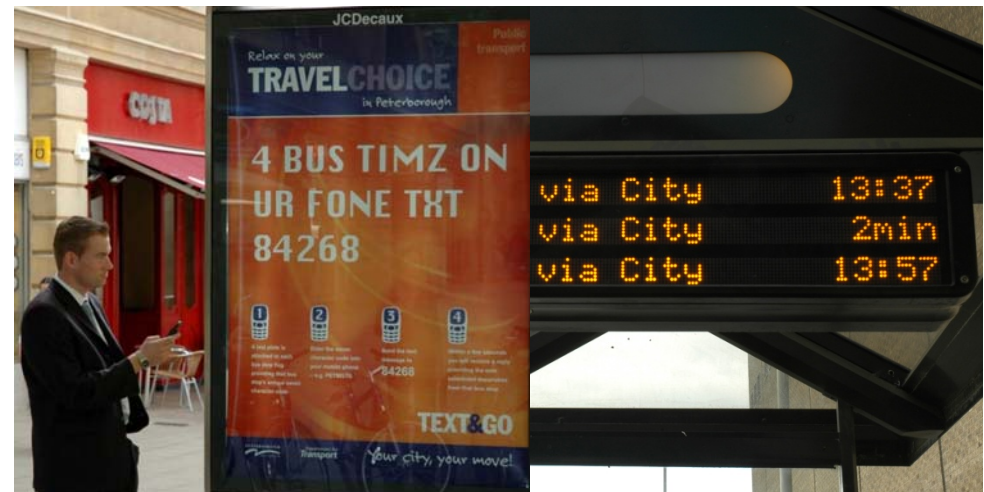
Making car travel green

- Raising awareness of the benefits of electric vehicles
- Eco driving and safety awareness training



Information and technology based solutions

- Sustainable travel promotional activities and marketing initiatives
- Personalised journey planning
- Information via Smartphone Apps etc



Cycling and Cycle infrastructure:

- Improvements to cycle routes linking Peterborough to local townships.
 - Signage
 - Junction alterations
 - Dropped kerbs
 - Implementation of ASLs and cycle lanes
- City wide barrier removal project
- Priority crossings
- Cycle parking

Individuals, communities and neighbourhoods

Walking

- Making Peterborough a walk-friendly city
- Walking maps
- Way marked routes
- Web-based walking routes & info



Individuals, communities and neighbourhoods

Public transport

- Traffic and street management measures
- On-bus cameras to enforce illegal parking
- Ticketing initiatives
- Driver disability awareness training

