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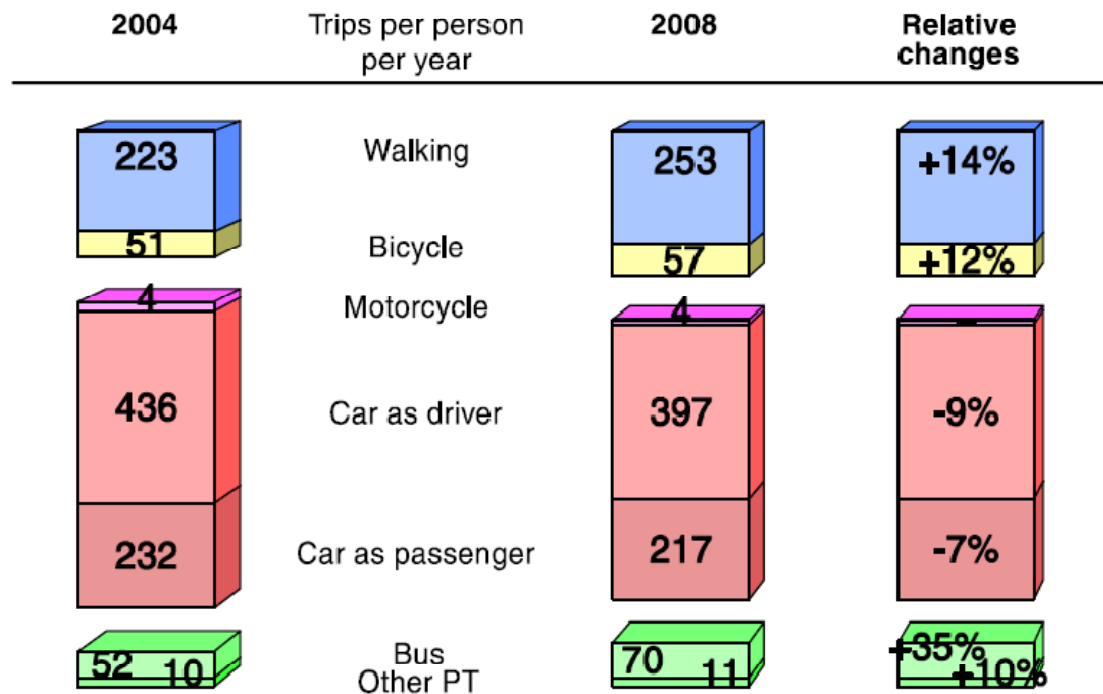
Greater Peterborough Partnership Forum – 23 May 2011

- Department for Transport Sustainable Travel Demonstration Town project 2004 to 2009
- £3.24m revenue funding
- Programme of smarter choices to achieve modal shift
- Local Transport Plan capital works programme ran alongside this
- Successful project – increases of 35% public transport; 14% walking; 12% cycling; reduction 9% in overall car use; saved 6400 CO<sub>2</sub> and reduction of 2.3% in car used for the school journey
- Initially a transport project, focus changed in later years to include carbon reduction, active travel and associated health benefits

# Behavioural research results

## MODE CHOICE

- Peterborough -





### Successes achieved through partnership working

- Bus and rail operators
- Local businesses and schools
- NHS Peterborough – working with the Trust, doctors and dentists surgeries
- Third sector and various focus groups



- Further DfT funding for sustainable travel with aim to:
  - Create economic growth
  - Reduce carbon emissions
- Up to £5m for PCC
- Announcement late June
  
- Peterborough's submission will:
  - Build on successes of Travelchoice
  - Significant number of partners involved
  - Local contributions totalling £10.5m includes partner and PCC

- Packages of sustainable travel improvements focused on:
  - Individuals, communities and neighbourhoods
  - Workplaces and businesses
  - Healthier travel
  - Young people's travel





**Any questions????????**