

TRAVEL
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Travel Smart in North Staffordshire

Welcome to the latest Travel Smart newsletter

Spring 2014 issue

This edition has news on sustainable transport projects being delivered by the Travel Smart team and its partners across North Staffordshire.

What is Travel Smart?

Travel Smart supports a variety of **sustainable** travel to work initiatives across **North Staffordshire** which include:

- Car sharing
- Walking
- Cycling
- Teleworking
- Bus travel
- Train travel

Travel Smart aims to:

- Improve journey times to work
- Make public transport more affordable
- Boost the local economy
- Reduce emissions
- Promote healthy living

For more information, contact Travel Smart on

Email: travel.smart@stoke.gov.uk

Tel : 01782 232461



The project promotes smarter travel choices in the following key employment areas :

Chatterley Valley

Etruria Valley and Festival Park

Trentham Lakes

University Quarter (UniQ)

Keele University & Science and Business Park

University Hospital of North Staffordshire

Stoke-on-Trent City Centre

Newcastle-under-Lyme Town Centre

Travel Smart goes on the road

During March, the Travel Smart team were on the road, visiting the key employment sites across North Staffordshire and talking to people about how they get to and from work.

The roadshows gave employees the chance to find out more about what Travel Smart had to offer and attendees could even blend their own fruit smoothies - using only pedal power.



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Travel Smart in North Staffordshire

The Travel Smart scheme offers a number of incentives to encourage employees to commute to work on the bus.

Sign up to the Annual SMART Bus Pass scheme to save money

The Annual SMART Bus Pass offers commuters a discounted multi-operator pass, which can be used on any bus within the SMART boundary for just £45 per month (normal price £70). This saves bus pass users £300 per year.



Since its launch last year, more than 30 companies have joined the scheme, giving their employees the chance to enjoy the benefits.

Travel Smart is currently offering you the chance to get one month bus travel for free. The first 100 people to sign up will receive an additional discount of 12 months for the price of 11. * Terms and conditions apply – see website for details.

Sign up your company today by contacting the Travel Smart team on 01782 232461 or email ticketing@stoke.gov.uk

Nearly 200 workers have taken advantage of the Annual SMART bus pass initiative so far .

Real Time Passenger Information (RTPI) project on schedule

Over the coming months, the City Centre to Keele corridor will see passenger transport information start to be phased in. This will initially show scheduled information and then will provide real time information as the project progresses.

The RTPI project will provide real time information on bus services, with Real Time Passenger Information screens being installed at bus stops.

This new technology will give passengers assurance that the bus they are waiting for is the correct one and will provide information on when their bus is due to arrive, allowing them to effectively plan journeys.

Now the city council's Travel Smart team wants more local employers and their workforces to get on board and sign up to the scheme, as it strives to create a cleaner, greener city, with an improved travel network across the region.



Free Wi-Fi

Bus passengers will soon be able to access the internet for work, or pleasure, for free on a number bus services run by Bakers, First and D&G buses along the City Centre to Keele bus corridor. 51 buses were fitted with Wi-Fi during February and March 2014.



Travel Smart in North Staffordshire

Cycling is a great way of getting to work in the morning... and will also keep you fit and healthy

Cycle Challenge - 17 to 28 March 2014

Local employees from workplaces across Stoke-on-Trent and North Staffordshire were challenged to leave the car at home and get on their bike during March as part of a two-week cycle to work challenge.

There was a great response – over 1,000 journeys were logged, with participants cycling nearly 8,000 miles across the two weeks. Thank you and well done to everyone who took part.

The next Cycle Challenge takes place in September 2014 and it's not too late to get involved. Register for free at cyclesmart.getmeactive.org.uk and compete against colleagues, either as an individual or an organisation, to **win PRIZES**.

A range of training and support is available from Sustrans and Cycle Training Ltd if your cycling skills are as rusty as your trusty old bike!



Cycling in Stoke-on-Trent

Sustrans and Cycle Training Ltd are currently delivering a free programme of cycling services and activities to businesses in North Staffordshire.

The project aims to help employees get back in the Saddle by helping would-be cyclists to build their confidence and encourage them to cycle to and from work. Support includes, Dr. Bike cycle maintenance sessions, fully led group rides, training sessions and classes, and roadshow events. Do you want Dr. Bike to visit your business? Contact the Travel Smart Team on 01782 232461 to find out more.



If you're keen to get back in the saddle but your trusty old bike needs a health check, Dr Bike will be visiting local businesses located at:

- Trentham Lakes
- Etruria Valley
- Keele Science & Business Park
- University Hospital North Staffordshire
- Chatterley Valley

Employees based at the sites will get **FREE** cycle maintenance and health and safety checks .

To find out when the next Dr Bike session is, visit www.cyclist-training.co.uk

Etruria cycle route improvements

The Etruria corridor is set to be improved with the addition of a cycle route. This will form a shared unsegregated footway between Lanehead Road (canal link) and the A5010 Etruria Road at the flyover. The route will then continues towards the City Centre as an advisory cycle lane in Trinity Street, terminating at the Marsh Street junction. Work started on site in March 2014, and will help to make cycling in the city safer.



Travel Smart in North Staffordshire

Liftshare is a dedicated, free online car sharing network that will help you to find your perfect car sharing companion.

Liftshare promotion signs up new cars sharers

A recent promotion to win a free tank of fuel, has been successful in signing up motorists to the Liftshare online network, with over 3,700 Stoke-on-Trent motorists registering.

Even though the prize draw has now closed, car owners across the region can still enjoy the many benefits of car sharing by joining with the Liftshare scheme for free.



Car share and save up to £1,000 a year!



liftshare.com
travel together

Signing up is free and easy and anyone can register at stoke.liftshare.com

Registration takes a couple of minutes and gives a variety of options to help find suitable journey matches with people travelling along the same route.

The website also provides useful information for motorists, including a calculator showing how much money can be saved and how much CO₂ emissions are reduced.

Travel-to-work packs

Travel-to-Work packs will soon be delivered to employees within the Travel Smart boundary.

Packs will include a Travel-to-Work guide, cycle map, a USB with all relevant bus information and timetables, maps and leaflets on walking, cycling, car sharing and travelling by bus and train.

To arrange delivery of your Travel-to-Work packs call 01782 232164 or email travel.smart@stoke.gov.uk

Pocket Places launched

£60,000 of Local Sustainable Transport Fund (LSTF) money, along with £112,000 from Sustrans, during 2013/14 and 2014/15 has been used to deliver an initiative called 'Pocket Places' in the Newcastle area.

The Pocket Places project is about to start in two wards in and around Thistleberry and Town Wards in Newcastle-Under-Lyme. Sustrans have appointed Daryl Colbourn as a Project Coordinator who will be consulting with local communities.

The project will look at community street design and will deliver a number of initiatives that engage, listen and work with local residents to reclaim and improve urban spaces for cycling, socialising, walking and safer crossing areas next to the subways surrounding the town centre.

For more information contact **Sustrans on 0121 633 5500.**

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