



Travel Smart in North Staffordshire

Summer/Autumn 2014 issue

Welcome to the latest Travel Smart Newsletter. The final year of the Travel Smart project is upon us and delivery of schemes is in full flow. This edition provides highlights of activities over the summer term as well as updates of on-going projects.



Cycle Map

Travel Smart has developed a new cycle map for Stoke-on-Trent and Newcastle-under-Lyme with a complimentary online map available at travelsmartns.co.uk/planyourjourney. The new map will highlight both commuter and leisure routes to help encourage people to cycle to work. Information on cycle storage around the area as well as tourist information and rest stops is also available. An online journey planner and app are currently in development and will be available shortly.

Real Time Passenger Information and Wi-Fi

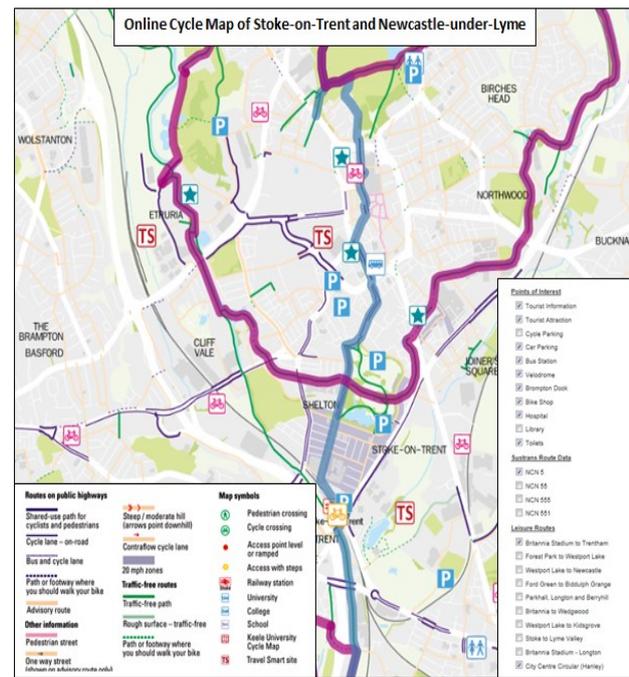
60 buses in North Staffordshire on services 3 and 85 have been equipped with Real Time Passenger Information and wi-fi technology. In-shelter screens are fitted at a number of key bus stops on the Keele to City Centre bus route. Free passenger wi-fi is already available to passengers on these services, whilst the real time System testing is taking place with a view to go "live" later in 2014.

Passenger Information at key stops

500 next bus information signs are being installed at bus stops across the city. This will allow bus users to benefit from QR codes, Near Field Communication tags, bus stop text codes and website information to access bus timetables through their smartphones.

Plan to travel smart with the new Travel Smart Kiosk

A journey planning kiosk has been installed at Stoke-on-Trent Railway Station. The kiosk will provide a journey planning tool as well as real time bus information and useful information on other transport options such as walking and cycling.



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Living Streets' Walk to Work Week 12-16 May 2014

During the week, over 45 people from Stoke-on-Trent and Newcastle-under-Lyme took part in the Travel Smart challenge that was set up to encourage people to walk to work. 30,000 calories were burnt with participants walking over 330 miles. This saved over 55kg of CO2 emissions.

The winners of the Travel Smart challenge were:

- **Top Walker** - Kathryn McFarlane Staffordshire University (27 miles).
- **Top Business** - Stoke-on-Trent City Council (90 points).
- **Best Business** - Staffordshire University with 13 team members and a total of 177 miles walked.

LIVING STREETS

PUTTING PEOPLE FIRST



Bike Week 14-22 June 2014

Over 200 people across Stoke-on-Trent and Newcastle-under-Lyme took part in activities organised by Travel Smart, including a joint event with the Sustrans Pocket Places Project.

The Dr Bike team from Velo and Sustrans were on tour, performing free bike safety checks and handing out D Locks and lights along the cycle paths across Stoke-on-Trent and Newcastle-under-Lyme. Dr Bike saw over 40 cyclists throughout the week, ensuring their bikes were safe to be used on the roads.

The Cycle Smart Challenge website was reopened to encourage people to cycle and log their journeys. Cyclists logged 2,350 miles in just one week, burning over 110,000 calories and saving nearly 200kg in CO2 emissions.



- **Top Cyclist (left):** Lee Richardson, Royal Mail - most journeys.
- **Top Cyclist (Right)** Anthony Chadwick, UHNS - most miles
- **Best Business:** Royal Mail - highest number of participants
- **Environmental Award:** Churchill China - saved the most CO2 by switching the car for the bike during the week.



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Personal Travel Planning for UHNS Employees September 2014

Throughout September, Travel Smart have been working to help employees at the University Hospital North Staffordshire save time and money by using alternative modes of transport. Personal Travel Planning drop-in sessions and information stands have been held weekly at various locations across the hospital, raising awareness of the transport options and facilities that are available on site.

Over 580 employees visited the stands, completed surveys and were provided with a personal journey pack containing the tools needed to make the change. Over the next few months, Travel Smart will be working with the UHNS to follow up on the success of these events and provide continuing support.



European Mobility Week and Cycle Challenge September 2014

This year, Stoke-on-Trent City Council was one of only 10 councils in the UK taking part in European Mobility Week. Travel Smart, along with its partners, organised events to take place across the city to encourage residents to try sustainable transport between the 15-22 September.



For World Car Free Day (22 September) Travel Smart ran a Smart Taster Ticket promotion, which included 5 days free bus travel. Over 380 people from 30 organisations received packs with the majority of the packs going to car users.

The Cycle Challenge (14-28 September) saw a record number of participants with 111 people logging over 1,400 journeys, totalling over 11,649 miles cycled. Best Business prizes were awarded to Alpha Tyres and Churchill China. Cyclists from UHNS, Stoke-on-Trent City Council and Vodafone were awarded winners of the Top cyclist categories as well as best blog and best photo. A further 15 people from 10 organisations won in the daily prize draw. Further information is available at travelsmartns.co.uk/news.

During European Mobility Week, 3 primary schools (Oakhill Primary, St Joseph's Catholic Primary and Grove Juniors) took part in the Living Streets Walk to School Challenge.



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Bespoke Car Sharing Websites Launched

More and more people are signing up to stoke.liftshare.com and feeling the benefits of car sharing. A bespoke car sharing website for UHNS was launched in March and received 90 sign ups in just one day. New sites are being launched over the coming months for DHL, Pets at Home and Norbert Dentressangle. Register today at stoke.liftshare.com and save up to a £1,000 a year on travel.



Brompton Bike Hire Hub

Brompton Bike Hire, available at Stoke-on-Trent Railway Station since June 2012, is an innovative cycle hire scheme offering residents, commuters and visitors the chance to experience the iconic Brompton folding bicycle. The hire scheme at Stoke-on-Trent Railway Station is part of a fast growing national network, which is accessible to all Brompton Bike Hire members. The first 100 people who use promo code **STOKE14** will only pay £1 for frequent membership. Register today at bromptonbikehire.co.uk or for further information visit travelsmartns.co.uk.



Travel Smart Augmented Reality and Social Media

The Travel Smart AR (Augmented Reality) App was successfully launched in May 2014 and currently has been downloaded and used by 618 people. By downloading a free app to your smartphone or tablet, you can bring images to life using the power of a new technology called Augmented Reality (AR). To access bonus content in our publications, open the app and point your device at the images where you see the AR content logo.



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