



Travel Smart in North Staffordshire

Winter Issue



Welcome to the latest Travel Smart Newsletter. We are now into the final three months of the project with delivery in full flow. This edition provides winter term highlights and what you can look forward to over the next few months.



Plan Your Journey with Travel Smart

Travel Smart has brought together interactive tools that can plot attractive and high quality routes to connect key locations across the city. Why not leave the car at home and explore the vast network of bus, cycle, train and walking routes across Stoke-on-Trent, Newcastle-under-Lyme and North Staffordshire. These options are an easy way we can all contribute towards a cleaner, greener and safer environment.

Get fit, save money and get to know your local area. Visit travelsmartns.co.uk/playourjourney



Travel Smart Augmented Reality (AR) App

Since its launch in June 2014, over 1,000 people have downloaded the AR App.

In November we launched a campaign to release a new video on sustainable travel each week on the run up to the festive season. Find out more at travelsmartns.co.uk/ar-app.

Look out for the AR Logo in this newsletter to access the new videos.

Instructions

Download our free app to your smartphone or tablet and bring this advert to life!

- Download the **TravelSmart AR** app from the App Store (Apple) or Google Play (Android).
- Open the app and point your device at the photo/graphic wherever you see this marker icon to access additional content.
- Double tap for a full-screen.



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ModeShift Awards 2014—School of the Midlands Region

At this year’s ModeShift Awards, Burnwood Community School, Chell Heath, has been awarded the ModeShift Stars School of the Region which was presented by Baroness Kramer (pictured below). Stoke-on-Trent City Council has been working with the school to promote and develop active travel. Burnwood completed the gold standard by reducing car use to just 15% of travel modes being used—a total of a 20% reduction in 2014— as well as developing a tri-track which includes a mountain bike track, BMX track and velodrome track. The tri-track is open for the local community to use, promoting active travel to a wider audience.



Road Safety Week 17-21 November 2014

Stoke-on-Trent City Council’s Safe and Sustainable Transport Team, in partnership with Sustrans and Staffordshire Fire and Rescue Service, organised a number of events across the city between 17-21 November. Road Safety Week is the UK’s biggest annual road safety event and is coordinated by road safety charity, Brake.

12 local primary schools* took part in educational “Be Bright, Be Seen, Be Safe” school assemblies to encourage staff and pupils to ensure they are visible to road users during the darker winter nights. Over 3,000 pupils were kitted out with high-visibility items. The “light fairies” also fitted 350 bicycles and scooters with LED front and rear lights.

During the afternoon rush hour, the busy team hosted pit stops at five key locations in the city to hand out high-visibility items. They also offered free cycle health checks to 116 cyclists alongside Velo Store and Staffordshire Fire and Rescue Service were on hand to provide safety advice.

Since Road Safety Week, cyclists of all ages have been spotted around the city sporting their new light bright safety equipment. It is great to see so many people using the equipment on their journeys around Stoke-on-Trent and Newcastle-under-Lyme. It was also noticed that the lights were perfect to attach to a fire officers’ tunic, further increasing their individual visibility and safety when carrying out their duties...



- *Christ Church CE (C) Primary School, Fenton ●
- Etruscan Primary School, Etruria ● Forest Park Primary School, Hanley ● Harpfield Primary Academy, Hartshill ● Hillside Primary School, Baddeley Green ● Oakhill Primary School, Oakhill ● Our Lady and St Benedict Catholic Primary Academy, Abbey Hulton ● St Mark’s CE (A) Primary School, Shelton ● St Mary’s CE (A) Primary School, Tunstall ● Star Primary Academy, Sandyford ● The Willows Primary School, Penkhull ● Waterside Primary School, Hanley

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Happy Holidays Bus Promotion

Travel Smart had 300 packs of free bus tickets to give away to encourage shoppers to travel into the City Centre by bus instead of going by car to help reduce the holiday congestion and parking issues. Each pack contained 2 x daily SMART tickets and a top tips information leaflet to encourage those who have never used the bus to give it a try.

We had an overwhelming response with over 500 people contacting us within a space of two days to receive one of the 300 free bus packs available. All packs have now been delivered and we hope to get their feedback on the experience later in the new year. There is still a chance to win **£50 of shopping vouchers**. Post in a picture of you or your bus journey with a catchy caption to our Facebook page (Travel Smart North Staffordshire) or on Twitter (@NStaffsTravel) and the best post will receive a £50 voucher.

Deadline is 31 January 2015.



Keep Us Safe, Keep Off The Yellow Lines

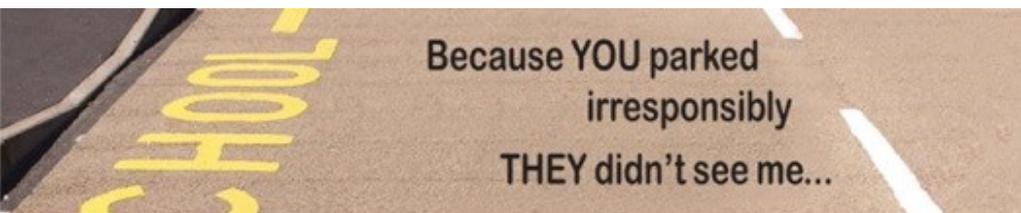
May 2014 saw the launch of Stoke-on-Trent City Council's campaign to target parking enforcement outside schools. Banners, bookmarks, leaflets and significant investment for new CCTV enforcement equipment increased the awareness of the campaign and by the end of November the team had:

- Made 218 school visits
- Ensured 226 vehicles had been moved off the yellow lines
- Issued 128 penalties to vehicles who had parked irresponsibly

While the enforcement continues, it was felt more was needed to be done to raise awareness with parents and carers. During a meeting of minds the concept of a road safety video was conceived where the campaign material would be brought to life. A script was written and a local school were kind enough to bring the story to life.

The video has now been released and can be seen at the Safer Schools website: stoke.gov.uk/saferschools

For more information, please contact the team at parking.enforcement@stoke.gov.uk



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End of Project Surveys

In 2013 the Stoke-on-Trent City Council Travel Smart team surveyed employees working at key employment sites to help understand how people were travelling to and from work, and where support could be provided to make these journeys quicker, greener and cheaper by making greater use of walking, cycling, public transport and car sharing. The team would like to hear from employees again, to explore how the various initiatives delivered since 2013 may have changed travel behaviour, and where further improvements could be made in the future. By completing the short online survey using the link below you will also be able to enter a prize draw to win one of a number of £100 Love to Shop vouchers.

If you work or study at Royal Stoke University Hospital/University Hospital of North Midlands Trust, Staffordshire University, Keele University, Newcastle College, Stoke-on-Trent College, Stoke-on-Trent Sixth Form College, please visit stokeeducation.travel-survey.co.uk



For any other organisation or business, please visit stokebusiness.travel-survey.co.uk

The survey closes on the **31 January 2015**, so don't miss your chance to win!



Cycle Challenge 1-15 March 2015—Everyone's a Winner!

Everyone's a winner in the final Cycle Smart Challenge. Log just one journey and a fabulous Travel Smart prize will make its way to you. Each week, there will be a series of fantastic prize draws and chances to win Best Blog and Best picture prizes. Big prizes are also available for the best individual riders and most engaged workplaces.

Registration for the third and final Cycle Challenge is **now open**. Don't worry if you have registered on a previous challenge, your details will be transferred so all you need to do is log in, set yourself a new goal, download the new journey tracker app for your smart phone, grab your work colleagues and work together to get to the top of the Business Challenge leaderboard!

The Cycle Challenge is a fun, free competition where challengers across North Staffordshire compete against each other to travel by bike as often as possible over a fortnight. It doesn't matter what level of ability you are, the challenge aims to get as many people as possible cycling just one day in the challenge weeks; whether it be commuting to work or social/leisure rides. By taking part you will save money, improve your fitness and do your bit for the environment.

Register today at cyclesmart.getmeactive.org.uk



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