

Travelchoice in rural Peterborough

The list below provides some food for thought for increasing travel choices in rural areas. Your ideas are also welcomed.

- We are beginning to produce rural area guide maps and will disseminate the printed versions to rural areas – ideas for locations are welcomed (e.g. GP surgeries, dentists, community centres, local pubs).
- In order to increase awareness of the rural cycle routes and Green Wheel, we'd like to increase the number of outlets supplying the Peterborough cycle map. This can be purchased in batches of 10 for £1 per copy and they retail at £1.50. Ideas for additional outlets sought (local shop, pub, popular tourist spots, cafes?).
- How can we increase awareness of www.carsharepeterborough.com which includes the taxi, cycle and walking journey matching service.
- We'd like to include information about Travelchoice services, events and materials in newsletters, what information would you like and how often?
- There are numerous examples of how technology has been used in rural areas, such as:
 - Rural Real Time Passenger Information (RTPI)
 - Internet shopping (clubbing together to achieve discounts from bulk purchase, one delivery)
 - Car sharing / taxi sharing
 - Electric bikes (inter-village pool bikes)
- Is there a demand for cycle parking? If so, where? Bus stops/village shops/pubs/post office? We will put suggested locations into the scoring system to assess demand and will implement those that score the highest.
- The Rural Working Group said that elderly people have difficulties in accessing/using bus timetables. It was mentioned that many are unable to use the internet and often struggle to read the printed versions. What would help them? Larger print? How can we raise awareness of Traveline which provides timetable information over the telephone at a local rate? Would it be helpful if Travelchoice briefed community centre volunteers so they could pass on information verbally?
- Are there routes that are well used during the day but dark and unattractive at dusk/dark? Where are they and could these routes benefit from route branding (solar studs)?
- Green tourism - how can we raise awareness of how to get to local places of interest without the car? Could embark on a similar campaign to Worcester – Stay Local for a Great Day out!
- Some villages have Cycle Champions. These are village residents that advocate cycling. They could collate and submit ideas from the village/parish to PCC for cycle parking locations/infrastructure locations/village cycling promotions/events etc, they could promote/provide information on adult cycle

training, look after the village pool bikes, advise residents on cycle maintenance, services available to them from PCC etc.

- How will we monitor the uptake of sustainable travel?
 - Record pool bike usage
 - Satisfaction/awareness snapshot survey of residents
 - Monitor usage of public transport and demand responsive service

There may be other ideas which you have that could be explored. Following the roll out of Travelchoice to rural areas we are keen to look at how we can better serve these areas. It must be remembered that staff resources and budgets are limited and not all ideas will be feasible. That said, the rural communities are an important part of Peterborough and we will endeavour to improve travel choice where we can.

Please email ideas to Travelchoice@peterborough.gov.uk.