

The advertisement features a dark blue header with the text "Your TRAVELCHOICE in Peterborough". To the right of the header is a vertical stack of five colored boxes: orange for "public transport", green for "walking", yellow for "cycling", purple for "innovation", and pink for "information". Below the header is a collage of images showing a woman with a bicycle, a woman and man walking, two people cycling, and a bus at a station. The bottom of the advertisement is a dark blue footer containing the Department for Transport logo, the website "www.travelchoice.org.uk", the slogan "Your city, your move!", and the Peterborough City Council logo.

Your  
**TRAVELCHOICE**  
in Peterborough

- public transport
- walking
- cycling
- innovation
- information

Department for  
**Transport**

[www.travelchoice.org.uk](http://www.travelchoice.org.uk)

Your city, your move!

PETERBOROUGH  
CITY COUNCIL

Travelchoice - Rural Working Group 30 September 2009

# Peterborough's Project



- 2004 – designated ‘sustainable travel demonstration town’
  - Department for Transport funded - £3.24 million over 5 years
  - PCC invested Local Transport Plan funding
  - 18 schemes were identified, plus 46 others
  - Focussed on urban core of Peterborough
  - Before and after surveys commissioned
  - Project closed 31 March 2009
- 
- But....it’s not the end of Travelchoice!

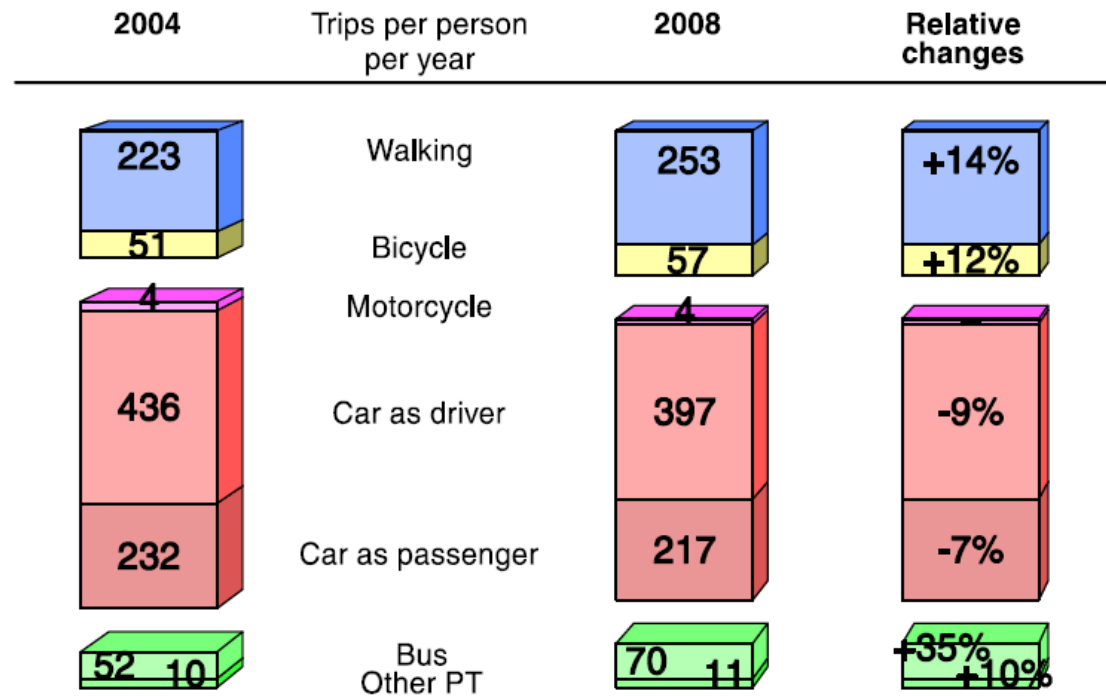




# Behavioural research results

## MODE CHOICE

- Peterborough -





# Measures for rural areas

Your

# TRAVELCHOICE

in Peterborough

public transport

walking

cycling

innovation

information

- Started April 09
- Rural newsletters
- Interchange posters:
  - Castor
  - Ailsworth
  - Glinton
- Local area guide maps for rural areas
- School Travel Plans
  - Walking buses
  - SJTS funding
  - Walk to School Week

Continuing your journey from The Regional College

Vicinity Map of The Regional College

Core Peterborough Bus Services

Route and Destination Finder

Route	Destination
1	...
2	...
3	...
4	...
5	...
6	...
7	...
8	...
9	...
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PETERBOROUGH CITY COUNCIL

Department for Transport

## Measures for rural areas



- Adult cycle training
- *good going* pledge and discounts
- Cycle map – updated May 09
- Series of cycle guides, covering 7 areas
- [www.carsharepeterborough.com](http://www.carsharepeterborough.com)



## Plans for the future



- Understand rural issues
- Disseminate rural area guide maps
- Develop clear action plan for 2010/11 onwards
- Increase awareness of car/taxi share journey matching service
- Regular information in newsletters
- New technology (rural RTPI)
- Enhance work with planners/developers to ensure sustainable transport built into new developments



Your **TRAVELCHOICE** in Peterborough

- public transport
- walking
- cycling
- innovation
- information





# Car share Peterborough

Your  
**TRAVELCHOICE**  
in Peterborough

- public transport
- walking
- cycling
- innovation
- information

The screenshot shows a web browser window with the address <http://www.carsharepeterborough.com/Default.asp?uxi=&cr=check>. The page features a navigation menu with links: Home, About Us, Welcome, Sign In, Questions, Cost Calculator, Safety, Links, and Contact us. The main content area is titled "Welcome to carsharepeterborough" and includes a "New Users - Register" section with a link "All New users start by clicking here.", a "Members - Sign In" section with an email field, a password field, and a "Log me in" button, and a "Live Stats" section reporting "The latest registered journey is: From: Oxney Road, PE1 To: Matley, PE2." and "There are 333,834 car sharers registered with the liftshare network." The page also features a "Business Solutions" link and a footer with a disclaimer, terms, and privacy policy, along with logos for WSC, WAI-AA WCAG 1.0, and the liftshare network.

# Car share Peterborough

Welcome to carsharecarsharepeterborough (Part of the liftshare network) - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address [http://www.liftshare.com/v3/pages/add\\_journey.asp](http://www.liftshare.com/v3/pages/add_journey.asp)

Share it Welcome back Nicola | [Logout](#) **TRAVELCHOICE** in Peterborough Innovation

[Home](#) [About Us](#) [Welcome](#) [Sign In](#) [Questions](#) [Cost Calculator](#) [Safety](#) [Links](#) [Contact us](#)

[My home](#) [My journeys](#) [My inbox](#) [My contacts](#) [My settings](#)

Please review and save your journey details

[start location](#) > [destination](#) > [type of journey](#) > [journey details](#) > [save journey](#)

Please review your journey details, you can use the links below to edit any of the details.

Type of journey:	offering or seeking a lift	<a href="#">Edit</a>
Making journey:	on daily or weekly basis	<a href="#">Edit</a>
Journey purpose:	commuting	<a href="#">Edit</a>
Journey start:	Eye, Cambridgeshire	<a href="#">Edit</a>
Journey destination:	Bridge street, PE1	<a href="#">Edit</a>
Leaving at:	08:00	<a href="#">Edit</a>
Returning at:	17:30	<a href="#">Edit</a>
Journey flexibility:	+/- 15 min	<a href="#">Edit</a>
Days travelling:	Monday, Tuesday, Wednesday, Thursday, Friday	<a href="#">Edit</a>
Display my journey to:	only members of my private groups	<a href="#">Edit</a>
If I couldn't find a BUDI:	I would drive on my own	<a href="#">Edit</a>
My comment:	No comments left for other users.	<a href="#">Edit</a>

[Clear journey and start again](#) [Save journey and search for matches](#)

Preview of your journey [edit start location](#) [edit destination](#)

[http://www.liftshare.com/v3/pages/add\\_journey.asp?editstep=4](http://www.liftshare.com/v3/pages/add_journey.asp?editstep=4)

# Car share Peterborough

Welcome to carsharecarsharepeterborough (Part of the liftshare network) - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites

Address http://www.liftshare.com/v3/pages/search.asp?jid=xOyIrmz8%2BaE%3D

My home My journeys My inbox My contacts My settings

### Map of search results

Good news! We've found 26 journeys that might be suitable for you to share.  
If you want some further options though, you can always try [adjusting your search](#).

Displayed results

- A offering a lift
- B looking to share
- C looking to share
- D looking to share
- E looking to share

### List of search results

- A** Rona is offering a lift.  
From Eye, Cambridgeshire - to Peterborough, Cambridgeshire  
Daily journey made on Monday, Tuesday, Wednesday, Thursday, Friday [more info and contact user](#)
- B** Mike is offering to share their journey.  
From Dorchester Crescent, PE1 - to Midgate, PE1  
Daily journey made on Monday, Tuesday, Wednesday, Thursday, Friday [more info and contact user](#)
- C** Anne-Marie is offering to share their journey.  
From Borough Fen, Peterborough PE6 7 - to Bridge street, PE1  
Daily journey made on Monday, Tuesday, Wednesday, Thursday, Friday [more info and contact user](#)
- D** Terri is offering to share their journey.  
From Hythegate, Peterborough - to Broadway, Peterborough  
Daily journey made on Monday, Tuesday, Wednesday, Thursday, Friday [more info and contact user](#)
- E** Dawn is offering to share their journey.  
From Sallows Road, Peterborough - to Bridge Street, [more info and contact user](#)

Done Internet



## Ideas welcome



- What are the biggest issues/concerns/barriers and how can we help?
- In particular:
  - How better promote car share site, cycle training?
  - How can we help improve accessibility?
  - Cycle parking?
  - Route branding? Solar lighting?
  - Technology
  - Support green tourism by raising awareness of how to get to local places of interest without the car?

Nicola Francis

Travelchoice Team Manager

01733 317484

[nicola.francis@peterborough.gov.uk](mailto:nicola.francis@peterborough.gov.uk)

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