

RURAL AREA TRAVELCHOICE ACTION PLAN

The actions listed below fall within the remit of the Travelchoice Team to deliver. This document is evolving and will be updated throughout the year.

Action	Who responsible?	Target start date	Progress, RAYG	Target end date	Measure	Status Active or Complete	Comments/notes
Disseminate rural areas guide maps to rural locations. Raise awareness of availability by issuing press release and making contact with rural locations.	Travel Information Officer	Jan-10		Feb-10	Number of area guides given out by April 2010 (when reprint needed)	Active	Guides due to be printed w/c 4 Jan and will be delivered just after. Ideas for locations welcomed.
Raise awareness of Cycle Map. Encourage local village stores/pubs to stock map (bulk orders for 10 maps or more can be made for £1.00 each and sold at £1.50).	Sustainable Travel Officer	Mar-10		Aug-10	Number of new outlets selling cycle map	Active	
Finalise, print and deliver rural cycle guides and develop a listy of outlets to stock them (all will be available free of charge).	Sustainable Travel Officer	Feb-10		Apr-10	feedback received, demand from outlets to stock them.	Active	Routes determines, leaflets planned and underway. Cycle City Guides have been commissioned to work on them. We will print and launch to coincide with the better weather.
Raise awareness of www.carsharepeterborough.com (including the taxi share scheme)	Travel Information Officer	Dec-09		Dec-10	Number of new registrations from rural areas	Active	
Assess demand for cycle parking and prioritise requests. Put suggested locations into the scoring system to assess demand and will implement those that score the highest.	Sustainable Travel Officer	Feb-10		May-10	Number of applications meeting the minimum requirements according to the scoring process	Active	
Install cycle parking where appropriate. Ensure cycle parking is in keeping with local surroundings.	Sustainable Travel Officer and Engineering	Apr-10		Mar-11	number of cycle stands installed.	Active	
Investigate potential for introducing electric inter-village pool bikes. Assess what is needed and scope options for delivery	Sustainable Travel Officer	Feb-10		Jun-10	tba	Active	Whilst scoping can take place now, implementation won't be until we have a new Sustainable Travel Officer in post.
Recruit cycling village champions	Sustainable Travel Officer	Mar-10		Sep-10	number of people volunteering	Active	
Determine suitable locations for rural RTPI	Passenger Transport Development	Feb-10		Sep-10	Number of suitable locations and screens installed.	Active	
Develop ideas to help the older generation access/read bus timetables. Many are unable to use the internet and often struggle to read the printed versions. Investigate how we can raise awareness of Traveline which provides timetable information over the telephone.	Travel Information Officer	Feb-10		Sep-10	Feedback from residents	Active	
Green tourism - develop ideas about how we can work with the local tourist attractions to raise awareness of how to get to local places of interest without the car? Initially meet with Gill to determine potential for linking up to promote heritage sites. Also explore opportunities for local, green tourism with Toursit Information - could embark on a similar campaign to Worcester - Stay Local for a Great Day out!	Travel Information Officer and Sustainable Travel Officer	Feb-10		Sep-10	tba	Active	As above, scoping can take place now but full implementation won't be until the Sustainable Travel Officer post is filled.
Disseminate information about Travelchoice services (e.g. good going, Text&Go etc) to rural communities via residents newsletters, publications and notice boards in community centres)	Travel Information Officer	Feb-10		Dec-10	Number of times Travelchoice featured in local publications	Active	
Continue to work with schools in rural areas, ensure they have travel plans and encourage uptake of Walk/Bike to School Week, Walking Buses and Park and Stride.	School Travel Officer/School Travel Plan Coordinator	Jan-10		Mar-10	NI 198 - percentage of children travelling to school by sustainable modes	Active	
Promote measures to reduce the need to travel - such as internet shopping.	Travel Information Officer	Jan-10		Apr-10		Active	
Research into funding opportunities for electric charging points.	Travelchoice Team Manager	Jan-10		Aug-10	Plugged in Places is a new grant up to the value of £30m between 10-12 cities. To apply we'd need a robust bid plus match funding.	Active	
Identify routes that are well used during the day but dark and unattractive at dusk/dark that could benefit from route branding (solar studs)?	Sustainable Travel Officer	Apr-10		Mar-10		Active	

This page is intentionally left blank