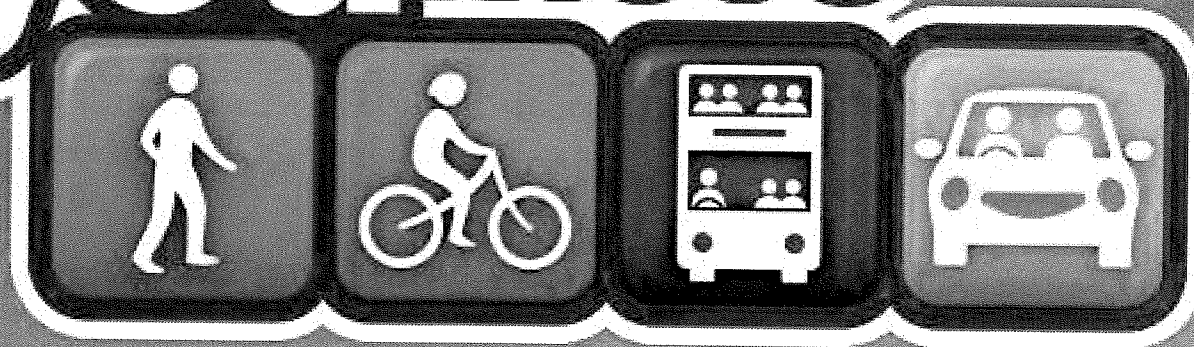


Choose how **you** move



Personalised Travel Planning (PTP) 2020



European Union
European Regional
Development Fund

SYSTRA

What is Personalised Travel Planning?

PTP is an initiative to promote sustainable and healthy travel choices and to tackle traffic problems by encouraging residents of Wycliffe, Spinney Hills Stoneygate and North Evington Wards to try walking, cycling, catching the bus and car sharing for their everyday travel.

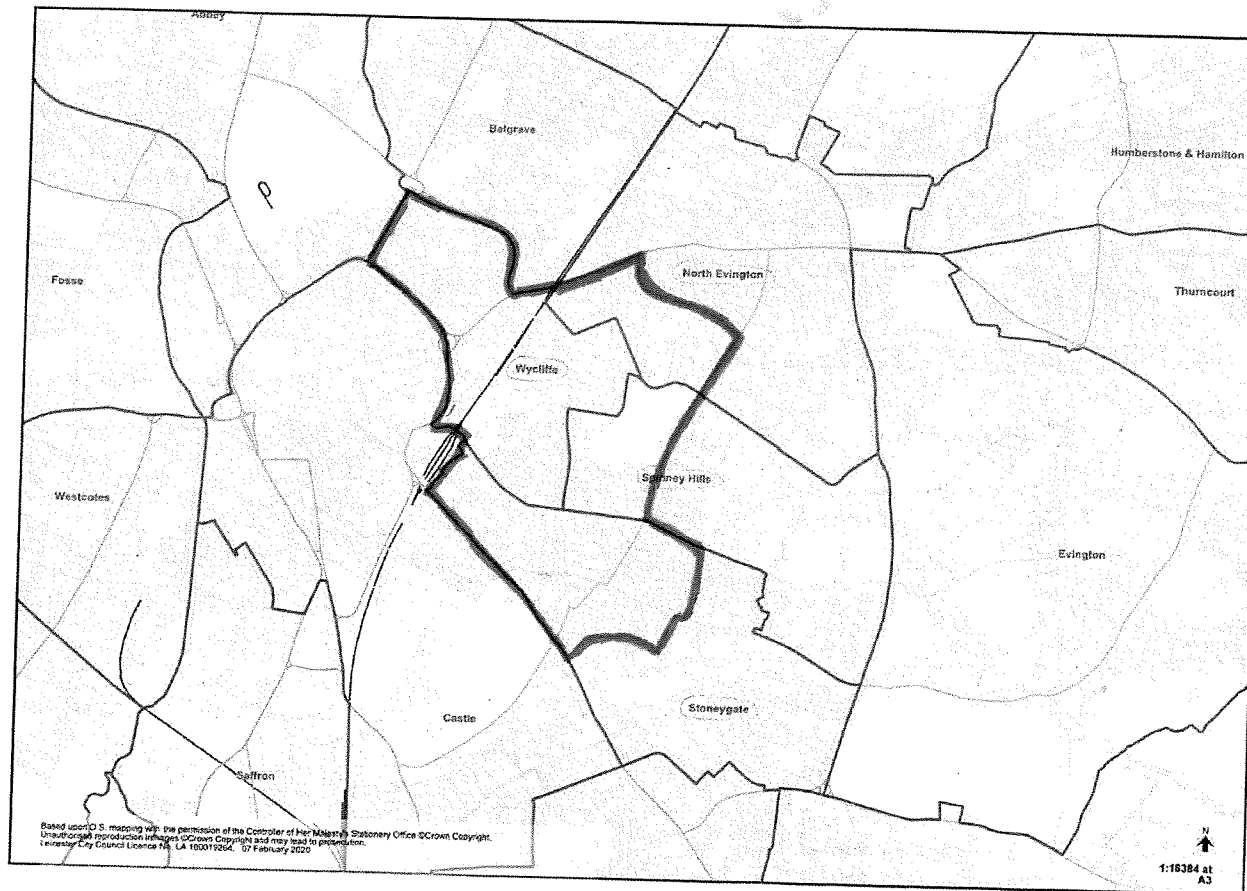
We will contact residents to offer them information, ideas and encouragement to try out new travel choices which will benefit them by saving them time, money, helping them get more active or just providing less stressful and more pleasant ways of getting around.

A team of Travel Advisors will visit households in the target area to open up dialogue with local residents, collecting travel information and sharing travel information. In addition we will attend local community events and meetings.

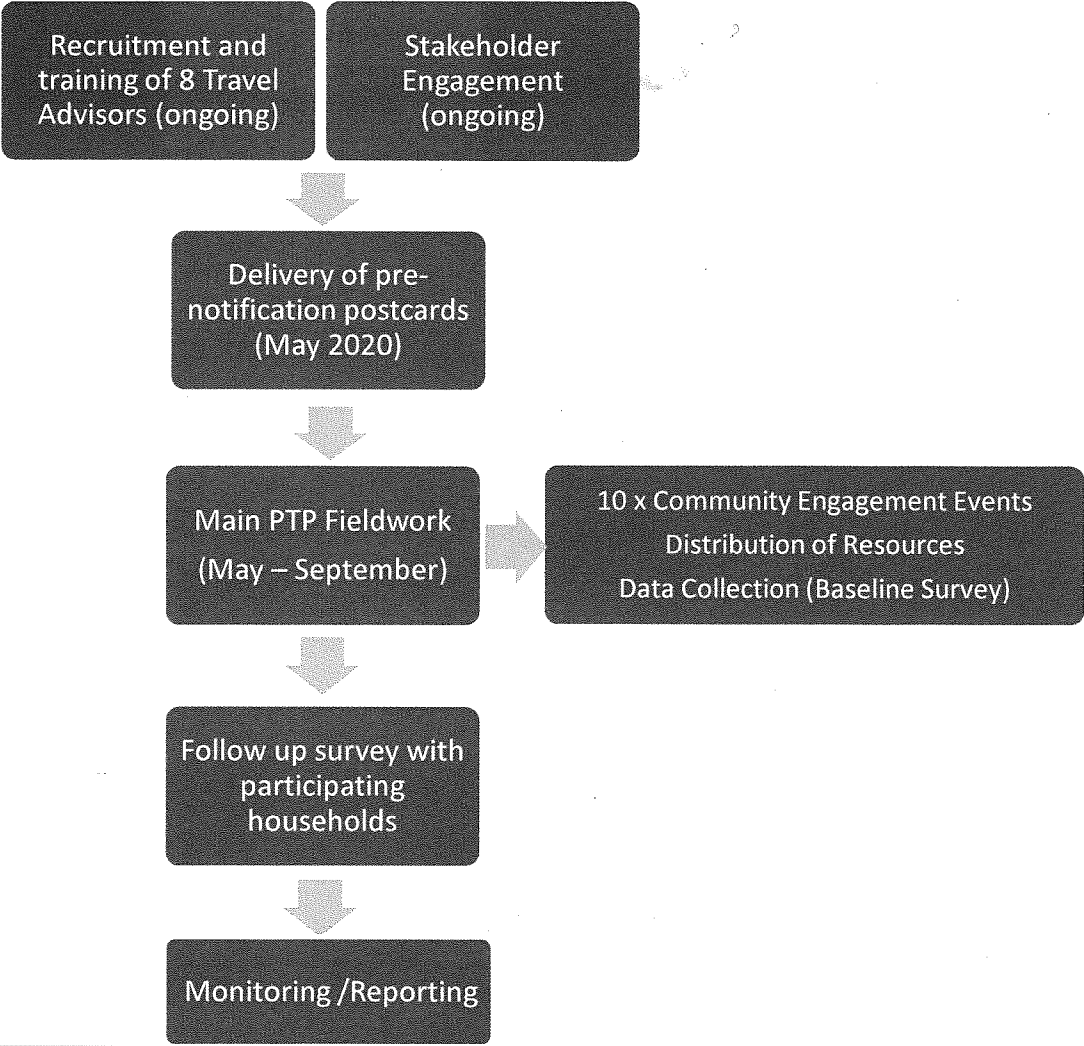
Travel Advisors will be equipped with branded clothing, identification, tablet computers and travel information resources including:

- Local information e.g. hire bike, cycle routes, cycle maintenance courses, cycle training, bus routes
- Discount vouchers such as Sketchers, Go Outdoors
- Details of upcoming events e.g. Led Walks, Dr Bike Sessions

Our Target Area and Approach

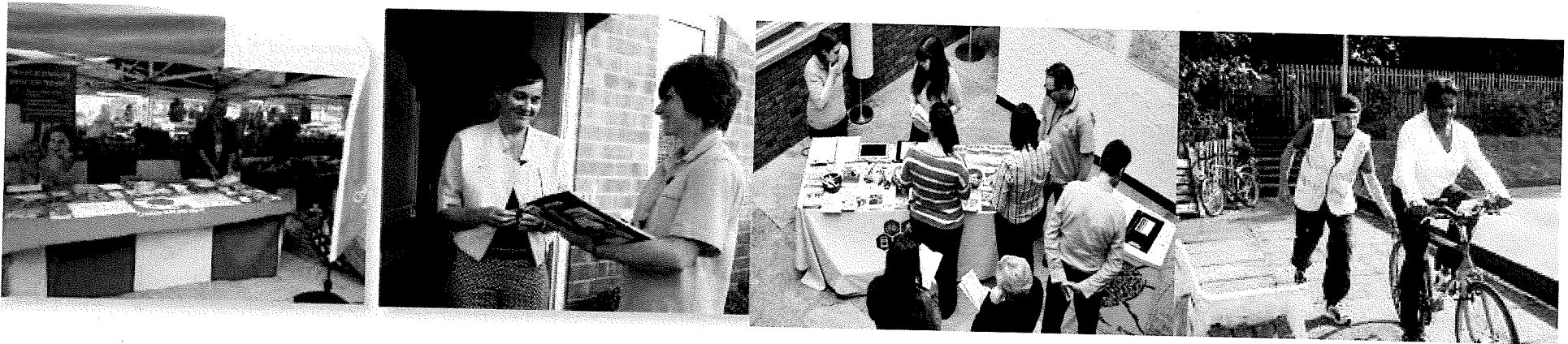


Our Target Area and Approach



How you can help

- Spread the word in the communities you work with! We'll be knocking on doors with branded fleeces and ID.
- We'll be launching recruitment shortly for Travel Advisors too.
- Let us know if there are any local events, meetings, or other opportunities we could utilise to get us face-to-face with local residents - we are looking at holding stalls at local schools at pick-up time or parent events, having a stand at local libraries or other locations with high footfall e.g. local shops.
- Give us any feedback/local knowledge that might help steer our Travel Advisors



Get in touch!

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