

Sustainable Travel Demonstration Town – Lessons for Future Growth

Your
TRAVELCHOICE
in Peterborough

public transport

walking

cycling

innovation

information



Department for
Transport

www.travelchoice.org.uk

Your city, your move!

PETERBOROUGH
CITY COUNCIL

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Peterborough

- Population of 156,050
- Total number of households 65,375
- Total Area 34,228 hectares
- Transport links include:
 - a 45 minute train journey from London's King's Cross Station
 - situated on East Coast Mainline
 - A1(M)/A1 access to the Midlands & Northern Metropolitan areas
 - A47 East – west link
 - high frequency city bus services
 - segregated cycle system plus the Green Wheel



Peterborough – a look to the future

Peterborough forms part of the London-Stansted-Cambridge- Peterborough Growth Corridor

The *East of England Plan* contains proposals for rapid expansion with over 21,000 new homes and over 17,000 jobs in the Peterborough unitary area

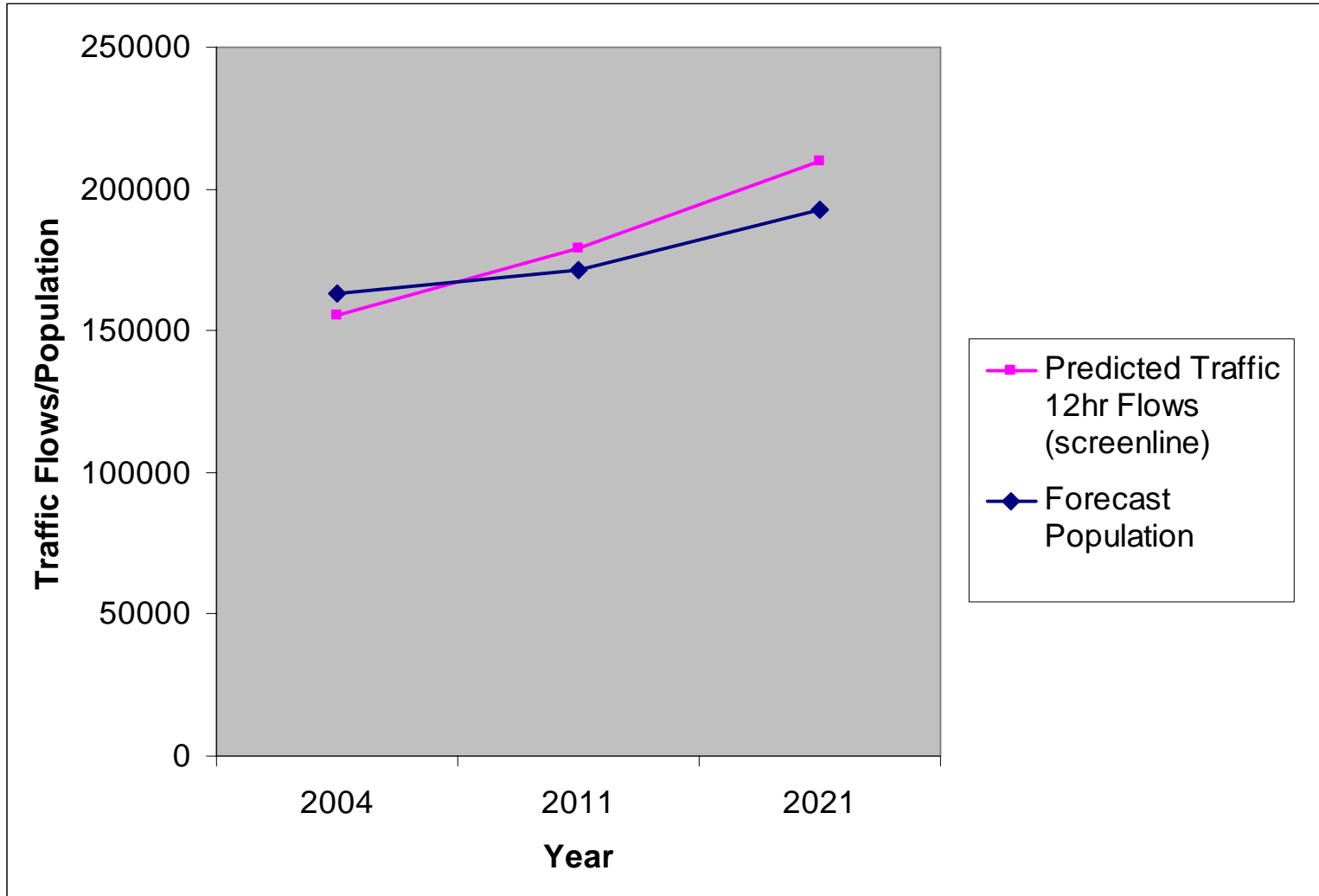
A *City Centre Framework* has been developed by the City Council

It is estimated that over £750m of investment will be attracted to the centre, with the addition of over 2,500 new homes and creation of about 15,000 jobs

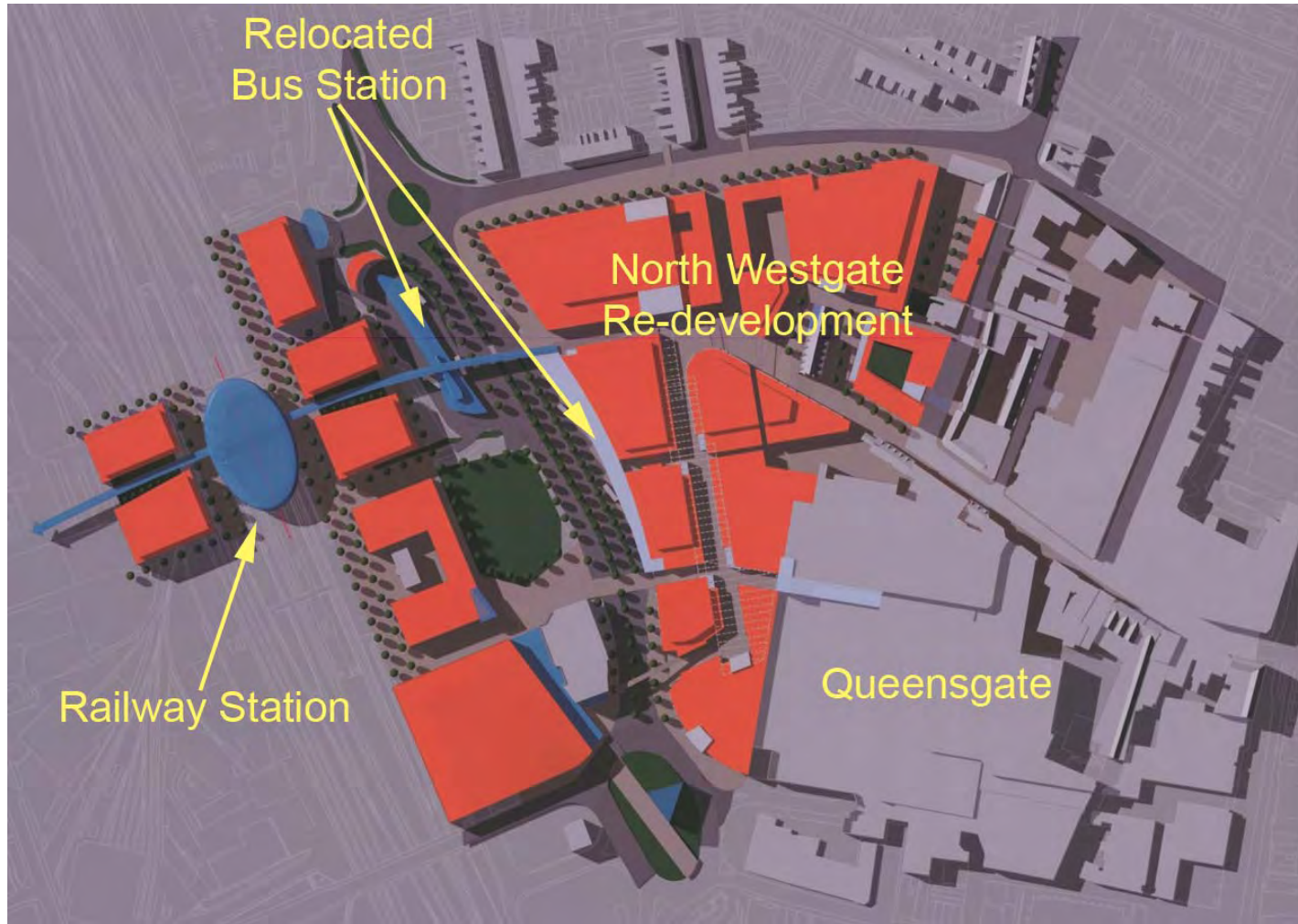
To drive this expansion, the Peterborough Urban Regeneration Company was established early in 2005

The LTP2's development reflects a growing Peterborough and is very much a pro-choice document

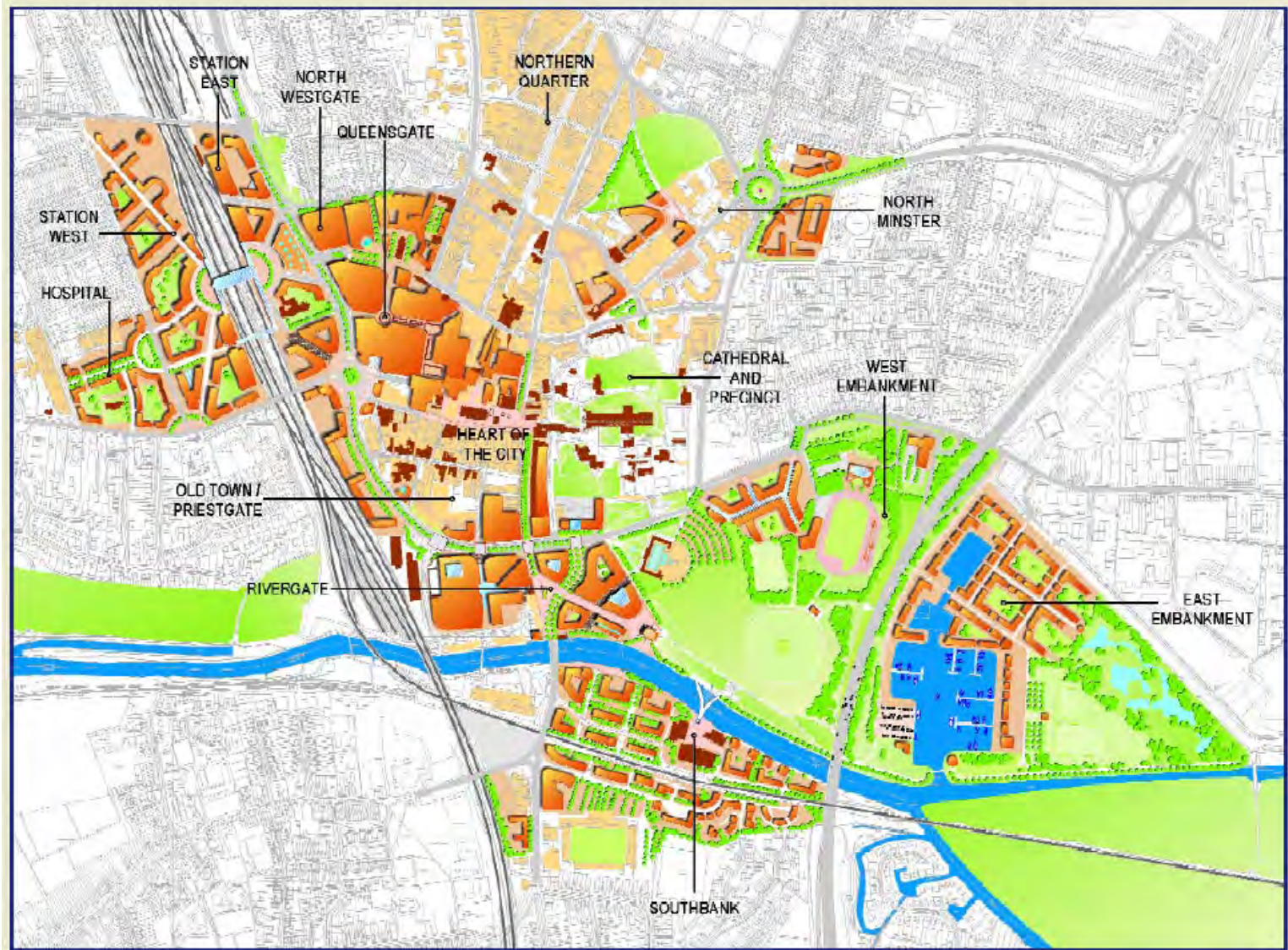
Projected traffic growth



City Centre Framework – Station Quarter



City Centre Framework



Sustainable Travel Demonstration Town

- In April 2004 Peterborough was selected to become one of three Sustainable Travel Demonstration Towns
- Five year project funded by the Department for Transport that has provided £3.24m in revenue funding for soft measures.
- Aim is to create a city where real travel choice and alternatives to the car exist.
- The project centres on implementing a package of measures to help tackle traffic congestion and reduce the environmental impact of travel.



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Implementation for Growth

- Significant population and employment growth in Peterborough represents both an opportunity and a challenge for the city's transport infrastructure and services.
- Not just about providing high quality infrastructure.
- Need to change behaviour and the cultural habits of travel in order for growth to be sustainable.
- Technology can aid this process (RTPI, UTC system etc)
- 'Soft factors' such as the Travelchoice project have a major role to play in sustainable growth and development and hence the future economic prosperity of the region.
- As a 'Sustainable Travel Demonstration Town' Peterborough has a unique opportunity to influence travel decisions prior to large scale development taking place.

Travelchoice Project

- Not just a 5 year project, Travelchoice will become ingrained in the future of transport in Peterborough
- Link up with the delivery of the Local Transport Plan
- Individualised Travel Marketing
- Improved cycling, walking, and public transport information and promotion
- Real Time Passenger Information, passenger information screens and interactive travel kiosks
- Interactive Travelchoice website
- Household travel information packs
- Partnership and stakeholder working
- Community involvement

Behavioural Travel Research

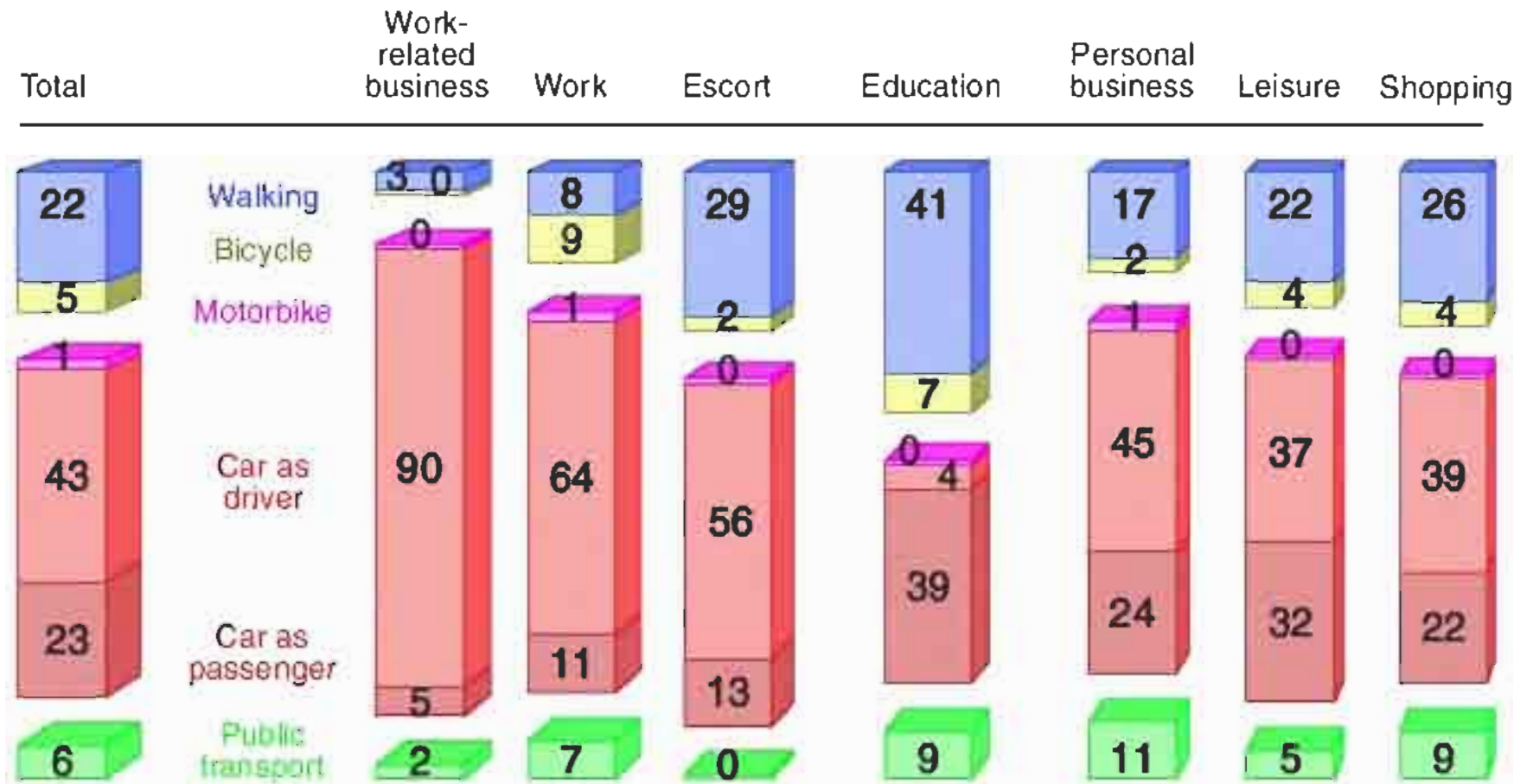
- A major travel survey was conducted among Peterborough residents during September-December 2004.
- The first part of the research was a postal survey of household and personal travel behaviour on a random sample of 4,461 people (net) drawn from the population of the Peterborough urban area.
- The second part of the research consisted of a series of in-depth interviews with over 400 people to gauge their attitudes to transport issues and help understand their daily travel choices.
- The findings provide an insight into the potential for reducing traffic by encouraging changes in personal travel behaviour.





MODE CHOICE BY TRIP PURPOSE

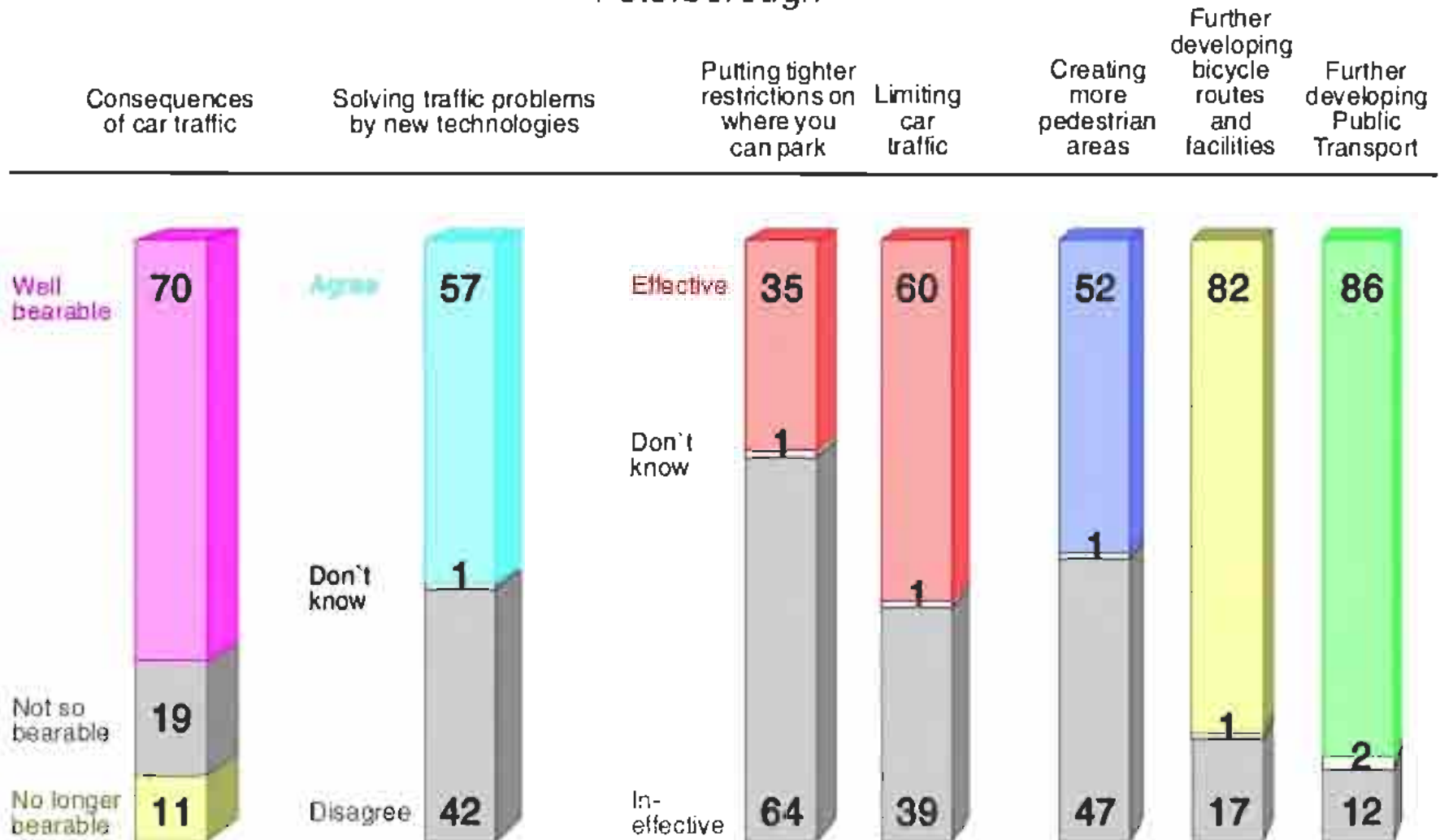
- Peterborough -



TRAFFIC PROBLEMS



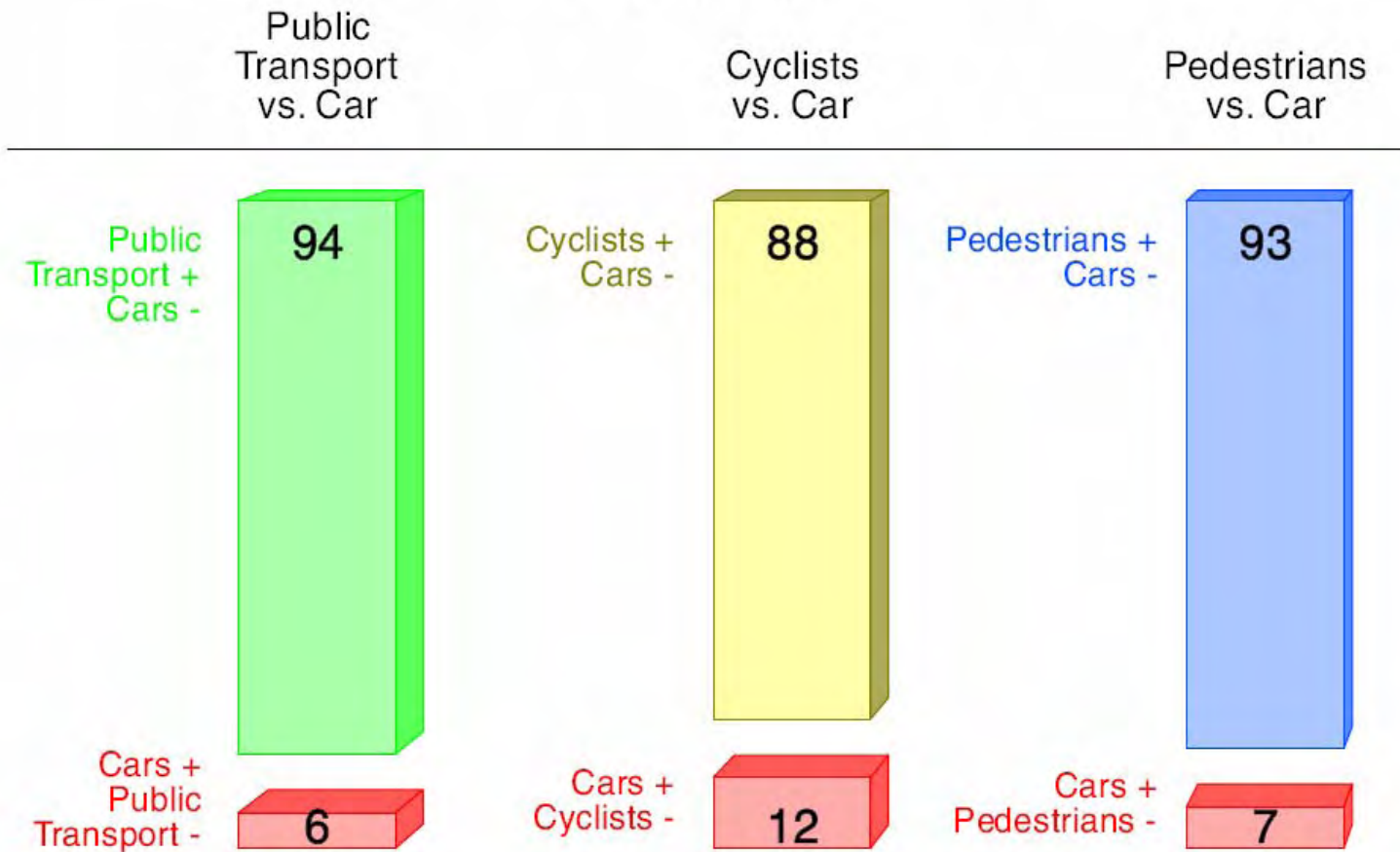
- Peterborough -



TRAFFIC PLANNING CONFLICTS



- Peterborough -



94% of people in Peterborough would support measures favouring public transport, even if this disadvantaged car users.



FUTURE MEASURES IN FAVOUR OF PUBLIC TRANSPORT

- Peterborough -

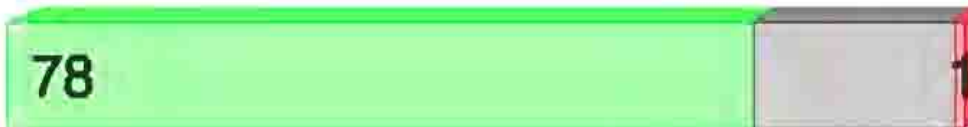
Agree

Neutral

Disagree

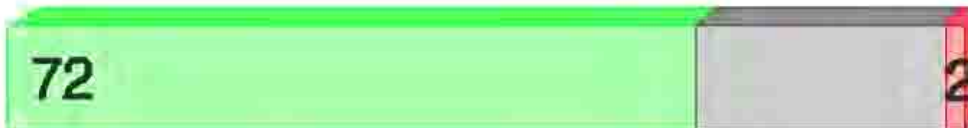
Index

More improvements



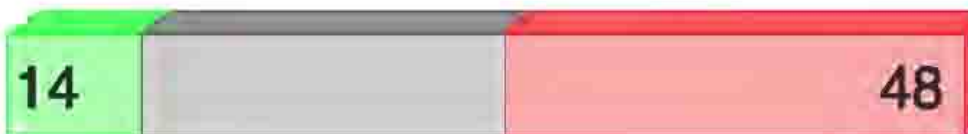
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More (financial) support



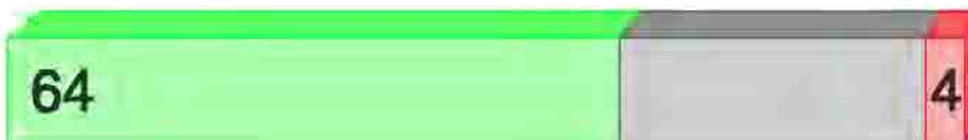
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Public transport budget reduced in favour of road construction



-34

Politicians more committed to public transport



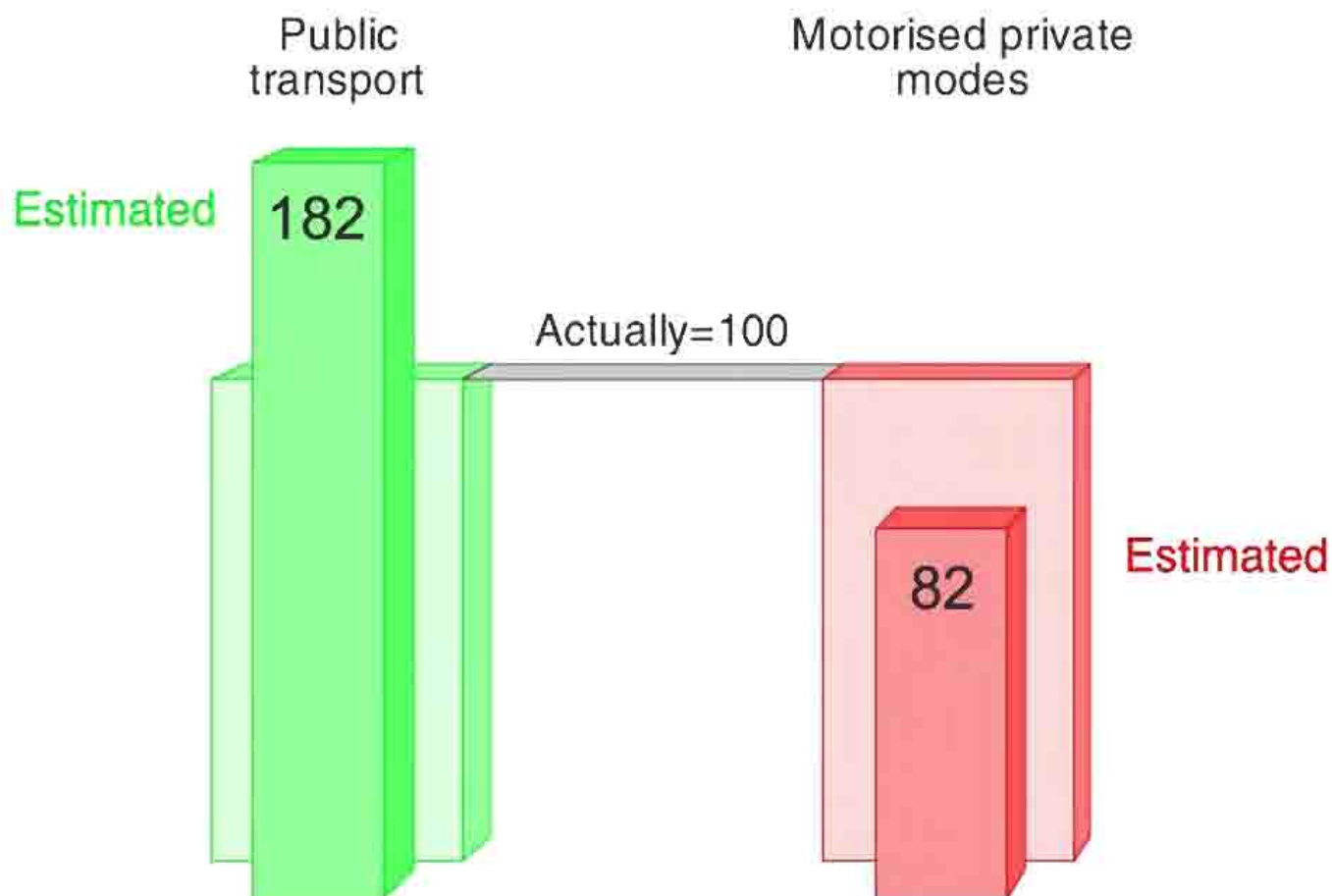
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PERCEPTION OF TRAVEL TIME

- Peterborough; trips with motorised private modes -

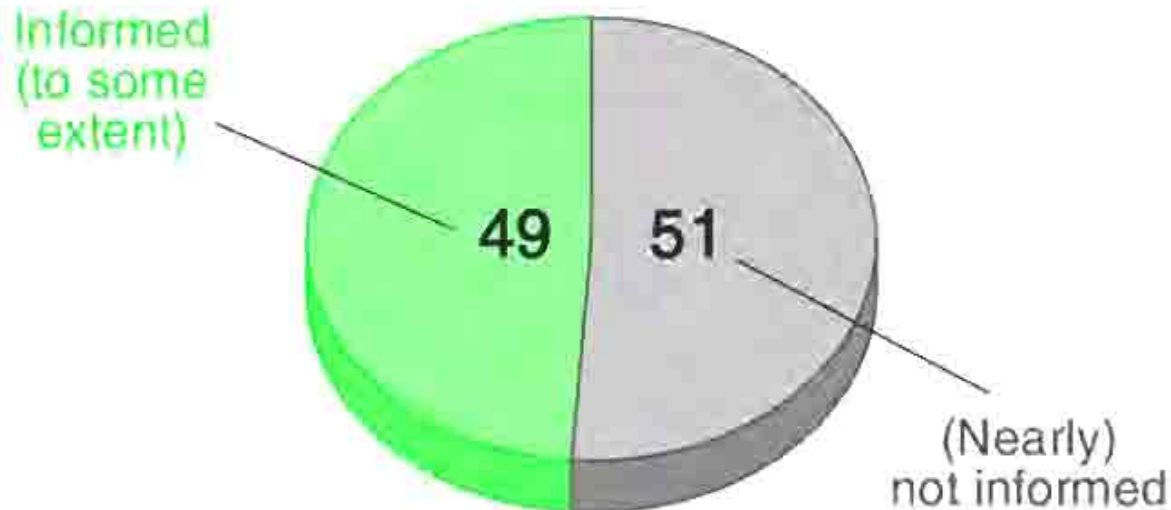
Public transport available; informed; no constraints on using public transport



EXTENT OF INFORMATION

- Peterborough; motorised private modes -

Public transport available; no constraints



Information ?

- 51 % of people are not informed about sustainable travel options.
- This is the primary focus of the Travelchoice project;
 - To inform
 - To promote
 - To provide concise, consistent and readily available travel information.

Travelchoice Brand

Your
TRAVELCHOICE
in Peterborough

- public transport
- walking
- cycling
- innovation
- information

Relax on your
TRAVELCHOICE
in Peterborough

Public transport



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Enjoy your
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Walking



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Cycling



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Inform your
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Information



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Branded Public Transport

Your
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in Peterborough

- public transport
- walking
- cycling
- innovation
- information



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Address http://www.peterborough.gov.uk/transport/

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- Travelling by Bus >
- Travelling by Train >
- News & Information >
- School Transport >
- Road Safety >
- Parking >
- Walking & Cycling >
- Travel Plans / Travelwise >
- Infrastructure >
- Further Information >
- Feedback & Fault Reporting >
- Links >
- Transportation Home >

Welcome

Welcome to Peterborough City Council's new transportation website. This site incorporates comprehensive and up to date transport information for the Peterborough area. [Click here](#)

New Bus Services

Successful trial bus services are extended until 31st December. Download timetables and give us your comments on these new services. [Click here](#)

Comment Form

Please let us have your views and comments on the new Transportation website. [Click here](#)

Bus Timetables

Complete and comprehensive bus timetables for the Peterborough area are available to download in an easy to use destination and route index along with colour maps of all rural and urban bus routes. [Click here](#)

School Transport

Peterborough's latest and comprehensive school transport information including mainstream, special education needs and post 16 transport details. [Click here](#)

Sustainable Travel Town

We have been awarded £3.24m from the Dept. for Transport to develop the city into a [Sustainable Travel Demonstration Town](#).

External Travel Links

- > [Bus Operators](#)
- > [Stagecoach](#)
- > [Cavalier](#)
- > [Delaine Buses](#)
- > [Transline](#)
- > [Traveline - Nationwide Bus Information](#)
- > [Transport Direct](#)
- > [AA Travel Information](#)
- > [PTI](#)

Notice Board

- > [Peterborough bus timetables some of the best in the British Isles](#)
- > [The Annual Progress Report - Read online](#)
- > [The Town Bridge Project - Latest update](#)

Quick Links

- > [How to use the site](#)
- > [Latest News](#)
- > [Booklet Updates](#)
- > [Statelques and Policies](#)
- > [Disclaimer](#)
- > [Comments Form](#)
- > [Site Map](#)

Latest Bus Service changes

- Service 31
- Service 13

TOWN BRIDGE WEBcam

[View from North](#)
[View from South](#)

Some documents in this section are in Adobe® Acrobat® (PDF) format. In order to view it you will need to have [Acrobat Reader installed](#). (Those with visual impairments may wish to investigate [Access Adobe](#) which provides tools and information to help make PDF files more accessible.)

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Internet 11:56

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Future Aim – Sharing Best Practice !

Your
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in Peterborough



- This type of branding can be applied to any town or city within the UK.



- Consistency in branding will help promote sustainable travel options and provide confidence in making journey decisions
- We cannot succeed without effective marketing – it is essential that the message is communicated effectively to all stakeholders.

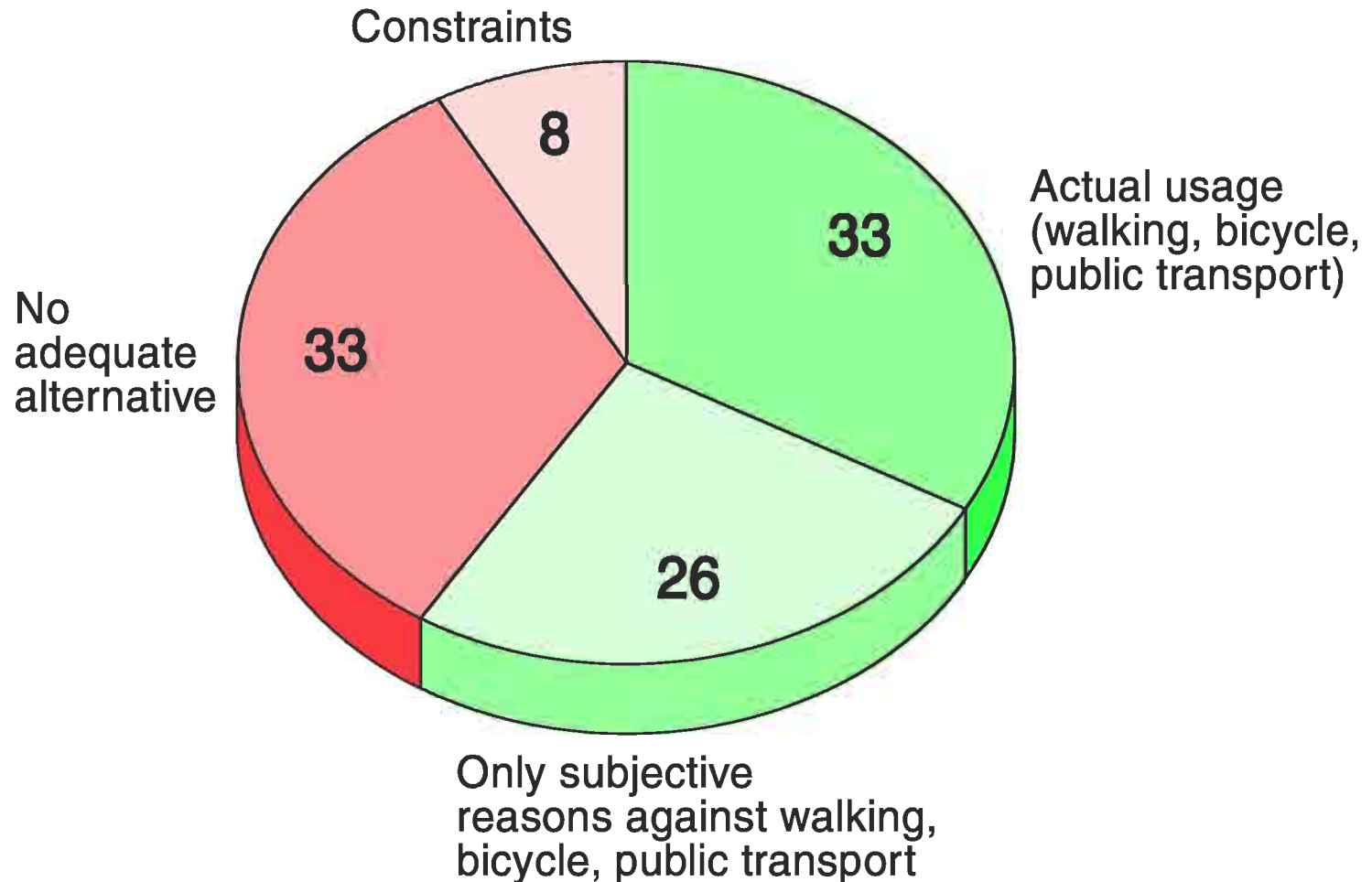
"Effective communication is 20% what you know and 80% how you feel about what you know."

Jim Rohn (America's Foremost Business Philosopher)

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POTENTIALS FOR "SUSTAINABLE TRAVEL MODES"

- Peterborough -



Peterborough – Raising the Profile

- Sustainable Travel Demonstration Town
- Energy Saving Trust – Anglia Centre
- Environment City
- UKCEED, PECT and many others
- Motivated and driven stakeholders that want projects to succeed
- Commitment to partnership working



Thorney Bypass - Peterborough



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Travelchoice – in Peterborough

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