



## Who are TravelRight?

### A community-based project that aims to deliver:

- Locally focused sustainable travel advice and services by engaging with local communities in the North Locality
- A volunteer network of community champions
- Raised awareness and promotion of the wide range of transport choices available including walking, cycling and public transport
- Improved access to employment, learning and training opportunities/services
- Reduced transport costs and CO2 levels
- Healthy active lifestyles

**Project Timescale:** 2012/13 – 2014/15

**Funding:** in conjunction with and commissioned through NCC's successful Local Sustainable Transport Fund (LSTF) bid.





# Breaking perceptions

## Barriers to success

*"It is more expensive to use the bus than a car for the same trip"*

One Nottingham Accessibility of Employment and Training Opportunities in Greater Nottingham, 2007

*"25% of people living in Bulwell would not travel to the city to work"*

Bulwell Survey, Nottingham Evening Post, 2012

## How do we plan on changing these perceptions?

- Raise awareness and create a positive experience
- Build up an understanding to enable trust through pilot projects and promotions
- Embed sustainable travel into daily regime through regular support and advice





# TravelRight programme

## 1. Community engagement

- To address travel barriers and support people into work and training.

## 2. Deliver a locally responsive programme

- Events, activities and services
- Small-scale infrastructure improvements

### Services include *(see intervention proposal for more info)*

- ✓ Mobile Travel Centre
- ✓ Personalised travel planning for young people and job seekers
- ✓ Community cycling
  - Regular cycle activities at community cycle hubs  
To include: Journey buddying, Bike maintenance, bike rides...
- ✓ Community Walks
  - New literature to promote existing walks and raise aspirations
  - Supporting existing groups
  - Establishing new ones





# Aspley, Bilborough, Leen Valley

Working in partnership with Neighbourhood Management, local community and voluntary groups, third sector organisations, schools (and many more)

## 1. Aspley

- BEST Bike recycling project for young families
- Infrastructure audit
- Support for Broxtowe BMX park

## 2. Bilborough

- Weekly cycle hub serving all 3 wards
- Various events (Beechdale day of action, NUSA, market)
- Mobile Travel Centre

## 3. Leen Valley

- More scoping work required
- Robert Mellors open day

Lots more planned...





## Support needed



- **Engagement opportunities**
  - Professionals
  - Community Groups
  - Employment Groups
  - Education sector (schools, FE, training)
- **Helping to deliver the local programme**
  - Project advocates (spreading the word)
  - Events, activities and services
  - Small-scale infrastructure improvements (ward walks)
  - Promotion (quotes for PR, bike rides)
- **Develop Capacity and Sustainability**
  - Enhancing volunteer network
  - High level sponsorship



**TravelRight**  
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## Contact us

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**Ridewise** is part of a local not for profit enterprise which has been delivering sustainable transport products and services for well over ten years in greater Nottingham and we continue to achieve successful outcomes in health, sustainable transport, access and social cohesion.

One of our key aims is to influence and deliver sustainable travel change in a wide range of local communities, from businesses to small neighbourhood groups. In doing this, communities will benefit economically and socially from increased accessibility to customers, work and learning, reduced cost, reduced congestion, improved environments, improved health & well-being and enhanced social cohesion.

#### Delivered by:



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working together to keep businesses moving

#### Working in partnership with:



**Nottingham**  
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