

Household Personalised Travel Planning Project (PTP): Briefing for Area 8 Committee

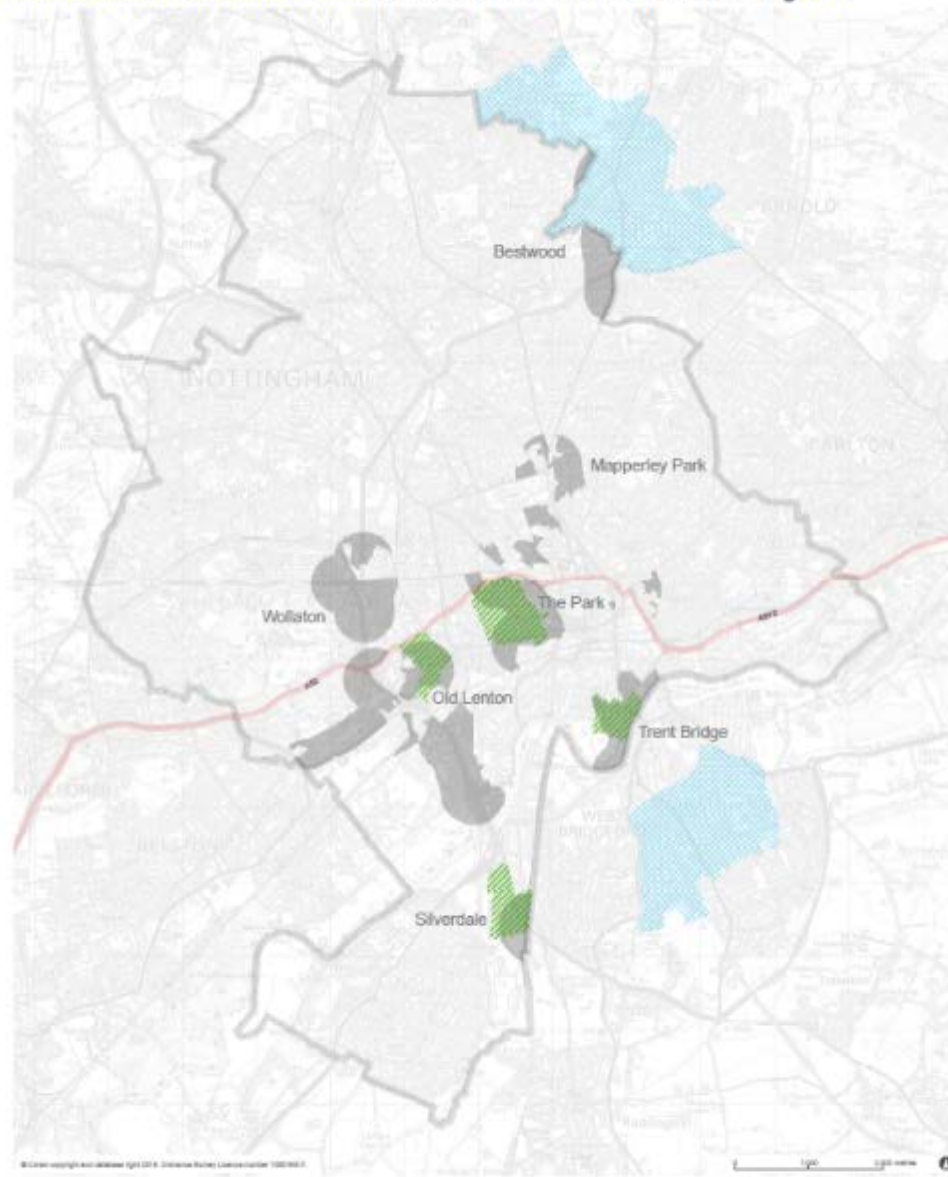
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**Nottingham
City Council**

A local project but part of a Citywide strategy

- Funded by Department for Transport as part of the Nottingham and Derby Access Fund programme.
- One project within a wider package supporting communities and with businesses to make low carbon travel choices.
- Aimed at households with higher than average car ownership in areas of poor air quality.
- Phase 1 in Nottingham starts w/c 26 March 2018.
- Includes Silverdale, Ruddington Lane, The Meadows around Trent Bridge.
- Will promote local transport services in each area.



- Areas meeting the selection criteria*
- Areas proposed for Household PTP Phase 1 (2018) = 4,700 households
- Areas proposed for Household PTP by Nottinghamshire County Council

*Localities within 400m of an AGMA (Air Quality Management) Area and with car ownership levels of at least 50%.

Proposed project areas in Nottingham Urban Area:

Phase 1: 2018:

4,700 houses in Nottingham City (green)
5,000 houses in West Bridgford (blue)

Phase 2: 2019:

4,850 houses in Nottingham City tbc
5,000 houses in Daybrook (blue)

The PTP project - key steps

- Advance promotion including posters and social media.
- All households receive a postcard about the visits in their area with information about how to opt out.
- Trained team of Travel Advisors visit each house to talk to residents about their travel needs.
- Householders are sent a bespoke travel information pack.
- If people are out or don't want a visit they receive a *Sorry We Missed You* postcard with details about how to request their personal travel information pack.
- Follow up 6 months later to find out whether people have changed their travel behaviour.

Why take part?

- Prize draw for participants
- Travel information specific to the area and individual needs
- Incentives and exclusive special offers.....

Streets receiving PTP visits in Area 8



The Meadows/Trent Bridge
~ 1,040 properties

Silverdale & Ruddington Lane
~ 900 properties

