

Section 9

Summary of Proposal

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- 9.1 Through the implementation of the Sustainable Travel Demonstration Town Project, Peterborough City Council will build on the embryonic sustainable transport initiatives already emerging, to create a city where real travel choice exists, supported by effective alternatives to the car, and where easy access to travel information is available. The ultimate goal of this ambitious bid will be to provide people with opportunities to change their travel habits to more sustainable methods of travel.
- 9.2 Over the next 15-20 years, Peterborough will see substantial development through the City Centre Masterplan and through being designated as a growth area by the Office of the Deputy Prime Minister. It is imperative that a sustainable travel network is in place to complement this growth. Becoming a 'Sustainable Travel Demonstration Town' will not only allow Peterborough to showcase a package of sustainable travel measures, but also provide a template for other growth areas to replicate.
- 9.3 The project will link directly into Peterborough's Transport Strategy. The visions and objectives of Peterborough's Local Transport Plan are complemented and strengthened by the project and the schemes outlined within the LTP provide integration with the 'Sustainable Travel Demonstration Town' project.
- 9.4 The most fundamental aspect of the Sustainable Travel Demonstration Town bid is that of accurate, well presented and readily available travel information. This will be underpinned by the [Personalised Travel Planning](#) and further enhanced by a complementary yet comprehensive network of sustainable travel information. The [Transportation Interactive Website](#), [Interactive Kiosks](#), [Passenger Information Screens](#), [Real Time Passenger Information](#), [Travel Information Centre](#) and the [Integrated Sustainable Transport Guide](#) schemes will provide travellers with varied, comprehensive, yet easily obtainable travel information. Whether at home, at work or out and about, travel information will be easily at hand so that travellers will be able to make well informed travel decisions with knowledge and confidence.

- 9.5 [Personalised Travel Planning](#) is complemented by the [Business Travel Planning](#) and Sustainable [Development Control](#) schemes, each of which provide guidance and advice in developing and implementing effective and usable travel plans.
- 9.6 The provision of information is only part of the project, and well planned, developed and implemented infrastructure is required for travellers to be confident with the walking, cycling and bus networks. The [Cycling Enhancement](#) and [Walking and Safety](#) schemes both address implementation and maintenance of key infrastructure that provides comprehensive and safe sustainable networks.
- 9.7 Close working relationships with bus operators that ultimately deliver quality partnerships are also addressed and are vital in achieving a reliable, efficient and comprehensive bus network. This is highlighted by the commitment to the project from the largest bus operator in the city. The bus network being streamlined to more frequent services is one example of how the bus operator is committed to the project.
- 9.8 The importance of the bus in sustainable travel is highlighted within the bid through the implementation of an [Urban Traffic Control System](#) and the development of a [Real Time Passenger Information System](#).
- 9.9 Linking the continuing development of the [Home Zone](#) with the provision of a car club is both innovative and has the potential to be replicated in other cities. The [Interactive Mapping System](#) and [Smartcard](#) schemes are at the cutting edge of innovation and technological development, both of which complement and strengthen other schemes within the project.
- 9.10 All the elements of the project rely heavily on the successful [Marketing and Promotion](#) of the individual schemes and the project as a whole and as such, undertakings have been confirmed with all key media outlets within the city. This, coupled with the experience of the Sustainable Travel Co-ordinator will effectively raise the project's profile at all stages.
- 9.11 The key of the project is that all the outlined schemes interlink with each other to form a comprehensive and complementary package of measures that will ultimately form an effective and successful 'Sustainable Travel Demonstration Town'.

9.12 The intention is to implement the schemes outlined within the bid, and through [Marketing and Promotion](#), attract further funding and investment so that these schemes can be continued, expanded and enhanced.

9.13 Through the project, we aim to make a fundamental change to the way in which people make travel choices by providing quality services and wide ranging access to accurate and comprehensive travel information.

9.14 There is the real desire and commitment to succeed in providing Peterborough with showcase status, which will not only benefit the people in the city but also act as an example for others to follow and replicate. The attached letters of support show the high level of commitment and a sustained partnership approach, which are vital to the success of such a project.