

Councillors' Briefing Note No. 159

Service : Sustainable Transport

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Connecting Wiltshire website and Personal Travel Planning

In July 2012, Wiltshire Council secured £4.5 million through the government's Local Sustainable Transport Fund (LSTF) to improve transport services and transport information in Wiltshire. These improvements include:

- Working with First Great Western to provide a new Trans Wilts rail service through Melksham. Subject to current franchise negotiations, we expect to make an announcement on the service in the next 6 weeks.
- Improving connections to rail stations such as walking and cycling routes, cycle parking and improvements to bus services. These are underway.
- Improving information about transport in Wiltshire through a new website, marketing campaign, and personal travel planning advice service. This note explains these.

The new Connecting Wiltshire website www.connectingwiltshire.co.uk will launch on the 2nd of September. It will provide a 'one-stop shop' including a journey planner for people to find information on walking, cycling, rail, buses and driving in Wiltshire. The journey planner offers more integrated results than existing journey planners which only suggest routes by car and/or public transport. The Connecting Wiltshire journey planner suggests a route by car, public transport, cycle and walking.

Connecting Wiltshire website

The website provides transport information from a variety of sources (such as public transport companies).

It is aimed at people who are trying to plan their journeys and it will provide information on all modes of transport. The new website is also required to host the journey planner and provide technical features that the council website does not. The council's website provides travel information for stakeholders but not a journey planner service.

Most other councils have these websites, although our journey planner is a new feature that only Bristol and Swindon currently have.

LSTF funding

The LSTF is ring-fenced and it requires councils to include revenue money to be spent on marketing and information related to sustainable transport.

Personal travel planning (PTP)

PTP involves trained travel advisers offering individuals advice about their travel choices and helping them to change their travel behaviour. People who are receptive to advice are offered tailored travel information and incentives (such as a daily bus ticket) or the chance to win prizes (e.g. cycle lights, travel mugs, etc) if they agree to try a new form of transport. This type of programme has been seen to reduce car driver trips typically by around 11% and reduced the distance travelled by car by 12%.

There are three types of PTP programme that we are running:

- **Residential** – Our travel advisers go door-to-door in a number of locations throughout Wiltshire.
- **Business** – This has started at Salisbury District Hospital and will soon be starting in Wiltshire Council offices. It will expand to other businesses in 2014.
- **Schools** – This will be running in schools in Chippenham. If successful it may be expanded elsewhere in the county.