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New Travel Plan Network Initiatives

The West Yorkshire Travel Plan Network has secured funding from the Department for Transport to develop a toolkit of campaigns to assist organisations promote. We are pleased to be able to offer the following initiatives for members.

Business Travel

The Travel Plan Network has launched a new transferable, prepaid public transport ticket called [Pool MetroCard](#) that can be used by your employees for business travel across West Yorkshire.



Calderdale Council who piloted the ticket in 2009 recorded a reduction in car business travel by up to 29%. An annual Pool MetroCard costs £3.50. We are offering members with a free annual ticket when they purchase a minimum of two annual tickets. To find out more information email: Nicola.whatmuff@wypte.gov.uk

Relocation Package

The Network is supporting organisations relocating within West Yorkshire by providing a free [relocation package](#) including personalised public transport journey planning, MetroCard taster tickets and general promotion of car sharing, walking and cycling. To find out more information email: Sara.brook@wypte.gov.uk

Smarter Driving Package



To assist organisations in reducing their CO2 emissions and motoring costs the Network is funding smarter driving car and van lessons. The free taster lessons are on a one to one basis with an instructor and teach drivers to drive more efficiently by following a few simple driving tips. Network members will also have the opportunity to book a free smarter driving lunchtime event for their workplace. The events will focus on how employees can drive more efficiently by following simple driving tips with the help of the interactive driving simulator. This package is funded by the Energy Saving Trust.

To find out more information email: Elizabeth.Henry@est-swy.org.uk

Travel to Work Survey

The Network is currently developing a new survey administered through iTRACE for the annual travel to work survey. The web based survey was used for the first time and funding has been secured to develop the tool further to make it more user friendly. To find out more about how you can access your organisations 2011 survey results and the additional features available allowing you to make more use of your survey data email: Gordon.maclay@leeds.gov.uk

Public Transport Campaign



Building on the success of previous public transport campaigns Test Drive a MetroCard and Give Your Car a Break the Network will be running two new campaigns. The campaigns provide free taster monthly MetroCard tickets for employees who currently drive to work to encourage them to switch to public transport. The campaign will be promoted through the regular West Yorkshire Travel Plan Network e-newsletter early next year. To find out more information email: Simon.linley@wypte.gov.uk

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The West Yorkshire Travel Plan Network is supported by a partnership of Metro, West Yorkshire Local Authorities and the Highways Agency

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