



Invitation to **CIVITAS SUCCESS** Seminar and Presentation of TravelSmart in Lancashire

WEDNESDAY 1st OCTOBER 2008

CIVIC CENTRE, SOUTH RIBBLE BOROUGH COUNCIL, LEYLAND, PRESTON

Lancashire County Council and partners Preston City Council, South Ribble Borough Council, Preston Bus and TTR would like to invite you to a CIVITAS SUCCESS seminar on the 1st October 2008. In the morning session, starting at 9.30am for coffee, we will present details of some of the measures undertaken in the Preston and South Ribble area as part of the CIVITAS programme while the afternoon will focus on the TravelSmart programme that has been undertaken in areas of Preston, South Ribble and Lancaster.

As you may be aware, one of the UK's largest travel behaviour change programmes has been taking place in Lancashire over the last two years. Since spring 2006, the TravelSmart scheme has offered tailor-made advice and support on walking, cycling and public transport to 50,000 households.

The initial findings of a detailed evaluation suggest that TravelSmart has inspired thousands of local residents to

walk, cycle or use public transport more often, instead of travelling by car. This helps to tackle traffic congestion, reduce carbon emissions and promote physically active lifestyles.

The TravelSmart presentation will follow lunch at 1.15pm and will detail how the scheme was conducted and what it has achieved.

The session will include presentations by Werner Brög, Managing Director of Socialdata, and James Ryle, Director of the TravelSmart programme at Sustrans.

There will be ample time during the session for discussion and questions. This is a unique opportunity to hear about a ground-breaking scheme to influence the daily travel choices of thousands of Lancashire residents; book early to avoid disappointment.

If you wish to attend this seminar please register by email as soon as possible to marie.hutson@lancashire.gov.uk or call (01772) 530575 as places will be limited. Full programme details will be sent to registered attendees.

www.civitas.eu

