Nottingham's Community Smarter Travel Hubs

Nottingham invested in five Community Smarter Travel Hubs to provide a new approach to delivering community level travel behaviour change. Each Hub had a dedicated Travel Co-ordinator who worked with residents, community representatives and local organisations to deliver an intervention programme of locally focused sustainable travel events, activities and services, designed to widen travel choices and address barriers to adopting healthy and low carbon travel options.



The project is a partnership with the Sustainable Travel Collective Ltd, who set up the first Hub under the brand TravelRight in the north of Nottingham City, followed by Hubs in the neighbouring boroughs of Broxtowe and Gedling (funded until March 2015). Sustrans set up Hubs in the central and south areas of the city.

To find out more contact: transport.strategy@nottinghamcity.gov.uk

Nottingham City Council

IMPACTS

Since launch the Hubs successfully raised awareness of sustainable travel options in the Nottingham Urban Area reaching to over 500,000 households.

BY JANUARY 2016

12,132 **jobseekers, new starters and apprentices** had received personalised travel advice with 2,999 benefitting from a jobseekers support package (either a one month free travel smartcard, free bike hire and accessories)

111 **people** had provided volunteer time developing new skills including 5 long term work placements and at least 1 volunteer going on to gain paid employment

32 **people** had been directly employed by the Hubs programme



1,676 **people** had taken part in led rides and 4,523 people had taken part in led walks

3,018 **people** had had their bike fixed (e.g. Dr Bike) and 1,473 people had learned bike maintenance skill

2,064 **people** had received cycle training

99% There is 99% satisfaction with Hubs services

In 2015/16 alone 38,140 people have attended events leading to 7,262 meaningful conversations and 2,085 people trying sustainable travel options meaning almost 1 in 3 of people spoken to go on to use our sustainable travel services, a conversion rate of 18:1 from event footfall to taking action.

KEEP IN TOUCH

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