

TravelWise

Community, School, Residential and Company

The national ACT TravelWise Association's (www.acttravelwise.org) main objective is to raise awareness of all sustainable modes of travel and alternative working practices such as; cycling, walking, car sharing, public transport, flexible and home working.

They aim to reach as many homes, schools and workplaces as possible with the TravelWise message – through the media, publicity, local and regional events. They focus on promoting sustainable travel in schools, places of work and private residences.

To assist this objective **telent**, a leading provider of technology services, has produced a suite of several innovative TravelWise pilot websites in the West Midlands area: Community, School, Residential and Company.

These websites, produced for the West Midlands Authorities in association with Coventry based Maple Systems, aim to reduce traffic congestion during the school run, to and from home and community centres by promoting greener and healthier methods of travel.

Community

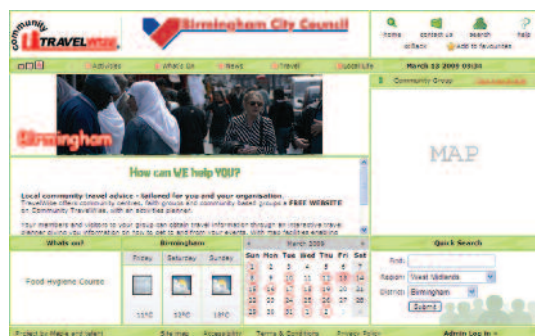
A Perry Barr community group was the first to sign up to a new congestion-busting public transport initiative – Community TravelWise (www.communitytravelwise.org.uk).

Members of St Teresa's Community Centre in Wellington Road are being encouraged to use public transport to get to the venue under the Centro and Birmingham City Council backed Community TravelWise.

In a special partnership between the region's public transport body, Centro-PTA and Birmingham City Council, community and faith groups are provided with free travel support to encourage people to travel to their venue by sustainable transport.

The groups are supplied with a free, unique web-based portal which is bespoke to each organisation and provides specific public transport information including real-time information, bus, rail and metro timetables for services that operate near by and electronic journey planners.

It means that people who attend these groups get specific public transport information about how to get to their venue. It also facilitates travel options for people who would like to join in with their local community and faith groups more often, but are concerned about how to get there.



School

Using the new School TravelWise website (www.schooltravelwise.org.uk) schools are able to have their own web pages providing direct links to real-time travel information such as train and bus departures, walking, bus and rail journey planners.

The site also provides advice to parents and pupils of alternative routes to school, cycling routes and other modes of transport. The website enables schools to provide additional information such as after school clubs and activities with journey planner links.



Residential

The soon to be launched website, Residential TravelWise (www.residentialtravelwise.org.uk) will provide large housing developers with the means to promote alternative forms of transport to and from their homes.

This will provide homeowners and prospective homeowners with information and journey planners to and from their housing developments. The developers can also use this website to provide travel discounts and other travel based promotions.



For more information, contact us at: services@telent.com

Company

This website is currently being developed but aims to help employers to work with their staff to improve their travel choices and provide alternatives to the car especially for the journeys to work.

telent Facts

- **telent** provides a full turn-key website solution from back office to customer facing
- **telent** provides support to specify and design websites
- **telent** project manages the development of websites from concept to delivery
- **telent** provides customised training for website administrators
- **telent** provides website access to many forms of real-time traffic and travel information
- **telent** provides website hosting and support
- **telent** works with Local Authorities and other organisations to promote greener methods of transport

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