

## How can Connecting East Lancashire support you?

Sustainable travel provides a viable and cost effective alternative to motorised transport. Reducing the number of vehicles on our roads and embracing more active modes of transport will result in a healthier and more productive workforce/student population. In turn this will contribute to increased economic growth for Lancashire, wider social and environmental benefits and reduced carbon emissions.

The Connecting East Lancashire project works with local employers, organisations and colleges offering tools, resources and support to help bring about such behaviour change. The project encourages colleagues and students to travel sustainably whenever they can.

Connecting East Lancashire can offer real benefits for everyone through a range of initiatives, grants and support including:

- Assistance with the design and delivery of travel to work surveys. This assists with understanding the current travel habits and travel patterns of employees/students.
- Mapping of employee/student postcodes and identifying public transport, walking and cycling routes in relation to the site.
- Conducting site audits to help identify potential improvements or help with locating new facilities.
- Providing information and resources to promote sustainable transport.
- Sourcing offers from local transport operators including discounted bus tickets for employees/students.
- Cycle and bike maintenance training.

## How to contact us:

Email: [accessfund@lancashire.gov.uk](mailto:accessfund@lancashire.gov.uk)

Web: [www.connectingeastlancashire.org.uk](http://www.connectingeastlancashire.org.uk)

 [ConnectingEastLancashire](https://www.facebook.com/ConnectingEastLancashire)

 [@connectingeastlancashire](https://twitter.com/connectingeastlancashire)

# CONNECTING EAST LANCASHIRE CONNECT



Providing sustainable travel initiatives, grants and support for local businesses, organisations and colleges in East Lancashire

## You could receive:

- Up to £5,000 to support, encourage or enable sustainable travel
- Funding in full for small scale projects or a contribution towards higher value works
- Support to promote your sustainable travel project

## Grants

The funding can be used towards improvements to or the provision of:

- Safe and secure cycle parking facilities
- Showers, changing and drying facilities
- Lockers
- Bespoke car share website for your location
- Teleconferencing and video conferencing facilities
- Sustainable travel roadshows and events
- 'Pool' bikes, including electric bikes
- Improvements of access for pedestrians/cyclists and links to public transport



## Connecting East Lancashire

**Connecting East Lancashire focuses on linking people to employment, skills sites and colleges in East Lancashire. Through a variety of initiatives, the aim of the project is to promote and enable active travel and address the issues of physical inactivity and barriers to sustainable transport. The project will support the usage of Local Transport Infrastructure delivered through Local Growth Funding and Local Transport Plan Investment.**

### Key initiatives

To increase levels of sustainable travel it is imperative that people are made aware of the options available to them. The Connecting East Lancashire project is underpinned by three key initiatives.

- 1 To support businesses, organisations and colleges to implement measures which improve accessibility through active travel and multi-modal journeys.
- 2 To support businesses, organisations and colleges to deliver active travel challenges and encourage modal shift as a way of reducing congestion, improving accessibility and encouraging physical activity.
- 3 To support businesses, organisations and colleges to increase employee active travel confidence and skill sets.

### Supporting your business, organisation or college

The Connecting East Lancashire team will work with you to create a personalised sustainable travel action plan. This may include a review of an existing travel plan, conducting a travel survey or an onsite audit. Action plans will be tailored to meet your individual needs and can contain potential interventions and recommendations such as:

- Cycling training sessions: Providing an opportunity for employees/students to upskill and improve their cycling confidence.
- Cycle maintenance sessions: Providing an opportunity for employees/students to upskill and become more competent at basic cycle maintenance.
- Annual inter-business/organisation challenges: Providing an opportunity for cycling and walking events to be inter-business/organisation challenges with other partners.

- Roadshow Events: Interactive roadshow events promoting cycling and walking initiatives, facilities and service information. Merchandising materials are available to support such events.
- Personalised journey planning advice and transport assistance: Provision of quick, simple and personalised advice on the most efficient modes of transport and routes, delivered as part of a roadshow event or via the direct link to our website. Providing information on all available transport modes, costs, health benefits, CO2 emissions and registered car share users in the area. Through partner organisations financial support maybe available for those starting out in employment/training.



- Bike Hire Scheme: Focussing on those who would like to try cycling to work or college, by providing the opportunity to participate in the Bike Hire Scheme (including electric cycles).
- Annual cycling/walking challenges: Coordination of cycling and walking challenges to increase participation and raise awareness of the benefits of cycling and walking opportunities.

- Annual inter-business/organisation challenges: Providing an opportunity for cycling and walking events to be inter-business/organisation challenges with other partners.
- Workplace walks programme: Promotion and coordination of a series of walks e.g. lunchtime walks to encourage the appetite to walk more. Raising awareness of the health and social benefits of increased walking.
- Walk leader training: Providing an opportunity for employees/students to partake in walk leader training to deliver bespoke led walk programmes.

