



Freshney Green

Personalised Travel Planning Case Study



2017



Working in Partnership

Freshney Green Residential Personalised Travel Planning

Brief Introduction to Freshney Green

North East Lincolnshire Council (NELC) working in partnership with ENGIE have been engaging the local residents who reside within the Freshney Green Estate to both encourage and promote sustainable and active travel within the local area. The estate consists of 340 modern eco-friendly homes, which have enabled the area to become a high quality sustainable development which is situated two miles west of Grimsby's town centre. Several residents of the estate already utilise sustainable and active modes of travel which is encouraged by North East Lincolnshire Council (NELC) and ENGIE.



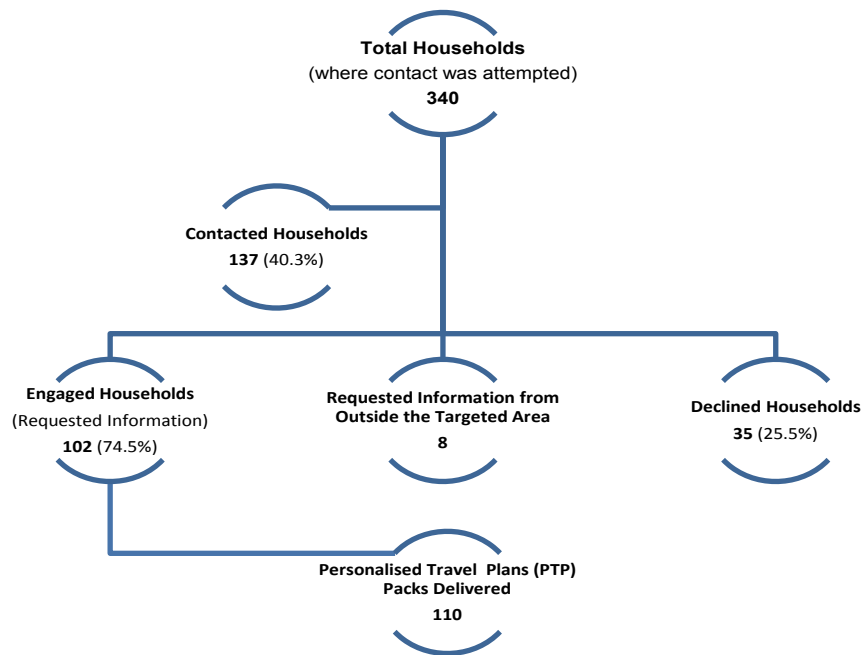
Personalised Travel Plans

North East Lincolnshire Council (NELC) commissioned residential personalised travel plans to be delivered within a small localised area of the borough, in order to better understand the transport needs of the local residents and assess the different modes of transport which they currently have available. This was done through several Travel Advisors going door to door gathering information on how they currently make their most regular journeys and then providing them with information regarding the more sustainable modes of transport which they have available to them. Interaction and engagement during the delivery of all three stages of the project was exceptional, with many residents enthused to sign up in order to receive a personalised travel plan.



Shortly after the delivery of the personalised travel plans, a free prize draw took place Mrs Fox of 82 Sorrel Road, a resident of the Freshney Green Estate was selected as the top prize winner and received £50.00 in Amazon vouchers. While 37 Elder Road and 14 Silver Birch Place received £20.00 worth of cinema vouchers each and 14 Wild Cherry Mews received a month membership with Lincs Inspire along with four other winner who received Mega Riders and cycle safety kits.

Freshney Green Personalised Travel Planning Process including Results/ Outputs



Quotes from Residents

“Walking enables you to have a healthier lifestyle, so walk while you can and take the bus if you are unable so you are reducing the amount of times you use the car”
82 Sorrel Road

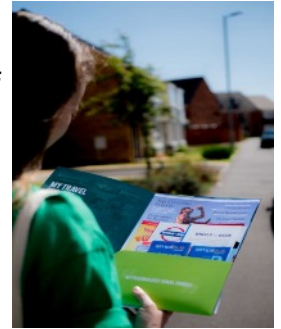
“Beneficial for the area, and increasing awareness to people on the estate of what is available to them as more sustainable modes of transport”
4 Fern Court

“The estate has good connections, especially with bus four running direct through to Cleethorpes as well as to the centre of town.”
37 Elder Road

“The scheme is really beneficial for the area and since the visits we have reduced our car use further. We believe you can not beat a good walk to get some fresh air. ... Children of today sometimes have not even been on a bus, train or even rode a bike which is such a shame and it is about time this changed.”
5 Elder Road

Outcome of the Personalised Travel Planning

Now that the local residents of the Freshney Green Estate are more aware of the sustainable transport modes, it is anticipated that the shift towards more sustainable transport choices including cycling, walking and public transport, will inspire both current and future residents of the estate to explore their travel options, lead a healthier, more active lifestyle and switch to sustainable modes of transport, whilst relieving pressure on the roads within the local surrounding areas.



Quote from Travel Advisors

"... We have had a positive impact on roughly 25% of the households, through providing them with knowledge on what sustainable transport they have available to them within the local area ."

Senior Travel Advisor

"I feel we had have made an impact with a good majority of the household which we made contact with in the Freshney Green Estate, with several of the residents been really engaged with the scheme and willing to change their habits where possible..."

Travel Advisor

To register your interest in gaining a Personalised Travel Plan or require any additional information, please contact the Transport team:

Travel Planning | Highways & Transport | ENGIE

☎ +44 (0)14 7232 4260

✉ ENGIE, Origin 2, Origin Way, Europarc, Grimsby, DN37 9TZ

🌐 www.engie.com/en | 📧 TravelPlans@Nelincs.gov.uk

🌐 <https://www.nelincs.gov.uk/roads-parking-transport/travel-and-public-transport/travel-planning>