

White Rose Park Travel Plan Newsletter 2022



Cycling



Cycling in Norwich

Did you know cycling is three times faster than walking?

Next time when you meet a friend in the city, instead of taking the bus, you could cycle to Norwich in 16 minutes! For more information on cycling including local routes, scan the QR code above.



Beryl Bike

Explore Norwich with Beryl bikes and e-scooters. This is great for anyone who doesn't own a bike at home. With Beryl Bays throughout the city, there is always a bike or a scooter nearby for you. Easy to use and convenient, why not try an e-Beryl Bike next time you go out to work or meet friends?

Learn more: beryl.cc

Walking



Walking in Norwich

It is recommended that we should walk 10,000 steps a day. For a quick walk, try Sloughbottom Park.

It is a 21 minute walk away from White Rose Park, which is equivalent to 1,800 steps. On the days you are working from home, why not take that walk during lunch your lunch break?

Guidance suggests that adults should try to get at least 150 minutes of exercise each week, and walking contributes to this!

Useful apps & websites

Here are some useful apps & websites to further support your active travelling, suggested for you to incorporate to your daily lives.



Cycle Streets
Plan your cycle journey in your area. For easy or advanced routes, check CycleStreets. Learn more: cyclestreets.org



Go Jauntly
Download Go Jauntly, a walking app for everyday outdoor adventures. You can try different walk routes, or you can curate your own! Learn more: gojauntly.com



First Bus
Are you a frequent bus rider? First Bus has introduced new tickets to make travelling easier across the county. Learn more: firstbus.co.uk



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Travel Plan Monitoring



The goal of the White Rose Park Travel Plan is to encourage active travelling. In autumn 2021, we conducted an online survey to compare travel habits against Travel Plan targets. It also helps us to identify and advise alternative modes of transport that benefits you and the environment.

From our recent monitoring, we found:

- 13% of the respondents travel frequently by bus.
- 45.5% use walking as a secondary mode of travel.
- 55% have claimed their initial travel incentives.
- We also had a 75% survey response rate – thank you!

Congratulations to all our prize winners in 2021.

You can view the full TP update online.



Can you spot the difference?

List all differences correctly to win.

The first **five** residents with the correct answer will receive a Smarter Travel goody box including cycle lights, an umbrella and reflective snap bands!

How to enter

Contact us on the email address below with the differences you can find.

Hint: There are six differences!

Visit the White Rose Park Travel Plan website for more information on the Travel Plan.



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WhiteRoseParkTravel.co.uk



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How to claim your vouchers

Have you claimed your initial travel voucher yet? If you are a new resident or if you have yet to claim your travel voucher, you can do so by completing a short survey. Please note that only one incentive can be claimed per household, first occupiers only.

By completing the travel survey, you can claim either one of the following:

- **2 x one week bus tickets into Norwich with First Bus.**
- **A £70 Wiggle voucher for walking or cycling equipment.**
- **2 x 400 minute credit to be redeemed with Beryl Bikes.**



Scan this QR code to claim your vouchers! T&C's apply.