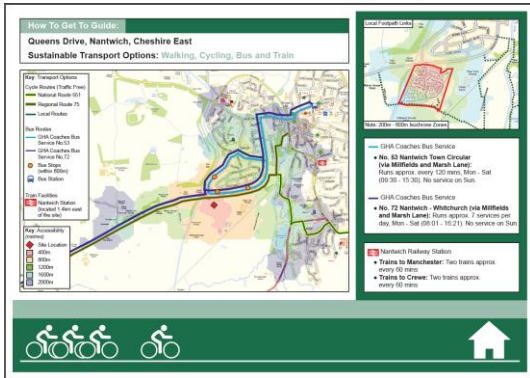


Promotional and Marketing Materials



**Did you know...**

**WALKING** is the cheapest form of transport, as it is **FREE**. There are large financial savings compared to all other forms of transport. If you live or work within 20m of Queens Drive, Nantwich, why not walk in once a week and see for yourself how it benefits your waistline and pocket. Visit [www.walkit.com](http://www.walkit.com)

**CYCLING** will save you money, help you lose weight and get healthier, in addition to helping the environment. When did you last try cycling? Visit [www.sustrans.org.uk](http://www.sustrans.org.uk)

**BUS** travel gives you some time to yourself and concentrate on other tasks, unlike when you're driving to work. In addition, the short daily walk to and from the bus stop will also burn calories, and help you get fit. Visit [www.ghacoaches.co.uk](http://www.ghacoaches.co.uk)

**RAIL** is available from Nantwich Station. However it would involve using one of the previous options as well, as it is located 1.4km from Queens Drive, Nantwich. Nonetheless, if you choose this form of transport there is the added bonus of avoiding walking in all the traffic. Visit [www.nationalrail.co.uk](http://www.nationalrail.co.uk)

**CAR SHARE** on average reduces your daily travel costs by 50%. Driving 10 miles alone every day costs £5, which would reduce to £3 if you car shared. Why not find out who you could share with? Visit [www.share-a-lift.co.uk](http://www.share-a-lift.co.uk)

**PUBLIC TRANSPORT**

**RAIL**  
To find the exact rail times for your route, go to [www.nationalrail.co.uk](http://www.nationalrail.co.uk) or call TRAVELINE on: 0871 200 2233

**BUS**  
To find the exact bus times for your route, go to [www.ghacoaches.co.uk](http://www.ghacoaches.co.uk) or call TRAVELINE on: 0871 200 2233

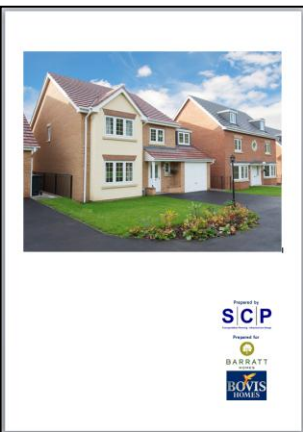
**CAR SHARING**

**CAR**  
To find out more information on car sharing, and to find any work colleagues / individuals in your local area looking for mutual journeys, please visit [www.share-a-lift.co.uk](http://www.share-a-lift.co.uk)

**FREE TRAVEL**

**WALK**  
To find safe walking routes in your area, go to [www.walkit.com](http://www.walkit.com) or sign up to WalkEUDI at [www.walkbudi.com](http://www.walkbudi.com)

**CYCLE**  
To find safe cycling routes in your area, go to [www.sustrans.org.uk](http://www.sustrans.org.uk) or visit the council website [www.cheshireeast.gov.uk](http://www.cheshireeast.gov.uk)



In order to ensure that all site users have the information they need to assist with modifying their travel patterns, it is important to provide informative promotional materials in a clear, easy to understand format. Materials typically include:

- Welcome packs for new housing or commercial premises, to provide detailed guidance to site users on the various transport options available. The packs are designed and produced in a developer-branded folder and disseminated to all residents, staff etc.
- ‘How to get to’ guides for specific locations or purposes, for example, including the various ways to access a new or relocated office, or training centre. Guides can be printed and provided in an electronic format;
- Mode-specific guides, for example, to inform staff or residents about local cycling routes, parking and training sessions, or to promote particular measures such as a car share scheme;
- Map-based guides, such as walking routes to nearby parking areas or short health walks to encourage daily activity;
- Detailed web content for your intranet / website, providing details on all possible access options, covering all modes of transport.

We would be pleased to assist with the content and/or the design of any promotional materials you may need.