



A small change can make a big difference

TravelWise in the West Midlands

TravelWise is a national campaign to encourage people to think about the impact that their daily journeys have on the environment, their community and on their own health. In the West Midlands we aim to:-

- Help reduce local pollution
- Reduce road congestion
- Improve people's health
- Improve the local environment through cleaner air and lower noise levels
- Free up land which would otherwise be used for car parking
- Help reduce demand for parking

Through this work we hope to make the West Midlands a better, healthier place in which to live and work. Even making small changes to the number and type of car journeys you make can have an impact on you and your environment.

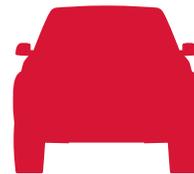
Read on for some simple ideas on how you can be more 'Travel Wise'



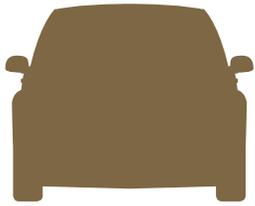
Encourage your children to walk to their school

For school

- Encourage your children to walk, cycle or use public transport to school.
- Organise a rota to walk to school with other families in your area or help with a Walking Bus at your children's school.
- Use the car less for local journeys and the school run. Talk to other parents about sharing a lift to school to reduce congestion and pollution.
- Why not park and stride? If you have to drive, park away from the school and walk your children the remainder of the way.



Why not try taking the bus, Metro or train to work instead of the car?



Walk to the shops instead of using the car, it's better for the environment



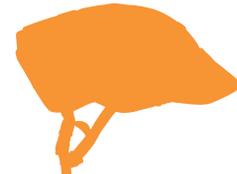
For work

- Why not try the bus, Metro or train to work? In many cases these alternatives can be just as quick as the car.
- Car share with a friend or colleague once a week or more. You'll probably find someone you work with lives nearby.
- Cycle or walk to work. This will improve your health and fitness and you'll see more of your local area.
- Ask your manager if you can work from home. Research has shown those who do are more productive, less stressed and more likely to stay loyal to their company.
- Try video/phone conferencing within your company, instead of travelling by car to business meetings.

For leisure

- Walk to the local shops rather than going by car.
- Order goods by phone or through the internet and have them delivered. For example use your local milkman who'll deliver fresh dairy products to your door.
- Give your car a weekend off and use the bus, train Metro or park and ride to go shopping or to the cinema. These alternatives are often cheaper than car parking and petrol costs.

Why not try sharing your car with a friend or colleague once a week or more.

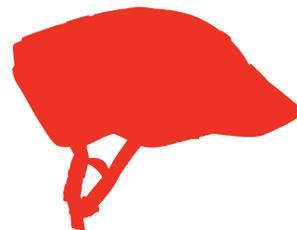




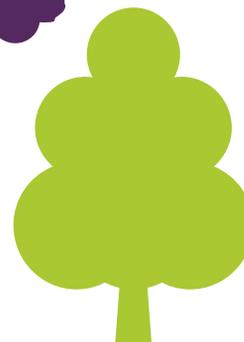
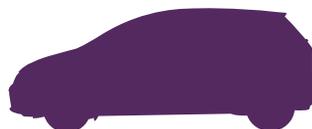
Transport is an important part of our daily lives. How you travel affects your wallet, your health, home life, work, education – and even the future of the planet. There's something in it for you – so let's make the West Midlands 'TravelWise'!

The way we travel affects the way we live. Over the past 50 years our towns and villages have become increasingly congested with car traffic. This increase in traffic is linked to an increase in coronary heart disease, obesity, asthma and other respiratory illnesses, as well as an increase in noise and visual pollution.

Find out how you, your business or your school can get involved with TravelWise at:
www.travelwisewestmids.org.uk



How you travel affects your wallet, your health, home life, work, education – and even the future of the planet.





In the West Midlands,
car ownership is greater
than London.

8 out of 10 cars
only carry the
driver.



Short journeys, before the car
engine is warmed up, causes
the most pollution. They can also
significantly reduce the life of your
engine and catalytic converter.



In 6,000 miles
of driving, a car
will produce
roughly its own
weight in CO₂.



Did you know?

TravelWise is a national travel awareness campaign designed to promote alternatives to car use. Through this initiative, Local Authorities in the UK help businesses, schools and communities to promote sustainable travel and reduce car dependency.

Find out how you, your business, school or community can get involved with TravelWise at:

www.travelwisewestmids.org.uk



Transport is the fastest
growing contributor to
global warming, acid
rain, smog and many
respiratory diseases.



On average we each
make 19 trips by car
every week. By making
a small change and leaving
your car at home for one or two
of these journeys, you could
make a big difference.

