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Ten years – the prequel.....

10 years ago, in September 2001, a national conference was held in Leeds to mark the end of a European-funded project called Target 1





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Who and where ?





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The start of something big!

- A co-ordinated approach to travel planning
- In West Yorkshire it enabled Metro and district councils to apply successfully for central government funding for dedicated travel plan officers, for both workplaces and schools
- First joint meeting of TPOs in July 2001
- Also a key part of Target 2





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Target 2: 2002 - 2005

- One key aim was to engage business in developing travel options to reduce the environmental impact of business generated travel demands for employees
- For Yorkshire and the Humber, developing a regional travel plan service
- Outcome here was the formation of a West Yorkshire Travel Plan Network





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Work hard.....





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.....play hard!





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WYTPN

- The Network was able to offer a package of support and incentives
- Secured a 15% discount from bus and train operators on Corporate MetroCard
- Co-ordination with district-based activity
- Links to other employers/employees





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Ongoing funding from Yorkshire Forward

- Growing focus on climate change and the role of transport in carbon dioxide generation
- Expansion of the Travel Plan Network
- Development of campaigns for Network members





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And then there was CARE-North..

- 2010 – 2012 and the Interreg funded CARE-North project led by Bremen
- Travel Planning once more a key element
- You'll hear more for the rest of the morning....





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But it's not all over...

- West Yorkshire has successfully obtained government funding through the Local Sustainable Transport Fund to continue the Network and also work with job seekers

