

Willowbrook

BRAMFORD

Travel Information Pack

Claim your free
bus tickets or
cycling voucher
today!

Find out more
inside!



SmarterTravel
from Richard Jackson Limited

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Who are Smarter Travel?



We are an independent company who have been appointed by Hopkins Homes to manage and monitor the Travel Plan on their behalf for Willowbrook. You will be hearing from us a lot during the monitoring period of the Travel Plan over the next few years, offering advice on local transport options in and around the area and in addition to this, we will also be sending regular surveys. By completing these, you could be in with a chance of winning some amazing prizes. You can find out more about us on the Willowbrook pages of **SmarterTravel.uk.com**, in addition to viewing all the information you require when it comes to travel to and from your new home.

What are the overall aims of the Willowbrook Travel Plan?

- Reduce the amount of single occupancy car journeys in and out of Willowbrook.
- Promote healthy lifestyles and active travel to all residents.
- Promote alternative forms of travel including public transport, walking and cycling as well as more efficient and environmentally friendly vehicles.
- Show and advise on the cost benefits of changing travel habits.

If you have any travel related queries or would like advice on changing your travel habits, please feel free to contact us; Willowbrook@SmarterTravel.uk.com. Don't forget to follow the **Smarter Travel Suffolk Facebook** page for regular updates and information on travel in the area.

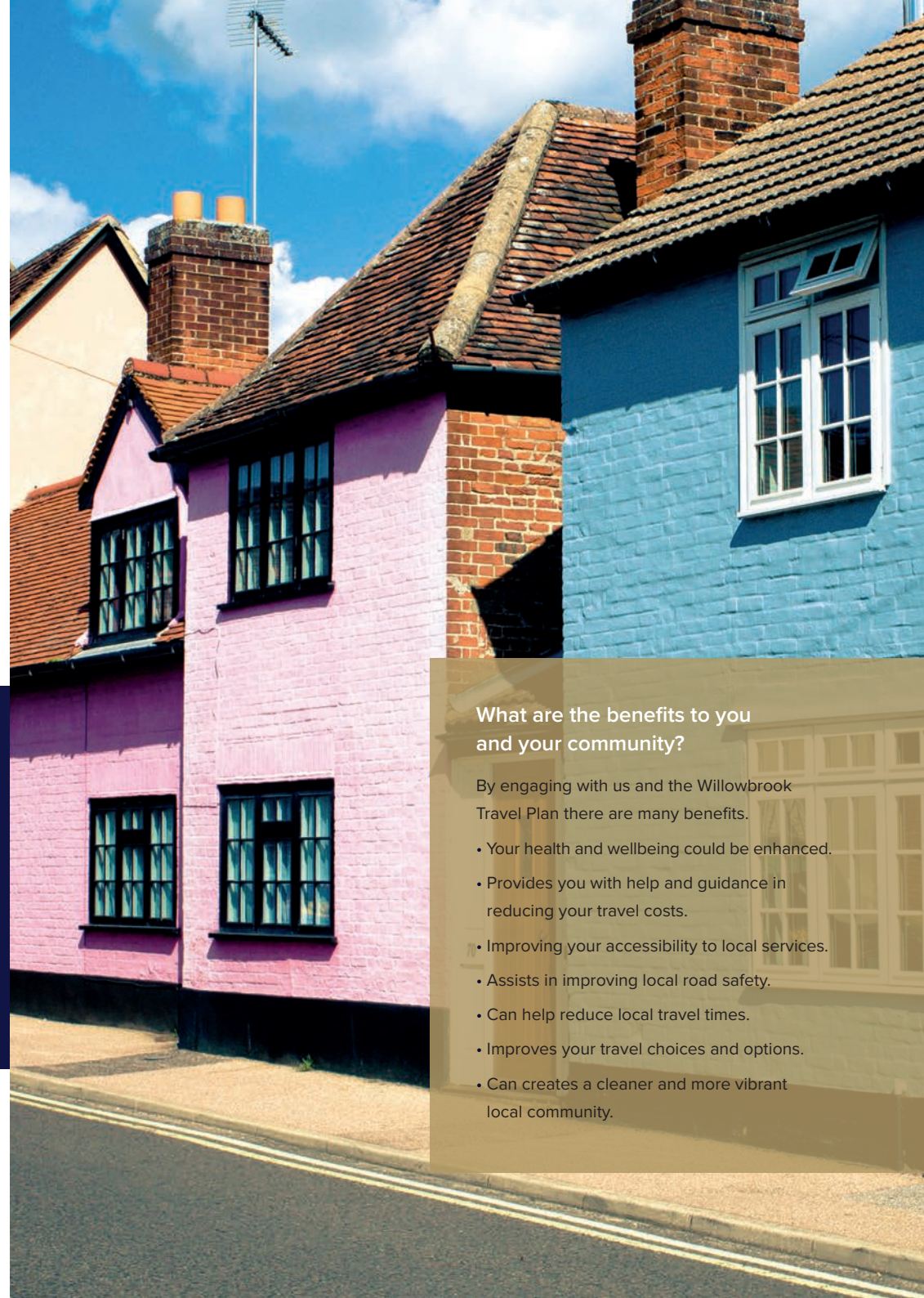
What you can claim?

We will be running competitions and events over the next few years, however, as you have just moved into your new home you are entitled to either up to 8 one-week bus tickets for services in the area or the equivalent value cycle voucher. Also, if you have children, you can claim a children's travel safety pack. All you need to do to claim your vouchers is complete and return the short travel survey at the back of this pack and we will take care of the rest!

What are the benefits to you and your community?

By engaging with us and the Willowbrook Travel Plan there are many benefits.

- Your health and wellbeing could be enhanced.
- Provides you with help and guidance in reducing your travel costs.
- Improving your accessibility to local services.
- Assists in improving local road safety.
- Can help reduce local travel times.
- Improves your travel choices and options.
- Can creates a cleaner and more vibrant local community.



Willowbrook

BRAMFORD

Dear resident,

Welcome to Willowbrook, Bramford and congratulations on moving into your new home. It is important to Hopkins Homes that you settle in well to the area, therefore we have produced this Smarter Travel Information pack specifically for residents of Willowbrook. Throughout this booklet you will find information on transport options in and around the area in addition to tips on how to save money on travel - we hope you find this information useful.

As a resident of Willowbrook you are entitled to either up to 8 one-week bus tickets for services in the area or the equivalent value in cycling vouchers. Additionally, if you have children you can request a **free travel safety pack** which is full of reflective goodies - ideal for walking to and from school! To claim your vouchers, please complete and return by freepost the short travel survey at the back of this pack and we will take care of the rest!

Finally, each resident of Willowbrook is entitled to a free Personal Travel Plan. This provides you with all travel options to and from your home to your regular destination, such as your workplace. Not only are you provided with each travel option but also the journey duration, cost and calories burned. To claim your Personal Travel Plan, please tick the relevant box in the survey at the end of this pack. Alternatively, visit the **SmarterTravel.uk.com** website to complete your details there.

We really do hope that you find this information useful and enjoy exploring Bramford and the surrounding areas. On behalf of Hopkins Homes we hope you enjoy calling Willowbrook home.

Kind regards,

Heidi

Your Travel Plan Coordinator
Smarter Travel Limited

Willowbrook

and the local area



- | | | |
|--|---|--|
|  Bus Stops |  Convenience Store |  Church |
|  Willowbrook |  Public house |  Bramford Meadows |
|  Recreational Grounds |  Bramford Primary School | |

Bus services



Also, don't forget to claim your free bus tickets for First Bus services. Just complete the survey at the end of this pack!



Your nearest bus stops are located along The Street. There are stops adjacent and opposite The Cemetery and also opposite and adjacent to Acton Road. See map on page 5 for locations.

Locations such as Stowmarket, Needham Market and Ipswich can be accessed from these stops and First Buses operate most frequently. For those of you that have school aged children, there is also a school bus services which goes to Claydon High School. Full bus timetables can be found on the Willowbrook pages of the **Smarter Travel** website.

There are a selection of local incentives throughout Suffolk to promote travelling by public transport including bus passes; for those aged 60 + or you have an eligible disability, you will be entitled to a bus pass that allows **free off-peak travel** on local buses anywhere in England. To apply for either of these passes, visit the **Suffolk On Board** website or call **0345 600 0659**. Additionally, you can pick up an application form from libraries and Suffolk County Council offices.

For anyone aged between 16 and 19, you can apply for an **Endeavour card** which gives you at least 25% off participating bus services. Again, visit the **Suffolk On Board** website to apply. The card is free of charge to apply for and your journey must either start or finish in Suffolk to receive the discount.

Stowmarket
47 mins

Willowbrook

Ipswich town
centre
17 mins

Colchester
90 mins



Scan here for up to date
bus timetables

Useful Apps & Websites



Bus Checker

Bus Checker gives you instant up to date information for buses throughout the UK. The app also offers journey planning.

First Bus m-tickets

The First Bus m-Tickets app allows you to purchase bus tickets through your phone, eliminating the need of having cash every time you want to catch the bus!

Suffolk on board

The Suffolk On Board website is a great hub for all public transport enquires within Suffolk. You can access local bus timetables as well as reporting any issues with public transport in the area.

suffolkonboard.com

Traveline East Anglia

As with Suffolk On Board you can access public transport timetables through the Traveline website or app. Additionally, Traveline offers comprehensive journey planning.

travelinesoutheast.org.uk

Train

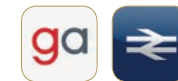
travel

Your nearest train station is Ipswich which is just a 25 minute cycle ride away! There are over 200 cycle storage spaces and over 100 of these are within a secure compound. Alternatively, there are over 400 car parking spaces of which two have electric vehicle charging points.

Train services from Ipswich run regularly to Norwich, Colchester and London and tickets can be purchased at the station either from the ticket office or the ticket machine, however, it's always best to try and purchase tickets in advance to receive the best possible price.

Railcards are a great way to easily save money on the cost of leisure train travel (up to 1/3 off), with a variety of cards available such as; 16-19 Railcard, Disabled persons Railcard, Two Together and Senior Railcard. Visit the [Railcard.co.uk](https://www.railcard.co.uk) website to find out more and how to apply.

Useful Apps & Websites



Greater Anglia

The Greater Anglia app has a variety of different features including the option to purchase mobile tickets and receive live departure updates.
[greateranglia.co.uk](https://www.greateranglia.co.uk)

National Rail

The National Rail app allows you to plan journeys via train travel as well as receiving alerts and notifications in the event of any disruption or delays.
[nationalrail.co.uk](https://www.nationalrail.co.uk)

Norwich
41 mins

Ipswich
Train Station

Colchester
25 mins

Cambridge
65 mins

London
72 mins

Walking

in the area



There are many local facilities that can be reached by foot. The local post office and convenience store are less than a 10 minute walk away from Willowbrook and both the local nursery and primary school are within a reasonable walking distance. Please refer to the map on page 5 for more information.

It is recommended that adults get 150 minutes of exercise per week (which works out as 30 minutes per day over five days in the week). One of the easiest ways to accomplish this is heading out for a brisk walk!

There are many benefits to walking:

- Can help maintain body weight and lower the risk of obesity;
- Can lower the risk of chronic diseases and high blood pressure;
- Improvements to your mood and wellbeing; and also
- Studies show that it can encourage and improve creativity!

A lovely place to go for a leisurely walk or a picnic, **Bramford Meadows** can be found to the south of Bramford along the river Gipping. Find out more by searching online for **Bramford open Spaces**.

Bus stop
2 mins

Convenience Store
5 mins

The Bramford Cock
10 mins

Park
5 mins

Bramford
Primary School
13 mins

Doctors
43 mins

Ipswich
Town Centre
60 mins

Useful Apps & Websites



Map My Walk

By using this app, you can record your work out details, including duration, distance, pace, speed, elevation, calories burned of the route travelled.

Discover Suffolk

This website is home to walking, cycling and horse riding throughout Suffolk. With a variety of walking routes and trails suggested for all abilities. discoversuffolk.org.uk

One Life Suffolk

This website is a great resource to encourage residents of Suffolk to get active and healthy. onelifesuffolk.co.uk

Suffolk Area Ramblers

With over 2,000 Members currently, the Ramblers Association provides a variety of regular programme of walks throughout Suffolk. ramblers.org.uk

Don't forget to claim a children's travel safety pack if required – this includes reflective items which are great for walking to and from school

Cycling

around Bramford



Cycling is a great alternative to short car journeys and again many local facilities can be easily reached by bike. Did you know there is an on-road cycle route running along The Street which takes you into the centre of Bramford? Cycle parking is available outside of the local convenience store for safe storage, however, don't forget to take a lock with you! If you prefer cycling for leisure reasons, visit the **Cycling UK** website to find local cycling groups and locations of cycle parking. For cycling in Suffolk, please visit Suffolk.gov.uk/cycling.

Cycling has a huge amount of benefits, including;

- Improving wellbeing by relieving stress;
- Helps prevent chronic and life threatening illnesses;
- Being more cost effective than running a car. Did you know, maintaining a bike for a year costs twenty times less than maintaining and driving a car; and
- Reducing congestion and pollution on our roads.

Electric bikes (e-bikes) are becoming increasingly popular, offering a little extra assistance when needed! E-bikes open up more possibilities when travelling by bike. Find out more on the **Smarter Travel** website. You can even purchase e-bikes through many employer discount schemes. Ask your workplace if they offer cycle discount benefit!

Claydon
15 mins

Willowbrook

Doctors
15 mins

Dentist
19 mins

Ipswich Leisure centre
18 mins

Ipswich Town centre
18 mins

Ipswich Train Station
25 mins

Colchester
105 mins

Useful Apps & Websites



BBC Weather

The great British weather is always something to consider when cycling. Use the BBC weather app to check the conditions before cycling and make sure you're prepared for what nature may throw at you!
bbc.co.uk/weather

Strava

This app records your cycle ride and you can compare your performance overtime, as well as sharing with the local community. Strava can also be used for running, walking and other workouts.

Cycle Streets

This website allows you to easily plan cycle journeys with variable route options available to all levels of cyclist.
cyclestreets.net



moons

The cycling voucher on offer can be redeemed at **Moons Cycles**:
418 Norwich Rd,
Ipswich IP1 5DX

Greener

car travel



The Willowbrook Travel Plan understands that sometimes car travel is a necessary requirement and we like to encourage smarter and greener travel where possible.

By sharing the same or similar journeys with other people you can save money on the cost of car travel as well as meeting new people. Sign up for free with **Suffolk Car Share** or **LiftShare** liftshare.com/uk/community/suffolk to find and share regular car journeys and start saving money! There are currently over 100 lift sharing options from the Bramford area!

Sometimes it's a necessity to drive, so here are seven eco-driving tips that can help make a difference to your journey;

1. Service your car regularly to maintain engine efficiency
2. Check your tyre pressures regularly (and before long journeys), under-inflated tyres use more fuel as they increase rolling resistance
3. Lose any unnecessary baggage, extra weight means extra fuel
4. Combine short trips; cold starts use more fuel so it pays to combine errands
5. Drive smoothly, accelerate gently and read the road ahead to avoid unnecessary braking
6. Cut down on the air-con; air-conditioning increases fuel consumption at low speeds (the effects are less noticeable at higher speeds and
7. The faster you go the greater the fuel consumption (cruising at 70mph uses up to 9% more fuel than at 60mph and up to 15% more fuel than at 50mph).

The future is electric! Cars and vans are changing, electric and hybrid vehicles are becoming increasingly popular as they are cleaner, quieter and cheaper to run. To find out how much you could save or for frequently asked questions, Visit **GoUltraLow.com**. There are currently two EV charging points at Ipswich train station. To find more, visit **zap-map.com**.

Each week, the average Brit spends seven hours in their car

The average annual cost of car insurance is £436

Drivers spend on average £89.67 per month on fuel

It's likely that you will play eye-spy in the car around 1,470 times during your lifetime!

Over your lifetime, on average you will have 7,817 singalongs to the car radio!

Smarter travel choices

There are other ways in which you can reduce your travel, including simply cutting the number of journeys you make. Perhaps you could speak to your employer to see if it is possible to work from home just one day a week? Or alternatively, you could ask to adapt your working hours slightly to travel outside of peak hours. Of course, we understand that this is not possible for everyone and every occupation, however, if you believe your workplace could benefit from a Workplace Travel Plan, please feel free to contact us – we can assist your employer in promoting and implementing measures to encourage more sustainable travel to and from the workplace.

Also, how about shopping locally where possible and travelling by foot or bicycle? For bigger purchases, why not try shopping online, it can save you both time and money in travelling to the shops, and most major supermarkets offer this service. For sustainable travel resources specifically for the county, please visit Suffolk.gov.uk/locallinks.



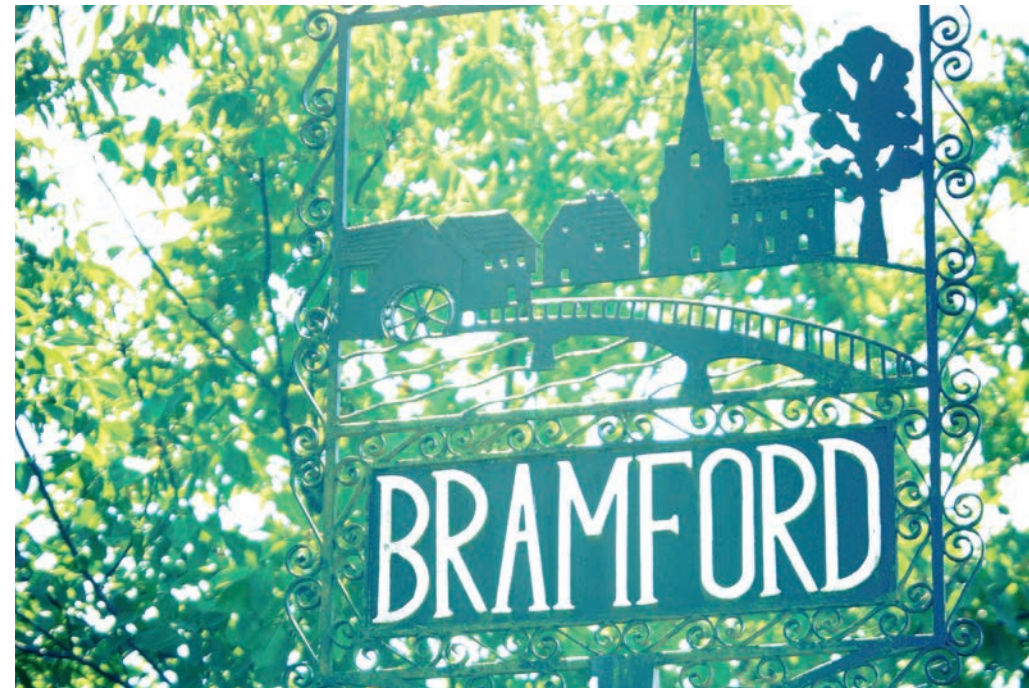
Visit suffolk.gov.uk/roads-and-transport/ for information about the Suffolk road network.

For more in-depth information regarding all of the travel options available to you as an Willowbrook resident, please take a look at and familiarise yourself with the dedicated section of the **Smarter Travel website**.

You can also keep up to date with relevant news and events in the area through the Smarter Travel social media pages. Follow us on Facebook by searching **@SmarterTravelSuffolk** and on Twitter **@RJSmarterTravel**.

Personal travel planning

A Personal Travel Plan evaluates your journeys to and from a specific location for you as well as travel mode and suggests other ways of travelling that same journey. By providing us with your regular destinations (such as your workplace) and your required arrival and departure times, we can provide you with a list of alternative travel options. You will also receive information on which bus stops to use, walking duration, calories burnt and also the level of CO₂ saved. Your Personal Travel Plan will be emailed directly to you free of charge and can be obtained by completing the short questionnaire at the end of this welcome pack (don't forget to tick the box requesting a Personal Travel Plan!)



Contact

Hopkins Homes

Melton Park House, Melton, Woodbridge,
Suffolk, IP12 1TJ

info@hopkinshomes.co.uk

hopkinshomes.co.uk

Smarter Travel Limited

847 The Crescent, Colchester Business Park,
Colchester, CO4 9YQ

Willowbrook@smartertravel.uk.com

Smartertravel.uk.com



If you require this booklet in an accessible
format, please contact us.

To claim your sustainable
travel voucher, complete the
survey overleaf and return
to us free of charge.

Now that you've moved into your new
home, fill in this quick questionnaire about
your current and expected, local journeys
to get your own free Personal Travel
Plan. Send the completed survey to us
and you'll receive up to 8 one week bus
tickets or a £150 cycle voucher.



TEAR OFF AND MOISTEN ALONG EDGE

1. Full name:

2. Email address:

3. Home address:

4. Do you or anyone in your household have
a disability that affects mobility and your
travel choices?

☐ yes ☐ no ☐ prefer not to
say

5. Does your household own any electric or
hybrid cars?

☐ yes ☐ no

6. What is the location/postcode that you
and your household mostly travels to?
(Start time and finish time.)

A. For work:
Start time Finish time

B. For Education:
Start time Finish time

7. When travelling from your **previous**
home, which mode of travel did you
use most regularly?

Person 1

Person 2

8. When travelling from your **new home**,
what mode of travel do you and your
household intend on using the most?

Person 1

Person 2

9. Would you like to receive a free Personal
Travel Plan based on the information you
have provided in this questionnaire?

☐ yes ☐ no

*By requesting a Personal Travel Plan you are
consenting to your information being shared with
LiftShare.com. You can view their terms and conditions
on their website.

If anyone else in your household would like a free
Personal Travel Plan, please visit the Smarter Travel
website and complete the form online.

10. Please indicate which of the following
you would like:
(please enter quantity)

☐ x one-week Adult bus tickets

☐ x one-week young person bus tickets

(maximum total of 8 tickets can be requested).

Or alternatively, please tick below if you
would prefer:

☐ A £150 cycle voucher for Moons Cycle*

*An online shop alternative option is available for
walking/active travel equipment for those less able.
Please contact us separately for this option.

11. Would you like a Children's Travel Safety
pack sent to you?

☐ yes ☐ no

12. Have you found this pack useful when
assessing your travel options in the area?

☐ yes ☐ no

If you have any feedback on this Travel Information Pack,
please contact us via our website.

We will use the full name, postal address and email
address that you have provided to supply the vouchers
requested by you and also provide a PTP if requested.
You can find our full terms and conditions including
information on how we store your data on the Smarter
Travel Ltd website. Alternatively, please contact us for
more information.

MOISTEN ALONG EDGE AND FOLD

MOISTEN ALONG EDGE AND FOLD

Complete the travel survey

and return to us free of charge!

Claim your bus
tickets or cycling
voucher today!

By completing the short survey you can claim your **free Personal Travel Plan** and either **bus tickets** or a **cycle voucher**!

Business Reply Plus
Licence Number
RTZJ-BGUG-HBLK



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