

smart*j*ourneys in partnership with platform housing group

# Skylark Newsletter

Sustainable Travel Information, News, and Updates

MONDAY | 14TH OCTOBER | 2024

ISSUE  
01



**Photo:** Sustainable Travel Launch Event on 30th September 2024. From left to right: Samantha Hoy, MHA & Staff Development Officer - Advent Advocacy, Sharon Forbes, Sustainable Travel Planning Manager - smart journeys, Mayor of Wisbech/Chairman of Wisbech Town Council - Sidney Imafidon, Elizabeth Froude, CEO - Platform Housing Group and Gerraint Oakley, Executive Director - Platform Housing Group

**SKYLARK HAS ARRIVED!**

## Introduction

Welcome to the first edition of your local Skylark travel planning newsletter! This bi-annual newsletter will be a channel of information updating you on the latest sustainable travel updates, events, initiatives, and promotions that are being offered in your community and delivered by smart journeys in partnership with Platform Housing Group.

### Sharon Forbes

Sustainable Travel Planning Manager  
smart journeys



## Who are smart journeys?

smart journeys are a consultancy team of Travel Planners working across Cambridgeshire and beyond to provide knowledgeable advice, practical support, and innovative tools and services to help new residents with their sustainable travel from their new homes.



Photo: Sustainable Travel Launch event on Monday, 30th September 2024.



Photo: Sharon Forbes, Sustainable Travel Planning Manager, smart journeys. Sustainable Travel Launch event – Monday, 30th September 2024

smart journeys have been appointed by Platform Housing Group and are your first point of call for any local travel/transport-related queries you may have. The overall aims of the smart journeys is to:

- Provide residents with information on travel choices.
- Create a sustainable community which promotes a range of lifestyle and travel choices to reduce reliance on private car use.
- Create a high-quality place in which residents want to live and work.

Sharon Forbes, Sustainable Travel Planning Manager for smart journeys says, “smart journeys aim to encourage and support Skylark residents with their daily sustainable travel needs, where possible; whether it be to commute to work, school, college, go to shops, or heading out for a day trip with friends or family. Sustainable and active travel like bike riding, or walking not only helps promote good physical health, and mental wellbeing, but connects people, bringing communities together.”

We also understand there can be barriers travelling more sustainably, due to challenges with transport infrastructure, however we endeavour to look at ways of making sustainable travel as accessible and seamless as possible.”

**“Sustainable and active travel not only promotes good physical health and mental wellbeing but connects people, bringing communities together..”**

### Sharon Forbes

Sustainable Travel Planning Manager  
smart journeys

# Sustainable Travel Launch Event

Monday, 30th September 2024 | Sharon Forbes



**Platform Housing Group** hosted their official Sustainable Travel Launch Event at Skylark on Monday, 30th September. Skylark is a fantastic example of how partnership working is helping deliver much needed affordable housing.

Working with R G Carter and Fenland District Council, Platform have been able to develop 137 affordable homes for the Wisbech area. This modern development is mix of 1, 2, 3 bedroom flats and houses, comprising social housing, and shared ownership schemes.

Platform Housing have around 49000 homes across England however this Skylark development, is their first in Wisbech.

**smart journeys** who work in partnership with Platform Housing Group facilitated the drop-in session held by the play park where residents were provided free bike repair sessions and bike repair demonstration, delivered by Outspoken. The torrential rain and strong winds did not deter participants, some of the local parents and their enthusiastic young



Photo: Bike Repair Session at the Play Park

children alike who were fully engaged in learning more about sustainable travel and road safety when going to school or playing out with friends.

Many of the local young children made the most of the free bike repair service, free 'Be Bright Be Seen' snap bands, reflectors, and bike lights to help them keep safe, bright, and seen when walking or cycling.

The Sustainable Travel Launch event was also graced and honoured to have in attendance the newly appointed **Mayor of Wisbech** and Chairman of Wisbech Town Council, Sidney Imafidon who braved the wet weather to give his support.

## The benefits of Cycling

Cycling is a healthy, low-impact exercise that can be enjoyed by people of all ages, from young children to older adults. It is also fun, cheap and good for the environment. Riding to work or your local shops is one of the most time-efficient ways to combine regular exercise with your everyday routine. Around the world one billion people ride bicycles every day – for transport, recreation and sport. To learn more about the health benefits of cycling and bike riding, and cycle routes in your local area, please refer to your 'Sustainable Travel Pack for Skylark', for more information.



Photo: Free Bike Repair Session at Sustainable Travel Launch Event on 30th September 2024

# Upcoming Sustainable Travel Events



Photo: Fitzwilliam Museum Late Cycling Event

## Fitzwilliam Museum Late Cycling Event

**Tuesday, 22nd October 2024**  
**6.30pm-9.30pm**

Join the Fitzwilliam Museum for a free, lively evening of art, music and cycling. The after hours event is themed around their current Olympic-inspired exhibition Paris 1924: Sport, Art and the Body.

The event includes workshops, talks, music, and food and drinks. There will also be a participatory cycling event where audience members can race their friends and attempt to set record times.

Visit [www.tickets.museums.cam.ac.uk/7277/8541](http://www.tickets.museums.cam.ac.uk/7277/8541) to book your tickets.

## Breeze Womens' Coaching Course

**Cambridge Central Library:**  
**Wednesday, 23rd October 2024**  
**9.30am-5pm**

Become a Breeze Champion by taking part in this Ride Leadership Award Level 1 coaching course on 23 October at Cambridge Central Library.

The assessed course qualifies you to deliver guided rides for groups of beginner to intermediate women and children on roads and shared paths. The course will run from 9.30am to 5pm and will include a mix of classroom-based theory and a practical cycling element. You will be expected to bring along your own bike and helmet.

By becoming a Breeze Champion, you'll be able to develop strong leadership skills while making new friends and improving your health and fitness. You'll also receive an official Breeze Champion kit, a British Cycling Ride Membership, support, and exclusive offers.

Please note: places on courses are limited, all completed applications will be submitted for review and you will be notified by email, within 5 working days, if you have a place on the course.

For more information, please visit: [www.britishcycling.org.uk/events/course/details/9031](http://www.britishcycling.org.uk/events/course/details/9031)

## Thing to do in Wisbech

You can walk or cycle to your local Wisbech & Fenland Museum at Museum Square, PE13 1ES.

The Museum is supported by the museum Friends, volunteers, Wisbech Town Council, Share Museums East and local organisations and individuals.

The museum is a perfect surviving example of the Victorian museum, an exemplar of the taxonomy systems and learning styles of the period.

For more information on what's on, visit: [www.wisbechmuseum.org.uk/whats-on/](http://www.wisbechmuseum.org.uk/whats-on/)



Photo: Wisbech & Fenland Museum



## Take part to be entered into a prize draw!

There is a £50 Amazon voucher to be won just for Skylark residents!  
In addition to the supermarket and bus voucher for all entrants!

Scan the QR code to take part or visit <https://bit.ly/bigcommuter2024>

Live from Monday 14th October until Sunday 27th October



# Sustainable Travel Launch Event

smart journeys 2024 Big Commuter Survey – Monday, 14th October until Sunday, 27th October

The annual Big Commuter Survey goes live!

Live in Cambridgeshire? We want to hear from you! This is your chance to have your say about how you travel!

The survey will be live from Monday, 14th October until Sunday, 27th October, and will collect data on travel patterns. If you complete the survey you will be in with a chance of winning a £100 supermarket voucher!

Keep an eye out for when the survey link goes live on Monday!

Employees and residents across Cambridgeshire are being encouraged

to participate in The Big Commuter Survey, which will help smart journeys and Cambridgeshire County Council identify new travel-related trends and preferences. The data collected will influence future transport decisions and public transport improvements across the County.

The Big Commuter Survey takes place each year to collect data on the travel choices individuals make about their journey to work and provides an understanding of the barriers that prevent commuters from using more sustainable modes of transport.

This year's survey asks employees/residents travelling in and around

Cambridgeshire how they travel to work during a typical working week, including working from home (Monday, 7th to Sunday, 13th October). The survey will be available to complete online from Monday, 14th October.

Your feedback will be incredibly valuable in shaping transport initiatives, helping Cambridgeshire County Council achieve their net zero ambition by 2045.

The survey takes approximately 5-10 minutes to complete and if you leave your email address, you will be entered into our £100 and 4x £25 supermarket voucher prize draw!

## ...and we have our first prize draw Summer Survey Winner!

Join us as we congratulate our first winner of a £50 Amazon voucher, Sophie Wilson, for taking part in the smart journeys survey held from July 2024 for a month.

Platform Housing Group commissioned smart journeys to deliver this survey to help capture information on how new residents travel to and from the development. This survey will allow us to gather baseline data and look at how sustainable transport options can be improved in and around Wisbech. smart journeys used this data to anonymously identify new travel-related trends and preferences, and influence future transport decisions and advice on public transport improvements across the County.

Our lucky winner Sophie said, *"I was in shock that I had been chosen for the £50 Amazon gift voucher! This means so much to me because it's my son's birthday and it'll go towards a few extra gifts for then, or Christmas. I honestly cannot thank you enough. I never thought I would be lucky enough to win!"*

You too have a chance to win prizes if you take part in our annual survey, or sign up to be added to our emailing list when you subscribe to our Skylark bi-annual Newsletter to receive updates on events, and sustainable transport information.

# Cycle Helmet Raffle



Cycle  
Helmet  
Raffle

Scan the QR code to enter!

platform housing group smartjourneys

## Sign up to your annual Skylark Newsletter and win a Bike Helmet

Smart journeys in partnership with Platform Housing Group will be providing bi-annual newsletters, keeping you up to date with sustainable information and general news in your local area as well as local and national events, and opportunities to get involved. Smart journeys will also reach out to you from time to time to let you know about upcoming travel surveys and the prizes available to those who participate.

Subscribe to our Newsletter to get the latest travel news delivered straight into your inbox.

\*Please note, the bike helmet raffle is only open to Skylark Residents.

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## Coming Soon – Skylark Noticeboard

Platform Housing Group are currently working to introduce and install a community noticeboard in your local area for October 2024.

A neighbourhood is more than just groups of different families, or people living in different homes. It should also be a group of people working together to create a well-informed community. The noticeboard will provide local residents with information on sustainable travel options and local news.



## Personal Travel Planning

It can be time consuming and confusing to understand all the different travel options available and where to find the information. Smart journeys can help you and take care of your next journey!

smart journeys can create a Personal Travel Plan to help you understand all your sustainable travel options between your home and another destination, such as your workplace or your child's school. The plan will outline different options and the health benefits of each.

Just tell smart journeys your destination, and your arrival and departure times, and they will take care of the rest.

Email [info@smartjourneys.co.uk](mailto:info@smartjourneys.co.uk) for more information.

Train journeys can be planned using the Traveline website:  
[www.traveline.info](http://www.traveline.info)

You can also plan your bus journey via the County Council:  
[www.cambridgeshirebus.info](http://www.cambridgeshirebus.info)

### Contact Us

If you have any questions or need local travel or transport advice, please get in touch.

**Email:** [info@smartjourneys.co.uk](mailto:info@smartjourneys.co.uk)

**Website:** [smartjourneys.co.uk](http://smartjourneys.co.uk)

**Facebook:** [@smartjourneys](https://www.facebook.com/smartjourneys)

# Sustainable Travel Pack for Skylark

## Travel Information Pack



platform  
housing group

Provided by  
smartjourneys

## Sustainable Travel Pack for Skylark

A travel plan is a package of measures for reducing the number of vehicle trips to the site. It aims to encourage more sustainable travel choices where possible. The Sustainable Travel Pack has been designed for you, to give you first-hand information on your travel options to and from your home at Skylark.

You can also access this pack online by visiting:

[www.platformhomeownership.com/elm-high-travel](http://www.platformhomeownership.com/elm-high-travel)

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[www.smartjourneys.co.uk](http://www.smartjourneys.co.uk)

