

BOYTON PLACE

SMARTER TRAVEL PACK

YOUR LOCAL TRAVEL INFORMATION



Claim your free
bus tickets or
cycle voucher
today!
Find out more
inside!



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WHAT IS A SMARTER TRAVEL PACK?

This Travel Information Pack has been produced exclusively for residents of Boyton Place, Haverhill. We hope you find the information enclosed useful and trust it helps highlight the variety of sustainable travel options available to you in the area. Produced on behalf of Persimmon Homes by Smarter Travel Ltd.



THE OVERALL AIMS OF THE BOYTON PLACE TRAVEL PLAN ARE;

- To reduce the number of single occupancy car journeys to and from the development;
- To promote more sustainable travel habits such as, walking, cycling and using public transport;
- Promote and encourage healthy and active lifestyles with a strong focus on the local community; and
- Provide advice to all residents on how to improve local travel habits.

WHO ARE SMARTER TRAVEL?

Smarter Travel Ltd have been appointed by Persimmon Homes to promote, manage and monitor the travel plan specifically for Boyton Place. We are providing a free service to all residents of the development and we are your first point of call for any travel related questions or queries you may have relating to your local area



BENEFITS OF A TRAVEL PLAN TO YOU AND YOUR COMMUNITY.

Engaging with the Boyton Place Travel Plan can have plenty of positive benefits including;

- Improving health and wellbeing;
- Reducing your travel costs;
- Improving your accessibility to local services;
- Increasing the local road safety;
- Reducing travel times;
- Improving your travel choices and options; and
- Creating a cleaner, more vibrant local community.

BOYTON PLACE

Dear Resident,

Congratulations on moving into your new home and welcome to Boyton Place.

It is important to Persimmon Homes that you settle in well to Haverhill and the local area. To help make your move a little bit easier we have produced this Travel Pack. Throughout this pack, you'll find information on the variety of local travel options available to and from Boyton Place, including information on public transport services as well as walking and cycling routes.

As a resident of Boyton Place, we would like to invite you to receive a free Personal Travel Plan. This highlights all the different travel options available to you for your regular journeys. To receive your free Personal Travel Plan, please complete the enclosed questionnaire, alternatively head over to the Boyton Place website and follow the links to the online version. Once you have completed the questions, you will be able to obtain either a one-month bus ticket or the equivalent value towards cycling or walking equipment.

We really do hope that you find this information useful and enjoy exploring Haverhill and the surrounding areas using the variety of travel options available to you.

On behalf of Persimmon Homes, thank you for selecting Boyton Place as the place you will call home.

Kind regards,
Heidi

Your Travel Plan Coordinator
Smarter Travel Ltd

✉ BoytonPlace@SmarterTravel.uk.com  BoytonPlace.co.uk

 [@BoytonPlace](https://www.facebook.com/BoytonPlace)  [@RJSmarterTravel](https://twitter.com/RJSmarterTravel)

 **PERSIMMON**
Together, we make a home

 **SmarterTravel**
from Richard Jackson Limited

BOYTON PLACE AND THE LOCAL AREA



- Bus Stops
- Supermarket
- Education Facility
- Medical Centre
- Library
- Place of worship
- Sports Centre
- Cinema
- Recreation Area
- Dentist
- Public House
- Walking/Cycling route
- Post office

LOCAL AREA

BUS TRAVEL TO AND FROM BOYTON PLACE

The current closest bus stops to Boyton Place are located along Haverhill Road close to Ann Suckling Road and the Fox Public House. Stephenson's bus services run through these stops or bus stops located on Howe Road and link to Bury St Edmunds. Services to Cambridge from Stagecoach are available from Haverhill town centre. Future phases of Boyton Place will see improved bus services and we will keep you up to date as and when these happen! To view full bus timetables for the area, please head over to the Boyton Place website where you can view and download them.

PARK AND RIDE IN CAMBRIDGE

If you're travelling into Cambridge, why not catch the park and ride instead? There are two locations which are within a 35 minute drive from Boyton Place, either Babraham Park and Ride or alternatively Trumpington Park and Ride. You can even use these services on the weekend for leisure trips into the city. Find out more; cambridgeparkandride.info.

Travelling by bus has many advantages such as not having to try to find a parking space!

Unsure of what the bus timetable is actually telling you? Head over to the Boyton Place website for a step by step guide!

YOUR MOST REGULAR, LOCAL BUS SERVICES ARE:

STEPHENSONS: (OPERATES SCHOOL DAYS ONLY)

- 14/14A: HAVERHILL – BURY ST EDMUNDS

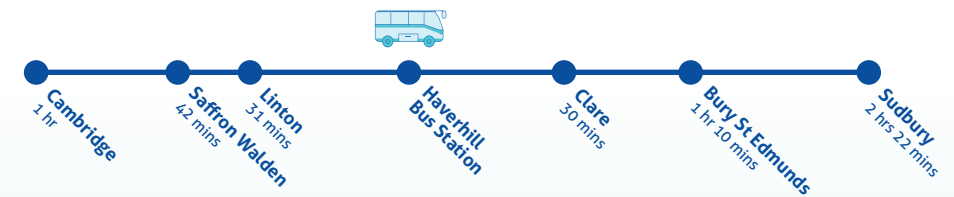
STAGECOACH: (RUNS EVERY 30 MINUTES)

- 13/13C: HAVERHILL - CAMBRIDGE

If you would like to try out the best available local bus services to you, don't forget that you can claim a one-month bus voucher for services to Cambridge by just completing the short questionnaire at the back of this pack or complete online!



SCAN HERE FOR BUS TIMETABLES



USEFUL APPS AND WEBSITES

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

Stagecoach Bus App: Say goodbye to paper tickets with the Stagecoach bus app. Not only can you purchase tickets through this but you can journey plan and get real-time bus information. Available both on the App Store and Google Play.

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.

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.



TRAIN TRAVEL NEAR HAVERHILL

The nearest train station to Boyton Place is located at Whittlesford Parkway, which is approximately a 20 minute drive away. You can catch trains from here to Cambridge and London Liverpool Street and there are trains around every 30 minutes. There is plenty of parking available at the station too! Find out more on the Greater Anglia website: greateranglia.co.uk.

There are plenty of lift sharing opportunities between Haverhill and Whittlesford Parkway train station. So why not share the journey and cost? Visit SuffolkCarShare.co.uk for more information.



SAVE MONEY ON TRAIN TRAVEL!

Railcards are a great way to easily save money on the cost of train travel (up to 1/3rd off), with a variety of cards available such as; 16-19 Railcard, Disabled persons Railcard, Two Together, Senior Railcard and now the 26-30 card.

Visit Railcard.co.uk to find out more and how to apply.

Did you know that you can take bicycles on trains? Find out more on the Boyton Place website.



USEFUL APPS AND 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.

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.



WALKING AROUND BOYTON PLACE AND HAVERHILL

The centre of Haverhill is within a suitable walking distance from Boyton Place, taking around 15-20 minutes. Amenities such as; schools, leisure facilities, doctors, supermarkets and employment areas are all within the town centre. On future phases of Boyton Place amenities will be provided such as a new school and a community centre.

BENEFITS OF WALKING

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!

EAST TOWN PARK

East Town Park can be found close to Haverhill Golf Club. With a picnic and childrens play area it's a great place to go and explore. Ideal for dog walking as there are many footpaths that extend around the park including a disused railway track to walk along. There are often seasonal events too such as an Easter egg hunt and Halloween trail. Find out more by searching online for East Town Park, Haverhill or visiting the Boyton Place website.



USEFUL APPS AND WEBSITES

Map My Walk: By using this app you can record your workout details, including duration, distance, pace, speed, elevation, calories burned and 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.

Active 10: Created by Public Health England, the Active 10 app records your brisk walking activity as well as showing the benefits of regular exercise.

Suffolk Area Ramblers: The Ramblers Association provides a variety of regular programme of walks.

One Life Suffolk: This website is a great resource to encourage residents of Suffolk to get active and healthy. OneLifeSuffolk.co.uk



CYCLING TO AND FROM BOYTON PLACE

Haverhill and Suffolk are great places to cycle and you can find an off-road cycle route running across the town (see map on page four). There is plenty of cycle parking available in Haverhill Town Centre too for trips to local amenities.



Are you a keen cyclist?
Haverhill cycling club organise regular rides.
Visit haverhillcyclingclub.co.uk for more information.

Visit boytonplace.co.uk to download an up to date Haverhill cycle map including locations of cycle parking!

EMPLOYEE CYCLING SCHEMES

Employee cycling schemes allow you to get up to £1,000 to spend on a bicycle and cycling accessories through your employer. By using the scheme you can save between 25-39% on the cost of cycling equipment. Speak to your employer to see if they are signed up.

DON'T FORGET TO CLAIM YOUR CYCLE VOUCHERS! VISIT PAGE 12 FOR MORE INFORMATION!

BENEFITS OF CYCLING

Cycling has a huge number 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.



USEFUL APPS AND WEBSITES

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

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.

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!

Suffolk County Council Cycling: Visit the Suffolk County Council website for all the information you require on cycling throughout the county. Here you will also find up to date cycle maps.



GREENER CAR TRAVEL

With the future of car travel changing, it is good to consider other options when it comes to car travel.

Did you know;

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

CAR SHARING

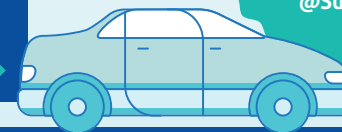
By sharing the same or similar journeys with other people you can save money on the cost of car travel as well as meeting new people. Sign up for free with Suffolk Car Share or LiftShare to find and share regular car journeys and start saving money! There are already over 40 lift sharing options available from Haverhill to places such as Cambridge and Granta Park!



THE FUTURE IS ELECTRIC!

If you're thinking about a new car, why not look at a hybrids or electric vehicle?

Visit goultralow.com or contact us for further advice and information. Additionally to search and find EV charging points, visit zap-map.com.



ECO DRIVING

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).

Visit

roadworks.org

to keep up to date with any planned road closures in the area, also follow the Suffolk Highways Twitter account for up to date information on the local roads; @Suff_Highways

COMMUNITY AND CONCESSIONARY TRAVEL

BUS PASSES

There are a selection of local incentives to promote travelling by public transport including bus passes; for those aged 60 or over 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.

ENDEAVOUR CARD

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.

THE VOLUNTARY NETWORK – COMMUNITY TRANSPORT

For those that are less able to travel by regular public transport, The Voluntary Network provides community transport options in the area including a door-to-door service.

To find out more information or to book a journey, please call; **(01638) 608022** or contact info@thevoluntarynetwork.org. You can also search for Connecting Communities.

RIDE

Ride operates a service between Haverhill and West Suffolk Hospital. This is available to pre-book (must book at least 24-hours in advance). The service is available between 7am – 7pm, Monday to Friday. Book your journey by calling **(01638) 664304** or alternatively, book online at: bookyourride.co.uk.

SMARTER TRAVEL CHOICES

REDUCING TRAVEL IN OTHER WAYS

There are other ways in which you can reduce your travel simply by 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? What about not driving the car for one day a week, that will automatically reduce car usage by 20%!

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.

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.

FURTHER INFORMATION

For more in-depth information regarding all of the travel options available to you as a Boyton Place resident, please take a look at and familiarise yourself with the dedicated Boyton Place website and ask for a Personal Travel Plan.

You can also keep up to date with relevant news and events in the area through the Smarter Travel Boyton Place Facebook page; [@BoytonPlace](https://www.facebook.com/BoytonPlace).

By using more sustainable travel in and around the area, you can experience Haverhill in a different way and enjoy an improved quality of life. Just by making a few simple changes, you could save time and money.



PERSONAL TRAVEL PLANNING

A Personal Travel Plan evaluates your journeys to/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, the level of CO2 saved and also the potential cost saving compared to driving alone.

Your free Personal Travel Plan will be emailed directly to you and can be obtained by completing the short questionnaire at the end of this welcome pack. Alternatively, head over to the Boyton Place website to complete the form online anytime by you or others in your household. (Don't forget to tick the box at the bottom requesting a Personal Travel Plan!)

ACTIVE TRAVEL VOUCHER

To support the Personal Travel Plan and as part of the Persimmon Homes commitment to you, you can claim either a four-week bus ticket for local services to Cambridge or an equivalent voucher to redeem on walking or cycling equipment.

To claim your voucher, please complete the form on the back of this Travel Pack and return to us by freepost. Alternatively, head online to complete at BoytonPlace.co.uk.

Only one voucher can be claimed per household!



HAVE YOU VISITED THE BOYTON PLACE WEBSITE YET?

Set up as a hub, specifically for Boyton Place residents, all the information you require on travel in the area is available there including; public transport routes, timetables, and any discounts available.

Make sure you save the website as one of your favourites as we will be regularly updating with new information and resources.



Also, keep up to date with us through Facebook; @BoytonPlace



DON'T FORGET TO CLAIM YOUR SUSTAINABLE TRAVEL VOUCHER!

JUST COMPLETE THE FORM ON THE NEXT PAGE,
TEAR OFF AND RETURN TO US!

If you would like further information about the Boyton Place Travel Plan or have any questions, please contact your dedicated Travel Plan Coordinator at BoytonPlace@SmarterTravel.uk.com or visit BoytonPlace.co.uk.



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1. Full name:

2. Email address:

3. Home address:

Postcode:

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 vehicles?
 Yes No

6. What is the location/postcode that you and your household mostly travels to? Please include your required arrival time and departure time.

7. When travelling from your previous home (if applicable), which mode of travel did you use most regularly?

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

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 tick the following that you would like sent to you:

4-week bus ticket to Cambridge
OR

£100 cycle voucher (or for an online alternative, please email us)
OR

Not required

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

Yes No If you have any further feedback, please use the contact form on BoytonPlace.co.uk

We will use the full name, postal address and email address you have provided to supply the vouchers requested to you. You can find our full terms and conditions including information on how we store your data on the Boyton Place website. Alternatively, please contact us for more information.

TEAR OFF AND MOISTEN ALONG EDGE

MOISTEN ALONG EDGE AND FOLD

MOISTEN ALONG EDGE AND FOLD

COMPLETE THE SURVEY OVERLEAF

and return to us free of charge



Fill in this quick questionnaire about your current and previous,
local journeys to get your own free Personal Travel Plan
and your sustainable travel voucher!

Business Reply Plus
Licence Number
RTZJ-BGUG-HBLK



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