

# Travel Choices Hub Central Bedfordshire



**“I used to rely on my car, but now I cycle to work everyday. Due to the exercise I have lost three stone.”**

Local resident and Travel Choices Hub beneficiary

## The challenge

Travel Choices Hub is a key part of Central Bedfordshire's vision to boost physical and economic activity, and address key challenges in the area, including:

- high level of short commuting trips by car
- chronic congestion levels on the A5(T) and A505 roads in Dunstable, where traffic volumes exceed 25,000 vehicle journeys a day
- rapid population growth increasing congestion and emissions
- several areas of high unemployment and social exclusion, where transport acts as a barrier to accessing employment and training.

## Sustrans' solution

Working with a range of local partners (including public transport operators, the public health team and Job Centre Plus) we were able to offer a 'one stop shop', where residents can get information on how to travel affordably and sustainably.

We also arrange interventions from the Hub to reduce short car journeys, including:

- personalised travel information
- cycle training, guided rides and walks
- discounted bikes and scooters via 'Wheels2Work'
- monthly 'bus clinics' with advice and information on bus travel
- programme of school and family activities
- community outreach festivals, fetes and fun days.

## Key facts

Funder: LSTF Central Bedfordshire Council



**30**

Active Travel  
Champion volunteers



**12**

schools linked to  
HUB via Schools Officer



over  
**5,000**

resident HUB visits

For more information

call 0117 915 010

email [smarterchoices@sustrans.org.uk](mailto:smarterchoices@sustrans.org.uk)

visit [www.sustrans.org.uk](http://www.sustrans.org.uk)



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