

North Whiteley Green Travel Boost – Year 1 Report

Offer: North Whiteley households offered up to £100 to reduce car use

Launch: Website live 10th July 2024, first letters from 12th July, newsletter 15th July

Funding: Funded by North Whiteley Consortium, delivered by HCC Travel Planning Team

<https://myjourneyhampshire.com/moving-home/north-whiteley/green-travel-boost/>



Postage Date	No. of letters sent
12th July	1335
24th September	120
9th November	49
12th December	206
17th March	39
9th May	41
Total	1790

Offer

- ❖ In Year 1, we sent 1,790 letters and received 198 applications (11% uptake)
- ❖ As well as letters to households, offer promoted on social media, North Whiteley newsletter, and the website
- ❖ 56% of the items purchased were for walking, and 24% were for cycling (details next slide)

Process

- ❖ Claimants are getting reimbursed within 5 – 10 working days
- ❖ No claimant has been rejected, and no-one has tried to claim twice
- ❖ Updated T&Cs to say we will accept items purchased via Ebay & second-hand items (although no items claimed via either of these options to date)

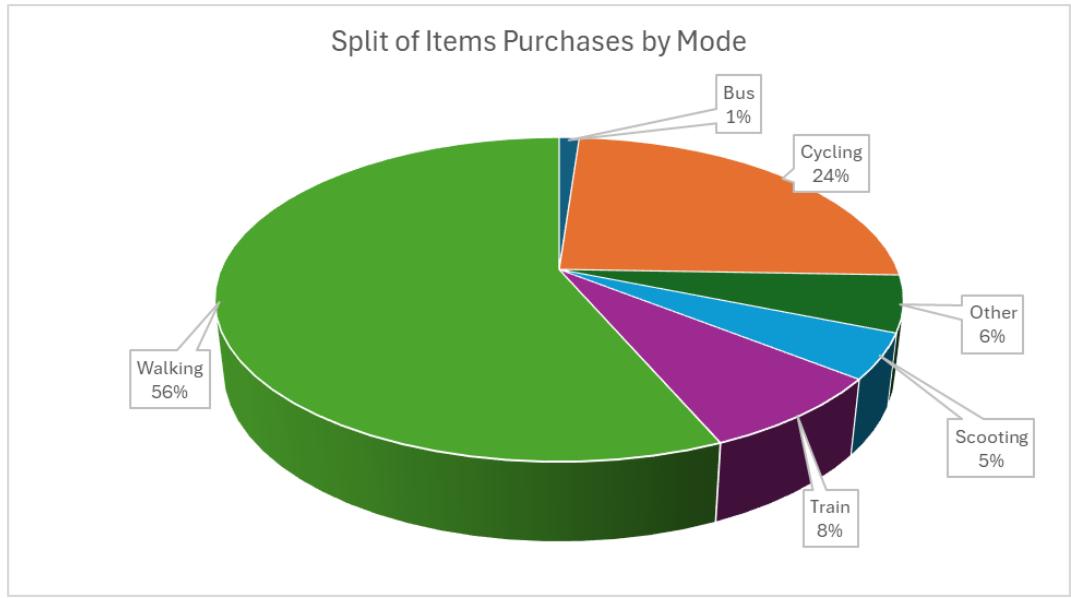
Updates

- ❖ In May, launched the process through Whiteley Town Council to help with residents who cannot afford to take up this offer because it is a reimbursement offer

£100* Green Travel Boost
*funded by the developer

	Q1	Year 1
Valued Claimed	£9,113.29	£18,887.30
No. of Claims under £100	18	52
No. of Claims over £100	76	146
No. of items claimed for	165	356
Avg. items per claim	2.2	2.4

Green Travel Boost - Items Purchased



- ❖ Walking items are the most purchased by residents with footwear being the most popular, accounting for 57% (shoes, boots & trainers)
- ❖ Next most popular category was cycling, with the majority going towards bikes for both adults and children.
- ❖ Bus and Train items are all tickets, with 1 resident using the £100 to contribute towards their season pass
- ❖ In other, 3 residents have used the Boost to go towards EV chargers

