

Green Travel Boost North Whiteley

Year 1 Report

The Green Travel Boost is an incentive for North Whiteley residents, offering up to £100 per household to support active and sustainable travel. It is funded by the North Whiteley Consortium and delivered by Hampshire County Council's Travel Planning Team. The offer launched online on 10 July '24, and has been promoted via letters to residents and the Travel Matters newsletter. This report outlines some of the key information about Year One of the Green Travel Boost.

Key Stats



198
applications
(11% uptake)



356
items
purchased



£18,887
value
claimed



100%
applications
accepted



5 - 10
days to receive
reimbursement

Updates

- If a resident needs support with the upfront cost, Whiteley Town Council can make the payment and claim the reimbursement.
- T&Cs updated: Second-hand and Ebay purchases accepted.

Active Travel Top Buys

What are residents choosing?

Walking

1. Footwear
2. Coats
3. Activewear
4. Waterproofs
5. Shoe covers

Cycling

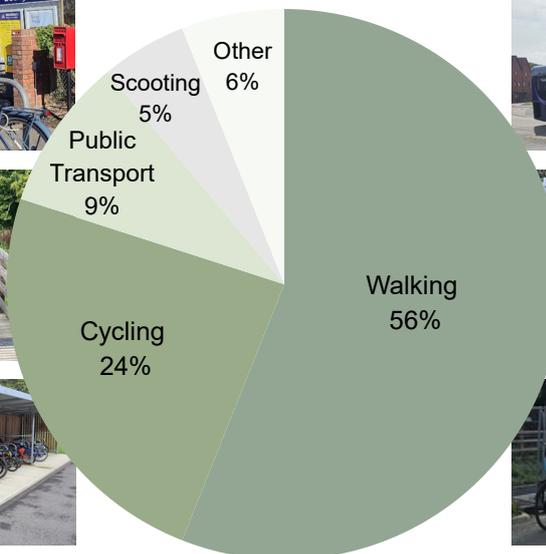
1. Accessories
2. Adult Bike
3. Maintenance
4. Ebike
5. Kids bike

Other

1. Bus Tickets
2. Train Tickets
3. EV Chargers
4. Scooters
5. Season Ticket

Walking-related items were by far the most popular purchases, with footwear alone making up 57% of all spend. Cycling came next, with most residents choosing to put their Boost towards bikes for both adults and children. All bus and train purchases were ticket-related, including one resident who used their £100 to help pay for a season pass. A few residents also put their Boost towards other sustainable options, such as EV chargers, with three choosing to invest in at-home charging.

Sustainable travel modes supported:



Further information and access to the offer are hosted on [My Journey Hampshire](#).

