

Sustainable Travel Publicity

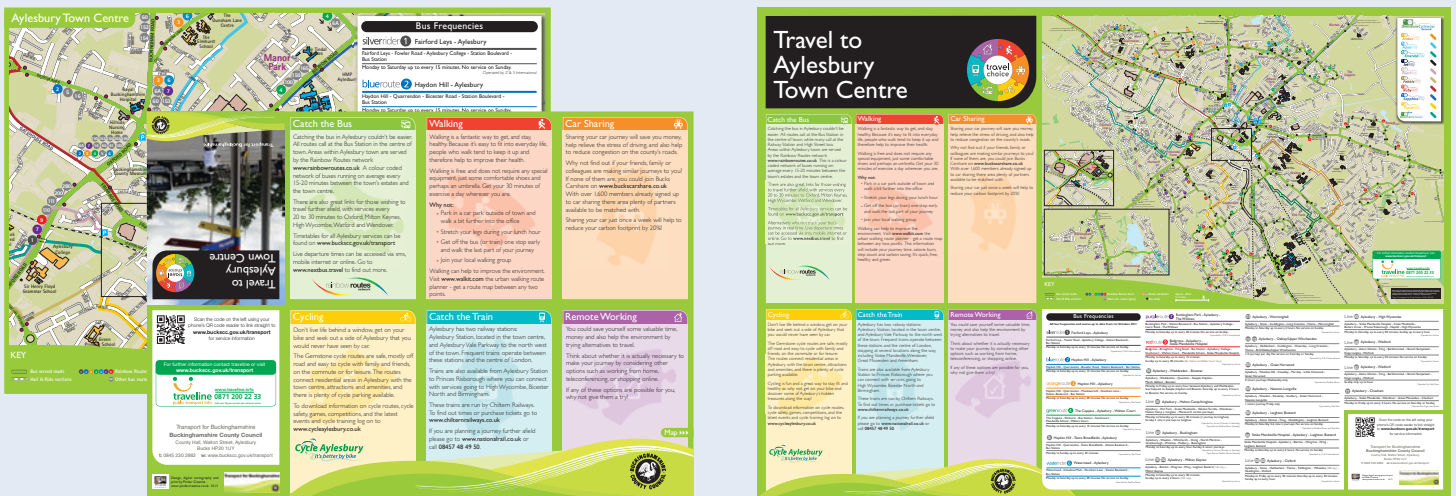
Case Study - Buckinghamshire County Council

The Challenge - Create a flexible base map showing sustainable modes of travel, which can be used to create a wide range of printed leaflets and online solutions.

Buckinghamshire County Council has published a variety of maps to promote sustainable travel, but due to reduced resources and budgets the sustainable travel team were keen to move to a solution which streamlined the production of future mapping products.

the solution

Pindar Creative has mapped the county of Buckinghamshire using GIS data in a user friendly style. The base map shows all sustainable modes of travel including cycle, train and bus routes. This base map is very flexible and can be used for a wide range of products including printed maps, leaflets and online solutions, see leaflet and wallchart examples below:



The range of printed publications are available in varying sizes from pocket maps to A1 wallcharts. These provide a consistent style and format for all their communications saving them time and money.

All leaflets and posters can be ordered on-line, ensuring consistency of the communication, reduced administration costs through improved workflows.

interactive websites showing onward journeys

A wide range of interactive solutions are also available to end users in the area including, interactive mapping websites, and mobile optimised sites.

The website templates can include:

- An Interactive map with pan-around functionality
- Clickable hotspots
- Links to other websites (journey planners)
- Links to real-time information (e.g. live departure boards)

This can be incorporated into a website or sent as a link via email.

the results

The first publicity produced using the new base mapping is a leaflet and wallchart for Aylesbury showing key bus and cycle routes. This leaflet has been distributed to local libraries and handed to housing developers in the town to distribute to new residents.