



1 June 2009

Tactran launches new DVD encouraging sustainable travel

Regional transport partnership Tactran today launched a DVD encouraging people to think about using sustainable travel as part of National Liftshare Day.

The DVD highlights examples of sustainable travel initiatives which have been put in place to encourage a shift away from single occupancy car journeys. Examples include cycle facilities and training, lift-sharing matching websites and walking groups.

The DVD, created by White Space at Abertay University, was put together with the assistance of the four partner Councils: Angus, Perth and Kinross, Dundee and Stirling, as well as NHS Tayside, NHS Forth Valley, Dundee and Stirling University. It shows employees talking about schemes which have helped to create greater travel choice, and encourages those who do drive to work to leave the car at home or liftshare.

Presented and narrated by environmental correspondent, Louise Batchelor, the DVD also aims to encourage employers to implement sustainable travel measures as part of their travel plan - thereby improving fitness, saving money and lowering their carbon footprint.

Around-the-world record breaking cyclist Mark Beaumont is supporting the messages in the DVD. He said: "It's great to hear this Tactran initiative, which will help people of all ages to get out, not just using the cycle networks but learning to ride their bikes safely."

If you'd like to view the DVD visit www.tactran.gov.uk or contact Merry Scott, Travel Plan Officer on 01738 475772 or by emailing merryscott@tactran.gov.uk