



Improving travel choices for people coming to Kettering town centre.

Why?

- To reduce travel costs.
- To provide healthier, greener travel opportunities.
- To make it easier for those without a car to get to and from town.

How?

- Town centre activities - cycle hub, Christmas markets, light switch on 'pedal-the-Christmas-tree-lights.
- Community partner 'how you travel/would like to travel' surveys - businesses, college, KGH and schools.
- Supporting local people with their projects - GRAIN walks, Kettering Wheelies.
- Outreach projects - scout/cub group cycle workshops, Cycle-lingo for refugees.

Kettering as Flagship

Will be first town centre in the UK to achieve the DfT-backed Modeshift STARS award (Sustainable Travel Accredited and Recognised)

