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LOCAL TRANSPORT PLAN
MERSEYSIDE

Friday 16th October 2009

**NATIONAL WILDFLOWER CENTRE
SCOOPS AWARD AT MERSEYSIDE'S 'TRANSPORT OSCARS'**

Knowsley's National Wildflower Centre has scooped a prestigious award at the Merseyside Transport Awards, which took place this week (13th October) at FACT during the Merseyside Transport Conference 2009.

The awards, designed to recognise the businesses, organisations and individuals working towards a sustainable transport future for Merseyside, were presented by Jan Rowley, Liverpool City Council's Assistant Executive Director for Environment.

The National Wildflower Centre picked up the *WalkWise Award* for 'Great Outdoors', a partnership project with Landlife, aimed at encouraging local people to enjoy more exercise such as walking and cycling, in their parks, green spaces and around local neighbourhoods.

As well as introducing attractive wildflowers to make places more inviting, the 'Great Outdoors' project has run a series of creative events, working with NHS Knowsley's Arts for Health on summer wildflower story walks aimed at children and families. Seasonal nature walks have run every month on topics such as butterfly hunts, walking with bluebells and collecting wildflower seed. The Centre also teamed up with Pedal Away to promote wildflower cycle rides and picnics. These are increasing levels of physical activity in Knowsley, combating obesity and cardiovascular illness in areas with severe health inequalities.

Janet Pell at the National Wildflower Centre was pleased that the organisation's work, supported by its partners to help promote a healthier lifestyle in the local area, was recognised. She said: "It's a huge honour for us all to receive this award. 'Great Outdoors' is a fantastic project and our walking activities have already reached more than 500 people, many with health problems associated with sedentary lifestyles and low levels of physical activity."

More

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Goods



Walking



Cycling



Traffic

2

Judges were particularly impressed with the quality of this year's entrants. Winners were chosen for their ability to demonstrate innovation and commitment in helping create and maintain a more accessible, affordable, convenient, dependable and environmentally friendly transport network for the city region.

Neil Scales, Chair of the Merseyside Transport Partnership, thanked everyone who entered the awards. He said: "I would like to congratulate everyone who took the time to enter the awards. Our vision is to provide a safe transport network, which contributes to Merseyside's economic, social and environmental improvement and quality of life. This can only be achieved with commitment and support from people, businesses and organisations in Merseyside."

Organisations from elsewhere in the region also recognised in the third annual Merseyside Transport Awards include:

- Merseyside Fire & Rescue Service – TravelWise Organisation 2009 – for best travel plan
- Mersey Maritime – FreightWise Award 2009 – for improving the impact of moving goods in Merseyside
- NHS Wirral – BikeWise Award 2009 - for best cycling initiative or achievement
- NHS Wirral (Victoria Central Health Centre) - TravelWise Development Award 2009 - for good transport design in a new building
- Shop Direct Group (Aintree site) - TravelWise Award 2009 - for best sustainable transport initiative
- St Charles' RC Primary School in Liverpool - TravelWise School Award 2009 - for best School Travel Plan
- Arriva North West – Going the Extra Mile Award 2009 – for outstanding customer service

Ends





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Notes to Editors:

- Merseyside's five-year Local Transport Plan (LTP) runs until 2011 and is a £230m delivery programme of transport investment and service improvements.
- It aims to give Merseyside a safer, sustainable, efficient and integrated transport network, accessible to all.
- Merseyside Transport Partnership consists of Merseytravel and the five local authorities of Merseyside – Knowsley, Liverpool, Sefton, St Helens, and Wirral.
- For further information please see www.transportmerseyside.org
- TravelWise Merseyside is Merseyside Transport Partnership's campaign to help people in Merseyside to make smarter travel choices – to walk, cycle and use public transport. Visit www.LetsTravelWise.org for more information.

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