

News release – for immediate release

Caithness travellers encouraged to share car travel

Caithness drivers are being encouraged to turn over a new leaf in the New Year with the launch of an innovative new scheme to help people share car travel.

JourneyShare Caithness aims to help solve the problem of people driving 20 miles to the shops only to bump into their next-door neighbours. It can also be used to share journeys to work and could be of particular use to people commuting between Wick and Thurso. The scheme helps you find others going your way before you set off, helping you save money and the environment.

According to HITRANS board member and Caithness resident Louise Smith, sharing journeys makes sound financial sense, especially for regular journeys.

"The saving for a daily commuter who shares a journey instead of driving alone averages over £1000 a year, but even sharing one-off journeys can deliver significant savings.

"Car sharing also helps the environment, with every journey shared saving greenhouse gas emissions and helping to ease the problems of global climate change. Getting involved with JourneyShare Caithness means you can save your pocket and the planet at the same time!"

The free scheme, run by HITRANS, who are funding the site; the Caithness Partnership Transport Forum; and Liftshare.com, a company specialising in organising journey sharing throughout the UK, can be accessed by internet or phone. Users either register on the JourneyShareCaithness.co.uk website or contact the call centre on 08700 111199 and provide details of the journeys they would like to make. The system then matches these details with those already registered.

Users of the scheme can register preferences such as travelling with others of the same sex or non-smokers. Personal information is closely guarded and no home addresses are given out – initial contact is made only by telephone and locations are defined by postcodes.

The JourneyShare scheme also gives information on travel and public transport and can help users find walking and cycle companions.

Ends