

# Cambridgeshire Travel for Work Partnership

## Progress Report for 2004-05



### **Introduction:**

Another busy and exciting year at Travel for Work.

#### *The Changing Customer*

With the majority of the large employers in Cambridgeshire with active travel plans, TfW is now receiving requests for travel planning help from small and medium sized enterprises (SMEs). Many of these organisations will be greatly affected by the major developments taking place in the southern half of the county over the next 10 years, especially the pressure this development will place on the already stretched transport infrastructure. It is good to see these businesses taking the initiative to ensure that they are as prepared as possible.

We have noted that SMEs, even if enthusiastic, can find it difficult to designate expensive management time to travel plan production. To help meet this need TfW has developed a template travel plan that provides a format and advice for producing a plan. In addition for employers with little spare resource, we are now able to put together a first draft of a travel plan. We have also extended our web-based travel survey so that new employers can undertake a bespoke survey at any time of the year without having to wait for the annual survey in October. We are already seeing that these developments are giving businesses confidence and structure to their travel planning initiatives.

#### *The Changing National Scene*

During 2004 TfW was happy to assist the Travel Studies Unit at University College London that was researching the impact of 'soft measures' (including workplace travel plans) on transport. The effect of Travel for Work employers in addition other initiatives such as improved bus services, was reported very favourably in the final study report; indeed Cambridgeshire showed the most positive effect\*.

Travel planning was judged to be one of the most cost-effective measures that could positively affect traffic generation. This has led to an increasing emphasis on such measures at Government level. At the time of this report consideration of the local response is being made at the County Council. Travel for Work remains ready to assist in this consideration.

#### *Expanding the Team*

Perhaps our most significant and most welcome event was the recruitment of Richard Bettle, the new TfW Travel Plan Advisor, in August 2004. Richard's arrival increases the TfW team to 2.6 full time staff. TfW partner, Cambridgeshire County Council has directly funded this post to assist businesses in the Cambridge sub-region who are implementing travel plans to help prepare for the increased traffic pressures as a result of the development in this area of the County. Richard's arrival has already seen great benefits in the amount of contact time TfW is able to devote to employers.

### *Finance*

As indicated in 2003 the TfW budget does not balance. The partnership uses monies from under-spends in previous years to remain solvent. During 2004 TfW has sought further financial assistance from bodies outside the steering group to not avail. The TfW partners are under increasing budgetary pressure. This will be a major issue to address during 2005.

### *Next year and beyond*

We are seeing increasing national and international talk on health problems associated with living in a developed country, including obesity and stress. As well as the needs of society in this regard there are also significant commercial benefits to businesses that promote initiatives that help keep their workforce fit, healthy and free from stress. We feel, therefore that Travel for Work plans will increasingly include health as a significant driver for implementation.

Secondly, the implementation of the Kyoto treaty on climate change and the European carbon trading system are both commencing in 2005. Another stimulus for travel plans will, therefore, be the need for business to make positive moves to reducing their greenhouse gas emissions. Business is also becoming increasingly socially aware and many organisations are now keen to make positive corporate social responsibility reports. Travel for Work plans will increasingly be seen as assisting business meet both of these vital objectives.

### *With thanks*

I should like to publicly acknowledge the support and hard work of my colleagues on the TfW team, Lindsey Rushmore and Richard Bettle. The support and guidance of the TfW Steering Group is also invaluable to ensuring the TfW objectives are carried forward; I should particularly like to thank those steering group members who have given of their time to sit on the various TfW working parties. And finally, but not least, I should like to express TfW's gratitude to our hosts, the County Council, especially our close colleagues in the Environment Programme Team.

The following pages provide a brief summary of some of the work we've undertaken and the achievements in 2004-05. This highlights the breadth of the service that TfW offers its network employers that has, over time, seen significant positive shifts in the transport choice of the workforce of participating organisations.

### **Mark Webb**

TfW Development Manager  
February 2005

\* Cairns et al 'Smarter Choices – Changing the Way we Travel' (2004) P50 Table 3.12

## Travel Plans:



There has been much debate in the travel-planning field during 2004 on using the production of travel plans as a primary measure of success. One reason for this is the different interpretations of what constitutes an 'implemented travel plan'. It has been noted that some organisations with 'implemented travel plans' will make little impact on modal share. On the other hand organisations with no travel plan, but lots of initiatives and lots of enthusiasm, can have a great effect.

It is therefore becoming increasingly accepted nationally and locally that positive modal shift, as measured by such tools as the annual TfW survey, is a more significant measure of success.

Whilst TfW welcomes this move towards outcome testing, it remains true that organisations that have committed to well-resourced and well-researched travel plans are seeing the best year on year modal shift.

TfW is therefore continuing to encourage employers to produce travel plans. At the same time we recognise the resource impact of such work on employers, especially in the early stages of the process. We have therefore developed new materials and services (such as the template travel plan –see below) to make the process as painless as possible.

From a network of 56 employers, 14 have well developed and implemented plans, one completed a new travel plan during 2004-05 and ten are actively working on travel plans.

## The TfW Travel Survey:



The annual Travel for Work survey is a major TfW service provided, free of charge, to employers. The web-based survey allows employers to monitor progress towards travel plan targets.

It also provides TfW with a barometer of the positive effect it has in assisting its employers in promoting sustainable transport choices.

During 2004 TfW set up a working party to review the organisation, data collection and analysis of the survey.

The outcome was that the 2004 survey (TfW's sixth) ran very smoothly indeed. With the superb assistance of the County Council's data manager, we have developed a computerised tool that allows much faster analysis. All survey reports were with participating employers before Christmas – this was a first! We are confident that without the teething problems experienced this year we will be able to produce the reports even more quickly in 2005.

Twenty-three organisations took part in the 2004 survey. 5,494 of their employees participated, 15.8% of the potential survey population. The table below compares the 2004 survey results with those from the 2001 Census. This highlights the positive impact that employers can make on the travel generated by their business by the implementation of travel plan initiatives.

**Travel to Work by Mode**

Census categories	National Census 2001			TfW Survey 2004
	National	East Anglia	Cambridge-shire	TfW Survey
<b>Car</b>	55.23%	58.88%	59.47%	<b>44.49%</b>
<b>Car passenger</b>	6.25%	5.84%	5.55%	<b>10.84%</b>
<b>Cycle</b>	2.76%	3.88%	9.05%	<b>22.25%</b>
<b>Walk</b>	10.01%	9.06%	8.10%	<b>6.49%</b>
<b>Bus</b>	7.40%	3.99%	3.36%	<b>6.69%</b>
<b>Train</b>	7.09%	6.89%	2.66%	<b>3.42%</b>
<b>Telework*</b>	9.19%	9.44%	10.06%	<b>3.12%</b>
<b>Motorbike/Scooter</b>	1.09%	1.11%	1.10%	<b>1.34%</b>
	n/a	n/a	n/a	<b>0.94%</b>
<b>Taxi/minicab</b>	0.52%	0.45%	0.26%	<b>n/a</b>
<b>Other</b>	0.47%	0.46%	0.40%	<b>0.44%</b>

\***Telework**: the census collects details of *all* working persons (including sole traders). Such persons are not picked up in the TfW survey, which collects details of 'employees'. This probably accounts for the large differential between the census and the TfW results in this category.

By the next annual report the TfW survey model could be being used in other areas of the country as we have had requests from three local authorities for permission to use the TfW survey for their own local surveys.

## Car Sharing – [www.CamShare.info](http://www.CamShare.info):



TfW provides local employers with a very cost effective online car sharing facility. CamShare was begun as pilot project in 2002 and has continued to grow over the last two years.

As pre-figured in the last annual report, TfW undertook an in-depth look at the CamShare software. This work was completed in Summer 2004.

TfW began a re-launch of the scheme in Autumn, which is continuing into 2005. The Development Manager has helped organise and presented at four events to re-launch CamShare at various sites.

During 2004 we have welcomed three new employers onto the scheme (including one business park of over 15 companies. Two have joined in early 2005.

The next few weeks will see a major CamShare advertising campaign in the local press.

## Cycling:



Cambridge is widely acknowledged as the cycling capital of Britain. But with increasing infrastructure provision for cycling it is becoming a viable option in the rest of Cambridgeshire too!

Cycling to work not only removes cars from the road network but also improves the physical and mental health of those who take part.

TfW therefore employs several initiatives to encourage employers to provide facilities and organisational incentives to help their employees consider cycling. The TfW Projects Officer is expert in cycling issues. She advises and helps employers wishing to implement cycle friendly initiatives.

**Bicycle User Groups (BUGs):** TfW encourages and assists employers to establish BUGs as part of wider efforts to influence cycle friendly attitudes and culture.

BUGs perform a variety of functions and with TfW's advice can become effective promoters of cycling. The TfW Project Officer assists organisations in setting up BUGs, and facilitates the first few meetings. During 2004 three BUGs have been reinstated and one new BUG has been inaugurated.

One out of town science park has used their BUG to develop 'buddy rides' from Cambridge to their campus.

**Adult Cycle Training (ACT):** This scheme offers one-to-one training courses from complete beginner to experienced cyclists. Training develops skills in road positioning and confidence in traffic.

In June 2004 TfW recruited three new trainers, bringing our total to seven. The new recruits and the TfW Projects Officer have been trained to the recognised National Standard. Mentoring sessions for new trainers have ensured high standards are maintained. They are a great asset to TfW, and superb advocates for cycling.

Since January 2004 the scheme has trained over 100 members of the public during more than 160 one-to-one sessions; many had never cycled before.

The ACT promotion during Bike Week 2004 trained 17 people during their lunch breaks; 8 who were new to cycling. The promotion received positive publicity in the local press and on radio.

Evaluation of the scheme shows 86% claimed to cycle more often or more confidently attributing their increased confidence to the training they had received.

The success of ACT has meant that public demand has gone beyond the remit of TfW. Training is being delivered to students (40%), teenagers (8%) and older people (10%). It has been agreed, therefore, that Cambridgeshire County Council's Road Safety Team (RST) will now manage and deliver the service. RST has recently secured three years funding.

ACT was officially handed over in February 2005. TfW has its own qualified Instructor and will continue to call on the scheme to arrange group and one-to-one sessions for employers. TfW will also continue to promote the scheme to its employer network.

**Take a Stand:** This scheme offers employers some funding towards new and improved bicycle stands/covers or 'bins'. During 2004 three employers were successful in the first round of Take a Stand.

For the first time these awards left enough funds for a second bidding round of bidding, which closed on 31 January 2005. The funds for the scheme come from the County Council's Local Transport Plan and Cambridge City Council's Sustainable City Fund.

## Networking, facilitating and informing

### **TfW Network and Meetings:**

TfW maintains a network of nearly 60 local employers who are interested to some degree in travel planning. During 2004 TfW was delighted to welcome several new and enthusiastic employers onto its network. Included in this number are the MOD Estates at Waterbeach, ARM UK Ltd, Mott MacDonald and Cambridge Water Company.

A well received network breakfast meeting was held at the Q'ton Forum at the Cambridge Science Park in May 2004. It had, as its theme, teleworking and video conferencing.

In September TfW experimented with a teatime meeting. However, this had to be cancelled as there were few booked attendees. TfW used the opportunity to consult with its network on the content and timings for network meetings. As a result TfW will be setting up workshop style meetings during 2005 looking at different aspects of the travel planning process.

### **Website: [www.tfw.org.uk](http://www.tfw.org.uk)**

The TfW website is a valuable source of information for employers. During 2004 a TfW working party developed a specification for the redevelopment of the site. A tender process was organised and the Black Pig Design Company awarded the task.

We have been working closely with the Black Pig team and are now nearing completion of the final stages of the new site. We hope to have the new site on line by early spring.

### **Newsletter:**

Two well-received newsletters were produced in 2004.

### **Email Groups:**

The TfW email group continues to provide a vital link between the officers and TfW employers. TfW keeps the network up to date with regular mailings on subjects that are of interest to travel planning employers. Messages may include such items as advance warning of road closures, information on local government consultation exercises relevant to commuters and proposed changes to bus routes etc.

### **TfW on National and International Stage:**

- During 2004 TfW Development Manager contributed to the recent major academic study of 'soft measures' in travel planning. The Department for Transport published the report, entitled '*Smarter Choices – Changing the Way We Travel*' (see [www.dft.gov.uk](http://www.dft.gov.uk)) at the end of 2004. This work has provided evidence of the positive effects of TfW's promotion of travel planning to its network.
- The Development Manager presented a paper on the work of TfW at the European Mobility Management Awareness (EMMA) conference in Genoa, Italy.
- In May 2004 the Development Manager gave a workshop on travel planning to local authority officers at the DfT's Sustainable Transport Demonstration Towns conference.

### **Accreditation and Award scheme:**

TfW's 2003 report mentioned that this scheme would be launched during 2004. A pilot of the scheme highlighted the need for some adjustment.

TfW's new travel plan advisor, Richard Bettle, is now leading this work with assistance of a TfW working party. TfW has invited Peterborough City Council's new Travel Choice section to join with TfW in this initiative. In this way we hope to reward employers who are assisting the wider community as well as their own business by implementing travel plans. We hope to launch the new scheme in the first part of 2005.

### **Template Travel Plans**

TfW decided during 2004 that with an increased team the possibility now existed of assisting smaller employers with the writing of travel plans. To this end we have developed, in collaboration with the County Council's School Travel Plan team, a template travel plan. This will enable employers to use a tried and tested format for their plans. The template will also assist TfW to more easily assess and advise on draft plans.

For smaller enterprises that find it difficult to allocate management time to travel planning, TfW is also now offering to produce the first draft of the company travel plan.

We are also in negotiation with the County Council's Development Control Team who, it is hoped, can begin using the template for plans being produced by developers and employers seeking planning permission for new developments.

## Finance issues:

The 2004-05 budget will remain within the projected expenditure. However this will lead to a projected overspend of £17,000, which will be covered by under spent monies from previous years.

The 2005-06 budget has just been set and also shows a potential deficit of @£17,000. Fund raising for the new year is underway.

During 2004 TfW secured funding from the County Council's Local Transport Plan for three years to fund the new Travel Plan Advisor post.

TfW officers have sought funding from several alternative sources during 2004 but with no success. Some TfW Steering Group members are under financial pressures and are re-considering their funding commitment to TfW. Such a loss of income will be difficult for TfW to sustain. The TfW officers and steering group will be seeking to address this situation during 2005.

## Contact Details:

### Mark Webb

Development Manager  
Travel for Work Partnership  
C/o Cambridgeshire County Council  
Box ET1001  
Shire Hall  
Cambridge CB3 0AP

Tel: 01223 712429

Email: [mark.webb@cambridgeshire.gov.uk](mailto:mark.webb@cambridgeshire.gov.uk)