

# Cambridgeshire Travel for Work Partnership

Progress Report for April 2006 – March 2007



## Preface:

2006-07 was a quite remarkable year for the Travel for Work partnership. We increased the number of employers who have joined the TfW network by ten– this by itself has boosted the number of employees exposed to travel planning initiatives in Cambridgeshire to nearly 46,000 employees.

The travel survey was an overwhelming success with the best response rate to date. The TfW team had all the survey reports with employers within four weeks of the survey dates. I know how much work is involved in achieving this and this was a superb effort.

The excellent network meeting was held in partnership with the Cambridgeshire Chambers of Commerce in February 2007 gave Cambridgeshire employers the opportunity to learn, at first hand, about TfW and hear the from employers who are already undertaking travel plans. Many employers ventured off into the snow and ice re-energised, and several employers joined TfW as a result of the meeting.

I have been pleased to see that TfW's profile is developing nationally with the Development Manager's involvement in the National Business Travel Network.

I am looking forward to the 2007 - 08 Annual Report as I know that the current year has been equally eventful.

Dr Wyn Hughes  
(Cambridgeshire Hospitals' NHS Foundation Trust)  
Chair

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## Travel Plans and the TfW membership:



- In 2005-06 report we referred to our discussions with County Council, City Council and South Cambridgeshire District Council colleagues on the potential for developing a system for TfW to support travel plans that come through the planning process. Whilst useful discussions took place it has not been possible during period of this report to establish such a system.
- Success in the STEER bid for EU funding in October 2006 (with lead partner Loughborough University) would provide the impetus to establish such a system. However this bid failed before submission due to the withdrawal of one of the European partners. A second bid has been submitted in November 2007.

At March 2007 the following activity had taken place in the membership of TfW:

- The TfW full members (organisations actually undertaking some level of travel plan initiatives) increased by 10 to 48
- These 48 employees have 45,704 staff (21% of the Cambridge sub-region workforce)
- 16 TfW employers have active travel plans (17 in 2005-06),
- 4 are reviewing their travel plans
- 16 employers were developing travel plans (13 in 2005-06)

## The TfW Travel Survey:



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

TfW also provides a service to provide bespoke 'one-off' surveys for employers to enable them to undertake a benchmarking survey without needing to wait until the annual survey in October.

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

### 2006 Survey

The October 2006 survey (TfW's eighth) ran very smoothly indeed. All survey reports were on participating employers' desks before December.

Twenty-Four organisations took part with a potential survey population of 39,147. 6,073 of their employees participated, 15.5% of the survey population. The table below compares the 2006 survey results with those from the DfT's 2006 National Travel Survey. This comparison highlights the importance of cycling in Cambridge, compared to nationally.

Mode	TfW survey 2006	National Travel Survey 2006
Walk	7%	11%
Bicycle	22%	3%
Car/van (incl car share)	59%	68%
Private bus (incl Staff Bus)	1%	0%
Local bus	6%	8%
Rail	4%	7%
Other	2%	2%

\* Source: DfT National Travel survey.  
Published August 2007

### 2007 Survey

Whilst outside the time frame of this report the October 2007 results are available and are reported below. This was our most successful yet – 28 organisations took part with over 7,000 participants, 21% of the potential survey population of 33,508.

Mode	Oct 2006 <sup>1</sup>	Oct 2007 <sup>1</sup>
<b>Bicycle</b>	<b>25.3%</b>	<b>24.1%</b>
<b>Car share</b>	<b>10.9%</b>	<b>9.7%</b>
<b>Drive (alone)</b>	<b>39.8%</b>	<b>41.7%</b>
<b>Home working</b>	<b>1.6%</b>	<b>1.9%</b>
<b>Motorbike</b>	<b>1.6%</b>	<b>1.6%</b>
<b>Other</b>	<b>0.2%</b>	<b>0.3%</b>
<b>Other workplace</b>	<b>1.8%</b>	<b>2.0%</b>
<b>Public bus</b>	<b>7.7%</b>	<b>7.7%</b>
<b>Staff bus</b>	<b>0.8%</b>	<b>0.6%</b>
<b>Train</b>	<b>3.2%</b>	<b>3.8%</b>
<b>Walk</b>	<b>6.9%</b>	<b>6.5%</b>

<sup>1</sup> **TfW Core Group:** To allow reasonable year on year comparison the data in this table is based on 7 'core' employers that have taken part in the survey since 2001

### One-off surveys

During 2006-07 we undertook one such survey for Mott MacDonald (we undertook three in 2005-06).

## Health Promotion



Healthy and active commuting has continued to increase in prominence as a tool for tackling the growing obesity epidemic, which, according to Health Secretary Alan Johnson, 'is now on the same scale as Climate Change'.

TfW officers have continued to promote the 'healthy commuting' message to employers as being a real business benefit; healthy employees are more productive and take less time off sick!

TfW Development manager, Mark Webb, presented to the Cambridge seminar of the British Heart Foundation's 'Think Fit!' campaign to explain to local employers how a travel plan could help increase physical activity in the workforce.

TfW hopes to work closely with the new Cambridgeshire Primary Care Trust on promotion of healthy and active commuting initiatives during 2007-08. This will help both the PCT and TfW meet their respective targets.

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



CamShare, our online car-sharing tool, has continued to grow since April 2006.

In 2006-7 were delighted to welcome two new employers –These were:

- Cambridge Regional College (645 employees)
- Cambridgeshire Constabulary Parkside site (430 employees)

During 2007-08 we have been undertaking the tendering process for the successor to CamShare from May 2008. The new provider will be Liftshare.com.

### Promotion of CamShare

With funding from the Local Transport Plan and a percentage of the CamShare employer charges,

During the year we placed a half page colour advert in *South Cambs Magazine* in the Summer 2006 edition. This was aimed at employees of organisations who are members of the scheme. In this way we hoped to target both employees, who may not have been aware of their employer's membership, and potential employers. It has to be acknowledged, however, that we have no feedback from readers, and no responses from potential new employers. It is therefore difficult to judge the effectiveness of such campaigning.

TfW has issued five press releases during 06-07 about Camshare resulting in three articles in the local press.

We ran three Scheme-wide Prize Draws in 2006-07. All new registrants and existing members who updated their profile were entered into the draws in June 06, September 06 and February 2007.

During a four month period of 2006\*, which included TfW promotions, there were 102 new registrations. However, those people available to car share increased by 81. This suggests that 21 people registered themselves as 'unavailable for sharing' following the prize draw. Hopefully, the reason for this is because they found a good match during the promotion and had begun car sharing, however it is not possible to check this.

During a similar four month period of 2005 with little or no promotion by employers or TfW registrations increased by 40.

Prize draws in 2007-08 have continued to show the effectiveness of these promotions in increasing activity and registrations on the website.

*\*We are using figures for the final four months of the financial year due to an upgrade in the CamShare software that meant it was not possible to compare current figures with previous figures.*



**From left to right Lesley Scobell, Travel Plan Co-ordinator at Cambourne Business Park; Bob Shimmens of Royal Society of Chemistry presented winners – Sheila Titmarsh and Helen Saxton both of Royal Society of Chemistry with £150 Thistle Hotel vouchers and Defensive Driver Training lesson; Marion Nightingale of Cambridge University Press won an English Nature annual membership for two; Sarah Hobson of Cambridge Police HQ and Joe Fildew of Campbells based at Cambourne.**

## Cycling:

### Bike Week 2006



Ellie Crane & Audrey Vanderpuye discuss routes to work at the Cyclists' Breakfast.

TfW engaged with a number of TfW employers who took part with promotions such as providing cycling breakfasts, 'Dr Bike' cycle maintenance clinics and security code marking of cycles. 160 bikes were security marked during Bike Week by Cambridgeshire Constabulary, as part of 'Operation Cyclone' to target bike thieves in South Cambridge region.

This year TfW also encouraged employers to set up bike buddy schemes, where existing cyclists are paired with novice cyclists to show them routes and hints about cycling to work. 'Bike Buddies' at Cambourne Business Park, Mott MacDonald and Cambridgeshire County Council, enticed drivers onto bikes to commute with experienced 'buddies' along some of the better routes to work.

### Bicycle User Groups (BUGs) and Bike Buddies



BUGS Buddies Stephan Kaye and Guilia Giangi Rolami.

"Thanks to my bike buddy Stefan, I now know a safer off road route to work avoiding the congested A428. I wouldn't have had the confidence to cycle the journey on my own."

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.

Although no BUGS were started during the period TfW continued to support existing BUGs at Mott MacDonald, Cambourne Business Park and Granta Park.

In addition TfW Travel Plan Adviser, Lindsey Rushmore presented at the "Smarter Travel Demonstration Town's" seminar in Darlington July 2006 on employer BUGs in Cambridgeshire.

First time commuter cyclist Guilia Giangi Rolami, buddied by work colleague Stefan Kaye (of IP Access based at Cambourne Business Park) travelled 9 miles to Cambourne from Cambridge.

## Take a Stand:



Would you leave your bike at work? Julian does. TfW could help your employer with some funding to provide or improve cycle parking as at Royal Society of Chemistry above.

The Take a Stand scheme offers employers part funding towards new and improved bicycle stands/covers or 'bins'.

The funds for the scheme come from the County Council's Local Transport Plan and Cambridge City Council's Sustainable City Fund

The 2006-07 initiative saw eleven employers sharing £7,840. This resulted in an extra 258 cycle parking places being made available for cycling commuters within these companies.

Take A Stand generated two articles in the local press.

## Networking, facilitating, informing and advising

### Communication and Meetings:



TfW has over 60 local employers on its network. We keep them informed through our email groups.

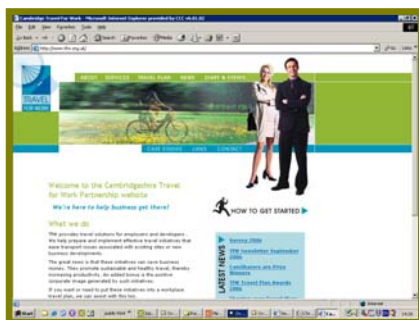
We work closely with the County Council's passenger transport team to keep employers and bus users aware of service changes.

In addition, we assist employers by drawing our network's attention to relevant transport related consultations being undertaken by the Council.

In 2006-07 we re-launched the network breakfast meetings. Three were held during the period covering a variety of topics at a number of venues.

- Jun 06, Key topic – The guided bus. Trinity Centre, Cambridge Science Park
- Oct 06, Key topic – Real time bus information. Luminus Group, Huntingdon
- Feb 07, Key topic – How business benefits from travel plans. A joint event with the Chamber of Commerce at Marshall of Cambridge.

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



The re-branded TfW website continued to be a valuable resource for employers. It is regularly updated with news and events.

We have placed all our information sheets, travel plan template and guidance on the website, reducing the amount of printed material required and ensuring the most up to date information is available.

We know from national networking that our site is often accessed and used by other travel plan officers and employers in other parts of the country.

### Newsletter:

TfW published three newsletters during 2006-07. We have received positive feedback from employers and others within the travel-planning field about the improved presentation of the new newsletters.

All newsletters are also available on the website.

### TfW's strategic role



#### **National Business Travel Network**

In January 2007 the Department of Transport established the National Business Travel Network (NBTN) to support business with travel issues, and implementation of travel plans. In addition the NBTN will provide a conduit to national government to help influence policy decisions that would encourage employers to support the promotion of sustainable transport.

TfW was invited to attend the inaugural meeting of NBTN and the Development Manager has attended and contributed to meetings and email correspondence during the year.

The NBTN has established several research arms. TfW is involved with two of these – one on Tax implications for businesses and their employees in promoting travel initiatives. Secondly a high-powered group has been established to attempt to establish a standard for the collection and reporting of CO2 emissions from transport.

#### **Park and Ride Steering Group and Bus Strategy Reference Group (CCC)**

The TfW development manager or a travel plan advisor sit on this important County Council group.

#### **Bus User Forum (CCC)**

TfW has been attending this useful forum. We have assisted the County Council in populating the forum with interested commuting bus users from TfW member employers

## Profile and Promotion

### Press Coverage

During 2006-07 TfW has issued continued to use the local press as a means of spreading the TfW messages.

- During we issued a total of 16 press releases.
- This has resulted in a very pleasing success rate of 15 articles in the local press
- In addition the TfW Development Manager appeared on a local radio station to talk about the 2006 survey results.

### Information leaflets

TfW has now completed the re-branding of all promotional material with the re-branding of our information sheets to match the branding style of the website.

- The first printed copies of the information sheets were delivered early in 2007-08

## Cambridgeshire and Peterborough Travel Plan Awards:

Since April 2005 TfW has been working in partnership with the Travelchoice Team at Peterborough City Council to establish the Cambridgeshire and Peterborough Travel Plan Awards. The awards reward the completion of one of five steps in the process of developing a travel plan, from the Travel Plan Excellence Award. This year we have added a sixth Step – Certificate of Continuing Excellence. This step recognises, rewards and ensures continued engagement with organisations that have already achieved Travel Plan Excellence.

The awards have proven to be one of TfW's most successful developments. They provide motivation for travel plan co-ordinators who often work alone. In additions receiving an award often re-engages senior management in the process. And we often find that travel plans can take a significant leap forward at application time each year!

### 2006 Awards

The second awards ceremony took place in September 2006 at Peterborough Town Hall. Jacqui Wilkinson (Head of Sustainable Travel Initiatives at the DfT), presented awards to twenty-two organisations.

## Finance:

TfW is a publicly funded partnership. It receives annual funds from seven of the ten partners amounting to £36,500.

At the end of the financial year statement attached Travel for Work as in a much healthier position than at the end of 2005-06.

This was due to a number of factors:

- a. TfW was allocated an additional grant from the County Council's Local Transport Plan funds. In effect this funds the salaries of the two TfW Travel Plan Advisors
- b. All promised contributions from Partners were received. There were no increases in contribution amounts in 2006-07.
- c. In addition, the receipt of £18k Section 106 money from the University has meant that we had some safety net security. We only transferred into the usable budget £4,500 (being the usual University voluntary contribution to TfW). The balance remained in the TfW personal account.

TfW was again frugal in its use of resources and at the end of the year was able to return £5,164.65 under fund to the TfW 'personal account'

TfW was pleased hear that a total Local Transport Plan grant of £70K has been programmed until the end of the current LTP (2010/2011), with increases for inflation. All TfW officer contracts have now been extended to March 2011.

### ***2007-08 (current year) funding***

We have received increased partner contributions for the current year amounting to £39,000. With a transfer of funds from the TfW 'personal account' to take account of the University's contribution (see above) the total partner contributions amounted to over £44,000. In addition the funding from the LTP has meant that the current year has been one of the most financially secure TfW has known.

### ***2008-09 (next year) funding***

TfW has now begun seeking commitment to funding for 2008-09. The officers have been informed that some steering group members may have difficulty in providing funds into the future. Next year's budget could see significant monies being required from the Travel for Work reserve account.

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**Appendices**

**A : TfW budget overview 2005-06**

## APPENDIX A

Travel for Work Partnership End of Year Statement 2006-07				
Subjective Description	Budget	Actual Spend and Income	Variance	Comments
<b>Expenditure</b>				
Salary Costs	96,353.00	96,347.94	-5.06	
Staff Training & Development	965	0	-965	
Salary Sacrifice NI saving - Computer Scheme	0	39	39	
Funding of rooms, hospitality for TFW meetings and Breakfasts etc.	300	392.55	92.55	
Travel allowances - staff	300	84.92	-215.08	
Recharge for use of pool car	229	353.5	124.5	
Printing	2,000.00	192.3	-1807.7	
Books, Maps, Plans	200	12.44	-187.56	
Purchase of meals	30	0	-30	
Staff subsistence	300	229.9	-70.1	
Photographer, etc to support Travel plan awards	1,340.00	327.95	-1012.05	
Computer hardware - purchase of key fob	0	95	95	
Advertising / Publicity/Marketing	3,590.00	982.12	-2607.88	
Consultancy & Hired Services	2,000.00	2255.42	255.42	
External IT Consultants (CamShare and Website fees)	2,460.00	1984.99	-475.01	
Subscription to Chamber of Commerce	0	200	200	
Legal Advice - from County legal team	0	408.12	408.12	
<b>Expenditure TOTALS</b>	<b>110,067.00</b>	<b>103,906.15</b>	<b>-6,160.85</b>	
<b>Income</b>				
Contributions from SG members	-36,500.00	-37000	-500	
CamShare contributions	-11,050.00	-12308.76	-1258.76	
Income for Mapping, Surveys etc.	-1,444.00	-162.46	1281.54	
Private Telephone Calls	0	-9.95	-9.95	
Recharged funding from Local Transport Plan funds	-60,073.00	-59589.63	483.37	
Money moved to personal account	-1,000.00	0	1000	
<b>Income TOTALS</b>	<b>-110,067.00</b>	<b>-109,070.80</b>	<b>996.20</b>	
<b>Underspend moved to TFW personal Account</b>		<i>TfW – Helping Business Get There</i>	<b>-5,164.65</b>	<b>-5,164.65</b>

