

Cambridgeshire Travel for Work Partnership

Annual Progress Report for April 2007 – March 2008



Preface:

Another remarkable year for the Travel for Work partnership. Also an anniversary year as TfW is now 10 years old!

We celebrated by increasing the number of employers who have joined the TfW network by fourteen – the largest yearly increase. This has boosted the number of employees exposed to travel planning initiatives in Cambridgeshire to nearly 49,000 employees.

Yet again the travel survey was a real 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. This is a great deal of work for the TfW team and was again a superb effort.

Take a Stand continues to provide employers with much needed financial incentives to increase and improve provision for cycle parking at worksites – TfW is grateful for the funds provided for Take A Stand from the County Council and Cambridge City Council. Now that one of the criteria for receiving a grant is joining TfW this is helping to increase the number of commuters being affected by TfW initiatives.

An exciting development towards the end of the year was the announcement that Loughborough University's successful bid to the EU for funds to support the creation of Travel Plan Networks, of which TfW is a part. There will be much more on this in next year's report.

The TfW Steering Group was sorry to say goodbye to Dr Wyn Hughes, of Addenbrooke's Hospital, its Chair for nearly three years. Wyn was an excellent Chair and a powerful advocate for TfW and its objectives. The Steering Group wish Wyn all the best in the future.

During the new financial year we will be looking forward to the arrival of the world's longest Guided Bus Scheme and also Cambridge becoming a national Cycling Demonstration Town. With continued housing development and the possibility of congestion charging still on the horizon Cambridgeshire promises to remain one of the most exciting places in the country to be involved in workplace travel planning.

The TfW Steering Group

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Travel Plans and the TfW membership:



Our most successful year yet in recruiting employers to the TfW network (see details below). Through persistence and discovering new opportunities our market awareness is continually increasing. Regular attendance at employer events and placing regular entries on the Chamber of Commerce website and the Cambridge Network website have helped. We also have a good hit rate for search engines such as 'google'

TfW meets its objectives

TfW employer activity 2007-08

At March 2008 the following activity had taken place in the membership of TfW:

- The TfW employers undertaking some level of travel plan initiatives **increased by 14** to 61
- These 61 employees have 48,827 employees staff (22% of the Cambridge sub-region workforce)
- 22 TfW employers have active travel plans (16 in 2006-07),
- 3 are reviewing their travel plans
- 27 employers were developing travel plans (16 in 2006-07)

The TfW Travel Survey:



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

TfW also provides a service to provide bespoke 'one-off' surveys to enable employers to benchmark the existing travel patterns prior to launching a travel plan or if they want a survey without needing to wait until the annual survey in October.

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

2007 Survey

28 organisations took part. The potential survey population was 33,500. The survey was the largest ever with 7,170 returns (20.4% of the possible participation), up from 6,073 in 2006. We managed to analyse the survey data and issue all survey reports to employers by the end of November (beating the target of 'before Dec 2007').

The table below compares the 2007 survey results with those from the DfT's 2006 National Travel Survey. This comparison highlights the prominence of cycling in Cambridge, compared to nationally.

Mode	TfW survey 2007	National Travel Survey 2006 *
Walk	6%	11%
Bicycle	20%	3%
Car/van (incl. car share)	64%	68%
Staff Bus	1%	0%
Public Bus	5%	8%
Train	3%	7%
Other	2%	2%

* Source: DfT National Travel survey published August 2007

The table below shows the full survey results for the last four years

	2004	2005	2006	2007
Bicycle	22.25%	19.95%	20.73%	18.66%
Car Share	10.84%	10.95%	10.41%	9.80%
Drive (Alone)	44.49%	44.71%	46.64%	51.06%
Home	1.19%	1.65%	1.35%	1.73%
Motorbike	1.34%	1.68%	1.27%	1.42%
Other	0.44%	1.35%	0.26%	0.32%
Other Workplace	1.93%	2.98%	2.67%	2.73%
Public Bus	6.69%	6.30%	6.01%	5.18%
Staff Bus	0.94%	0.90%	0.51%	0.59%
Train	3.42%	3.43%	3.79%	3.21%
Walk	6.48%	6.10%	6.36%	5.31%
Response Rate	14.79%	14.91%	15.51%	20.46%
Respondents	5325	3877	6073	7170

N.B. These survey results are for reference only as they are not a random sample, or from the same respondents each year and therefore cannot be used for year on year comparisons

Other trends from the survey

▪ ***Length of the daily commute:***

In 2003 the average commuter taking part in the TfW survey travelled 13.3km @ 8miles, to work. This has risen steadily and in 2007 the average distance was 16.5km @10miles.

▪ ***Short drive alone journeys:***

The 2001 census noted that 12.6% of Cambridgeshire driving commuters drove less than 2km (1.25miles). In 2007 only 4.68% of driving respondents to the TfW survey drove less than 2km.

One-off surveys

During 2007-08 we undertook two one-off surveys for Anglian Water and the Babraham Institute (we undertook one in 2006-07).

Acknowledgements:

The Travel Survey is made possible with the support of TfW host Cambridgeshire County Council whose IT and data management teams assist with technical and some of the data analysis.

TfW meets its objectives

TfW survey 2007

- 28 organisations took part in survey (target 23)
- 7,170 people participated, up from 6,073 in 2006
- All survey reports with employers before the end of November 2007 (target end December 2007)

Health Aspects



During the period of this report TfW has begun to assist the Primary Care Trust with the development of its travel plan initiatives. The TfW Development Manager is also acting as adviser to the Huntingdon NHS Travel Planning Group

TfW continues to use appropriate research on the business benefits of promoting active travel to help employers make the decision to begin travel planning.

Finally the MRC Epidemiology Unit based at Addenbrooke's Hospital has made contact with TfW to assist it in a study on the effects of physical activity during the daily routine on our fitness and health. We will be looking at how TfW employers and TfW data may be able to play a part in this important work.

Car Sharing – www.CamShare.co.uk:

CamShare, our online car-sharing tool, has continued to grow since April 2007.

In 2007-8 TfW were delighted to welcome two new employers. These were:

- Granta Park (1500 employees)
- Babraham Research Campus (729 employees)

This increased the potential users of CamShare employers from 18,355 staff to 20,584.

During the 12 months period March 2007 to February 2008, there were 305 new registrations. Those people available to car share increased by 258 to 708 in total. People whose profiles tell us they are car sharing increased from 70 to 96.

During 2007-08 with partners the County Council we undertook a tendering process for a new CamShare to include cycle journey matching. This was launched on 9th June 2008 – see www.camshare.co.uk. The new provider is Liftshare.com.



Promotion of CamShare

TfW press notices achieved an article in the Cambridge Evening News in September 2007. We also placed an 'advertorial' in 'District Wide' – the Huntingdonshire District Council residents' magazine.

We ran two scheme-wide Prize Draws in 2007-08. This helped to increase activity in June and November and have continued to show the effectiveness of these promotions in increasing activity and registrations.

CamShare promotion is funded by a special yearly grant from the County Council's Local Transport Plan funds.



CamShare Prize Winner: Jenny Mackay (left)
presented by Emma Pollard of the Wildlife Trusts

TfW meets its objectives

CamShare

- 2 new employers on scheme
- Increase of potential users by 2,229
- **305 new registrations** on CamShare
- People who tell us they car share increased from 70 to 96

Cycling:

Promoting cycling is often a key component of a workplace Travel plan.

TfW engaged with a number of TfW employers who organised cycle promotions such as:

- cycling breakfasts,
- 'Dr Bike' cycle maintenance clinics
- raffle for cycle prizes
- cycling related quiz,
- and organised cycle rides for fast and slow riders.

Bike Week events were held during June 2007 by the employers mentioned above and also Anglian Water Group, British Antarctic Survey, Babraham Research Campus, Cambridgeshire Constabulary, GO East, Granta Park and Huntingdonshire District Council.

Bike buddies



Green Travel Bike Buddies – John Skirrow, Andy Gibb, Helen Harrison of Anglian Water Group

'Bike Buddies', where existing cyclists are paired with novice cyclists to show them routes, were organised at Cambourne Business Park, Mott MacDonald, Cambridgeshire County Council, and the Wellcome Trust.

Tax-Free cycle scheme

The government tax-free cycle to work scheme has seen an increased take-up by large employers during 2007/8 – many using TfW for advice and guidance.

At the TfW employer network meeting in March 2008, two employers showed how their schemes were implemented. At Addenbrooke's Hospital, 19 staff benefited and at Papworth Hospital, 9 staff benefited. Huntingdonshire District Council saw an incredible 32 staff members take up the offer. The council's travel plan co-ordinator reports that they 'have seen an appreciable increase in cycling' as a result.

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



Bike maintenance check at a BUG

BUGs perform a variety of functions and with TfW's advice can become effective promoters of cycling.

A BUG was started at British Antarctic Survey and TfW presented at their inaugural meeting in July 2007. We also continued to support existing BUGs at Mott MacDonald, Cambourne Business Park and Granta Park.

Take a Stand:

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



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

In 2007-08 Take A Stand was advertised through Agenda Magazine; two press notices resulted in articles in several local newspapers and resulted in two radio interviews.

Emily Barrett of Azuro UK Ltd uses the new 'Take A Stand' facility at St John's Innovation Centre

TfW meets its objectives

Take A Stand

- 6 employers received grants
- £8,204 distributed
- ***178 new cycle parking spaces provided, 56 of them covered***

Networking, facilitating, informing and advising

Communication and Meetings:



Email Groups

A major development in our marketing approach has been the development of a professionally designed **electronic newsletter**. The first newsletter was issued in April 2008 and has proved to be popular with employers.

We continue to work closely with the County Council's **passenger transport team** to keep employers and bus users aware of service changes – now via our e-newsletter.

Network Meetings

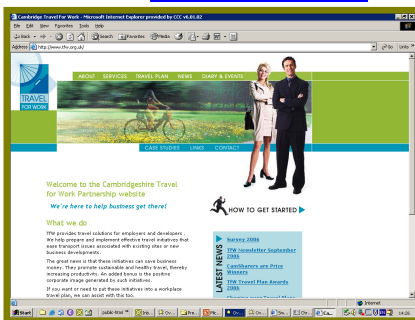
Two were held during the period:

- **Jun 07,– Climate change and Travel Plans**
This was a very informative and important event. It was hosted by the British Antarctic Survey whose scientists and managers made an impressive case for the evidence of the need for behaviour change and how BAS is developing in-house change with its own travel plan.
- **March 08: ‘Travel Plans Don’t have to be Taxing’**
Another successful and well-attended event looking at the tax implications and potential tax breaks for implementing travel measures. TfW was delighted to welcome the nationally acknowledged expert in this field, Professor Stephen Potter to present at the event.

10 Year Anniversary Conference

Despite much hard work and an impressive line-up of speakers, a major disappointment was the need to cancel the TfW 10th Anniversary Conference due to lack of delegates.

Website: 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. It is often praised by employers coming to it for the first time.

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 one full newsletter during 2007-08 available from the TfW website.

See above (Communication and Meetings) for detail of our new e newsletter.

TfW's strategic role

National Business Travel Network

TfW continues to attend regular NBTN meetings. NBTN officers and members on the network consult TfW regularly.

ACT Travelwise Association

TfW is a member of this organisation and the development manager and is active in the East of England Regional section where best practice in travel planning is exchanged.

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

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

Profile and Promotion

Press Coverage



During 2007-08 our **press releases** achieved 17 articles in the local press including one double page spread. We were interviewed on local radio five times.

In addition members of the TfW team were interviewed on local radio five times.

We have continued to use local business networking sites such as the Cambridge Network and the Cambridgeshire Chambers of Commerce, to place our press releases.

Our press releases also appear nationally on the ACT Travelwise website.

We would like to acknowledge the great assistance of TfW host partner, the County Council, whose press office provides us with advice and issues press releases on our behalf.

Information leaflets

The TfW **information packs** finalised in 2006-07 have proved popular and are being distributed as required

Other promotion

- TfW is a member of the **Cambridge Chamber** and attends meetings to ensure that TfW has a presence in this important local business organisation.
- TfW has taken exhibition stands at conferences run by the **Greater Cambridge Partnership** and **Cambridgeshire Horizons**.
- We have also attended several other relevant business seminars, including the launch of the City's Climate Change Charter and the Cambridge Network seminar on Congestion Charging.

Cambridgeshire and Peterborough Travel Plan Awards:

Since April 2005 TfW has been working in partnership with the Travelchoice Team at Peterborough City Council on the Cambridgeshire and Peterborough Travel Plan Awards.

The awards continue to be one of TfW's most successful developments. They provide motivation for travel plan co-ordinators who often work alone. In addition, 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!

2007 Awards

The third Annual Travel Plan Awards was managed and run by TfW with a well received and well attended ceremony in November 2007 at the Cambridge Science Park. 28 awards were made, 14 from the TfW network

TfW would like to acknowledge the kind support of event sponsors Stagecoach and East of England Development Agency.



Happy recipients of the 2007 Travel Plan Awards

Finance:

TfW is a publicly funded partnership. TfW partners see the mutual benefit of supporting TfW and its work, which helps meet many environmental, transport and health objectives of individual organisations.

TfW receives annual funds from seven of the eleven partners and this amounted to £44,000 in 2007-08. The balance of the budget has been kindly allocated from the County Council's Local Transport Plan funds. This means that the County is the largest funder providing approximately 65% of the partnership budget.

TfW is most grateful to all its funding partners for continuing to provide funds for our valuable work.

At financial year-end (2007-08) the TfW budget was once more in credit. Despite pressure on the budget, see below, we were able to transfer £11,477 to the TfW reserves at the end of the year. At year end the TfW reserves stand at **£17,685**

The most substantial underspends were:

- staff pay (we carried a month's vacancy before the end of the financial year)
- Printing and advertising- the call on this budget line reduced as we negotiated £500 sponsorship for the TfW info packs from the Greater Cambridge Partnership- we also got a very good deal on the design cost.
- Website payments etc – this was over budgeted
- CamShare payments – the County Council paid the final invoice of the previous provider using some of its Local Transport Plan funding

At Appendix B is the end of year financial statement

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Appendix A

What is Travel for Work (TfW)

The Cambridgeshire Travel for Work Partnership is a not-for-profit partnership. It is dedicated to working with employers to deliver and promote sustainable and healthy travel to work. The partnership is a nationally and internationally recognised scheme. [UK Government sponsored research](#) has shown that it delivers effective best practice in the workplace travel planning arena.

The TfW Steering Group Partners

TfW is guided by a Steering Group of partners from the following organisations who fund and support TfW in its work. It is hosted and receives the majority of its funding from Cambridgeshire County Council.

- [Cambridge City Council](#)
- [Cambridge Cycling Campaign](#)
- [Cambridgeshire County Council](#)
- [Cambridgeshire Chambers of Commerce](#)
- [Cambridgeshire PCT](#)
- [Cambridge University Hospitals Foundation NHS Trust](#)
- [Campaign to Protect Rural England \(CPRE\)](#)
- [Government Office for the East of England](#)
- [Huntingdonshire District Council](#)
- [South Cambridgeshire District Council](#)
- [University of Cambridge](#)

Appendix B

TfW End of Year Statement 2007/08

	<i>Budget</i>	<i>Actual</i>	<i>Variance</i>
Staff Pay, NIC, Pension	£99,271	£98,185	-£1,086
Staff Training & Development	£995	£157	-£838
Staff Travel, Subsistence, Pool car hire	£1,100	£564	-£536
Printing and Advertising etc	£4,100	£2,206	-£1,894
Cost of TfW conference (cancelled) and other office hospitality	£8,043	£8,314	£271
Website payments etc	£2,200	£910	-£1,290
CamShare payments	£6,965	£223	-£6,742
Subscription to Chamber of Commerce	£250	£208	-£42
Contingency - Legal Advice	£300	£0	-£300
EXPENDITURE TOTAL	£123,224	£110,765	-£12,459
SG contributions (including CCC LTP grant)	-£111,524	-£111,524	£0
Contributions	-£11,700	-£12,682	-£982
INCOME TOTAL	-£123,224	-£124,206	-£982

Balance carried forward to TfW Reserve account: -£11,477