

# Travel For Work Survey 2009 – Meeting Date/Time:

TBC

ORGANISATION/CONTACT:	<b>GO-Lax Ltd – Mrs A Random, HR Manager</b>
STAFF RESPONDENTS / PARTICIPATION:	74 respondents, equivalent to <b>55% participation rate</b> . This compares well with the TfW average participation rate (24%). The number of responses for your city centre project office fell short of 10 responses. Perhaps you could consider running a prize draw next year to further improve participation?
POSITIVE AREAS:	<p><b>Bicycle – 27%</b> (this is higher than the TfW average (21%) and is especially good given your location)</p> <p><b>Public bus 7%</b> (marginally higher than the TfW average (6%))</p> <p><b>Walk – 7%</b> (this is consistent with the TfW average)</p> <p>Additionally, 14% staff stated they used the Park &amp; Ride at some stage during the survey week, with 15% parking and cycling.</p>
TfW IMPROVEMENT AREAS & SUGGESTIONS:	<p><b>Car sharing – 5%</b></p> <p>Given your proximity to major transport corridors and the park and ride, you may wish to consider promoting car sharing to staff. Car sharing can be considered an option for staff travelling along the same or similar route to work as well as originating in the same village/town. As such, it may be appropriate for your staff.</p> <p>To improve your car sharing figure you could:</p> <ul style="list-style-type: none"> <li>• Promoting the FREE online matching service <a href="http://www.camshare.co.uk">www.camshare.co.uk</a></li> <li>• You will have seen in the TfW newsletter have been a series of <b>FREE CamShare PRIZE DRAWS</b> and there will be again at other times throughout the year.</li> <li>• Consider giving priority parking and other incentives to car sharers</li> <li>• Borrow TfW 'CamShare' banner for your promotional events.</li> <li>• Using your staff home postcode maps, develop a postcode breakfast or similar event to increase travel awareness and identify travel options.</li> <li>• Consider implementing car share only bays in preferential car park locations. We can provide you with examples of other companies that have implemented such schemes.</li> </ul> <p><b>Train – 0.58%</b></p> <p>Given your out of town location train travel may not be a viable option for staff based at your main site. Staff at your city centre project office may benefit from travelling by train and could access the TfW season ticket discounts.</p> <ul style="list-style-type: none"> <li>▪ TfW has <b>significant discounts</b> on season tickets to Cambridge Station, with National Express - ask about this if of interest - and see <a href="http://www.tfw.org.uk/services.php#Traindiscounts">http://www.tfw.org.uk/services.php#Traindiscounts</a></li> <li>▪ It is possible to buy tickets with a '<b>PLUS bus</b>' element so that it is not necessary to buy additional bus tickets</li> <li>▪ Staff can <b>work on the train</b> (some have wi-fi)</li> </ul> <p><b>Car Parking</b> We note from your travel plan that you have 85 onsite parking spaces that is not sufficient for all staff to park onsite. Do you have any car parking issues? We could discuss possible solutions that have worked elsewhere and may be able to put you in touch with other TfW organisations who have implemented car park management systems.</p> <p><b>To further improve...</b></p> <p><b>Bicycle – 27%</b></p> <p>Keep your eye on the TfW newsletter, which is usually packed with useful cycling information. Your figures are excellent but you could also do the following (if not already):</p> <ul style="list-style-type: none"> <li>▪ Participate in the annual <b>Bike Week</b> events</li> <li>▪ <b>Cycle Training £5 per hour</b> -available on site and a fantastic way to get new or returning cyclists back onto bikes - ask us how to arrange or visit the online info and booking from at <a href="http://www.cambridgeshire.gov.uk/transport/safety/education/adult+cycle+trainin g.htm">http://www.cambridgeshire.gov.uk/transport/safety/education/adult+cycle+trainin g.htm</a></li> <li>▪ Make the <b>FREE Cambridge Cycle map</b> available to staff (ask us for copies)</li> <li>▪ Promote your existing facilities eg showers and lockers if available</li> </ul>

	<ul style="list-style-type: none"> <li>• Promote the <b>FREE use of <a href="http://www.camshare.co.uk">www.camshare.co.uk</a></b> for people to find a cycle buddy</li> <li>• <b>FREE Cycling to Work</b> - beginners guides are available for your staff. We will bring copy for you to see at our meeting.</li> <li>• Consider a <b>Cycling Breakfast</b> Promotion</li> <li>• Encourage people to use the <b>TfW Bike Discounts</b> see <a href="http://www.tfw.org.uk/services.php#Discounts">http://www.tfw.org.uk/services.php#Discounts</a> for a <b>downloadable poster</b> to use in the office</li> <li>• Set up a company <b>Bicycle User Group (BUG)</b> to find out what cyclists want or need. We are happy to discuss with you how to do this.</li> <li>• Promote the <b>cycle journey planner</b> to staff see <a href="http://cambridge.cyclestreets.net/">http://cambridge.cyclestreets.net/</a></li> </ul> <p><b>Public Bus - 7</b> You could promote bus services:</p> <ul style="list-style-type: none"> <li>• see <a href="http://www.cambridgeshirebus.info">www.cambridgeshirebus.info</a> where staff can get bespoke bus times and locations of bus stops from home and from your site. It is also possible to get <b>Real Time Bus Information</b>, timetables and bus routes from here too.</li> </ul> <p><b>Walking – 7%</b> To help further:</p> <ul style="list-style-type: none"> <li>▪ Participate in Walk to Work Week on an annual basis</li> <li>▪ Also promote the <b>Walk It journey planner</b> at <a href="http://walkit.com/cities/cambridge/">http://walkit.com/cities/cambridge/</a></li> </ul>
<p><b>DRIVE ALONE &lt; 5Km</b> <i>(% of drive alone respondents who live within 5km of work location)</i></p>	<p>Total drive alone = 46%</p> <p><b>25% of staff driving alone live within 5 kilometres</b> – there is excellent potential for these trips to be made by active travel modes, such as cycling and walking, and if routes/services are convenient by public bus. Given your encouraging cycling, walking and public bus figures there is potential for this figure to be reduced.</p> <p>Have you considered travel awareness/information sessions, using your postcode maps to promote these modes, as well as opportunities to encourage car sharing?</p>
<p><b>STAFF AWARENESS OF TP:</b></p>	<p><b>Don't Know – 65%</b></p> <p>While GO-Lax Ltd has produced a travel plan there appears to be confusion by staff as to its existence. Have you officially launched your travel plan? One effective way of launching your travel plan is to link it with an event – such as Bike Week. To increase recognition you could also consider branding your Travel Plan – with consistent branding used at events/initiatives to increase exposure and understanding. Please contact TfW if you would like more information.</p>
<p><b>SURVEY RESULTS DISTRIBUTED:</b> <i>Internally (Newsletter, etc) Externally (Eg. Press &amp; PR)</i></p>	<p>We suggest that if not done already you make the survey results known to your staff as they will be interested. This may also help to increase exposure of the travel plan and make it relevant to staff.</p>
<p><b>TRAVEL PLAN STATUS:</b></p>	<p>You have recently prepared a Travel Plan and this is very encouraging. While it contains some unclear statistics it is very encouraging that you have participated in your first TfW annual travel survey and are committed to continuing your involvement. We suggest that you use these survey results to update your plan, as well as incorporating any changes originating from staff meetings where the travel plan/survey results are discussed, and potential branding.</p> <p>We note that your city centre project office is referenced in your travel plan but actions are not specified for this site. Given the modest response from staff based at the project office, we recommend including specific project office actions in your travel plan, including communications to continually raise staff awareness.</p>
<p><b>AGREED ACTION:</b></p>	<p>The TfW team will be contacting you to see if you would like to meet to discuss the results of the travel survey and how they may be incorporated both into your travel plan and used to develop successful initiatives.</p> <p>You have made excellent progress and we encourage you to consider an application for the next <b>Travel Plan Awards!</b></p>