



## Introducing CamShare

In response to employer and commuter demand, Travel for Work, a successful partnership of major regional employers, has developed a web-based car-sharing scheme, CamShare. CamShare can be found at [www.camshare.info](http://www.camshare.info)

For employers CamShare could:

- ease the pressure on the car park leading to
- more space for visitors
- easier deliveries
- less stressed members of staff
- allow positive Corporate Social Responsibility reporting

The benefits of CamShare over other schemes

- very cost effective
- no on-site administration

For employees CamShare will:

- save money - the average driver would save over £1000 per year
- reduce the stress of commuting.
- create a valuable social time
- make healthier, happier, more productive

For the local environment CamShare will:

- reduce congestion leading to
- improved air quality
- reduced greenhouse gas emissions

## Employers

Over 100 Cambridgeshire employers with over 16,500 employees have already joined the scheme, including the University, Cambridge Business and Science Parks and two local councils. A cluster of employers from Huntingdon joined early 2006.

## How it works

Staff are able to quickly and securely search for sharers via CamShare. They submit basic details of their journey as well as preferences such as smoking and sharing with people from the same sex.

CamShare then searches the database of their own and neighbouring employers and provides them with a list of matches.

## It's Safe

Security is a top priority. Only employees at registered organisations can access CamShare. The system only uses work e-mails – and you cannot see the e-mail

addresses of other system users. Finally, there is advice on where and how to meet a potential sharer safely.

### **Safety Net**

TfW asks employers joining CamShare to establish an 'emergency ride home' scheme. This is to cover car sharers who may be stranded should the driver have to leave work early. Employers have used existing taxi contracts, or provided access to a pool car for the evening. What is key is that your staff need to know it is there and who to contact. Although important to be in place, in practice we find that these schemes are rarely used.

### **Promotion is key**

If you choose CamShare then TfW will work closely with you to promote the scheme at your worksite. We can visit to demonstrate how CamShare works. We can also advise employers on how to promote car sharing in other ways – eg. Prize Draws, car sharing parking spaces etc. We organise scheme wide promotions also – all you have to do is promote these on site.

### **How much does it cost?**

CamShare is non-profit making and so is extremely cost effective.

- **Year One:**

1. For every employee with access to the internet you will be charged £2 (eg. 100 employees = £200). This is a *license fee*

2. *In addition* you will be charged a **one-off site (admin) fee** based on number of employees as follows:

• Less than 100 employees	£100
▪ 101 to 250 employees	£200
▪ 251 to 500 employees	£300
▪ 501 to 750 employees	£400
▪ 751 employees +	£500

- **Year Two and beyond:**

After your first year you will be charged a license renewal fee **only** (ie. no site fee.)

The license renewal fee is 22% of the Year One figure. So, using our example above, a company with 100 employees (charged £200 in year one) would only be charged £44 in year two and beyond (ie. 22% of £200).

### **Further information**

For more information on CamShare contact :

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