

News from Cambridgeshire County Council

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CHIEF EXECUTIVES CHALLENGED TO LEAD THE WAY IN INCREASING SHARES

Cambridgeshire's top bosses are being challenged to helping lead the way to promote car sharing to reduce congestion and save their organisations money.

To mark 'CamShare Week' in October Chief Executives John Bridge (Cambridgeshire Chambers of Commerce), Alex Plant (Cambridgeshire Horizons), Antoinette Jackson (Cambridge City Council), Mark Lloyd (Cambridgeshire County Council) and Dr Paul Zollinger (NHS Cambridgeshire) have all pledged to car share for the campaign. Both Antoinette and Alex car shared (pictured) for a meeting.

All these organisations are members of Cambridgeshire Travel for Work Partnership (TfW) which supports employers to develop effective and successful travel alternatives such as car sharing. It encourages people to use www.CamShare.co.uk its FREE online car share matching tool to help them find the perfect car share match.

TfW is challenging all Cambridgeshire CEOs to car share at least once during the month long campaign.

By leading from the front CEOs will be encouraging their staff to consider car sharing and save money, reduce congestion, save time and reduce CO2 emissions! And to help, TfW is running a CamShare Prize Draw during October where commuters registered and searching for matches on CamShare can win a Car Valet from Cambridge Valet Centre or sixty pounds of John Lewis vouchers (see www.camshare.co.uk) for details.

CEO's supporting car sharing have discovered they can use the time sharing a lift to a meeting for useful discussions with colleagues, using what would otherwise be wasted time. They are also using their companies' enthusiasm for car sharing to promote their environmentally friendly credentials.

John Bridge OBE, Chief Executive of Cambridgeshire Chamber of Commerce has risen to TfW's CEO CamShare challenge; "With the current economic climate and the need to reduce congestion we encourage more efficient use of the car and to improve access to the

workplace. I hope that businesses in Cambridgeshire will feel this is a worthwhile initiative with which to be involved.”

Alex Plant of Cambridgeshire Horizons, added: “Car sharing not only reduces the environmental impact of the journeys I have to make across the County when it is too far to travel by bicycle, which is my usual means of travelling, but it also provides a great opportunity to catch up with colleagues during what would otherwise be less productive travel time.”

Antoinette Jackson, of Cambridge City Council, said: “I already car share with colleagues on business and find that not only it can save time and money but means I also make a contribution to reducing the City’s carbon footprint. We encourage employees to realise the benefits of car sharing.”

Mark Lloyd of Cambridgeshire County Council, enjoys regularly car sharing and says, “I find that travelling as a passenger means I can sometimes get on with work, which means that time is not wasted. I hope other chief executives across the County will come forward and either give it a go themselves or find out more information on how it could benefit their organisation.”

How to find your match:

Searches for car share matches can be made for FREE using www.camshare.co.uk, Cambridgeshire’s effective car share matching tool.

Potential sharers can access the scheme from home or work at www.camshare.co.uk and register their journey details for free. The system will then tell them if anyone else is going in the same direction, and helps them to make contact through a secure e-mail connection. The new sharers then arrange to share both the journey and split the costs of travel.

Alternatively workers may already know someone they could share with and so find their own car sharer. People can speak with their neighbours – and can often be surprised how many people they already know are making very similar journeys alone each day.

TfW is looking for car share stories to help spread the word. So if you car share for even just one day during October – CamShare prize draw month please contact TfW 01223 715550 or e-mail info@tfw.org.uk.

Picture Caption: CEOs Antoinette Jackson & Alex Plant, regular car sharers travelling to their meeting in the County

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Notes for editors

For further information contact: Mark Webb Development Manager at Travel for Work on 01223 715694 or 01223 715550.

The Cambridgeshire Travel for Work Partnership:

TfW is a not-for-profit independent partnership hosted by the County Council, one of its ten partners. It is dedicated to working with employers to deliver and promote sustainable and healthy travel by employees. It delivers effective best practice in the workplace travel planning arena to its employer network of over 80 sites employing more than 60,000 commuters.

TfW provides free advice on increasing the range of travel options available to employees for commuting and travelling on business. TfW provides travel solutions and tools for Cambridgeshire employers and developers. The partnership helps employers prepare and implement effective travel initiatives that ease transport and access problems associated with existing sites and or new business developments. To find out more visit www.tfw.org.uk or contact Mark Webb on 01223 715696 or email info@tfw.org.uk.

TfW works with employers to promote all forms of sustainable travel both for getting to and from work and for travelling on business. More information can be found at www.tfw.org.uk.

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