

News from Cambridgeshire County Council

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MORE LONESOME DRIVERS ARE MEETING THEIR PERFECT TRANSPORT MATCH

Figures just out have revealed that more Cambridgeshire commuters than ever are choosing more environmentally friendly ways to travel than ever before.

According to the tenth annual Travel for Work Partnership's commuter survey the number of commuters driving alone to work has fallen from 48% in 2001 down to just 38% this year. Meanwhile, train use has almost doubled in the last ten years, according to the survey.

"The results show a continuing move towards more sustainable and healthy commuting," said Mark Webb, Development Manager at Travel for Work (TfW). "This highlights the very positive effect that employers who are members of the Travel for Work Partnership can have in influencing travel to the workplace, and for very little effort. We are particularly pleased that despite steadily rising ticket prices, our survey shows that travelling by train is higher amongst Travel for Work employers than at any time over the last 10 years."

The 2010 TfW survey shows 4.5% of commuters travelled by train, increasing from 2.3% in 2001 – and by a significant 1.2% in the last year.

"Unsurprisingly, results for employers located near Cambridge Railway Station were even better, with an average of 17.7% of trips completed by train, while driving alone at these employers accounted for only 24.7% of journeys to work", said Tony Clayton, Travel Plan Adviser at TfW.

In 2009, Travel for Work teamed up with First Capital Connect and National Express East Anglia (NXEA) to offer commuters who work at companies on the TfW network a 10% discount on the cost of monthly, quarterly and annual train season tickets.

"Amazingly more than 4,600 money-saving tickets have been sold since the discount scheme was introduced," said Julie Ryan, Head of Marketing and Sales at First Capital Connect. "We are extremely pleased with the take up of the Travel for Work discounted rail travel. The huge growth of new travellers has benefited both rail companies involved in the programme."

Tanya Havers, Sales Manager for National Express East Anglia and Stansted Express, added: "The Travel for Work scheme has proved very successful in encouraging more people in Cambridgeshire to travel by train and its popularity has enabled us to extend the area to include Ely as well as Cambridge. We've been pleased to work in partnership with our TfW colleagues and look forward to the scheme's further success."

"All organisations that took part in the TfW survey are helping their staff save pounds and pounds by encouraging all forms of sustainable and healthy commuting; from car sharing to cycling and walking," said Tony. "TfW membership is free and commuters benefit from great cycle shop discounts, as well as the train tickets discounts. Our free guidance, tools and services make workplace travel planning easy. We'd encourage other Cambridgeshire employers to get on board today."

If your organisation would like to learn more about the benefits of joining Travel for Work and encouraging more sustainable and healthy travel to and for work please contact Tony Clayton on 01223 715550 or email info@tfw.org.uk.

ENDS

Notes for editors

For further information contact: Mark Webb, Development Manager, Travel for Work Partnership on 01223 715696.

Full 2010 TfW Survey Results are available from www.tfw.org.uk.

Cambridgeshire Travel for Work Partnership (TfW)

TfW is an independent partnership that helps local employers to encourage their staff to travel to and from work in a sustainable and healthy way as often as possible. This is usually achieved through the production and implementation of workplace travel plans that also have real business benefits. One of TfW's tools is a web-based car sharing facility called CamShare www.camshare.co.uk.

TfW is currently working with 91 employment sites in Cambridgeshire employing over 61,500 people.

TfW is run and funded by ten local organisations, Addenbrooke's Hospital, Cambridgeshire Chambers of Commerce, Cambridge City Council, the Cambridge Cycling Campaign, Cambridgeshire County Council, Council for the Protection of Rural England, Huntingdonshire District Council, NHS Cambridgeshire, South Cambridgeshire District Council and the University of Cambridge.

Website: www.tfw.org.uk

The Travel for Work Survey

Each October, the Travel for Work Partnership administers a FREE annual travel survey for TfW member organisations wishing to take part. There is no mandatory requirement for

employers or their staff to participate. To compare year by year travel survey performance, the results of a 'core' group of seven employers, comprising Cambridge City Council, Cambridgeshire County Council, Government Office for East of England, Huntingdonshire District Council, Marshall Group of Companies, South Cambridgeshire District Council and University of Cambridge, are used. To ensure data accuracy, the 'core' group results are derived using a weighted statistical analysis.

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