

NEW YEAR REWARD FOR COMPANIES MAKING GREEN TRAVEL PLANS

More than 20 organisations were rewarded for their pioneering environmentally-friendly commuting initiatives at the sixth annual Cambridgeshire and Peterborough Workplace Travel Plan Awards. The Awards were presented on 25 January 2011, by the Cambridgeshire Travel for Work Partnership (TfW) and Peterborough City Council's Travelchoice team.

The Cambridge office of international law firm Eversheds was one of twenty-two companies that picked up awards. Claire Goody, Environmental Health & Safety Manager at Eversheds, has been working with the Legal Sector Alliance, a consortia of law firms and organisations committed to taking action on climate change. Claire explained the business benefits in promoting sustainable travel and the financial savings; "Our policy on business travel has helped to save 400,000 car business miles per annum."

Cambridgeshire County Councillor Tony Orgee, Cabinet Member for Economy and the Environment was pleased to receive two awards on behalf of the County Council; one for the development of a travel plan for the new Central Library in Cambridge. The County also received a 'Certificate of Commitment' for developing an 'umbrella' travel plan to cover its sites in the county.

"The County Council is delighted to receive these awards which acknowledge that we are playing our part in reducing the wider impact of our own operations," said Councillor Orgee. "A small change in our travel habits can make a big difference. The wider benefits of sustainable travel and travel for work initiatives are extremely important in reducing congestion and the county's carbon footprint."

Phillip Darnton, chair of Cycling England was keynote speaker and also presented the Awards showing how Cycling England was set up and the effect it has had. He also spoke on how to successfully market sustainable travel. Cycling England is an independent, expert body, working to get more people cycling, more safely, more often.

"I'm delighted that Phillip Darnton, a well known champion for sustainable transport, has spoken at the awards. If anyone can inspire others to think about their transport choices, he can," said Mark Webb at Travel for Work. "From our work with 89 employment sites, employing over 61,000 commuters, we know that well implemented workplace travel plans have a real effect on congestion, health and carbon emissions. We are delighted to be rewarding those employers who are travel planning for the benefit of their business, their commuting staff and wider society."

A specially commissioned piece of artwork, sponsored by Works in Print, was presented to Royal Society of Chemistry. Works in Print, TfW and Travelchoice have been working together to help reward Cambridgeshire & Peterborough employers for their drive to encourage more economical ways to travel to and for work. The result: a piece of art of the quintessentially Cambridge bikes.

Ends.

Media contact: Lindsey Rushmore, Travel Adviser, Cambridgeshire Travel for Work Partnership, 01223 715550 lindsey@tfw.org.uk
Group Photo of winners and speakers available from Lindsey above.



Notes for editors

1. **Phillip Darnton**, chair of Cycling England, has spent 30 years with Unilever plc in senior marketing, general management and global strategy roles. Between 2001 and 2004 he was a member and then became the chair of the National Cycle Strategy Board. Since 2005 he has chaired Cycling England, a non-departmental public body funded by the Department for Transport with the aim of getting more people cycling, more safely, more often. Cycling England has a budget of £160 million for the three years up to 2011.
2. **Cycling England** is an independent, expert body, working to get more people cycling, more safely, more often. Established in 2005 by the Department for Transport, it promotes the growth of cycling in England by championing best practice and channelling funding to partners engaged in training, engineering and marketing projects.
3. **The Travel Plan Awards:** there are six stages to the awards, ranging from commitment to travel planning, through to development and implementation. Travel Plan Excellence Awards are achieved by organisations whose travel plans are integral to their business. Travel plans are a package of measures that aim to encourage employees to reconsider how they travel to work. Green and healthy modes of transport such as walking, cycling, using public transport and car sharing are promoted, along with e-working and working from home. Business travel is also included in many plans, with measures such as pool bikes, teleconferencing or videoconferencing.
4. The **Cambridgeshire Travel for Work Partnership:** TfW is a not-for-profit partnership hosted by Cambridgeshire County Council, one of its eleven partners. It is dedicated to working with employers to deliver and promote sustainable and healthy travel by employees. It delivers and promotes effective best practice in the workplace travel planning arena and provides free advice on increasing the range of tools and services to help make the travel planning process as simple as possible.

It includes initiatives such as online travel surveys, mapping service, train discount scheme, cycle shop discounts and regular networking events. TfW is working with over 80 employment sites (including many business and science parks) employing over 60,000 commuters.

The partnership work helps ease transport and access problems associated with existing sites and 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.

5. **Peterborough Travelchoice:** was established as a result of Peterborough being designated one of the original Sustainable Travel Demonstration Towns by the Department for Transport. This five year pilot project (2004 -2009) was aimed at encouraging people make sustainable travel choices in Peterborough. The project centred on delivering information, technology, infrastructure and initiatives to make cycling, walking, public transport and car sharing attractive and easy.

Some of the many initiatives introduced as part of the Travelchoice project include the launch of a new travel information centre, upgraded cycle routes, real time passenger information, the creation of a city-wide car sharing scheme, adult cycle training, Text & Go – a SMS bus information service and support services for schools and workplaces working on delivering travel plans. These services were promoted by the My Travelchoice campaign, which offered tailor-made travel information and advice directly to over 30,000 households between 2005 and 2007.

The behavioural research has shown that between 2004 and late 2008, walking trips increased by 14% per person per year, cycling by 12%, public transport by 35% and car use fell by 9%. These figures are largely corroborated with data from screen lines bus companies. The number of hours spent using active forms of travel went up by 16% and a total of 30.9 million car km were saved each year, equating to 6400 tonnes of CO2.

Whilst the project formally came to an end in April 2009, the successes of the project meant the city council have continued to fund Travelchoice which has now been mainstreamed into core council business. A new programme of behavioural change and infrastructure measures is now being implemented.

6. **Works in Print:** Works in Print is a Cambridge- based company that offers a new way to hang great art on your walls. We understand the importance of each client's individual corporate brand and image and we are pleased to offer a comprehensive site-specific bespoke artwork service. You pay a very modest subscription - as little as £1.60 per week - in return for fully installed, maintained and rotated artwork.
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