

What's in a name? - TRAVEL PLAN PLUS COMPETITION



TRAVEL PLAN PLUS is looking for a brand new brand name – and you can help and win a prize as well.

What is TRAVEL PLAN PLUS (TP+)?

An exciting European funded project that has just got underway and **will help YOU**, the commuters and business travellers working at Cambridge's Business Park, Regional College, Science Park, St John's Innovation Centre and Taylor Vinters solicitors.

WHY A NEW NAME?

We need a punchy, descriptive brand to use in marketing initiatives - something a bit more memorable than TRAVEL PLAN PLUS.

What do others travel schemes do? Well perhaps the best branding we know is "**Access to Addenbrooke's**" - which brings together all the hospital's travel initiatives in one umbrella brand. But we're sure **you can do better!**

COMPETITION

So, we need your help!

And to help you get your creative juices running we're running a great competition. The main prize being 26* free Graze Boxes from www.graze.com, the UK's first company to deliver healthy food to your desk or home by post.



In addition other prizes may be awarded for submissions which we think deserve particular merit.

What do you need to do?

We're looking for a **creative name and/or logo** to brand the project in communications, websites, newsletters etc.

The new name does not need to be an acronym or necessarily have a meaning, however it should be succinct, catchy and encapsulate the aims and objectives of the TP+ project. See over the page for more info about the project.

TO ENTER

Please email any name and/or logo ideas you have to Gary Armstrong, TP+ Coordinator on gary.armstrong@cambridgeshire.gov.uk by Friday 27th November 2009.

The TP+ Steering Group will decide on the winners at the meeting scheduled for 1 December 2009. *The decision of the TP+ Steering group will be final and there is no guarantee that the selected name will ultimately be used.*

More information to help you:

HOW will the TP+ project work?

By joining the listed employment sites, in a travel network, and encouraging them to work together on promoting & providing more sustainable travel to the area we shall reap economies of scale and make travel initiatives much more cost effective.

The overall aim of the project is to improve your travel options with the emphasis on encouraging the use of sustainable and healthy transport modes, thereby reducing congestion and improving the local environment.

WHAT WILL THIS NETWORK DO?

Specific objectives of the project include:

- encouraging **the use of sustainable transport** modes for example car sharing, public transport, cycling and walking
- raising awareness of **HOW to access sustainable travel** modes
- **building relationships** between businesses on site encouraging work on joint initiatives and possible sharing of facilities
- supporting commuters by **providing good information and resources**
- helping you **get fit and healthy**
- **reducing single occupancy** car use
- **improve air quality** and **reduce carbon emissions**.

Further help

Further inspiration on the name and/or logo might also be found by taking a look at the published information about the project which can be found at:

<http://www.tfw.org.uk/tpplus.php>

with support from



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