



TRAVEL  
FOR WORK

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Cambridgeshire Travel for Work Partnership



#### For further information contact:

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## Car Sharing

For some commuters the only available travel choice is the car. Encouraging car sharing can make best use of cars and reduce their impact on congestion and the environment.

Car Sharing can also make best use of valuable car parks - freeing up space for customers and making deliveries easier.

TfW can advise on various methods of organising car sharing on-site.

### CamShare - [www.camshare.co.uk](http://www.camshare.co.uk)

For a one-stop solution you could join CamShare, a matching service (for both car and bicycle journeys) for everyone who lives, works and travels in and around Cambridgeshire. CamShare is managed by [liftshare.co.uk](http://liftshare.co.uk) and funded by Travel for Work and Cambridgeshire County Council.

[updated Feb 09]

There are two ways that you can help your staff take advantage of CamShare:

1. "Private Car Share Group" - where your organisation joins CamShare to establish a 'secure' car sharing environment for your staff.
2. "Open CamShare" - alternatively you can promote [www.camshare.co.uk](http://www.camshare.co.uk) to your staff who can join for free using either their home or work email address. They will then be a part of the 'open' CamShare system.

CamShare provides you with:

- Links to a network of over 160 Cambridgeshire employers
- Cost-effective one-stop solution
- No on-site administration
- The professional support of the TfW team
- A well-established and proven promotion programme organised by TfW
- Freeing up car park space
- Healthier, happier, wealthier more productive employees



[www.tfw.org.uk](http://www.tfw.org.uk)

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CamShare will provide your staff with:

- The best chance of finding successful matches
- Commuting cost savings - can be over £1000 per year
- Reduced commuting stress
- Valuable social time

CamShare will also help:

- reduce congestion
- improve air quality
- reduce greenhouse gas emissions

### How it works

- Staff submit basic details of their journey and preferences, for example smoking and car-sharing with the same sex only
- CamShare searches the database for suitable matches
- Contact is made securely via the CamShare website
- Car Sharing begins!

### CamShare is safe

Security is top priority. CamShare can only be accessed by password and accounts may not be transferred or shared with any other party, temporarily or permanently.

'Safety' and 'FAQs' on the CamShare home page gives advice on how to meet a potential sharer safely - with

other useful info, for example how to sort out the financial aspect.

### Emergency Ride Home

A common fear of new car sharers is 'What if my driver has to go home early?'

To remove this fear we encourage CamShare employers to establish a system that will provide an emergency ride home.

Some employers use existing taxi contracts, or provide access to a pool car etc.

It is important that staff know who to contact, but in practice these schemes are rarely used.

### Promotion is key

When you join CamShare through a private car share group you receive free access to Travel for Work's successful promotion programme. In addition you will have the advice and support to help you with internal marketing of the scheme.

### Launch

If requested, TfW will work with you to launch CamShare at your workplace.

### Continuing publicity

TfW organises regular CamShare promotions, including Prize Draws. Employers are encouraged to participate with these promotions and organise their own publicity events, eg. CamShare Day. TfW can help with these.

### Car Park Management can help!

A well managed car park can greatly aid the success of a car share scheme. For example a guaranteed space for car sharers is a valuable incentive. Painting out the best car spaces for sharers is a graphic way of giving prominence to car sharing. Consider this as part of your car park management.



### How much does it cost?

Each organisation is charged a one-off set-up fee and yearly license fees.

#### Year One:

1. £2 for every employee with access to the internet (eg. 100 employees = £200). This is a *license fee*.
2. In addition there is a **one-off** 'site (admin) fee' based on the size of your company:

100 to 250 employees	£200
251 to 500 employees	£300
501 to 750 employees	£400
Over 750 employees	£500

#### Year Two

License renewal is 22% of the Year One figure (or £200 whichever is the greater amount). So, a company with 100 employees (charged £200 in year one) would only be charged £44 in year two and beyond (ie. 22% of £200).

Year Three and beyond: Prices will be reviewed from year three onwards - it is envisaged that they will rise by no more than 5%.

Please contact liftshare (provider of CamShare) to discuss the best options for your organisation.  
Tel: 08700 780 225.