



Car Sharing

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

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

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.com Ltd and funded by Travel for Work and Cambridgeshire County Council.

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

1. "Private Car Share Group" 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 to your staff who themselves can join for free using either their home or work email address. They will then be a part of the 'open' CamShare system.

CamShare Employer Benefits

- Links to a local network of Cambridgeshire employers and residents
- Cost-effective one-stop solution
- On-line matching service
- Promotional materials for CamShare
- Access to monitoring pages to view car-sharing activity
- Freeing-up car park space
- Healthier, happier, wealthier, more productive employees

For further information contact:

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CamShare provides your staff with:

- The best chance of finding successful matches
- Commuting cost savings - can be over £1,000 per year
- Access to commuting by car for those who don't drive
- Reduced commuting stress
- Valuable social time

CamShare wider benefits

- Reduce congestion
- Improve air quality
- Reduce greenhouse gas emissions

How it Works

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

CamShare is Safe

Security is the 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 give 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 concern of new car sharers is "What if my driver has to go home early?"

To remove this worry 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. You will also 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. Employers are encouraged to participate with these promotions and organise their own publicity events, eg. CamShare week. 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 the 'Private Car Share Group' cost?

Each organisation is charged a one-off set-up fee and yearly licence fees. The set-up fee is calculated as £2 for every employee.

In year one:

The first year licence fee is calculated as follows:

Less than 250 employees	£250
251 to 500 employees	£300
501 to 750 employees	£400
751 to 1000 employees	£500
1,001 to 3,000 employees	£750
3,001 upwards	£1,100

Licence year two and beyond:

The licence in year two is 40% of the year one set-up fee, or a minimum of £250.

Example: A company with 400 staff will be charged a one-off set-up fee of £800 and a first year licence fee of £300 then a second year licence of £320 (ie 40% of £800). All prices exclude VAT.

Please contact liftshare (provider of CamShare) to discuss the best options for your organisation.
Tel: 01953 451166

