

Autumn Newsletter 2009



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Welcome

Welcome to the Autumn edition of the WestTrans Travel Plans' newsletter. Even with the weather beginning to take on a colder feel, this is no time to put away your bike! If your staff are starting to worry about winter cycling, why not book a refresher cycle training course? A Dr Bike session will also ensure their bikes are in top condition to take them through the season - just don't forget your lights!

We hope you enjoy this edition. As usual, you can contact us using the details below:

(020) 8825 8075
www.westtrans.org/travelplans
WestTransTravelPlans@ealing.gov.uk

Cycle Training Update

Don't forget that by working with WestTrans on a Voluntary Travel Plan, either through the Enterprise or Corporate schemes, you are entitled to two free cycle training or Dr Bike sessions per year. The sessions can be very flexible to cater to absolutely any size of business, so why not take advantage of this great offering, unique to West London?

To the right you can see just some of the businesses who have held sessions in the last year.

- Halcrow
- Lion TV
- Chiswick Park
- NHS Hounslow PCT
- Merlin Studios
- NHS Ealing PCT
- West Middlesex Hospital
- Coca Cola
- Royal Brompton Hospital
- The Chimes Shopping Centre
- Park Royal Partnership
- Sheraton Heathrow
- Moss Europe
- Hammersmith Medicines Research



Enterprise October Cycling Challenge

Similar to the London Cycle Challenge in June, Enterprise (the TfL scheme for businesses with 20-250 staff) will be running their very own Cycle Challenge for Enterprise companies. It will run for one week during October - companies can choose which week they wish to record.

This is a great opportunity to encourage cyclists to carry on cycling during autumn/winter, the typical time summer cyclists start packing away their bikes for the winter.

Prizes are on offer to the person at **each** participating company who cycles the most miles, and all participating companies will enter the prize draw for a free cycle maintenance course. Enterprise will also provide cyclometers to all those that participate.

enterprise
Better travel choices

“Based on cycling a daily ten mile journey, statistics say you will only be rained on once in every one hundred trips—just three or four trips a year!”

- **Tim Grahl & Carlton Reid, authors of “Bike to Work”**

Everything you need to take part and promote the challenge to your staff can be found in the October Cycling Challenge support pack. This includes an information sheet (Join Enterprise in a Cycle Challenge), a poster to promote the challenge and cycle log sheets for each person taking part.

To receive your Cycle Challenge support package, please contact:

Caroline Hodges
0208 825 8075
Hodgesc@ealing.gov.uk

Sheraton Hotel holds Cycling Event

The Sheraton Hotel in Heathrow gave their travel plan a push on 22nd September when they held a special cycling event for staff.

“I would like to thank you so much for arranging the Cycle training yesterday, it was fantastic!”

- Participant in the event

Starting at the hotel at 08.00, staff bikes were tested and tweaked before everyone mounted up to tour the local area by bike.

Staff learnt how to perform maintenance checks on their bike as well as key techniques whilst cycling on the roads.

Many of the hotels around the Heathrow area have been working with WestTrans on voluntary travel plans and the Sheraton has proved especially dedicated to promoting cycling in the workplace.



Case Study - Park Inn Heathrow

Park Inn, a 4-star hotel located minutes away from Heathrow, has successfully encouraged a 10 per cent reduction in car use amongst its staff through their voluntary workplace travel plan, helping contribute to a greener local environment while improving the health and wellbeing of employees.

'We are accredited with a silver award for environmental practice by Green Tourism for Business and our workplace travel plan is part of an overall strategy towards our commitment to Responsible Business practices,' explains Caroline Lowe, Park Inn's Human Resources Manager.

Through the Transport for London Enterprise scheme, WestTrans worked with Park Inn to understand their travel needs and produced a tailor made travel plan.

Caroline found this support invaluable, 'With help from Enterprise and WestTrans the travel plan process proved straightforward, with minimal staff time required. We were able to come up with a set of low cost, easy to implement actions that have really delivered for Park Inn and contributed to our wider business goals.'

Initiatives included improving cycling facilities with 10 bike racks, and practical tools for staff such as cycle repair kits and rucksacks, all provided free with the Enterprise Cycling package.



As the first hotel in Heathrow to gain a silver award with the Green Tourism Scheme, Park Inn plans to continue leading the way, 'We're now working towards achieving the Gold Green Tourism Award' Caroline says, 'and we're continuing to spread the word on sustainable travel, including a staff cycling event with another Enterprise company, Sheraton Heathrow, in September,' showing that Park Inn's commitment to sustainability extends beyond their site, working to improve the environment of the local community as well.

"Working with WestTrans, we were able to come up with a set of low cost, easy to implement, sustainable travel initiatives that have contributed to our wider business goals."

**Caroline Lowe,
Human Resources
Manager, Park Inn
Heathrow**





“Try Cycling Scheme” Pilot Ends

Cycling is the most efficient way to get around London, frequently faster than bus or car in busy areas! But perceived safety, expense and confidence issues often prevent people from travelling in this way.

From July to September 2009 (coinciding with the beginning of Bike Week), WestTrans piloted a Cycle Loan scheme with selected companies in Brent, Hammersmith and Fulham and Hounslow. The scheme allowed staff at the organisations to 'Try Cycling' for up to three months using bicycles, equipment and cycle training provided free of charge. Once the three month period was over, if staff had enjoyed their free trial, they then had the option to purchase the second-hand bike they had used and all other equipment at a discounted price. Participants were also offered the option to buy bikes and equipment at a discount at the end of the Programme.

The objective of the programme was to encourage staff from participating companies or council employees to 'Try Cycling to Work' with the aim of converting a significant proportion into regular cycle commuters. The scheme had the initial capacity for 50 individuals.

The comprehensive 'package' allowed individuals to try cycling to work with a high degree of support and at no cost to themselves.

"Being offered the chance to try out cycling with all the appropriate gear has been fantastic. It's such a good opportunity to give cycling a go. Such independence and freedom, I am no longer spending money and time on public transport. I am sure many other are, like me, now ready to make the financial commitment as we know how easy and rewarding it is. Thanks so much for getting us started!"

- Participant in the scheme

The typical barriers that stop people from cycling have all been removed, making it easy for them to give it a go.

Cycle training was offered to those who had not cycled before or who just wished to learn how to cycle more confidently on the road.

Quality bikes and equipment were provided, and participants could choose the style of bike. Ongoing support to deal with any maintenance or other issues during the challenge period was available. Results of the pilot include:

A total of 70 participants

51 participants completed their online cycle diaries, based on this;

7,706 miles were cycled

231,175 calories were burnt

1,541 kg of carbon emissions saved

The top participant cycled over 630 miles over 36 days with the remainder of the top 10 doing on average over 300 miles over 37 days during the pilot.

Over a third have so far requested to purchase their loaned bicycle.

* For the purposes of analysis Cycle Experience's independent research shows that cyclists on average burn 30 calories per mile cycled and by replacing the car with the bike reduce carbon emissions by 200 grammes per mile.



European Mobility Week - The Ealing Council Experience

Ealing wrapped up European Mobility Week by hosting a trio of travel options in the staff cafe at Perceval House on 22 September. City Car Club was on hand to help staff discover the ease and simplicity of the car share scheme that Ealing Council employees can use for work related journeys. Scooters and electric bikes lured hundreds of employees to consider how they will get to work once the large staff car park closes.

In January 2010 staff will begin to pay a nominal daily fee to park, and once the redevelopment scheme is given a green light, the car park will be closed to staff. Trying to get ahead of the shift, the Council Travel Planner has been vigorously promoting modes of alternative travel, improving cycling facilities and offering personalised team assistance to help employees gear up for change.

