



# Spring Newsletter 2010

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## Welcome

Welcome to the Spring edition of the WestTrans Travel Plans' newsletter. Spring is a fantastic time for us as it's the time most organisations are having an extra push on walking and cycling, hosting events, cycle training sessions and lunch time walks. If you'd like to be featured here, be sure to send us updates and pictures of anything you're doing related to sustainable transport.

As always, you can contact us using the details below:

(020) 8825 8075  
[www.westtrans.org/travelplans](http://www.westtrans.org/travelplans)  
[WestTransTravelPlans@ealing.gov.uk](mailto:WestTransTravelPlans@ealing.gov.uk)

## Events Diary

As usual, every January, our events page is updated to reflect the coming years' sustainability events going on nationally and locally.

The site is also updated throughout the year for one-off or first ever events so it's always worth checking to see if there's anything new for you to take part in. Events covered include community and public events such as the London Skyride as well as those targeted at workplaces.

If you would like to add an event to

our website, contact us! The site can be found at:  
[www.westtrans.org/travelplans](http://www.westtrans.org/travelplans)





## Changes to the Enterprise and Corporate Schemes

Many of you will have developed your travel plan under the Transport for London Enterprise or Corporate Schemes. The schemes come to an end on 31st March 2010 meaning that the free merchandise offering will no longer be available year on year in its current form.

WestTrans will continue to offer up to £1000 match funding, free cycle training and Dr Bike sessions, travel leaflets and on-going support and advice for developing or advancing your travel plan. The use of iTRACE to continue to survey and monitor your travel plans year on year will also remain free to businesses in West London developing voluntary travel plans.

We also have several projects in the pipeline including a "Try Cycling" scheme, an online real-time travel information website and a conference specifically for Faith sites such as churches, mosques and synagogues.

Hotels in the Heathrow area are also being offered a series of bespoke initiatives to make sustainable travel a more viable option for both guests and staff. Initiatives include an Oystercard Loan scheme, escorted cycle rides by cycle trainers and a dedicated website and forum.

Transport for London is currently in development of a new offering to voluntary work places which as yet we cannot release details of. In the mean time, WestTrans will continue to work with new and existing businesses wishing to develop travel plans and has substantial offerings organisations can take advantage of including our new awards and recognition scheme in partnership with West London Business!

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## "Try Cycling" Scheme Proves a Big Success

The WestTrans pilot Try Cycling scheme has encouraged more than a third of participants to continue riding.

The scheme was open to staff from companies across Brent, Hounslow and Hammersmith & Fulham. They were offered the loan of free bikes, equipment and dedicated cycle training to cover all angles that tend to put people off cycling. The scheme was immediately over-subscribed with originally just 50 places needing to be increased to 70.

According to participants' online diaries, 7,706 miles were cycled during the 12-week trial, and more than a third asked to buy their loaned bike at the end of the scheme. Two thirds also said they were 'likely' or 'very likely' to continue cycling in the future.

WestTrans Principal Travel Plan Co-ordinator Tim Forrester said, "We were really pleased with the numbers, and are conducting a follow-up survey in three months to determine if participants have continued to cycle after the trial."



The project was no easy feat – transporting bicycles across a wide area proved a particular challenge! But the scheme was so successful, we plan to roll out another scheme across all boroughs in West London in the new financial year. The scheme will at first be limited to certain key locations or groups for example, NHS Trusts, to make the scheme more efficient.

## Walk to Work Week 2010

Walk to Work Week is back! Taking place from 26th to 30th April, this annual event is the perfect opportunity to promote walking in your workplace.

Pedometer challenges, lunchtime leisure walks or walking meetings are just some of the things you can do to take part!

As always, Walking Works is offering merchandise to give away to staff and are now featuring an online ordering website to make things even easier. There are also a limited number of free resources available. You can access the website here:

<http://www.walkingworks.org.uk/walk-to-work-week-2010>

There are a wide range of practical things to order including posters, bags, umbrellas and pedometers which can be a real draw to staff attending your event. As always, if you're a small to medium sized business (20-250 staff), you can use your annual match funding grant of up to £1000 to help pay for any merchandise you would like to order.



## Park Inn Heathrow Goes for Gold



The Park Inn hotel in Heathrow has become the first hotel in Heathrow to gain a gold award with the Green Tourism Award Scheme.

The hotel had previously reached bronze and silver accreditation, but with the help of their travel plan, were awarded gold after assessment this year. The Park Inn has shown exceptional dedication to their travel plan and sustainability and has also achieved bronze, silver and gold through the WestTrans Awards & Recognition scheme in partnership with West London Business.

The hotel has produced dedicated travel information leaflets to help guests and staff navigate from the hotel to Heathrow airport and is beginning to develop a website and forum for sustainable travel information for all the hotels in the Heathrow area with support from WestTrans and the London European Partnership for Transport (LEPT) under the PIMMS Transfer project for Hotels & Tourism.

PIMMS Transfer aims to produce examples of best practice in travel planning which can be transferred to organisations in other European Cities. The hotels in the Heathrow area are being offered the chance to take part in an Oystercard Loan scheme and a "Try Cycling" scheme complete with marshalled rides as part of the European funded project.





## Not-so-Secret Diary of a Travel Plan Coordinator

WestTrans Travel Plan Co-ordinators are stepping into your workplace! To broaden our knowledge of the challenges and pitfalls faced by Travel Plan Co-ordinators "on the field" and to help re-invigorate travel plans across West London, we offered organisations the chance to "Loan a WestTrans Coordinator" for up to two weeks. During the Work Placements we will be keeping a Travel Plan Diary so you keep track of how we're getting on. Maybe you'd like a WestTrans Work Placement at your site? Contact us at [westtranstravelplans@ealing.gov.uk](mailto:westtranstravelplans@ealing.gov.uk)

**Agent:** Caroline Hodges

**Site:** NHS Ealing (formerly Ealing Primary Care Trust)

**Site Travel Plan Co-ordinator:** Aziza White,  
Human Resources Advisor

**Mission:** Re-survey travel plan, communication plan for 2010, cycling strategy 2010, production of Car-Sharing pack.

### DAY 1

#### Scoping Meeting

Met with Aziza to discuss the objectives of the work placement. With just two weeks worth of time we need to plan carefully. I started by asking her the key things she wanted to achieve this year, and in particular in the time I would be working with NHS Ealing on site. The key priorities of the NHS Ealing travel plan are to promote Car-Sharing in the Winter months and Cycling during Spring and Summer. The site is also due a re-survey and is looking to lay out a communication plan and key objectives and actions for 2010. We then set some days over a couple of months for me to come and work on site. When I got back to the WestTrans office, I set up the organisation to re-survey and emailed the link to Aziza. She promptly drafted an email to staff with the survey link ready to email out.

As WestTrans Coordinators we very rarely get to do things 'on-the-ground', so this should be an interesting experience going forward!

### DAY 2

#### Morning

Aziza and I decided to start with the plan for this year. We short-listed the key events the PCT want to take part in this year - Bike Week in June and Car-Free Day in September to link with their main objectives of promoting car-sharing and cycling.

We then drew up the plan including timescales for producing the postcode map, Car-Sharing pack, some promotional car-sharing posters and booking some cycle training sessions just before Bike Week.

The PCT has an internal magazine for staff published every two months. Aziza regularly uses this to publicise the travel plan and for the next issue we decide it might be good to use an interview type article with one of the PCT's success stories - Chi. Chi took part in the cycle training last year and then went on to buy a bike through the organisations Cycle to Work scheme. She now cycles on a regular basis to and from work. I book a time for the interview with Chi during the next time I'm due to come to the PCT and then set about writing some potential questions. I'm sure the conversation will digress a bit, but these will give me something to come back to when I'm stuck! The idea is, if people read about another staff members' positive experience with trying cycling, they may be more willing to embrace it themselves.

## Not-so-Secret Diary of a Travel Plan Coordinator Part 2

The PCT has real issues promoting their Car-Share scheme. Difficult at the best of times with organisations without thousands of staff, the employees at NHS Ealing are particularly reluctant to share their personal space (car!) with others - even if they are other staff members. We think they're also suffering from the common preconception that there will be no one living in close proximity to share with. This is the basis for which we are producing the post-code map - so staff can visually see where they live and the amount of other people living close to them! Aziza goes to ask a member of Human Resources to produce a list of postcodes of all those working at Armstrong Way and the other NHS Ealing sites. Once we have those, I will have them plotted on a map of the local area which can then be hung in staff areas such as the canteen.

Aziza also wants some car-sharing posters to put up. I read recently here that telling people how much they will lose in the upcoming year is more effective than telling them what they lost last year. So I'm thinking of basing the posters around that as Aziza is already using some figures of average costs saved per year from car-sharing.

### Afternoon

Finished writing my questions for Chi ready for her interview on Friday. I haven't told her yet but I'm planning on taking a photo too! Then the interview will be used in the internal magazine and intranet. Checked the re-survey on iTRACE and there are currently 48 responses. Their baseline survey had 77 so not doing too bad after just one week. Aziza is offering £25 vouchers and a £10 Oystercard as prizes to 5 participants so that should be enough of a draw to get over the baseline - I'd fill it in for those prizes! Aziza's been working hard on the intranet pages. The car-sharing one in particular, which will be useful as we'll need that text for the car-sharing pack we are planning. The pack will be small enough to keep in a glove compartment and will be a folder with 4 tiered 'fact' cards with Information, FAQs, benefits to car-sharing, sign up information. There will also be a 'freebie' built into it though we're not sure yet what that will be - probably a branded air freshener that will slot in quite easily!

**For more secret diary blogs and entries, visit our website at:  
<http://www.westtrans.org/travelplans>.**



## Make a PACT for 2010

These days we're all looking at how we can reduce our carbon footprint at home and at work - but where do you start?

PACT is a simple carbon foot-printing tool which has been trialled by its creators, WSP, amongst their own staff and is currently being rolled out to businesses and other organisations. PACT involves staff tracking their carbon emissions online for their commute to and from work and their home energy consumption and being rewarded if they use less than a set allowance. As a result of the scheme WSP staff have seen a reduction in emissions and a change in travel behaviour.

WestTrans are looking to run a trial of PACT amongst WestTrans businesses. If you would like to find out more, contact Freda Jesudason at [jesudasonf@ealing.gov.uk](mailto:jesudasonf@ealing.gov.uk) or 020 8825 8609

## Travel Plan Networks Update

To share best practice on travel planning and to identify ways of working together WestTrans have sponsored two new Transport Networks - Accessible Ealing covering the Ealing Broadway area and the HammersmithLondon Transport Network for businesses in Hammersmith town centre. Both networks are a great way of bringing employers together to share experiences of what is and isn't working with their Travel Plans, to get updates on transport and regeneration improvements in their area and to work on initiatives that can benefit all.

if you would like more information of networks in your area contact Freda Jesudason at [jesudasonf@ealing.gov.uk](mailto:jesudasonf@ealing.gov.uk) or 020 8825 8609