



Pan European  
Workplace Mobility Plan  
Award 2010

## PAN-EUROPEAN WORKPLACE MOBILITY PLAN AWARD 2010: NO.3 NETWORKS

To be presented at ECOMM, Graz, 5-7 May 2010



<b>OBJECTIVES</b>	<p>The Pan-European Workplace Mobility Plan Award (PEWTA) was created to reward efforts to reduce CO2 emissions in urban areas by implementing workplace mobility plans. The PEWTA is awarded in three categories: Public Authorities, Employers and Networks (such as business parks).</p> <p><b>PEWTA-Networks</b> concentrates on the coordinated efforts of a set of local organisations, which are based within the same locality and which may collectively be responsible for a large percentage of traffic generation. For example: business parks, shopping centres, airports or hospitals. These may take the form of Business Improvement Districts, Transport Management Associations, Areas Based Groups, Development Zones and Travel Plan Groups. They may comprise public and or private sector organisations.</p>
<b>WHY APPLY?</b>	<p>This is your chance to be rewarded for your efforts in achieving modal shift away from single occupancy car use and to be recognised across Europe. Your prize will be an <b>expenses paid trip</b> to the city of your choice to learn from a pioneering public authority, organisation or network in the field of workplace mobility plans.</p> <p>In addition, we offer a cash prize of <b>1000 Euros</b> to allow the winner to further develop their mobility plan measures.</p>
<b>CRITERIA</b>	<p>Candidate dossiers will be evaluated by an international panel of experts based on the criteria in the application form which includes:</p> <ol style="list-style-type: none"> <li>1. the commitment of the organisation for reducing the number of single occupancy car trips amongst its staff.</li> <li>2. the strategic approach adopted: measures, communication, evaluation;</li> <li>3. results: the impact on modal shift;</li> <li>4. innovation and originality</li> </ol>
<b>REQUIREMENTS/ STANDARDS FOR CONTRIBUTIONS</b>	<p>The award is open to all Mobility Plan networks, and should ideally be completed by the main coordinator of the network. All applicants should submit a completed application on behalf of their network (preferably in English). In addition, applicants are invited to submit a copy of their action plan on coordination of efforts and promotion of workplace mobility planning,</p>

<b>DEADLINE FOR SUBMISSIONS</b>	<p>Send your application to:</p> <p><b>EUROCITIES</b>  <b>1, square de Meeûs, BE – 1000 Brussels</b>  <b>Ms. Melanie Leroy, Tel: +32 2 552 08 81</b>  <b>melanie.leroy@eurocities.eu</b></p> <p><b>Deadline: 25 January 2009</b></p>
<b>BACKGROUND</b>	<p>The PEWTA is delivered in a partnership between EPOMM and COMMERCE.</p> <p><b>EPOMM</b> is the European Platform on Mobility Management, a network of governments in European countries that are engaged in Mobility Management (MM). They are represented by the Ministries that are responsible for MM in their countries. EPOMM organises the yearly European Conference on Mobility Management, ECOMM.</p> <p><b>COMMERCE</b> is a European project funded by the Intelligent Energy Europe programme, comprising the cities of Budapest, Bucharest, Kaunas, London, Paris and Plovdiv. COMMERCE aims to facilitate the uptake of workplace mobility plans by establishing concrete partnerships between local authority actors and businesses across Europe, enabling mentoring and exchange of expertise. The ultimate goal of COMMERCE is to reduce excessive CO2 emissions in urban areas through the promotion of workplace mobility plans.</p>
<b>AWARD CEREMONY</b>	<p>The presentation of this Award will take place at an official award ceremony in Graz during the European Conference on Mobility Management on 5 May 2010. The winner of the prize will be invited to present and display its experience on stage and will be highlighted in the EPOMM and COMMERCE websites.</p>
<b>FURTHER INFORMATION</b>	<p>For further information, please contact:</p> <p><b>Mr. Melanie Leroy</b>, Tel: +32 (0) 2 552 08 81  melanie.leroy@eurocities.org</p> <p><b>Mr. Paul Curtis</b>, Tel: +44 (0) 20 7934 9536  Paul.Curtis@lept-eu.org</p> <p>For more on ECOMM 2010, see <a href="http://www.ecomm2010.eu">www.ecomm2010.eu</a>  For more on EPOMM and ECOMM, see <a href="http://www.epomm.org">www.epomm.org</a>  For more on COMMERCE, see <a href="http://www.commerce-eu.org">www.commerce-eu.org</a></p>

# APPLICATION FORM

## PAN-EUROPEAN WORKPLACE MOBILITY PLAN AWARD 2010: PEWTA-NETWORKS

Please send your entry to EUROCITIES:

*1, square de Meeûs, BE – 1000 Brussels  
melanie.leroy@eurocities.eu*

**This call closes on 25 January 2010**

### DETAILS OF APPLICANT

Mobility Plan Network Name	Teddington Travel to Work Network
Name of organisation completing application	SWELTRAC – South & West London Transport Conference
Country	United Kingdom
<b>ADDRESS:</b>	
Street	Civic Centre, 44 York Street, Twickenham
Postal Code, City	TW1 3BZ, London
<b>CONTACT PERSON:</b>	
Name	Nick Bailey
Telephone	+44 20 8487 5364
Fax	+44 20 8487 5010
Email	Nick.bailey@sweltrac.org.uk
Website	Teddington.sweltrac.org.uk

## 0. Overview

Please provide a brief overview of your workplace mobility plan, how many years has it been in operation, is there an action plan, what are the modal share targets?

What are your organisation's motivations/reasons for setting up a mobility plan (max 150 words).

The Teddington Travel to Work Network (TTWN) consists of 14 major organisations with around 5,000 staff in the Teddington area, within the London Borough of Richmond upon Thames.

- The member organisations include large and small businesses, charities, a health institution, and university.
- The network was created in November 2007 with the aim of reducing congestion in and around Teddington.
- The area has historically had a particular problem with congestion and parking;
- Modal share for single occupancy journeys to work was high, prior to the network's inception;
- Combined results from 10 members that have carried out surveys in the last 2 years show that 38% of journeys are by single-occupancy vehicle, 9% by shared vehicle, 13% by bikes and 13% on foot. Among public transport users (20%), train is the most popular mode (13%).
- There are a number of large employers in the area that have been willing to work together to resolve the transport issues.

## 1. COMMITMENTS

Please indicate the level of investment made to deliver the mobility plan on an annual basis, and describe how the mobility plan is anchored in the overall strategy of the organisation

<p>Is there a mobility plan co-ordinator</p>	<p>SWELTRAC acts as the lead organisation, in particular leading on the delivery of network actions and undertaking the monitoring activities. Therefore all three SWELTRAC travel plan co-ordinators are in charge of the project: Jakub Bojczuk, Nick Bailey and Kevin de Leeuw.</p>
<p>Is there an operational steering group or working group</p>	<p>Each member organisation has up to two members of staff on the steering group. The steering group members are the travel plan co-ordinators from each site, and they meet every three months to maintain momentum and communication.</p>
<p>What level (if any) of senior management/Human Resources involvement exists in the travel plan</p>	<p>The members within the TTWN are either senior management themselves or representatives of their organisations with senior management and human resources approval to be involved in the TTWN and to develop their own travel plan. The network is also supported by senior management at both SWELTRAC and Richmond Council.</p>
<p>What level (if any) of cooperation exists with local/regional government and consultancies.</p>	<p>The network was established and is led by SWELTRAC. The project is driven in association with the London Borough of Richmond upon Thames, who provide the group with information on relevant sustainable transport updates in the borough.</p>

## 2. OBJECTIVES

Please provide us with figures relating to the objectives of your travel plan.

The following objectives, specific to workplace travel planning, seek to achieve the overarching vision of the network:

To facilitate smarter choices for travel to work in Teddington, including walking, cycling, public transport and car sharing, in order to reduce the negative impacts of single occupancy car travel on congestion, carbon emissions, the environment and health.

1. Growth in membership of the forum (successfully met target of increasing number of members by 25% in June 2009).
2. Maintain the commitment and level of attendance at network meetings (consistently met target of 70% attendance rate amongst members in 2009/10).
3. Promote travel plans to all members and assist in ensuring all organisations are developing individual strategies (50% of organisations developed and adopted a travel plan by June 2009).
4. Collect baseline data for modal share in Teddington. Survey all Teddington members using iTRACE or iTRACE compliant tools (10 organisations completed staff travel surveys by January 2010).
5. Achieve a positive modal shift among the network members by September 2010 (re-survey current travel plans using iTRACE or iTRACE compliant tool and achieve 5% reduction).
6. Promote corporate Dr Bike and cycle maintenance initiatives to the network members to increase the number of cyclists within their workplaces (50% of all organisation will organise regular sessions on their sites during the first half of 2010).

Following consultation with members during September 2009, a strategy for the following year was drawn up. Members outlined a desire for cycle maintenance courses, Teddington transport maps, bike check-ups and bike events. These measures are either underway already or in development.

### 3. MEASURES

Please describe the measures implemented in your organisation in the framework of your mobility plan. (max 150 words).

Seven member organisations have their own voluntary workplace travel plans, with associated measures to reduce reliance on single occupancy car use in the town. These include:

- Car park management (including priority for car sharers);
- Cycle to work schemes;
- Sufficient, covered secure cycle parking.

During June 2009, the network ran a series of very successful events across locations in the town. These events intended to raise the profile of cycling in Teddington and bring together staff from different organisations. This proved to be popular with keen and non-cyclists, and following the overwhelming success further events are planned for June 2010.

We have produced 5,000 leaflets showing all bus and cycle routes and train stations within approximately 20 minutes walk of the centre of Teddington (attached). The leaflets also outline the bus frequencies and other useful information about travelling to and around the area.

Regular on-site Dr Bike and Cycle Maintenance courses are run at most sites in the network.

### 4. COMMUNICATION

Please describe how you have communicated the travel plan to staff, visitors, external partners. (max 100 words).

The network is communicated to member organisations and their staff in the following ways:

- Quarterly themed meetings for members (themes including bike events, bus consultation and electric vehicle infrastructure)
- Newsletters following each meeting, with further information and advice
- Travel plan launches (e.g. At NMO, which was covered in the local newspaper [http://www.richmondandtwickenhamtimes.co.uk/archive/2009/06/26/News\\_Richmond/4462178.Richmond\\_urged\\_to\\_swap\\_four\\_wheels\\_for\\_two/](http://www.richmondandtwickenhamtimes.co.uk/archive/2009/06/26/News_Richmond/4462178.Richmond_urged_to_swap_four_wheels_for_two/))
- Dedicated website (<http://teddington.sweltrac.org.uk/>), updated regularly following consultation with members
- Teddington Bike to Work Week – series of events, bringing staff from different organisations together and making them aware of the network and the individual travel plans
- Travel to Teddington leaflets distributed to staff.

## 5. EVALUATION

Please describe monitoring schemes used to evaluate your actions. Indicate problems encountered; lessons learnt, indicators chosen, stakeholders involvement etc.

How frequent are staff travel surveys, what was the % response rate? Has a site audit been carried out? (max 150 words)

The network is evaluated in the following ways:

	<b>Indicator</b>	<b>Figure</b>
Network	Meeting attendance	Consistently over 70%
Individual organisations	Organisations that have surveyed staff in the last 2 years	10 members (over 30% response rates for all)
	Organisations with travel plan adopted	7 members
Teddington Bike to Work Week	Interest in cycling events	Around 400 staff from 9 organisations attended the events in June 2009
	Bikes checked by maintenance person	71 bikes checked
	Bikes security tagged by police	82 bikes tagged
London Workplace Cycle Challenge	Organisations signed up	4 members (out of a total of 280 across London)
	Distance registered	26,820 km cycled during June 2009
Dr Bike and Cycle Maintenance courses	Organisations buying in	21 Dr Bike sessions booked and 5 cycle maintenance courses organised
	Bikes checked at sessions	So far over 60 bikes have been checked at 4 Dr Bike sessions – all sessions over-subscribed

- In a network of this type, it is generally difficult to keep the interest levels high from businesses, however we have consistently achieved 80% attendance at meetings over the 2009/10 period and most members have volunteered to host meetings since the network's launch.
- Although SWELTRAC are involved in all areas of the network, it is due to the enthusiasm of individuals at all of the member organisations that the events and initiatives are promoted to a large number of staff.

## 6. RESULTS:

Please provide figures relating to modal shift achieved amongst staff, of all transport modes (max 100 words).

Two organisations (NMO and Tearfund) have recently undertaken reviews of their travel plans. These surveys have shown a positive modal shift from 2006-07 to 2009-10 at both organisations. The combined results indicate a 3% reduction in single-occupancy vehicle use. These results are particularly positive given that the initial surveys were undertaken in July and March while the latest surveys ran in the winter months (November and January).

We expect to see similar positive results when further travel plans are reviewed before September 2010.

## 7. COSTS & COST BENEFITS

Please provide figures on costs/cost benefits

Period	Budget	Spend
2007/08	9.5k	Consultancy, mailing, launch event
2008/09	18k	Consultancy, quarterly meetings, 4 newsletters
2008/09	40k	<i>Assistance given to two largest employers as part of the TfL Corporate Funds</i>
2009/10	6k	4 newsletters, Bike Week events, regular Dr Bike and cycle maintenance sessions, production of 5,000 travel information maps for the Teddington area
<b>Total</b>	<b>73.5k</b>	

The amount does not include SWELTRAC officers' time. Although, there is no officer dedicated to the project, all three SWELTRAC Travel Plan Co-ordinators look after different parts of the project, such as:

- overall project management
- individual travel plans
- corporate travel awareness events

A major benefit of the project is that the management can be kept in-house and the management cost decreases as the network is more established (regular meetings are hosted by individual organisations, SWELTRAC now has electronic newsletters that do not cost extra apart from officers time to update them, achievement to date makes it easier to promote the network to other organisations).

The main cost benefits to all 14 organisation will vary depending on:

- size of the business
- travel plan measures recommended
- status of the travel plan (i.e. DC or voluntary)

We estimate that benefits to organisations and individuals in 2010/11 as a results of activities taken in 2009/10 include:

- new infrastructure projects at LGC and Haymarket; companies that benefited from TfL's Corporate package – 10k each
- car parking reduction following car sharing scheme implemented at LGC (30 spaces are car-share dedicated, 30 x £2,000<sub>1</sub> per annum
- 36 people cycling instead of driving alone as a direct result of Teddington Bike to Work Week events, each person is estimated to save £784<sub>2</sub> per annum if this switch is permanent.

Other benefits expected are linked to the cycle promotion amongst the Teddington businesses and a 3% increase in the number of cyclists commuting to the 14 businesses during 2010/11.

<sup>1</sup> TfL Car share guide

<sup>2</sup> Calculated by 11.56p (average running cost per km of small car in UK – TheAA) x 13.04km (average distance travelled for work in Teddington – 2001 census) x 2 (to include journey home) x 260 (average number of working days in a year) = £783.86

## 8. INNOVATION

Please describe what you feel is particularly innovative in your approach to mobility plans. (max 50 words)

The network is entirely voluntary and members have little in common, apart from their locations (within 1km of Teddington Rail Station). Members have built up strong working relationships, sharing best practise and benefitting from economies of scale (e.g. shared bike events).

Regular on-site Dr Bike and Cycle Maintenance courses are run, following direct consultation with members.

Innovative travel information maps have been produced and provided to all staff.

**Thank you for participating in the Pan-European Workplace Mobility Plan Award 2010!**  
**Please do not forget to complete the certification form.**



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Workplace Mobility Plan  
Award 2010

## CERTIFICATION FORM

<b>Name of Network and lead organisation:</b>	Teddington Travel to Work Network – Lead by SWELTRAC
<b>Country:</b>	United Kingdom
<b>Name of contact person responsible for the award submission:</b>	Nick Bailey
<b>Contact person Telephone n°:</b>	+44 20 8487 5364
<b>Contact person Email address:</b>	Nick.bailey@sweltrac.org.uk

Dear Sir/Madam,

On behalf of the Teddington Travel to Work Network I hereby verify that the information contained within our application for the Pan-European Workplace Mobility Plan Award 2010 is an accurate reflection of the work that is being undertaken by the Teddington Travel to Work Network.

Yours sincerely,

Name of signatory: Nick Bailey

Title of signatory: Mr

(Signature not required)