

SMARTER TRAVEL MANAGEMENT AWARD 2009 WINNERS

CATEGORY:

✓ **ENCOURAGE**



Parsons Brinkerhoff, Taunton
Taunton Deane Borough Council
Somerset College of Arts and Technology
Somerset County Council, Taunton

"The Somerset Workplace Cycle Challenge saw 686 people from 38 organisations leave their cars behind."

KEY ELEMENT

The award was provided on the basis of involvement of the employees getting together on the bikes to promote cycling as a travel to work option.

Three top organisations in Somerset have recently received awards for coming first in their categories in the Somerset Workplace Cycle Challenge, which ran between June and July 2009 in Bridgwater and Yeovil. These businesses are well on the way to implementing other measures to support smarter travel choices, such as web-based travel information, and all three have or are developing wider travel plan strategies.

"The award recognised the college's determination to encourage all staff, students and corporate clients to consider sustainable transport solutions." Tim Yeandle, Director of Student Services and Marketing at Somerset College

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