

SMARTER TRAVEL MANAGEMENT AWARDS – WINNERS 2009



Every year Moving Forward rewards companies who have helped change the direction of how people travel in Somerset.

Smarter Travel Management Awards were awarded to the companies under the following categories in 2009:

Category	Award Winners	What Was The Award For?
Encourage	<ul style="list-style-type: none"> Taunton Deane Borough Council Somerset College of Arts and Technology Parsons Brinkerhoff Somerset County Council West of Junction 25 Survey Challenge Winner – NHS South West 	Encouraging smarter travel choices by creating supportive travel initiatives
Enable	<ul style="list-style-type: none"> Hemington Primary School Minehead Car Club 	Enabling smarter travel choices through improvements to access through all modes of transport
Educate	<ul style="list-style-type: none"> Burnham-on-Sea.com 	Providing the right information for people planning smarter travel journeys
Exemplify	<ul style="list-style-type: none"> Sanders Garden World ☆ 	Setting a good corporate example when it comes to smarter travel choices
Enforce	<ul style="list-style-type: none"> West Somerset Council ☆ 	Enforcing smarter travel choices by providing and managing parking spaces for all modes of transport

- Shortlisted organisations in Somerset in 2009 also included NHS Somerset, Glastonbury Festival, and the National Trust.

Some of these companies (marked ☆) also signed up to the **Smarter Travel Charter** in 2009, which signifies their commitment to making long-term progress smarter travel choices.

The application process for **2010** is straightforward. Just explain what you have done in 2010 under any one or more of the categories listed above. Applications will open in September-October 2010 – it's never too early to start!

This year's awards generated positive publicity for all those involved, with excellent newspaper coverage. In 2010 we would like to award companies going ever further to help people get around in Somerset without a car.

SMARTER TRAVEL MANAGEMENT AWARD 2009 WINNERS

CATEGORY:

✓ **EXEMPLIFY**



Sanders Garden World, Brent Knoll

“A modern purpose built garden centre offering a huge range of products from plants to hot tubs.”

KEY ELEMENT

The award was provided on the basis of the garden centre providing flexible shopping arrangements (such as home shopping), and increasing the number of plants, shrubs and trees sourced from local suppliers.

Sanders Garden World has recently created a Somerset County Council-approved smarter travel management plan. This was produced by the company to accompany a planning application for its extension of the garden centre.

The travel plan contains a range of initiatives to help staff and visitors access the garden centre.

“We are delighted to have been acknowledged for our green travel credentials and are pleased to accept the award.” Mark Horler, Deputy Manager

 www.wyevale.co.uk

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

 www.pbworld.com | www.tauntondeane.gov.uk | www.somerset.ac.uk

SMARTER TRAVEL MANAGEMENT AWARD 2009 WINNERS

CATEGORY:
✓ **EDUCATE**

Burnham-on-Sea.com

Burnham-On-Sea Travel Pages



“Burnham-On-Sea.com is the biggest, most up-to-date web site for Burnham-On-Sea, Somerset, UK. Written by residents, it provides Community news, events & tourist information.”

KEY ELEMENT


The award was provided on the basis of the website promoting sustainable travel alongside car-based transport options. It sets a good example to other towns in Somerset of ways people can travel less by car and how to communicate this effectively.

Burnham-on-Sea.com has a well established website that provides comprehensive travel information – no matter how you want to travel.

It provides links and travel directions for coaches, train travel, bus services, taxis and live information on the motorway network. It also provides maps of the local area, alongside weather information and shopping directories – to make it easier for people to plan their journeys and see what Burnham has to offer.

“Many thanks for the surprise news that we have won an award!”

Mark Newman, Burnham-on-Sea.com

 www.burnham-on-sea.com/travel

SMARTER TRAVEL MANAGEMENT AWARD 2009 WINNERS

CATEGORY:
✓ **ENFORCE**

West Somerset Council, Williton



“Our business principle is to have a positive impact on the quality of life of those who live, work or visit the district.”

KEY ELEMENT

The award was provided on the comprehensive parking management regime that was introduced within in a largely rural commuting area. Car parking permits with an advanced Smart Card system to control the number of ‘free’ days staff are allowed, plus dedicated parking for car sharers, cyclists and motorcyclists.

West Somerset Council recently created a Somerset County Council-approved smarter travel management plan. This was produced to accompany a planning application for its new offices.

The travel plan contains a range of practical measures to help staff get to work sustainably, from home and flexible working, to tax breaks on bikes, bus ticket discounts, cycle servicing and providing travel directions for all modes of travel.

“...it gave the authority the opportunity to evaluate the impact of its current travel patterns across all its offices and service delivery depots.”

Jenny Genge, Assistant Parking Services Manager and Travel Plan Coordinator

 www.westsomersetonline.gov.uk

SMARTER TRAVEL MANAGEMENT AWARD 2009 WINNERS

CATEGORY:

✓ **ENABLE**

Minehead Car Club



“Book it, drive it, return it!”

KEY ELEMENT

The award was provided on the basis of the extra travel options this car provides the people of Minehead. It is a superb example of a community initiative which has brought Forum 21 and Climate Action West together with the technology providers AtWest Ltd to provide an alternative transport solution, for those with or without a car.

Minehead Car Club was launched in 2009. It offers people access to a car for a few hours, an evening or for a weekend. All fixed costs such as tax and insurance are covered. Members pay per hour and per mile.

Minehead is the first rural club in the County, run on a not-for-profit basis by community interests.

“Some people will find it works for them to sell the second household car and join the car club instead...”

Bill Butcher, Chairman of the Climate Action West Community Interest Company

 www.mineheadcarclub.com