

Somerset County Council



SMARTER TRAVEL MANAGEMENT AWARDS

2009

Need to give your business credentials a boost?

Somerset County Council's SMARTER TRAVEL MANAGEMENT AWARDS are designed to reward businesses who have demonstrated good business sense in helping their staff to get to work and their customers to access their products and services.

Each year, they will be awarded to up to ten organisations in Somerset.

Businesses and other organisations or groups that have demonstrated their commitment to reducing:

- carbon emissions
- transport costs
- staff time spent travelling

- and improving the health and productivity of their workforce are eligible to apply.

There are five categories of award:

- ✓ Setting a good corporate example
- ✓ Creating supportive initiatives
- ✓ Providing the right travel information
- ✓ Providing and managing parking spaces for all modes of transport
- ✓ Making improvements away from your site – plus managing deliveries and freight sustainably



What will we win?

Your business will gain a **glass Smarter Travel Management Award (STMA)**

You will also receive a **framed Smarter Travel Charter certificate**, countersigned by Somerset County Council, to display in your reception area, and have your name mentioned in a press release following the presentation of the award at your workplace.

The application process is straightforward. Just explain what you have done in 2009 under any of the headings below. Then, ask a senior manager to sign a copy of the Smarter Travel Charter, and send it all back to us. The closing date is **2nd November 2009**.

Businesses that have just started out can also apply for a foundation certificate.

Why should we be interested in Smarter Travel Management?

- ✓ Enabling employees to be more flexible in their choice of transport on business or while commuting can increase productivity, cut travel costs and improve staff recruitment and retention.
- ✓ Managing car parking is one of the major ways employers can discourage unnecessary car travel and can lead to significant financial savings through more efficient land use, reduced maintenance and income from parking charges.
- ✓ People often perceive public transport, walking and cycling to be "difficult" options. Good information on the transport choices available and how to use them can overcome this confusion and make people aware of their options. It also highlights the organisation's commitment to accessibility and environmental protection.
- ✓ Provision of facilities and incentives can enable and encourage staff to explore more efficient, stress-free ways to travel. Productivity can also be increased by cutting unnecessary travel and enabling staff to use their travelling time productively by providing portable IT equipment.
- ✓ Staff and customers walking or cycling to your site from their homes or from public transport stops are more affected by the external environment than those cocooned in a car so it is essential to create a supportive and attractive environment. Providing pool cars and bicycles for use when needed reduces pressure on staff to drive to work so as to have their own vehicle on hand and is usually cheaper than paying statutory mileage expenses for own-vehicle use.

Who can apply?

In Somerset there are more than 50,000 workplaces employing over 220,000 people. Almost half of all employees in Somerset live within walking and cycling distance (less than 5km) of their workplace. Many others live along public transport corridors or near people seeking car share partners, registered with www.carsharesomerset.com.

The awards are open to organisations in the public and private sector, of all sizes including self-employed and small businesses, voluntary organisations and groups, and local initiatives such as town centre groups and forums. You do not need to have a travel plan to enter.

How will the awards be judged?

The awards will be judged by a panel of members from Somerset County Council's Moving Forward team. Should there be a lack of consensus Somerset County Council's Travel Plan Coordinator will have the final say.

Four criteria will be taken into consideration, listed below. You do not have to fulfil all of these criteria to win an award; performing well in any one or more of the categories is sufficient.

- ✓ **UNIQUENESS AND INNOVATION** – Do you lead where others can only follow? Have you thought of something specific to deal with particular constraints affecting your premises? Have you thought of something new?
- ✓ **INTEGRATION** – Is what you have done integrated with other business policies or other schemes you have introduced? Are staff and customers aware that this is part of a wider picture?
- ✓ **QUALITY** – Have you gone a bit further than the rest and provided really high quality provision? Is what you have done a halo example for other businesses in Somerset to copy?
- ✓ **EFFECTIVENESS** – Has what you have done received good staff or customer feedback? Do you think people have noticed the difference? Has it had an effect on how people travel or how they feel about the travel choices they make?

The judges' decision will be final and no correspondence will be entered into. Winners will be notified by **9th November 2009** and awards will be presented at your workplace the week beginning **23rd November 2009**.

What are employers already doing in Somerset?

A growing number of employers are adopting formal travel plans. A travel plan is structured framework for assessing and managing travel to and from your site.

It allows you to take ownership of transport problems, developing solutions which will give your staff, customers and visitors easier access to your services and products.

It also provides the evidence of transport problems and demand for resolution needed to enable Somerset County Council to consider improvements to public infrastructure or services in the vicinity of your site, or to provide support services and funding for smarter travel initiatives.

Having a travel plan will also enable you to secure planning permission for expansions and new sites more easily. It may even be a formal requirement of your planning application.

Applying for a STMA is the start of an easy route to developing a travel plan.

What will Somerset County Council provide?

Somerset County Council has produced a guide to smarter travel management for your business.

Manual for Travel Plans helps you decide which solutions might work best for your organisation.

The online Travel Plan Resource Centre outlines the training and services available to help you maximise transport opportunities, and Moving Forward's Supporting Sustainable Travel to Work page lists local and national initiatives which support alternatives to car travel.

There is a dedicated Work Travel Co-ordinator who can offer free help and advice to any businesses trying to reduce their car traffic. Please contact us through our Moving Forward website www.movingsomersetforward.co.uk.

All award winners will be provided with a courtesy copy of Manual for Travel Plans and the offer of a free meeting to discuss their travel issues with Somerset County Council.

When do we need to apply by?

The Closing Date for applications is: **2nd November 2009**

Please return the application form to:

Email: movingforward@somerset.gov.uk

Post:

Margaret Turner
C7 Strategic Planning
County Hall
Taunton
TA1 4DY

Fax: 01823 35 6113/4

For all enquiries, please contact Reggie Tricker using the email address above or by phoning 01823 35 8079 during office hours.

WANT TO IMPROVE THE HEALTH AND PRODUCTIVITY OF YOUR WORKFORCE?

Our guidance helps businesses to:

- Reduce carbon emissions
- Reduce transport costs
- Reduce staff time spent travelling

CONTACT US DIRECT TO FIND OUT MORE

WWW.MOVINGSOMERSETFORWARD.CO.UK/BUSINESS

MOVINGFORWARD



Moving Forward is a Somerset County Council initiative to reduce congestion and pollution in Somerset by helping people to explore sustainable transport options.

www.movingforward.co.uk provides detailed information about all forms of transport in Somerset and beyond, helping individuals and businesses understand their options, plan their journeys, and get further support.