

WEST OF J 25

25 prizes to be won!

SURVEY CHALLENGE GUIDE

Dear Survey Challenge Rep,

Welcome to the Junction 25 Travel Survey Challenge. **WHAT IS THE SURVEY ALL ABOUT?** This survey aims to raise awareness of the transport options in and around Junction 25 of the M5, and introduce the West of Junction 25 travel plan to all employees working in the area.

Employees have three weeks to complete the survey as follows. Closing date: **Fri 5th Mar 2010:**

Online:

- Visiting www.movingsomersetforward.co.uk/business/survey

On paper:

- **Download** a shortened paper copy from www.movingsomersetforward.co.uk/j25 and print off however many you need
- By the employer (yourselves) **collecting** as many as you require from Alder King (Heron Gate) or the NHS Strategic Health Authority (Blackbrook Business Park)
- **Email us** with your requirements and we'll deliver them direct or send them in the post

 **HIGHWAYS**
AGENCY

To get the best information out of the survey, it is important to **RAISE AWARENESS**, if only **10%** of staff know about the survey, **90%** will never give us their views. This will reduce the impact the project can have on solving local transport problems. The survey only takes **10 minutes** to fill in AND there are **PRIZES**.

This pack contains **ideas and templates** you can use to make promoting the survey within your workplace **EASY**.

Contact:

If you or your staff members have any **QUERIES** about the survey, please contact JMP Consultants who are helping Somerset County Council and the Highways Agency carry out the survey:

JMP Consultants Tel. 0117 930 8873

Email. j25@swcommuterchallenge.co.uk

PROMOTING THE SURVEY TO STAFF

There are **many things** you and your organisation can do to promote your survey to **staff**. You can **pick and mix** from the list suggested below according to what **suits your company** and the **resources you have**.

POSTERS

Examples are available to **download and print** at www.movingsomersetforward.co.uk/j25.

You could put these up:

- ✓ In tea kitchens
- ✓ On the back of toilet doors – a captive audience!
- ✓ In receptions
- ✓ On noticeboards around the office
- ✓ In bike sheds or car parks (we can provide laminated copies)



PUT AN EASY-TO-FIND LINK ON THE STAFF INTRANET

- ✓ If you have a **staff intranet** then including a short article and a link to the survey website – www.movingsomersetforward.co.uk/business/survey - is an excellent way of communicating with staff. Please see the **templates later in this guide** for an idea of text to include.

ARTICLES IN STAFF NEWSLETTERS

- ✓ An effective way of reaching staff if used as an already-established line of communication. Use our **logo** to help draw attention to the article – you can download it from the project website.

EMAIL SIGNATURE

- ✓ Why not ask managers to add an additional line to their email sign-off about the project, e.g. **Are you ever stuck on Junction 25? Then go to www.movingsomersetforward.co.uk/j25**

What better way of raising awareness of the plan with staff and visitors? Employees will then be signposted directly to the online survey.

BULK EMAIL TO STAFF

- ✓ Large companies' IT teams often have an email address book or group to send email messages around **all staff**. Do this first thing in the morning or late at night for best effect and to avoid people feeling as their working day has been intruded upon.

LAUNCH EVENT

- ✓ You could do a morning survey launch or drop-in/awareness session. Set up a **table in any main staff area**, attach posters to the table and hook up a networked PC for people to fill in the survey online there and then. How about a tub of sweets to lure people in...!

PAPER COPIES

- ✓ It is important for **all staff to be involved** and not everyone has access to the online survey. Because it's easier for us to analyse the results, we'd prefer it if as many people as possible did it online.

AFTER THE SURVEY

The Project Team will be analysing all results and giving employers employer-by-employer summaries of what the survey has shown about how people travel and why.

The Project Team will let you know if there have been any prize winners in your company and you can use these as good news stories internally. Why not publicise it on your intranet or company newsletter?

We'll also give you an idea of your carbon footprint and how much could be saved by getting employers to change the way they travel once-a-week.

BE FLEXIBLE AND HAVE FUN

People do like engaging in surveys, particularly if they've got something on their mind or they really want to help. Don't frighten people into doing surveys – a response rate of 4 out of 10 is good enough. Not everyone will take part.

If you find a great way of publicising the survey, let us know and we can tell others about it.

TEMPLATES

To assist survey challenge reps in promoting the survey, we have put together some example texts you can use within your company.

- T1. Email to staff
- T2. Article for newsletter
- T3. Article for intranet

T1. Email to staff

Subject Line: Are you up to the survey challenge?

Dear all

Would you like to improve transport to and from work but not sure where to start?

Would you like the chance to win a free lunch voucher, shopping voucher or array of travel gizmos?

Then go to www.movingsomersetforward.co.uk/business/survey and compete in the survey challenge before 5th March 2010.

The survey is being run by Somerset County Council but we're taking part as we want to improve travel options in the area. We can only do this if you tell us how you travel, what you want and how we can help. We're giving you permission to spend the 10 minutes at work that it takes to complete the online questionnaire – it's quick and easy.

You can find out more about the project by following the link at the end of the survey.

Have fun and good luck!

[Your name]

[Your job title]

[Your department]

T2. Article for newsletter

Stuck on Junction 25?

Everyone knows that using the road network can be frustrating at times. Getting to work is good. But it can create traffic jams, parking and safety problems, pollution and noise. Somerset County Council is working with the Highways Agency over the next two years to design and implement a strategy to improve the journey to work in the area to the West of the M5 Junction in Taunton - by developing or helping people find new and alternative ways to get to work. They are working with local employers such as [insert your company name] to try and come up with the best solutions.

What is the West of J25 Business Travel Network

The West of J25 Business Travel Network is a group of employers who represent the interests of their staff and liaise with local authorities and transport operators to improve transport choices. Since 2007, the Highways Agency has been involved in 20 travel initiatives like this across the country. The Taunton project is the first time they've been involved with one in Somerset. They manage the M5.

A survey challenge

This Project is just beginning. We are asking staff to take 10 minutes of their working day to take part in a survey challenge. The more responses we can get, the better the chance of your transport issues being recognised and solved. You can fill in the survey online, and there are a range of prizes on offer. The company with the most responses for its size will also win a prize.

Sounds good, what do we have to do?

Visit www.movingsomersetforward.co.uk/business/survey before 5th March to complete the survey online.

If you can't get access to the internet at work, ask [contact details in company – email and telephone] for a paper copy of the survey to fill in.

What happens next?

Once all the survey forms have been completed, Somerset County Council and the Highways Agency will analyse them and develop an action plan of new ideas from the results. They'll discuss what to do next with a group of local employers. The results of the survey and the proposed ideas will be put on the project website www.movingforward.co.uk/j25 all respondents to see.

Contact JMP Consultants if you have any questions: JMP Consultants Tel. 0117 930 8873

Email. j25@swcommuterchallenge.co.uk



T3. Article for intranet

Are you stuck on Junction 25? Then take the travel survey challenge...

Would you like getting to work to be easier, and have the chance of winning a prize at the same time? If so, take 10 minutes to complete an online survey designed just for you.

As an employee, we'd like you to help [your company] advise Somerset County Council and the Highways Agency what we could all be doing to improve travel choices to and from work. They are starting on a two-year project and need your views and opinions on what works, and what doesn't.

Please go to www.movingsomersetforward.co.uk/business/survey and do our online travel survey (or if you're not online at work, please ask your manager for a paper copy – they can download questionnaires from the web, or get them from JMP Consultants Tel. 0117 930 8873; Email. j25@swcommuterchallenge.co.uk). The closing date is 5th March 2010.

You'll be doing your bit to help yourself and others from [your company] get into work more easily.

[Your name]

[Your job title]

[Your department]

[Email and Tel]



SURVEY CHALLENGE TIMETABLE

Survey begins 15th February 2010 – on survey start date:

- ✓ Put posters in key areas
- ✓ Put prominent link on intranet
- ✓ Investigate getting an article in a newsletter/weekly internal briefing

During first week of survey:

- ✓ Send bulk email to staff
- ✓ Set up a launch morning with a laptop so staff can complete the survey online

Start of second week of survey:

- ✓ Publish an article in the company newsletter/weekly internal briefing
- ✓ Use email signature on emails to staff to remind them to do the survey

Last two days of survey (4th – 5th March):

- ✓ Send bulk email to staff reminding them of the prizes and the closing date

After the survey:

- ✓ Make sure posters are taken down and staff are thanked for completing the survey
- ✓ If they ask make sure staff know that results will be fed back to employers and made available on the project website within 8-12 weeks