

Local Sustainable Transport Fund

Business Support Offer

Local Sustainable Transport Fund (LSTF)

LSTF funding has been granted to the West of England Councils by central Government to increase the viability and popularity of sustainable modes of travel in the region. It aims to reduce local congestion, encourage economic activity in the area and reduce carbon emissions. It is delivering a variety of infrastructural improvements across the area as well as engagement support for businesses, schools, universities and community groups. Current funding is available until March 2016.

To access the support available for businesses contact: Sara Sloman or Kurt Scheibl, Business Engagement Managers 01179036847; sara.sloman@bristol.gov.uk; kurt.scheibl@bristol.gov.uk,

For your business

1. Travel Surveys

Each year Bristol City Council carries out a survey for employers to find out how their employees travel to work. As a Bristol company or organisation you can use this service for free and are provided with tailored employee travel results. The next Bristol-wide survey will take place in 2015. To register your interest please email [Kurt.scheibl@bristol.gov.uk](mailto:kurt.scheibl@bristol.gov.uk) or sara.sloman@bristol.gov.uk

2. Identifying Target Areas: Support tools

In order to support you in identifying key areas to target within your business, the project can provide both a free site audit and employee travel survey tool (both hosted on Survey Monkey) and a follow up summary report to establish base line information. This is incredibly beneficial in establishing next steps, increasing employee engagement and creating a strong business case for change.

3. Employer Grants

We can offer grants to help fund activities or infrastructure improvements to encourage sustainable commuting at your workplace. Grants require 50% match funding and can be used either for the implementation of physical measures or for promotional activities. Examples of these include new or improved cycle parking or storage facilities, parking management facilities, provision of pool bikes, provision of car sharing bays in staff car parks, promotion of car sharing and events to promote walking and cycling. The maximum grant is £30,000.

4. Car Clubs

There are a number of car clubs operating across the South West now offering electric and hybrid vehicles as part of their fleet. Please see www.travelwest.info/supportservices for further details of car clubs or contact them directly using the details below:

City Car Club

Call 0845 330 1234

www.citycarclub.co.uk/

email: membership@citycarclub.co.uk

Zipcar

Call 0845 644 8475

www.zipcar.co.uk/

email: services@zipcar.co.uk

Co-wheels Car Club

Call 0845 602 8030

www.co-wheels.org.uk/

email: info@co-wheels.org.uk

5. Electric pool bikes

If there is scope for your employees to use an electric bike for short journeys, we can arrange for a fully managed 2-month free loan for you to scope out demand and potential usage.

6. Corporate Discounts

a. First Bus corporate membership

The Corporate Travel Club from First Bus provides discounted bus travel to the employees of partner organisations. The scheme is free of charge for the employer, and employees sign themselves up online.

7. Travel Planning

Bristol City Council is able to offer support to businesses that are looking to establish a travel plan. A travel plan is a range of measures aimed at managing the transport needs of an organisation with the aim to reduce the number of single occupancy car trips and to increase workplace accessibility by promoting wider travel choices. Technical advice and support is on offer to organisations in Bristol.

For your staff

1. Staff Engagement Roadshow

The Travelwest Roadshow Team can visit your workplace to engage your staff about trying out active and sustainable ways of getting to work. Under current funding, this service is entirely free of charge for you as an employer. All services provided to your staff at the event are also free of charge. Duration/Event specifics can be discussed with your Business Engagement Manager (details above).



As standard, the Travelwest Travel Advisors provide:

- Personalised 1:1 route planning advice to staff
- Access to West of England travel incentive schemes, such as free adult cycle training (see below)
- Up-to-date information on cycling, walking, car share & public transport services
- 'Motivational interviewing' techniques to help encourage your staff to explore alternatives to driving to work on their own
- Seasonal 'give-aways' such as umbrellas for walkers, high-vis bibs for cyclists; car air fresheners for car sharing

2. Employee Incentives

To encourage people to try out different ways of travelling, we provide a range of free incentive schemes. Your staff will be able to take advantage of these schemes by talking to a travel advisor at a Roadshow or via email on travel.roadshow@westofengland.org:

- 1:1 Adult Cycle Training sessions
- Loan Bikes available for up to 1 month to try different styles (hybrid, electric or fold-up)
- Accompanied rides to find your best route to work
- Public Transport 'Taster Tickets'
- City Car Club and Zipcar discounts
- Motorcycle confidence training

3. Guides to staff campaigns

Learn from other examples of best practice and advice through our guides to promoting sustainable travel to your staff. Online resources will be available from April 2015. Resources will include:

- Promoting Cycling
- Promoting Car Sharing
- Promoting Public Transport
- Getting Managerial Support
- New Starter Travel Info
- Recruiting sustainable travel 'champions'

4. Phone App Travel Support

The project can offer two mobile phone applications designed to motivate and support those employees engaging in a new form of travel, particularly cycling and bus travel. To find out more please contact your business engagement manager.

Business to Business Networks

1. Bristol Workplace Travel Network

The Bristol Workplace Travel Network (BWTN) is a group of employers committed to the promotion of sustainable travel, both to help employers commuting and for business efficacy. The network meets three or four times a year to discuss common travel issues, share experiences and get up to date information about local travel. The meetings are helped by regular contact through electronic newsletters. Membership is free. A wide range of topics are included in response to members' needs. Examples include:

- The business benefits of workplace travel plans
- Work/life balance policies
- Reducing business travel through tele-working
- Car clubs and car sharing
- The health benefits of active travel
- Bus, rail and ferry service improvements
- Strategic planning, such as bus rapid transit, Local Sustainable Transport fund etc..

It is suitable both for those thinking about travel planning for the first time and for experienced practitioners.

To join the BWTN or to find out more information please contact:

Email: sara.sloman@bristol.gov.uk or kurt.scheibl@bristol.gov.uk

2. Travelwest Travel Awards Ceremony

To recognise the superb achievements of companies across the region, the West of England Councils hold an annual awards ceremony and networking event each November. Companies and organisations are recognised for efforts towards sustainable travel as well as presentations for Travel Plan Accreditations. This offers your company the chance to celebrate achievements and circulate good news stories.

More info: www.travelwest.info/travelawards

Contact

For more information on any of the above, please contact Kurt Scheibl or Sara Sloman, Business Engagement Managers for Bristol:

kurt.scheibl@bristol.gov.uk

sara.sloman@bristol.gov.uk

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www.travelwest.info/gettowork