

SMARTER TRAVEL WORKPLACES NEWSLETTER

Issue 3 - May 2012

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Congratulations to the Smarter Travel Workplaces Partners who won Green Awards this year!

Green Leader Award

Padraig Ryan, Children's University Hospital, Temple St.

Green Healthcare Award

Children's University Hospital, Temple Street

Green Travel Initiatives Award

University College Cork, well done Stephan Koch & colleagues!

Green School/College Award

University College Cork



10 Minute Cycle Challenge Over €5,000 worth of prizes on offer!

The annual 10 Minute Cycle Challenge will run from **6th - 26th June** with **great prizes** on offer for participants. It will encompass National Bike Week (16th-24th).

Why should your workplace sign up?

- To support employees to be more active as well as reducing pressure on parking on site!
- Employees' health - physical & mental
- Healthy staff = productive staff + less sick days!
- It is a fun free motivating challenge. In 2011:
 - 92% of coordinators reported the challenge as being good for team spirit/building.
 - 65% of participants said being part of a team was a benefit of getting involved.
- Last year 83% of respondents reported intention to cycle to work on a regular basis after the challenge (41% prior to the challenge!)

Registration is closing soon - email cyclechallenge@smartertravelworkplaces.ie

For more information visit www.cyclechallenge.ie or search for 'Facebook 10 Minute Cycle Challenge'



For further information on the Smarter Travel Workplaces Programme please visit www.smartertravelworkplaces.ie

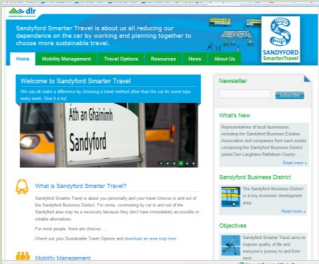


Partner Workplaces Examples- How do I get there?

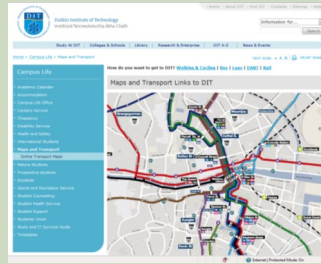
Many of our Partners have been busy this year making information on getting to their site easier to access. You might find the following examples useful in facilitating access to your workplace.



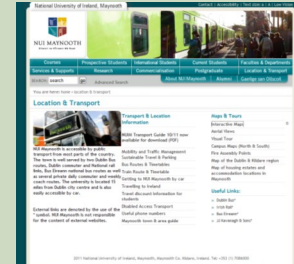
The Mater Misericordiae University Hospital
www.mater.ie/travelling-to-the-hospital



Sandyford Smarter Travel
www.sandyfordsmartertravel.ie



Dublin Institute of Technology
www.dit.ie/campuslife/transport



National University of Ireland Maynooth
www.nuim.ie/location



Car clubs

Is your company thinking about reducing your fleet or looking at alternatives to business travel in employees' own cars? If so you might be interested in the concept of Car Clubs – think Dublin Bikes, but in cars!

Car clubs provide vehicles (usually cars and vans) to members on a pay-as-you-drive basis. While car clubs operate in both urban and rural areas around the world, most service providers operate most of their fleet in highly

populated urban areas. Companies currently using car clubs in Ireland include Cork City Council, Deloitte, Google, Fumbally Exchange, National College of Ireland and the Rotunda Hospital.

For the company, having access to a car club can reduce the need to provide parking spaces for employees, as well as facilitating those who don't own a car or drive to work to carry out business travel by car when needed. Employers can also save money on mileage rates, depending on the trip.

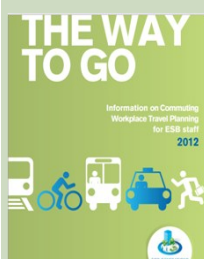
In terms of environmental benefits, research in the UK and mainland Europe shows that car clubs can reduce total car miles driven, with members choosing to walk, cycle and use public transport more often too. One car club vehicle can also reduce the necessity for up to 15 privately owned cars – saving on manufacture, emissions, parking space and congestion.

For more information on car clubs, visit

www.gocar.ie (currently in Dublin & Cork)

www.nextgreencar.com/carclubs.php (for general facts & figures)

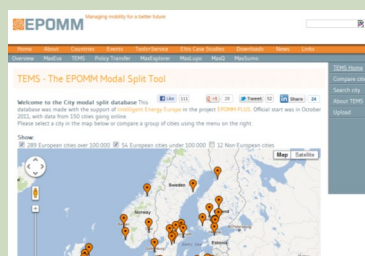
Travel Plans for multiple locations



ESB have developed a leaflet for other ESB offices interested in developing a workplace travel plan. This

resource might be of interest to you if you have multiple locations and all are not yet engaging in workplace travel planning. Visit www.smartertravelworkplaces.ie/media/way_to_go.pdf

TEMS The EPOMM Modal Split Tool



EPOMM is the European Platform on Mobility Management. It is a non profit organisation. TEMS is a database created by EPOMM of modal splits from all around Europe. You may find this useful to see how you fare against similar size cities. Visit www.epomm.eu/tems/

How clean is your car?



VISIT: www.seai.ie/Power_of_One/Getting_Around/HCIYC/ to find out!



Smarter Travel Workplaces Calendar of Events 2012

24th May: Site visit - Mater Misericordiae University Hospital, Eccles Street, Dublin 7

30th May: Partner Seminar: Engaging Management & Staff in Active Travel, Dublin

6th-26th June: 10 Minute Cycle Challenge

16th-24th June: National Bike Week

27th June: National Cycle to Work Day

12th September– 10th October: Pedometer Challenge 2012

Smarter Travel Workplaces Partner Seminar



The benefits of active travel to your organisation and how to lead this change



In a recent survey Smarter Travel Workplaces Partners indicated that they would like to find out more about active travel and how to lead staff and management to support this agenda. As a result we have pulled together some very experienced speakers to provide you with insight into this area.

Speakers:

Scott Davidson, National Programmes Coordinator, Workplaces, Sustrans, UK

Scott coordinates the development, research and delivery nationally of programmes to workplaces in an effort to save money, improve productivity, health, well being and employee loyalty through active travel projects. Scott has worked with a number of workplaces including BSKyB. Sustrans has significant experience working with business to enable active travel for over 20 years.

Orla Slevin, Occupational Health, Leo Pharma.

Orla is responsible for employee health in Leo Pharma. Orla has been very successful in working with management to create an environment supportive to active travel. Orla has also managed initiatives to promote walking and cycling all of which have been evaluated with positive results.. As a result of Orla's work increases in activity and employee health have been realised in Leo Pharma.

Kristin Quinn, Communications & Corporate Responsibility Manager, ESB.

Kristin has extensive experience in leading change in her organisation, particularly with a view to successfully implementing a best practice travel plan, including active travel.

Location: Dublin city – location to be announced

Date: Wednesday 30th May, 12pm – 4pm

To Register: email sharon.daly@smartertravelworkplaces.ie

The full agenda is available on www.smartertravelworkplaces.ie/events

Mater Misericordiae University Hospital Site Visit

Partners are now offered the opportunity to visit the Mater Misericordiae University Hospital site and to hear about their experiences implementing a workplace travel plan, and to see their facilities for active commuters. **Date:** Thursday 24th May 2012 **Time:** 11am to 1pm

To register email sharon.daly@smartertravelworkplaces.ie before Friday 18th May

Other Upcoming Events

Fully Charged 2012, July 11th 2012. This event is Hosted by ESB ecars on behalf of the Green eMotion EU Project. Visit www.fullycharged2012.com

The Irish Cycling Show 2012, 19 & 20th of May, RDS, Dublin. Visit www.irishcyclingshow.com

Dublin Cycling Campaign Annual Lecture & International Workshop; 21st & 22nd June.

Further details will be available shortly on www.dublincycling.ie



Case Study: Genzyme

By Ruth Mustard, Smarter Travel Workplaces Facilitator



Genzyme is a large pharmaceutical company, based on the northern outskirts of Waterford. There are approximately 500 employees based at this location, a high proportion of which work shift patterns. There are approximately 470 car parking spaces, 9 of which are allocated for disabled drivers, visitors and expectant mothers. Public transport provision serving the site is limited and it has a relatively small walk-in and cycle catchment.

Genzyme joined the Smarter Travel Workplaces programme in the latter part of 2010 and an employee travel survey was undertaken soon after this in early 2011. The results of the travel survey highlight that a high proportion of employees live in the rural areas surrounding Waterford where there is no realistic travel alternative to the private car for journeys to work. This is confirmed in the results of the 2011 travel survey, which indicate a high car driver mode share at 88% and second to that a car passenger mode share of 8%.

Genzyme, in partnership with the Smarter Travel Workplaces, developed an Action Plan of short, medium and longer term measures dealing specifically with the issues raised within the travel survey. One of the key measures was the introduction of a carsharing scheme for employees.

Using the National Transport Authority web based carsharing scheme www.carsharing.ie, Genzyme implemented an employee carsharing scheme in early 2012 with the official launch of the scheme in January 2012. Since this time over 36 employees have signed up to the scheme and this number continues to grow.



Genzyme has shown its commitment to the success and promotion of the carsharing scheme through the following:

- Introduction of carsharing permits to identify carsharing groups. These are available to employees who actively use the carsharing website;
- Introduction of 9 dedicated carsharing spaces in close proximity to the building entrance;
- On-going promotion of the scheme including a promotional event in April 2012;
- Monitoring demand;
- Earmarked a further 10 dedicated carsharing spaces when there is the demand for this; and
- Closely monitoring the use of the carsharing spaces to ensure these are not being misused.

During the promotional event in April 2012, active carsharers commented on the benefits they were realising since joining the scheme including cost and journey time savings.

Genzyme also appreciates the importance of promoting not only the carsharing scheme but other measures and ways of creating a Smarter Travel Workplace, including the introduction of cycle spin classes within the office, involvement in the bike to work scheme and the provision of information through the organisation's intranet.



Did you know we are on **Facebook**?

We update our Facebook page with information on upcoming events, photos and other interesting things! **Check it out here!**

Share your ideas!

We are always looking for new ways to support our Partner workplaces. If there is an activity, event or resource that you feel you would find useful, please get in touch, send your emails to info@smartertravelworkplaces.ie

