

# 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 2015.

To access the support available for businesses contact: Sara Sloman or Jacob Pryor, Business Engagement Managers 01179036847; [sara.sloman@bristol.gov.uk](mailto:sara.sloman@bristol.gov.uk); [jacob.pryor@bristol.gov.uk](mailto:jacob.pryor@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 [Jacob.pryor@bristol.gov.uk](mailto:jacob.pryor@bristol.gov.uk) or [sara.sloman@bristol.gov.uk](mailto: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. Electric Vehicles

### a. Charge Points

There is funding available to provide businesses with an electric vehicle charging point, either wall or post mounted. The scheme in Bristol City Council fully funds the costs of charging points. Groundwork costs can be match-funded by the LSTF employer grants (point 1 above). Companies who can identify a viable opportunity to expand electric vehicle use, especially in conjunction with the Co-Wheels scheme, are especially encouraged to apply.



### b. 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 –

#### **City Car Club**

Call 0845 330 1234

[www.citycarclub.co.uk/](http://www.citycarclub.co.uk/)

email: [membership@citycarclub.co.uk](mailto:membership@citycarclub.co.uk)

#### **Zipcar**

Call 0845 644 8475

[www.zipcar.co.uk/](http://www.zipcar.co.uk/)

email: [services@zipcar.co.uk](mailto:services@zipcar.co.uk)

#### **Co-wheels Car Club**

Call 0845 602 8030

[www.co-wheels.org.uk/](http://www.co-wheels.org.uk/)

email: [info@co-wheels.org.uk](mailto:info@co-wheels.org.uk)

Please see [www.travelwest.info/supportservices](http://www.travelwest.info/supportservices) for further details of car clubs.

## 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. Emergency Cycle Repair Kits

We can supply you with a free, comprehensive Emergency Cycle Repair Kit. The kits are designed to be stored at a reception or similar location, and made available to cyclists for minor repairs to their cycles. This is designed to increase staff confidence in the reliability of biking to work. You will be responsible for replacing the stock once used – like a first aid kit for bikes.



## 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.

### b. Car Club discount

For businesses near City Car Club or Zipcar vehicles (mainly Bristol City Centre), we are offering an incentive to join up and try out the service. Employers can sign up with one free member and all additional members charged at £12 each, there is also a £90 driving credit added to your account to get you started.

## 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.

The Roadshow Team can be accompanied by one of the following extras:

- 'Dr Bike' on-site bike mechanic for free bike check-ups
- Bike maintenance training session
- Bike-powered smoothie team

## **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](mailto: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 January 2014. 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](mailto:Sara.sloman@bristol.gov.uk) or [Jacob.pryor@bristol.gov.uk](mailto:Jacob.pryor@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](http://www.travelwest.info/travelawards)

## Contact

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

[jacob.pryor@bristol.gov.uk](mailto:jacob.pryor@bristol.gov.uk)

[sara.sloman@bristol.gov.uk](mailto:sara.sloman@bristol.gov.uk)

0117 903 6847

[www.travelwest.info/gettowork](http://www.travelwest.info/gettowork)