



BIG Green Commuter Challenge 2010

Briefing for Participants

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BIG Green Commuter Challenge

- Objectives
- Why take part?
- What's different in 2010
- Co-ordinator's role
- Support available
- Discounted bus travel
- Guidelines
- Publicity
- After the event
- Questions



Objectives

- To increase the number of commuters who use **active and sustainable modes of transport**
- To decrease the number of single occupant vehicles as a means **to reduce emissions and air pollution**
- To encourage individuals **to explore healthier options**
- To **recognise and reward** the individuals and groups that support environmentally friendly commuting options
- **To publicise the social, personal and environmental benefits** of sustainable commuting and encourage other commuters to make healthy choices

What is it?

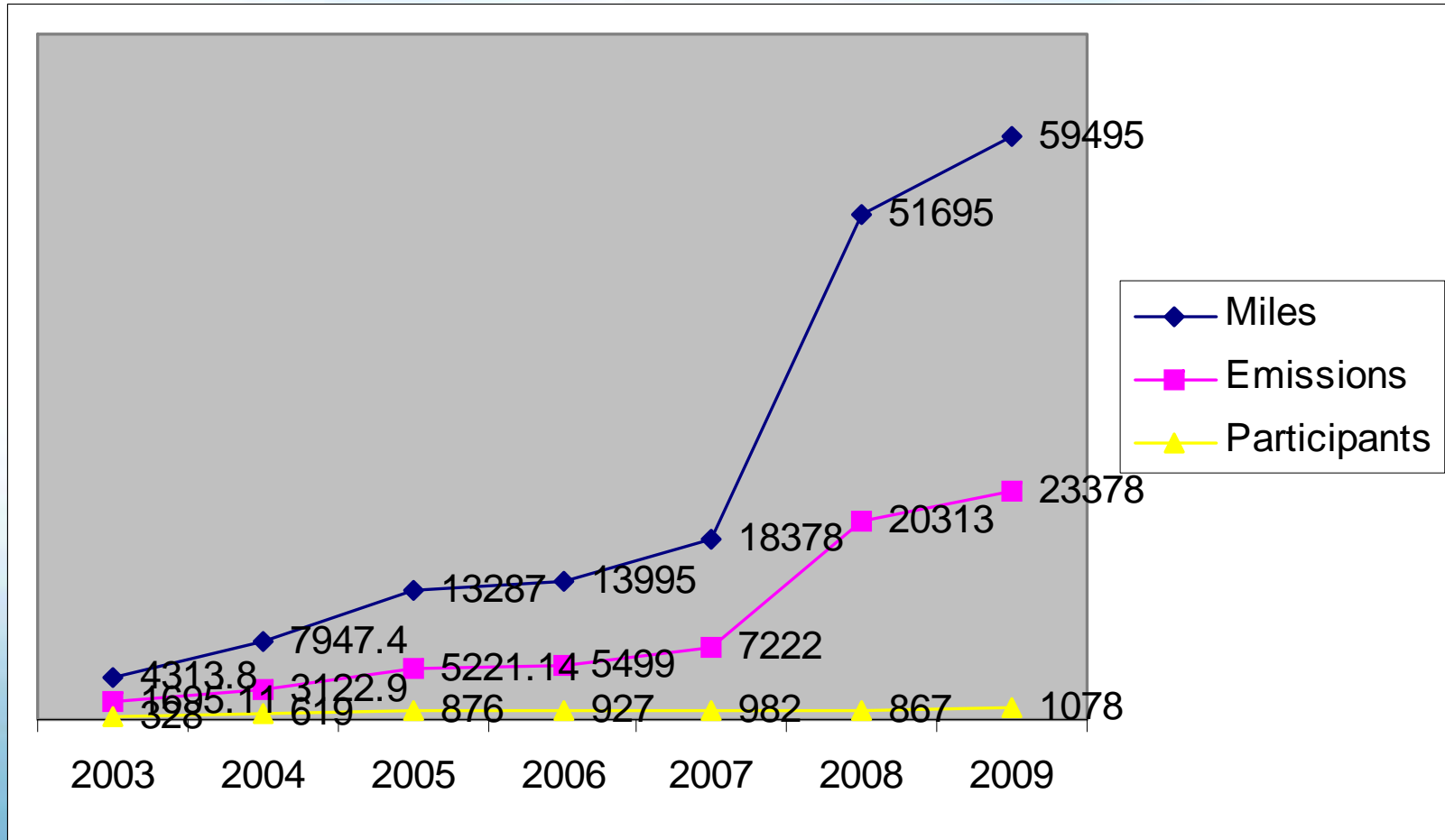
- Competition between local organisations to encourage employees to use sustainable alternatives for:
 - commuting
 - business trips
- May 17th – 23rd 2010 (Monday – Sunday)

Start your day
a different way.

Achievements to Date

- 79 different organisations have taken part since 2003
- They have between them saved:
 - 169,111 miles
 - 66,451 kgs of emissions

Achievements to Date



Why Take Part?

- it's free
- it's fun
- it promotes your organisation as green, forward-looking and community-minded
- it's a great bonding and team-building exercise

Why Take Part?

Incentives

- for employees & organisations
 - (e.g. prizes, discounts, trophies, certificates, publicity)

Good for your organisation

- help meet targets
 - e.g. carbon reduction & travel plan
- enhance image
 - e.g. environmental & with local community
- identify problem areas
 - e.g. lack of cycle storage, poor bus services
- can lead to long term benefits
 - e.g. reduce car parking problems / sickness absenteeism
 - Improve retention & recruitment

Why Take Part?

- Ready made money saver!
 - Parking costs can add up to £1800 a year
 - Car share and save an average of £1000 a year
 - Fuel consumption is higher when the engine is cold on short journeys
 - Travelling by bike or on foot is virtually free
 - Travel costs can be significantly reduced with annual tickets
- BGCC discounts
- Health benefits
 - Drivers can be exposed to 3 x the emissions of pedestrians and cyclists
 - Regular walking and cycling = long term health benefits
 - Less cars on road = safer roads, cleaner air

Following in their Footsteps

H&S Aviation

HM Naval Base

Portsmouth City Council

Portsmouth Hospitals

Primary Care Trust

Groundwork Solent

Gunwharf Quays Management and various tenants

Highbury College

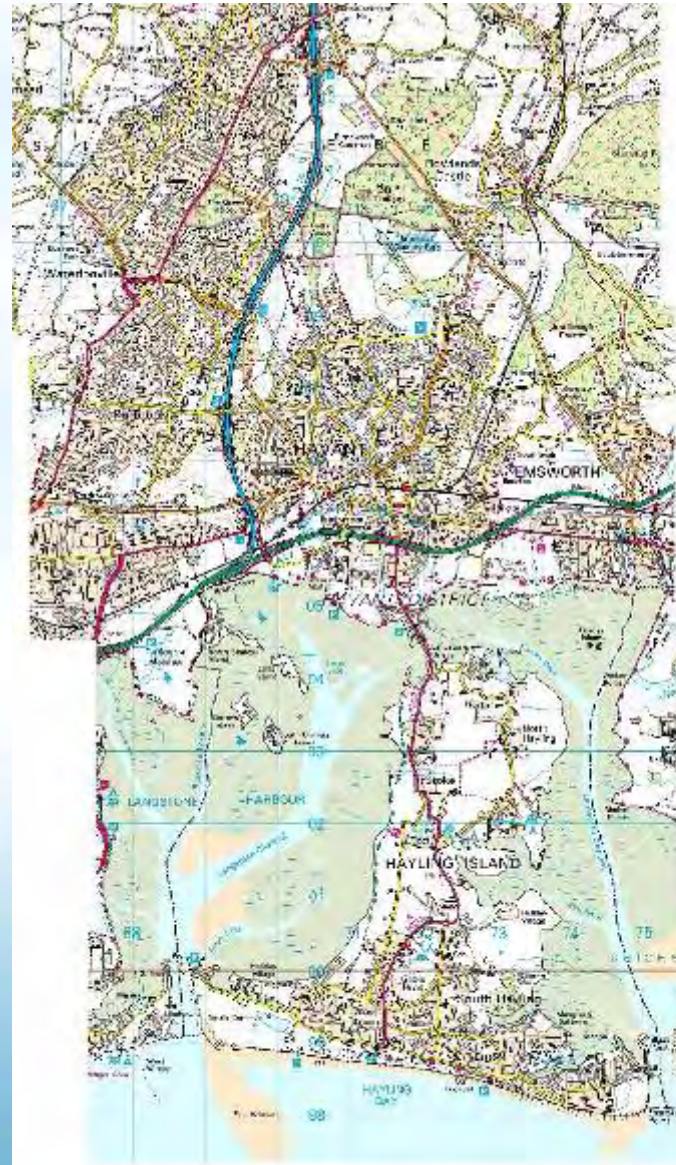
Southern Electric plc

University of Portsmouth

Wyeth

Ideal Location

- Geography and topography
- Distances
- Climate
- Regular bus services
- 4 train stations
- Ferry
- Cycle routes



What's New in 2010

- Havant BC running BGCC in the Borough
- Date and time changes
 - a week later than the 2009 event (17-23 May) and 7 days
- New cycle discount
 - with Halfords
- Bus vouchers for discounted travel
 - strict deadlines
 - payment form amended and must be emailed along with spreadsheet
- Data Protection
 - Leaflet, online recording of miles and discount vouchers
- Evaluation

Co-Ordinator's Role

- Register online NOW
<http://www.surveymonkey.com/s/J52CQKT>
- Publicise the Challenge & discounts
- By 23 April (at latest) – get completed vouchers / order form to bus companies to get discounted weekly bus travel
- By 4 June – remind employees to register miles online
- The more participants, the more miles saved
- Sit back and see if you have won!

Where do I start?

- Have a plan
- Gain support
 - senior management, volunteers, champions, enthusiastic individuals
- Consider how to encourage alternatives
 - car share database, cycle parking, flexitime, demos, provide timetables & cycle or bus maps
- Publicise
 - leaflets, posters, intranet, emails, newsletters
- Raise awareness of discounted bus tickets
- Consider extras – breakfasts, internal competitions, ‘clocking in’ variations etc.

Support from HBC

- Advice and information
- Guidelines
- Website – www.havant.gov.uk/havant-4945
- Leaflets and posters (paper and electronic versions)
- Sample emails
- Prizes / discounts
- HBC organised publicity (feel free to do your own as well)
- Other resources e.g. maps and travel leaflets

Online Registration

The **BIG**
Green
COMMUTER
CHALLENGE **2010**

17-23 May 2010
Register your organisation

2 / 2 100%

* 1. Please tell us your contact details.

Name

Organisation

Address

Phone number

Email

Chief executive's name

* 2. How many people are employed by your organisation?

Please be accurate, as we use this information to calculate the winning organisation.

Number of employees

* 3. Which local authority is your organisation based in?

Havant Borough Council Portsmouth City Council Other

* 4. Has your organisation taken part in the Commuter Challenge before?

Yes No

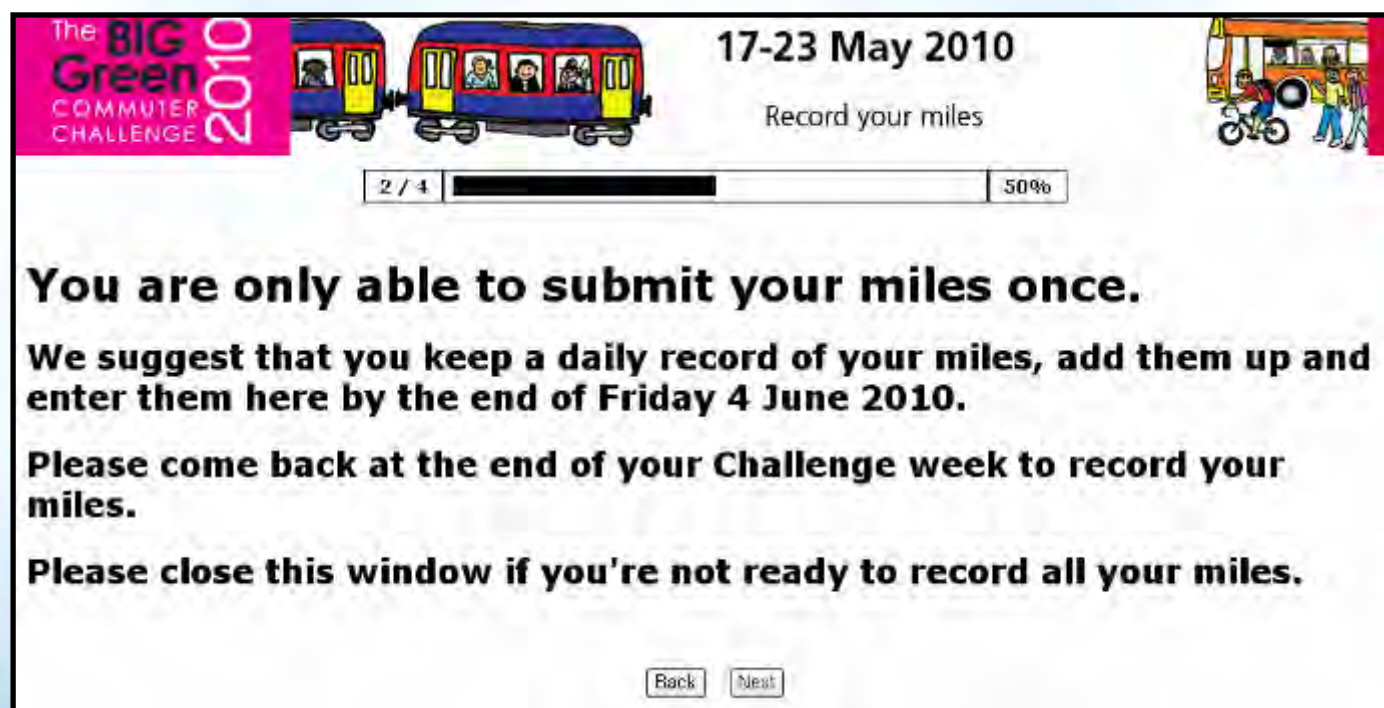
Just click submit to send us your details and we'll get in touch with you shortly.

Registration closes this Friday, 16th April

Recording Miles

- Online facility
 - to simplify process
 - reduce workload for co-ordinator
- Available during BGCC week until 4 June
- If miles not recorded no chance of winning
- Limited internet access at workplace
 - accessible from home
 - co-ordinator can add to the website on their behalf

Recording Miles



The **BIG**
Green
COMMUTER
CHALLENGE **2010**

17-23 May 2010

Record your miles

2 / 4 50%

You are only able to submit your miles once.

We suggest that you keep a daily record of your miles, add them up and enter them here by the end of Friday 4 June 2010.

Please come back at the end of your Challenge week to record your miles.

Please close this window if you're not ready to record all your miles.

Back Next

Submit miles by 4th June at the latest



17-23 May 2010

Record your miles



3 / 4

75%

* 1. Use the drop down list to tell us where you work.

If you're a member of the public, please select the area where you work from one of the first four options.

If you work for a large organisation that has several different buildings or sites, please also enter the work location below.

Select your organisation

I work for...

Portsmouth City Council

Work location

* 2. Would you like to be entered for the prize draw?

If you do, please remember to give us your details below.

Yes

No


3. If you want to be entered for the prize draw please enter your details.

Name

Phone number


Email

4. If you'd like us to pass your details to First Bus, Stagecoach, South West Train and Gosport Ferry so that you can receive information from them, please tick below.



17-23 May 2010

Record your miles



4 / 4 100%

You are only able to submit your miles once.

We suggest that you keep a daily record of your miles, **ANYTIME** (at any point) throughout the week (Friday - June 11th).

5. Commuting miles saved for the week

Walk	<input type="text"/>
Cycle	<input type="text"/>
Car share	<input type="text"/>
Bus	<input type="text"/>
Train	<input type="text"/>
Ferry	<input type="text"/>
Motorbike/moped/scooter	<input type="text"/>
Work From home	<input type="text"/>
Other, such as job, run or skate	<input type="text"/>

6. Business travel miles saved for the week

Walk	<input type="text"/>
Cycle	<input type="text"/>
Car share	<input type="text"/>
Bus	<input type="text"/>
Train	<input type="text"/>
Ferry	<input type="text"/>
Motorbike/moped/scooter	<input type="text"/>
Work From home	<input type="text"/>
Other, such as job, run or skate	<input type="text"/>

*** 7. How many days did you take part?**

Number of days:

*** 8. Do you usually travel this way?**

Yes No

*** 9. Will you carry on doing this in the future?**

Yes No

If you've recorded **all your miles** for commuting and business journeys for the week, please **submit them now**.

Please note that you won't be able to add any more miles once you've submitted them.

Thanks for recording your miles, the results will be announced in May.

When you've submitted your miles, you can close this window.

Supporters

First

Gosport Ferry

Primary Care Trust

University of Portsmouth

Spinnaker Tower (Heritage Projects)

Portsmouth & SE Hampshire Partnership

Southern Electric plc

Stagecoach

SWT

Southern

Halfords

Bus Travel for a Tenner!

FIRST

FirstWeek Hampshire £10 (current price £21)

www.firstgroup.com/firsthampshire

Stagecoach

South Hants Megarider £7 (current price £16.50)

www.stagecoachbus.com/south

Note: Condition of issue

Bus Travel – What you need to do

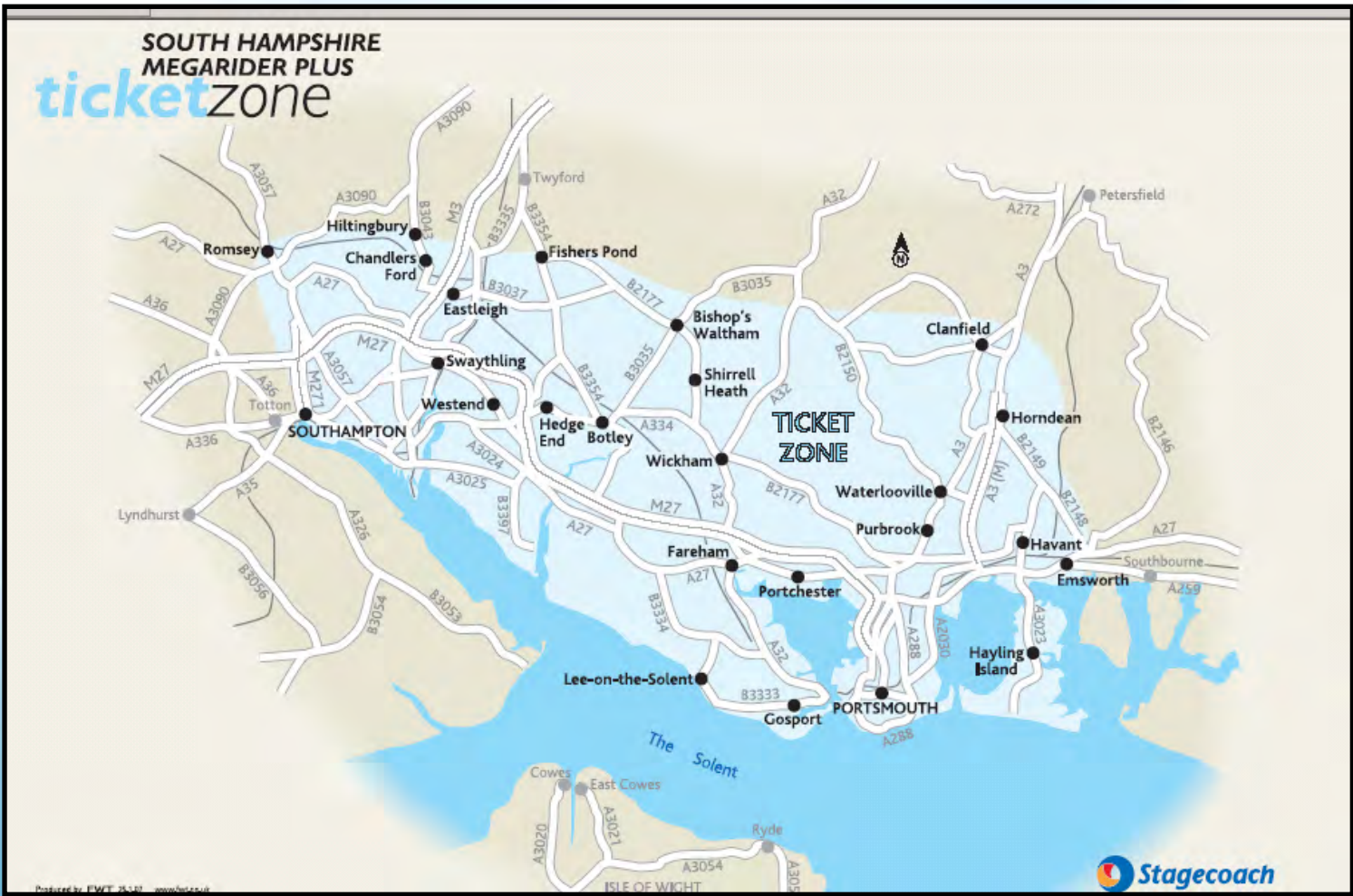
- Employee fills out the voucher
- Hands to co-ordinator with payment
- Vouchers despatched (post) with order form & spreadsheet (email) to arrive no later than **Fri 23 April**
- Bus operator issues new vouchers in personally addressed envelopes to reach co-ordinators from **Friday 23 April (deadline for return Tuesday 4 May)**
- Coordinators distribute internally to employees

Bus Travel – it makes sense

- A bus could take up to 40 cars off the road
- It is making the journey already
- 90% of homes in the Borough are within 5 minutes of a bus stop.
- Bus companies offer help:
 - Websites
 - Timetables
 - Services
 - Fares
 - Helpline/call centres
 - Other
 - direct debit
 - salary sacrifice



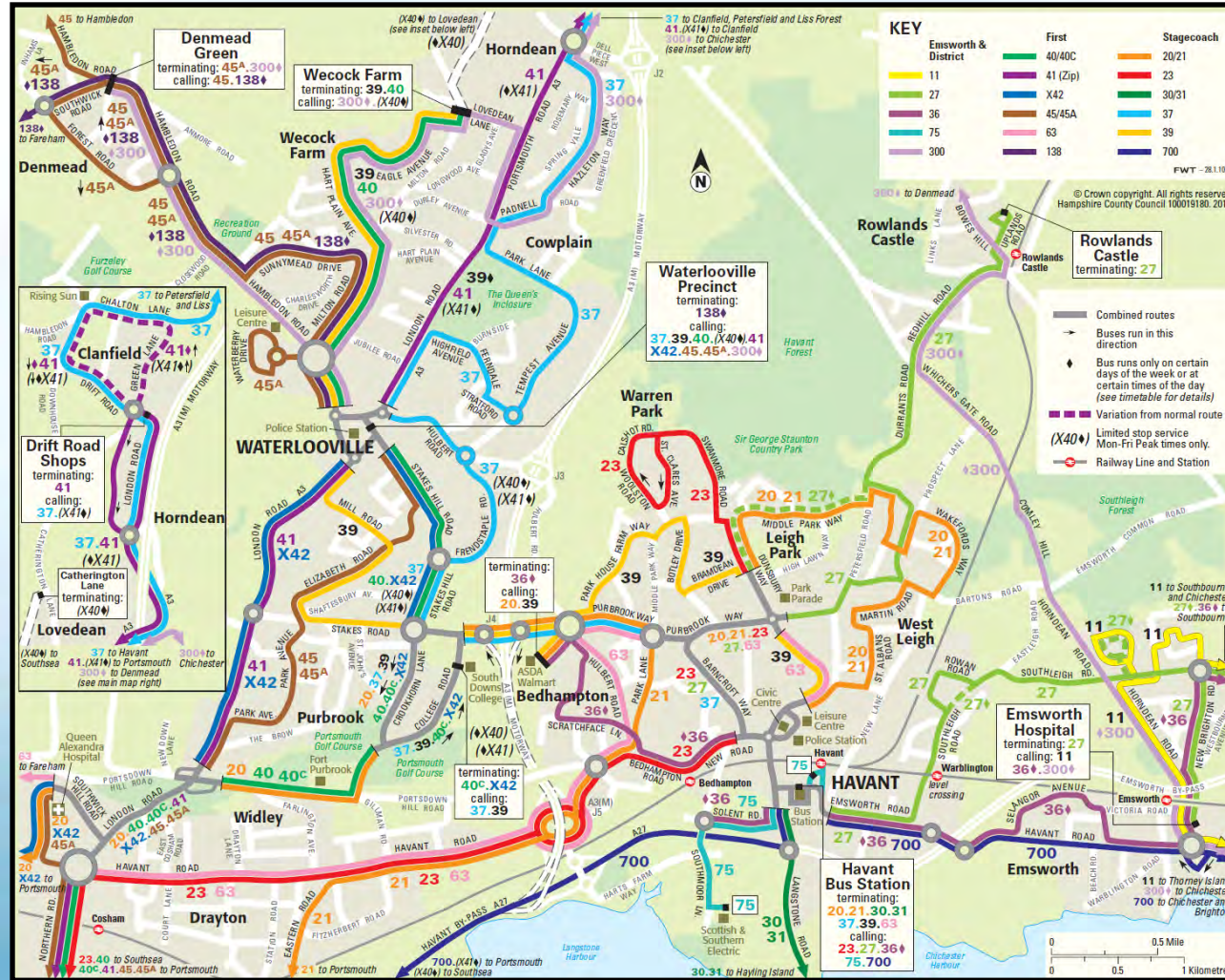
Stagecoach Hampshire Ticket Zone



Cleaner, Safer
More Prosperous



Havant's Bus Network



Cycling

- Halfords supporting the Havant element of the Challenge for first time this year
- Havant and Waterlooville stores only
- 10% off purchase price of bikes (to use on accessories)
- Half price bike servicing
- Voucher needed to take advantage of offers

Walking

- Use pedometers or online facilities
- <http://www.gmap-pedometer.com/>
- Flight of stairs = 0.1 miles
- Good time of year to start walking clubs etc.



What's on (or will be on) the website

- Publicity material
 - Posters, leaflets
- Guidance
- Press releases
 - Reproduced courtesy of The News
- Sample emails
- Benefits
- Bus, train information
 - Maps, tickets and zone information, order form and bank details

Publicity

- Working with Portsmouth City Council
- HBC and PCC will be issuing press releases
- Bus advertising
- Countdown
 - Big Screen, The News, Commercial Road,
- Spinnaker Tower will go green during the week
- Participating CEOs will be asked for their support
 - photo opportunity / testimonials
- We need your help
 - Encourage a neighbouring business to take part
 - Talk to friends / relatives / colleagues from the area
 - Send out your own press releases

After the Event

Evaluation

Questions are asked during the Challenge

- leaflet
- recording miles online

Follow up with short online survey

- how they found out about it
- what motivated people to take part
- monitor take up of discounts

Long term behavioural changes

To Finish

- Simple to take part
- Not just for people who drive, people who do it already can take part too
- Don't forget the prizes
- More days = more chances in prize draw
- More people = the greater your chance of winning
- Use the guidance and website
- Ask for advice and support
- Remind people to record their miles
- Extra incentive – buffet lunch and awards in July
- Enjoy it and **GOOD LUCK!**

Contacts

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