

# Smartmoves

YOUR TRAVEL PLAN NEWS · ISSUE 6

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# HIGH TECH BUT NOT A LONG TREK

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# Welcome

## Welcome to the 6th edition of *Smartmoves*.

In this month's edition we focus on how technology is changing the way we work and in doing so is helping to reduce the need to travel. We hear from Martyn Lewis, the former newsreader who is now a spokesman for the European telepresence industry, on how the sector is helping business to restructure, change culture and reduce business travel. There is also a case study showing how Vodafone has used technology and flexible-working patterns as part of a travel plan to ease congestion and cut their emissions. We also take a look at how mobile internet and the wide use of mobile phones are changing the way we book tickets, receive information and cut down travel for shopping.

Martyn Lewis was the keynote speaker at another event covered by *Smartmoves* – the National Business Travel Network members' conference. Members enjoyed news and views from no less than 13 speakers from a variety of business backgrounds – big and small, private and public – showing how each sector of the economy is playing its part in cutting CO<sub>2</sub>.

We also have coverage from the ACT Travelwise conference and a round up of who walked away with the gongs at travel planning's most prestigious awards ceremony.

And we have ticked all the sustainable travel boxes in edition six with coverage of both car-sharing and walking. There is a profile of Ali Clabburn, founder of *liftshare* who recently passed the 300,000-member mark. You should also enjoy the unusual story of how Jamie Wallace ended up developing a walking website that is predicted to take the internet by storm in 2009 – just to prove his work colleagues wrong.

*Smartmoves* is sad to lose Jacqui Wilkinson who has gone to set up her own consultancy and we wish her all the best. In doing so, we also welcome Chris Baker as the new managing editor of the magazine at the DfT.

Don't forget, if you have a story idea or would like to discuss coverage in the next edition of *Smartmoves*, due out in May, contact the editor, Chris McGachy by emailing [design@domarn.co.uk](mailto:design@domarn.co.uk).

## Britain's rail by numbers

BILLION PASSENGER KILOMETRES TRAVELLED IN 2007/8

BILLION PASSENGER JOURNEYS IN 2007/8

## Fleet managers urged to use emission comparison tool

Fleet managers in England are being urged to ACT ON CO<sub>2</sub> to save fuel and money when searching for deals on new cars.

The ACT ON CO<sub>2</sub> website now provides new car buyers with a search tool that can be used to compare CO<sub>2</sub> emissions and annual running costs on all current editions of each make and model: giving buyers all the facts before making their purchase.

"This campaign shows how the choices we make when buying a new car can have a big impact on future fuel costs and emissions, as well as the road tax we pay," said Transport Minister Andrew Adonis.

"By using the ACT ON CO<sub>2</sub> search tool, buyers can choose the most fuel-efficient cars and see the savings on the screen in front of them. I hope this will encourage individuals and businesses to look for an economical car whilst supporting the industry and stimulating widespread environmental change."

Matching buyers with cars will help to boost the market in the run up to new car

registrations in March: showing that it is possible to save money and reduce CO<sub>2</sub> emissions when

buying a new car. At a difficult time for the economy this will give a much needed boost to both drivers and the motor industry.

The new tool highlights the annual running cost savings that can be made by comparing models with the most fuel efficient car in that specific category. It has been created with significant input from the people who will be using and maintaining the site, and reflects the suggestions made in a recent consultation.

Drivers could potentially save up to three months' worth of fuel each year, simply by taking time to choose their next car. When combined with smarter driving techniques, this could make a significant contribution to family budgets.

Visit [www.direct.gov.uk/ActOnCO2](http://www.direct.gov.uk/ActOnCO2) for more info.



### NEWS IN BRIEF

#### Firms go green against congestion

Two thirds of companies have introduced environmental measures to tackle congestion, a new survey has revealed.

But the study by the British Chamber of Commerce shows that the cost of congestion to business has risen to £23.2 billion a year, up £5.7 million since the previous year.

Around 3,000 firms participated in the survey, called *The Congestion Question: A Business Transport Survey* which was published in November 2008.

According to the report, two out of five had introduced working from home, one third has improved IT and e-business solutions with another third launching flexitime and variable working practices.

#### Longer lorries to cut congestion

The Department for Transport has launched a study into the length of articulated lorries (semi-trailers). The research will look at whether a small increase of up to two metres in length would reduce congestion on the roads by reducing the number of vehicles needed to transport lighter freight between their source and major distribution centres.

49,266

BRIDGES AND TUNNELS

15,795

KILOMETRES OF ROUTES

2,529

STATIONS

## Car-share numbers rocket according to study

Workplace and school travel plans have been established by more than 90 per cent of respondents says Smarter Choice survey.

The number of car-sharing schemes run within local transport authority areas has rocketed, the latest survey of Smarter Choice measures has revealed.

Almost 95 per cent indicated that they had established car-sharing schemes in the study of local transport bodies in England – up from just one per cent in an earlier poll last year.

### Smarter Choices applied by local authorities

- School travel plans (98 per cent)
- Public transport information & marketing (96 per cent)
- Car sharing schemes (95 per cent)
- Workplace travel plans (93 per cent)
- Travel awareness campaigns (75 per cent)
- Teleworking (49 per cent)

Just under half of the 118 transport authorities – including large metropolitan passenger transport executives, unitary and local authorities, responded to the poll carried out by consultants, JMP.

And more than 90 per cent of those polled say they have implemented workplace and school travel plans in the latest major study into how Smarter Choice policies are being introduced.

Outlining the findings in the study, JMP's Derek Palmer said: "The number of running car-share schemes is a real surprise given that the last research carried out last year showed that figure at just one per cent."

"It may well be that only those with a good tale to tell responded to the survey which was carried out in August and September last year."

The study showed that the most common

Smarter Choice measures being applied by authorities were school travel plans, improvements to public transport information and marketing, car-sharing schemes and workplace travel plans. Schemes to boost home shopping were the least introduced policy.

Tackling congestion and persuading people to change travel behaviour were given as the two primary reasons that local authorities were introducing policy measures. All authorities claimed to be working with schools and other stakeholders included employers, public transport authorities and neighbouring boroughs. Although few have signed formal partnerships, one in four has agreed commitments.

The study's author also added that that while transport authorities have made great leaps in implementing Smarter Choices, they also reported concerns, such as lack of co-ordination between council departments, the lack of widely accepted evidence of the benefits of Smarter Choices, and tackling negative attitudes and commitment amongst senior management and a lack of confidence in public transport.

For more information about the survey, contact [Derek.palmer@jmp.co.uk](mailto:Derek.palmer@jmp.co.uk).

It was announced as part of a new environmentally-friendly blueprint for transporting freight launched by Geoff Hoon. The Government is looking at a more effective approach with freight levels doubling in the last 40 years.

### People Power challenge

Energy doctors have been helping 30 people in three cities save energy as part of a People Power challenge this winter. The challenge follows ordinary citizens in Newcastle, Birmingham and Portsmouth as they try to reduce the energy they use in all aspects of their daily lives. You can check out the participants' progress and find out how much energy they are saving in their homes and

driving their cars by visiting [www.direct.gov.uk/ActOnCO2/PeoplePower](http://www.direct.gov.uk/ActOnCO2/PeoplePower). The site tracks the participants' progress, shares their experiences and compares success between the three cities.

*Smartmoves* will publish a report on the winning city in its next edition.

### Bikes on track to outstrip cars by 3:1

Bicycle production is set to beat car manufacturing by three to one within a year.

The number of bicycles produced during 2010 could outnumber cars by three to one, according to latest research.

A booming bike trade, plus a struggling automobile industry, will see the cycling

trade outperform the car business in terms of volume, according to a report published by the Earth Policy Institute.



# TRAVEL DIGEST

## Funding for Derry walkway signed

A £1.2 million package to create a new walkway and cycle path came a step closer in December with the signing of a contract by transport charity Sustrans and its Connect2 partners at Derry City Council.

The multi-million pound project will join communities in the east and west of the city to the new foot and cycle bridge, completing the Riverside Greenway which will connect people to the iconic – soon to be built – foot and cycle crossing and the existing Foyle bridge.

Sustrans' Connect2 winning bid is backed by £50million from the Big Lottery Fund aiming to help create new networks in 79 communities across the UK for everyday journeys for people travelling by foot or bike.

It is anticipated that work will begin in 2009 and the completed greenway will open in 2011.

Derry City Mayor Councillor, Gerard Diver, says: "I am delighted that we have now secured the funding for this very important project to complete a traffic-free route from bridge to bridge on either side of the river. This will provide an essential link for walkers and cyclists alike, and will provide an attractive and tranquil riverside route for everyday journeys to work, to school or the shops."

## Ireland's green and pleasant plan

Ireland has shown its green credentials with the nationwide roll-out of the Eco-school programme which has a significant travel element.

Known as Green School Travel, the pilot scheme findings reveal that some schools have increased walking levels by 70 per cent, cycling up by eight per cent while reducing car journeys by nearly 10 per cent. Currently, 70 per cent of Irish schools are registered and 1,350 have achieved "green flag" status.

Schools adopt a seven-point environmental plan that includes green travel measures aimed to reduce traffic and boost the numbers of children walking and cycling to school.

Ireland is recognised as an international leader in the Green Schools programme currently running in 37 countries worldwide.

Now there are 50,000 pupils and 4,000 teachers committed to the initiative that was launched as a pilot scheme in Dublin in 2005.

Each school has dedicated travel officers and students, teachers and parents are encouraged to participate, using existing infrastructure for low cost actions and also to identify gaps. The programme is linked to the curriculum to ensure the whole school adopts a different approach to travel with key initiatives such as Walk on Wednesdays (WoW), walking bus, park'n'stride and Golden Boot awards as well as staggering school opening times to reduce congestion.

## Boris launches bike hire scheme

London Mayor, Boris Johnson, has outlined plans to introduce a cycle hire scheme in the city. 6,000 bicycles will be available in an area of approximately 43 square kilometres in central London.

Commuters and visitors will be able to obtain bikes at 400 cycle stations and drop them off at 10,500 docking stations around the capital.

Mr Johnson, a keen cyclist, *pictured left*, aims to introduce the scheme by May 2010 following negotiations with nine London boroughs.

The scheme was a manifesto promise made by Mr Johnson and follows the success of the cycle hire system in Paris.

People interested in using the scheme are expected to pay an annual registration fee and a deposit when they collect a bike from a docking station. Bikes will be specially designed to deter thieves.

It is predicted the hire system will promote an extra 40,000 daily cycle trips in central London. "I hope a central London cycle-hire scheme will inspire Londoners as a whole, and not just the adventurous few, to get on their bikes and give cycling a go," said Mayor Johnson. "I believe that the work we are carrying out can make the capital a city of cyclists, where to use two wheels is common, not curious."

The Mayor also wants to create 12 major cycle routes into central London and to convert part of the Victoria Embankment into a cycle lane.



## Colin shows his get 'up&go'

One determined employee in Scotland's South Ayrshire Council has taken delivery of a new specially adapted bicycle that will change his life, thanks to the council's participation in the national Cycle-To-Work Scheme

As part of the council's "Up&Go" sustainable travel campaign, launched last year, the council is committed to encouraging its employees to travel to and from work by rail, bus, bicycle, walking or car sharing – helping them with the purchase through a salary sacrifice scheme.

One employee who was very keen to cycle to work was Colin Duthie, Additional Support Needs and Performance Officer, but due to being an amputee Colin cannot use a standard bicycle.

Colin was very seriously injured in a road accident several years ago that resulted in, among other things, his right leg being amputated.

So, for Colin, the only way he can cycle is to use a hand cycle, which due to the specialist design is much more expensive than a standard bicycle.

After some determined effort and support, Colin has just taken delivery of his specially adapted hand cycle.

Speaking to *Smartmoves* Colin said: "This is a dream come true for me, to be able to cycle to and from work, like many of my colleagues. I have never wanted to be treated differently, I just want the same opportunities as other employees. Being able to pay for my bicycle direct from my salary is superb.

"The support I have received from the Council has been amazing. I have a number of health problems resulting from my accident and it is important that I keep myself as fit as possible. Cycling to and from work will improve my fitness and is an ideal way to relax my mind before and after work. I would also like to think that other people with additional support needs may see me on my bicycle and think 'well if he can do it so can I' and be inspired to take up cycling.

"I am committed to helping reduce pollution, so by leaving my car at home I feel that I am further contributing to protecting our environment along with many other colleagues."

After seeing Colin's new bicycle Councillor Brian Connolly, Chair of the Council's Equality Group said: "The bike will enable Colin to exercise regularly and maintain and improve his upper body muscles and give him good cardiovascular exercise. The special design, with fluorescent strips, high-visibility flag and other features will help to keep him safe when cycling. Colin will now be able to get out and about during his leisure time with his sons, making good use of the network of cycle paths in South Ayrshire.

"All employees within the council, regardless of any additional support needs they have, are treated equally. Colin worked closely with colleagues from the Council's Human Resources section to source a suitable hand bike for him and give him the same opportunity to cycle to work as anyone else.

"This is a clear demonstration to others who have mobility issues, particularly young people, that they can take part in activities just like everyone else if they have the right support."

**Bike owner Colin Duthie with Hazel Munro, Human Resources Officer, and Councillor Brian Connolly.**



# Zeitgeist



## Sustainable, and fashionable to boot!

A unique "must have" for the committed sustainable traveller – the greenest boots in the world. You've read the request to keep your feet off the seats, but no one said you couldn't put the seats on your feet.

Now, one environmentally-conscious firm has combined sustainable travel with high-fashion to produce a range of trainers made from iconic retro tube and bus seat covers, described by Transport Recycling in Partnership (TRiP) Project Director, Robert Taylor-Read as "genuine design relics".

As well as seat covers from different tube and bus lines, the soles contain recycled tyre rubber and the trim is made from re-purposing luxury nappa leather chequebook wallets from a high street bank.

Footwear is just one of the transport recycling projects planned by not-for-profit company, TriP, supported by global transport giants FirstGroup, as part of its climate change strategy.

FirstGroup chief executive Sir Moir Lockhead said: "I am delighted to support TRiP's imaginative and innovative initiative to find new and sustainable uses for materials that the transport industry has traditionally thrown away to landfill or incineration.

"We hope TRiP's good work will inspire and educate others to change their perception of waste and look again at the materials in all of our personal and working lives which we throw away when they still could provide a service to us."

TRiP is also donating a tree to be planted inside the M25 by charity tree-planting partners Trees for Cities, for every limited-edition pair of boots sold through its consumer brand, Above&BelowLondon.

For more find out more about TriP's sustainability programme, contact [Robert@trip-uk.org](mailto:Robert@trip-uk.org).

# Car-share company packs them in

More than 300,000 individuals have registered with the UK's car-sharing scheme, *liftshare*.

Car-sharing is growing dramatically as a popular and environmentally-friendly form of transport, with over 75,000 joining the *liftshare* network in the last 12 months alone. And with the current economic forecast, its popularity is set to keep growing. A typical commuter who shares every day saves about £1,000 a year, as well as cutting their personal CO<sub>2</sub> emissions by one tonne.

**Membership is now growing rapidly but there are still literally millions of empty car seats on the UK's roads every day. We still have a lot of work to do!**

Founded 10 years ago by a student, Ali Clabburn, *pictured right*, *liftshare* has come a long way since its humble beginnings on a university notice board. It is a social enterprise with the mission to encourage and enable more efficient use of the car. It does this by providing a free online journey-matching service for individuals and bespoke schemes for hundreds of organisations, from FTSE 100s to universities, hospitals, festivals and 85 per cent of the UK's local authorities.

"For councils, car-sharing schemes play an invaluable role in their national Indicator performances, allowing them to improve and monitor – among other things – congestion, access, CO<sub>2</sub> reduction and air quality," explains Ali, who was recently named a "Future 100" young entrepreneur of 2008.

"Meanwhile, many private sector organisations have set up *liftshare* schemes to reduce their CO<sub>2</sub> emissions and tackle other key issues, such as car parking and CSR objectives."

As pioneers in the field, *liftshare* has won numerous awards, including a Queen's Award for innovation, BITC National Example of Excellence and Business Commitment to the Environment and recently was one of Gordon Brown's first UK Catalyst Awards winners for Social Enterprise.

"As a social enterprise we are focused on our mission rather than on profit, and we put a lot of energy into informing decision-makers," adds Ali. "Before *liftshare* was founded, car-sharing was almost unheard of in the UK. Membership is now growing rapidly but there are still literally millions of empty car seats on the UK's roads every day. We still have a lot of work to do!"

For tips on how to share your car visit the On the Move section of the ACT ON CO<sub>2</sub> website at [www.direct.gov.uk/ActOnCO2](http://www.direct.gov.uk/ActOnCO2).

For further information on *liftshare* visit [www.liftshare.com](http://www.liftshare.com).



from **ACT ON CO<sub>2</sub>**

**ALI CLABBURN**  
Founder and MD, *liftshare*

## Career profile:

Ali Clabburn is MD of *liftshare*, which he founded when still a student in 1998. From humble beginnings on a university notice board, the organisation has grown to become the largest car-sharing scheme in the UK.

Ali has won numerous awards, most recently best male entrepreneur in a BT competition judged by Dragon's Den star Peter Jones.

## How did your interest in transport begin?

On a holiday in Germany when I was 20, I was struck by how widespread and efficient car-sharing was. Back in England there was no structure for finding a car-sharer so I set it up myself.

## How do you travel locally?

I tend to use a bike whenever I go to work, I use the train for meetings and car share for hockey.

## What is the last good green deed you did?

Enabling members to save over 20,000 tonnes of CO<sub>2</sub> in 2008.

## What is your guiltiest non-green habit or activity?

I take a long shower in the morning – the best thinking time.

## What projects are you currently involved in?

Going global as international recognition of the importance of car-sharing is growing fast with organisations approaching us to help their schemes.

## What do you think are the most urgent transport challenges facing the UK?

By 2021, a third of us will be living alone. People's behaviour is changing, and that's what we need to be looking at. Yet the focus remains almost entirely on product; there is almost no energy going into changing people's behaviour.

## What would you say to someone to get them motivated about sustainable travel?

Everyone is different. Car-sharing has benefits that appeal to everyone, you just need to provide them with the relevant information, and encourage them to try it just once.

## Which environmentalist do you think is having the greatest effect on the transport debate?

Stern and Eddington gave people food for thought, but we're still caught up in looking at products rather than behaviours.

## What are the most beneficial aspects of your work?

I set up *liftshare* because I'm passionate about the financial, social and environmental benefits of car-sharing. It was important to me that it is mission-driven rather than profit-driven. So there is nothing more rewarding for me than to see the feedback we get from our members whose lives, in many cases, have genuinely been transformed by their car-sharing experience.

## What are the most frustrating?

In proportion to the amount of good car-sharing does, the amount of marketing and promotion it receives is minuscule.

## Which environmental transport book would you recommend to our readers?

"Moods of Future Joys" by Alastair Humphreys is excellent. At our recent conference, he talked about riding round the world on his bike. It took him four years and he inspires you to believe that anything is possible.

## Whom do you admire?

I admire anyone who isn't afraid to take a few risks to make things happen.

# Network

The latest news from sustainable travel organisations across the country



## Corporate group cuts congestion

Commuters in East Surrey and West Sussex are to be offered a 20 per cent discount on all rail travel with Southern thanks to the establishment of a new innovative local partnership.

Set up to reduce corporate congestion, easit, (East Area of Surrey initiative for transport) has negotiated the discount on behalf of its members for a four-month trial period aiming to encourage commuters out of their cars and onto the trains.

In addition, easit members will be able to loan bicycles for trial periods to try out their daily commute to work before committing to the expense of purchasing one. Folding bikes for use during peak hours are also available for loan.

The group, with 70,000 employees working for its 30 large corporate members, already offers a bespoke car-share web site boasting a massive match rate of 48 per cent and a 20 per cent discount with local bus services who are now selling over 3,000 weekly tickets to easit members. Future projects will offer companies membership to a bespoke car club as an alternative to running a fleet of pooled cars.

"It is a very exciting time for us with new regions in the pipeline," said MD Mel Mehmet. "Creating a sizeable working partnership enables us to be more effective in lobbying for changes to public transport provision, generating funding for new initiatives and creating a sense of community."

For more information visit [www.easit.org.uk](http://www.easit.org.uk).

## Safe school routes call

Sustrans has called on local authorities to apply for funding to develop safer and healthier routes to schools in their area. The £17 million for the Links to Schools programme is part of £140 million announced earlier this year by the Department for Transport to promote cycling.

The Links to Schools programme will extend the National Cycle Network, bringing it closer to schools and, by joining up residential areas to schools, make it easier for young people to walk or cycle. It is expected that more than 700 schools will directly benefit via funding to 300 schemes.

Sustrans' Chief Executive Malcolm Shepherd said: "Sustrans believes that every child in the country has the right to a safe walking and cycling route to school. This record breaking funding will mean that we can continue to work with local authorities to ensure this vision moves a step closer to becoming a reality.

"It is vital that we do whatever we can to support children and young people to cycle and walk to school. Cycling and walking has so many benefits for pupils such as improved health, confidence and concentration as well as the obvious benefits for the environment in which they will grow up. We know that concern for children's safety is a major barrier to cycling and walking. The Links to School programme aims to address these concerns by putting in place safe walking and cycling paths to and from schools."



## Prioritising people over traffic in 2009

Living Street is promising a broader agenda and a new strategy to revolutionise British streets.

The national charity that works for safe, attractive and enjoyable streets for all, is celebrating its 80th birthday this year with the launch of a new strategy, a new brand for the organisation that is also moving to a new headquarters.

"Living Streets is a very different organisation now than it was five years ago," said Tony Armstrong, the charity's chief executive told *Smartmoves*.

"We have expanded rapidly; we have a larger team, running projects in more UK locations, which make it vital that everyone knows exactly what we are working towards.

"The rebrand and strategy refresh began with us deciding on a clear vision for the organisation: safe, attractive and enjoyable streets around the UK. Following this we developed a whole new strategy to a broader agenda, aimed at revolutionising our streets and prioritising people over traffic."

Currently, its Walk to School Campaign involves around two million pupils a year. The organisation is working with local communities around the UK to improve their local streets, and its Walking Works campaign goes nationwide for the first time as the National Walk to Work Week on April 27th. Not bad for an octogenarian!

To find out more about upcoming events, please visit [www.livingstreets.org.uk](http://www.livingstreets.org.uk).



## Web widget will save drivers money

A new web widget that calculates how much drivers could save by joining a car club is available for organisations who want to help people cut down on their driving.

The widget is a portable piece of code that can be installed and executed in any separate HTML-based web page.

The clever device, funded by Transport for London, is about to appear on sites all over the web as its money saving multiplications are shared. It's a simple idea, and quick to use. The driver simply types in the details of their car – model, age, annual mileage and insurance – and find out how much they could save. To have a go on the widget here: [www.carclubs.org.uk/costcalculator](http://www.carclubs.org.uk/costcalculator).

To get the widget on your site contact Carplus, the national charity promoting responsible car use.

To see it in action visit, [www.wandsworth.gov.uk/Home/EnvironmentandTransport/Travel/ carclubs.htm](http://www.wandsworth.gov.uk/Home/EnvironmentandTransport/Travel/carclubs.htm).

# All change at DfT

What do a lawyer, a leader writer, a television scriptwriter and a fireman have in common? Answer: Together, they all make up the new ministerial team at the Department for Transport.

The lead up to the reshuffle was front-page news last October when then Secretary of State, Ruth Kelly, announced her intention to resign to spend more time with her young family. Indeed Mrs Kelly holds a record by having four children while being a serving member of parliament.

She sparked intense media interest in the reshuffle as her decision meant Prime Minister Gordon Brown would be forced to move his ministerial troops for the first time, resulting in some new faces at the Department for Transport.

*Smartmoves* thought you would like to hear a bit more about the new ministerial team in charge of transport policy.

## Rt Hon Geoff Hoon MP Secretary of State for Transport



**Age: 53**  
**Constituency:**  
**Ashfield**  
**MP: 1992**

The new transport secretary has overall responsibility for transport policy and strategy, corporate planning and Europe (including Galileo).

Mr Hoon, aged 53, has held a number of Cabinet positions including the Leader of the House of Commons and the Secretary of State for Defence.

He joined the Department for Transport from the Lord Chancellor's Department where he was Minister of State and Minister for Europe.

Mr Hoon has also worked at the Foreign Office where he was the Minister of State for Asia, the Pacific, the Middle East and North Africa. Prior to that, he was the Chief Whip and Parliamentary Secretary to the Treasury.

Mr Hoon, who is married and has one son and one daughter, has been MP for Ashfield since 1992. From 1984 until 1994, Mr Hoon was a member of the European Parliament.

Before entering Parliament, Mr Hoon practised as a barrister and lectured in law at Leeds University and also at the University of Louisville where he worked as a professor of law.

## Lord Andrew Adonis Minister of State for Transport



**Age: 45**  
**Life Peer**  
**House of**  
**Lords: 2005**

Andrew Adonis has been appointed as the new Minister of State for Transport responsible for national networks, environment and climate change, cleaner fuels and vehicles and Crossrail.

Lord Adonis, aged 45, joined the Department for Transport following his tenure as Parliamentary Under Secretary of State (PUSS) for schools and learners at the Department for Children, Schools and Families. He had held the post of PUSS since May 2005 to the Department for Education and Skills after being made a life peer.

Prior to this he worked as adviser to the previous Prime Minister, Tony Blair, on education and public services and as Head of the No 10 Policy Unit, joining in 1998 after a career as an academic and journalist.

Between 1988 and 1998 he was, successively, Fellow (in history and politics) of Nuffield College, Oxford; education correspondent and then public policy editor at the *Financial Times*; and political columnist and leader writer at *The Observer*.

Lord Adonis is author or co-author of six books – including studies of the English class system, the rise and fall of the poll tax and the Victorian House of Lords – and a collection of essays on Roy Jenkins published last year. He was educated at Kingham Hill School and at Keble and Nuffield Colleges, Oxford. He is married with a son and daughter.

## Paul Clark MP Parliamentary Under Secretary of State for Transport



**Age: 51**  
**Constituency:**  
**Gillingham**  
**& Rainham**  
**MP: 1997**

Paul Clark has been appointed as junior transport minister responsible for city and regional networks (local authority transport, buses, cycling, light rail, walking, accessibility and Transport and Works Act orders) and shadow national networks.

The MP for Gillingham and Rainham since 1997, he was previously Parliamentary Private Secretary to Ed Balls at the Department for Children, Schools and Families.

Mr Clark has also been Assistant Whip at HM Treasury and Parliamentary Private Secretary to former Deputy Prime Minister, John Prescott.

Before being elected as a member of parliament he managed the TUC National Education Centre in North London.

Mr Clark graduated in economics and politics at Keele University before completing a diploma in management studies at the University of Derby.

During his career, Mr Clark worked as a scriptwriter on television and radio, notably for Rory Bremner and Spitting Image. Mr Clark is married and has a son and a daughter.

## Jim Fitzpatrick MP Parliamentary Under Secretary of State



**Age: 56**  
**Constituency:**  
**Poplar &**  
**Canning Town**  
**MP: 1997**

Mr Fitzpatrick is the only member of the transport team to remain in post since the reshuffle. His responsibilities include international networks (aviation and maritime), road safety, SSDL (Safety, Service Delivery and Logistics) agencies, security, London and shadow climate change.

He joined the DfT in 2007 following a period as a junior trade minister, during which time he was also Minister for London. His government career began in 1999 when he was appointed Parliamentary Private Secretary to health minister, Alan Millburn. From 2003-2005, Mr Fitzpatrick was the Vice Chamberlain of Her Majesty's Household and between 2005 and 2007 he was Parliamentary Secretary to John Prescott at the Office of the Deputy Prime Minister.

Jim Fitzpatrick was born in Glasgow in 1952 and moved to London in 1974. He then joined the London Fire Brigade where he was a union official before moving into party politics. He was elected Labour MP for Poplar and Canning Town in 1997.

Jim is a devoted football fan and supports West Ham United, he also enjoys cricket, rugby and sports generally in addition to this he supports a number of charities.

Jim is married to Dr Sheila Fitzpatrick and has one son and daughter from a previous marriage.

Following the reshuffle, former transport secretary Ruth Kelly has returned to the back benches along with former rail minister Tom Harris. Former Minister of State, Rosie Winterton, has moved to the Department for Work and Pensions.

## Motorbike pledge could be a smart move to cut congestion

**B**oris Johnson's new pilot scheme to allow motorbikes to use central London bus lanes has drawn attention to their ability to help cut congestion.

Jam-busting motorcycles and scooters can cut journey times by up to 60 per cent.

And the National Business Travel Network recognised the part they can play as part of a company travel plan to help cut down on car use.

NBTN's *Motorbikes in Business* advisory note, published in December shows that compared to cars, motorbikes can be cheaper to buy, more fuel-efficient to run and occupy five times less car park space than a car.

The NBTN advisory note highlights AA figures which reveal that just one minute of

car queuing along the entire length of three major roads into a city wastes 900,000 litres of fuel per year, worth nearly £1.1 million at October 2008 prices, and adds 645 tonnes of CO<sub>2</sub> emissions into the atmosphere – equivalent to switching on 2,000 streetlights.

The publication also showcases a number of organisations using motorcycles as part of a corporate travel plan to reduce their carbon footprint, particularly with new electric motorbikes, such as the Vectrix, offering pollution-free driving.

To read the individual case studies, download the NBTN advisory note, *Motorbikes in Business*, by visiting the publications page at [www.nbtn.org.uk](http://www.nbtn.org.uk).

## Policy set to benefit from a meeting of minds

A new postgraduate travel-planning network looks set to help develop transport policy.

**T**hat's the prediction of policy makers following the first meeting of a new network made up of postgraduate students, researchers, academics and policy advisors.

The new group, conceived and sponsored by the Department of Transport (DfT) and National Business Travel Network (NBTN), met for the first time at Loughborough University in October.

Now students from the Postgraduate Travel Planning Network (PGTPN) have been invited to report on their own work and hear about the work of others. It will also provide the DfT with access to research-based evidence on sustainable travel.

"It will ensure that the DfT's travel plan policy is more effectively grounded in research-based evidence," said Jacqui Wilkinson, former head of sustainable transport at the department.

Outlining her vision for the network, Jacqui Wilkinson said that the group would meet the need to train and support postgraduate students in the travel planning sector.

The first meeting of the network, which will convene twice a year, was attended by 14 academics and postgraduate

students from five universities nationwide, as well as founding members from both the DfT and the NBTN.

Each student was given the opportunity to detail his or her area of interest and their plan for future research. A diverse range of topics including sustainable travel and behaviour, business motivations for travel planning, bus usage for school journeys, rail/bike integration, light rail and bus comparisons, rural leisure travel and the development of better route maps, were among the students chosen research topics.

The PGTPN seeks to exchange ideas, explore research methods/approaches of relevance, offer advice in terms of lessons learnt and pitfalls experienced, invite experts to give short presentations in areas of mutual interest and to raise the academic research profile.

Further information about the network is available from the chair of the PGTPN, Professor Stephen Ison of Loughborough University ([s.g.ison@lboro.ac.uk](mailto:s.g.ison@lboro.ac.uk)) and from Heather McInroy ([heather.mcinroy@nbtn.org.uk](mailto:heather.mcinroy@nbtn.org.uk)) of the National Business Travel Network.

Technology is converging, the world is shrinking and, for sustainable travel policy, the changes are opening up a world of possibilities to the way we live and work in the most fundamental way.

The digital world, from the mobile phone, wireless broadband, telepresence and new flexible-working policies are redefining where we can work and the need to travel.

In this special feature *Smartmoves* takes a closer look at how these developments are being seized by both individuals and businesses as an opportunity to cut travel.



# High-tech but not a long trek

## Telepresence

Telepresence is the combination of a set of technologies, such as high-definition video and high-quality audio, which allows people to experience a discussion or a meeting as though participants on the screen are in the same room. And it's not just the global corporations who are reaping the benefits in reduced business travel and cost savings.

With a number of players in the industry that is predicted to grow to \$4 billion, *Smartmoves* spoke to one former TV anchorman who wants to share the good news about telepresence.

Former news presenter Martyn Lewis, now a spokesman for the European telepresence industry, would be the first to admit that the experience of

videoconferencing has cast a shadow over the telepresence industry.

"With picture break-up, freeze-frames and sound delays, people have to change the way they behave to adapt to the limitations of videoconferencing technology," Mr Lewis said. "We turned that on its head and said let's look at all the things that make a real-time meeting in a room around a table. Let's look at how we can use technology to recreate that in every sense, except the physical handshake."

"Our requirements were no-detectable sound delay between any part of the world,

**“You can interrupt and you can see people when they are not speaking – because reading the body language is a vital part of the chemistry of a meeting.”**

Department for  
**Transport**

**NBTN**  
National Business Travel Network

**ACT ON**  
**C**  **2**

high-definition pictures on giant plasmas so people are life size. This allows you to look directly into the eyes of everyone you are talking to at all times across multiple locations. You can interrupt and you can see people when they are not speaking – because reading the body language is a vital part of the chemistry of a meeting.”



Telepresence in action: An example of a Teliris VirtualLive unified telepresence room

Mr Lewis, whose firm Teliris is one of a number industry leaders along with Cisco, Hewlett-Packard, Tanberg and IBM, said that while many global corporations had initially been drawn to telepresence by the savings on travel and hotels, many are converted by the productivity and work-life balance benefits of the technology which can be bought for as little as \$32,500 and monthly running costs of £5,000.

He described how one chief executive had told him that a link up with Zurich, London, New York, Stamford, Tokyo, Singapore and Sydney meant he had his entire senior team available in the time it takes to phone them and walk down the corridor. He told Mr Lewis: “I can’t tell you how helpful that has been during the recent financial crisis.” Normally they would have had to take two to three days out of their lives and jump on a plane.

**It’s not a future technology, it is real-time meetings, regardless of distance and it is here now.**

“You imagine what it means to an executive to hand back up to 70 hours a month,” Mr Lewis said. “A meeting in San Francisco means four hours out of your day, not four days out of your week, flying and jetlagged. It increases productivity and helps with recruitment and retention.”

Lewis quoted one company who claimed their investment in telepresence was paid back in just 28 days. Others, such as GlaxoSmithKlein, save £40 million a year on business travel and quicker collaboration by research scientists means they can bring

## Mobile

With analysts suggesting that mobile phone ownership has reached saturation levels across Europe, the mobile phone industry is now unlocking new ways to improve and even reduce travel and the way we work.

With 52 billion emails sent every day on the move, it’s not just the global organisations that are embracing the technology.

Phone and mobile email mean companies can have virtual offices, office-less sales staff, home workers and employees on different continents from the headquarters.

Buying online and accessing real-time data can reduce travel time.

Alex Veitch from ATOC revealed that rail passengers can now sign up for a service that gives you real time information on delays. “If you are due to get the 7.00am service and it’s half an hour late, you can have another half hour in bed. Punctuality has significantly improved but it’s about real-time information to save people time.”

More than 10,000 travellers have made use of a new ticketing system on the Heathrow Express that saves time and cuts queuing by allowing passengers to receive their ticket by text message.

And a new award-winning phone application (available on the iPhone), ShopSavvy, uses a phone camera picture of a barcode from any garment or purchase to search for the cheapest price in local shops and online retailers. It even shows you how to get there on a map, offering the chance to save time and money and travel!

TfL is also using text messaging to make travel safer. With unscrupulous and unlicensed cab drivers operating in London, late-night revellers can text for the number of a 24-hour cab firm in their area.



drugs to market four months faster. GSK lawyers saved similar times on regulatory approval showing its versatility.

Independent analysts have suggested that the telepresence industry will grow to \$1.3 million and Mr Lewis predicted that with costs tumbling and better fibre optic infrastructure the take up and application would burgeon, bringing it to business parks and smaller organisations.

"It's not a future technology, it is real-time meetings, regardless of distance and it is here now."



52 billion emails sent on the move every day

### Telepresence timeline

While videoconferencing was a technology that promised much but often didn't seem to deliver, its successor, telepresence is starting to make a huge impact on business.

Telepresence technology has been described as the killer application of the 21st century with potential for the same growth of the telephone and internet.

- **1968** Videoconferencing first demonstrated.
- **1980s** ISDN digital transmission networks introduced.
- **1990s** Videoconferencing systems adopted widely.
- **2001** World's first commercial videophone service launched.
- **2006** European telepresence market was worth \$17.8 million.
- **2010** Telepresence will represent \$4 billion in revenue for providers.
- **2016** All Global 5000 companies predicted to adopt telepresence.

### Case study

## Vodafone

As you would expect from a mobile phone company, Vodafone makes the most of its own technology but it would be wrong to describe the company's renowned travel plan as a one-trick pony.

The company, which announced plans to cut CO<sub>2</sub> emissions by 50 per cent by 2020 from a 2007 baseline of 1.23 million tonnes, gives its own staff broadband for home remote working and provides videoconferencing at all its locations.

But it is the sheer range of measures in the Vodafone travel plan toolbox that makes it so effective at reducing travel and emissions.

Vodafone is one of the few companies that still operates a sustainable allowance scheme for staff who do not use the car park, helping to achieve a 40 per cent modal shift reduction in staff car use over the last eight years. Employees are offered up to £85 per month for not parking.

"We make things more difficult but in a constructive way," says Company Travel Manager, Chris Hopkins. "By having stricter car park control, people think more seriously about car use." The scheme pays half of that cost to car sharers but also offers incentives to cycle and walk.

And with 11,000 workers in the UK, some in rural locations, Vodafone links up with other organisations to promote sustainable travel. In Newbury, for instance, the company has a car-share scheme with West Berkshire Council. It also operates a site shuttle bus running every 10 minutes and boasting 40,000 passenger journeys per month.

Interest-free loans are offered for cycles, motorbikes and rail season tickets and their flexible-working policy offers the ability to enable home or remote working and full-time, home-based working.

"The travel plan has enabled the company to vacate and rationalise our buildings and the ones we do have are far more productive," says Chris.

With 60,000 employees worldwide, Chris reveals that, although the initial motivation for the introduction of videoconferencing was to cut air travel,

employees were quick to take to it. "Usage is up 300 per cent over the last two years," he says.

Chris maintains that in terms of cost savings, the use of technology has helped to reduce expenses claims, maximizes productivity and optimizes the ability of front line staff time spent on customer relations.

"Our employees are very aware of climate change and expect Vodafone, as a responsible business, to take firm action. The travel plan toolkit provides an innovative solution to meeting the daily transport challenges for staff and contributes to the wider CSR and ISO14001 agenda."

### Vodafone's top travel plan tips

- 1 Use parking cash for sustainable transport measures.
- 2 Discourage business travel in favour of telepresence.
- 3 Promote flexible working through hotdesking and home working.
- 4 Offer a 5p per mile allowance for car sharing.
- 5 Pay 12p/20p per mile allowance for business trips by pushbike/motorbike.
- 6 Operate a regular site shuttle service from site to transport hubs.
- 7 Offer interest-free loans on sustainable measures such as cycling, motorbikes and rail season tickets.
- 8 Encourage car sharing at all offices.

For more information visit the publications page at [www.nbtn.org.uk](http://www.nbtn.org.uk).

# Words of wisdom

Fittingly, Barack Obama chose to travel by train to Washington for his inauguration as 44th US President. *Smartmoves* asked a range of luminaries from the world of transport what an Obama presidency might mean for the green agenda and sustainable travel. Here's what they thought.

## **Jack Opiola, a Principal with Booz & Company in London, advised Obamas' camp on policy.**

Obama will place early emphasis on effective and accessible public transport and the need to reduce congestion and protect the environment.

The new administration will re-power America with clean energy, placing it at the forefront of transport and environmental leadership. Generating green collar jobs, making our cars, offices and homes more efficient, reducing dependence on oil, reviving an ailing automotive industry, rebuilding our transport infrastructure and making it more sustainable – solutions leading directly to economic prosperity.

Demand management fits the Obama economic philosophy of microeconomics driving personal behaviour to change and make smarter choices for travel, driving energy-efficient vehicles like plug-in hybrids or switching to public transport.

Obama has an opportunity to galvanise the nation – to announce bold measures that will channel America's ingenuity into solving the entwined economic, transport, climate, and environmental crises. Technologies such as Intelligent Transport Systems (ITS) and 5.9 GHz communications found in the Vehicle Infrastructure Integration (VII) programme will be key to implementing ITS solutions, High Occupancy Toll lanes, road charging, Public Private Partnerships, distance-based technology solutions to replace the out-dated and shrinking revenue collection from fuel excise taxes.

While increased revenues for transportation are expected under the new stimulus package, the funding allocation will be aimed at projects with a demand management component for building a sustainable transportation system.

## **Stephen Joseph, Executive Director at the Campaign for Better Transport.**

The new president's priority to the environment and belief that climate change is real, serious and caused by man-made emissions will perhaps mark the biggest impact on sustainable transport.

But we can already see some more detailed impacts too. Mr Obama's emerging economic package includes support for transport spending and for the car industry – but as part of a transition to lower carbon transport and more managed and maybe priced roads. The car industry will have to sign up to fuel efficiency standards they've resisted for decades. Roads spending will be about incentivising smarter car use, and giving priority to car sharing and buses where appropriate. There is also support for "smart growth" land use policies to curb car-dependent urban sprawl. Whether Mr Obama delivers on this or not, it will set the terms of the debate across the world. Where smarter choices will fit in is not yet clear – but anything is possible. Who knows, maybe the road pricing debate – stalled in this country – could be adopted by the US and leapfrog the Atlantic, leaving the UK behind.



## **Derek Palmer, Associate Director, JMP.**

Barack Obama and Joe Biden spell out their ideas in a two policy papers entitled "Strengthening America's Transportation Infrastructure" and "Investing in 21st Century Transportation".

The agenda is a two-stage strategy with a short-term action agenda and a longer-term policy agenda. A quarter of the \$100 billion stimulus bill is expected to be dedicated to roads, bridges and other public infrastructure. Another item on the short-term action involves the 30 public transit agencies defaulting on loans.

Obama's longer-term policy agenda is difficult to predict but could involve road pricing. His advisers visited Greater Manchester to study the congestion-charge. Obama recently praised plans – later scrapped – to charge motorists to enter Manhattan in New York as "thoughtful and innovative".

Like the economy at large, America's transport system presents Obama's administration with serious challenges: growing urban congestion, ageing infrastructure requiring billions of dollars in reconstruction and modernisation, and an inadequate freight system capacity requiring more funds. At the same time, the government will be faced with dwindling petrol tax revenues, while new taxes and deficit spending are expected to encounter both popular and congressional opposition. So when it comes to transport, his hands will be tied.

## **Edmund King, AA President and one time Los Angeles resident.**

Obama wants to push the green agenda but his hands are tied by the global financial crisis. His administration will give incentives to produce and drive greener vehicles but, in times of crisis, post-bourgeois ideals are overtaken by the necessity to keep people in jobs and food on their tables.

He has already indicated that he sees improvements to transport infrastructure as a way of boosting the economy. This will lead to more national funding for the federal highways but he will try to give it a green tinge by implementing more high occupancy vehicle and high occupancy toll lanes.

The new president will put more pressure on the oil companies to produce greener fuels than his predecessor but he will understand that rising gas prices at the pumps don't go down well at the polls.

Obama may embrace some more radical state-led initiatives. Despite Arnie being a republican, his marriage to a Kennedy, might mean we see the president working with the Californian governor on radical schemes such as the hydrogen highway.

The timing of Obama's emergence onto the world stage, unfortunately means his potential for more radical energy and transport policies will be curtailed. As the troops return from war he will start to do more to save lives on the roads. I wish him well.



# Planes, trains and automobiles

It was a close call whether the best views were from the guest speakers or the windows at the latest NBTN conference held in London's latest skyscraper conference venue, Altitude, on the 29th floor of London's Millbank Tower in December.

NBTN programme director, Heather McInroy was in no doubt that it was the quality of the speakers and their messages that members had enjoyed most.

"Members told me what an excellent line-up the conference had," said Heather. "In addition to Martyn [Lewis], we had speakers talking about planes, trains and cars and how – whatever your industry and whatever your size – NBTN can help you cut your CO2 emissions.

"Whether your company is in the FTSE 350 or on a trading estate, large or small, private sector or government and whether you rely on public transport, private car, business flights or have your own fleet the NBTN has a strategy for all of you.

"I believe we sent out a positive message that, as well as strong environmental reasons to reduce business travel, there are substantial cost savings to be realised by organisations too."

Keynote speaker, Martyn Lewis, told delegates that telepresence was already transforming business strategy, revolutionising organisational culture and delivering a realistic face-to-face meeting with a "wow factor" far beyond the experience of videoconferencing. For more on his speech, see our special technology feature on page 10.



Heather McInroy

National Business Travel Network showed it had all the modes covered when it comes to reducing CO2 emissions at its members' conference in December. *Smartmoves* was there to hear that, whatever size or type of organisation you work for and whatever your business travel profile, be it planes, trains or cars the network has a policy.

## Cutting the 37 per cent

Jacqui Wilkinson told delegates that she and her DfT colleagues were constantly asking "What are we going to do about the 37 per cent?"



A figure she called on network delegates to focus on as it relates the percentage of car CO2 emissions from commuting and business travel.

She also highlighted the fact that greenhouse emissions from cars amount to more than the combined total from buses, aviation, shipping, and heavy goods vehicles.

Setting out the national scene Jacqui said. "In looking at the value of transport to the economy, Eddington said we should not look to build new infrastructure as a first solution but to embrace smaller solutions such as walking, cycling, car sharing and better public transport whilst Stern proposed a three-legged solution through greener vehicles, promoting fiscal benefits and behavioural change to tackle climate change. Promoting behavioural change is the focus for the NBTN in helping reduce emissions."

She said that 25 per cent of CO2 from car journeys was generated by trips between just 10 and 25 miles and that commuting and business have highest proportion of single occupancy car trips – 91 per cent and 87 per cent respectively. The network, Jacqui added, could deliver a significant reduction and a more sustainable transport system.

## Business travel under greater scrutiny

Catherine Early predicted that green credentials and the credit crunch were combining to bring the level and cost of business travel into sharp focus.



"While the media and campaigners have tended to focus on the 99p leisure end of jetting off, business travel is coming under the spotlight of media and campaigners," she advised NBTN delegates.

Catherine, a journalist with the ENDS Report – the leading publication covering environmental business and policy – said that previously business travel had fallen between the lines of management control.

"Some parts are covered under HR and Finance, IT is responsible for videoconferencing and Estates for car parks and cycling."

She suggested this made it difficult to cost, compare and control business travel.

"But the environmental agenda and the economic situation are coming together to make people think about business travel quite seriously," Catherine said.

"Managing business travel and cutting it down is often preferable to making people redundant. This is a choice organisations are looking at."

Catherine told delegates that one of the difficulties in reporting in this area was that there is no agreed practice on data collection and measurement.

And she said that there was still a contradiction within many companies where, although there was a desire to set and meet environmental targets, employees coveted company cars and air miles as personal perks. She also pointed to the fact that in many organisations public transport is seen as an automatic second choice behind air travel.

## Putting the accent on environment

With the appointment of a dedicated environment lead, global consulting firm, Accenture, flagged up its determination to cut its carbon footprint as part of culture shift, of which travel is just one part.



Working with 180,000 employees across the globe in 120 countries, Saskia Restorick explained that her role is not to stop travel but to minimise it through culture change.

"It's a question of how to minimise it; identify the travel that we don't need to do and the work that could be done a different way."

Saskia told the conference that increasing oil prices, the cost of travel and the cost of time spent travelling was a major financial drain on the company. She said that Accenture's approach is to embrace technology to help people do what they need to do "better, faster, and with reduced environmental impact", adding that its telepresence facilities are constantly booked out.

But it's not just the high-end technology employed. Saskia revealed that webcams, webinars, online forums and discussions are used as a way of engaging employees and getting them to put their own ideas forward, in their own words to reduce travel.

### Tackling car incentives

Nigel Underdown told delegates that fleet policies are often keeping people in the company cars.



The Head of Transport Advice at the Energy Saving Trust outlined a range of incentives that keep people driving in business. He said, despite greater reliability, company cars continue to be replaced too quickly; reimbursement levels invariably over-compensate and private drivers from the so-called 'grey fleet' see a profit in driving and suffer from "day-out" syndrome.

"People like new cars. Despite stunning reliability at higher mileages, a driver covering 15,000 miles a year has to wait four years for a new company car. A driver doing 40,000 only has to wait two years. We are constantly finding these built-in incentives where a company policy says 'drive more'. At Treasury rates, a driver in a Honda Civic diesel from London to Manchester would make a profit of £30."

He called for hierarchy in travel planning to let staff know what mode the company expects them to travel on, to strip out disincentives and to set a mileage reduction target and cascade it to different parts of the business.

### Train is best for business

Alex Veitch, from the Association of Travel Operating Companies admitted that the car is still the favoured form of business travel for many. He told the conference that increased reliability,



internet-based ticket comparison sites and ubiquitous use of mobile technology among business travellers means the railways are

ready to increase their market share from cars and airlines... and help the UK business cut its carbon emissions.

Alex, Integrated Travel Manager for ATOC, said the railways had learned much from the airline industry and was putting the explosion of mobile technology to great use in order to save people time and make the rail a "cheaper, more productive way to travel."

"With high levels of punctuality, increased reliability and the revolution in technology, the train is overall increasingly seen as the most cost-efficient, productive and enjoyable way to travel on business."

### Taxi and car focus for savings

Jonathan Willoughby, from W5ive, argued that a focus on car and taxi travel as part of a business' transportation policy reaps savings and helps an organisation meet environmental aims too.



Highlighting the problem, Jonathan said that millions of pounds are being wasted through: "vehicles bombing around London with 50 per cent occupancy; airport drops coming back empty and people using cars when they should be using cabs."

"I used to watch eight cars fly past on the A4, all heading for the same destination and the same flight," Jonathan said. "I'm sure there are companies in The City and West End, companies a few yards away from each other, in similar businesses trying to get their people to the same places at similar times of the day."

"If we were more clever about it, with a bit of collaboration and a shuttle service approach we could move people in a more efficient, cost-effective and responsible way."

He pointed to organisations where you book air and rail as part of transport through measurable, online systems or suppliers then pick up the phone for a cab. "It's a big operational cost but a very isolated area of travel expenditure."

## NBTN conference round up

In total, there were 13 presentations at the NBTN conference as well as a Q&A session in a packed programme. Here's a quick round up of the topics covered by some of the other speakers at the event.

### We're not just bookers, we cut emissions too

Travel management companies are just as keen to help companies cut CO2 emissions as well as reduce travel budgets, industry spokesman Gary Povey explained to delegates.

"It's not just about air, rail and hotel but the whole journey. How does the employee get to the airport, is it a car, a taxi? What about the other end? So we have put a policy together to cover the whole trip. We are looking at fleet services and at who is travelling in their own car or booking their own hotel."

### Greening the hire fleet

Jay Parmar, from the British Vehicle Rental and Leasing Association, whose members buy nearly half of all the vehicles sold in Britain said that the sector was doing its bit to "green the fleet".

"Tax reforms, along with fuel costs, CSR commitments and better journey planning are beginning to reduce the carbon footprint of fleet vehicles," he said.

"All of those vehicles will need second homes when they are sold on and this will help to green the fleet and take older and more polluting cars off the road in the longer term. Car clubs are also helping this trend," Jay concluded.

The conference also included contribution from WWF's Jean Leston who said that there is a real appetite among many of the UK's biggest businesses to reduce the number of flights they take.

Jonathan Green from JMP called for greater clarity in the corporate travel role and the need for a common language and vision for the future. Jonathan and also gave an update on the Institute of Travel Management's Project Icarus, urging NBTN members to sign up to the toolkit. Caroline Scurr from Driving for Better Business urged delegates to make ensure they have a driving risk management system as one third of all road accidents – including a thousand fatalities a year – involve someone driving for work.

To see full reports on the NBTN members' conference and to download the presentations from the event, visit the network's website,

[www.nbtn.org.uk](http://www.nbtn.org.uk).



Weatherman Bill Giles, the tactics of the Fairtrade movement and flying cars were among some of the more unusual moments travel planners enjoyed at the ACT Travelwise conference and awards ceremony in November.



# Travel planners get a storm and a tea cup

A decade on, since John Prescott unveiled the Government's new deal for transport, 250 delegates gathered with politicians and industry experts in Birmingham to discuss how far transport policy had progressed and to debate the future of travel planning.

Chairman, Neil Scales expressed his concerns to the ACT Travelwise conference that the global financial downturn could become a major setback for the sustainable travel sector.

But he also had a positive message for travel planners attending the showpiece event held in November. "We, in the sustainable travel sector, have one asset that will weather any economic storm – value for money," the ACT Travelwise chairman said.

"Almost every week, new evidence emerges demonstrating that Smarter Choices are a practical, cost-effective and prudent solution to many local and national transport issues, providing savings for individuals, organisations, and government.

I have high hopes for the continued expansion of Smarter Choices."

Keynote speakers included new transport minister Paul Clark and Fairtrade's Barbara Crowther. Former weatherman, Bill Giles, gave a lighthearted forecast on how climate change will affect future transport needs and local school kids outlined their plans to

tackle climate and introduce flying cars and buses with beds on them.

Paul Clark launched the DfT's practitioners guide to personal travel planning and told delegates that while there was plenty of evidence that sustainable travel measures work, a lack of analytical evidence was holding back greater implementation.

Speaker line-up from the conference



## Sheffield steals show at awards

Sheffield showed its mettle at last year's ACT Travelwise conference picking two top travel industry awards.

Sheffield ran the top European Mobility Week Campaign of the Year and the city's Meadowhall Shopping Centre was voted the most Commuter Friendly Workplace of the Year.

Judges were impressed with the quality of the campaign activities around the theme of "Clean Air for All", they applauded the way it was communicated and the comprehensive action plan around events, individual activities and the involvement of citizens.

Meadowhall travel plan manager, Alice Trusswell, received the award for her efforts to make journeys easier, cheaper and more sustainable for the 7,000 staff working at the giant complex. Smarter choice policies have helped reduce solo work driving to just 10 per cent at the giant complex.



Alice Trusswell receives her award for her travel plan at Sheffield's Meadowhall Shopping Centre

Speaking to *Smartmoves*, Alice said: "I have worked in the transport field for 17 years and to receive an award from fellow professionals in the same industry is a great privilege. I must pay tribute to my colleagues at Meadowhall as it has been a real team effort."

Conrad Haigh was voted Travel Planner of the Year. Conrad, who recently moved to MVA from TfL where his work as travel plan manager included the development of travel plan monitoring systems and the development of Itrace, which received a separate accolade as Innovation of the Year.

Hermoine Brightwell, school travel advisor for Sutton Council, was voted School Travel Planner of the Year for her work in getting every school in the borough to adopt a plan. Among her imaginative projects were a link up with the London Film Festival and a walk-to-school photography project.

Brian Moreland won the Outstanding Contribution to Smarter Choices award for his work and Travelwise activities in Northern Ireland.

questions from delegates and a packed programme of workshops offering local, regional and national perspectives on Smarter Choice initiatives.

Delegates enjoyed around 25 workshops over the two days with topics ranging from matchday stadium and multi-faith approaches to travel planning to the latest trends in behavioural change and how to increase walking through better journey planning provision.

Neil Scales told *Smartmoves* he was delighted that the programme had attracted a DfT minister and transport politicians

from the Liberal Democrats, Conservatives and Green Party joining experts to debate the future of travel planning and taking questions from delegates.

Birmingham school children got the chance to shape future transport policy. Beds on buses and flying cars were a couple of suggestions from the 10 year olds, though they impressed the conference with a good grasp and understanding of climate change issues: showing that there was plenty of hope for the future.

For more information visit [www.acttravelwise.org.uk](http://www.acttravelwise.org.uk).



Birmingham school children help shape travel policy of the future



Fairtrade's Barbara Crowther

"When the concept of travel planning was first talked about, many believed it to be a fad that would go as quickly as it came," Mr Clark said. "Today is proof that didn't happen and we've all come a very long way since those first tentative steps were taken.

"I believe the need to 'bang the drum' for travel planning has now passed.

Instead, our focus needs to be on getting analytical processes firmly in place. If we can do this, we can prove beyond doubt that travel planning can make a very dynamic contribution to tackling congestion and climate change."

Travel planners vying to win hearts and minds of the British travelling public could learn lesson from Fairtrade's campaigning approach, Barbara Crowther told the industry. The communications chief said similar tactics could be adopted to instil passion, help early adopters and change travel behaviour.

Bill Giles recounted the worst day for BBC weathermen when colleague, Michael Fish, rubbished reports of hurricane only for southern Britain to be devastated. The lesson, Mr Giles told delegates, was to make sure you get your message across accurately and simply to the public.

Conference organisers gave travel practitioners a louder voice at the annual awards conference with speakers taking

# New psychology centre gives travel planners food for thought

Involvement of psychologists will enhance travel planning and lead to a greater understanding of travel behaviour says Centre for Transport Psychology.

A new specialist centre aims to target behaviour change by bringing a psychological approach to people's travel habits. Set up by leading academics at Surrey, Bath, and Exeter university psychology departments and transport and psychology professionals at JMP, the centre aims to provide evidence-based practical proposals for the transport industry.

"We believe that this is a development that will bring fresh thinking to the transport profession and new 'tools' for those implementing the Smarter Choices agenda," said psychologist, Dr Karen Stanbridge of JMP Consultants. "Behaviour change is central to transport policy and practice as well as addressing broader policy goals including improving health and addressing climate change."

The launch last year was attended by many prominent experts in transport and behavioural change, with presentations from: Steve Stradling, Professor of Transport and Psychology, Napier University; Professor Bas Verplanken of the Psychology

Department, University of Bath; and Ben Plowden, Director of the Smarter Travel Unit, Transport for London.

Chairing the launch, Tim Jackson, Professor of Sustainable Development, Centre for Environmental Strategy at Surrey University, outlined the Centre's philosophy and programme.

"Human behaviour is influenced by variety of different factors, and travel behaviour is no exception. When attempting to change behaviour it is important to understand that messages received are also affected by attitudes and perceptions, and, as such, a comprehension of these factors is critical to effective behaviour change."

The main workstreams of the CTP focus on attitudes and perceptions, safety, and influencing travel behaviour.

"Understanding the motivations behind behaviour provides useful evidence for the effective design of interventions and guidance for policy" says Dr Birgitta Gatersleben from the University of Surrey.

The Centre, which aims to carry out long-term studies

investigating travel behaviour, already holds data on driver attitudes to cyclists, teenage attitudes to cycling, and the impact of the Jubilee Line extension on perception and travel behaviour. Current work includes increasing bus use among infrequent users in Cornwall, improving understanding of travel behaviour in Glasgow and the potential for increased use of alternatives to the car.

The CTP has a dedicated website with details of the outcomes from interactive sessions held at the launch event looking at the potential to change attitudes and travel behaviour at different points in a person's life, from birth to retirement.



Tim Jackson, Professor of Sustainable Development, Surrey University



Delegates outline their thoughts in one of the launch sessions

"We wanted to consider how the life course affects transport behaviour change initiatives so we can be sure we deliver the right messages to the right people at the right time," says Professor Bas Verplanken. He set out a number of points in a person's life where policy makers and transport practitioners miss out on the opportunity to send out strong messages that could change travel behaviour.

"Employers could introduce incentives to new recruits via workplace travel plans and estate agents are well placed to point people moving home in the right direction for free travel advice on public transport systems and cycle routes.

"Even in retirement, the elderly have specific requirements where walking and cycling are useful ways of retaining mobility and exercise."

For more information about the Centre for Transport Psychology and to see the first newsletter, visit [www.vctp.org.uk](http://www.vctp.org.uk).

Getting a better deal for cyclists, and the quality and price of public transport were among travel professional's talking points at the conference to launch the new Centre for Transport Psychology.

Transport planners also wanted more to be done to encourage employers to find inducements other than company cars to aid recruitment and a straw poll of experts at the inaugural meeting in Bath also revealed they take a dim view of professionals in their own field who don't travel in a sustainable manner.

Brave transport planners anonymously confessed their gravest sins at the CTP event. Organisers offered a prize for the biggest sinners and highlighted their top two:

**Transport transgression 1** – "I drove to the gym instead of cycling, then used a stationary bike to warm up inside because of the bad weather outside."

**Transport transgression 2** – "I once went by car on my own to hand in a thesis on how to reduce single occupancy car journeys."



# Walking website site takes giant stride

Wishing to prove a point to workmates that walking could be quicker than tubes and taxis, Jamie Wallace made a smart move and set up walkit.com.



A walking website has been hailed as the next big thing alongside internet giants like Flickr and the BBC iPlayer.

*The Guardian* has listed **walkit.com** in its league table of top 100 websites that will make it big with the public in the coming year.

For founder, Jamie Wallace, the accolade couldn't have come at a more fitting time as the walkit.com team re-launch the site this month with even more options for clued-up city pedestrians.

New developments for the website – which offers city walkers AA-type route plans for pedestrians – include flat routes, back routes, calorie-burning routes and a log-in facility which lets you personalise the site to your needs.

"Whereas the existing site is mainly a planner, the new redesigned site will be more of a resource," reveals James. "For instance, if an elderly person wants to plan a route without hills, the new site will allow them to do that. If someone prefers a low pollution route, they can plan that too and you will even be able to put in your weight

and calculate how much weight you will lose walking a certain route at a certain pace."

The idea for the website came when Jamie was working with a green charity called Forum for the Future that advised companies about sustainable development issues.

"It was born out of frustration and the desire to make my point," admits Jamie.

"Colleagues would be dashing off to get the tube or a taxi in central London and I couldn't persuade them that it would be quicker to walk," he says. "Then I had the idea to give pedestrians the same route planner service that drivers get on the AA or RAC sites."

Jamie, who has a background in environmental technology, went part time at work to develop his dream of a city walkers' website. His passion to prove a point and his vision to give pedestrians more relevant information is revealed by the fact that he bought the domain name back in 2000 – long before he launched the site in 2006 with the technical help of Terry Palmer and Martin Perretti. "I admit I had none of the technical skills to deliver it but I was convinced of its potential when I bought the name," Jamie reveals.

The website which initially mapped walking routes in London now covers Aberdeen, Birmingham, Bristol, Cambridge, Derby, Edinburgh, Glasgow, Leeds, Newcastle/Gateshead, Norwich and Sheffield and there are plans to expand farther across the UK, with international ambitions in Europe and the US.

Jamie says that while technology has helped a lot, developments such as satnav and Google maps, are still very "car-centric".

"We are doing a lot of development work ourselves, collating information about park and river routes, beside canals, down alleys and generally all the stuff you won't find in most vehicle-based journey planners. It's what we call the, 'walking knowledge'."

And just like *The Guardian's* prediction for his website, Jamie believes there is a growing desire for specific pedestrian

information. "There is a real market for getting people quickly and appropriately to their destination. We are in a recession, tube fares are £4 a go and people see the health benefits they get from walking."

Always keen to work and learn from walkers and build the walking community, Jamie's site gives people the opportunity to make suggestions and offer feedback.

Though he wholeheartedly agrees that word-of-mouth is the best advertising, the company ultimately is a business that is always looking for greater backing.

Sponsored through a mixture of public and private sector supporters in the cities covered by the site, which receives around 55,000 unique hits every month generating 110,000 routes, Jamie is keen to hear from *Smartmoves* readers in the sustainable travel industry who would be keen to discuss future developments for the service. "We've only scratched the surface of the site's potential, and are brimming with ideas for new functionality – time and resource, not ideas, are the main hurdles to overcome."

And his measure of success will chime with *Smartmoves'* philosophy. "Changing behaviour is really what motivates me," he says. "When I hear that people have given up the car or bus ride to work because they can walk quicker, that's success for me."

For more information visit **www.walkit.com** or email **j.wallace@walkit.com**.

## Jamie Wallace in a minute

- **1969** – Born, London
- **1988** – Student, Newcastle
- **1994** – Campaigner, Friends of the Earth
- **1996** – Student, Imperial College, London
- **1998** – Advisor, Forum for the Future
- **2006** – Founder, walkit.com



# Conferences and Events

Keep up to speed with a round up of some of the events happening over the coming months.

## Transport technology and climate change

**When:** 16 February 2009

**Where:** Glasgow Royal

### Concert Hall

The conference will provide a showcase for the capability within Scotland's industrial and academic communities to meet the challenges and opportunities within the sustainable transport market both domestically and internationally. It brings together Scotland's public sector organisations seeking to procure sustainable transport solutions and the Scottish supply base that can provide it. Consultation on the use of cleaner vehicles and alternative fuels to reduce emissions from road transport will be launched at the conference.

Speakers include Stewart Stevenson and former BT futurologist Ian Pearson.

**Find out more:**

[www.tri-napier.org](http://www.tri-napier.org)

## Third Annual Climate Change Summit – Moving Beyond Carbon

**Where:** Regents Park Marriott

**When:** 17–18 February 2009

While carbon management remains the key aspect of environmental responsibility, it is now clear that it can no longer be the only focus of any company's environmental strategy.

Now in its third year, this is the only gathering for

corporate responsibility and environmental professionals that offers practical guide to effective environmental strategies that help grow and strengthen businesses in the uncertain times ahead.

Speakers from Rio Tinto, Unilever and Defra.

**Find out more:**

[www.ethicalcorp.com/climate](http://www.ethicalcorp.com/climate)

## An Alternative Transport Future

**Where:** Chatham House, London

**When:** 5–6 March 2009

This conference will seek to identify the steps that need to be taken by policymakers, the transport industry and the investment community. It will examine how transport and climate change priorities can be integrated in policy and practice. Looking at examples throughout the world, it will identify best practice and discuss how the international community is engaging in resolving this issue. Topics include: capacity and congestion issues, the principal challenges to encouraging investment in transport, advances in alternative technology and the consequences of inaction.

**Find out more:**

[www.chathamhouse.org.uk/alternative\\_transport\\_future](http://www.chathamhouse.org.uk/alternative_transport_future)

## 5th Annual Smarter Choices Conference: A leap of faith to business case

**Where:** Cavendish Conference Centre, London

**When:** 18 March 2009

The conference is the essential annual gathering of practitioners working on Smarter Choices interventions. It is also networking event for practitioners working on sustainable travel towns.

The conference will focus on measuring, appraising, valuing and monitoring smarter choices through outcomes, evidence and robust business cases.

**Find out more:** [www.ptcr-training.co.uk](http://www.ptcr-training.co.uk)



## Walk to Work Week

**When:** 27 April – 1 May

Walk to Work Day has been extended into a week-long event at the beginning of spring when people begin to think about being outdoors.

The event is organised by Living Streets with funding from Transport for London.

**Find out more:**

[www.walkingworks.org.uk/walk-to-work-week-2009](http://www.walkingworks.org.uk/walk-to-work-week-2009)

## Responsible Business Summit

**When:** 11–12 May 2009

**Where:** Business Design Centre, London

This conference brings together the leading minds in the corporate world to discuss the sustainability and CSR challenges facing business over the coming year. Given the current economic climate, this year's summit will focus on how corporate responsibility will be affected by recession. Will your CSR department be shrunk, or even closed altogether? Or will CSR be an invaluable source of new business opportunities and innovation that your board cannot afford to lose?

**Find out more:**

[www.ethicalcorp.com/rbs](http://www.ethicalcorp.com/rbs)

## National Work from Home Day

**When:** 13 May 2009

The third annual National Work from Home Day will see millions of workers around the UK will be experiencing the benefits of working from their home.

Not only will they have avoided the fight through public transport or frustration sitting in traffic jams, but they will have saved a few hours in time and been able to start work un-flustered and de-stressed.

Even a small proportion of the workforce working from home occasionally has a profound effect. Reductions in traffic volumes and passenger numbers on public transport will result in less congestion and overcrowding, making travel more bearable for people who have no choice but to travel. Less travel also means less pollution and CO<sub>2</sub> emissions.

**Find out more:**

[www.workwiseuk.org](http://www.workwiseuk.org)

## Smartmoves

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