

# Smart Travel Training

*Developing Champions for the Future*



Ariennir gan  
Lywodraeth Cynulliad Cymru  
Funded by  
Welsh Assembly Government



*in partnership with*



## Smart Travel Training

Smart Travel training is brought to you by your Regional Transport Consortia, Traveline Cymru, and Sustrans. During the training session trainees receive a Smart Travel training handbook to take away, future updates when information changes, and will be provided with ongoing support by respective regional Travel Plan Co-ordinators and partners.

### Objectives

Smart Travel training is designed to provide champions with the tools and skills to act as a key point of contact within your organisation/community, able to disseminate sustainable transport information to other staff members, students, volunteers, visitors and community members.

The outcome of which is that individuals are able to make informed choices about the way they travel to work, college, or for leisure.

Smart Travel training considers the need for improved accessibility for all, including disadvantaged groups and this is reflected in the training package.

### Aims

The aim of the training is to teach trainees how and where to access the following information.

- Traveline Cymru one-stop shop for travel information
- Sustrans Cymru for local cycle/walking routes & active travel toolkit advice and support
- Car share schemes to find a suitable carshare partner
- Community transport schemes in the locality – information provided by local authority or CTA Wales

## Training is available for three types of organisation

- Public/Private Sector Business
- Community
- Education



Training is available to any person within your organisation, community or educational establishment that you feel would be a good ambassador for sustainable transport, and is best placed to provide information to others. This may include:



- Customer facing e.g. receptionists, car park attendants, call centre staff
- Team leaders
- Estates department
- Human Resources
- Facilities staff
- Health and Wellbeing group representative
- Travel plan steering group member
- Student union representatives
- Student services representative
- Community groups and representatives
- Cycling enthusiasts/Bicycle User Groups (BUG)
- Existing car sharers

## The employer

A workplace Smart Travel training session lasts 1 ½ hours and can accommodate 10-12 people, providing you with a great opportunity to empower your staff and develop workplace travel champions by giving them the chance to receive valuable information and the skills to provide personal and informed travel choices.

There is also the option to offer this as a ‘Train the Trainer’ type session to groups of workplaces, where two or three per organisation attend and are able to take the training back to their organisation to share with their staff. For example this would work well where organisations attend green travel forums, or where a number of organisations are sited on a business park.

Trained staff members are able to disseminate travel related resources amongst colleagues and integrate useful information into business functions such as HR, e.g. providing new starters with travel choices to access the workplace.

Creating travel champions within your organisation also contributes towards the development of your travel planning activities and targets, to implement a workplace travel plan document. A travel plan involves people as much as it does physical measures such as cycle storage and car share parking spaces. It may also contribute towards a corporate health standard award.

The training seeks to raise awareness amongst managers and their staff and the positive advantages of selecting sustainable modes of transport including an improved organisational carbon footprint, healthy staff benefiting from active travel, reduced absenteeism, reduced business mileage and reduced car parking problems.

### **The community**

A community training session runs for half a day and can accommodate a group of approx 12-20 people in a local venue. Any member of the community can attend the training and become a community travel champion.

The community can benefit from the travel champion training in many ways for example, the different travel choices available to them at a local level.

Local community groups, businesses and schools can attend Smart Travel training with a view to encourage others, including residents to consider how they travel in their own communities.

### **The educational establishment**

This 1½ hour long training session can accommodate 10-12 people and benefits universities, colleges and schools by involving not only staff, but also students, pupils and parents.

As an employer and part of the community, educational establishments can nominate staff to receive the training and develop workplace champions able to provide sustainable transport information to colleagues, students, pupils and parents.



By choosing more sustainable modes of transport for journeys to school, parents can contribute towards less congestion around the school gate and a safer environment.

Valuable information about how to operate a walking bus and locate safe cycle routes is presented at training in conjunction with Safer Routes to School and Communities project officers.

On university and college campuses, smart travel choices such as car sharing, public transport, and cycling and walking can alleviate congestion and staff and students can benefit from cost savings.

**Which organisations have already received Smart Travel Training?**

- Abertawe Bro Morgannwg Local Health Board
- Direct Appointments Call Centre (Abertawe Bro Morgannwg)
- Hywel Dda Local Health Board
- Community Health Council (Hywel Dda)
- Ferryside Community
- Welsh Ambulance Service (Carmarthenshire)
- Sir Gar College
- Neath College
- Virgin Media (Manpower staff)
- DVLA (picture below)



- HSBC (Swansea)
- WWACC Forum Members (West Wales Association of Contact Centres)
- Careers Wales
- Job Centre Plus
- Workways (Neath Port Talbot)

## **The Smart Travel Trainee handbook**

A comprehensive resource, the trainee handbook is provided to all those attending Smart Travel training for further updating and use. Contents include:



- Quick reference sheet with useful website addresses to assist on-line journey planning
- Car share schemes - How to register and find a car share partner
- Traveline Cymru for all public transport information
- Sustrans Cymru for resources on active travel
- Contact details of partner organisations including Traveline Cymru and Sustrans
- Local authority website addresses for local community transport schemes and localised transport and travel information
- Unique bus stop codes and postcodes to assist on-line journey planning

## **Case Studies**

### ***Abertawe Bro Morgannwg Health Board***

Abertawe Bro Morgannwg Health Board Direct Appointments Call Centre Staff received Smart Travel training to coincide with a project being undertaken by the board, which they were tasked with, as part of the Health Challenge Swansea Partnership Trust.

Frontline call centre staff were identified as a staff group that regularly receives and answers questions and queries, and provide travel information directly to patients accessing hospital sites. It was decided that these staff members would benefit from increasing their knowledge of travel choices through Smart Travel training.



NHS Environment week 2009

The training included presentations on walking and cycling, car sharing and community transport scheme information for Swansea and Neath Port Talbot areas. This was followed by a presentation on accessing public transport information using Traveline Cymru.

The evaluation of the training showed that this type of tailored training benefited the staff who reported that they can now take ownership of calls by providing more personal information and advice to patients travelling to appointments. 100% of the team reported that they had limited knowledge before the training but now felt they not only had the tools for the job but also the skills and knowledge to impart the information to others.

A positive result from the training has seen the addition of an automated message option allowing callers to select information on how to access hospital sites using smarter travel choices.

The success of this training provoked Hywel Dda Health Board to also receive training for its staff at all their major acute hospital sites.

### ***HSBC Swansea***

HSBC have a designated telephone line that receives calls from staff reporting sickness and requesting emergency holidays, which is now able to provide smart travel information, particularly when car breakdowns are reported as preventing attendance at work.

Smart Travel training positive outcomes have also been used as evidence for attaining their Corporate Health Standard award.

Trained travel champions within the organisation are utilised to deliver smart travel information as part of the induction programme to provide personal journey information to all new recruits.

### ***Jobcentre Plus***

Trained Jobcentre Plus staff have reported since the training that they are able to provide personal travel advice to jobseekers with increased confidence. They are now more knowledgeable and know where to search for information and useful resources to approach when additional information is required.

Jobcentre Plus recognises that when new employers move into the area, Smart Travel training may also be offered and adapted to suit jobseekers.

### ***Neath College- Dwr y felin Campus***

Neath College ran a scheme to provide vocational training for those with special needs, and Smart Travel training was delivered to 20 students who had never accessed public transport.

They were given hands on training along with presentations from the Travel Plan Coordinator, Traveline Cymru and the Community Rail Partnership officer. The result was that all students successfully made an accompanied journey by bus and rail, planning their journey using the information provided at the training.

### ***FAQ's***

#### *1. How do I get my employer/board of education to buy in?*

The benefits of developing travel champions in the workplace and in educational establishments are improved accessibility for staff and students, reduced in on-site congestion and improved attendance records. Selling these benefits, along with possible measures for promotion including public transport, car share, cycling and walking, will encourage your employer/board to arrange Smart Travel training and engage in travel planning activities. Also, travel champions can contribute towards the development of a businesses/communities travel plan by taking ownership of relevant areas.

#### *2. How will Smart Travel training meet my organisations corporate social responsibilities?*

Organising Smart Travel training for your staff is an inclusive way of communicating with your staff and meeting specific corporate social responsibilities. Smart Travel training as part of an organisational travel plan document can also provide evidence required for awards and standards such as:

- Corporate Health Standard – e.g. Active travel and car sharing
- Investors in People – Communication with employees
- Green Dragon/ ISO140001 – Environmental impact and reducing co2

#### *3. Can I put Travel Champion Training on my CV?*

Yes, knowledge and understanding of smarter travel choices and the resources available is considered a transferable skill and can be used in any walk of life.

4. *I work for a small business – how can I get trained?*

You may find that there are other businesses or community groups within your area that may also like to receive Smart Travel training. This is a good way of working with your neighbours to not only develop travel champions, but also tackle common issues that are affecting the area. Partnership working has proven to overcome such issues and improve travel options.

5. *How much is it going to cost?*

It is FREE. Regional Travel Plan Co-ordinators are funded by the Welsh Assembly Government and therefore Smart Travel training is provided to recipients free of charge.

6. *How do I arrange a training date?*

To arrange Smart Travel training for your organisation or community contact your Regional Travel Plan Co-ordinator. See contacts below:

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<b>Partner contacts:</b>			
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