

Teddington Car Share Scheme: Marketing Support

Jakub Bojczuk and Kevin de Leeuw

Summary

- Liftshare Week
- Marketing materials available to promote the scheme
- Different initiatives to promote the scheme



- The first ever Liftshare week will take place this year between the 4th – 8th October
- It will provide a good opportunity to promote your scheme to staff/ raise awareness if you have not already done so
- Lots of promotional material available from the *Liftshare* website – monitoring pages

Key Facts

- Following online survey in 2009 a number of members expressed interest in developing a network-wide car share database.
- Seven organisation are currently participating in the scheme
- Registration to the scheme takes place on the following website -
<https://teddington.liftshare.com/>

How do I promote the scheme?

- SWELTRAC and *Liftshare* are able to provide you with a number of promotional materials that can assist in promoting your scheme
- Promotional materials include a detailed **car share guide**



How do I promote the scheme?

- **Car share postcards** to raise awareness and assist in the registration process
- **Car Share stickers** to distinguish those people that car share within your organisation



How do I promote the scheme?

- **Teddington Car Share Network Banners**
- **Bulk email campaign-** email template available in car share guide
- **Free posters** available from *Liftshare* monitoring pages. These can be customised with company logo and your own text



The Teddington Car Share Network will help you to find a colleague with similar travel patterns to share your journey with. Please visit teddington.liftshare.com for more information.

Join the network for free online or by completing a postcard.

Teddington
Travel to work network

<https://teddington.liftshare.com>

How do I promote the scheme?

...make new friends...

Save money...

...and cut your carbon footprint!

We save £2,130!

Join our free car-share scheme:

Overwrite this text with the name of your scheme and details of where people can find it...

sweltrac
uniting London's transport

part of the liftshare network

How do I encourage my staff to car share?

- There are a number of initiatives/incentives which can be employed to encourage your staff to car share
- **Liftshare week** provides a good opportunity to raise the profile of car sharing to staff, potential cost savings, social benefits, convenience (parking)

How do I encourage my staff to car share?

- **Priority/free car parking** is an excellent incentive and links directly to major benefit of car sharing. Tearfund have already implemented this initiative



How do I encourage my staff to car share?

- **Guaranteed Ride Home scheme** - a pot of money set up to pay for alternative transport arrangements when a car sharing arrangement falls through. Research suggests that this is actually seldom used
- **Organise a Launch Day:** you could have someone at a stand, distributing your promotional materials, asking staff to complete the registration postcards, making staff aware of the benefits and answering any questions about the scheme. Provide on the spot prizes?

How do I encourage my staff to car share

- **Speed Networking Day** organise a car share networking day amongst staff. This would provide a good opportunity for staff to meet potential car share partners. This could include providing drinks and nibbles and giving all potential car sharers a name badge with their postcode.
- **Regular Prize Draw** Holding a regular prize draw is a good way of maintaining interest within the scheme as well as encouraging new members to join e.g. gift vouchers, free breakfast, discounts within the staff cafeteria or a free meal for two at a restaurant.

How do I encourage my staff to car share

- Offering **discounts** to car sharers and potential car sharers is also an excellent way of encouraging uptake of the scheme e.g. Specsavers, Debenhams, RAC or AA
- **Instant Gratification** providing instant prizes or cheap goodies is a good way to raise the profile of car sharing. This could include free coffee, chocolate, A-Z map, car air freshner etc

So how can we assist...?

- Postcards & Stickers
- Banners
- Launch events (4- 8th October)
- Monitoring