

Teddington Network Car Share Update

Kevin de Leeuw
4th November 2010

Liftshare Week Recap

- The inaugural Liftshare week occurred between the 4th-8th October
- SWELTRAC attended a total of seven events during the week to promote the Teddington Network Car Share scheme
- The events provided a venue for staff to learn about car sharing, the benefits and how to find potential car share partners



Teddington Events

- Liftshare week events were staged at NMO, NPL, LGC, Tearfund, NHS Richmond, St Mary's University and Haymarket/Pinewood
- Each event was tailored to suit the companies needs. Some were staged in the morning to target people as they arrived to work and others during the lunchtime period.
- Online registration was available at some organisations so that potential car sharers could navigate the car share website



Promotion of the events

- The Teddington Car Share events were promoted using a variety of methods;



Car Share Information and Registration Postcards



Car Share Banners



Posters, Leaflets and information guides

Merchandise

- A variety of merchandise was given to staff who registered for the car share scheme
- Along with an information leaflet, staff could choose an umbrella, maglite or A-Z London map
- Some organisations provided their own prize draws and provided added incentives such as priority parking which were promoted during the events



Were the events a success?

- 119 staff members signed up during the liftshare week staff events
- Teddington car share scheme has now a total of 158 members with 114 journeys registered and 11% of these journeys made or received contact. No BuDI teams created as yet
- Therefore 75% of all members signed up during the liftshare week campaign



"It definitely makes sense. According to the National Office of Statistics, if every person who drives regularly gave one other driver a lift, even once a week, the number of commuting cars would fall by 15%. This can only be good news for the environment and for traffic control in our local congested areas and in general. Also, the potential money savings are potentially quite significant.

Anne Kearney – National Measurement Office

Car Sharing in 2011 and Beyond

- We need your help to continue promoting the scheme to staff
- Further car sharing events may be planned during winter next year when active travel modes may prove to be less popular due to inclement weather
- Each organisation is encouraged to organise their own promotional events if they wish to do so. Resources available from SWELTRAC
- New members will be invited to join the Teddington car share scheme increasing the potential car sharing pool
- SWELTRAC will be offering a monthly prize draw for new BuDI teams until January



Feedback

- When would you like another series of events?
- Any feedback/opinions on the car share events
- It is possible for individuals to register for the Teddington Car Share Scheme using personal emails