

This is a great time to have a car-share scheme

Did you realise that fuel prices are 15% more than this time last year? *It actually costs over £20 more to fill a family car than it did just two years ago!*



It's no wonder that, so far this year, there's been a 30% increase on new registrations compared to the same period last year.

In 2010, another 64,000 people joined the *liftshare* network, and more than 55,000 'requests to share' were sent between members (a 52% increase on the previous year).

With petrol prices and the economy being what they are, 2011's figures should carry on being significantly higher than 2010's.

So if you are promoting your scheme effectively (e.g. following our Tips of the Month), you should see these positive results reflected in *your* statistics too.

Because, as this picture (R) shows, if four people share a car, petrol could cost them each just 32p a litre. And everyone needs that right now...



Well done GWH... 848 members in four months!

We've been really pleased to welcome more organisations to the *liftshare* network since our Autumn newsletter. And it's also been great to see some very successful launches.

Great Western Hospital got 848 members within four months of launching their scheme. How did they do it?

Starting in May, staff will only be allowed to park for six days in every ten, which means that car-sharers will always have access to the car park.

CSM David Fowler also offered six weeks' free parking to anyone who formed a BUDI team before 18 February - with 62 BUDI teams set up, the incentive clearly worked well. From May, staff will be charged £1 a day to park, so no doubt they will see more registrations than too.

New *liftshare* schemes include:

Infineum UK
ProLogis (Bradford & Pineham)
Northamptonshire County Council
St Helen's & Knowsley Teaching Hospitals
University of the West of Scotland

Scottish Parliament praises *liftshare's* work



We were delighted to see car-sharing praised recently in the Scottish Parliament, when the benefits provided by sharing were highlighted by Alison McInnes MSP.

Mrs McInnes called *liftshare* the "UK's premier car-sharing organisation" and Nanette Milne MSP paid tribute to all those involved in building over 400,000 members on the network. Mrs McInnes went on to highlight that sharing has the "potential to overcome many key transport issues", while Stewart Stevenson MSP added: "Sharing our journeys with others in rural areas is economic and addresses climate issues." The Scottish Minister for Transport and Infrastructure further confirmed the backing of Scottish Ministers.

Growing support from key decision-makers is a very positive step towards a greater awareness of car-sharing; and with fuel prices rising by the week, it is the ideal time to target promotion at those being hardest hit by cuts to rural bus services, train fare increases and job losses.

Additional features & value-added products

How about a day of field marketing?

Could your scheme do with a little boost to ensure awareness and registrations continue? If so, a day of field marketing could be the answer you are looking for.

A field marketing day involves *liftshare* staff running an event at your offices, giving your staff and colleagues the chance to find out more about car-sharing and how to use the *liftshare* system. We have found this kind of face-to-face marketing extremely effective in raising awareness and encouraging registrations. Plus - as experts in promotion of car-sharing with over 12 years experience in dealing with all the possible barriers - we are very good at encouraging people to give it a go!



We can provide the personnel, time and equipment to run the day for you. The cost of this service is about £600, depending on location, and includes pre-event planning, marketing materials advice and two lovely members of *liftshare* staff to manage the day on-site and actively engage with your staff.

To book a field marketing day, please call us: 01953 451166.

An answer to your business mile costs



liftshare has always worked closely with its clients, listening to their concerns and needs. So when it became clear that private and public sector companies were looking for ways to reduce business miles costs, we started work on a solution.

Now, following 18 months of R&D, we are close to offering a way to not only help companies reduce their business miles (and the associated financial and environmental costs), but also streamline the whole process of recording and monitoring business travel. Our solution is a new web-based application: Teppo is a stand-alone system which joins some of the car-sharing capabilities of *liftshare* with newly-developed technologies such as links with national public transport data.

Teppo has been designed as a business application to help save time and money, and since the beginning of the year a small number of clients have been piloting it. More news soon, or to be kept updated, just email Sacha via info@teppo.co.uk.

Help your Local Authority win funding for car-sharing

The Local Transport White Paper, *Creating Carbon, Cutting Growth*, and guidelines on the Local Sustainable Transport Fund (LSTF), have recently detailed plans for the £560m fund.

At *liftshare* we have tried to communicate with our Local Authority partners the best ways to include car-sharing within their bids. This has included promoting work with local partners where possible.

The guidelines highlight that those bids which work with local partners, including the private sector, will be treated more positively by the Department for Transport (DfT). So we would urge all of you at local NHS trusts, higher and further education institutes, local employers and business parks to get in touch with your Local Authority, stating your interest at forming a partnership that can further the uptake of car-sharing in the region utilising the funding made available in the LSTF.

The funding could be used for such things as Personal Travel Planning, workplace travel planning, employee engagement and marketing activities to name but a few. If you would like more information about how a partnership may work in your area, or how the funding could be used, then please email ali@liftshare.com.



Come and visit us!



Clients who come and visit us on-site often report back on how helpful it was. They can meet the team and get a real sense of our mission and how we can help, and can understand how better to market and monitor their car-share schemes effectively.

Sue Hall from Suffolk Carshare came and spent a few hours with us in January: "It was great to put faces to names after emailing and speaking to various members of the *liftshare* team on the 'phone," she said.

"I found it really helpful to tap into the knowledge of the *liftshare* staff and their experiences of promoting car-sharing around the country. I learned a lot and it has left me feeling inspired and supported in the work I do to promote our car-share scheme."

Do let us know if you'd like to come and meet us here too. We'd love to introduce you to everyone and give you some one-to-one support. We provide cake too!

Introducing FlexiRide...

liftshare has joined forces with Penrillian (mobile software experts), Lancaster University's Department of Communication Systems and HW Communications (specialists in positioning technology) in a unique collaboration to further increase the uptake of car-sharing.

The result - FlexiRide - delivers enhanced personalised travel information as well as a journey planning-and-management tool. Car-sharers will benefit from the innovative components as FlexiRide technology will be deployed to overcome many of the perceived barriers to car-sharing, such as timing a journey around someone else and organising petrol contributions between sharers. In addition FlexiRide will authenticate the journey undertaken and be able to confirm where a share has taken place.



FlexiRide is funded by the Technology Strategy Board, a business-focused organisation dedicated to promoting technology enabled innovation across the UK. The project, which began in Summer 2009, is due to complete later this year. If you'd like to find out more please email louise@liftshare.com.

How some of you are promoting your schemes

- SEStran have been running a radio campaign to increase awareness, and 549 members joined in the first month of the promotion. The three messages are: saving money, filling empty car-seats and registering any type of journey.
- It's been great to see CamShare using the information we send you all (e.g. the AA poll) in their own newsletters for local businesses. The local team are now including our 'Tip of the Month' in every one of their own monthly newsletters. If you run a public scheme, why not do the same?
- Carshare Aberdeenshire has had great success with no-cost films on YouTube. CSM Andrew Stewart sees it as "a platform for real people to talk about their experiences and for us to host work we are doing without spending lots of money on professional videos." Meanwhile, Tactran - in association with SEStran and Nestrans - has produced six fun video virals, each with a local feel whilst still promoting a Scotland-wide campaign. Themes such as The Braveheart Nap should raise a smile and the profile of car-sharing!



No budget? Here are some tips...!

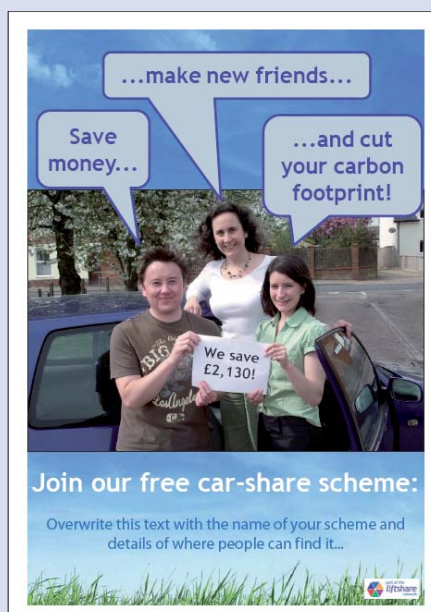
Times are tough for many organisations, and a lot of Car-Share Managers are finding they have much-reduced budgets for promoting their schemes. Yet with petrol prices at a record high, this is the time your staff need it most!

So we have put together some suggestions for those of you who want to keep promoting your scheme, but currently have no budget to do so...

Private Schemes

- **Intranet:** This is vital! Ensure you have *prominent* links to your scheme on the staff intranet wherever travel is mentioned (best of all, get a link on the homepage too);
- **New starters:** Speak to your HR team and ensure that joining the scheme is an automatic part of the induction process. Get information included in New Starter packs;
- **Email:** sending an email to all your staff is a guaranteed way to reach the widest possible audience. Keep it brief, tell them about what they want to hear (usually saving money!) and ensure the email has a direct link to your scheme;
- **Posters:** We provide a customisable

poster (below) which you can download and display around your building(s). You'll find it on your Monitoring Pages. Look for "customisable car-share poster" under the Marketing tab;



- **Payslips:** If your organisation doesn't charge to put a message on payslips, why not get a brief note about

your car-share scheme attached to yours? You can be sure that everyone opens their payslip!

- **Articles:** Feature a car-share case study in your staff magazine or newsletter. We can help with text if you like.
- **Senior management support:** Get your boss to shout about it! It's essential that staff know your car-share scheme is supported by management;
- **Champions:** Share your work load and have an enthusiastic champion in each office/building/location.

Public schemes

- Get links on the websites of local amenities, clubs, county shows etc;
- Promote your scheme in residents' magazines, council newsletters and with council tax bills;
- Contact the Job Centre and ask for information to be put up, or for them to advise job-seekers it's a travel option;
- Display this poster (left) in train stations, encouraging people to car-share to the station - cutting their parking costs too.

If you would like help with any of the above, do call us on 01953 451166 or email customersupport@liftshare.com.

What's been happening at *liftshare*?

liftshare on the Daybreak sofa!

Car-sharing was in the national spotlight last month, when we found ourselves on the sofa of ITV's breakfast programme Daybreak. *liftshare*'s founder Ali Clabburn was interviewed as part of a story about the rise in car-sharing as a way to combat record high fuel prices.

It was good to see car-sharing being discussed on national television, and further proof that it is growing in importance as a mainstream form of transport (Christine Bleakley said all her teacher-friends back in Ireland car-share!).



Helping your members find matches

For members that haven't yet found a match, we have been giving them a helping hand by emailing them with a list of suggested matches. These emails are titled 'Look who's going your way' and have started going out. So members who are still keen to save money, cut their carbon footprint and reduce the stress of travelling alone are getting an extra bit of help to find the solution!

We're lobbying the decision makers...

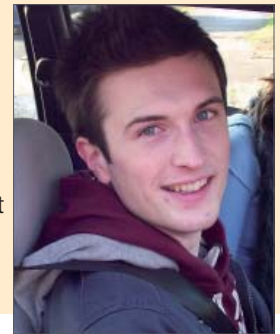
As a social enterprise, speaking to key decision makers is an important part of what we do. And over recent months we have been very active with our lobbying. We've spoken to Isabella Earle (Head of Transport at the Department for Energy and Climate Change DECC), had a round-table discussion with Norman Baker (the Parliamentary Under-Secretary of State for Transport), lobbied the Scottish Government to ensure car-sharing is featured within its Climate Change Report and met with Maria Eagle (Shadow Secretary of State for Transport).

All of these discussions have been extremely positive, and we are already seeing clear signs that our work to have car-sharing recognised as a central form of sustainable transport is bearing fruit.

Luke wins Eco2 eco-driving comp!

liftshare's very own researcher & campaigner, Luke, has been practising what we preach by winning an eco-driving challenge. At the Eco2 sustainable transport conference in London, Go Travel Solutions had a driving simulator: with the challenge of driving around a course in the most fuel efficient way possible.

Being an avid car-sharer and always keen to prove his environmental credentials, Luke stepped up and confidently did his best eco-drive. This turned out to be a winning score. "It's brilliant to realise that eco-driving, like car-sharing, not only saves me money and is beneficial for the environment... it's also won me a sat nav now too!"



... Top tip... Top tip... Top tip... Top tip...

It's worth checking that your IT firewalls are allowing *liftshare* emails through to everyone in your organisation. Just ask your IT team to "white-list" all emails from *liftshare.com*.

News from the *liftshare* network

Climate Cops in Wales!

The Year 8 "Climate Cops" at Greenhill School in Tenby have made it to the top ten in NPower's national climate change competition. The pupils developed a car-share scheme for teachers and support staff, which proved very successful. CSM Jayne Cornelius has let them use the SWWITCH car-share logo and marketing wording, has given the school a presentation about car-sharing and is introducing them to local businesses for networking purposes.

Hitting the headlines

When fuel prices spiral, it's a good time for media attention. We were delighted to see so many public schemes use the template press release we sent them to raise local awareness of their scheme.

Cambridgeshire's Travel for Work

Partnership promoted CamShare in its January newsletter to businesses, using *liftshare* information and stats. This generated some very positive coverage, with a Breakfast Show interview on BBC Radio Cambridgeshire and a double-page centrefold spread in the *Cambridge Evening News*.

Norfolk, Leicestershire, Kent, the Isle of Wight, Somerset, Leeds, SWWITCH, Bristol, Tactran, Devon and Gloucestershire all got media coverage about how car-sharing can beat prices at the pumps!

Bike ride raises £30,000

Steve Haddock, the Car-Share Manager for several of the ProLogis business parks,

has been raising money for children's hospitals both here and in the USA. The ProLogis team completed a 300-mile bike ride from London to Paris, raising £30,000 for the Birmingham Children's Hospital. Steve took part in a 176-mile cycle ride in the Rockies at altitudes of 11,000 feet to raise money for the Denver Children's Hospital. Congratulations to you all!



Remember - if you have any comments or suggestions of something you'd like to see in a future newsletter, or you want to see your success story in print, please do drop a line to cecilia@liftshare.com