



SWIFT NEWS

Summer 2009

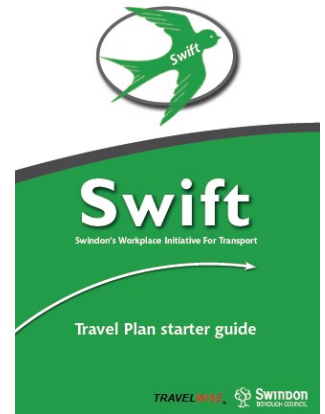


Welcome to SWIFT news

Swift was launched in April this year to bring together organisations across Swindon to discuss travel, transport and its impact on business and employees. We held our first workshop, which was attended by over 20 organisations, around the theme of “bus travel for employees”. The presentations are available to download from the website at www.swindon.gov.uk/swift. See overleaf for details of the next workshop in September.

New SWIFT travel plan guide

A travel plan is a management strategy to promote sustainable travel. Travel plans bring many benefits to organisations ranging from cost savings, a better environmental image, increased labour pool to healthier and happier employees. SWIFT has published a new free starter guide to travel plans to help employers who may want to produce a travel plan. E-mail for a copy at transportplanning@swindon.gov.uk



FREE money!

SWIFT has launched a grant scheme to fund transport improvements at work sites. We recognise that it's difficult to find money for new bike sheds, car share spaces in the car park, a real time bus screen etc, so we're offering up to £10,000 to pay for capital items. Private sector businesses will need to match fund the investment, but full grants are available for public sector and charity organisations. More details and an application form is available from the website at www.swindon.gov.uk/swift.

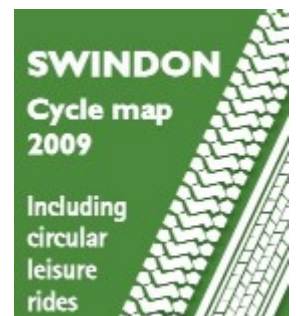
Wheely Wicked Week!



Bike Week is a great opportunity to promote cycling to your employees – it's an annual national event and this year saw Arval employees cycling between Birmingham and Swindon, and Swindon's first bike breakfast and 'doctor bike' in the town centre. We had BBC Points West come and report from the event (picture shows reporter Matthew Pick tucking in) and dozens of hungry workers coming for their free bacon buttie! Make sure you don't miss out next year – the dates are 12th – 20th June 2010 and you can register your events and download supporting materials from the website at www.bikeweek.org.uk.

New Swindon Cycle Map

While we're on the subject of cycling, a new cycle map was published in April 2009 showing all the cycle paths around the Swindon area. It's been very popular so far, and we can arrange to deliver a box (of 200 maps) to your workplace if that would be helpful, or your employees can e-mail for a copy at transportplanning@swindon.gov.uk.



SWIFT is run by Swindon Borough Council and is a free forum for any business or organisation in Swindon. Contact SWIFT at cfleming@swindon.gov.uk www.swindon.gov.uk/swift 01793 466392



Ecolink in Swindon

A brand new environmentally friendly courier service has been launched in Swindon. Ecolink is believed to be the first eco-courier service in the country that uses electric-powered scooters to deliver parcels and documents within Swindon. We think it's a great way for fast deliveries around the borough and reduced emissions too!

Ecolink director Mark Butler said: "It's no longer tenable to go on doing the things the same old way, especially if those ways are having a detrimental effect on the environment."

E-mail info@eco-link-swindon.co.uk

Web www.eco-link-swindon.co.uk

Phone 01793 708010

Joint working at Windmill Hill

The companies on Windmill Hill have teamed together with the Highways Agency and Swindon Borough Council to produce the first "area travel plan" in Swindon. By working in partnership, it's thought that more impact can be made rather than individual companies struggling on their own transport issues.

A site wide traffic count has been completed and a staff travel survey is now underway to collect views and information from each of the employees based on site. A steering group made up of representatives from the businesses, along with the Highways Agency, public transport operators and Travel Plan Officer from Swindon Borough Council, will guide the process over the next few years.



Town Centre Cycle Parking

If you're an organisation based in the town centre, we are interested in worker's views on long stay cycle parking. In line with the Swindon Borough Council promise to improve "secure parking facilities" we are consulting on what people need and where they need it. You should automatically receive a copy of the survey if you are in the town's BID district, but we can e-mail out copies for circulation. E- mail cflaming@swindon.gov.uk

Next SWIFT workshop

Travel plans are not "anti car" – it is unrealistic to think that we can ever eliminate cars – but there is certainly room for improvement when it comes to using cars efficiently, safely and sensibly.

The next workshop takes on this theme and will cover a range of issues including:

- Efficient FLEET management and different fuel types
- Safer driving techniques for your employees
- Eco-driving
- A car club for Swindon
- Car sharing – tapping into the free resource to help your staff share the car and share the costs.

The workshop is on **Friday 11th September**, 8.30am – 11.30am. It is free to attend.

E-mail cflaming@swindon.gov.uk for more details.