



## Welcome to SWIFT news

Welcome to the third newsletter from SWIFT; the free networking forum for organisations in Swindon around travel plans. If you would like any help or information for your company, please contact Claire Fleming – details in the footer.

### iTRACE – helping you with your travel plans!



Swindon Borough Council has joined forces with other local authorities across the South West to invest in the iTrace software.

Through a web portal, Swindon will be able to keep all the travel plans in one place, and allow site co-ordinators to have access to their organisation's record in order to uploads targets, survey results, action plans, site audits and contact details. Staff survey monitoring can be carried out through the site's survey function, which so far Minton Place, the Primary Care Trust and Lidl have all taken advantage of.

“Surveys are a time consuming thing for an organisation to put in place,” says Cherry Jones, the assistant director for public health in NHS Swindon. “So using iTrace made it really easy for us. The survey is already compiled, it was all online for our employees to fill in, and then eth results are collated automatically.”

The software ensures consistency between all Swindon's organisations, and the results can be compared and shared across the borough and across the SouthWest region! See <https://southwest.itrace.org.uk/> for details.

### Do you like the new Brunel cycle park?

New for 2010 in Swindon town centre is the Brunel Cycle Park, believed to be the first free to use 24 hour secure bike park in the country!

Commuters and shoppers alike are able to sign up for a swipe card that will allow them access into the area, located on the ground floor of the Brunel West car park, close to Wharf Green.



There's parking for over 100 cycles, CCTV, and it's undercover and out of the elements. There's only an initial one-off fee for the swipe card, which costs £10 to cover administrative charges.

Look out for a leaflet, which contains an application form, at all Swindon's bike shops, or online at [www.swindon.gov.uk/cycling](http://www.swindon.gov.uk/cycling).

### Did you know...?

If a typical British adult were to walk just an hour more per week (equivalent to the difference in walking between a typical driver and a non-driver) this would counteract a weight increase of **2 stones** over a decade.





# SWIFT NEWS

...Page 2



## Bike Week 2010

It was enjoyably sunny all through Bike Week, which we made the most of and enjoyed some wonderful events across Swindon.

Events included the Great Swindon Bike Ride at Croft Woods, ranging from a 2km beginner circuit to a 60km sportive! Doctor Bike was out and about, doing free safety checks in West and North Swindon. There was a charity curry ride, a ladies only ride around West Swindon, a free commuter breakfast (incorporating the launch of the Brunel cycle park) and the Lydiard Park Cycle Festival.

Organisations joined in too. Employees from Arval tackled their annual ride from Swindon to their office in Birmingham to raise money for the company's charity (*pictured*). Swindon College and New College both held cycle roadshows for staff and students, RWE-Npower launched their cycle to work scheme and have ordered more lockers and new bike sheds. Lower Shaw Farm showed off their new stands acquired from Take a Stand. Make sure you don't miss out next year:



bookmark: [www.bikeweek.org.uk](http://www.bikeweek.org.uk)

## Our last SWIFT workshop: Healthy active travel

Our last SWIFT workshop was held at Nationwide on Pipers Way, where we explored the theme of promoting healthy active travel (such as walking and cycling).

There were presentations from Nationwide about their travel plan, from the Global Corporate walking challenge, Swindon's cycle challenge, the business case for why employees should be encouraged to be more healthy from the PCT.

Delegates were also signposted to further help and information. The presentations are available to view on the SWIFT website at [www.swindon.gov.uk/swift](http://www.swindon.gov.uk/swift).

## Next SWIFT workshop – Managing parking!

One of the most tricky elements of making a travel plan work, is sorting out the car parking when demand exceeds supply. However, get it right and it can prove to be the most effective part of the plan. Our next SWIFT workshop will be based on this theme.

The provisional agenda includes:

- How the GW Hospital are tackling their parking issues
- The true costs of parking to an organisation
- Different approaches to tackling equity and fairness with car park allocation

The workshop is on **Wednesday 15<sup>th</sup> September**, 8.30am – 11.30am, hosted by the Great Western Hospital. It is free to attend. E-mail [cfleming@swindon.gov.uk](mailto:cfleming@swindon.gov.uk) for more details.

*This newsletter: July 2010. Next newsletter : December 2010*

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](mailto:cfleming@swindon.gov.uk) [www.swindon.gov.uk/swift](http://www.swindon.gov.uk/swift) 01793 466392