

Participating so far...

Active Group
AO Hall
BAS Mooarc
Bedell Cristin
Chamber of Commerce
Cimandis
Collas Day
Ernst & Young
Fortis
Guernsey Electricity
Guernsey Finance
Guernsey Post
Investec
Island Coachways
Ozannes
PwC
LCF Edmond de Rothschild
RBC
Schroders
Specsavers
State Street

VCA: 18 May 2009

Guernsey Car Free Days

Employers Guide

**We aren't passengers on
Spaceship Earth, we're the crew.
We aren't residents on this planet,
we're citizens. The difference in
both cases is responsibility.**

Rusty Schweickart - Apollo 9 Astronaut



Friday 29th May 2009
& then every last Friday of the month

5 Easy Steps To Joining Car Free Day

1. Register your support with us at vcrispini@cwgsy.net.
2. Decide on an incentive you can offer staff who participate.
3. Let your staff know what is planned.
4. Lead from the top.
5. Measure how your company comes to work on Car Free Day & tell us.

Car Free Day Contacts

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Bus Schemes: Ann Belben, Island Coachways
E: ann@icw.gg
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What's it all about?

This business led initiative simply aims to encourage more of us to make the journey to work without our cars. Why? Well for lots of reasons, but mainly because we believe it will make our community even better.

Less people driving to work in their cars will not only help to shrink Guernsey's carbon footprint, but will also reduce the significant vehicle fume pollution we suffer at peak times.

Many people feel that the amount of traffic on Guernsey roads is a real barrier to those wishing to cycle or walk to work. By companies agreeing to coordinate their efforts, we hope to achieve a tangible reduction in traffic on Car Free Days.

As a community that has one of the highest ratio of cars per capita in the world, we will have to work hard to change Guernsey's culture of car use. As employers, we can influence how our staff come to work each day by providing facilities and incentives which encourage alternative transport options.

Businesses are being asked to offer some form of incentive to all those who choose to leave their cars at home on each 'Car Free Day'. Some companies are making a donation to charity for every staff member who makes the choice to get involved; others are providing a free breakfast or a cup of coffee. The decision is yours.

All we ask is that you keep a tally of the number of employees that come to work by foot, bike, bus or car share so that we can monitor progress.

This booklet provides a few ideas and resources to support your efforts. Please contact us if you need further help or advice. We hope that this initiative will gain momentum over the months and that more of us will get into the habit of thinking twice before we jump into our cars each morning.

The Car Free Day Team

What Employers Can Do

One of the most frequent journeys many of us make is the daily commute to and from work, which collectively adds up to a considerable amount of miles, energy and time.

Cars are generally more fuel-hungry over shorter journeys and even more so when stuck in rush-hour traffic queues, so the regular trek to work and back can have a considerable effect on Guernsey's emissions.

Supporting alternatives to car travel is an excellent way to reduce your company's carbon footprint, an increasingly important aspect of corporate social responsibility.

Encouraging your workforce to use their commute as part of a healthier lifestyle isn't just good for the individuals taking part, it's good for business too. Employers who support cycling and walking programmes report higher morale and productivity in the office, lower absenteeism and reduced health care costs.

Supporting the car free commute doesn't have to involve capital spend - it can spring from some simple encouragement - but there are plenty of things you can do to take a more active role.

For example, providing bike rails is one of the most simple and effective means, whilst lockers and changing facilities (or alternatively a discount for a nearby gym with changing facilities) make walking and cycling into work an even more attractive option. Assisting staff to purchase bikes and equipment helps even further.

If you currently provide private car parking, you could offer employees the chance to exchange it for part of its financial value, either in terms of taxable income or in terms of a bike, gym or bus ticket subsidy.

If walking or cycling just isn't an option for some of your employees, you might also want to consider setting up a car share scheme.

Car Free Initiative Tips

Establish Your Starting Point

Do a survey to find out how your staff currently come to work. Many companies record the main mode of transport staff use most weeks - car, bike, foot, bus etc.

Set A Reduction Target

Be it a 2, 5, or 10% reduction in car use over a 6 month period - having a target will be something measurable that everyone can work towards.

Offer 'Carrots'

Providing a small incentive for the first few months can really help break old habits and capture people's attention. It also demonstrates the company's commitment to this idea.

Communicate Your Plan

Let your staff know how the scheme will run and why your company is keen that everyone that can, gets involved. Studies have shown that such initiatives galvanise greatest long term support if staff are 'encouraged' rather than 'pressured', so keep it light and fun.

Lead From The Top

Nothing demonstrates company commitment more than seeing top management 'walking the talk'...

Ask For Employee Comment/Feedback

Find out what barriers employees face to adopting car free alternatives and whether staff have suggestions as to how these could be overcome.

Implement 'Car Free' Support Systems

There are many ways to encourage staff to commute 'car free' on a regular basis. Some ideas are outlined in this guide, but there will many more that we haven't thought of. By sharing our ideas and experiences over the next few months, we hope the Guernsey business community will forge ahead with establishing a less car dominated culture.

Why Cycle To Work?

Cycling solves so many problems at once - it keeps you fit, it's fast, cheap, and it's reliable. Guernsey is the perfect 'bike sized' island and by using a bike instead of a car, you will have the satisfaction of knowing that you are contributing to the improvement of your local environment.

Exercise

Most of us struggle to find time for the exercise that we are advised provides real health benefits. We can get much of the exercise we need by cycling to work and back home again regularly.

Why drive to the gym to exercise on a stationary bicycle going nowhere? The real thing will give you the exercise while getting you from A to B... it's the easiest way to keep fit and a lot cheaper than a gym membership.

Interesting Health Stats...

On average, cyclists live two years longer than non-cyclists.
Regular cyclists are as fit as an average person 10 years younger.
Cyclists breathe in less pollution from traffic than car drivers.
Cycling raises your metabolic rate, helping you to maintain a healthy weight.

Rosie Dorey - GBC

Cheaper

The summer of 2008 showed us how volatile the price of fuel can be. Forecasters think that it is only a matter of time before those high prices become the norm. Save your pennies by leaving your petrol in your car and take a bike to work.



Reliability

Once you have researched and tried out your route, you will find that your journey time is predictable - bringing peace of mind rather than driving and arriving at work feeling stressed.

Independence

No more leaving home early to grab a parking space and no parking clocks to worry about. You simply cycle from door to door, to exactly where you are going. On a bike you can be flexible and spontaneous, make an unplanned visit to a shop, a restaurant, meet a friend, etc. No need to worry about the time of the last bus.

Sociable

Pass someone you know? Whether they are also cycling, or on foot, horse or leaning on the garden gate, you can stop for a chat.

Environment

Road transport is the largest contributor to Guernsey's CO2 emissions (Environment Dept. 2008). We have only 11 years until 2020, when Guernsey has agreed to have cut those emissions by 30% of 1990 levels. Our cars are useful, even vital for some of our journeys. However, whenever possible, we could try to leave them at home.

Reducing the number of vehicles on our roads would have many other benefits for Guernsey's environment, including improving the experience for tourists and thus giving that industry a boost.

Many would-be cyclists cite too much traffic as the reason they don't cycle. Leaving our cars at home when we can ensures we are not part of the problem.

GBG's Cycling Tips

Give yourself 'wobble room'... do not hug the kerb. You have a legitimate right to your fair share of road space. Do not be afraid to use it. Hugging the pavement encourages drivers to squeeze by when it is not safe. Drivers should cross over to the other side of the road when they pass... however sometimes they don't. Leaving space on your left side allows you room to manoeuvre if a car comes too close.

Use your ears to listen out for traffic behind you. Do not use ipods when cycling. You can tell a lot about the mood of the driver behind you by listening to the way they use their accelerator.

Be courteous to drivers and pedestrians. All cyclists are ambassadors for cycling. Politeness and consideration can go a long way and will make motorists more tolerant of the next cyclist they encounter.

Study a map of your route to see where it is possible to avoid main roads. In Guernsey, the Ruettes Tranquilles are ideal for two wheels and some coast roads include designated cycle lanes. The 'Island Map' at www.visitguernsey.com is a really useful on-line guide to this network. Alternatively GBG have produced a 'Not For Motorists Map' which can be obtained by calling the Information Centre on 723552.

Beware of holding up the traffic for too long. An impatient driver is a dangerous driver. Better to pull into a gateway and allow them to pass.

Always wear a helmet. They might not look cool, but a head injury is definitely not cool.

Ensure your bike is fit for the road. Like your car, they need regular maintenance to keep them safe. Brakes, tyres and gears all need regular checks. Our local bike shops provide routine bike servicing.

Invest in a good loud bell, easily activated by a thumb... you don't want to take your hands off the handle bars when you need to use a bell. If

warning pedestrians of your presence, avoid leaving it so late that you startle them.

Check your cycling position at a cycle shop. The right position will ensure you are getting the most propulsion for the effort you put in. It will also reduce the risk of any cycling discomfort. Your seat is at the right height if your toes just reach the ground at a standstill.

Make sure you can be seen. Good quality bright lights and reflectors are essential for cycling in the dark. Reflective clothing is arguably even more effective in making sure that you are visible to motorists and well worth the investment.

But most importantly, **never presume that you have been seen!** Cycle defensively and expect the worst and you will keep yourself safe.

Cycle Buddy Schemes

Many people who haven't cycled as adults say they lack the skills and confidence to take to the road on two wheels, especially at peak times. GBG offer a buddy scheme where an experienced cyclist will ride alongside a newbie. GBG is also happy to come in to talk to staff over a lunch hour about cycling, equipment, routes and setting up an in-house Bicycle Users Group. For further information contact Rosie Dorey on T: 239819 or at rosiedorey@cwqsy.net.

Cycling Training

We hope to set up local cycling courses for people who may not have cycled for a while and would like to gain more confidence. If your company would be interested in offering this to staff please contact Caroline Wickham on T: 751267 or caroline.wickham@gg.fortis.com.

Organisations To Inspire ...

SUSTRANS

www.sustrans.org.uk

Sustrans is the UK's leading sustainable transport charity. Their vision is a world in which people choose to travel in ways that benefit their health and the environment. They work on practical, innovative ways of dealing with the transport challenges that affect us all. Their fantastic website is packed with useful information, research, ideas and resources. They have three great guides for newbie cyclists - follow the links on their website - Get Cycling then Why Cycle.

CTC (Cyclists Touring Club)

www.ctc.org.uk/

As the UK's National Cyclists' Organisation, CTC has been protecting and promoting the rights of cyclists since 1878. CTC is a not-for-profit organisation that is funded through its membership and donations in return for support. By joining CTC you are supporting UK cycling and giving us a louder voice when campaigning locally and nationally on the issues that are important to you.

GUERNSEY BICYCLE GROUP (GBG)

www.gbg.org.gg

Contact: Francis Paul

T: 263427 E: bijou@cwgsy.net

Guernsey Bicycle Group exists for the benefit of all by encouraging the use of bicycles and other environmentally friendly forms of transport to reduce the adverse effects of the internal combustion engine. GBG is a voluntary group working for the community and welcomes new members.

Cycle Dealers & Repairs

Adventure Cycles T: 232855

Ian Brown's Cycle Shop T: 721581

Millard & Co T: 720777

Cycle To Work Scheme

To promote healthier journeys to work and to reduce environmental pollution the UK government have introduced an annual tax exemption, which allows employers to loan cycles and cyclists' safety equipment to employees as a tax-free benefit. The exemption was one of a series of measures introduced under the Government's Green Transport Plan which encourages employees to cycle to work and allows employers to reap the benefits of a healthier workforce.

We are actively working to get such a scheme adopted in Guernsey. In the meantime, as an employer it may be possible to create something similar yourselves taking advantage of the exemption of the first £450 of chargeable benefit rule. Several cycle shops have expressed interest in being involved in such a scheme by providing corporate discounts and service agreements.

Contact Vanessa Crispini-Adams on T: 238150 or vcrispini@cwgsy.net.

LIVING STREETS GUERNSEY

www.steps.org.gg

Contact: Pat Wisher

T: 268088 E: patwisher@cwgsy.net

Living Streets is the national charity that stands up for pedestrians. With our supporters we work to create safe, attractive and enjoyable streets, where people want to walk. However the Living Streets manifesto goes much further than simply pedestrian issues. It seeks to influence local planners to improve the environment for everyone, and especially to bring community life back into our streets.

The Guernsey branch takes every opportunity to apply this manifesto locally and tackles pedestrian safety issues that are very specific to our Guernsey roads.

Living Streets Walking Tips

Walking is the oldest form of transport. Walking is easy, it's cheap and in a small island like Guernsey it's an ideal way to get to work. If you live within a mile of your workplace it will take you just 15 minutes to walk to work. Even two miles is a pleasant half hour walk.

By walking you can take your time, look around, enjoy the scenery, watch the changing seasons and meet and greet people en route. You can listen to music as you walk or talk with a friend or neighbour. Many of us walk for pleasure at weekends and on charity walks, but often we do not consider walking as an option for getting to and from work. Why not give it a try?

Exercise

Walking keeps you fit and slim. Health professionals believe walking 30 minutes, 5 days a week can transform your health. With an obesity epidemic looming it makes sense to build your exercise regime into your daily lifestyle – and what better way than the walk to work or school? So... get your 30 a day by walking to work. Swap your gym membership for a pair of walking shoes!

Plan Your Route

If you work in Town and you live a mile or two away don't necessarily walk the same route that you go if you're driving to Town. Keep off the main roads where you may find the pollution from vehicles unpleasant. Get out your Perry's Guide and work out the best routes for footpaths and seek out some of the beautiful old steps. Use the one way streets where traffic is lighter. Choose car free areas like parks and the Old Quarter (where you can window shop too).

Keep Safe

Keep as far away from the kerbs of footpaths as possible, particularly if the road is a busy one. If you are walking in a one way street with on-

street parking – e.g. Victoria Road – protect yourself by walking down the footpath adjacent to the parking. Please don't Jay walk. Where there is a zebra crossing nearby, please use it. Don't assume that vehicles will stop for you – wait and try to make eye contact before stepping off the kerb. Where there isn't a formal zebra or pelican crossing, wait at the footpath edge until you are sure the traffic is stopped in both directions before crossing the road. At night, do make sure you are visible to vehicles by wearing something light or reflective. If you are walking in a road without a footpath, please make sure you walk on the right hand side – ie. facing the oncoming traffic (except around blind bends).

Walking Saves You Time

Once you've tried out your route, you will know exactly how long it will take you to get to work. If you compare the time you take to walk to work with the time you normally take to drive to work, you will be amazed at how much quicker the journey is. No more having to get up at the crack of dawn to get your 10 hour parking slot; no more driving around to find a parking space and then walking a long distance back to your workplace. You could gain an extra half hour or more in bed in the morning!

Ride And Stride

If you live too far away from work, why not take the bus, get off early and walk the rest of the way into your workplace. A Friday is an excellent day to do this. Socialise with your friends after work without the concern about driving home afterwards.

Do Your Bit For The Environment

Walking short distances helps the environment – short distance car journeys are the least fuel-efficient and generate more pollution per mile travelled.

Our Bus Service

Island Coachways

Island Coachways has served the Guernsey community for 30 years and have operated the Environment Department's bus service since 2001. The family owned business currently employs 80 staff and operates a large fleet of vehicles, comprising 13 coaches and 39 buses.



Through their 'Thinking Differently - Catch A Bus' campaign they aim to encourage us to add the bus as a viable transport option for some of our daily journeys.

Timetables & Route Planners

Having timetables and route planners readily available will help staff who may consider taking the bus on Car Free Days or more regularly. The summer timetable came into effect on Friday 1 May 2009 and can be downloaded from www.icw.gg/buses/. Hard copies can be ordered from Ann Belben (T: 720210 E: ann@icw.gg).

Alternatively, visit the Environment Department's bus timetable website at www.buses.gg where you will find a travel planner.

Bus Stops & 'Hail & Ride'

You can board Guernsey buses at any of the bus stops around the Island. These are either painted on the road or indicated by the bus stop signs on poles.

Alternatively, you can 'hail' a bus anywhere en route and, provided it is safe, the driver will stop to pick you up. To avoid congestion, hail and ride does not operate in the Town or Bridge areas.

Company Travel Packages

A flat fare of 60p applies to all journeys of any distance, on all routes. However, multi journey 'Wave and Save' Smartcards offer great value for money. Individuals can purchase Smartcards from the Bus Information Kiosk at the Bus Terminus in Town.

Companies can take additional advantage of bulk purchasing and either pass this saving on to their staff or go further and offer free or subsidised bus tickets.



Bus Fares	
1 journey	60p per journey
10 journeys	45p "
30 journeys	35p "
50 journeys	30p "
100+ journeys	POA

In-House Service

Island Coachways offer an in-house bus users service where they will visit your company to meet staff over a lunchtime to discuss the bus service, locations of bus stops and assist with travel planning.

If you are interested in offering this service to your staff, would like to know more about company travel packages or any aspect of the bus service please contact:

Ann Belben
The Tramsheds
Les Banques
St Peter Port
Guernsey
GY1 2H2
T: 720210 E: ann@icw.gg

Other Useful Resources

G-CAN (Guernsey Climate Action Network)

www.g-can.net

Contact: Vanessa Crispini-Adams

T: 238150 E: vcrispini@cwgsy.net

G-CAN is an open network of like minded people, organisations and businesses working together to create a more sustainable future for our island. We work in partnership with others to reduce our island's carbon footprint and bring about positive change to enhance community life.

Sustainable Business Forum

www.g-can.net

Contact: Lindsay de Sausmarez

T: 234818 E: lindsayds@gg.specsavers.com

G-CAN established this Forum in November 2008 and the group meets regularly to discuss and promote sustainable practices within organisations. If your company is interested in joining, please contact us.

Setting Up A Car Sharing Scheme

Car sharing schemes give road users an alternative to single occupancy car travel. As well as reducing travel costs, the scheme assists in reducing congestion and pollution and eases pressure on parking facilities.

Commuters can pick up colleagues that live nearby or en route (having done the school run first, for example) so that people who need to use their car anyway, simply put it to more efficient use.

Promote car sharing by:

- providing preferential parking spaces for car-sharers
- setting up a car-share database to allow for easy organisation
- offering fuel reimbursement vouchers or discounts for car-sharers.

Make A Record

Car Free Day	By Bike	On Foot	By Bus	Car Share	By Car
29/5/09					
26/6/09					
31/7/09					
28/8/09					
25/9/09					
30/10/09					
27/11/09					