

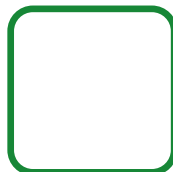
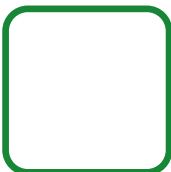
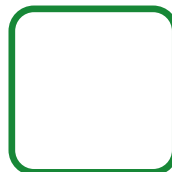
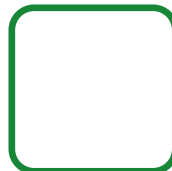
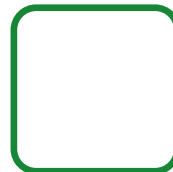
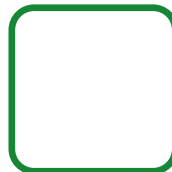
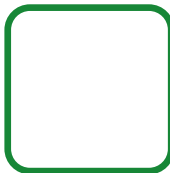


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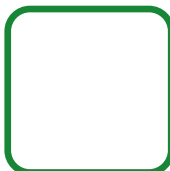
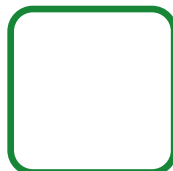
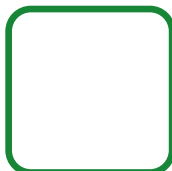
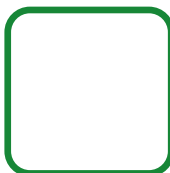
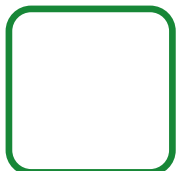


Smart Travel Training

www.cymru.gov.uk



Developing **Champions**
for the Future





Smart Travel Training

Smart Travel training is brought to you by the Regional Travel Plan Co-ordinators, Traveline Cymru, and Sustrans.

During the training session trainees receive a Smart Travel training handbook to take away, future updates when information changes, and will be provided with ongoing support by respective Regional Travel Plan Co-ordinators and partners.

Objectives

Smart Travel training is designed to provide Travel Champions with the tools and skills to act as a key point of contact within your organisation/community. This training will enable Travel Champions to disseminate sustainable transport information to other staff members, students, volunteers, visitors and community members.

This will enable individuals to make informed choices about the way they travel.

Smart Travel training considers the need for improved accessibility for all, including disadvantaged groups and this is reflected in the training package.

Aims

Trainees will be taught how and where to access sustainable travel information.

- Traveline Cymru one-stop shop for travel information
- Sustrans Cymru for local cycle/walking routes and active travel toolkit advice and support
- Car share schemes to find a suitable carshare partner
- Community transport schemes in the locality – information provided by local authority or CTA Wales



Training is available for three types of organisation

Training can be offered to:

- The Public or Private Sector Business
- Community Groups
- Education or Health Sector

Training is available to any person within your organisation, community or educational establishment that you feel would be a good ambassador for sustainable transport, and is best placed to provide information to others. This may include but isn't limited to:

- Customer facing e.g. receptionists, car park attendants, call centre staff
- Team leaders
- Estates department
- Human Resources
- Facilities staff
- Health and Wellbeing group representative
- Travel plan steering group member
- Student union representatives
- Student services representative
- Community groups and representatives
- Cycling enthusiasts/Bicycle User Groups (BUG)
- Existing car sharers

Which organisations have already received Smart Travel Training?

- Abertawe Bro Morgannwg Local Health Board
- Direct Appointments Call Centre (Abertawe Bro Morgannwg)
- Hywel Dda Local Health Board
- Community Health Council (Hywel Dda)
- Ferryside Community
- Welsh Ambulance Service (Carmarthenshire)
- Sir Gar College
- Neath College
- Virgin Media (Manpower staff)
- DVLA
- HSBC (Swansea)
- WWACC Forum Members (West Wales Association of Contact Centres)
- Careers Wales
- Job Centre Plus
- Workways (Neath Port Talbot)
- Working Links
- Grwp Menai Higher Education colleges
- The Centres of Excellence



Case Studies



Abertawe Bro Morgannwg Health Board

Abertawe Bro Morgannwg Health Board Direct Appointments Call Centre Staff received Smart Travel training to coincide with a project being undertaken by the board which they were tasked with as being part of the Health Challenge Swansea Partnership Trust.

The training included presentations on walking and cycling, car sharing and community transport scheme information for Swansea and Neath Port Talbot areas. This was followed by a presentation on accessing public transport information using Traveline Cymru.

The evaluation of the training showed that this type of tailored training benefited the staff who reported that they can now take ownership of calls by providing more personal information and advice to patients travelling to appointments. 100% of the team reported that they had limited knowledge before the training but now felt they not only had the tools for the job but also the skills and knowledge to impart the information to others.

A positive result from the training has seen the addition of an automated message option allowing callers to select information on how to access hospital sites using smarter travel choices.

The success of this training provoked Hywel Dda Health Board to also receive training for its staff at all their major acute hospital sites.

HSBC Swansea

HSBC has a designated telephone line that receives calls from staff reporting sickness and requesting emergency holidays, which is now able to provide Smart Travel information, particularly when car breakdowns are reported as preventing attendance at work.

Smart Travel training positive outcomes have also been used as evidence for attaining their Corporate Health Standard award.

Trained travel champions within the organisation are utilised to deliver smart travel information as part of the induction programme to provide personal journey information to all new recruits.

Jobcentre Plus

Trained Jobcentre Plus staff have reported that they are able to provide personal travel advice to jobseekers with increased confidence. They are now more knowledgeable and know where to search for information and useful resources to approach when additional information is required.

Jobcentre Plus recognises that when new employers move into the area, Smart Travel training may also be offered and adapted to suit jobseekers.

Neath College – Dwr y felin Campus

Neath College ran a scheme to provide vocational training for those with special needs, and Smart Travel training was delivered to 20 students who had never accessed public transport.

They were given hands on training along with presentations from the Travel Plan Coordinator, Traveline Cymru and the Community Rail Partnership officer. The result was that all students successfully made an accompanied journey by bus and rail, planning their journey using the information provided at the training.



FAQs



How will this training benefit my organisation?

The benefits of developing travel champions in the workplace and in educational establishments improve accessibility for staff and students, reduction in on-site congestion and improve attendance records. Selling these benefits, along with possible measures for promotion including public transport, car share, cycling and walking, will encourage your employer/board to arrange Smart Travel training and engage in travel planning activities. Also, travel champions can contribute towards the development of a businesses/communities travel plan by taking ownership of relevant areas.

How will Smart Travel training meet my organisations corporate social responsibilities?

Organising Smart Travel training for your staff is an inclusive way of communicating with your staff and meeting specific corporate social responsibilities. Smart Travel training as part of an organisational travel plan document can also provide evidence required for awards and standards such as:

- Corporate Health Standard – e.g. Active travel and car sharing
- Investors in People – Communication with employees
- Green Dragon/ ISO140001 – Environmental impact and reducing CO²

Can I put Travel Champion Training on my CV?

Yes, knowledge and understanding of smarter travel choices and the resources available is considered a transferable skill and can be used in any walk of life.

I work for a small business – can we access the training or is there a minimum number?

You may find that there are other businesses or community groups within your locale that may also like to receive Smart Travel training. This is a good way of working with your neighbours to not only develop travel champions, but also tackle common issues that are affecting the area. Partnership working has proven to overcome such issues and improve travel options.

How much is it going to cost?

It is FREE. Regional Travel Plan Co-ordinators are funded by the Welsh Government and therefore Smart Travel training is provided to recipients free of charge.

How do I arrange a training date?

To arrange Smart Travel training for your organisation or community please contact your Regional Travel Plan Co-ordinator via activetravel@wales.gsi.gov.uk.



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