

# Community Challenge

Leading the way to lower carbon journeys



The Community Challenge is an initiative from the Low Carbon Vehicle Partnership and the Energy Saving trust which aims to stimulate local action towards lower carbon journeys.

**The Low Carbon Vehicle Partnership (LowCVP)** works to accelerate a sustainable shift to lower carbon vehicles and fuels and through this create opportunities for UK business. A not for profit multi-stakeholder organisation of approaching 200 members, LowCVP supports government in the design of better policy and regulations; stimulates voluntary action by business; and helps inform consumers and the wider community about the benefits and opportunities from lower carbon vehicle technologies and techniques.



**The Energy Saving Trust** is one of the UK's leading organisations set up to mitigate the damaging effects of climate change. We aim to cut carbon emissions - a contributor to climate change - by promoting the more sustainable travel, the efficient use of energy, water conservation and waste reduction. We are an independent, non-profit making organisation that acts as a bridge between government, consumers, trade, businesses, local authorities and industry.



The Community Challenge is supported by:



## LowCVP and Energy Saving Trust Community Challenge

### Leading the way to lower carbon journeys

The Community Challenge was designed to stimulate local action towards lower carbon journeys. We have awarded case prizes from £5,000 to £500 to community based projects that encourage:

- Lower carbon vehicles and fuels
- Smarter driving and eco-driving
- Reducing car use

The Challenge received 83 entries from across the UK, all of which showed imagination, organisation at a community level and a commitment to reducing the carbon impact of travel. The judging panel assessed entries against a number of criteria:

- Originality: how is the project new and different?
- Impact on the community, including its ability to change or influence behaviour
- Wider impact, including carbon saving potential and how easily the project could be replicated
- The people and organisations involved with the project

The judges have selected seven winning schemes and have highly commended three others; you can find details of these projects in the following pages.

The winning entries are both exemplar projects and have the capacity to demonstrate and build understanding how to effectively extend the use of more sustainable travel choices. LowCVP and EST will follow up to assess and learn from these projects.

# Challenge Award Winners

## Vehicles and fuels

### **Cotswold Council for Voluntary Services (CCVS)**

Cotswold Community Transport provides transport services to older, disabled and rurally isolated members of the local community. CCVS wishes to examine alternative technologies and eco-driving approaches to improve fuel economy in their fleet of minibuses. They will be testing combinations of ECU eco-mapping technologies and eco-driving training to determine the most cost-effective solutions.

CCVS is awarded £5,000 for installation of technologies and driver training.

## Smarter driving and eco-driving

### **Green for Go - Global Action Plan's Climate Squad**

Climate Squad aim to embed long-term eco-driving habits in newly qualified or learner drivers through a series of workshops and simulator training. The training will be delivered by young people, to help test the potential for peer-to-peer support in changing behaviour.

Climate Squad are awarded £5,000 to develop and deliver their Green for Go programme.



### **Wigan Recycles**

WiganRecycles has developed a programme to deliver fuel efficient driving training to public sector workers in the borough. Training is delivered by young unemployed people (18 - 24) who are trained and certified as professional trainers, introducing them to green collar industries and employment opportunities. The young trainers have designed the training programme and materials.

WiganRecycles are awarded £2,500 towards the ongoing costs of the project.



# Challenge Award Winners

## Reducing car use

### **Ace Bicycle Club**

The Ace Bicycle Club provides bicycles to vulnerable, homeless and isolated people to allow them access to free, low carbon transport. The Club's volunteers have created a bicycle workshop to repair and rebuild bicycles for their members and for the local community. The Club would like to increase the service they offer within their local community and offer bike maintenance services to other community organisations.

Ace Bicycle Club is awarded £1,000 to cover the costs of professional mechanic training for one of their volunteers.

### **Passing the Cycling Baton - Broomfield Bike Beauties**

Broomfield Bike Beauties started as a group of non-cycling mums who met at the school gates. The group started going cycling together and has recently completed a 190-mile ride for charity. They now want to encourage cycling among other parents through a series of outreach activities including using an electric bike to increase participation.

Broomfield Bike Beauties are awarded £1,000 for the purchase of an electric bike and towards their outreach work.



### **Changing up a gear - Oxcar**

Oxcar is an existing car club which expects to have 16 vehicles operating by summer 2010. Oxcar has been piloting a scheme whereby members can lease existing vehicles to the club, helping to reduce the level of finance required for additional vehicles. Oxcar has generated a number of other ideas that would support expansion but, as it is volunteer led, lacks the time and resource to pursue these ideas.

Oxcar is awarded £5,000 towards running costs and staff time to enable further development of innovative ideas.

### **SPOKES**

SPOKES is an informal network for staff within the NHS who cycle to work or use a bike for business purposes. SPOKES has almost 400 members nationwide and has been successful in raising the profile of cycling on a new SPOKES website and at NHS sustainability conferences. Support provided by SPOKES has led to cycle shelters being installed in two hospitals, advice being provided to five NHS Trust and seven Trusts starting Bicycle User Groups in the past year.

SPOKES is awarded £500 to help with promotional materials and affiliations that will raise its profile further.

# Highly Commended

The following entries were highly commended by the judges:

## easitNETWORK

easitNETWORK acts as a conduit between business and local government creating localised networks to lobby for changes to local public transport provision, generate funding and create a sense of community. Seed funding from local authorities is turned into a revenue stream from membership fees over a two year period making each local network self-sustaining.

easitNETWORK offers a bespoke car share website with over 6,500 members and a bicycle loan scheme. The project has helped to provide car sharing and cycle parking spaces, increase bus and train usage by providing discounts, work with more than 60 schools on travel issues, launch two new bus routes and introduce a number of businesses to EST's Green Fleet Review.

## I Move It Ltd

IMOVEIT was formed in 2008 to provide a low cost delivery alternative within the UK by utilising the empty boot space of motorists going that way. Using a web-based booking system, customers can access low or no cost delivery quotes from everyday motorists who are travelling the same route with empty boot space. Customers can purchase through an auction approach or a "buy it now" approach. Motorists are paid 40p per mile for the initial 10,000 miles covered, reducing to 25p thereafter.

## School Travel Health Check

The School Travel Health Check holds a mirror up to show what is happening in terms of travel to and from school. Using mapping technologies, it shows the current patterns of travel, and can be used to predict future patterns and what success in achieving modal shift might look like. The system also calculates the benefits of switching away from private car use in terms of carbon per kilometre and calories per kilometre (ie, health benefits for children).

The STHC is used by 29 local authorities, covering 1.5 million schools. It is offered to local authorities at the lowest possible cost as it moves from being grant funded to being self-financing.

# Community Challenge Judges

The Community Challenge judges faced an extremely difficult task, given the very high quality, enthusiasm and creativity evident amongst so many of the Challenge entries. The judges were:



Greg Archer, Managing Director, LowCVP



Rhian Davies, Marketing and Business Manager for ACT Travelwise



Sally Gold, Head of Social Investment and Sponsorship, Shell



Councillor Shona Johnstone, Cambridgeshire County Council



Antonia Roberts, Director, Carplus



Philip Sellwood, Chief Executive, Energy Saving Trust



Emma Stranack, Head of Marketing & Channels, Department for Transport

