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Newcastle Building Society And Go North East Join Forces To Tackle Carbon Emissions

Two of the region's leading businesses have joined forces to take a lead on tackling transport-related carbon emissions in the north east.

To mark European Mobility Week in September, Newcastle Building Society and Go North East are launching a 'Cut The Carbon' partnership, with a view to raising awareness amongst staff to show how using public transport instead of the car to get to work can help cut carbon emissions and help the environment.

The Newcastle's 1,100 staff will each be offered free bus travel by Go North East to tie in with European Mobility Week, which runs in September, to help them get to work without taking their cars.

Staff from the Society will complete an online survey about their current travel habits, and will then receive a personalised green travel plan to help provide ideas for how they can cut their personal carbon footprint both during and after the initiative.

Gillian Tiplady, head of corporate social responsibility at Newcastle Building Society, says: "The Society is already working towards 'carbon neutral' status across its entire operation, and as well as providing practical benefits, our partnership with Go North East around European Mobility Week is an innovative way of highlighting the importance of reducing all our respective carbon emissions.

"The north east's leading businesses need to set an example by showing they can act in a socially responsible manner without compromising their commercial success, and

we would urge them all to investigate how they can integrate corporate social responsibility into their everyday operations.”

Go North East is the region’s largest bus company, and has a fleet of over 600 vehicles, almost 70% of which are fitted with Continuously Regenerative Traps (CRTs) or equivalent technology, which can reduce emissions by up to 90%. It was also one of the first bus companies in the UK to introduce vehicles powered by the market-leading Euro 5 engine, which set new standards for fuel efficiency and emissions reduction.

Martin Harris, Commercial Director with Go North East adds: “We have long led the North East public transport sector in introducing new measures and technologies designed to reduce the impact of our fleet on the environment. We are very pleased to now be working with the Newcastle on a scheme which will have an immediate, tangible and positive impact on the region.

“The environmental benefits of using public transport over private cars are well known, and it is becoming increasingly important for each of us to look and act on the amount of carbon emissions that we create through our everyday behaviours.

“This initiative will highlight how individuals can make a real impact by doing something as simple as choosing public transport at least once a week to get to work. We hope that our work with the Newcastle will raise awareness of all the benefits of using public transport and help people change their travel habits in both the short and long-term.”

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