

# S3 La gestió de la mobilitat als centres d'activitat. La col·laboració entre els sectors públic i privat

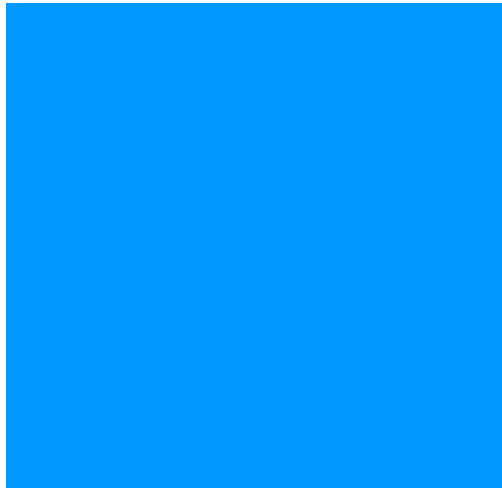
**La implicació del sector econòmic a la gestió de la mobilitat al Regne Unit.**

Rose Mcarthur, directora associada,  
Colin Buchanan.

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organitzadors:

patrocinadors oficials:



## Implicaciones del sector empresarial en la gestión de la movilidad en Reino Unido

- Travel plan manager for large UK County Council (273 companies with travel planning obligation)
- Travel plan coordinator for police force
- Associate Director with **Buchanan** Consultores
- Manager of sustainable travel team for BC
- Director on board of ACT TravelWise (4m members)
- Advisor to Department for Transport (DfT)
- Advisor to Transport for London's Smarter Travel Unit

# Private sector contribution to mobility management in the UK.

What motivates the private sector to adopt Mobility Management plans in the UK, and once they have bought into the idea how do you keep them engaged?

- What motivates private companies to take up Travel Plans?
- Obligation V's Voluntary adoption
- Motivations for adopting travel plans and how these change over time
- What do the companies get out of having a travel plan?
- How we work with companies to ensure success
- Case study examples
- How do Local Authorities support this?

# Mandatory Planning Obligations

- All new development over a certain threshold **have** to develop a green travel plan to mitigate the impact of development
- They are bound into a 5 year agreement
- Have targets (% SOV reduction) to achieve in this time period
- Otherwise they will have planning permission refused
- Car Parking at the site is restricted

Why do businesses adopt travel plans – option 1, they have to!

Land Use			
	No requirement	Enterprise Scale Travel Plan	Full Independent Travel Plan
Shopping Centre	<20 Staff <2500m2	>20 Staff <2500m2	<b>2500m2</b>
A1 Food/Non Food Retail	<20 Staff <1000m2	>20 Staff <1000m2	<b>1000m2</b>
Garden Centers	<20 Staff <2500m2	>20 Staff <2500m2	<b>2500m2 and above 20 employees</b>
A3/A4/A5 Food and Drink	<20 Staff <750m2	>20 Staff <750m2	<b>750m2</b>
B1 including offices	<20 Staff <2500m2	>20 Staff <2500m2	<b>2500m2</b>
B2 Industrial	<20 Staff <2500m2	>20 Staff <2500m2	<b>2500m2</b>
B8 Warehousing and Distribution	<20 Staff <2500m2	>20 Staff <2500m2	<b>2500m2 or 20 employees</b>
C1 Hotels	<20 Staff <50 beds	>20 Staff <50 beds	<b>50 beds</b>
C3 Residential	<20 Staff <50 units	>20 Staff <50 units	<b>50 units</b>
D1 Hospitals/medical centers	<20 Staff <50 staff	>20 Staff <50 staff	<b>50 staff</b>
D1 Schools	All developments to have a School Travel Plan	All developments to have a School Travel Plan	<b>All developments to have a School Travel Plan</b>
D1 Higher and Further Education	<20 Staff <2500m2	>20 Staff <2500m2	<b>2500m2</b>
D1 Museum	<20 Staff <100,000 visitors annually	>20 Staff <100,000 visitors annually	<b>100,000 visitors annually</b>
D1 Places of Public Worship	<20 Staff <200 members/regular attendees	>20 Staff <200 members/regular attendees	<b>200 members/regular attendees</b>
D2 Assembly and Leisure (other than stadia)	<20 Staff <1000m2	>20 Staff <1000m2	<b>1000m2</b>
D2 Stadia	<20 Staff <1500 seats	>20 Staff <1500 seats	<b>1500 seats</b>

**Threshold at or above which Travel Plan is required**

## Voluntary Adoption

- For Corporate Social Responsibility (CSR) reasons
- They want to be Carbon Neutral
- They are relocating staff into a smaller building and need to solve parking issues
- They want to reduce business travel costs
- They want a healthier workforce
- They want to have a better standing in the community
- They want to ease future planning applications

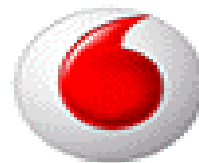
Why do businesses adopt travel plans – option 2, they want to!

	Original Motivation		Current Motivation	
S106 Agreement	18	72%	3	12%
Car Parking Capacity			4	16%
Congestion/Access	4	16%	2	8%
Environmental / CSR	3	12%	12	48%
Recruitment & Retention			2	8%
Business Growth			2	8%

sky



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vodafone

“A well supported and successful travel plan that is embraced by business has far greater impact than one that is entered into half heartedly without the necessary resources. Active support of the objectives of the travel plan will enable far greater permeation into an organisation’s culture”.

Samira Ahmed, Head of Transport Strategy

## *Primary benefits*

- Reduction in SOV travel – *11.8% in 18 months*
- Reduction of costs = less money spent on parking spaces and less £ spent on business travel

## *Secondary benefits*

- Contribute towards CSR/ISO14001 - B Sky B have incorporated their travel plan into their hugely successful corporate social responsibility programme, The Bigger Picture, to ensure staff buy in.



On Site Bike Shop

*“Our employees are very aware of climate change and expect Vodafone, as a responsible business, to take firm action. The travel plan toolkit provides an innovative solution to meeting the daily transport challenges for staff and contributes to the wider CSR and ISO14001 agenda.”*

Chris Hopkins, Company Travel Plan Manager,

- SOV mode share has reduced by 40% from 85% to 41% since the travel plan has been introduced on the site.
- Vodafone have avoided approximately 3,000 business trips by using existing videoconferencing facilities
- The main reduction in trips was between London and Dusseldorf, which has seen an average drop of 33% of trips over two year period.



# Why not say goodbye to red-eye?

Feeling dog-tired? Bags under your eyes? Why not take better care of yourself and have an extra hour in bed?

Vodafone's new certified videoconferencing (VC) rooms and lounges take the pain out of travelling. To find out more visit <http://intranet.vodafone.com/VC-Class>.

**Travel VC Class now.**



Video Conference Booth and Marketing Material at Vodafone


COLIN  
BUCHANAN

*”The Bentley Green Travel programme arose from a growing awareness of our impact on our community. In 4 years we have achieved some remarkable results, bringing benefits to our Associates, our neighbours, the wider local community and our environment. I am especially proud of this success in a Company besotted with the pleasures of the motor car.”*

**Christine Gaskell, Member of the Board**

## *Primary benefits*

- 11% of Associates cycle to work on a daily basis, this is above the national average of 2%.
- The car share scheme currently has 856 members. Typically 57% of members will car share on a given day, higher than the national average of 25%.
- SOV journeys to work have been reduced by 1,016,106 miles per year through implementing car sharing initiatives.
- Set to meet target for a reduction in the mode share of single occupancy vehicle journeys to work were set at a 10% decrease between 2004 and 2008.
- Bentley has seen an increase in turn over of 3 % since the green travel measures have been put in place

  
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## Bentley Green Travel Competition Weekly Prize Draw

Draw for week commencing (Monday).....

Name.....



SAP Number.....



Extension Number.....

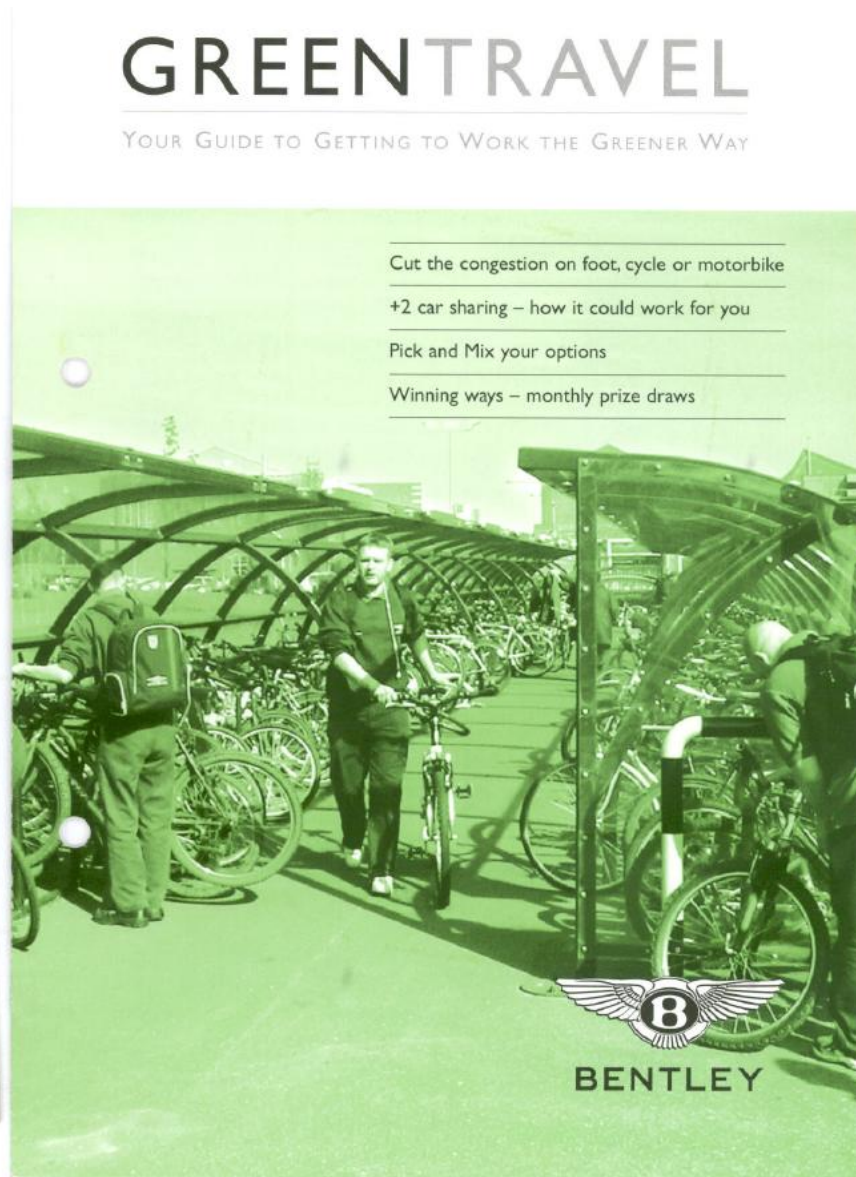
Walk       Cycle       Motorcycle

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Attach your tokens here



Prize Draw Card

# Local Authority Support offered to Private Sector Business

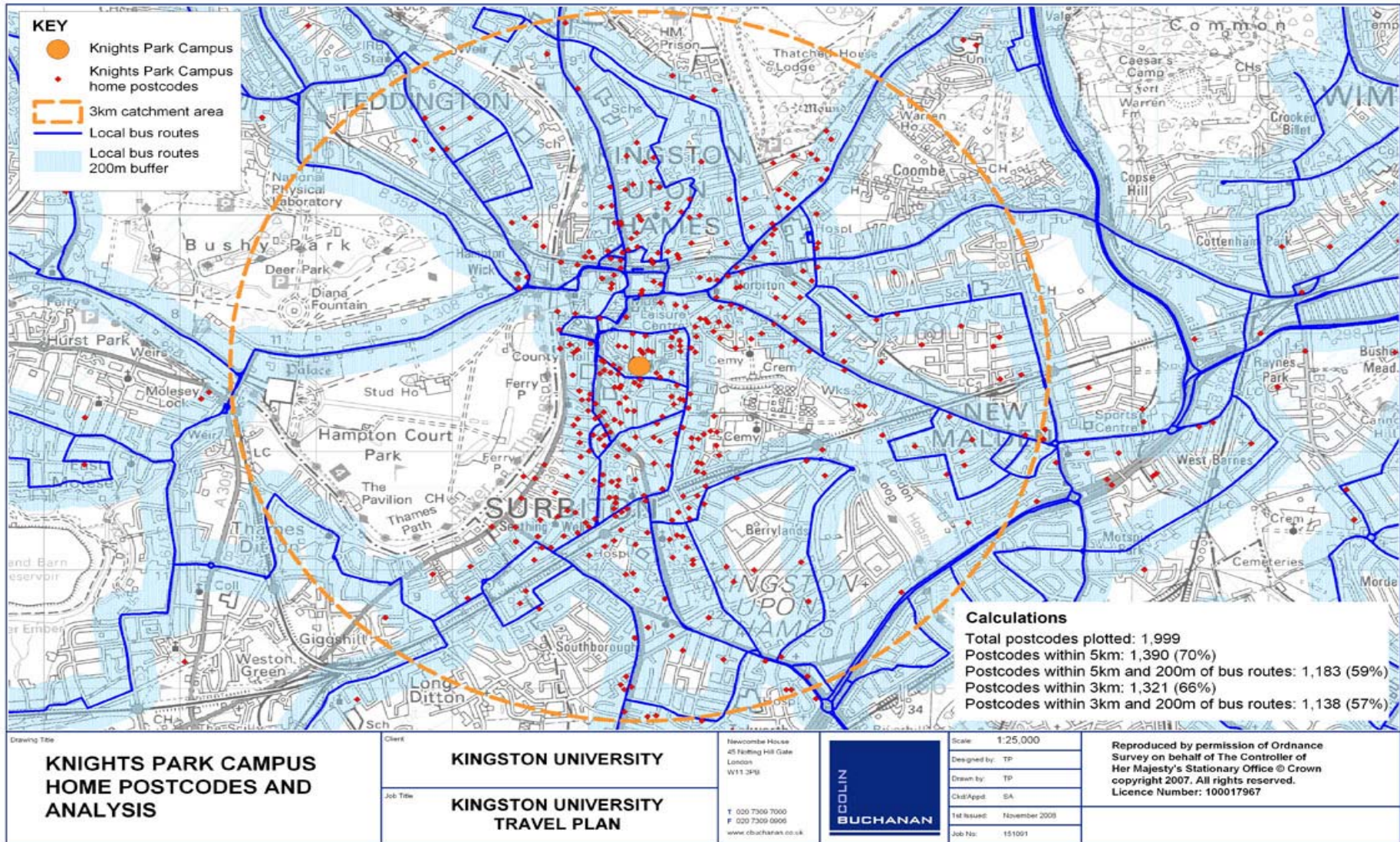
**£20, 000** grant which pays for:

**15 days** of my time

+

**Money (£) to spend** on a measure of their choice, for example

- Pool Bikes
- Cycle Parking
- Showers and Lockers
- Car Sharing System etc. etc.



# Geographical Information Systems (GIS) Postcode Plot

Business Travel Networks are groups of small businesses (less than 100 employees) that are located close to one another that join together to support a range of sustainable travel measures in their local area. The businesses which are part of the Business Travel Network, work together to help their staff travel sustainably by reducing dependency on the private car.

Examples at:

- Heathrow Airport
- Kingston Town Centre (med. size town in London)
- Business Parks in outer London location
- High streets in central London location

## The benefits of joining a Business Travel Network (BTN)

By joining a BTN your business will benefit from the mutual support of other local businesses and organisations. You will be able to engage with other organisations and the council on transport matters and work together to develop innovative solutions to shared problems including reducing congestions and improving accessibility.



### Financial savings

- Staff retention and reduced absenteeism
- Reduced need for parking spaces
- Increased productivity by reducing time lost by staff and freight due to congestion



### Corporate and social responsibility

- Reduce carbon footprint
- Improved health and wellbeing of your workforce
- Reputation as an environmentally responsible employer



### Solving transport problems

- Improved access for staff and clients
- A potential solution to parking shortages
- Reduced local congestion problems

## Sustainable measures

A range of sustainable travel measures will be available to businesses joining the BTN including the following:

- » Free Cycle parking stands
- » Free cycle training sessions for employees
- » Funding toward measures such as showers, lockers or travel card subsidies
- » Advice on setting up bicycle loan schemes
- » Travel information packs for employees
- » Travel related merchandise
- » Regular travel events including Dr Bike sessions and walk to work weeks
- » An online car share matching service for town centre employees
- » A regular business network forum to discuss local transport and other issues.
- » The chance to have a say on improving local public transport, cycle and pedestrian facilities in the town centre.



- Workplace travel planning **newsletter**
- Take a Stand (**free bike stands**)
- Challenge **Funding**
- **Doctor Bike** events
- **Cycle Training**
- Personal **Journey Planning** advice
- Development of event **posters**
- **Qualified staff** on hand to help with questions

- Private sector are leading the way with innovation
- They do Travel Plans because they make sense, financially especially
- Those companies who HAVE to do it are not as engaged
- Voluntary take up is growing
- They are pushing Government to do more and support them more
- They want local authority to lead by example

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Muchas gracias

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