

# Session 3 – Securing corporate commitment to enable sustainable & active travel

Hosted by Jon Foley, In the Round



# MODESHIF

SUPPORTING SUSTAINABLE TRAVEL

## Business Conference

Supporting the journey to Net Zero

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# Active Travel Fund Business Engagement in the West Midlands

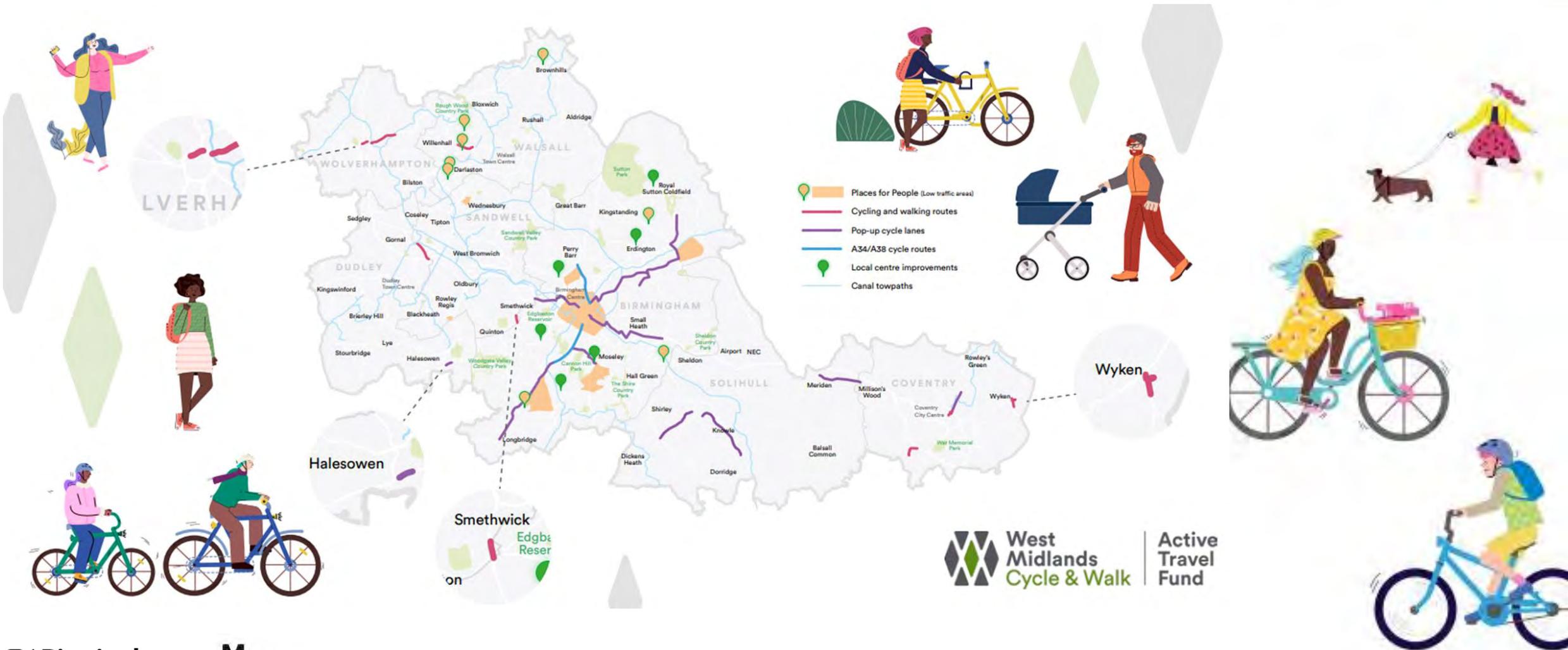
Anna Newey – Mott MacDonal

Melanie Cannell – Birmingham City Council

Rachel Evans – Transport for West Midlands



# ATF Infrastructure



# Active Travel Fund Project



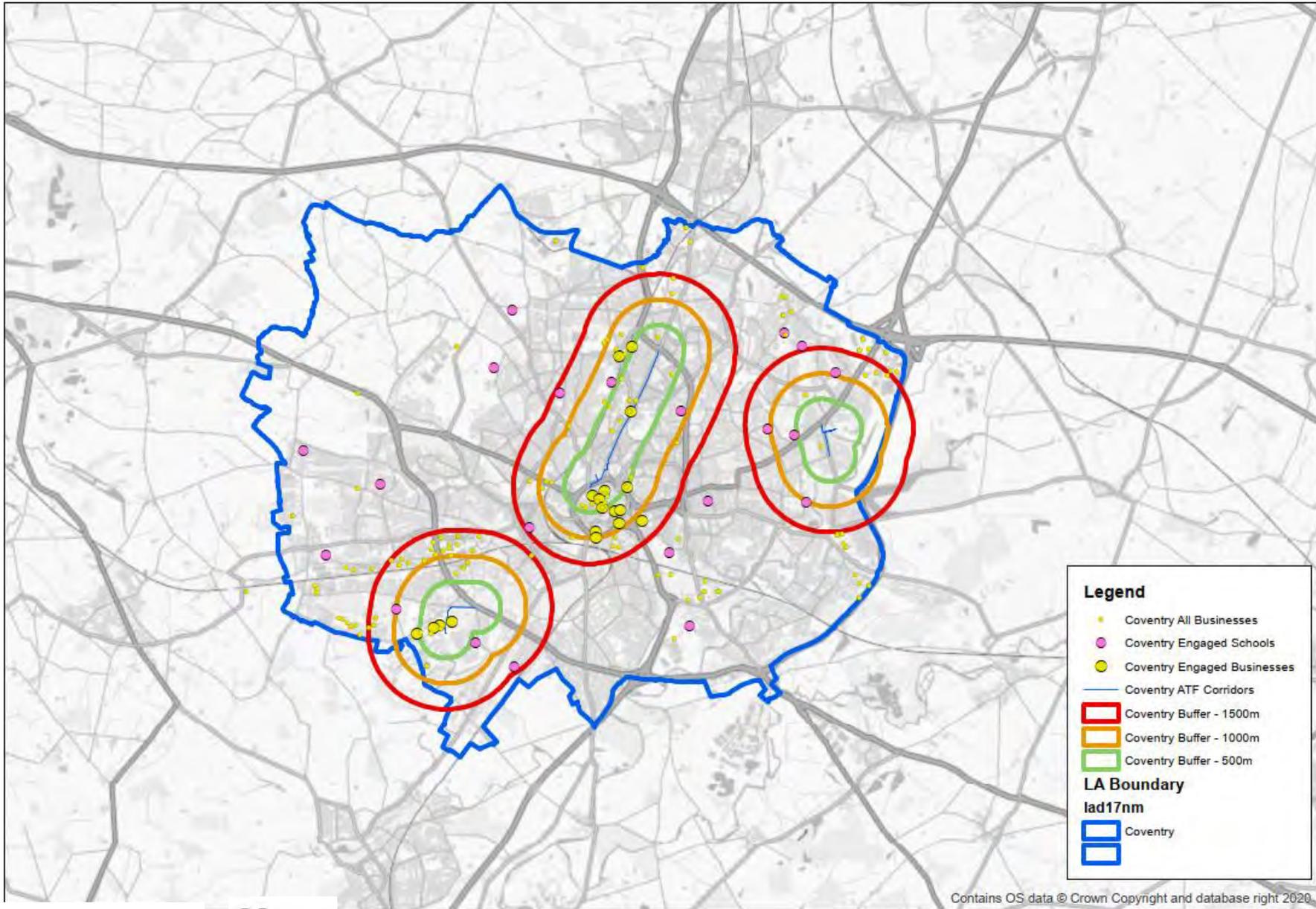
- Working across the 7 Local Authorities in the West Midlands
- Activate the infrastructure measures
- Ran from April 2021 to December 2021
- Actively engage with organisations
- Action Plans on Modeshift
- Travel Surveys
- Promotion of the supporting measures
- Activation Grants up to £5000



# Supporting Measures

- Cycling – Learn, ride and fix, cycle confidence sessions
- Love your bike, bike maintenance sessions
- Walking support from Living Streets including Walking Works
- Love to ride
- Cycle parking provision





**Legend**

- Coventry All Businesses
- Coventry Engaged Schools
- Coventry Engaged Businesses
- Coventry ATF Corridors
- Coventry Buffer - 1500m
- Coventry Buffer - 1000m
- Coventry Buffer - 500m

**LA Boundary**  
lad17nm

- Coventry

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# Engagement

- Prioritisation – out of businesses identified, which were the ‘easy wins’
- Introductions from the LA before engaging
- Total of five attempts of engagement
- Tailoring measures and support to each individual business
- Regular structured communications
- Wider outreach

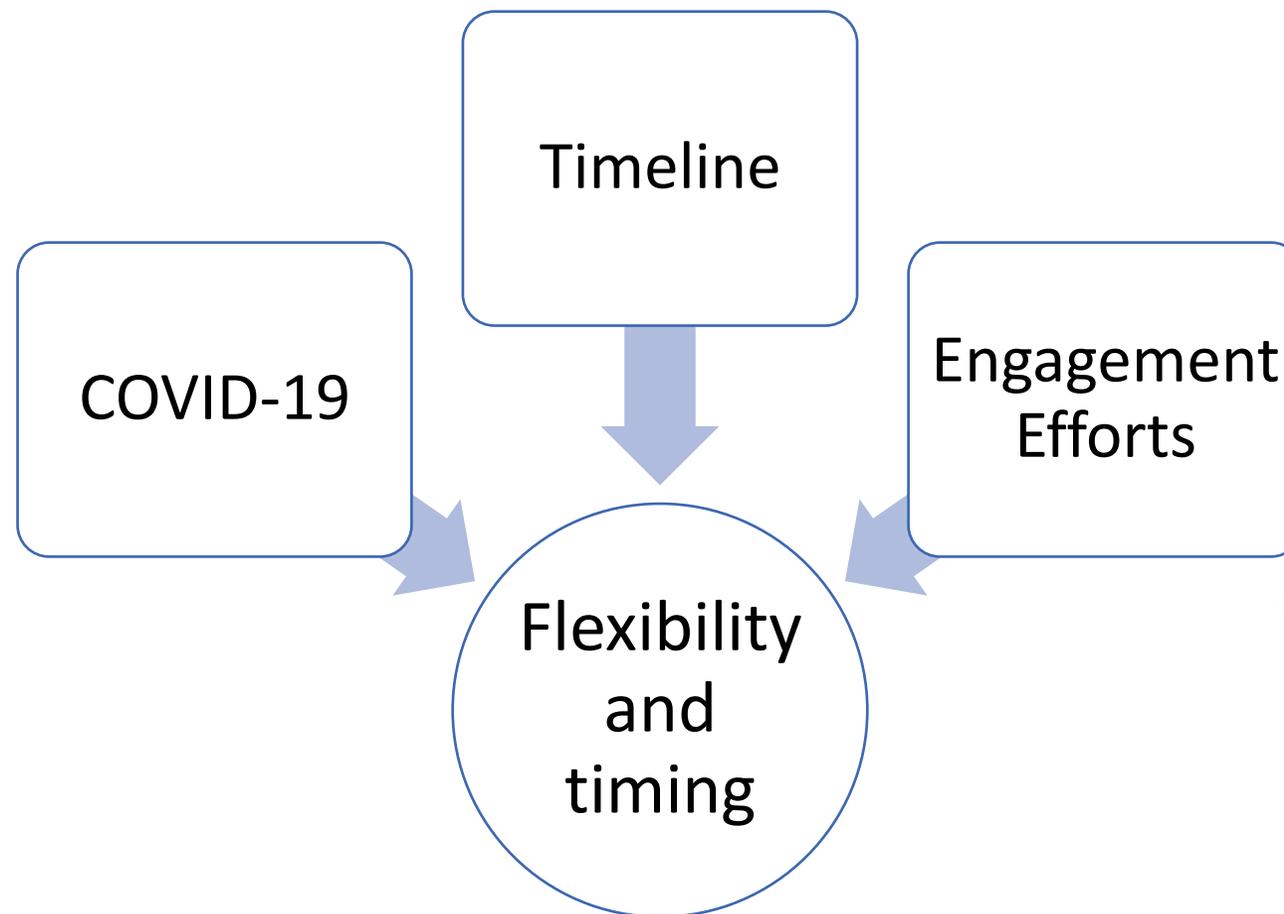


## LOCAL AUTHORITY

	Engaged	Actively participating
<b>Birmingham City Council</b>	34	14
<b>Solihull Metropolitan Borough Council</b>	7	4
<b>Coventry City Council</b>	9	4
<b>Sandwell Metropolitan Borough Council</b>	5	1
<b>Dudley Metropolitan Borough Council</b>	6	4
<b>City of Wolverhampton Council</b>	15	9
<b>Walsall Metropolitan Borough Council</b>	6	3
<b>Totals</b>	<b>82</b>	<b>39</b>



# Overcoming Challenges



# Lesson's Learned

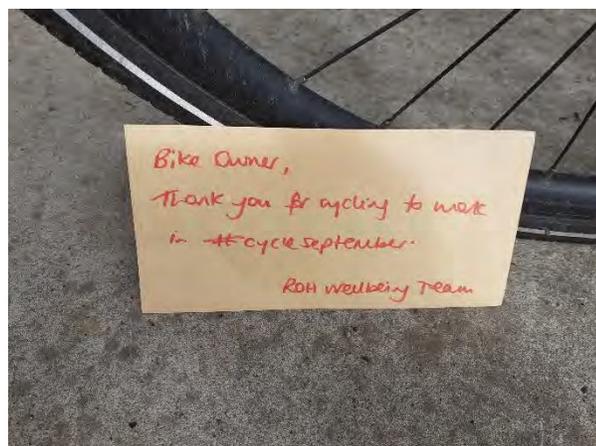
## What worked well

- Historical knowledge
- Longer term commission
- Working alongside the Local Authorities
- Communications through different channels
- Supporting measures
- Two waves of initial engagement

# Royal Orthopaedic Hospital



- **Travel planning support** – contributing to sustainability & wellbeing objectives
- **Activation grant** - providing staff pool bikes, including an ebike
- **Living Streets** – Walking Works Programme, 100 pledges made by staff
- **Love to Ride** - 'Cycle September' promoted to staff with added incentives
- **Dr Bike** – repairs made to staff bikes by Cycling UK Community Cycling Club
- **Modeshift Bronze Accreditation**



# HM Revenue and Customs (HMRC)



- **Travel planning support** - following relocation to Birmingham
- **ATF offers** - incentive to get started with Travel Plan
- **Living Streets** – Walking Works programme – communications package & walking champions
- **Dr Bike** – sessions with Cycling UK & Community Cycling Clubs
- **Public transport** – options promoted to staff, engaging with operators
- **Modeshift Bronze Accreditation**



# Summary of Achievements

- 729 organisations contacted
- 176 engaged
- 95 actively participating
- 20 organisations received grant funding
- 67 organisations on Modeshift STARS
- Modeshift STARS training
- 49 baseline surveys



# Thank you



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# Promoting Sustainable Transport in Multi-Employer Environments



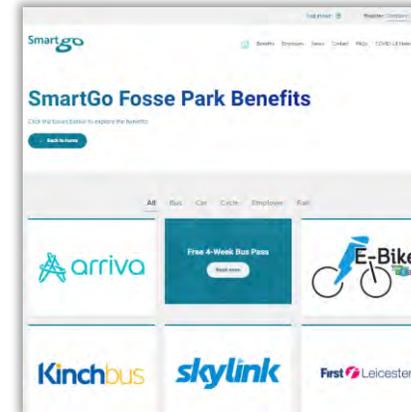
# What is Getting to Work?

- Fosse Park scheme to encourage sustainable transport by staff.
- Uses section 106 funds from Fosse Park West Development.
- 2020 Travel Plan aims to reduce SOV trips and ensure 'Customer' employees can access a range of travel options.
- Travel Plan Coordinator role undertaken by Go Travel Solutions.
- Part of the Sustainable Travel Strategy agreed by Stakeholders.
- Stakeholders include:
  - The Crown Estate (land owner).
  - Leicestershire County Council (regional authority).
  - Blaby District Council (local authority).



# What Does It Offer?

- Incentives to encourage sustainable transport, including:
  - Free 4-week bus pass.
  - Free 4-week e-bike hire.
  - Access to SmartGo Leicester benefits platform.
- Targeted at new staff and existing car drivers.
- Resources for staff include Travel Guides, posters, and travel information on the Savills Insights app.
- Personalised travel planning and travel query support.
- Over 1,400 staff registered on Insights.



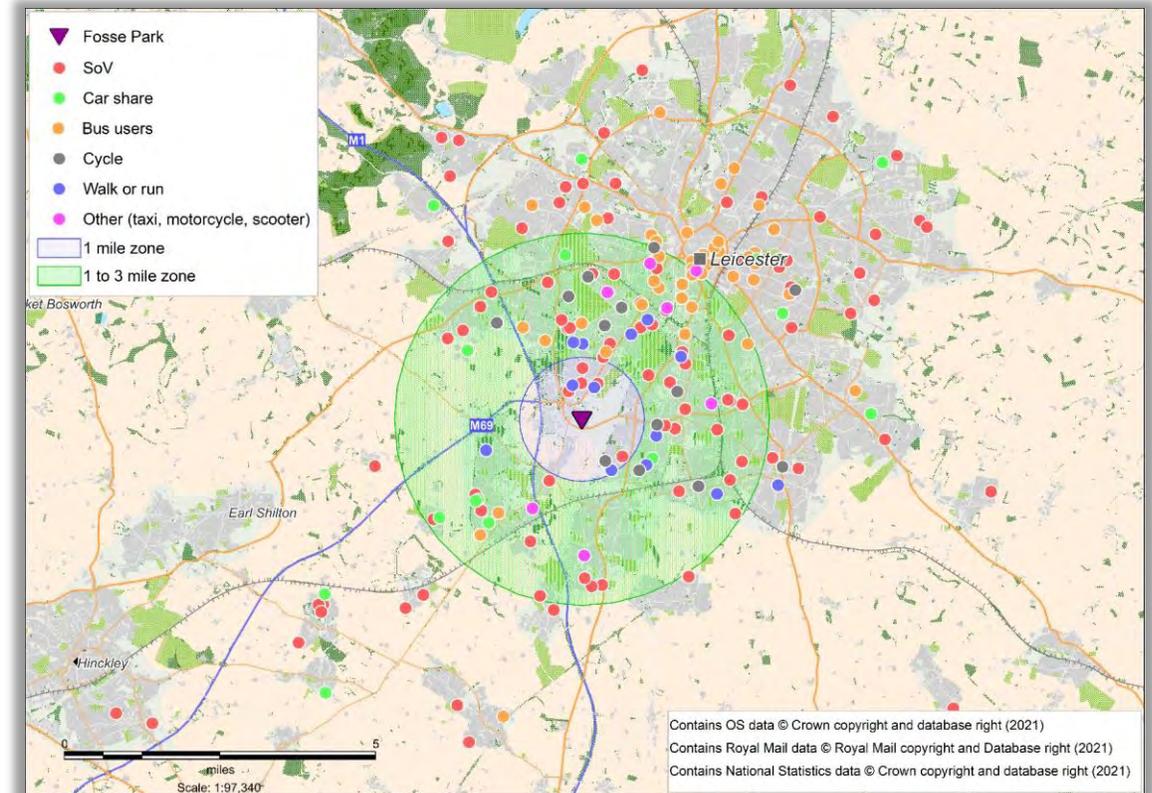
# Obtaining Buy-In

- Regular meetings with Fosse Park Management Team.
- Reviews with The Crown Estate, Savills and other stakeholders.
- Monthly reporting and quarterly newsletter.
- Getting to Work Pledge required from Customers before staff can access most incentives.
- Full access to incentives only available to staff at Customers who have signed the Pledge.
- 30 of 45 customers have signed Pledge, representing vast majority of Fosse Park staff.
- Quarterly Customer travel forums for transport information sharing and feedback.



# 2021 Staff Travel Survey

- Total of 367 staff responses, representing 43 Customers.
- Most common main transport types that staff choose for their usual commute are:
  - Car / Van alone - 57%
  - Bus - 19%
  - Car Share as Passenger - 8%
  - Cycle (inc. e-bikes) - 6%
  - Walk/run - 5%
- 83%) of SOV users gave at least one initiative that would enable them to use an alternative commute method.



# Future Plans

- Survey results used to generate an updated Travel Plan with a focus on actions as targets to Dec 2024.
- Key goals include:
  - Opening and monitoring impact of Active Travel Hub.
  - Investigate potential for existing ANPR system to support reducing staff parking in public areas.
  - Improve incentives to enable sustainable transport to become default commute mode.

Action No.	Actions
<b>Ongoing</b>	
1	Increase staff awareness, activity, and engagement levels on the Insights app
2	Improve Getting to Work (GTW) information available to staff
3	Develop new sustainable transport incentives/initiatives
<b>Short Term (by end Dec 2022)</b>	
4	Make the TAP and TP accessible to staff
5	Improve signage to staff car park areas
6	Open Fosse Park Active Travel Hub
7	Run cycle training, courses, and Dr Bike sessions for staff
8	Promote car sharing, including Liftshare scheme
9	Increase engagement with customer contacts and Steering Group attendance
10	Undertake travel campaign to support Customers with introduction of parking restrictions
<b>Medium Term (50% by Dec 2023, 50% by Dec 2024)</b>	
11	Develop bus service improvements by engaging with operators and transport authorities
12	Investigate e-bike hire scheme expansion
13	Investigate designated car share bays and enforcement policy
14	Improve staff access to a Cycle to Work (C2W) scheme
15	Investigate opportunity for Park & Ride to act as Park and Walk to Fosse Park
16	Investigate potential for staff e-bike charging points
17	Secure a Santander Cycles Leicester docking station
18	Improve cycle storage
19	Investigate need for EV charging in staff parking areas

# Top Tips

1. Create and maintain a recognisable brand.
2. Gain buy-in at senior level to ensure message cascades down.
3. Provide incentives to encourage people to try sustainable options.
4. Require commitment from employers.
5. Develop communication channel to staff.
6. Utilise technology (e.g. apps, QR codes etc.).
7. Provide direct link for staff to ask questions.
8. Maintain and promote an area for local travel information.

"Renting an e-bike for free as part of the getting to work scheme at Fosse Park has provided me with a quick, easy and environmentally friendly way of getting to work each day. It's been a great help and no need to queue for petrol!"

Matthew Quinn, Fosse Park Employee

"What a pleasure to travel to work like this, no queues, fresh air and exercise , great for mind and body! Ooh and the savings on fuel or fares!"

Clare Baker, Fosse Park Employee

# Thanks for Listening!

For questions, feedback or suggestions,  
please contact:

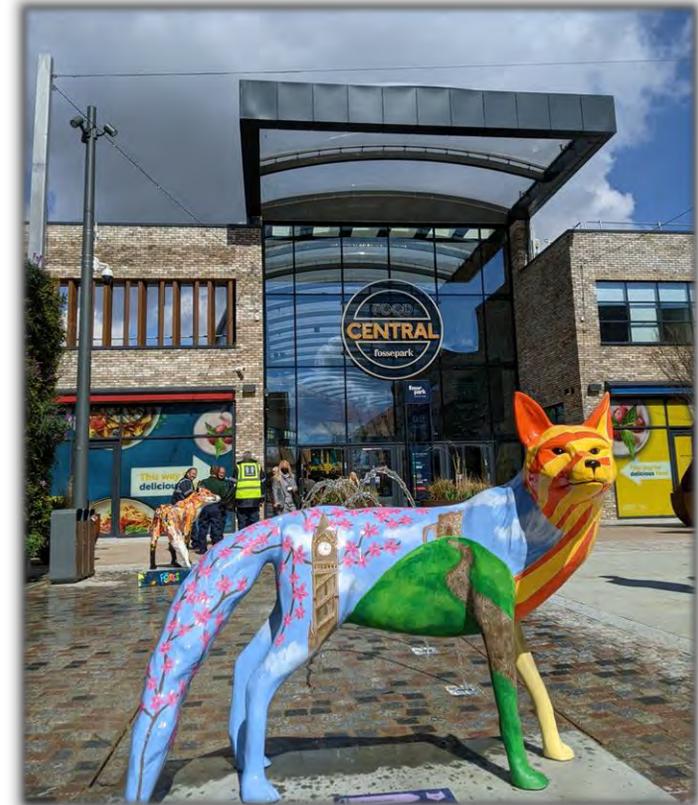
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