



Business Solutions from 'Smarter Travel'

The limitations of Britain's motor vehicle dependence are clear:

- Traffic congestion costs £20 billion per annum (CBI, 2005)
- Road use accounts for 88.9% of the UK's greenhouse gas emissions from transport (DECC, 2008)
- Commuter cyclists claim fewer sickness absence days than non-cyclists (Hendriksen et al, 2010)
- Shoppers arriving by foot & public transport exhibit higher monthly spend and store loyalty than shoppers arriving by car at several UK town centres (The Means & ROI Group, 2010)



Smarter Travel - Why us?

The strategic inventions of 'Smarter Travel' combine a range of measures designed to reduce company transport expenditure, promote employee wellbeing, and diversify retail strategy through the effective promotion of sustainable transport modes.

From our work throughout the UK and our involvement with European projects, The Means has developed a distinct expertise for implementing Smarter Travel for a variety of clients from individual businesses to entire commercial areas.

Smarter Travel: A strategic decision for businesses, their staff and suppliers

Economic

Our Smarter Travel measures can enhance a business location by delivering low-cost site accessibility for customers, clients and staff. Such measures can also serve to reduce business travel costs and mitigate local congestion.

Social

Our range of workplace cycling measures enable businesses to foster and maintain a culture of healthy travel behaviour among staff.

Environmental

Transport is responsible for 21% of UK greenhouse gas emissions - 90% from road users (DfT, 2010). Smarter Travel measures provide your business with the capabilities to assess and implement low-carbon commuting, freight, and business travel at the workplace.

Our Approach: Workplace travel measures

The Means' delivery of Smarter Travel solutions begins with a thorough client consultation. Our innovative interventions always start with the identification of strategic measures for our client. The Means can deliver:



Travel Behaviour Research – developing a company-specific employee travel survey (with the option of incorporating health and wellbeing factors), analysing survey data and providing assessment reports / presentations.



Travel Plan Development and Implementation – drafting company /area travel plans, identifying sources of funding, creating & marketing innovative measures, monitoring uptake and analysing results.



Cycling in the Workplace – cycle maintenance event coordination, cycle safety and security campaigns, site identification and development for secure cycle parking, monitoring impacts of implemented measures.



Travel Solutions for Retail Centres – surveying and analysis of shoppers' travel habits (including comparative of modal spend).



Liaising with local authorities and transport providers on your behalf.



Set-up, development, and consultation with area Travel Planning Groups or Transport Management Associations, creating an 'engine' for positive change.



Building and managing transport programmes within Business Improvement Districts (BIDs).

Our Expertise



Sophie Tyler has more than ten years experience of working in Smarter Travel with a range of public and private sector partners both in the UK and elsewhere in Europe. She has also spent over 10 years as a research fellow at the University of Westminster (Department of Transport Studies).



Giles Semper, formerly a director at HarperCollins Publishers, has ten years of regeneration and business engagement experience.



Paul Gehres, seconded to The Means from the University of Westminster (Department of Transport Studies) is currently spearheading a Knowledge Transfer research project that analyses the interplay between Wellbeing, Workplaces, and the Commute. He recently completed an MSc in Environmental Policy & Regulation at the London School of Economics and comes from an environmental science background.



If you would like to discuss any of these options, contact:

Giles Semper
giles.semper@themeans.co.uk
Mobile: 07950 152833

Sophie Tyler
sophie.tyler@themeans.co.uk
Mobile: 07595 711636

Paul Gehres
paul.gehres@themeans.co.uk
Mobile: 07794 345594

Or visit themeans.co.uk



What our customers say

"The Means has taken the Better Bankside Travel Planning Programme to a point where it is known and admired by the whole "Smarter Travel" industry. Their team is effective and pleasant to deal with."

Toby Blackman, Allies & Morrison - Chair, Better Bankside Travel Planning Group (from 2008-2010)

Case Study: Better Bankside Travel Planning Group

Background

Since 2005, The Means has implemented numerous Smarter Travel measures as part of its ongoing work with Better Bankside (www.betterbankside.co.uk). It began with the establishment of the Better Bankside Travel Planning Group, whose membership is drawn from several blue chip companies including Allies & Morrison, Waterman Group, HSBC, Royal Bank of Scotland, Titan Magazines, IPC Media and Forster.

What we did

Initially, The Means helped the group to set its agenda and develop a business plan. This included identifying the key transport issues facing businesses and distinguished between those the group could 'influence' and those it could expect to 'change'.



In 2006, The Means conducted a baseline area travel survey of 650 employees from the Bankside area. The team used this to produce the Bankside Area Travel Plan, setting ambitious targets for increasing area walking and cycling rates (for commuting and business travel).

In 2010, The Means conducted a follow-up survey of over 1600 employees to measure progress towards past targets and to aid in developing new targets. The Group achieved 3 of 4 travel targets by 2010, doubling the ratio of employees commuting by bike and on foot. The Group also saw a doubling of reported cycle use for business travel.

Over the last 5 years, The Means has implemented numerous measures for the Travel Planning Group, including:

- Monthly 'Dr Bike' sessions & Cycle Repair training sessions: Managing procurement process, negotiating with provider, drafting Service Level Agreement, coordinating the participant booking system

- Integration with 'Bankside Urban Forest' public realm framework
- Cycle security and safety campaigns: Managing joint procurement of gold standard locks, liaising with local police to coordinate cycle theft prevention measures
- Close collaboration with Transport for London to secure individual, site-based travel plans & cycling support



Fast facts from 2010:

- 1600 participants in the area travel survey
- 325 bikes repaired for local employees
- 70 individuals undertook HGV/cyclist awareness training
- 33% reduction in costs of area cycling promotion

To help the Group meet its 2015 targets, The Means will:

- Design, conduct, and analyse targeted travel surveys to improve the Group's understanding of the Bankside's mobility issues
- Install, promote, and manage a secure bike park facility in the Bankside area
- Scope the feasibility of cycle freight provision for area businesses
- Work with TfL and local authorities to deliver better public transport information
- Manage the campaign for a universal 20 mph speed limit in Bankside

