

# Mobility Management for Business and Industrial Zones



Improving the home to work commute for employees  
Developing green transport plans for businesses



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Traffic jam in Munich

1,478 companies  
incorporating 20,610  
employees across six  
regions in Europe

Be a part of the  
**MoMa.BIZ project**

[www.moma.biz](http://www.moma.biz)



## What is the MoMa.BIZ Project?

The MoMa.BIZ Project is for employers, employees, commuters, local authorities, bus companies and all other relevant agencies and organisations in six locations across Europe. Birmingham Chamber of Commerce are working with five other EU Partners: Asti in Italy, Ponferrada in Spain, Tartu in Estonia, Plovdiv in Bulgaria and Atarfe in Spain.

The MoMa.BIZ Project is co-financed by the programme Intelligent Energy Europe. The duration of the project is 34 months; May 2010 – February 2013.

### MoMa.BIZ objectives

- To decrease CO<sub>2</sub> emissions for the home to work commute at each location
- Increase the number of alternative choices for the home to work commute for every location
- Reduce the number of employees going to work by car
- Increase the number of employees walking and cycling
- Promote the use of different modes of transport – bus/walk or walk/car share
- To ensure that the project has a long lasting impact in the areas we work within, with long lasting change in the behaviours of employees that have chosen

We will be providing special training sessions to raise awareness and assist companies on what and how they can encourage and implement Sustainable Travel schemes within their organisation. These sessions will be hugely inspirational and will be a fantastic opportunity for all.

### Sustainable Travel

**FACT** Around 26% of CO<sub>2</sub> emissions generated in the UK are caused by personal car travel. It is therefore important to consider the impact of your car journeys.

Our aim is to make employers and employees more aware of the travel options that are available, to identify and introduce new travel options and to help businesses and employees alike plan their own personal sustainable journey to work.

### What we do

We want to provide travel solutions for Staffordshire and West Midlands employers and developers. We will help you prepare and implement effective travel initiatives that ease transport and access problems associated with existing sites or new business developments.

The great news is that these initiatives can save your business money. They promote sustainable and healthy travel, thereby increasing productivity and an added bonus is the positive corporate image generated by such initiatives.

### What are the benefits?

- Lower transport costs
- Re use of car park space
- Healthier, wealthier and more productive staff
- Improved Corporate Social Responsibility reporting

► **Birmingham Chamber of Commerce Group are inviting you and your Company to be a part of an EU Project entitled 'MoMa.BIZ' - in conjunction with Intelligent Energy Europe – the IEE framework.**

### Why should your company be a part of this European project MoMa.BIZ?

- Are you finding it hard to recruit new staff?
- Are you fed up with your staff arriving late?
- Worried that too many of them talk about leaving because of their difficult journey to work?
- Lack of on site car parking?

Queuing in traffic jams, facing unreliable journey times and difficulties with parking can cause people to be discontent. We know that reducing these problems will help businesses in Cannock Chase, Staffordshire and the West Midlands to retain their staff and also make it easier to recruit new employees.

Nobody is suggesting abandoning the car altogether it gives freedom, choice and independence and is an important part of modern life. However, finding practical alternatives to the car, particularly for journeys to work, is an ideal way to cut congestion and pollution.

There are a range of initiatives to help encourage staff to travel to work in other ways – car sharing, cycling, walking, catching the bus and even avoiding peak hours by using flexi-time or some other type of flexible working pattern. We can help businesses with these initiatives and we hope to reduce the number of lone drivers travelling to and from work.

We will work with each Company and produce a bespoke travel plan for you; this will assist Companies in identifying how their staff, suppliers and visitors travel to their premises and most importantly enable the businesses to put in place the measures that will make it easier for everyone to use alternatives to the car. Car sharing, cycling, walking, public transport and flexible working arrangements are just some of the ways in which businesses can minimise the impact of traffic congestion.

Every workplace travel plan is different, specifically designed to meet the needs of your business, its activities and its location. Your Company Travel Plan will address the ways in which you can make changes to:

- Commuter journeys
- Business travel undertaken by staff during the working day
- Visitor travelling to and from your workplace for appointments and meetings

### Reasons why you should be a part of this project

► **It costs nothing to be a part of this Project**

- Your company may have problems with parking or accessibility at your site
- You may have difficulties recruiting staff because of your location
- Your staff may be arriving late because of traffic congestion
- You may have high staff travel or car parking costs
- Your Company may receive complaints from your neighbours about the volume of traffic or parking that your employees create
- There may be a requirement for a bus stop in your area or for a change to bus timings
- A travel plan may be needed as part of a business plan
- You may need to develop a travel plan to go with a planning application or as part of a Section 106 agreement
- You may wish to improve the environmental image of your organisation

### The advantages

- Reduce the number of car journeys made by staff leading to significant cost savings in mileage claims and car park maintenance costs
- More productive staff arriving at work on time as they will not be delayed in traffic and not having to move their cars during the working day
- Healthier, fitter and more relaxed staff taking fewer sick days
- People will be keener to join your company if you have resolved travel issues
- Less demand for parking at your site and your car park will be freed up for more visitor spaces / delivery vehicles
- Fewer parking problems for local residents as your staff are not parking in their spaces meaning less traffic congestion all around
- A step towards environmental accreditation such as ISO 14001

### Your corporate reputation

Promoting alternative ways to travel to your Company not only helps your employees, visitors and customers get to you more easily but also promotes your commitment to reducing your Companies impact on the environment. Your neighbours and local residents will also benefit as there will be a reduction in traffic congestion and parking.

### The first steps

► **Agree to be a part of MoMa.BIZ and Birmingham Chamber of Commerce will work with you and your employees**

### A site assessment

We need to conduct a site survey and understand what facilities are currently available at or near your site to encourage travel by ways other than car such as:

- Public transport location and timings
- Pedestrian access
- Cycle facilities
- Vehicle access / car parking
- Safety
- Street lighting
- Facilities on Business Park

### Employee travel survey

To understand how your staff currently carry out their home to work commute we will need to conduct a survey of all employees which will identify their current travel patterns. This will assist the travel plan as the data will ascertain the measures required to enable staff to make different choices about how they travel to and from work.

Our survey had been written by Transport Experts in Italy and has been specifically designed to be relatively simple, yet will provide the necessary data to make a real difference. The purpose of the survey is to find out how your staff travel to work and what it would take for them to change the way they travel.

- It will identify who lives where and who travels to work by which method
- We can conduct a mapping exercise to illustrate the home to work journey of staff
- It will highlight how the facilities could be improved for those that do not commute by car
- It will ascertain who would like to find out more information on, for example, Car Sharing if it was implemented within your organisation

The survey has been designed and is ready for distribution now; Ideally this questionnaire would be sent as an email link and when it has been completed it is automatically sent to Italy. However we are aware that not all staff have an email address and paper copies can therefore be used. Alternatively it may be easier for all if we can come into your Organisation with a laptop and employees can complete their online questionnaire during staff breaks / lunchtimes etc.

### The most common requests arising from travel surveys are:

- More reliable and frequent public transport
- A formal car share scheme



“A green travel plan is simply a set of ways to encourage staff to travel in a more environmentally sustainable way - with no sacrifice to business efficiency. There are significant business benefits to creating a green travel plan. Rising fuel costs have put workplace travel in the spotlight and new tax breaks for greener company cars can mean significant cost savings for employers and staff alike. As well as reducing your costs, it can improve the health and morale of your workforce and also boost your reputation. And with environmental legislation expected to increase, it makes sense to have a system in place to reduce your business’s carbon footprint.” **HSBC**



**FACTS**

- ▶ Traffic has increased by over 60% since 1980
- ▶ Cars are the biggest source of greenhouse gas emissions
- ▶ A Company Travel Plan can improve recruitment and retention

**car sharing**

- Car park management
- Improved facilities for cyclists
- Working from home

**Travel Plan**

A travel plan is a package of measures to assist in managing the transport needs of an organisation. A successful travel plan will offer employees different options for their home to work commute and explain how they can be undertaken – routes, car sharing database etc.

In order for us to create a bespoke travel plan for your organisation we need to know the current modes of transport that your employees are using, their home to work post codes and their opinions and views of alternative forms of travel.

▶ **Your County and District Council want businesses to remain and prosper in Cannock Chase and are open to discussion where data supports that there is a need for additional services for employees of your Company.**

**Your businesses commitment needed**

For the MoMa.BIZ Project to succeed in Staffordshire and the West Midlands as well as within the five other European Countries, Companies must support the Project’s ethos and commit to the travel plan; we really want you to back the report’s recommendations.

We will of course be realistic about the types of measures we recommend your Company introduce and you may already have suggestions of the measures that you would like to see introduced which would assist your business and your employees.

**We will advise every step of the way but here are some tips**

- Research shows that a mixture of incentives for staff (such as offering season-ticket loans) and restrictions (such as limiting parking spaces) is the most effective when introducing change.
- Understand that timing the different measures is important. When you plan the launch, start with ‘quick wins’ or instant improvements to motivate staff.
- As you schedule rolling out the plan, introduce the incentives before the disincentives.
- Lead by example - make sure everyone in the business knows you are committed to green travel
- Ideally managers should aim to be a part of the changes
- Appoint an employee to take charge of the travel plan – point of contact for employees
- Motivate your employees – think about offering incentives or perks to employees who reduce fuel consumption by lift-sharing, cycling, taking public transport or walking to work
- Create a reward programme to encourage employees to come up with their own ideas for a greener workplace
- Set “green goals” for your business, with rewards to employees when you meet goals

**An improved way of life**

▶ **As nearly a quarter of all car journeys are under two miles, walking or cycling is often a practical alternative to driving. This method of transport can vastly improve your lifestyle .**

Walking briskly on a regular basis is good for your heart and lungs, helps burn calories and is a good way to a healthier active life; cycling two mile trips could save you over £600 each year in fuel.

As an alternative to this, car sharing allows you to split travel costs with fellow passengers and save on fuel costs and parking fees.

If there is more than one car in a household and more family members walked, cycled or used public transport there may just be the possibility of giving up that extra car which will save thousands of pounds each year on running costs.

**Getting transport to work**

**Car Sharing – Sharing a journey and money**

When considering travel behaviour it is important to be realistic and for some travelling by car really is the only option. This is understandable but car sharing can minimise the impact.

A car share scheme enables members of staff to search for colleagues doing a similar journey to work. Once registered with the scheme staff can search a database for journey matches. Once an individual has identified another member of staff who makes a similar journey, the database allows the two to contact each other to arrange to share their journeys. Share a journey just one day a week can:

- Save an average of £800 per year
- Help reduce Co2
- Share fuel and parking costs
- Be entitled to dedicated and reserved parking spaces for Car Sharers only at the front of the car park
- Create new friendships amongst employees

For some drivers, it will be much more attractive to share a car some of the time rather than switching to a totally new form of travel. Your company can help promote car-sharing by:

- Highlighting the considerable cost savings
- Encouraging staff to use internal e-mail / a staff notice board or a dedicated board to find car-sharers
- Allocating designated parking spaces to staff arriving together as near to the main entrance as possible

- Encouraging staff travelling to the same meeting to share a car
- Providing pool cars for business and also recommending that they use public transport – assist by identifying how their journey can be made – e.g. catch the Number 526 bus and then a ten minute walk – this will also save your Company money on reimbursing mileage

▶ **Every day there are 10 million empty seats on our roads**

Up to date, reliable information on bus and train services can really make a difference to whether people choose public transport. Many drivers simply don’t know about the public transport options available, so you may decide to:

- Offer interest-free loans for season tickets
- Offer discounted travel cards
- Act as an agent for bus company– sell packs of saver tickets
- Provide public transport information– leaflet displays, websites links etc.

▶ **Drivers could halve their motoring costs by getting involved with car sharing**

If more employee’s car shared traffic would be reduced substantially and employees would

- Save money – wages go further
- Save wear and tear on their vehicle
- Socialise, relax and chat
- Help to reduce pollution and helping the environment

By implementing and managing a car sharing scheme businesses will notice that parking and congestion problems reduce both in company car park and local area.

Car sharing is becoming increasingly popular as the benefits are being recognised, many communities and employers are introducing car sharing schemes and Birmingham Chamber of Commerce will manage the whole process for you.

► Remember that Birmingham Chamber of Commerce will assist you with all schemes and alternatives.

### Car park management

#### The Perception of a parking problem

There is a stark difference in the perception of a parking problem as employees with set and regular hours, such as administrative and clerical staff are far less likely to be aware of the parking issues for other staff and visitors as they generally tend to arrive before the parking pressure builds up. Funnily enough they are also likely to be the best candidates for making changes in their travel habits and the reverse is likely to be true for shift workers.

#### Shift changeovers

Parking problems are aggravated when shifts overlap; staff arriving on site typically struggle to park in spaces about to be vacated by others finishing a shift.

The survey data, the report of recommendations, the funding of Travel Experts visiting your Company and our assistance will all assist in enabling your Company to see how this issue can be addressed.

#### Parking off-site

The lack of on-site parking spaces at your Organisation may lead to an inevitable overspill into surrounding areas which tends to result in tensions with the local community.

It would be beneficial to share your Companies commitment to your Travel Plan with Resident Associations, local politicians, council officers and the emergency services to demonstrate to them all that your Company is aware of its wider impacts and action is being taken. We will do this for you.

### Cycling

The employee travel survey will show which of your staff travel to work by certain methods and what their views are on the existing facilities you provide. You may be able to increase interest by:

- Offering bike schemes
- Providing secure, covered cycle parking
- Providing showers, lockers and changing facilities
- Offering interest-free loans for the purchase of cycles
- Promoting cycle routes
- Providing pool bikes for business use
- Setting up a bicycle users' group (BUG) - which can offer training sessions, organise outing for help with bike maintenance



- Offer a Beginner's bicycle maintenance class – these sessions guide your employees through basic bike maintenance, detailing how to check that their bike is safe to ride and in good working order, how to fix a puncture and replace inner tubes, how to adjust brakes and gears and much more.

► Remember - Birmingham Chamber of Commerce will organise and assist with all of these initiatives, schemes and training

### Salary sacrifice cycle purchase scheme

There are many cycle salary sacrifice schemes which give staff a discount on the cost of a new bike. They enable employees to get a tax-free bike, which for most people means they save about 40% of the cost.

#### Is this a Government Scheme?

Yes. Within the Government's Green Transport Plan, there's a tax exemption which allows employers to provide cycles and safety equipment to employees as a tax-free benefit. Technically speaking, employees actually hire the bicycles from you, buying them at the end of the salary sacrifice period for a Fair Market Value payment. The Cycle Scheme provider will collect this Fair Market Value payment for you and also offer highly competitive finance packages from well known providers.

The employer buys the bikes and safety accessories at full retail price, including VAT which is reclaimed in the normal way, if applicable. The balance is recovered from a reduction in the employee's gross salary, and employers also benefit from National Insurance contribution savings.

### How does a cycle scheme work?

You sign up with a cycle scheme – Birmingham Chamber of Commerce will assist and advise on this.

Employees then visit a participating bike shop to select the bike and equipment that they want; they will be given a paper quote. They then go online and apply for their chosen package; you can confirm eligibility and approve the request.

The Cycle scheme will send you an invoice for the bike package, and a hire agreement is sent to the employee to sign. As soon as the bike is paid for, the secure certificate is sent to the employee. The employee contacts their chosen bike shop to arrange collection.

You reclaim VAT in the normal way (if applicable) and the balance of the bike is deducted via salary sacrifice. At the end of the hire period, the employee pays a Market Value payment to make the bike theirs. The Cycle scheme can collect this payment for you.

The above is an example, there are many different schemes available for employers and employees including 'Wheels to Work' – a **Moped Scheme** where employees can loan a moped for a duration to assist with their home to work commute.

► We will provide you with detailed information and advice on all schemes.

### Walking

► Walking is an excellent way to keep fit and is totally free, but fewer than one in ten people walk to work.

The staff travel survey will identify how many of your employees may consider it for all or some of their journey. Your travel plan can:

- Promote walking from the 'home' part of people's journey, e.g. walking to the train station or bus stop
- Encourage staff to walk to meetings at nearby offices rather than driving
- Stress the great health benefits of walking
- Offer a staff walking group at lunchtimes

### Walking to work

Walking to work is recommended for those living within two miles of their place of work.

► Cars consume most fuel and pollute more at the start of their journey when the engine is cold, therefore, walking for short journeys will reduce the amount of CO<sub>2</sub> emissions by a disproportionate amount.

In order to walk to work or to a bus stop your Company has to benefit from good pedestrian links with the surrounding area and clear routes and footpaths to allow people to find their way around easily and safely. We can introduce a Walking Scheme and employees can search for a walking buddy to share their daily home to work commute.

► Walking for just 30 minutes a day during the working week means reaching the Government's recommended level of daily activity needed to transform your health.

### Bus

From the survey data we will identify the bus route and number of the bus that each of your employees could take for their home to work commute.

We will check the frequency and the times of the buses and identify whether there are a sufficient number of staff to warrant an additional bus service at a certain time. The Bus Companies and the Local Authorities are awaiting the findings of the travel surveys so that they can see whether there is a need for increased services and or routes.



### Annual travel passes

If your employees use public transport to travel to work, your Company may want to purchase an Arriva, West Midlands Travel or Centro annual season ticket on your employees behalf, and recover the cost through deductions in their pay over ten months. This provides a considerable saving.

### Shuttle bus service

As some business parks and industrial estates are not serviced by a bus route or at appropriate times some companies have a shuttle bus for their employees for the home to work commute. This is a service that we will offer each area if there is sufficient interest.



**Train uses less Carbon Dioxide per person**

#### Train

- ▶ On the 544 mile journey from London to Aberdeen, a train will produce 53 kg of carbon dioxide per person, a car 150 kg, and a plane 138 kg

Both employers and employees can plan their home to work commute or business trip on [www.nationalrail.co.uk](http://www.nationalrail.co.uk)

#### Electric vehicles

Electric cars offer a clean and economical alternative to petrol and diesel powered transport and bring considerable benefits to the environment by

- Improving air quality
- Cutting emissions
- Reducing noise pollution

- ▶ **Electric vehicles have lower fuel costs, typically around £500 for an average annual mileage of 10,000 miles. This compares to a petrol cost of around £1,200 per year a saving of £700-£800 per year.**

#### Flexible working

Your company could reduce the staff need to travel to work:

- Flexitime might enable staff to work four (longer) days a week, or nine a fortnight
- Teleworking at home or in a satellite office (if the job allows it) brings specific benefits such as increased productivity, improving the home / work balance and reducing commuting time and costs

#### Reducing the need to travel

It may not be necessary to travel at all in some circumstances, for example video conferencing could be used as an alternative to travelling to a meeting. Whether it is an internal or external meeting you may be able to attend from the comfort of your own desk.

- Video conferencing can substantially reduce travel, accommodation and subsistence costs as well as savings on staff time
- The hardware required for video conferencing is relatively simple making video conferencing from the desktop a usual and easily available day-to-day business tool

#### Training

▶ **We will be offering unique training opportunities and we have access to a network of Sustainable Travel Experts who can explain how you can successfully implement changes within your Company and save your Company and your employee's money.**

**Birmingham Chamber of Commerce recognises the MoMa.BIZ Project as an initiative to support the sustainable growth of employment in Staffordshire and the West Midlands.**

Birmingham Chamber support economic growth and want to work with the five European Countries in MoMa.BIZ to achieve reductions in carbon by offering this International Project to the business community and utilising it to promote and encourage the use of low carbon modes of travel to employment for existing employees and job seekers alike.

We aim to reduce congestion, connect people with jobs and encourage them to make sustainable travel choices. The Project will focus on the out of town business parks and industrial estates in Staffordshire and will assist local



employers. We feel that the MoMa.BIZ Project will facilitate a positive change in the availability and awareness of sustainable modes of transport.

We feel that without intervention future employment growth in Staffordshire may be constrained as recruitment becomes more difficult for employers due to the home to work commute for potential employees becoming more expensive, taking longer added to the fact that the majority of business parks are simply not accessible with a lack of a bus service, sufficient parking etc.

We aim to support employment growth by reducing congestion, leading to increased productivity of businesses and helping to reduce the carbon outputs from business traffic. This project will help to ensure that the potential for growth in employment is not unduly constrained by congestion, a lack of car parking or a lack of a bus route. The growth in commuting associated with more jobs can be achieved more sustainably, without a growth in carbon emissions and other undesirable impacts. We are confident that this can be achieved by reducing the numbers of people commuting by sole car usage and enabling more use of public transport, car sharing, cycling and walking.

- ▶ **Sickness and absenteeism cost UK businesses £20 billion per year. To help improve health, reduce absenteeism and increase productivity Companies should encourage their employees to walk, cycle and use public transport for their home to work commute.**

#### Travel plan guidance

- ▶ **A workplace travel plan looks at how travel is generated by a work site. Based on evidence and through a series of measures, it is designed to positively influence that travel.**

**Let Birmingham Chamber of Commerce Produce Yours**

#### A good travel plan can:

- Save you money
- Save your employees money
- Improve the efficiency of fleet operations and deliveries
- Reduce traffic congestion, thereby aiding the local economy
- Improve the health, stress and well being of your staff
- Improve the productivity of your staff
- Allow you to report positive Corporate Social Responsibility
- Enhance your reputation and relations with your local community
- Improve local air quality
- Reduce global greenhouse gas emissions
- Reduce local noise levels

- ▶ **Transport is responsible for 16% of greenhouse gas sources in the County**

Traffic congestion and pollution is an ever-increasing part of everyday life and it is taking longer, getting more expensive and proving more stressful for people to commute by car for their home to work commute. It is also true that some people cannot apply to work with certain companies if they are not easily accessible by public transport.

Vehicle pollution is a significant contributor to the excessive greenhouse gases, which are threatening our climate as well as causing health problems and harming the natural environment. Indeed all the signs are that these issues will almost certainly worsen unless significant action is taken.

Birmingham Chamber of Commerce are inviting your Company to be a part of the MoMa.BIZ Project, to solve your Companies and your employee's travel issues and concerns, make your Company more accessible and to encourage sustainable approaches and activities, which will help to reduce CO2 emissions, congestion and reliance on the motor vehicle.

We hope you agree to be a part of this project and take advantage of this service. In addition to the Travel Surveys, Travel Plans and advice we will also be providing training from experts in this field who have assisted major companies. What have you got to lose?

**We're here to help business get there.**

**The Government want to halve UK emissions by 2025... let Birmingham Chamber of Commerce help you do your bit**

# 1,478 companies across six regions



**The MoMa.BIZ Project will include a total of 1,478 companies** incorporating 20,610 employees across the six regions in Europe as follows:

- **Birmingham Chamber of Commerce** - 204 companies and 6,200 employees
- **Asti, Italy** - 281 companies and 2,616 employees
- **Ponferrada, Spain** - 55 companies and 1,369 employees
- **Atarfe, Spain** - 450 companies and 4,500 employees
- **Tartu, Estonia** - 478 companies and 3,300 employees
- **Plovdiv, Bulgaria** - 10 companies and 2,625 employees

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