



Appendix 4: Travel Plan Success Stories

Case Study 1 - Derby College.....

Derby College is one of the 10 largest colleges in the country and have numerous sites around the city, including their flagship £48million Roundhouse campus which opened in September 2009. The Roundhouse was an ambitious refurbishment of a derelict Grade II listed 19th century railway works which brought about the relocation of around 400 staff and 3000 students. This move prompted a huge rethink about how staff and students travel, and therefore a new Travel Plan was created in 2009.

They always wanted their new Travel Plan to be ambitious and therefore put together measures that included the following:

- An indoor, swipe card access cycle store with 10 showers and 60 lockers.
- A cycle2work salary sacrifice scheme that ran 3 times per year.
- Covered cycle parking for 150 student bicycles next to the main entrance.
- 2 cycle to work days per year with a free breakfast to those who take part.
- An interest free salary loan scheme for the purchase of rail season tickets.
- An interest free loan scheme for the purchase of annual bus passes.
- A shuttle bus service to take staff and student to the city and between sites.
- Train and bus timetables available at all reception and staff areas.
- A sustainable travel website providing all the information staff could need.
- 7 brand new pool cars for staff use for business travel.
- A personalised travel planning service (PTP) for staff and students.
- Pay and display car park charging for staff at £1.50 per day.
- No students (except for blue badge holders) were allowed to park on site.
- A full time Travel Plan Coordinator to ensure the plan was well communicated.
- A branded TP marketing campaign using posters, email, leaflets and the web.



What they have achieved.....

- An increase in staff cycling from 3% to 9%.
- An increase in students cycling from 4% to 12%.
- An increase in staff using the train from <1% to 8%.
- An increase in staff travelling by bus from 3% to 12%.
- An increase in students using the college bus from 20% to 35%.
- A reduction of staff driving from 77% to 55%.
- Over 80 staff got new bikes on the cycle2work scheme.
- 25 staff purchased annual rail season tickets in the first year.
- 140 staff registered to use the college pool cars.

These figures show that putting in the right measures and making sustainable travel easy really can make a **huge difference**.

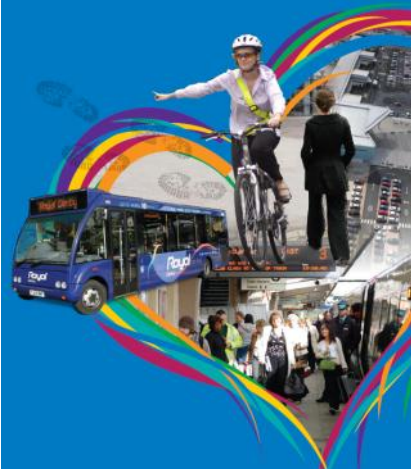


Derby City Council



NHS

Derby Hospitals
NHS Foundation Trust



Case Study 2 - The Royal Derby Hospital.....

Derby Hospitals NHS Foundation Trust employs around 8,500 staff across the Royal Derby Hospital and London Road Community Hospital. When the main hospital, including 4000 staff, moved from the old DRI site on London Road to an out of town location just off the A38 in Littleover in 2009, the foundation trust decided this was a perfect time to develop and promote a new, forward thinking Travel Plan. Their Travel Plan focussed on making the site as accessible as possible for all modes of transport.

Here is a list of some of the measures in their Travel Plan:

- The Royal Derby Link bus connects the hospital with the city centre. Staff get discounted rates on the service and members of the public can use it to get to the site too.
- Discounted travel passes for Trent Barton and Arriva services with a loan scheme to take payments direct from salaries.
- Secure, gated cycle storage at many locations around the site, with staff needing to request and loan a key for added security.
- Regular runs of a cycle2work scheme which enables staff to get a new bicycle and pay through their salary over a set number of months.
- Well promoted cycle/walk/public transport to work weeks each year.
- "Parking Partners" car share scheme for hospital staff only. Staff can locate and contact suitable car share partners, and those who car share get a designated parking space at a discounted rate.
- Car parking charges for all employees parking at the Royal Derby site (except for blue badge holders), with the cost dependant on the employee's circumstances.
- The appointment of a Travel Plan Coordinator to ensure that the Travel Plan was well promoted and communicated to both staff and visitors.

What they have achieved.....

- A decrease in single occupancy car use from 59% to 51%.
- 10% of staff now walk to work.
- 7% of staff now car share thanks to the Parking Partners scheme.
- 6% of staff use the Royal Derby Link bus to get to work.
- 16% of staff now use public transport as part of their commute.
- More than 30,000 people catch the Link bus each month.
- The number of cyclists is increasing all the time.

Given the large number of staff and visitors at the site, the Travel Plan for the Royal Derby Hospital has been a huge success. Communicating the message to such a large number of different people is never easy. The Hospital Trust have always stayed committed to their Travel Plan and this has led to a progressive change in people's travel behaviour.....exactly what a good Travel Plan is all about.

