

Successful 'Campus-style' Travel Plans

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Successful 'Campus-style' Travel Plans

What we'll be covering in this webinar

Case Study 1: British Airways Commuting Study & 'Heathrow Commuter' exemplar



Case Study 2: UCL approach to establishing a baseline and parameters for travel-planning.



British Airways Case Study

Commuting baseline and Travel Plan update



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Commuting Study for British Airways

Understanding the baseline

Study arose from a planning need

- No data on staff journey routes and times
- No data on commuting by mode or mileage
- No data on 'unmet need' for non-car travel:
 - Public transport operator deals
 - Cycling facilities
 - Foot-path networks and surfacing



British Airways Commuting Study

Data collation approach

Survey Monkey: cost-effective and easy to use.

Needed to bring different sections and teams together to scope the survey

Important to establish working patterns



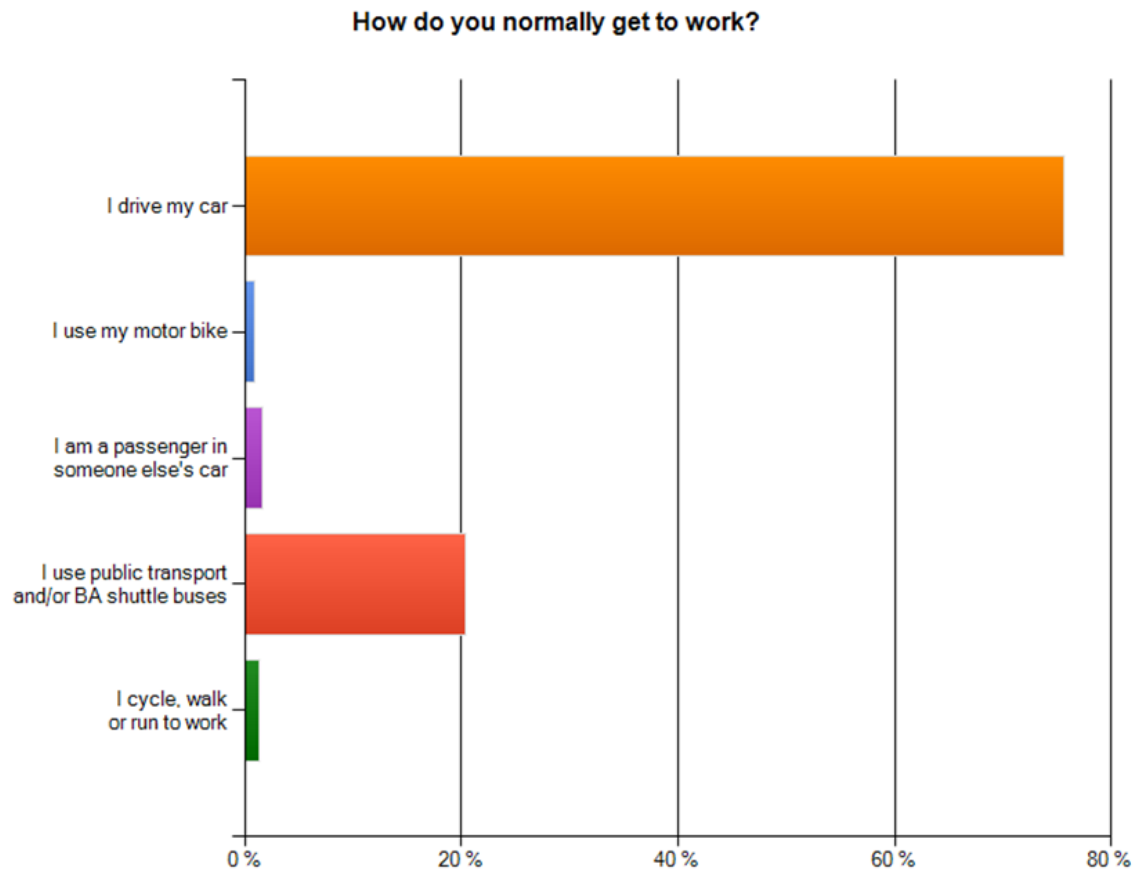
British Airways Commuting Study

Almost 80% of staff drive, few car share



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British Airways Commuting Study

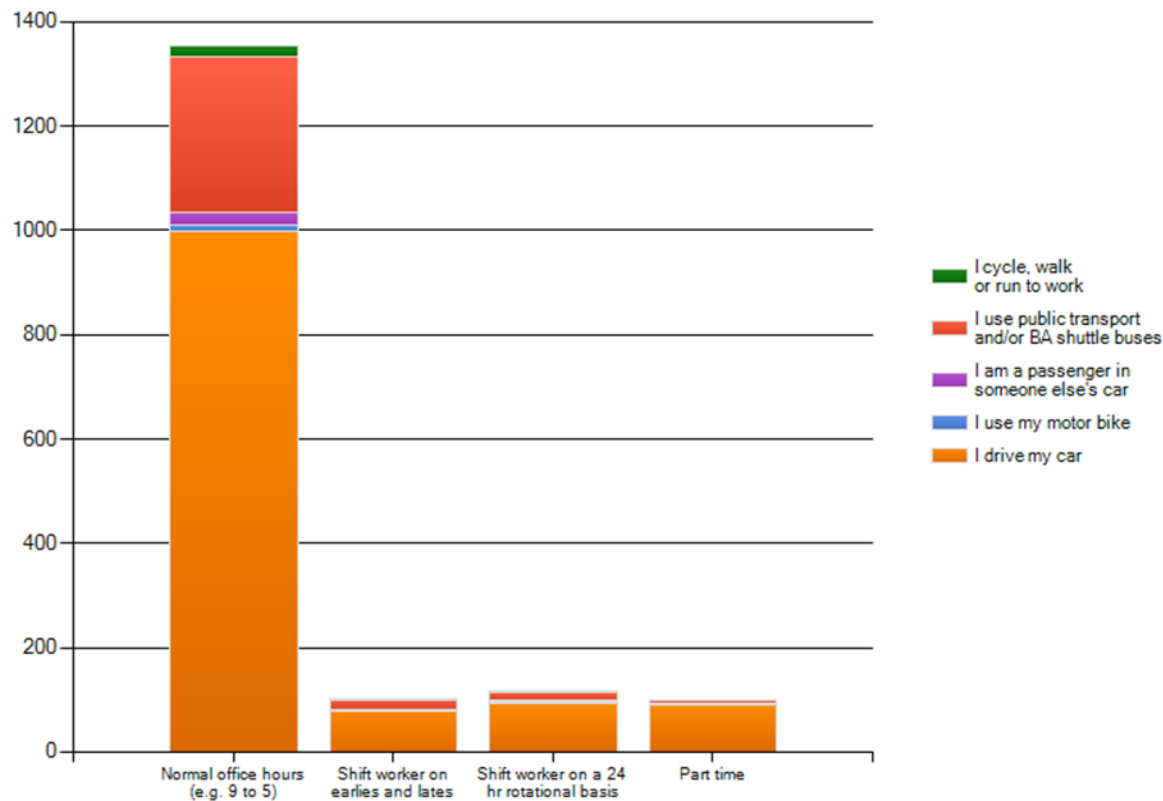
Majority of drivers work 9-5



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Which of the following working patterns best describes your daily routine

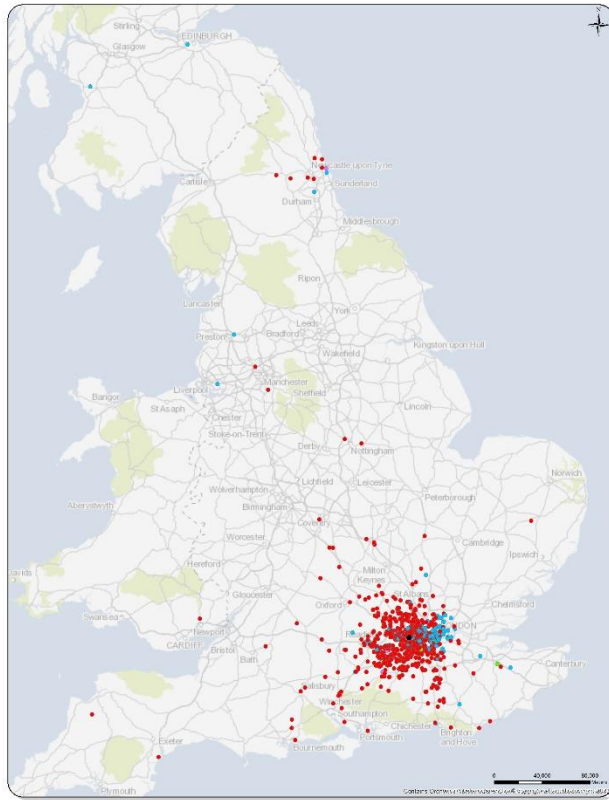


British Airways Commuting Study

GIS Analysis – journey mode



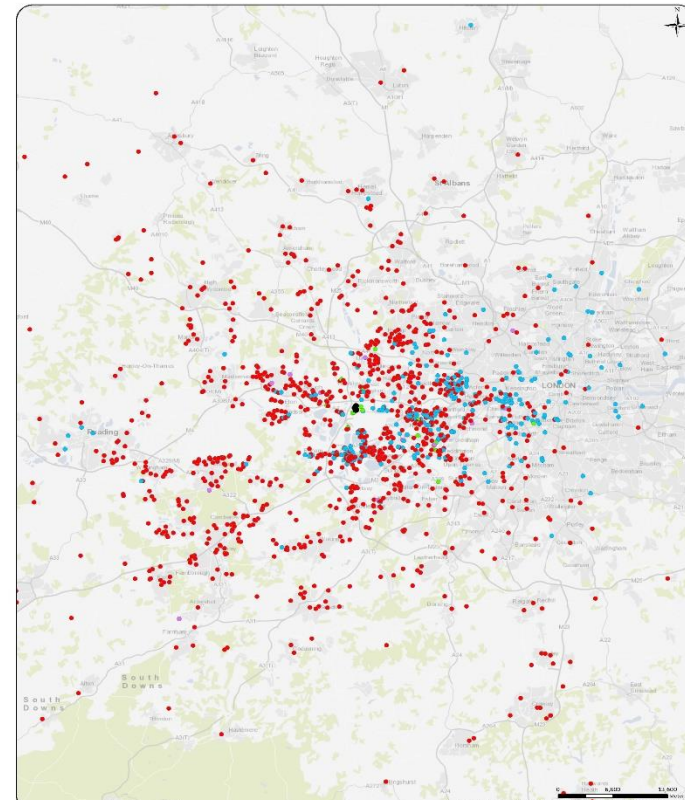
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Project: Waterside Employee Survey
Client: British Airways

Mode of Transport (UK)
Based on Postcode

- Legend
- Proposed Car Park
 - Mode of Transport
 - Car
 - Cycle/Walk/Run
 - Motorbike
 - Public Transport



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Mode of Transport
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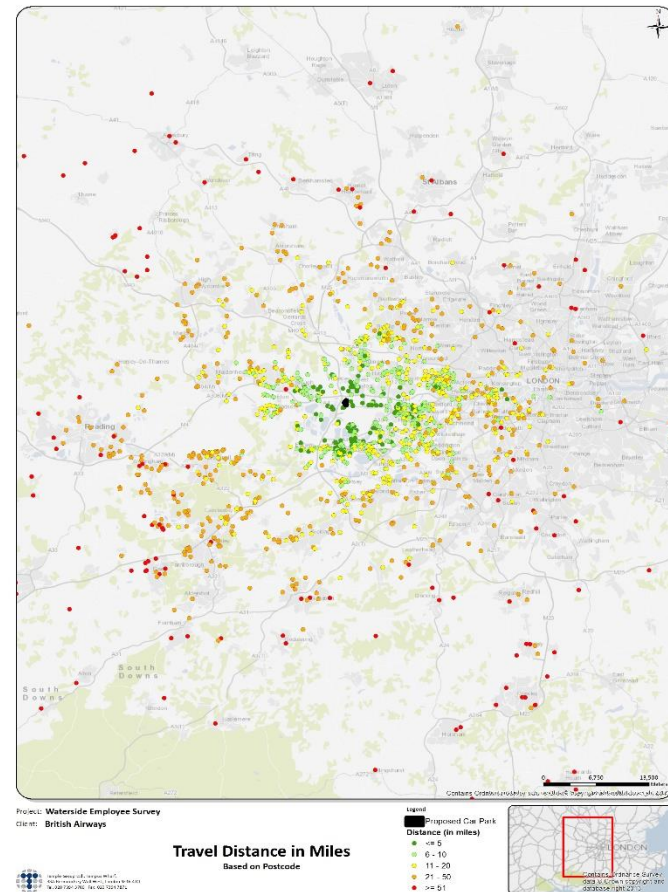
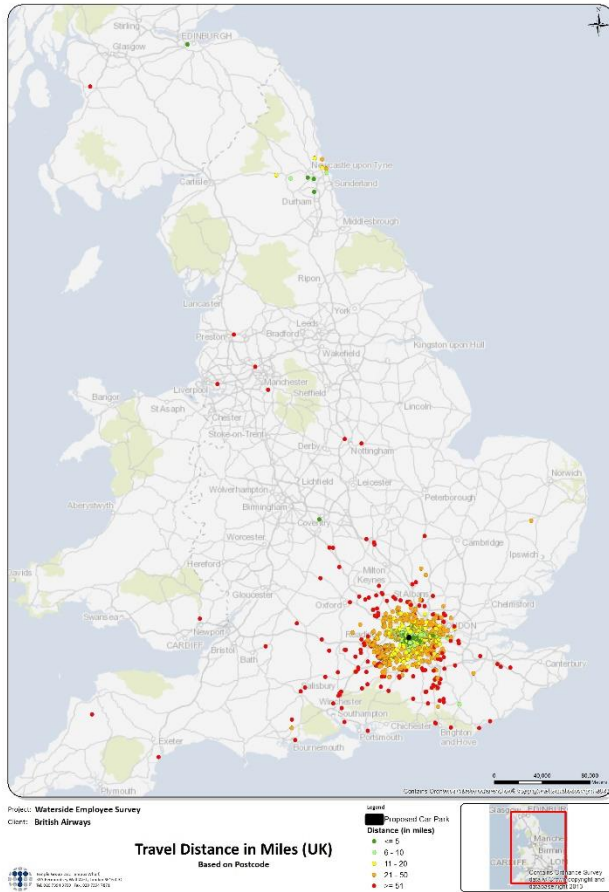


British Airways Commuting Study

GIS Analysis – journey distance



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British Airways Commuting Study

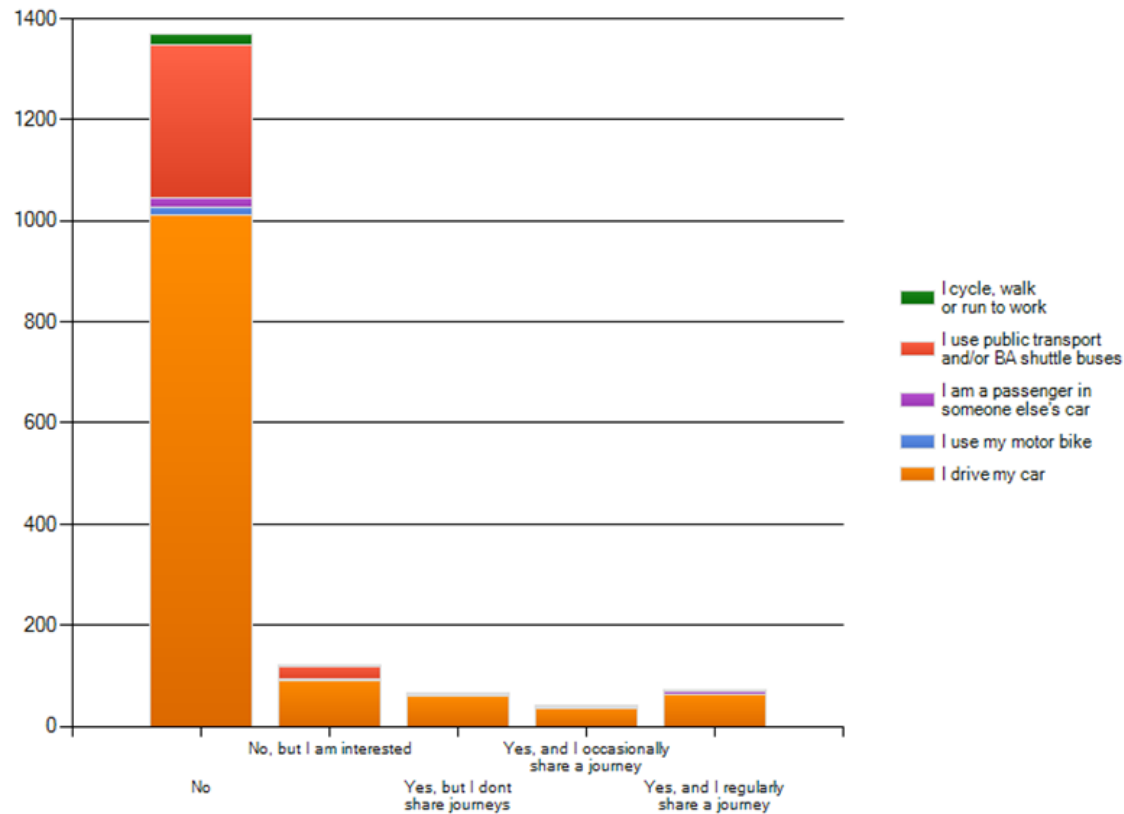
Virtually no car-sharing



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Are you a member of a car share scheme? (eg BAA)



BA Commuting Study

Analysis of BA's commuter 'fleet'



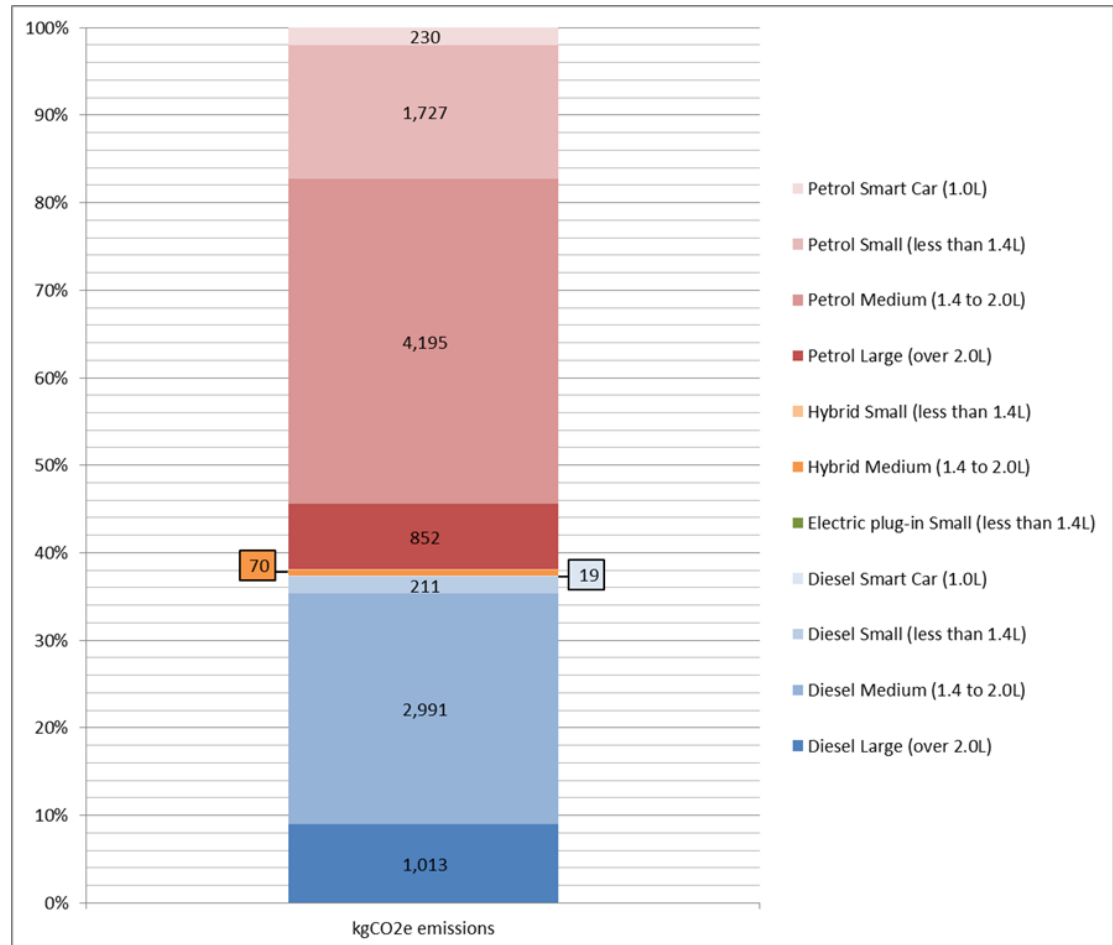
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Small to mid-sized petrol and diesel cars make up 71.8 % of BA commuter driver vehicles.

Only a tiny proportion of very low carbon vehicles (hybrids and Smart Cars) contribute 2.8% of emissions.

Only 7% or 8% of drivers have large cars of 2.0L capacity or over



British Airways Commuting Study

Focus group follow-up for Travel Plan

Four sessions over a single day,
representative of all grades,
departments and working
arrangements.

Established current knowledge on
"Heathrow Commuter" travel
options available to everyone

Invited feedback on what action
staff would like BA to take in the
new Travel Plan.



“Heathrow Commuter”

Set-up to provide seamless travel options
for 76,000 daily commuters



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Heathrow Commuter

Helping you make better travel choices

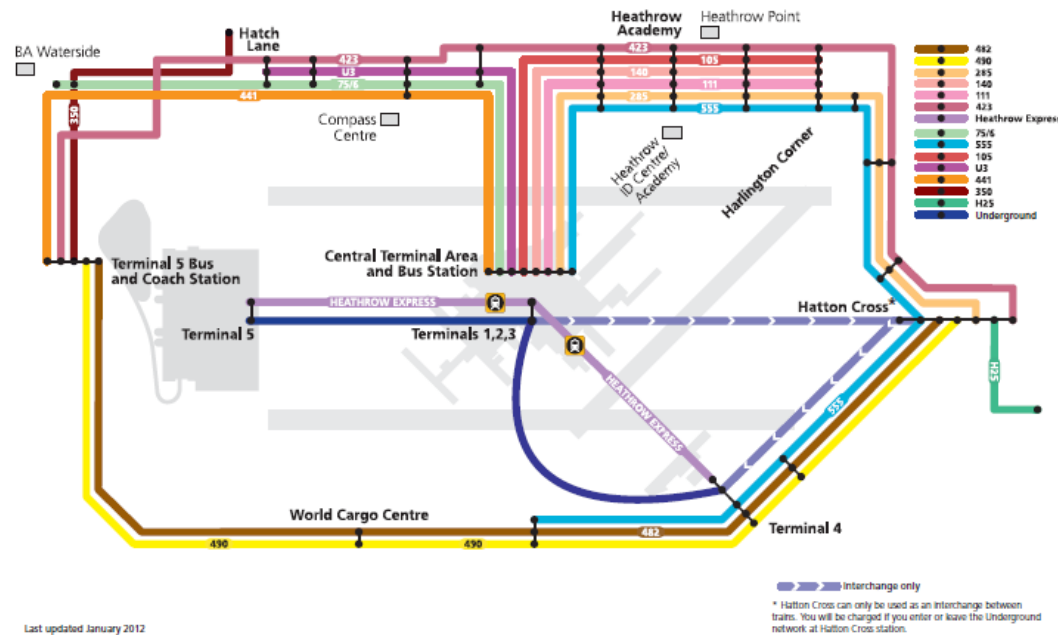


Campus Connectivity

Heathrow – UK's Only Free Travel Zone

Free travel between terminals by Underground, bus & train

(Heathrow Travelcard covers A30, A40, 60, 61, 71, 75, 76, 78, 441, 555, 557)



www.heathrow.com/freetravelzone

Heathrow
Making every journey better

To & From Heathrow by Bus & Coach

31 local bus services

13 early morning bus services (arriving at Heathrow by 4am)

By Coach

- National Express, nationwide
- The Airline, direct to Oxford
- Railair, direct to Reading & Woking

Bus use is on track to double

www.heathrow.com/localbuses



To & From Heathrow by Surface Rail and Bus

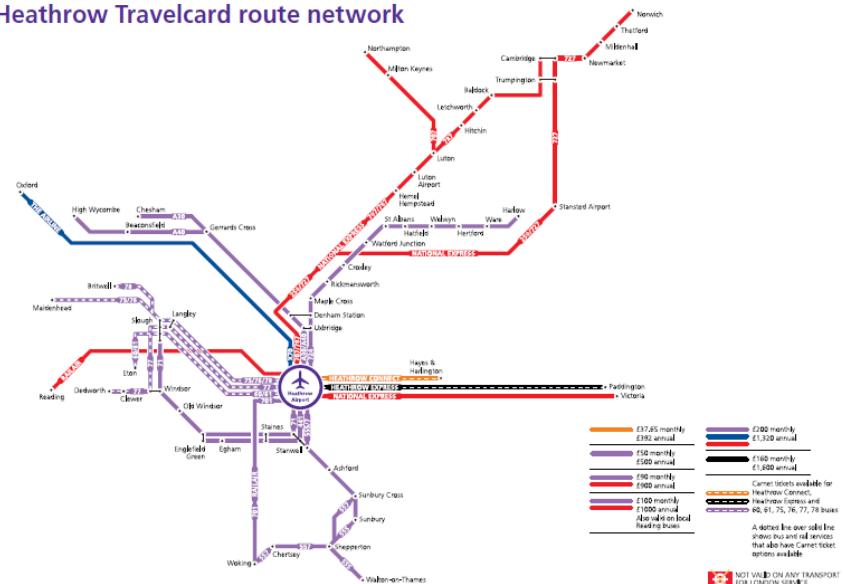
Heathrow Travelcard

30% discount on selected buses and trains

- i.e. Heathrow Express Travelcard, Monthly £160 or Annual £1,600
- i.e. Heathrow Express Carnet, £77.50 for 10 single journeys



Heathrow Travelcard route network



www.heathrow.com/travelcard

Heathrow
Making every journey better

To & From Heathrow by Underground

Oyster card

(more cost efficient than cash)

Annual Travelcards

(better savings than monthlies)



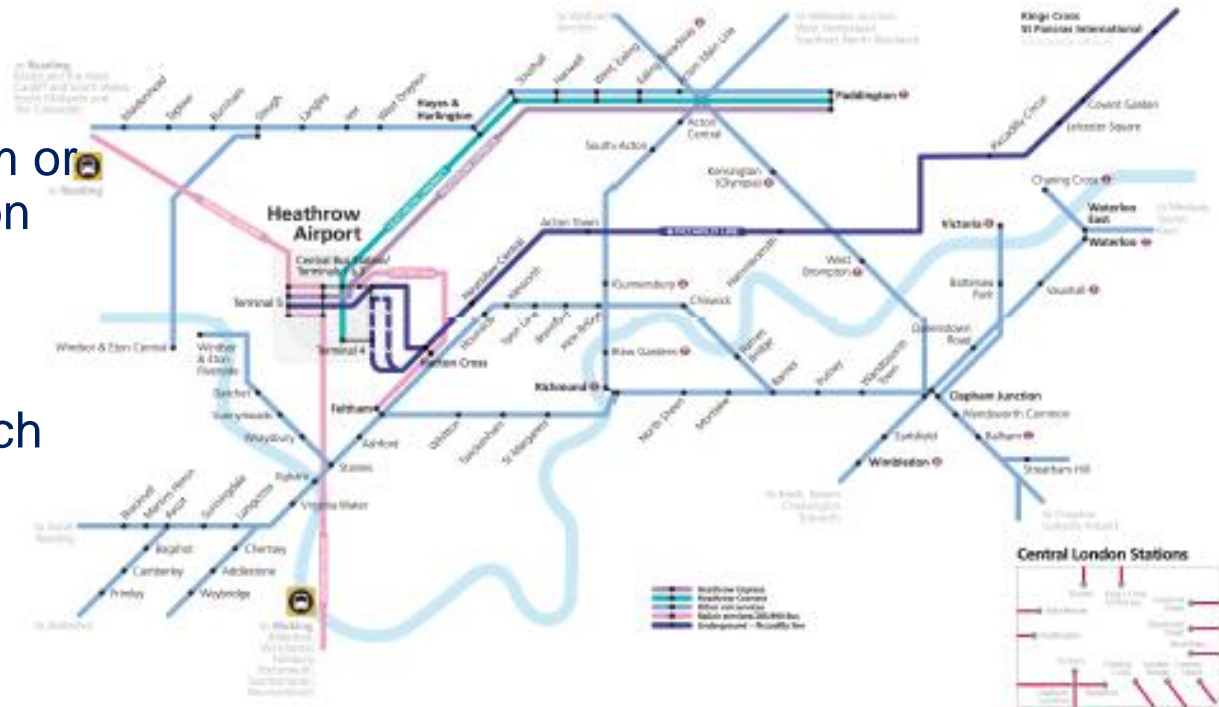
www.heathrow.com/tube

Heathrow
Making every journey better

To & From Heathrow by Train

Heathrow Connect

- Launched in 2010,
- Targeting 3,500 within 1km or 30 mins walk from a station
- **75%** discount off season tickets
- Service tripled since launch
- 977 tonnes less CO₂ & reduced congestion



www.heathrow.com/connect

Cycling To & From Heathrow

Heathrow Cycle Hub

- 2,500 members (800 more in 2013)
- 10% discount off all purchases
- Free labour during a service
- 10% discount off service parts
- Free maintenance training
- Free call out service
- Only UK airport Cycle to Work scheme
- Award winning

www.heathrow.com/cycle



Heathrow
Making every journey better

To & From Heathrow by Car

Heathrow Carshare Scheme

- 8,100 members (largest single site scheme in world)
- 2000 sharers per week
- From 250+ companies
- Heathrow only
- Emergency Ride Home
- Website re-launch, July 2013
- Membership increased by 25%



www.heathrow.com/carshare

Heathrow
Making every journey better

British Airways Travel Plan Update

Recommendations

- Appoint a **board director** with overall responsibility for implementation of the travel plan and targets
- Appoint a Travel Plan Manager to oversee implementation of the plan;
- Engage fully with Heathrow Commuter;
- Set objectives and targets within a system for measuring performance against targets;
- Set a timetable for introducing the recommended measures; and
- Effectively communicate progress to staff as an on-going activity.



Thank you

Any questions?



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