

travelwest 

# A smarter way to get to work

Free advice, support and funding for businesses in Bristol



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## About us

Travelwest and Bristol City Council are working with businesses across the West of England to promote active and sustainable travel to staff. We offer a range of free support to help your business increase the use of sustainable transport, bringing a number of evidence based benefits to your staff and organisation.

## Benefits to your business

### Reduce business travel time and cost

Bristol has some of the lowest traffic speeds in the country at peak times. Time spent in traffic and finding a car parking space is costing businesses time and money.

### Reduce required car parking provision and associated cost

Car parking takes up space and is an extra business expense. Ten bicycles can be parked in a single car parking space.

### Reduce congestion and air pollution

80% of morning traffic in Bristol city centre relates to commuting, leading to considerable strain on the network, costing the economy over £600m a year.

### Improve staff health and wellbeing; reducing sickness and absenteeism

Employees who regularly cycle or walk are fitter, healthier and are ill less often.

### Increase staff morale and productivity

Regular commuting cyclists report a greater tolerance of stress, and an enhanced perception of wellbeing and self-confidence.

### Improve your environmental credentials and public image

Make a statement and have your business stand out from the crowd.

We are funded by a grant from the Department for Transport to make it easier to use all kinds of sustainable transport, including walking, cycling, public transport, car-sharing and using electric vehicles.



Bus



MetroBus

P+R

Park &amp; Ride



Rail



Walk



Cycle



Drive



Travel Updates



Journey Planning



Smartcard

## Grants

We offer 50% match-funded grants to fund promotional activities and infrastructure improvements aimed at encouraging sustainable travel at your workplace. We consider applications big and small, the maximum grant is £30,000.

Grants we have previously funded include:

- new or improved cycle parking and storage
- showers, lockers and drying room facilities
- parking management facilities
- pool bikes and electric pool bikes
- car sharing bays in staff car parks
- monthly on site bicycle maintenance sessions
- electric vehicle charging points.

Since 2012 we have worked with almost 400 organisations, providing more than £400,000 of match funding (50% funding), delivering 128 projects and securing £560,000 of private-sector match.

We also offer fully funded grants up to £250 for things like pool umbrellas, bicycle maintenance sessions, bicycle racks, promotional t-shirts and car sharing promotion.

Our goal by the end of March 2020 is to have provided a further £300,000 of match-funding for all kinds of sustainable travel projects, tying them in with the infrastructure improvements across the city to create a step change in Bristol's travel.

### Case Studies:

**City of Bristol College** installed three electric vehicle charging points at three of its sites. In addition the college have independently purchased two electric vans as part of their commitment to improve congestion and reduce the amount of pollution caused by transporting goods around. Fuel cost savings have already been achieved, with electric vehicles costing approximately 2p/mile compared to 25p/mile for conventional vehicles.

As part of a wider promotion, staff and students have also been encouraged to use alternative forms of transport when travelling to and from college. Bike lockers have been installed at all main sites, a car-sharing scheme has been introduced and discounts are offered on public transport.

**Minuteman Press** are a small company based in Bedminster in a residents parking zone. The company already use a folding bike to transport products around however for larger

items they still needed a car. This meant two staff were needed for each delivery, there were parking issues and greater lead-times were required to get there on time. The company applied for a match-funded grant to purchase an electric bike with trailer which has made city deliveries simpler, easier, faster and more flexible. A car is now almost redundant as seven or eight boxes can be transported on the electric bike with trailer.

**Knowle West Media Centre** purchased an electric bike through our match-funded grant scheme. The electric bike along with car sharing initiatives has reduced local car journeys by at least 75%, and encouraged staff that have not cycled for years to consider purchasing a bike through the cycle to work scheme.



### Our target –

By 2020 the project will have provided £300,000 in match-funding for sustainable travel projects.

## Electric pool bike loans

We have a fleet of electric bikes that are available to loan out for free to your business for 6 months, providing a wide range of benefits:

- Reduced mileage claims and spending on travel
- Reduction in grey fleet usage and carbon emissions
- Reduced need for car parking spaces
- Shorter journey times, with less time sat in traffic or looking for a parking space
- Health benefits for your staff
- Reputational benefits.

Electric bikes are fitted with a powerful electric motor making pedalling easy so you can arrive at your meetings feeling fresh and dressed in your normal business clothes. Each bike is fitted with large panniers giving plenty of room for laptops and other equipment you need to take with you.

The bikes come with all necessary accessories, and we cover the cost of the maintenance and organise the delivery and collection.

This is a great way to find out for free whether an electric bike would be a useful asset for your staff. We have loaned bikes to over 70 businesses, and many have gone on to buy pool bikes themselves.



### What businesses say: South Bristol Community Hospital

"The scheme was very easy to understand and we used the bikes for over 1,400 business miles to visit patients in their homes across the city.

### Our target –

By 2020 the project will have delivered 150 electric bike loans, supporting Bristol businesses to cycle 15,000 miles on our electric bikes, saving the equivalent of 4,000kg of CO<sup>2</sup>.

We are now looking at securing funding to purchase our own fleet of electric bikes!" **Caroline Bannister**, Deputy General Manager

### Bristol Waste

"The bike helped us get to a number of meetings that encourage people of Bristol to recycle and do their bit for the environment. We have used the e-bike instead of motorised transport for over 140 miles worth of sustainable transport. The Travelwest team provide a handy tutorial video and posters to encourage use of the electric bike"

**Jessica Tullit**, Community Engagement Officer

### John Downer Productions Ltd.

"The scheme provides a valuable opportunity for people to trial electric bikes. We've without doubt reduced the need to use the company car and taxis for short trips into town. I'm totally sold on electric vehicles and it has changed my life to a more sustainable and cleaner lifestyle. The scheme really has made a big difference."

**Philip Dalton**, Producer.

### Alec French Architects

"The electric loan bike has made significant savings for the business by replacing taxis and personal vehicle use for site visits and business meetings. All of the staff have tried it and find it easy and enjoyable to ride. It has helped inspire a cycling culture."

**Nigel Dyke** – Director.

## Cycling and walking champions

Champions are enthusiastic members of staff who inspire and help colleagues discover the joys of cycling and walking. There are currently over 100 cycling and walking champions in Bristol, and we want to recruit more!

### Why are champions important?

Champions are key in getting more people to cycle and walk to work, because the behaviour of our colleagues and neighbours has been shown to strongly influence our own behaviour. In one study, the strongest motivator of energy conservation was simply the belief that other people are doing it.

### Being a champion is simple and takes just a few minutes a week

Here are some of the things our champions currently do:

- Spread your enthusiasm about cycling or walking to your colleagues through general chatting and offering advice.
- Encourage colleagues to do more cycling or walking, or take it up if they haven't already.
- Provide information to colleagues on getting around Bristol.
- Chat to us about how we can support you in your champion role – perhaps your colleagues would benefit from cycle training, cycle safety talks or even advice on what bike to buy.
- Keep us up to date with your progress.

### We are here to support you raise the profile of cycling and walking in your organisation

As a champion you will benefit from:

- **Welcome packs** – everything you need to get you started as a champion.
- **Emergency cycle repair kit** – fully equipped repair kit for your organisation. Includes a pump, tools, inner tubes and spare lights and lock.
- **Promotional materials** – regular supply of maps and leaflets, as well as seasonal promotions such as hi-vis and rucksack covers.

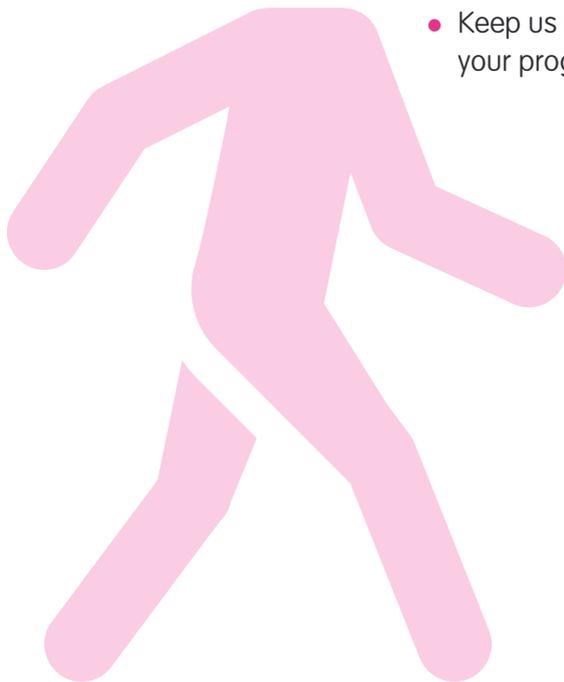
**Travel roadshow** – arrange a roadshow to engage staff and carry out personalised travel planning.

**FREE incentives** – we can arrange cycle training for groups and individuals, accompanied rides to work, and bike loans for up to one month.

**Bicycle maintenance training** – group sessions to teach you how to maintain your own bike.

**Umbrella pool** – to encourage walking.

**Bus taster tickets** – try commuting by bus.



## Travel roadshows

Hosting a travel roadshow at your business is a great way to engage your staff about trying out active and sustainable ways of getting to work. The Travelwest roadshows can be tailored to meet your needs, providing the following service completely free of charge:

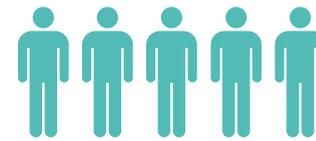
- Personalised route planning – if you need to make a new journey or try a different form of transport we can show you all of your travel options.
- Up-to-date information on cycling, walking, car share and public transport services.

- Support to help your staff to explore alternatives to driving to work on their own.
- Register to borrow a bicycle for up to 1 month to try cycling before you buy. We have a range of hybrid, folding and electric bicycles for loan.
- 1-1 adult cycle training sessions to improve your skills and ability to cycle confidently.
- Accompanied rides to find your best route to work and build your confidence.
- Free bus tickets – we have a range of taster tickets for your staff to trial travelling to work by bus.
- Promotional incentives to support sustainable and active travel.

## Travel challenge

The Travel Challenge runs every year in June and July, with thousands of commuters vying to get fit, save money, feel better, and try a new commute. It's a competition between businesses across the West of England to get as many staff involved as possible, and a competition between individuals to win lots of prizes and log the most journeys.

In past years, Fitbits, cinema tickets, Kindles, bike shop vouchers, monthly bus and train tickets, and great discounts and offers have all been up for grabs. There are six business size categories to compete in, and the winner of each receives £100 to donate to a charity of their choice as well as recognition at the annual Travelwest Business Awards.



**3,328**  
people registered  
for the challenge

**A** **B**  
**69,964**  
Total journeys



**46,494**  
doughnuts worth of  
calories burnt  
a total of  
**11,716,500** calories

**51,817kg**  
of CO<sup>2</sup> have been saved  
the same journeys made  
by car would have  
emitted **254,102kg**  
of CO<sup>2</sup>

Follow us for the latest updates @travelwesteng

**Reduce CO<sup>2</sup> emissions** **Burn calories** **Reduce travels costs**



## Travel to Work Survey

The annual Travel to Work Survey gives your business reliable, year-on-year data on how your staff travel, and helps you identify any issues or concerns with parking or other facilities at your workplace.

It's the biggest survey of its kind in the UK, with more than 20,000 responses from West of England commuters last year and more than 200 organisations involved.

Every business receives a personalised business report with their staff survey responses, useful for:

- your travel plan monitoring requirements
- understanding what your staff need to improve their commute to work
- communicating with the local authority about travel in the city.

The information is also used by the local authority to inform, target and deliver transport improvements throughout the West of England.

## Travel planning

If you're submitting a travel plan as part of a planning application, you should follow the guidelines outlined in Travel Plan Guide for New Developments

[www.bristol.gov.uk/travelplans](http://www.bristol.gov.uk/travelplans)

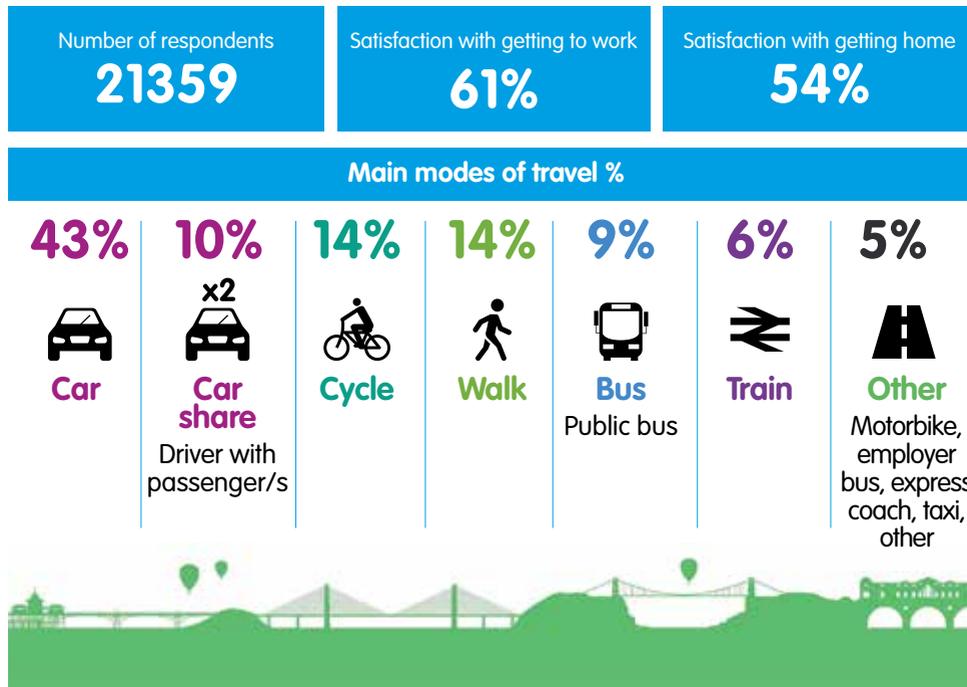
If you're looking for general support on other types of travel plan, including assistance with monitoring, targets and advice, we can help. We run an annual Travel to Work Survey that provides excellent monitoring information for your targets, and can provide roadshows, events, personalised travel planning and more to assist you to reach those targets.

## Bristol Workplace Travel Network

The Bristol Workplace Travel Network is a quarterly meet-up of businesses interested in discussing workplace travel, and each session includes several presentations from important city projects – from Metrobus, to Temple Gate, to Cycling Ambition Fund infrastructure work.

We also invite third-party presenters – YoBike, for example – to discuss schemes that are currently happening across the city.

The Network is hosted by a different business every quarter, if you're interested in attending or hosting the event please get in touch with us.





### Our target –

By 2020 the project will have delivered more than 250 events and engaged with over 10,000 staff in businesses across the West of England.

## Travelwest Business Awards

Businesses across Bristol are undertaking fantastic projects all the time, working to benefit their staff, improve their commutes, and transform their office facilities. The Travelwest Business Awards recognises all these achievements and more, with every Travel Challenge winner and Accredited Travel Plan rewarded.

The Awards are a prestigious event held in November, with multiple award categories and major venues – it's been recently held at St George's Concert Hall in Bristol, and at the Guildhall in Bath.

The awards are an annual opportunity for us to recognise your successes and for you to receive great press for the work that you do.

### The categories include:

- Most improved workplace
- Best motivational campaign
- Most innovative measure
- Sustainable travel champion
- Organisation of the year
- Commuting challenge.

### Past winners have included:

University of Bristol, Pukka Herbs, SevernNet, DAC Beachcroft, Wessex Water, Minuteman Press, Ultrahaptics, Triodos, WSP, and Aviva.



# Contact us

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