

## SMARTER TRAVEL – *people and logistics*

Royal Mail Group Phoenix Centre London

21<sup>st</sup> May 13:30 – 17:30

### ***Moving people***



As people have become better off, they travel further. And the demand for travel is only likely to increase in the future. The increased demand for travel has so far been met predominantly by the car.

**Cars accounted for 79% of the total distance we travelled back in 1980, but by 2002 it was up to 85%.**

People choose the car for many journeys because it allows them to travel direct from one place to another in comfort and the perceived cost benefits. But increasing car use comes at a cost, to the environment and to our health. Increasing congestion can also harm local competitiveness, make travel more difficult and fuel demand for more road space.

***“The distance travelled by cars rose from 388 billion passenger kilometres in 1980 to 689 billion in 2007, an increase of 78%.”*** (Department for Transport, Transport Trends 2008)

### ***Moving goods***



There have been similar growth patterns for the amount of goods transported by road. According to the Department for Transport, the ***weight of goods transported in Great Britain has increased 34%*** since 1980, with the majority of that carried by road. (68% of all good moved compared to 53% in 1980.)

The cost of new transport infrastructure is massive. So increasingly government and others are investing in a wide range of tried and tested techniques for influencing people towards more sustainable travel options, such as walking, cycling, public transport and car sharing.

Sometimes referred to as soft measures or sustainable travel initiatives, they are increasingly known as 'smarter choices'.

### ***The impact of ‘Smarter Travel’***

Recent research for DfT found that an intensive smarter choices programme over 10 years could cut car traffic significantly:

- Urban peak-hour traffic could be cut by 21% and off-peak traffic by 13%.
- Non-urban peak hour traffic could be cut by 14%, and off-peak traffic by 7%.
- Nationally, traffic volumes could be cut by 11%.



**The Means, Better Bankside, University of Westminster, Royal Mail Group and the Highways Agency** are collaborating with **Association of Sustainability Practitioners Learning Events** on workshops to...

***...identify new initiatives and actions we can take to change our own and our organisation’s travel behaviour.***

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Participants will review several current innovative corporate and government travel planning initiatives for UK and Europe and experiment themselves with the principles of “Smarter Travel” and “Travel Planning”, discovering how they link to a wider sustainability programme.

### Outcomes

Participants will:

- gain an overview of current transport patterns in the UK
- share the findings of two key studies with regard to transport and sustainability:
  - Eddington report: ‘Transport and the Economy’
  - Stern review on the economics of climate change
- cover three relevant case studies:
  - Royal Mail transport interventions, esp. Freight
  - Better Bankside Master Travel Plan & associated interventions
  - Highways Agency Travel Planning initiatives
- experiment with the principles of ‘Smarter Travel’ and ‘Travel Planning’ and how they link to a wide sustainability programme:
  - Personal behaviour changes
  - Corporate behaviour changes

### Contributors

*“Transport in the UK and an Introduction to Smarter Travel/Travel Planning”*

- **Sophie Tyler**, The Means, University of Westminster, Better Bankside

*“Sustainable Transport Practices for People & Freight”*

- **Martin Blake/Mark Cavill**, Royal Mail Group

*“Better Bankside, Optimum 2 & Smarter Travel Sutton”*

- **Sophie Tyler**, The Means, University of Westminster, Better Bankside

*“Breaking the Link Between Economic Growth and Traffic Growth”*

- **Graham Riley**, Regional Programme Manager – Influencing Travel Behaviour, Highways Agency

*“Future Travel”*

– **Giles Semper**, The Means, Better Bankside

### Location and Date

Royal Mail Group’s Phoenix Centre in London

21st May 2009, 13:30 to 17:30

### Registration

Download: “[registration](http://www.asp-online.org/events/travel/registration.doc)” (<http://www.asp-online.org/events/travel/registration.doc>)

or contact: [gwyn@gbiconsulting.org](mailto:gwyn@gbiconsulting.org), 07795632607

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### **Better Bankside**

**Better Bankside is the UK's third-ever Business Improvement District**, the second in central London and the first south of the river. Business Improvement Districts are fast becoming a global success story – there are thousands throughout the world, including 1400 in the US, South Africa and Canada. A Business Improvement District is an independent, business-led company which seeks to improve a given location for commercial activity.



### **Better Bankside Master Travel Plan and Travel Planning Programme**

The Better Bankside Master Travel Plan provides an overarching framework for a programme of measures to encourage employees to use sustainable modes of transport. Designed to help Bankside businesses work together, it sets some ambitious targets to increase cycling and walking for both commuting trips and business travel.

Some of the initiatives linked to the plan include providing free pool bikes to businesses who develop travel plans, free cycle maintenance sessions and discounted access to car club membership. Better Bankside is also involved in a new EU project bid linking travel planning to the 'triple bottom line'.

### **Highways Agency**

The Highways Agency is an Executive Agency of the Department for Transport (DfT), and is responsible for operating, maintaining and improving the strategic road network in England on behalf of the Secretary of State for Transport. We have a major role in delivering the Government's Ten Year Plan for Transport.

### **Royal Mail Group**

**Royal Mail Group**

Royal Mail Group is unique in reaching everyone in the UK through its mails, Post Office and parcels businesses – which directly employ over 181,000 people in the UK.

Every working day Royal Mail processes and delivers over 80 million items to 28 million addresses for prices that are amongst the lowest in Europe; each week we serve over 24 million customers through our network of 13,852 Post Office branches and each year our domestic and European parcels businesses – General Logistics Systems and Parcelforce Worldwide – handle some 390 million parcels.

### **The Means**

the means<sup>m</sup>

The Means is a consultancy based in South Wales and London, with more than 20 years of experience in regeneration, strategy, organisational development, research and implementation. It has managed the Better Bankside Business Improvement District for some eight years and scoped Business Improvement Districts in several other locations.

After three years of developing knowledge and practice in travel planning, it has recently enhanced its expertise in this area with the addition of new team members.

### **OPTIMUM<sup>2</sup>**

... was a EU project which aimed to test innovative ways to improve the accessibility of busy locations in urban areas. The project began in 2004 and concluded in 2008 and brought together local authorities, business organisations and hospitals from the UK and the Netherlands.

