

## NBTN CASE STUDY: Better Travel Choices at BAA Heathrow

*"The next few years will present a wide range of challenges. Undoubtedly the main thrust will be the increased importance of mobility management measures, in pursuit of which we will be working even more closely with external stakeholders to ensure integration with the networks that they are developing."*

Alastair Duff, Chair, Heathrow Area Transport Forum

*"Our aspiration for the travel plan is that every member of staff should have access to a sustainable transport journey to the airport at all times of the day."*

Theo Panayi, Surface Access Strategy Manager, [theo\\_panayi@baa.com](mailto:theo_panayi@baa.com)

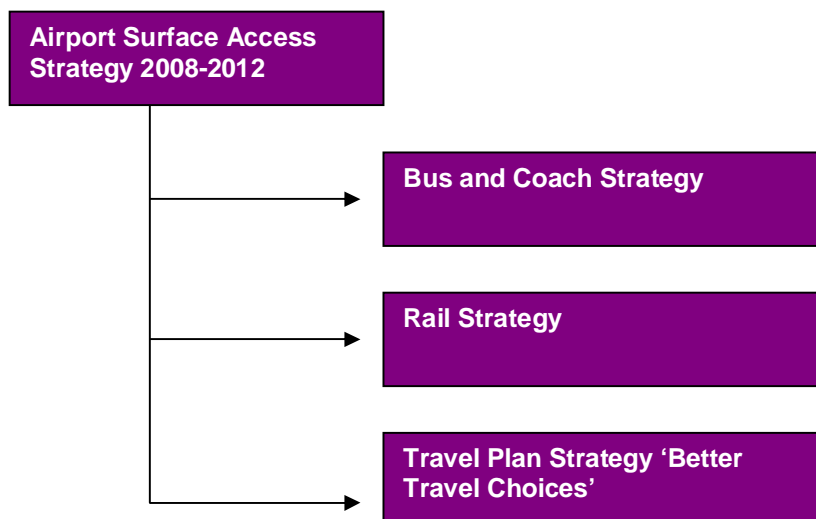
### Summary

Heathrow is the UK's largest employment site with more than 315 organisations employing 72,000 staff. Over 75% of staff are operational and their work patterns are mainly shift based. Additionally, 95% of all movements at Heathrow are visitor based with some 68 million passengers per annum. The challenge is to provide high quality alternatives to traveling by car for all staff and visitors, throughout the airport, 24 hours a day.

### Strategic context

BAA's 'Changing Direction' Travel Plan has been in place since 2004 and has recently been rebranded as 'Better Travel Choices: Heathrow's Travel Plan 2008-2012'. The Travel Plan has key interfaces with the Rail, Bus & Coach Strategy, and all projects are under the overall programme of the Airport Surface Strategy 2008-2012. See Figure 1 below.

**Figure 1 – Transport Programme at Heathrow**



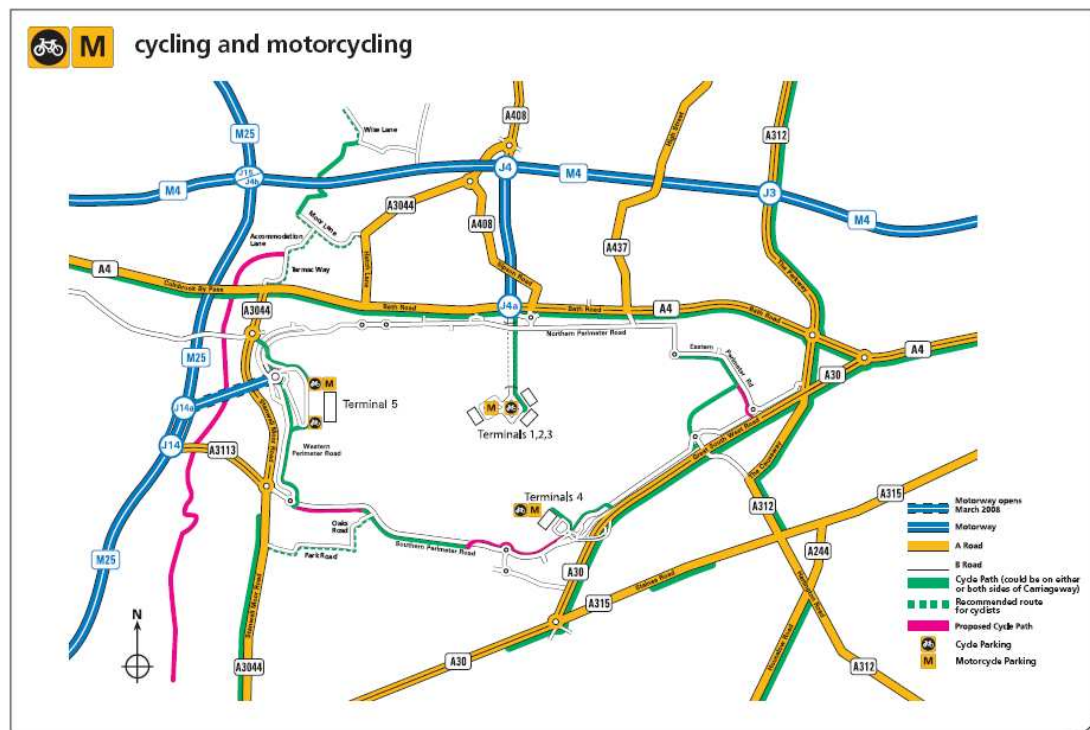
A Clean Vehicles Programme has also been set up which looks at four key areas

- Improving fuel economy
- Reducing vehicle mileage
- Introducing cleaner vehicles and fuels
- Staff travel for commuting and business

### The site location

Occupying nearly 12 square miles in the London Borough of Hillingdon, West London, the site is bounded by several major roads including the A30 and A4. An extensive cycling network is rapidly being improved and this is shown in Figure 2 along with the site location.

Figure 2 – Site Location



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### Measures / policies in place

- Free travel zone around the airport perimeter
- Airport car share scheme is the largest in Europe with over 4700 registered users with 52% actively car sharing
- Airport Staff Travel Card giving up to 50% discount on some routes
- 40 companies who employ 75% of Heathrow's staff have signed up to the Travel Plan
- Earlier running and new 24 hour local bus services for staff
- 20,000 conference calls made between all BAA airports
- Support from the Heathrow Area Transport Forum and the Mobility Management Group

## Benefits realised

### Primary benefits

- Heathrow is on track to achieve no more than 65% of all airport staff coming in by single occupancy car by 2012. This is from a baseline of 72% from 2004 (see Figure 3)
- Two years after implementation of the travel plan demand in parking fell by 500. The construction of an £8 million multi-storey car park was deferred
- Hot-desking has allowed the release of accommodation savings of £400,000 per year
- In terms of passengers, public transport mode share has been steadily increasing since 2003 to 2007 from 25.5% to 38.6%. Current figures for the first two quarters in 2008 are even higher and the airport is on track to meet the following target: *To achieve 40% of air passengers travelling to and from the airport by public transport by the end of 2012, with an objective of 45% in the longer term with the introduction of new strategic public transport infrastructure such as AirTrack*

**Figure 3 – Employee Modal Share 2012 Targets**

Mode	2004 (% actual figures)	2012 (% target)
Car driver	72.13	65
Public bus/coach	10.77	14.00
Underground	4.58	5.00
Car passenger	4.47	6.00
Air	2.39	2.39
Motorcycle	1.37	1.37
Work bus	1.24	1.24
Bicycle	1.16	1.35
Heathrow Express	0.64	0.64
Walk	0.49	0.49
Other rail	0.48	2.23
Taxi	0.28	0.28

### Secondary benefits

- Reduction in fleet management costs for businesses
- Reduction in staff travel and fleet CO2 emissions. The Heathrow Car Share scheme saves an estimated 247,820 kg of CO2 per month.

### Costs

- Staff costs – 2 full-time equivalents (90,000 per year with on costs)
- Public transport improvements - 2 million per year
- Travelcard scheme - £40,000 per year
- Free travel zone – £500,000 per year

### Future initiatives

- Over the next few years there will be an increasing reliance on a strong communications plan as staff are relocated to different terminal buildings
- Continue to promote an increase in the use of technology to reduce business travel
- Develop a support network for other businesses on Heathrow to develop their own action plans that will feed into the overall travel plan strategy

### Additional reference material

BAA Heathrow (2008): Sustaining the transport vision: 2008-2012, A Surface Access Strategy for Heathrow. BAA Heathrow (2008): Better Travel Choices: Heathrow's Travel Plan 2008-2012.