

BAE Systems Travel Plan Case Study

"Military Air Solutions, as part of BAE Systems, have proudly contributed towards the sustainable transport objectives set out in national, regional and local policies. By encouraging our employees to use alternative means of travelling to work wherever and whenever possible, whilst also considering the impact of the Company within local communities, we have significantly reduced the number of Single Occupancy Vehicles (SOV) entering Samlesbury site."

David S. Holmes, Director of Investment and Infrastructure Services (MAS)

Summary

Samlesbury, in the North West of England, is a major manufacturing centre for BAE Systems. There was significant work undertaken between 2007 and 2009 to develop Samlesbury site which initially focused around two new state of- the-art office developments, creation of a new entrance to the site and other support facilities, such as a reception building and car parking. The two modern, four-storey, flexible office accommodation units offer an open plan office environment, capable of large team integration and a high density of meeting and conference facilities, which will allow the co-location of critical resources. The overall staff population rose from about 3800 in 2006 to 5200 in 2009. The number of parking spaces available increased from 3101 to 3931 although the staff to bay parking ratio has increased from 1.23:1 to 1.32:1 (i.e. there are proportionately fewer spaces available for staff). The Samlesbury site is not centrally located (i.e. not in a town centre) nor is it close to a large residential area. In addition, some of the work undertaken at the site requires specialised skills which has resulted in a significant proportion of employees living long distances from the site.

Business and management profile

The management of the Travel Plan was critical to meeting the Council's Section 106 planning condition, while ensuring on site accessibility was improved for staff and visitors. BAE Systems has committed substantial resource, both in terms of manpower and allocation of revenue funding, to the plan. Engaging employees was seen as critical to the success of the plan therefore an open e-mail policy was adopted for travel related issues.

An Internal Steering Group was formed comprising employee and Trade Union representatives and which provides a sounding board and discussion forum for different ideas to be explored.

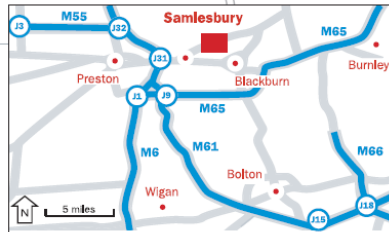
In addition, and as a condition of the Samlesbury development planning permission, a BAE Systems' Samlesbury Transportation Group (BSTG) was formed. The BSTG meets quarterly and its aim is to oversee the development, implementation and operation of the Travel Plan. The Steering Group also provides senior management support, endorsement and funding for any plan initiatives that arise from the Working Group.

Samlesbury Map and Directions



POSTAL ADDRESS
 BAE Systems
 Samlesbury Aerodrome
 Balderstone
 Lancashire
 BB2 7LF
 Tel 01254 812 371
 Fax 01254 768 000

PUBLIC TRANSPORT
By Train: Situated off Fishergate Hill in Preston. Take a taxi to Samlesbury Aerodrome.
Air Travel: Manchester Airport is situated just off the M56. Head West on the M56 towards Chester, at Junction 9 head North on the M6 until you reach Junction 31 and then follow map above



BAE SYSTEMS

Strategic context

While the travel plan was a requirement of the local authority to meet a Section 106 planning condition, the objectives of the Travel Plan also sought to:

- Contribute to traffic reduction and sustainable transport objectives set out in national, regional and local policies.
- Promote accessibility to the Samlesbury site by sustainable modes of transport and address traffic and parking issues.
- Be consistent with, and make a positive contribution to, local policies to encourage increased public transport modal share.
- Widen the choice of travel mode for all those travelling to/from the site.
- Make sure Travel Plan measures are effective and efficient, reducing overall site carbon emissions.

Measures / policies in place

A brief summary of the measures undertaken to encourage sustainable travel at Samlesbury site is as follows:

- Launch of the government cycle purchase scheme (Sept 2009), which offers purchase savings to employees for cycles used to travel to work with a designated retailer, via a salary sacrifice scheme.
- Improved cyclist infrastructure facilities at Samlesbury site, such as secure cycle parking and improved showering facilities.
- Improved interaction with the BAE Systems Bike User Group.
- Promotional cycling events, such as a 'Bike Doctor' service in April 2009.
- Introduction of an 'inter-site' bus service at Samlesbury.

- Introduction of three BAE Systems subsidised bus services.
- Free, two week, bus service promotion campaign (Oct '09), and further discounted fares.
- Car sharing – operation of a dedicated BAE Systems car sharing website via liftshare.com, which is available to all staff across BAE Systems.
- Continual marketing and promotion of all Travel Plan initiatives, via the dedicated website on the BAE Systems intranet, promotional events, an 'open' e-mail policy for any travel related issues, cascading of information through 'desk drops', posters, 'e-zines' and the employee monthly 'Frontline Brief'.

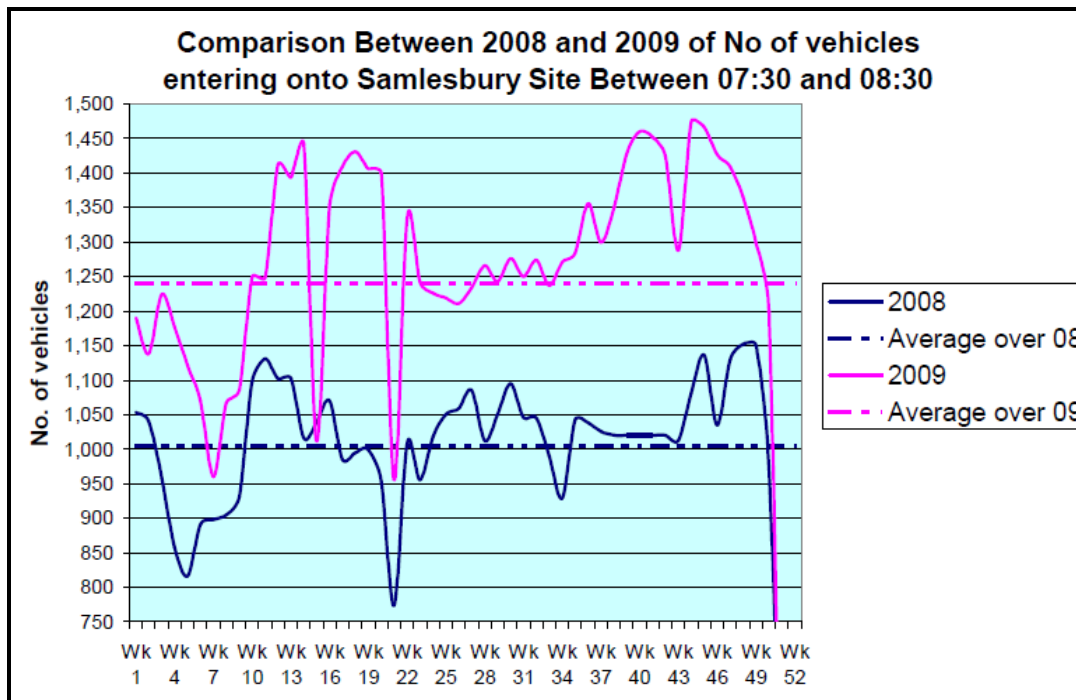
Benefits realised

Primary

- An **8.8% reduction** in SOV travel to Samlesbury has been recorded during the first year, even before the introduction of the "Cycle2Work Scheme" and the subsidised bus services from Preston North, Preston South and the Fylde Coast. Whilst all initiatives have contributed to this excellent performance, the main 'success' was car-sharing, with a significant proportion of this reduction being due to the launch and promotion of the dedicated BAE Systems car share website.
- The chart below shows, on as comparable a basis as possible, a comparison between the 2009 and 2006 survey results (please note a number of assumptions have been made to allow a "like-for-like" comparison):

MODE	% 2009	% 2006	% Change
SOV	78.7	87.5	-8.8
Car share: driver	8.2	3.3	4.9
Car share: passenger	9.8	4.0	5.8
Cycle	1.5	2.1	-0.6
Motorcycle	1.8	1.6	0.2
* Assumptions listed in TP Monitoring & Review Report			

- This represents an excellent first year effort. There has also been great support from local Councils and the Highways Agency.
- Despite over 1000+ staff relocating to Samlesbury site during 2009, there was an average increase of only approximately 25% cars extra arriving on Site during the peak hours.



- With the considerable amount of building and infrastructure work taking place on Site (approximately £60m during 2008 – 2010), there has been an avoidance of paying additional funds for new car parking. The implication is that more people are car-sharing, using the bus service or using other sustainable modes of transportation.
- The results show bicycle use went down slightly although this was before the introduction of cycling specific measures and the huge success of the recent 'Cycle2Work' scheme – 975 potential new cyclists within BAE Systems.
- The Samlesbury bus service usage has more than doubled over a six month period (Sept '09 – Feb '10), from around 180 regular users per week to over 370 (on average) despite the services being 'refined' (therefore less actual bus 'runs') and the extreme weather during early 2010.
- Over 900 registered BAE Systems car-sharers.

Secondary

- An estimated 5% reduction in carbon emissions for commuter travel
- Circa 120+ positive feedback e-mails regarding the Samlesbury bus services (on average around one per day, over a six-month-plus period). For example:

Dear Simon,

I am writing to you to express my praise for the S2 Samlesbury bus service currently running on a temporary 2nd three month trial period. I can not under estimate how relaxed I feel by not having to be a driver in a car, having to fight with all the traffic, both coming to and from work. The Transport is very presentable even executive in some cases and always on time. To me it is the way to commute to and from work. At the Price of one pound each way I do not under stand why all 49 seats are not full.

Regards

John Doran

The average cost per employee of the travel plan was just over £43. This should be offset by any costs associated with land acquisition for the building and maintenance of car parking spaces which can cost around £2000 per space with an annual maintenance fee of £500.

The car sharing promotion through both www.liftshare.com and the Shared Wheels scheme has contributed the most to this successful first year. The bus service is the most expensive initiative implemented and although it has been heavily promoted it is recognised that a culture change in attitude will be a major contributor in making the service a success. However, offering two weeks of free travel on one of the routes in October 2009 (along with reduced fares on the other two services) produced a significant increase in usage.

Marketing costs have been kept relatively low with the use of electronic means of promotion, such as the company intranet site and e-mailed "e-zines" and the support received from the BAE Systems Communications team.

Future initiatives

- Consolidation/cancellation of under-performing site bus routes – re-utilisation of this funding to introduce "trial" services for different areas, e.g. Chorley and/or Blackburn.
- Free travel on all Samlesbury buses between January - April (to be reviewed at the end of this period).
- Implementation of an electronic, automated booking service, to enable greater flexibility with regards to booking onto the Samlesbury bus service.
- Empowering the bus service provider to be more dynamic with regards to feedback and improvement suggestions.
- Improved cyclist infrastructure at the site, such as refurbished cycle sheds, secure cycle parking and improved on-site cycle lanes.
- Exploration of 'bike buddy' and 'cycle pool' schemes.
- Improved liftshare.com promotions
- Improved input into BAE Systems new starter induction programme.

Contact

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