



Bentley Case Study

"The Bentley Green Travel programme arose from a growing awareness of our impact on and the needs of our locality. In 4 years we have achieved some remarkable results, bringing benefits to our Associates, our neighbours, the wider local community and our environment. I am especially proud of this success in a Company dedicated to the enjoyment of the motor car."

Christine Gaskell, Member of the Board – Personnel.

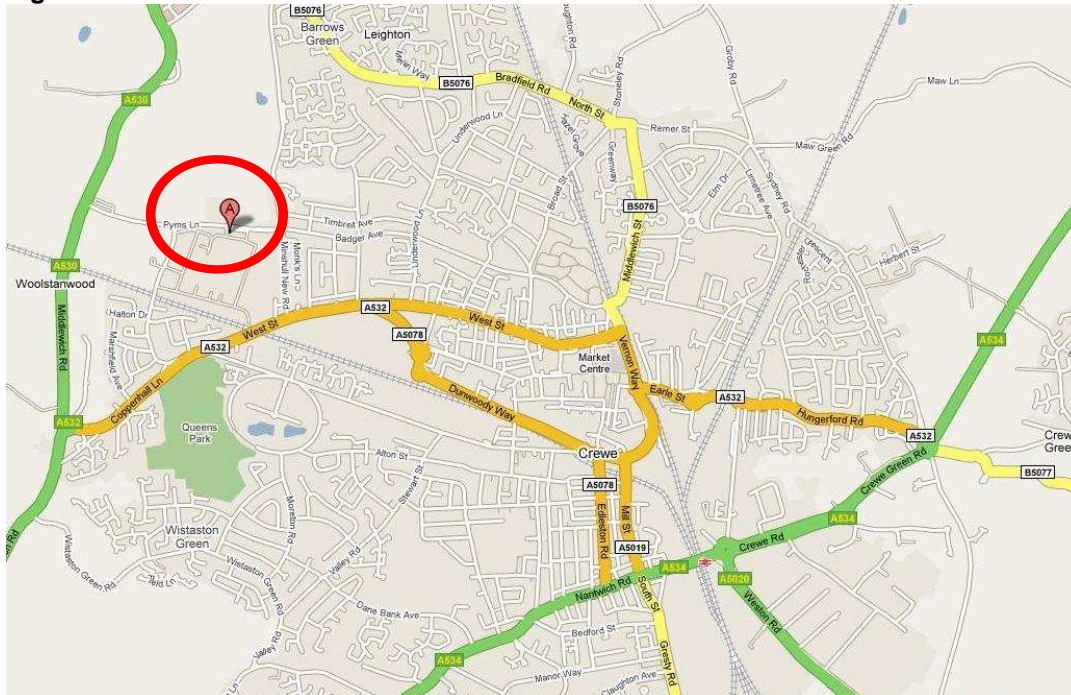
Summary

Bentley Motors are a manufacturer of luxury motor vehicles, operating from a large factory complex located at the at the North West edge of Crewe, Cheshire. Bentley's green travel plan has kept pace with the increase in headcount by offering a number of incentives to their Associates and Contractors who take part in the green travel plan. Bentley has focused on promoting car sharing, walking and cycling and participation remains high, with over 800 Associates signed up to the car share scheme alone.

The site

Bentley employs approximately 4,000 Associates (members of staff) at the Pym's Lane site in Crewe. The site is 2km (1.3 miles) from the town centre of Crewe. The map below indicates Bentley's site in relation to Crewe.

Figure 1 – Site location



This image is the copyright of Google Maps, reproduced under licence to Colin Buchanan. Further reproduction of this image will constitute a breach of Google Earth's copyright protected rights and may result in prosecution.

Strategic context

Senior managers at Bentley fully and enthusiastically support sustainable travel behavioural change initiatives to contribute towards the company's corporate and social responsibilities. Bentley seeks to integrate environmental factors into business decisions and to continually improve the environmental performance of the Crewe site. The support of senior managers, enthusiasm of the travel plan coordinator and a dedicated coordinated approach from the whole Bentley team ensure this travel Plan is one of the best in Britain

Other corporate objectives include:

- ISO 14001 accreditation
- Cost saving for both staff and company
- Reduction of CO₂ emissions produced through staff travel to compliment reduction targets set for car manufacture

Measures / policies in place

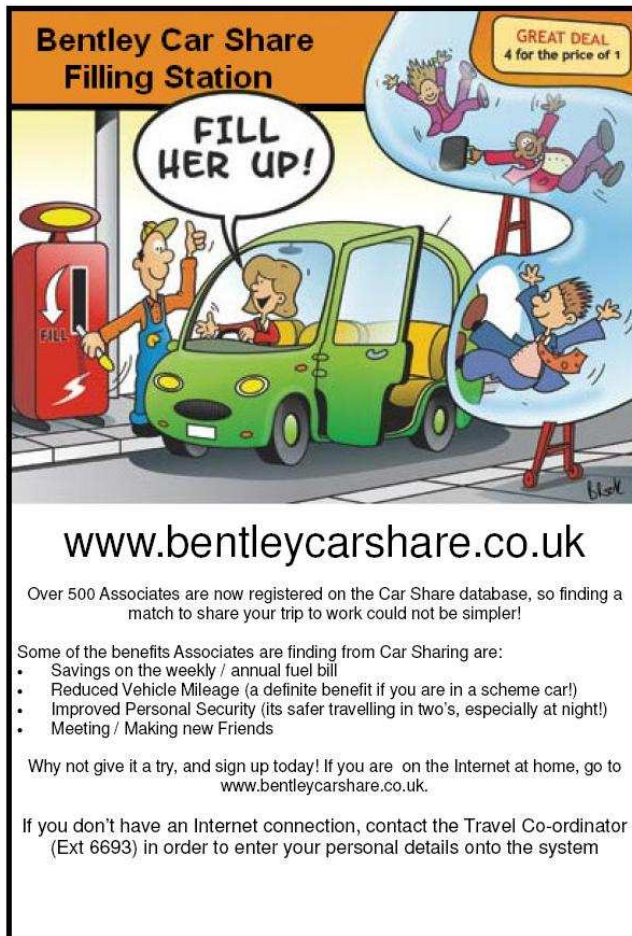
- Financial Incentives – Bentley's incentives package plays a major part in the travel planning and behavioural change initiatives on offer. Bentley offers entry into a weekly and monthly prize draw to all Associates and contractors who are registered with cycle, walk, motorcycle or car share schemes. Each time an Associate travels to work using one of these sustainable modes, they receive a token. When they collect four tokens in a week they are entered into the weekly and monthly prize draws
- The weekly prize draw provides the chance to win up to £50 in shopping vouchers and the monthly prize is £100 in shopping vouchers. In addition, there is a quarterly 'Grand Green Travel Prize Draw' where all the participants of the Green Travel programme are automatically given the chance to win a Bentley to use for the weekend. Figure 2 shows one of the prize draw incentive cards. The other image shows one of the guides published by Bentley to help people to 'Travel Green'. The success of the travel plan initiatives put in place by Bentley is down in no small part to the dedicated travel plan coordinator and the uncomplicated way in which they approach their travel plan

Figure 2 – Green Travel Leaflet and Prize Draw Card



- Car sharing – This scheme uses Liftshare software which is accessed online where staff can register their details. After registering with the Liftshare system Associates are then given a permit to denote their car sharing status. This online system is shared with a local NHS system, increasing the number of potential car sharers. Currently 856 Bentley Associates have registered to be members of Liftshare. Figure 3 below shows one of the car share promotional posters

Figure 3 - Screenshot of Car Sharing Poster




- Emergency taxi – This is available to car sharers, whether the driver or passenger, to provide a lift home if an unforeseen domestic emergency occurs. There are certain regulations behind this but because of the close knit nature of the workforce at Bentley and the vigilance of the travel plan coordinator this is not abused
- Intranet site – There is a dedicated green travel plan site on the internal intranet. This is part of the communication strategy in Bentley, which is supplemented by regular staff travel plan newsletters, posters and leaflets. An example of one of the newsletters is shown in Figure 4

Figure 4 - Screenshot of Newsletter

Travel News

BENTLEY
March 2007

Personalised Journey Planning



Take up the **Wise Moves challenge using free advice provided by Cheshire County Council**

It could save you money!

- Frustrated by increasing levels of traffic congestion on your journey to work?
- Thinking about making a switch to using more sustainable ways to reach work but not sure of the realistic options that are available?
- Thinking about Cycling to work, but not sure of the best route?
- Thinking about Walking to work, but not sure of the best route?
- Thinking about Car Sharing, but not sure how to start?
- Would you like advantage of free personalised journey planning advice, to help you assess what alternatives exist regarding travelling to work, without always having to rely on using your car?

From Monday 26th March, to the 29th March, a personal travel team from Cheshire County Council will be visiting Bentley to provide this information.

The team will be available each day in the Brooklands Restaurant between 10.30 am and 3.00 pm.

All that you need to do is provide an indication of your current route to work, and your regular start and finish times, and the travel team will do the rest. They will assess your needs and provide a personal plan for you to consider, with no obligation.

Where appropriate, they will also highlight the health and financial benefits of walking and cycling, the potential cost savings of public transport and car sharing, as well as the environmental impact of your current car use.

If you are unable to see a member of the travel team at the times / dates indicated above, but would like to take advantage of this service, you can forward your request for information direct to the Travel Co-ordinator. Complete the back of this news letter with your details and send it to:

Mark Taylor Ext 6693, e-mail mark.taylor@bentley.co.uk or internal mail code Black Q

For more advice on this or any travel topic contact the Travel Co-ordinator, Mark Taylor, on Ext 6693

- Cycles for Work – An in house scheme operates which offers loans to purchase cycles and equipment. Associates pay through salary sacrifice over 18 months. 140 Associates have taken up the scheme. There are 450 cycle parking spaces in 3 secure shelters. The cycle facilities are extremely secure, well placed, well designed and as a result are well used
- Walk to work – 177 (4%) of workforce are registered on the walk to work scheme. Lockers and showers are available to Associates in convenient locations
- Motorcycle to work – A secure covered motorcycle shelter is available. 2% of Associates now travel to work by motorcycle during the summer months. Associates actually helped design the motorcycle parking to ensure better security and reduce motor vehicle thefts

- Business travel – There are 3 teleconferencing facilities on site to reduce unnecessary travel. There is also a strict mileage limit on cars used for business travel and this discourages excessive un-necessary use

Benefits realised

Primary benefits

- 11% of Associates cycle to work on a daily basis, this is above the national average of 2%
- The car share scheme has good level of patronage, currently 856 associates are members. Typically 57% of members will car share on a given day, higher than the national average of 25%
- A reduction of 1,016,106 car miles travelled miles per year has been achieved through the implementation of car sharing initiatives
- Bentley has achieved a 10% decrease in SOV between 2004 and 2008 (see Table 1)
- Bentley has seen an increase in turn over of 3 % since the green travel measures have been put in place

Table 1- Reduction of single occupancy vehicle travel to work

Mode	2004	2006	2008
Single occupancy vehicle	75%	70%	65%
Cycle or motorcycle	11%	12%	13%
Car sharing	11%	14%	17%
Walking	1%	1.5%	2%
Other (drop-off, taxi, bus)	2%	2.5%	3%
Car park spaces per staff	59%	43%	40%

Secondary benefits

- The Car sharing scheme reduces Bentley's CO2 emissions by 311 tonnes per year
- They have witnessed a reduction in sick leave of 2.2%

Table 2 – Annual Costs of Travel Plan

	Annual Cost
Incentives	£7,500
Liftshare software membership	£2,500
Total running costs	£20,000
Cost per employee	£5

Bentley's travel plan is comprehensive, well supported and part of the way it delivers its business objectives. It demonstrates that simplicity and encouragement through incentives are a winning formula. Coupled with a dedicated Travel Plan resource, this travel plan works.

Additional Reference Material

Mark Taylor, Bentley Travel Co-ordinator (2008): Green Travel Plan. Bentley Motors Ltd.
 Mark Taylor, Bentley Travel Co-ordinator (2008): Green Travel. Your Guide To Getting To Work The Green Way