

## Meadowhall Environmental Change Strategy

“Sustainable transport is a phrase which was coined in the late 20th century to describe all forms of transport which minimise emissions of carbon dioxide and pollutants. Sustainable transport can mean public transport, car sharing, walking and cycling as well as technology such as electric and hybrid cars and bio-diesel. This is not just Transport planning... This is 2nd Generation ‘Better’ travel choice Travel Planning!”

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### Summary

Meadowhall is one of the largest out-of-town shopping centres in Europe and attracts over 400,000 visitors per week. Meadowhall recently won ‘Commuter Friendly Workplace of the Year’ at the 2008 ACT Travelwise awards. Smarter choices focus on improving travel and transport for staff and visitors. Thanks to the dedicated Meadowhall Passenger Transport Interchange (PTI), the centre has arguably the best public transport services of any shopping centre in the UK. The PTI has facilities for local and regional bus, train and supertram services as well as commercial coach services and offers a fully accessible and DDA compliant covered walkway link to the centre.

### Strategic context

The business case for travel planning is linked to the sites owners, British Land, targets for carbon neutral business practices without offset and increased costs. The wider environmental strategy concentrates on rationalizing fleet services, waste management, rainwater harvesting and fuel efficiency. Its comprehensive environmental management strategy has seen it win regional and national acclaim.

### The working population

There are approximately 7000 staff based in at Meadowhall in Sheffield. The site location is shown in Figure 1.

**Figure 1 – Site Location**



## Measures / policies in place

- All initiatives are branded under the 10% club which is a clear message to employees to provide a minimum 10% change in the use of sustainable transport modes



Other initiatives include:

- Cycling initiatives including Dr Bike launched, Bike Safe training, Biker User Group for Meadowhall Employees (BUG ME)
- Free Fuel for Electric Cars
- Personalised travel information for buses, trains and trams with a free travel South Yorkshire ticket
- Ticket discounts on First, Stagecoach (Supertram) and Travel Master weekly and monthly tickets
- Adult and Family cycle training launched March 2008 - offering FREE training for employees
- Introduction of the Meadowhall 'Movie Map' (link available to download at [www.meadowhall.co.uk](http://www.meadowhall.co.uk)).

## Benefits realised

### *Primary benefits*

- An average of 5 employees per month switched to sustainable travel modes in the last 6 months. In terms of staff only 20% use a car to drive to work with only 10% requiring a parking space at any one time
- 55% of employees use public transport, 16% car share, while 7% cycle, walk or use motorcycles
- In terms of visitors public transport has increased by over one percentage point while the number of visitors driving indicates a significant level of car sharing at 16%
- 400 staff this year have requested a personal travel plan
- Nearly 96% of employees responded to a 4 question snapshot survey in 2007 so the results can be assumed to be very accurate

### *Secondary benefits*

- Helps to aid the reduction of local traffic congestion
- Improves access for staff and visitors – more time working and shopping and less time queuing in traffic
- Reduces carbon footprint for staff and visitors and contributes to ISO14001
- Teleconferencing and Videoconferencing has reduced our travel costs and lost business hours
- Car pooling reduces mileage claim allowance

## Costs

- The running cost for two years works out at £96,000 for the travel plan. This equates to a cost of £6.86 per employee per year. An Energy Savings Trust grant was also awarded for some of the projects
- A breakdown of some of the key costs is shown in Figure 2 below

**Figure 2 – Cost Breakdown**

Item	Set up (£)	Annual running cost (£)
Electric vehicle	8000	2,000
Biodiesel point	8,000	N/A
Patrol bicycles	1,000	200
Ticketing	5-10,000	
Cycle schemes	10,000	
Car share scheme	4,000	
Marketing	1,000	1,000
Try before you bike	1,000	

## Future initiatives under review

- Increasing cycle storage provision
- Cycle2work salary sacrifice scheme
- Travel2work salary sacrifice scheme - Annual bus ticket purchase scheme with up to 41% discount
- Electric Patrol Vehicle – to reduce the fleet of four wheeled vehicles and ensure our business travel is carbon free
- Patrol bicycles – to reduce the fleet of four wheeled drive vehicles, these custom built bikes will naturalise our security teams business travel
- Pool bicycles - for travel for work purposes to reduce carbon footprint or alternatively travel for work allowance for cyclists using their own bikes for business trips

## Additional reference material

Alice Truswell (2008): NBTN Conference: Travel Meadowhall...Sustainable Travel and Influencing Travel Behaviour.