

SEPTEMBER 2009

WELLCOME TRUST GENOME CAMPUS CASE STUDY

“The Trust recognises that pollution can be a trigger to those susceptible to certain illnesses and, just as the research it funds aims to improve human health and wellbeing, the Trust also seeks to conduct its activities so as to minimise its environmental impact.

Dawn Wise, Facilities Manager

Summary

The Wellcome Trust Genome Campus is located on the outskirts of Cambridge, set in a rural location occupying one hundred and thirty acres. The Trust employs approximately 1500 staff through 3 main customers and their support contracts on the site. With access to motorways and A road's on the door step, encouraging staff out of cars, may have proved difficult. The Wellcome Trust Genome Campus has been successful in achieving the **Certificate of Continuing Excellence** for its Travel Plan for several years and has fulfilled all of its section 106 planning obligations. This reflects the commitment and effort the Green Travel Co-ordinator has put into integrating the travel plan into the culture of the Campus by promoting sustainable travel options to staff and new starters, visitors, tenants' employees, agents and contractors to the Genome Campus.

Strategic context

In 2002, senior managers at the Trust hoped that the new expansion would be a clear example to its staff, the local community and those whom it funds that it is committed to minimising its environmental impact where possible. Reducing traffic congestion and achieving carbon reductions are enhanced through the travel plan. The Wellcome Trust Genome Campus agreed targets for its travel plan under a planning agreement with Cambridgeshire County Council. These targets are shown in Table 1 below.

Table 1 - Travel plan targets

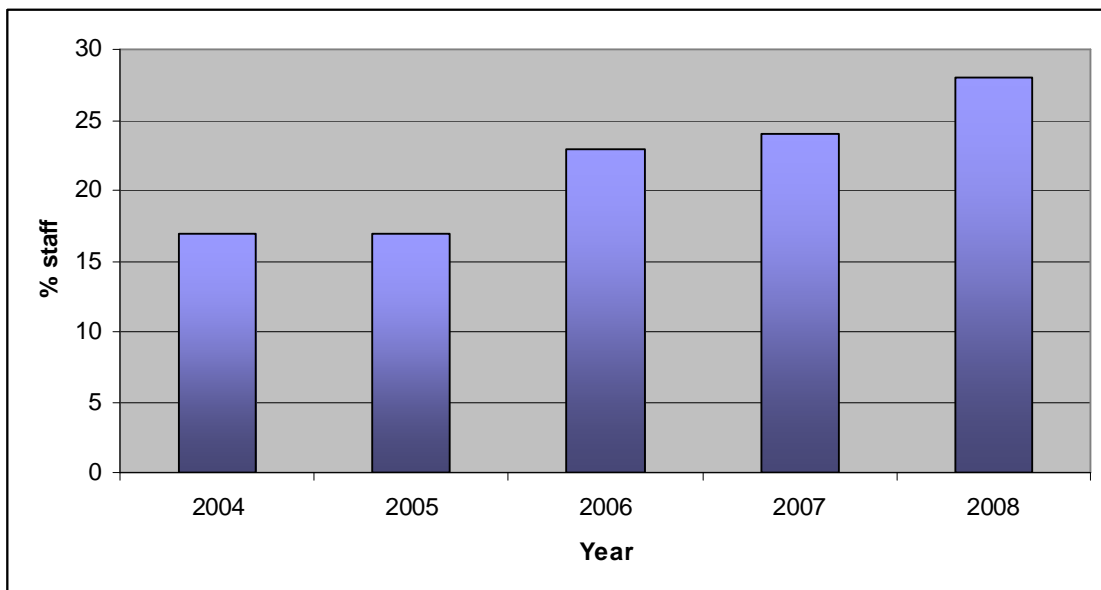
2002 start of travel plan	70% single occupancy vehicle trips (initial level)
2005	60% (achieved)
2007	56% (achieved ahead of schedule)
2010	50%
2015 and thereafter	maintained 40%

Measures / policies in place

- **The Genome Campus buses** are a huge contribution to the continued success of the Travel Plan. The buses continue to be the most popular initiative with over a quarter of the workforce taking the buses daily. The bus service's are based on key living areas that are established from the annual postcode survey of campus staff along with arrival/departure times of staff.

Over the past four years a number of significant improvements have been introduced to the service's, ranging from staff requesting new stops on existing routes with additional morning & evening services coming on-line meaning there are currently over 330 seats per day. The bus service is constantly reviewed with Dawn and the Bus Focus Group. The group represents staff from the Institute and part of the monitoring process has been to review the evening services and bridge the gap of the buses, this being a direct request from staff who are working on experiments, thus allowing them more time to complete such vital work.

Figure 1 – Percentage annual increase in bus usage



- **Car sharing** continues to be a popular initiative on Campus, however creating awareness of the scheme to staff is crucial to its success. Liftshare attend the site on an annual basis to raise the profile of the scheme to staff. Awareness of the scheme makes staff feel much more comfortable about sharing their journey
- **Cycling** has continued to be in vogue at the Genome Campus. Measures include the bike buddies scheme and cycle maps being available on site. There has been a small increase in the amount of people using their cycles as their preferred method of transport to work.
- **Motorcycling** raised its profile during the National Motorcycle Week when a Ride 2 Work Day was held. This proved to be very popular with staff that use their bike daily.
- **Campus Green Day** raises the profile of the project and to inform/remind Campus staff of the initiatives that are available and to encourage their continued usage.
- **Travel information** is provided on site at the main reception and via the staff intranet pages. Public transport and cycle guides are also made available and the Trust has developed its own travel leaflet.

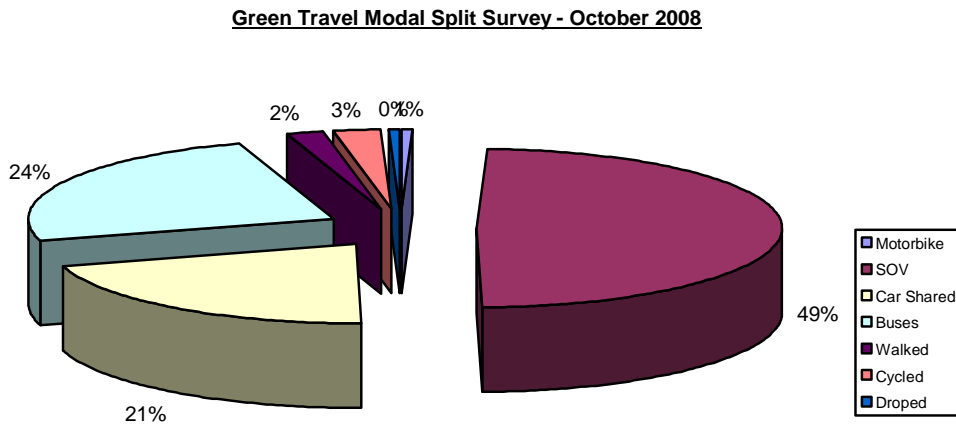
Benefits realised

Primary benefits

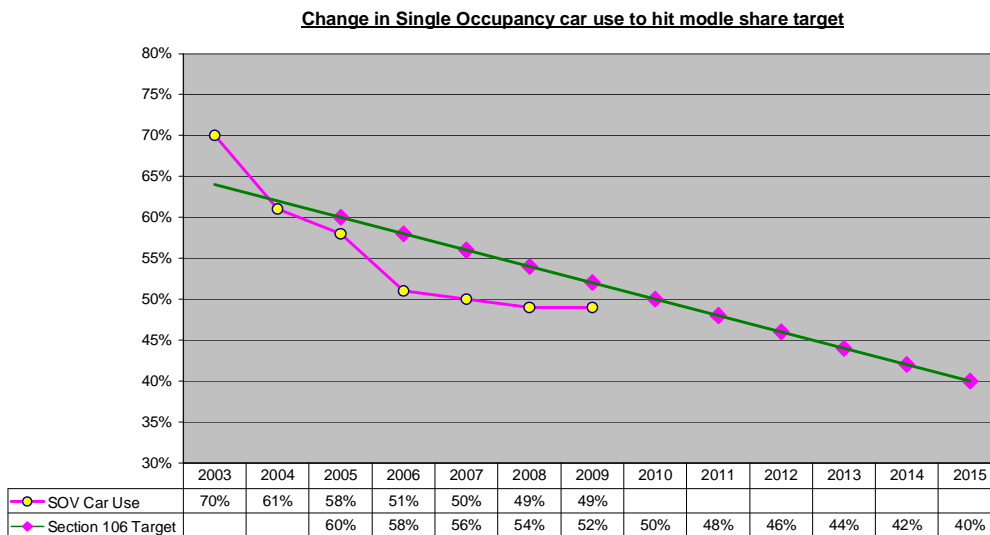
- Reduction in single occupancy car use from 70% in 2003 to 49% in 2009.
- Shuttle bus usage up from 17% in 2004 to 28% in 2008.
- Annual increase in all staff car sharing shows consistent annualised growth above 3%.

- Improves site accessibility for staff, clients and visitors.
- Bus services operate around employee shift patterns thereby maximising productivity.

Figures 2a and b - Reduction of single occupancy vehicle travel to work



The WTGC Travel Plan - SOV* Targets



Secondary benefits

- The Car sharing scheme reduces the sites carbon emissions.
- Improves recruitment from the local area and reduces absenteeism.
- Increase in health and wellbeing of staff.

Annual Costs of Travel Plan

The travel plan costs approximately £340,000 per year and this includes running the shuttle bus services. This equates to just under £227 per year, per person. The value to the business is way beyond this sum as the travel plan protects The Wellcome Trust's site operations by meeting their Section 106 commitments. Additionally it is an important part of its employee recruitment and retention policies and is being shown to reduce absenteeism and improve productivity. It is also core to the organisation's culture and environmental strategies.

Co-ordination and management

For the past seven years Dawn Wise (Facilities Manager) has successfully continued to champion and develop the Green Travel Project Plan with ongoing support from the Senior Management and staff at the Genome Campus. Dawn is fully committed to promoting green travel as part of her role which also incorporates the environment. Green Travel is also a key element of the Campus environmental policy and contributes towards the Campus ISO 14001 accreditation.

Dawn has continued to build upon her close working relationships with the staff at the Campus and endeavours to network with outside organisations to share best practice, particularly the County Council along with Travel For Work Partnership (TFW) and other local organisations.

Future initiatives

- Salary sacrifice loan scheme is currently being implemented.
- Target staff in key populated living areas such as Saffron Walden with the possibility of further bus services. To continue to monitor the current services from Cambridge working closely with the Bus Focus Group.
- There is a possibility of a shared cycle ride with the Campus & the Babraham Institute.

Awards

Dawn Wise has personally received the following award from The Association of Commuter *Transport Travel Planner of the Year 2006*

The Campus Travel Plan has also received the following:

Travel Plan Excellence Award 2005

Certificate of Continuing Excellence 2006, 2007 and 2008

Additional Reference Material

Wellcome Trust Genome Campus (2008) Green Travel Report. Contact dawn.wise@hinxton.wellcome.ac.uk

Wellcome Trust Genome Campus (2008) The Multi Award Winning Green Travel Plan www.hinxton.wellcome.ac.uk/onsite/travel