Exploring the Smarter Choices Agenda amongst Micro Companies and SMEs

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Introduction

This paper seeks to examine the smarter choices agenda amongst small and medium sized companies. Over the past few years, travel planning measures have largely been targeted at and implemented by larger companies as these are the ones that tend to generate larger numbers of journeys, through both commuting and business travel.

SMEs often face similar problems to larger companies regarding the smarter choices agenda but obviously on a smaller scale. This difference in size can affect the types of measures that are employed to resolve transport issues.

The official definition of a SME has recently changed as a result of a recommendation adopted in 2003 by the European Commission. The new definitions entered into force on 1st January 2005, (replacing the previous definition designed in 1996 when only small and medium enterprises were defined) and are illustrated in the table below.

		AND	OR
Enterprise category	**Headcount**	**Annual turnover**	**Annual balance sheet**
Medium	Less than 250	Less than or equal to 50 million euros (in 1996: 40 million euros)	Less than or equal to 43 million euros (in 1996:27 million euros)
Small	Less than 50	Less than or equal to10 million euros (in 1996: 7 million euros)	Less than or equal to 10 million euros (in 1996: 5 million euros)
Micro	Less than 10	Less than or equal to 2 million euros (previously nor defined	Less than or equal to 2 million (previously not defined)

Source: DTI presentation 'New SME Definition'

According to figures released by the Small Business Service, an executive agency of the Department of Trade and Industry on 31st August 2006, at the start of 2005 there were an estimated 4.3 million business enterprises in the UK of which 99.3% (equivalent to approximately 4.2 million) were small (0 - 49 employees) and 0.6% (equivalent to 27,000) were medium sized (50 – 249 employees).

For the purpose of this paper, the definition of a SME only takes into account the headcount.

The Smarter Choices agenda has come to the forefront of transport planning after the completion of a major Department for Transport research project on the topic reporting in July 2004. Smarter choices encompass what have previously been termed 'soft' transport policy measures and consist of the following list:

- Workplace travel plans
- School travel plans
- Personalised travel planning
- Public transport information and marketing
- Travel awareness campaigns
- Car clubs
- Car sharing
- Teleworking
- Teleconferencing
- Home shopping

This paper seeks to determine the current uptake and potential for the smarter choices agenda amongst micro companies, in particular business centres in Nottingham where the smarter choices agenda has had to be retrofitted and compare these results to office developments where the smarter choices agenda has been considered from the outset. The paper also looks at determining factors affecting the smarter choices agenda amongst SMEs, particularly when compared to larger organisations. Transport practitioners have been consulted to offer their views on the subject.

Literature Review

The Future of Transport White Paper was published in July 2004 and set out a long term strategy for a modern, efficient and sustainable transport system. The Paper looks at all the factors that will shape travel and transport over the next thirty years and also sets out how the Government plans to respond to the increasing demand for travel.

The document includes a section on Smarter Choices and acknowledges that "School travel plans, workplace travel plans and personalised journey planning have helped prompt people to consider, and take up, alternatives to the routine use of their own car, especially for journeys at peak hours" (pg 39). The section outlines research projects and their findings concerning the above measures.

Planning Policy Guidance Note 13 (PPG13) was revised in March 2001 and sets out the Government's policies in respect of transport and development planning. The key aims of PPG13 are summarised as:

- To reduce growth in length and number of motorised journeys
- To encourage alternative means of travel which have less environmental impact; and
- To reduce reliance on the private car

Making Travel Plans Work was published in July 2002 and sets out the key success factors for implementing effective travel plans. The document has three sections examining travel plan related issues, the different measures that can be used in travel plans and successful ways of supporting the measures, and finally the likely costs of a travel plan and funding options.

The report makes the following relevant points regarding SMEs which are stated below:

“For smaller organisations particularly, linking with other employers can give more weight in negotiations with public transport operators.” (Pg 16-17)

“…small organisations win out in many other ways. They will generally be able to get a more detailed picture of staff travel habits, consult with more staff on a face to face basis and communicate information about travel more easily. It is also more feasible for small organisations to provide personal travel advice such as journey planners to a high proportion of staff. (Pg 21)

“Smaller employers can gain critical mass by joining forces with others in the immediate area.” (Pg 21)

Smarter Choices – Changing the way we travel was published in July 2004 and examines and analyses ‘soft’ transport policy measures looking at their potential impact on traffic in the future. The analysis of each of the measures looks at existing literature, case studies from the UK and abroad, costs, the current and potential impacts and policy implications.

The measures analysed include workplace and school travel plans, personalised travel planning, public transport information and marketing, travel awareness campaigns, car clubs, car sharing, teleworking, teleconferencing and home shopping.

The Smarter Choices report supports the implementation of an area wide approach to travel planning and states “Travel planning might become more common place in smaller organisations if it was part of a neighbourhood or area wide approach.” (Pg 64)

Sharespace

Sharespace are an office management company operating in the Lace Market area of Nottingham city centre. They control three business centres that consist of fully serviced offices and can accommodate businesses ranging in size from 1 to 20 employees. The three business centres are:

- High Pavement – offices available for between 1 and 5 employees, plus a 20 person suite
- Broadway – offices available for between 1 and 8 employees
- Sutton Place – offices for between 1 and 10 employees.

All business centres are fully serviced with business class broadband, up to date telephony and meeting rooms and support services (www.sharespace.co.uk).

The original planning applications for the business centres were submitted over 15 years ago and it appears that a green travel plan was not required. There are no private parking facilities on site and secure cycle storage facilities were provided initially but were withdrawn due to lack of interest. Tenants that enquire about cycle storage are directed to the local car parks that provide this service whilst tenants that ask about public transport timetables are directed to online information. Regarding accessibility to the site, Sharespace market themselves as being close to the train station (10 minutes walk), tram stop (Lace Market) and bus station (5 minutes walk) and multistory car park (2 minutes walk). They currently have no interest in facilitating a business forum to discuss issues such as transport as business forums and networking initiatives have been unsuccessfully trialled in the past.

Nottingham

Nottingham city's populations is approximately 275,100 however the population of Greater Nottingham, encompassing the districts of Broxtowe, Gedling, Nottingham, Rushcliffe and the Hucknall area of Ashfield, stands at 632,000 (ONS Mid Year Estimates 2004 City and Greater Nottingham and 2001 Census). The city has a prosperous economy that has seen unemployment decline, however there are a number of deprived areas in the city. According to figures from Dun and Bradstreet, 2006 there are 14,813 SMEs in Nottingham of which 820 were medium sized (50 – 249 employees), 2,323 were small (between 10 and 49 employees) and 11,670 were micro companies (less than 10 employees) (Vision Nottingham, 2006). The organisations occupying the Sharespace accommodation may be seen as typical Nottingham micro and small sized companies. Nottingham can be seen as being typical of many major urban centres in the UK as it has been designated by Central Government as a Core City (Vision Nottingham, 2006).

Nottingham City Council and Nottinghamshire County Council jointly produce the Local Transport Plan for the area and contain some of the most ambitious projects in the country, for example, the plans for NET Line 2. Traffic levels have stabilised over the last five years and public transport use has increased (www.nottinghamcity.gov.uk) with the two main operators being Nottingham Cit y Transport and Trent Barton. There are eight park and ride sites providing 4,800 parking spaces for NET and bus users together with approximately 100km of cycle routes in the Greater Nottingham area linking residential areas to key employment sites (www.nottinghamcity.gov.uk).

Workplace Travel Planning in Nottingham focuses on large organisations however it also encompasses the TransACT and TransACT lite programmes. TransACT is for small firms in Nottingham and throughout Nottinghamshire and helps them by researching and funding realistic transport alternatives. Applicants attend an initial, free workshop and then work with assigned transport consultants to develop a tailored travel plan and gain access to a grant worth up to £20,000 (www.transactuk.co.uk). TransACT lite works on the same principle but is only for businesses located in the city centre with up to 20 employees (www.transactuk.co.uk/transactlite.co.uk).

The Big Wheel is a travel awareness raising campaign and was created by the Greater Nottingham Transport Partnership, which is a public private partnership that advises the councils on strategic transport issues across the conurbation. The Partnership has 20 main business members with approximately 700 members in the wider forum. The campaign focuses on the whole of the LTP area but the Nottingham conurbation is an obvious focus (www.thebigwheel.org.uk).

Nottingham City Council provided three case studies for the DfT Smarter Choices Research Project, namely personalised travel planning, public transport information and marketing and workplace travel plans.

Questionnaire

A questionnaire was designed to ask people about different aspects of the smarter choices agenda, their current travel habits and attitudes towards smarter choices measures to give an idea of the potential for such measures in the future. In conjunction with Sharespace, the questionnaire was distributed amongst all Sharespace employees with the monthly newsletter that is issued to Sharespace clients, to ensure that the questionnaire was visible and easy to complete. The questionnaire can be found in Appendix A.

Despite this, only 19 responses were received from employees, which was disappointing, however, this level of response may suggest a few things, other than the employees of organisations occupying the Sharespace offices do not like completing questionnaires. The level of response may also suggest that many employees in the business centres do not think sustainable transport and the other smarter choices measures are a very important issue to them.

The results collected have been collated, analysed and are presented in Appendix B to show an insight into the travel patterns and attitudes towards smarter choices of employees working in the Sharespace business centres. Figures may not always add up to 100% due to rounding.

Overview of Questionnaire results and discussion

The sample size of the survey was disappointing however the results are still of value and give an insight into how the smarter choices agenda, works, may work and is perceived by SME employees. The employees surveyed worked for a particular type of SME that has been termed micro companies due to the very small number of employees.

Looking at the results, it is encouraging that just under three quarters of the respondents used a transport mode other than the car (on their own) for their commute to work. However, it is likely that the non-existence of any private parking at the Sharespace business centres is partly responsible for this behaviour, together with a prime city centre location. The most common responses as to why people chose their mode of transport show the most important attributes of transport modes that are important to people, in this case namely cost, reliability and speed of the journey. It is also positive that none of the respondents stated that they chose their mode as there was no other feasible option, however this isn’t surprising due to the city centre location of the Sharespace business centres. Location is an important factor and will be discussed later on in the report.

It is good to see that sustainable transport was important to all but one respondent and that a large number of those put their beliefs into practice, and it is also interesting to look at the motivations. The top motivation was to reduce environmental impacts, followed by helping to reduce congestion, followed by for a healthier lifestyle. Saving money and overcoming parking problems were the fourth and fifth most popular motivations respectively. It is interesting to note that environmental impact was the top motivation amongst the survey sample as transport practitioners have noted that 'saving the environment' tactics are less successful now than maybe they once were and the issue of money and potential cost savings has taken preference. Saving money was the fourth ranked motivation. It could be that this survey result could indicate a future trend towards people becoming more concerned about the environment again, particularly as the issue is increasingly common (perhaps even mainstream?) in the media, due to extreme weather conditions experienced in certain parts of the world including the UK, government initiatives for general sustainability, increased visibility of environment saving initiatives such as recycling and increasing energy and fuel prices, the latter of which can obviously be linked to transport. It is also interesting to note that reducing environmental impacts was the respondents main motivation for their belief in the importance of sustainable transport however when asked why they chose their current mode of transport for commuting to work, the most common reason was cost.

The most common smarter choices measures amongst the survey sample were opportunities to work from home (in certain circumstances and on a regular basis) and flexible working hours. None of the employees had access to a car share scheme, or benefited from interest free season ticket loans, pool bikes or compressed working hours. However, these latter initiatives were not very popular with the respondents as the main initiatives that people wanted their employers to provide were opportunities to work at home and flexible working hours, however a third of the sample did show an interest in compressed working hours and 12% said they would like their company to implement business mileage for cycling.

The results concerning people's willingness to try different modes of sustainable transport showed potential for catching the bus and increased cycling to work. Car sharing was the least popular idea, together with catching the train and walking to work. The one thing that would encourage almost a quarter of the respondents to car share would be help finding a partner, however since the concept is not very popular in the first place and only approximately a quarter of the sample use their cars for their journey to work it would probably be unproductive to think about implementing one. Other reasons for the lack of enthusiasm for car sharing may be a lack of understanding about the reality of car sharing and / or the more common objections such as a fear of sharing with strangers, fear of being stranded at work especially in the case of an emergency and a belief that they are unlikely to find a suitable match. Another reason could be that respondents were happy with their current mode of travel, which meets the majority of their needs. The concept of a car club sparked some interest with respondents however they were not in the majority. However, the concept of car clubs is growing and with more information detailing how they work and how they can benefit individuals and organisations, interest may grow.

It seems that the teleconferencing facilities are not well used by the organisations located in the Sharespace business centres however, there may be reasons for this such as traditional business conduct where meeting face to face is considered important in order to forge relationships with clients and contacts.

Unfortunately there was a distinct lack of interest in setting up a Sharespace Business Forum to discuss issues such as transport in the future and this indicates a lack of willingness of the occupying organisations to work together.

Awareness of the Big Wheel marketing campaign was fairly evenly split however obviously the message is not reaching all people. It is unlikely that this is because people are not interested as all but one of the respondents thought that sustainable transport was an important issue. It may just be a failure of the marketing campaign itself, a lack of profile or the campaign not being memorable amongst the Nottingham audience.

New office developments with measures built in from the outset - Green Park and Kings Cross

This section explores the transport issues at two sites where measures supporting sustainable transport have been and will be implemented from the outset.

Shaun Collins, Business Park Manager at Green Park was happy to discuss the initiatives at Green Park. Green Park, a 180 acre business park located on the southern outskirts of Reading, has been open for business for seven years. The Prudential Assurance Company Ltd were the developer and are also the landlord of the business park. Whilst there are large organisations on site occupying whole buildings, there are also two buildings leasing floor space suitable for SMEs. A Travel Plan was developed for the site as part of the Section 106 agreement. The main requirements, in addition to the provision of sustainable transport initiatives, were to review the travel plan on an annual basis and also to complete a travel survey amongst occupants every year. This has now been changed to every 2 years for both requirements due to the slower than expected uptake of office space on the site. The travel plan has been designed to cover the period up to 2020, attempting to anticipate the communications network and transport system required to serve workers and residents in the area. Prudential have made a commitment to be at the leading edge, adopting best practice as transport technology moves forward.

A bus route serving the Park and Reading town centre was implemented in 2000, within a year of the Park opening and has been a success. Prudential negotiated the route to serve Green Park with the operator and have also negotiated extensions of the route further into the Park as more and more office space has been leased. Subsidy levels were also negotiated. At present the bus service operates every 7 – 8 minutes at peak hours and every 15 minutes at all other times of day.

A car share scheme was launched in 2002 with access via the extranet, 3 years after the Park opened, however to date it has not been particularly successful and there is no active car sharing on site. This has been put down to an abundance of parking at the site (parking was designated according to generous 1980's parking standards). Also only two and a half building out of a total of eight are occupied and so parking spills over into adjacent parking spaces for unoccupied buildings. There are no dedicated car share spaces demarcated.

The ground floor in all the offices has showers and changing rooms and there is undercover secure cycle parking. A comprehensive network of footpaths and cycle paths afford good access to the site.

Organisations occupying the site did not have to sign up to the overall travel plan and principles however Prudential actively encourage organisations to look at their employees travel behaviour. Organisations are happy to take the Travel Plan into consideration at present however Shaun did express concern over their future support when the Park reached full occupation. When the park is fully occupied organisations will only be able to use their car park allocation on site and any parked cars on the estate roads will be clamped.

There are teleconferencing and videoconferencing facilities in the business Centre and these can be used by SMEs on site. There are no facilities in the larger buildings occupied by single organisations as it is the choice of the organisation whether to invest in the appropriate technology.

The Park buildings will open 24 hours a day to accommodate flexible working hours. Heath and fitness facilities together with a café / restaurant and a nursery are present on the Park too. Future plans for the site include a travel forum to be set up for occupiers led by a designated Travel Plan Co-ordinator and a commuter centre. It is thought that a commuter centre will be feasible when the business park is between half and three quarters full considering that such an initiative will cost between £40,000 - £50,000 to set up. Extensions to the bus network are planned to serve destinations in the east and west of Reading and villages in North Hampshire. Another future initiative is the construction of a rail station serving Green Park and the surrounding area, for which a planning application has been submitted by Prudential. (Green Park, 2000)

Kings Cross Central, Argent Developments

This mixed use development due to consist of commercial, retail and residential floor space together with public space and community facilities is located on a brownfield site situated between Kings Cross and St Pancras rail stations. The site will be the most accessible site in London boasting two main rail termini, four rail and six underground lines with CTRL due to open in 2007. There are plans for a new public realm to accommodate surface transport, a public bicycle storage / interchange facility for 800 bicycles and two dedicated pedestrian / cycle bridges to complement the Urban Home Zone areas to the north of the Regent's Canal.

Argent have outlined Ten Principles to steer the Kings Cross Central development, one of which is a principle titled Promote Accessibility. The Principle is set out under Appendix C but can be summarised as

- making the most of existing opportunities and links
- improving poor links
- providing access to an integrated transport system, genuinely offering choice
- putting people before traffic
- connectivity through the site
- providing a secure environment and;
- meeting the needs of all groups in society (www.argentkingscross.com)

The chief executive, Roger Madelin, is a keen cyclist and has incorporated his personal interest and beliefs, which are also key to central government and London transport planning policy. Argent (an SME coincidentally) has invested in smarter choices measures as well, details can be found in *Making Travel Plans Work: Lessons from UK case studies (2002).*

Comparison between retrofitting existing office space and implementing and supporting smarter choices measures from the outset of development

The three examples of Sharespace serviced offices, Green Park and Kings Cross show that there are comparisons to be made between developments. Sharespace do not offer any private parking and tend not to actively encourage occupiers to adopt smarter choices measures as they (rightly) believe they are located in a very accessible part of Nottingham, however they are reactive should occupiers ask for information about buses or cycling and also provide shower and changing facilities. Employees of occupying organisations tend to use sustainable modes of transport to commute (74% did) and flexible working hours were enjoyed by almost half of the sample.

Prudential at Green Park appear to be very proactive providing a high frequency bus service to Reading town centre, a car sharing scheme and installing showers, changing rooms and secure, covered cycle parking for employees. SMEs can attempt to solve transport related problems if they work in partnership with the larger companies on the site, that usually have more money and more influence and of course more employees. This context makes measures like car sharing more feasible. However the site does have a relatively large number of parking spaces (compared to today's parking standards) and this has hindered some of the travel plan initiatives although the fact that the park is not fully occupied does not best serve some of these initiatives either. There are plans in place for the future and Prudential are committed to the travel plan.

Argent working at Kings Cross Central certainly has certainly outlined a strong sustainable development, encouraging smarter choices measures such as cycling and walking and also placing people above the car in the urban hierarchy.

It appears that success with the smarter choices agenda is more likely in developments where it has been planned for from the outset; the message is there from the beginning.

The issue of leadership is very important, as demonstrated by Prudential and Roger Madelin and it is their leadership that is defining the sustainable agenda at these two sites. Commitment and dedication to actively promoting the smarter choices agenda and some of the specific measures achieve results. However, it must be noted that a city centre location offers people more transport options than edge of town or rural settings.

Factors affecting the smarter choices agenda
There are three overriding factors that affect all organisations, namely

1. Location
2. Availability of private car parking
3. Office ownership

Location
The location of an office / company site, whether it is in a city centre, edge of town / city or rural location is a strong influencing factor in determining the mode of transport employees use for their journey to work and any business related travel. Town and city centres are primary destinations and so have good accessibility through appropriate transport infrastructure and public transport services (many of a radial nature) allowing people to access the town and city centre. In addition, rail stations tend to be located within or on the edge of the town / city centres and walking and cycling routes leading to and within the town / city centre are often more numerous and sometimes are of a higher standard than perhaps those outside a town / city centre. The presence of this infrastructure gives people a choice in how they travel to work and often high public car parking charges can deter people from driving to work.

Offices / organisations located on edge of town / city development or in a rural setting often will not benefit from such a dense public transport network or a rail station or suitable walking and cycling routes and due to this diminished choice, it is likely more staff will drive to work as the easy option (providing they have a car), especially with edge of town developments tending to have a plentiful supply of car parking. Employees without a car may face problems accessing a site in this location.

Availability of private car parking
This factor can influence company employees in all locations; the main factor is how much parking is available and the particular allocation of the spaces. Large amounts of private parking will encourage people to drive to work whilst small amounts may discourage employees to drive to work, or force them to commute to work earlier. A lack of private parking can force employees to re

think their mode of transport depending on the cost of parking. City centre car parks such as in Nottingham are quite expensive, however public car parks in edge of city locations still carry a cost.

Office ownership
It is easier for organisations that own or are the sole occupant of an office building to make changes, for example converting an area for cycle storage or a shower and changing area. Organisations collectively leasing space within the same office building from an office management company may face problems trying to implement changes such as the example stated above as they do not have overall control about decisions regarding the use of the office space available. However, it is worth noting that the survey results from the earlier exercise showed little support for organisations acting collectively.

Other factors – size of organisation
The following text makes broad comparisons between SMEs and large organisations concerning the smarter choices agenda based on the literature review, candid facts and knowledge of the subject.

Car sharing – Larger organisations have an advantage over smaller organisations when it comes to car sharing as they have more staff, many of whom are likely to drive to work and therefore potentially, a large database of potential car sharers is available. The likelihood of matches is much higher when there are more people on a database. Obviously the numbers of staff are going to be smaller within SMEs and therefore a critical mass of potential car sharers may not be achievable. One way of gaining a critical mass amongst SMEs is by joining together and introducing multi organisation car sharing, however one point that may apply to both types of business concerning this initiative is that research has shown that some larger organisations fear staff will be poached by neighbouring competitors, and are thus unwilling to facilitate car sharing between their own, and competitors staff. This could easily be true of SMEs too and maybe more so.

Using public transport – There is no real difference in an individual's ability to use existing public transport to travel to work (obviously depending on location) based on whether they work in larger organisation or an SME. However, larger organisations may have an advantage when it comes to perhaps the arrangement of a new route or modifying an existing route as they have higher numbers of staff and therefore potential users. Larger organisations also have the resources to finance season ticket loans and because of their mass, can often negotiate with bus operators for company discounts and carnet tickets, so encouraging the use of public transport.

Cycling – The provision of facilities at the workplace, for example, secure cycle parking, showers and changing areas, may affect the uptake of cycling and walking amongst employees from both large organisations and SMEs and they are important factors that make cycling and walking more convenient. Larger organisations are more likely to have spent money implementing these facilities, however that is not to say that they are not present in SME workplaces, for example, the Sharespace offices provide showers and changing areas. The provision of these facilities could be an important factor in the choice of office location for SMEs and, for that matter, larger organisations.

Car club / pool cars – Larger organisations may have invested in pool cars for their large numbers of staff to use for business travel throughout the day and whilst SME's may also do this (perhaps using grant funds), it tends to be less widespread. There is the possibility that SMEs could use city wide car clubs, such as in London, Bristol or Leeds, and car club operators have already developed specifically tailored corporate packages for businesses.

Pool cycles – This initiative is growing in popularity as is cycling in general, particularly in London. Pool cycles can provide an easier means of traveling short business distances and can encourage employees to commute to and from work by cycling in the future. This is a relatively new initiative however a pilot scheme called Bikes for Business was trialed amongst 24 organisations, with staff numbers ranging from 5 – 900 employees, in the London borough of Southwark. At the end of the pilot over half of the organisations kept some of their pool bikes and all participants praised the scheme (Bikes for Business was piloted in the London Borough of Southwark and was funded by Transport for London and Southwark Borough Council).

Resources / dedicated staff time – Resources and dedicated staff time are likely to be less problematic in larger organisations where there are existing staff that can take on the job of coordinating smarter choices measures or new staff can be hired. SMEs, likely to be working to a tight budget already, are unlikely to be able to do the same. Human resources are important as they enable the continuity of the measures implemented and are able to serve as a personal point of reference for staff. Dedicated staff time is also required for administrative tasks and to market and promote the scheme; an important tool in encouraging and persuading change in people's travel behaviour.

Teleworking – Teleworking is often one of the smarter choices measures implemented by both large organisations and SMEs depending on the type of business and funds available. Obviously larger organisations may have the funds to purchase the required equipment for staff and SMEs may not, but there are funds and grants available for SMEs, for example the TransACT and TransACT lite grant schemes in Nottinghamshire.

Financial incentives - Under current Inland Revenue requirements (November 2004), financial incentives are subject to tax and National Insurance contributions. This makes them more accessible to larger organisations that have the money needed readily available. SMEs may struggle financially in order to provide financial incentives for staff and it is likely that they may find a perceived more productive use for any excess available money.

Practitioner Responses

To inform this paper I have liaised with three transport professionals, namely Jeremy Prince from Nottingham City Council, Colin Black from JMP and also

Association for Commuter Transport Chairman and Ali Clabburn, managing director of Liftshare.

Jeremy Prince provided a local authority perspective. Nottingham City Council mainly target larger organisations however there are grants available for SMEs through the TransACT programme. To date approximately 30 organisations have taken up the grants available through this programme that can amount to £20,000. And it is this amount of money that has provoked interest amongst the SME businesses. The most common measures implemented by small businesses so far have been cycling initiatives and IT solutions such as home offices and virtual private networks to enable tele-working. Jeremy commented that SMEs tend to be intimately aware of their business practices and view teleworking as a positive working practice. Jeremy commented about Nottingham's wider vision of travel planning and smarter choices stating that the local authority wanted businesses to view their transport and travel arrangements as important as their health and safety policies and financial matters and emphasised that businesses can make savings through improving their transport and travel options. There are three main motivations that engage organisations to consider their transport and travel arrangements; health reasons, money and the environment. However to engage with the organisations fully the right kind of approach must be taken, for example, to engage with larger organisations, a financial and business approach must be taken, using the business terminology that staff are used to and understand, and using terms such as 'corporate social responsibility' to get the message across. Human Resources departments will understand the benefits to be gained from implementing travel plans etc and see the positive image of the organisation that will be reflected. SMEs are slightly different in that their approach is what I / the company can get out of this initiative. The promise of funds usually makes all businesses more receptive. Jeremy advised that micro organisations should cluster / be advised to cluster in order to give them a larger voice and presence.

Colin Black's thoughts rested with 2 main ideas. The first was trying to work with office management companies / landlords. Colin commented that many offices are refitted every few years and these are when changes can be made, for example, new furniture, paint but also this is the opportunity for installing shower and changing facilities etc. He called for the opportunity to make contact and discuss with management companies the appropriate office specifications for future developments – to include showers and changing areas, secure cycle parking etc. The second idea rested again with organisations working together to form an area travel plan or even a local business forum or Business Improvement District (BID) to discuss the local area issues including transport. A local forum gives local organisations the opportunity to talk about a range of things and not just about transport. If travel plans are packaged within a group of concerns, they are deemed to be more attractive to SMEs. An area travel plan and local business forum / BID also ensures one collective voice for any SME involved. An example of area travel plans is in the Angel and Holloway areas within the London Borough of Islington. The process has been aided by the setting up of a BID at the Angel where there are a number of SMEs working alongside larger companies

Ali Clabburn, founder and managing director of Liftshare said the most vital element of a travel plan in any organisation is to know your starting point by undertaking travel surveys. Secondly, an initial business case for introducing smarter choices measures must be prepared and maintained to gain the attention of organisations and explain how they can benefit and then once support has been gained, measures can start to be implemented.

Ali remarked that SMEs tend to cluster together but appear not to communicate despite this proximity. In order for SMEs to find solutions together there needs to be a way to break down these communication barriers and a project champion is an ideal way of doing this. Ali stated that word of mouth is a very important tool in the SME environment, however the champion really needs to be from the business environment rather than an employee from the office management company or the local authority (although this can be successful, as exemplified in the cases of Argent and Prudential) although local authorities can play an initial role in proceedings. Ali also pointed out that it isn't necessary to spend lots of money on measures, something as simple has handing out leaflets containing simple clear information such as what is trying to be achieved, the starting point, tools to achieve the aims and objectives, where more information can be found can help to ingrain ideas into people's minds. SMEs are acutely aware of their resources and are skilled at utilising them in the best possible way, so it is natural they will take this approach to transport and travel issues.

Ali also referred to the Transport Management Associations and Transport Management Organisation in the USA where organisations of all sizes have realised the importance of the travel situation to and from work. Organisations now contribute money towards the TMAs and TMOs and the results have shown that when organisations contribute financially to the schemes their employees are more likely to use them.

A final thought, found on the ACT debate website and voiced by Richard Adams (Colin Buchanan) states:

”I have worked on travel plans with small organisations of less than 20 people. I found it to be very worthwhile, because you have an opportunity to engage with all staff members.

”The travel plan was very much a working tool for them, able to respond more fully to the different needs and requirements of staff as we were able to provide a very individual approach more akin to personalised travel planning. However, the 'nuts and bolts' of the travel plan strategy remained very similar to one for a larger organisation; the issues to be resolved remain the same!”

Conclusions

In conclusion the sheer number of SMEs in this country should demand that that this market is addressed in terms of sustainable transport and travel. However the issue of smarter choices cannot be tackled amongst SMEs exactly the same as it is amongst larger organisations, and often the measures that may bring about change in transport and travel options in the larger organisations are not always right for SMEs. In some ways, it may be argued that the smaller number of employees to market smarter choices to may make it easier to achieve change as a more personal approach may be employed akin to personalised travel planning, but it cannot be denied that larger number of people help to open up a larger of number of possible measures.

One of the main interests of SMEs is survival and efficiency. Travel and transport needs to be seen as a priority through which savings can be made. Schemes to help SMEs with their travel requirements are starting to emerge, for example in Nottingham but the emergence of more schemes will help to highlight the issue amongst SMEs and in turn help them. Environmental issues too, are becoming more and more important and are increasingly becoming more apparent on the business agenda. As time goes on, it seems likely that businesses of all sizes will be looking to increase their green credentials.

As far as location is concerned, city centres are generally the most accessible place to locate a SME, offering more wide ranging transport infrastructure.

New office developments offering accommodation for SMEs should seek to provide supporting facilities for sustainable travel, for example showers, changing rooms, cycle parking etc and do all they can to encourage and accommodate sustainable travel measures. However a champion is key to the successful adoption of smarter choices.

But even more so, SMEs need to recognise the positive aspects of the smarter choices agenda and also recognise that joint working with other SME'S and / or larger neighbouring organisations could prove very useful.

Recommendations

The key issue for office management companies is what is in it for them?

Recommendations for office management companies / landlords

1. Ideally travel planning measures need to be implemented from the outset. Provision and facilitation of measures are likely to be less expensive (therefore delivering cost savings) if they are built in at the beginning of construction instead of retrofitting facilities like cycle parking, showers and changing rooms. In addition, the existence of these facilities should be viewed as an extra service to be marketed and promoted to potential occupants. These facilities can only add value to a site.
2. Office management companies / landlords need to buy in to the process from the very beginning when planning applications are being submitted. Building designs and site plans need to include shower and changing areas and suitable walk and cycle routes and cycle parking. Being pro active with a site travel plan is likely to be viewed positively

by a local authority and it may help with the progress of the entire planning application.
3. Encouraging the smarter choices agenda amongst occupying businesses together with providing supporting facilities for smarter choices measures will help the office management companies with their green credentials.
4. When the time comes for an office refit, office management companies should consult with occupying businesses to see if there are any specific facilities that would benefit the businesses.
5. Office management companies / landlords need to develop an office / site travel plan and need to really encourage occupying SMEs to partake. Should a BID and / or TMO / TMA be set up, office management companies should join as well as encouraging occupant s to join as this could prove to be an important resource and source for funding for future plans.

Recommendations for Local Authorities

The table below is taken from Planning Policy Guidance 13: Transport and sets out the circumstances for when a Travel Plan should be submitted with development proposals. Some local authorities will use these guidelines, others have developed stricter guidelines.

USE CLASS ORDER	**LAND USE**	**THRESHOLD Above which Travel Plans are required (m^2 refers to Gross Floor Area)**
A1	Retail	$1000m^2$
B1	Offices and light industrial	$2500m^2$
B2	Industrial	$4000m^2$
B8	Storage and Distribution	$10000m^2$
D1	Schools (Primary and Secondary)	All schools
D1	Higher and further education	$2500m^2$
D2	Cinemas and conference facilities excluding stadia	$1000m^2$
D2	Stadia	1500 seats

6. Local authorities can pay more attention and provide support to SMEs and their travel needs and requirements. They can also promote and market funding mechanisms and schemes tailored to SMEs. Evidence suggests that this is starting to happen, for example, the TransACT scheme in Nottingham and the Business Travel Initiative run by Bedfordshire and Luton Sustainable Business Partnership.
7. Local authorities can produce simple but effective information and marketing materials to issue to SMEs to introduce the ideas to them.
8. Local authorities need to know the right approach and tap into the right motivational factor when talking to organisations; in essence they need to speak the organisations language.

9. Local authorities need to review the Gross Floor Area thresholds that determine the requirement for a travel plan.
10. Local authorities should engage with office management companies generally to encourage them to consider supporting facilities during any refit.

Recommendations for SMEs

11. SMEs need to recognise the positives associated with smarter choices measures, for example, staff recruitment and retention and environmental and green credentials
12. There needs to be a champion to spread the word, encourage networking amongst fellow employees and neighbouring organisations and generally promote smarter choices measures.
13. In existing organisations where a travel plan is not in place and there are not enough suitable facilities, there needs to be somebody (usually a champion) to talk to office management companies / landlords to let them know what facilities need to be introduced to support the different measures such as walking and cycling.
14. SMEs can join a Business Improvement District or other business forums to discuss transport issues. Joining together with other organisations can create a 'louder voice' to ensure organisations needs are heard and ultimately acted on. BIDS and TMAs / TMOs tend to centre around leaders and so joining with these leaders is another method through which to deliver change.
15. As with larger companies, there is not a one size fits all solution, however anecdotal evidence suggests that cycling and teleworking solutions are particularly successful amongst SMEs.
16. SMEs should try and locate within town / city centres to in order to widen travel options for staff.

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Wiltshire County Council (2004) Draft Good Practice Guide on Development Related Travel Plans

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www.act-uk.com/debateindex

www.argentgroup.plc.uk

www.argentkingscross.com

www.greenpark.co.uk

www.nottinghamcity.gov.uk

www.sharespace.co.uk

www.thebigwheel.org.uk

www.transactuk.co.uk

www.transactuk.co.uk/transactlite

www.visionnottingham.com

Telephone Conversations

The following people have been consulted via telephone in order to gain relevant information.

Ali Clabburn, Founder and Managing Director of Liftshare

Dr Colin Black, Technical Director at JMP Consulting

Shaun Collins, Business Park Manager at Green Park

Andrew Newham, formerly of Sharespace

Jeremy Prince, Transport Partnership Officer at Nottingham City Council

Tim Robinson, Managing Director of Sharepsace

Appendix A

My name is Lynsey Harris and I work for Integrated Transport Planning. I have been awarded a bursary from the Transport Planning Society, the objective of which is to produce structured thoughts on topics of current relevance to transport planning, which would not otherwise be undertaken. I have chosen to research the smarter choices transport agenda amongst small businesses. Smarter choices refers to soft measures / sustainable transport initiatives such as walking, cycling, public transport and car sharing but also encompasses school and workplace travel plans, raising awareness of travel options, marketing sustainable transport travel options more effectively, personal journey planning, and teleworking.

I would appreciate it if you would take a few minutes to complete the following questionnaire to aid me with my research. Please answer all sections, however only car drivers should answer Section 2. Please return completed surveys to reception by **11th July**. All information will be kept confidential.

SECTION 1 – GENERAL DETAILS

1. Home postcode: ☐

2. Are you: Male: ☐ Female: ☐ **3. Age:** ☐ years

4. Name of business: ☐

5. Nature of business: ☐

6. Number of employees: ☐

7. What hours do you generally work?

Working Day:	Start	☐	Finish	☐
Lunch:	Start	☐	Finish	☐

8. Current mode of transport to work:

Car – on own	☐	Days / week	Bus	☐	Days / week
Car sharing - driver	☐	Days / week	Bicycle	☐	Days / week
Car sharing - passenger	☐	Days / week	Walking	☐	Days / week
Train	☐	Days / week	Motorcycle / moped	☐	Days / week
Tram	☐	Days / week	Work from home	☐	Days / week
Park and Ride on Tram (Phoenix Park)	☐	Days / week	Other (please specify)	☐	
Park and Ride on Tram (Hucknall)	☐	Days / week			

9. Main reason for choosing your mode of transport to work (*please tick all relevant boxes*)

Cost	☐	Reliability	☐
Distance	☐	Speed/time of journey	☐
Environment	☐	Family needs	☐
No other feasible option	☐	Personal space/preference	☐
Need car for work	☐	Independence/flexibility	☐
Safer than other options	☐	Other (please specify)	☐

……………………………………………………………………………………………………..

10. How far do you travel *to* work? ☐ Miles (*one way – approximate number of miles*)

11. On average, how long does it take you to travel *<u>to</u>* work? [ ] Minutes

SECTION 2 – CAR DRIVERS ONLY

12. Where do you park your car during the day? [ ]

13. Why have you chosen to park at this location (*please tick all relevant boxes*)

Distance from office	[ ]
Cost	[ ]
Security	[ ]
Other (please specify)	[ ]

14. How much does it cost to park your car for the day? £

SECTION 3 – (ATTITUDES TO) SUSTAINABLE TRANSPORT INITIATIVES

15. Is sustainable transport an important issue to you?

Yes [ ] No [ ]

16. If so, please rank the top three reasons why? *(mark relevant boxes 1, 2 or 3)*

For a healthier lifestyle	[ ]	To save money	[ ]
To reduce environmental impacts	[ ]	To overcome parking problems	[ ]
To help reduce congestion	[ ]	Other (please specify below)	[ ]

……

17. Does your company have a travel plan / green travel plan?

Yes [ ] No [ ]

18. Does your company provide any of the following to employees?

	Yes	No
Public transport information	[ ]	[ ]
Personalised journey planning	[ ]	[ ]
Interest free season ticket loans	[ ]	[ ]
Business mileage for cycling	[ ]	[ ]
Car sharing scheme	[ ]	[ ]
Opportunities to work from home:		
In certain circumstances	[ ]	[ ]
On a regular basis	[ ]	[ ]
Compressed working hours (eg 9 day fortnight	[ ]	[ ]
Flexible working hours	[ ]	[ ]
Pool cars	[ ]	[ ]
Pool cycles	[ ]	[ ]

19. Would you like your company to provide any of the following initiatives?

	Yes	No	Provided already
Public transport information	☐	☐	☐
Personalised journey planning	☐	☐	☐
Interest free season ticket loans	☐	☐	☐
Business mileage for cycling	☐	☐	☐
Opportunities to work at home	☐	☐	☐
Compressed working hours	☐	☐	☐
Flexible working hours	☐	☐	☐
Pool cycles	☐	☐	☐

20. Please indicate how willing you would be to:

Car share to / from work with another person / other persons working in one of the Sharespace offices?
Would definitely take part <1 ☐ 2 ☐ 3 ☐ 4 ☐ 5> ☐ Would never consider

Cycle to / from work
Would definitely take part <1 ☐ 2 ☐ 3 ☐ 4 ☐ 5> ☐ Would never consider

Catch the bus to / from work
Would definitely take part <1 ☐ 2 ☐ 3 ☐ 4 ☐ 5> ☐ Would never consider

Catch the tram to / from work
Would definitely take part <1 ☐ 2 ☐ 3 ☐ 4 ☐ 5> ☐ Would never consider

Catch the train to / from work
Would definitely take part <1 ☐ 2 ☐ 3 ☐ 4 ☐ 5> ☐ Would never consider

Walk to / from work
Would definitely take part <1 ☐ 2 ☐ 3 ☐ 4 ☐ 5> ☐ Would never consider

21. Which of the following would encourage you to car share?

Help with finding a partner	☐	Incentives for car sharers	☐
Guaranteed ride home	☐	Nothing, I would not car share	☐
Clear advice on cost savings	☐	Other (please specify below)	☐

…………………………………………………………………………………………………

22. A car club is a club that provides its members with flexible access to the 'hire' of a vehicle. Vehicles are pare parked in reserved parking spaces (car stations), close to homes or workplaces and can be used, and paid for, on an hourly, daily or weekly basis. If there was a car club in Nottingham with a car station within / near to the Lace Market would you be inclined to use it for

Business use	Yes ☐	No ☐
Personal use	Yes ☐	No ☐

23. Does your company make good use of the teleconferencing facilities provided within the Sharespace offices (in an effort to reduce business travel)?

Yes ☐ No ☐

24. Would you be interested in setting up a Sharespace business forum to collectively discuss issues such as transport?

Yes ☐ No ☐

25. Are you aware of the Big Wheel Marketing Campaign in Nottingham?

Yes ☐ No ☐

26. Do you have any other views on sustainable transport and smarter choices?

27. Would you be prepared to discuss your views on sustainable transport and smarter choices?

Yes ☐ No ☐

Name……………………………………………………………………………………

Contact (telephone number, email etc.)……………………………………………….

Thank you for your time.

Please return completed questionnaires to:

Linda / Steph at reception in Broadway,

Andrea / Sam at reception in Sutton Place,

Magdalena / Natalie at reception in High Pavement

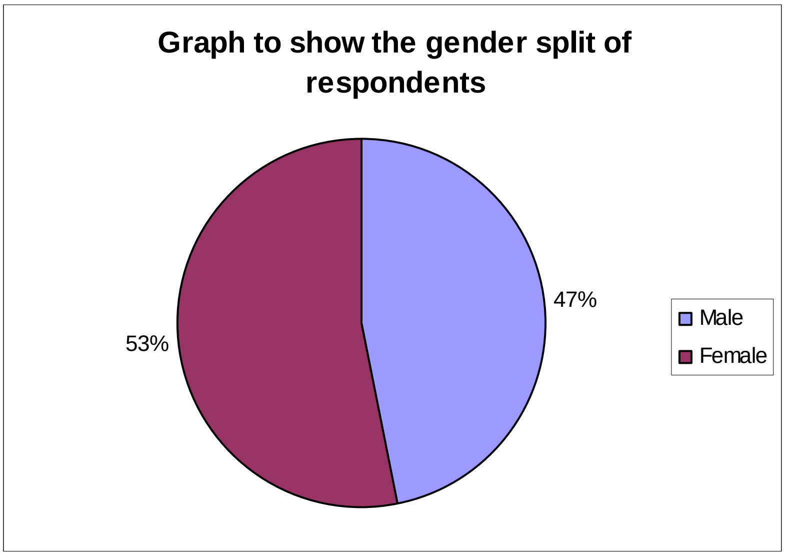
Appendix B

Question 1 – Postcode

All 19 people responded to this question. Figure 1.1 shows a postcode plot of where the survey respondents live. The majority live within the Nottingham urban area however three respondents live to the south, west and north of Nottingham in Loughborough, Burton on Trent, and Retford respectively.

Question 2 Gender

Of the 19 respondents, 53% (10 people) of respondents were female and 47% (9 people) were male, as demonstrated in the pie chart below.



Question 3 Age

15 people answered this question and their ages are specified in the table below.

Respondents ages				
19	25	27	27	29
29	33	33	35	40
42	43	44	46	62

Questions 4, 5 and 6 Business profile

The table below show the names and nature of the businesses, the total number of employees per business and the number of employees from each company that responded to the survey.

Name of business	**Nature of business**	**Number of employes**	**Number of employees that responded**
Aquitec UK	Supply Chain	4	2

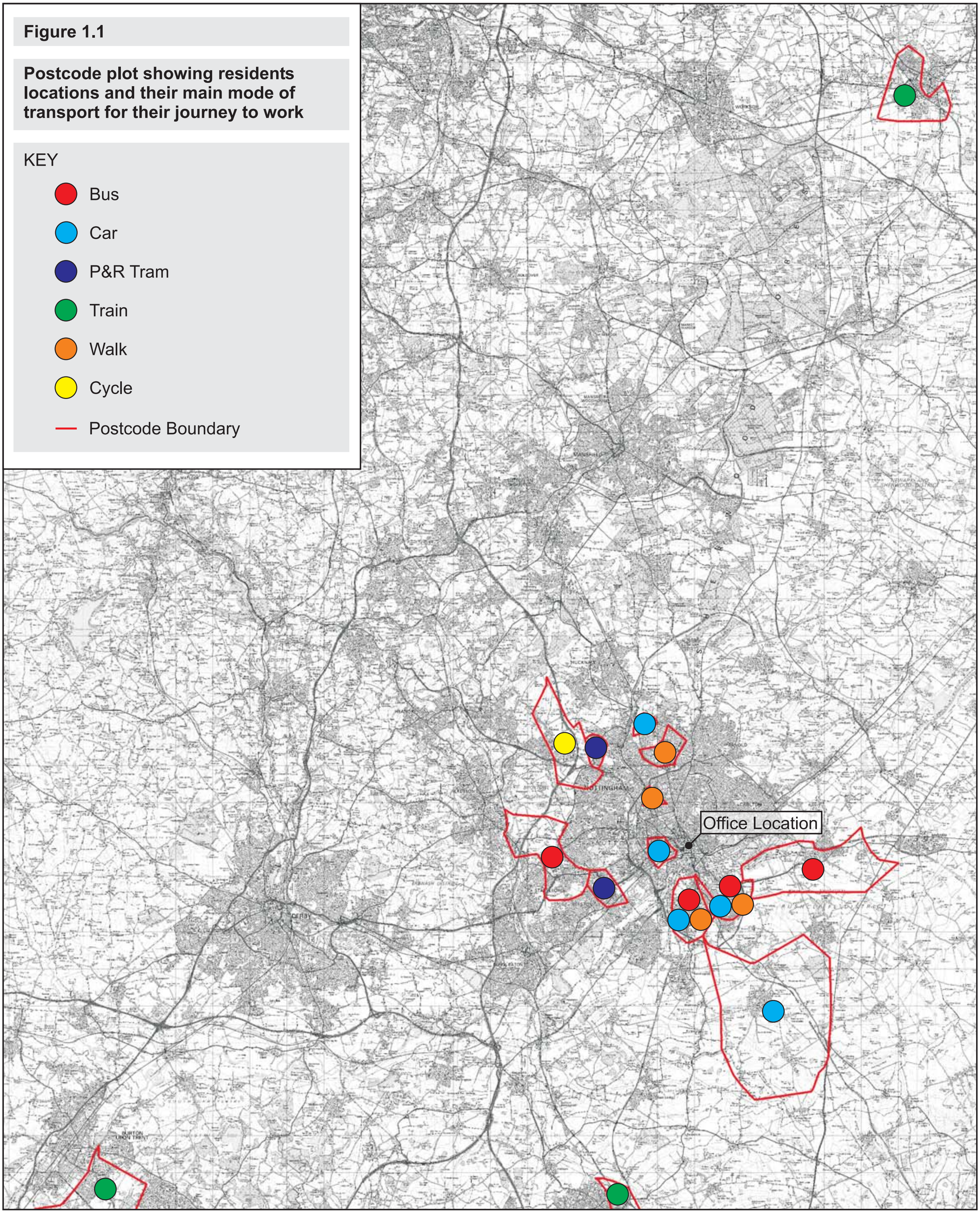


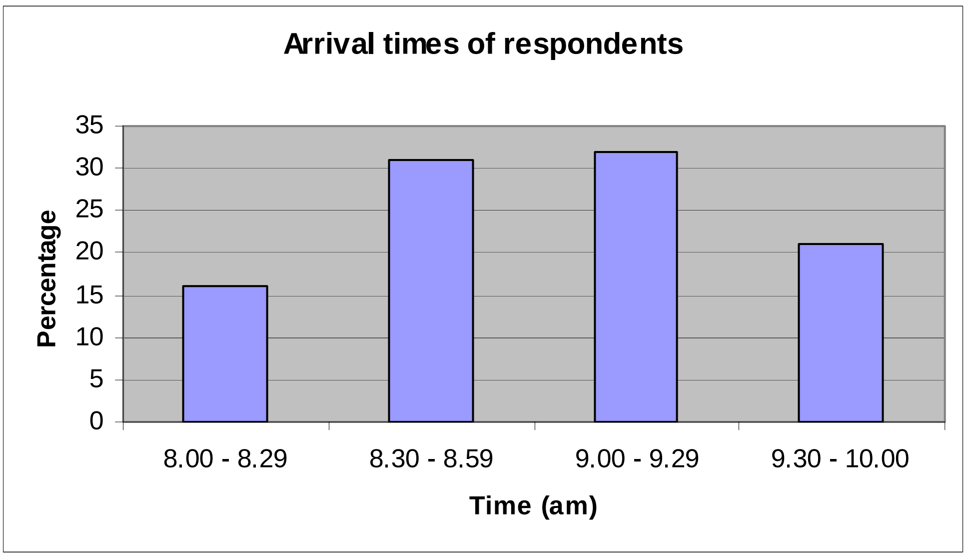
Figure 1.1

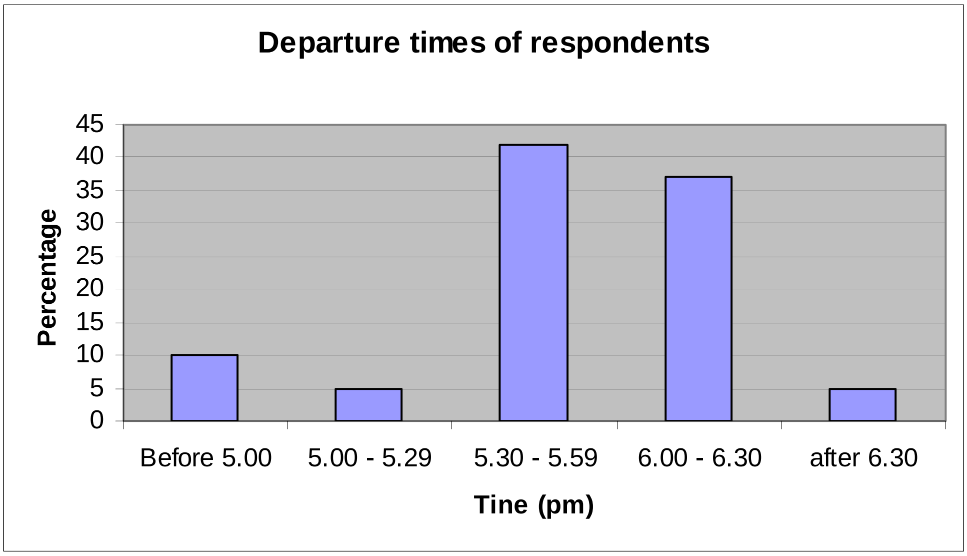
Postcode plot showing residents locations and their main mode of transport for their journey to work

Name of business	Nature of business	Number of employes	Number of employees that responded
	Software		
Chess Partnership	Recruitment	5	4
Freshstart	Recruitment	2	2
Inside Out	Recruitment	8	2
ITP	Transport Planning Consultancy	3	3
Lc Technology Europe	Software Manufacturer	1	1
Legal and Professional Solutions Ltd	Financial Advisors	7	2
LLC Construction Services	Project management, QS, Development	3	1
Midas Limited	Marketing / Advertising	2	1
121 systems	Routing software / consultancy	8	1
Totals		43	19

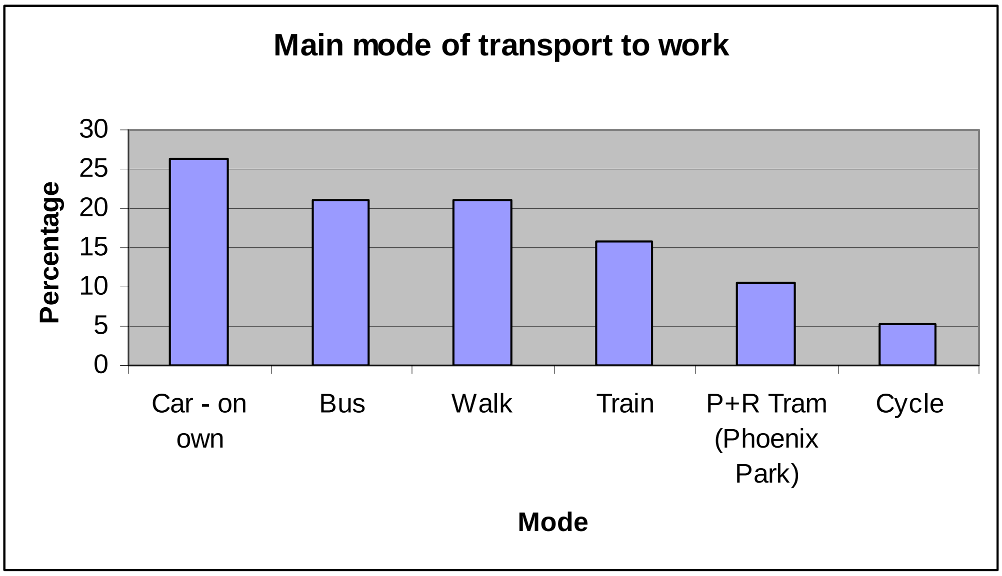
Question 7 Working hours

All people responded to this question. Arrival times of the respondents were spread between 8am and 10am with 32% (3 people) of respondents arriving between 9am and 9.29am. 63% (12 people) arrived between 8.30am and 9.29am. Departure times of respondents ranged from 3pm to 8pm however 42% (8 people) left work between 5.30pm and 5.59pm and 79%(15 people) of respondents left between 5.30pm and 6.30pm.



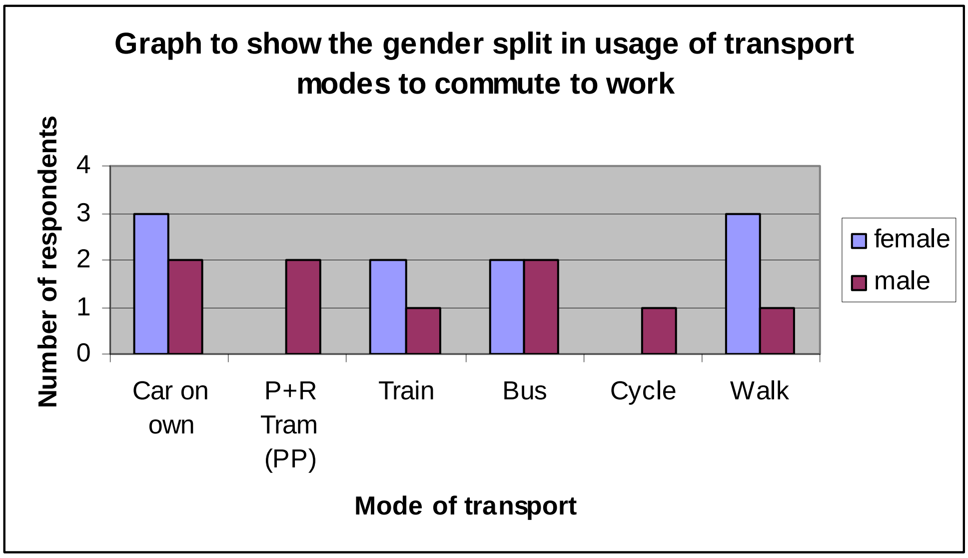


Question 8 Current mode of transport to work
All 19 respondents answered this question. 5 respondents used more than one mode to get to work during a Monday - Friday working week. For the purposes of the graph below, the mode used the most during the week has been counted. The respondent snapshot shows all of the modes that these six people use.

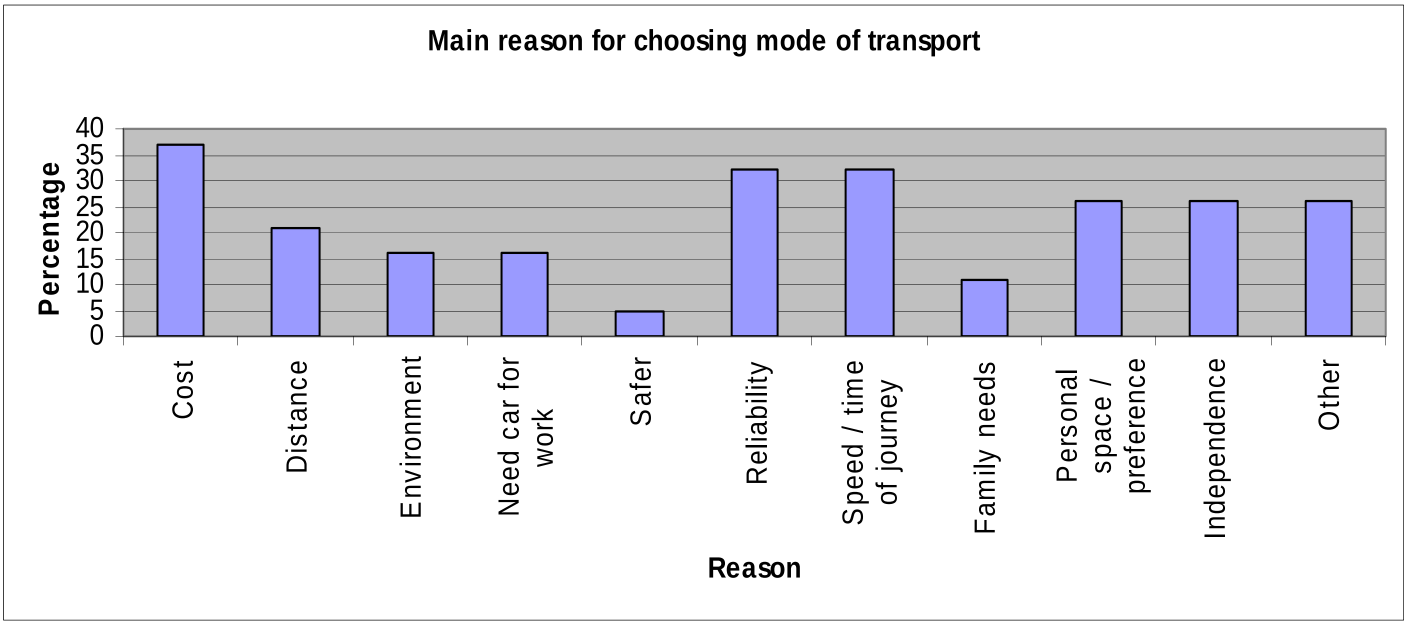


Just under three quarters of the respondents (14 people equal to 74%) used a transport mode other than the car (on their own) to make their journey to work. 21% (4 people) walked to work, 21% caught the bus, 16% (3 people) caught the train, 11% (2 people) parked their car at Phoenix Park Tram Stop and caught the tram into Nottingham and 5% (1 person) cycled.

The graph below shows the gender split of the users of each transport mode. The results from the sample show that slightly more women than men walked to work, drove to work on their own and caught the train. Bus usage was equal amongst males and females and only men cycled or caught the tram into Nottingham.



Question 9 Main reason for choosing mode of transport
Cost was the most common reason, cited by 37% of respondents (7 people), followed by reliability and speed / time of the journey, both cited by 32% of respondents (6 people), followed by personal space / preference and independence, each cited by 26% (5 people). The complete results are presented in the graph below. Other reasons included health (cyclist), after work activities, carrying around work files, equipment and a laptop (car driver on own), lack of parking at work and cost of public parking (bus user).



Further analysis has been undertaken to try to distinguish the main factors that respondents associated with their chosen modes of transport. The table below show the modes of transport and reasons for using them together with the number of times a reason was cited / associated with a mode of transport by the group of respondents who used it.

Main mode	**Cost**	**Distance**	**Environment**	**Need car for work**	**Safer than other options**	**Reliability**	**Speed / time of journey**	**Family needs**	**Personal space/ preference**	**Independence / flexibility**	**Other**
Car on own				✓✓	✓	✓		✓✓	✓	✓	✓✓
Train	✓	✓✓✓				✓			✓		
P+R Tram (Phoenix Park)	✓		✓			✓	✓				
Bus	✓						✓		✓	✓✓	✓
Cycle			✓			✓	✓				✓
Walk	✓✓✓	✓				✓	✓✓		✓✓	✓	

A number of observations can be made from the results in the table above. Surprisingly, cars are not chosen because of their cost, speed of journey or the environment but typically for practical needs both during and before / after work and the positive emotional attributes of feeling safe in one's own space with choices available. Common views held about car travel refer to it's cheaper cost in comparison with bus and rail tickets and better overall journey times door-to-door compared to bus trips for example. It may be that increases in petrol prices have caused people to scrutinise their transport costs and / or people are realising the negative effects of congestion on their travel times. The cost of public parking is likely to be an influential factor too.

Respondents living outside of Nottingham used trains and all three chose this mode because of the distance they travelled. The other reasons (cost, reliability, personal preference / space) seem logical and practical due to the distances they are travelling. However neither speed of journey or the environment were cited, as one may have expected due to the nature of the mode.

Respondents using park and ride with the tram stated very positive factors relating to the mode.

Buses tended to be cited for their independence / flexibility which is a positive view, and also for their cost, speed and personal space / preference. One comment made by a respondent who used the bus was simply that there was a lack of parking at their workplace and public parking was too costly.

Positive attributes of cycling included the environment, reliability, speed of journey and health reasons.

The reason most cited for walking was cost (as it is free!), speed of journey and personal space / preference. People also felt it was reliable, allowed independence / flexibility and walked due to their distance to work.

Overall, the following broad observations can be made. Using a car and a train are the only modes that are not associated with speed, which places the other modes in a positive light. Using a train and walking are the only modes that have distance cited for their use and it is likely that trains are cited for longer distances and walking for shorter ones. All modes apart from the car and cycling were used because of their cost (likely their cheaper cost in comparison to the car and parking). The car and the train were not used due to the speed of journey, unlike all the other modes of transport, however all modes except the bus were cited by some respondents as being reliable. Using a car, walking and surprisingly, a bus were all cited as allowing independence and flexibility.

Question 10 Distance travelled to work

18 people responded to this question. The distance that respondents travelled to work ranged from between 2 miles and 35 miles and the table below shows the average, mode and median distances to work.

Average distance	Mode distance	Median distance
10 miles	3 miles	6 miles

The average commuting distance for the UK is 8.7 miles (Transport Statistics Bulletin, National Travel Survey: 2005), therefore the average commuting distance of the respondents is slightly longer then the UK average.

The table below shows the distances travelled according to the mode used. As expected walking distances are relatively short, distance travelled by bus were relatively short to medium and train journeys were relatively long. The journeys made by car were short to medium distances, the park and ride tram journeys were medium distances and the cycle journey was a medium distance.

Main mode	Distance (miles)									
	2	**2.5**	**3**	**4**	**5**	**7**	**8**	**10**	**30**	**35**
Car on own	1		1	1			1			
Train								1		2
P+R Tram (Phoenix Park)					1			1		
Bus			2			1	1			
Cycle							1			
Walk	1	1		1						

Question 11 Time taken to travel to work

All respondents answered this question. Commuting times ranged from 10 minutes to 90 minutes and the table below shows the average and mode journey times to work.

Average journey time	Mode journey time	Median journey time
41 minutes	30 minutes	35 minutes

The average time taken to travel to workplaces is 27 minutes (Transport Statistics Bulletin, National Travel Survey: 2005), therefore the average journey time is 14 minutes longer than the UK average.

The table below shows the journey times according to the mode used. Car journeys take the shortest time however they are some of the shorter journeys in terms of distance. Walking and bus journey times are between 30 and 60 minutes, however walking distances are generally shorter. Journeys by train tend to take the longest time but this is also due to the distances being the largest amongst the sample. Using the Park and Ride facility and catching the tram into Nottingham takes between 35 and 45 minutes.

Main mode	Journey times (minutes)							
	10	**15**	**20**	**30**	**35**	**45**	**60**	**90**
Car on own	1	2		2				
Train							1	2
P+R Tram (Phoenix Park)					1	1		
Bus			1	1			1	
Cycle				1				
Walk				2		1	1	

Respondent Snapshot

The table below summarises the current travel habits of all 19 respondents to give a more detailed picture.

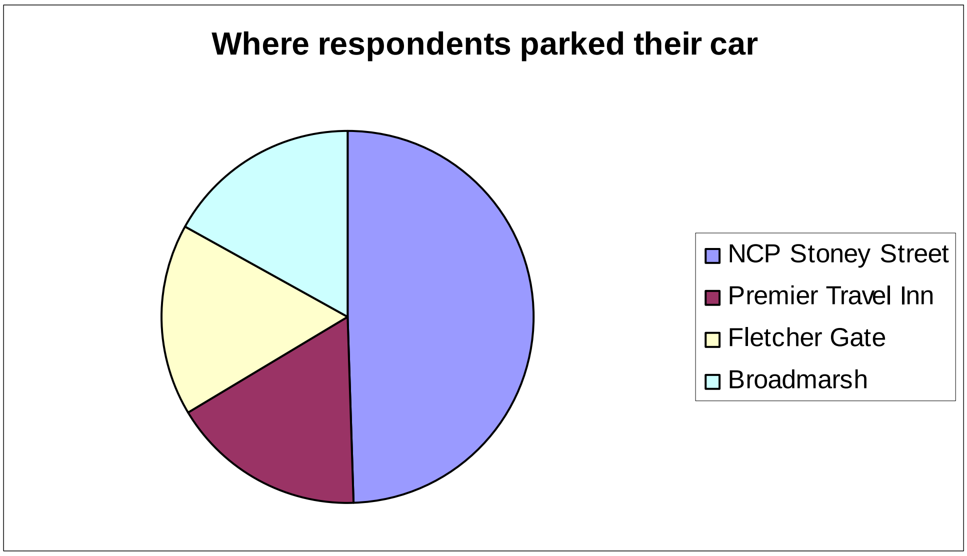
Respon-dent number	**Gender**	**Mode(s) used for commute**	**Reason(s) for choosing mode**	**Distance travelled (miles)**	**Journey time (mins)**
1	Male	Car share passenger – 1 day Bus – 4 days	• Cost – car parks too expensive	3	20
2	Male	Car on own – 5 days per week	• Safer than other options • Reliability • Personal space / preference • Other - need to attend scout meetings after work 4 nights a week with loads of baggage		30
3	Male	Park and Ride Tram (Phoenix Park) – 5 days	• Cost • Environment • Reliability • Speed / time of journey	10	45
4	Female	Bus – 2 days Walk – 3 days	• Cost • Speed / time of journey • Personal space preference	2	30
5	Female	Train – 5 days	• Distance • Reliability	10	60
6	Male	Car on own – 5 days	• Need car for work • Reliability • Independence / flexibility • Other – carrying files, laptop, equipment	8	30
7	Male	Cycle – 2 days Walk – 3 days	• Cost • Reliability • Speed / time of journey	2.5	45
8	Male	Train – 5 days	• Cost • Distance • Personal space / preference	35	90

Respon-dent number	Gender	Mode(s) used for commute	Reason(s) for choosing mode	Distance travelled (miles)	Journey time (mins)
9	Female	Walk – 3 days Bus – 1 day Car on own – 1 day	• Distance • Need car for work • Personal space / preference • Independence / flexibility	4	Walk - 1 hour, bus - 45 mins drive - 35 mins
10	Female	Car on own – 3 days	• Family needs – childcare collection / drop off	2	15
11	Female	Train – 5 days	• Distance	35	90
12	Female	Walk – 5 days	• Cost	30	
13	Female	Bus- 4 days	• Independence / flexibility	7	60
14	Female	Car on own – 3 days	• Family needs – need to pick up 3 children immediately after work, no time to park and ride	4	15
15	Female	Car on own – 4days Walk – 1 day	• Need car for work	3	10
16	Female	Bus – 5 days	• Speed / time of journey • Personal space / preference • Independence / flexibility	8	
17	Male	Bus – 4 days	• Other – lack of parking at work and cost of public parking	3	30
18	Male	Cycle – 2 days	• Environment • Reliability • Speed / time of journey • Other – health	8	30

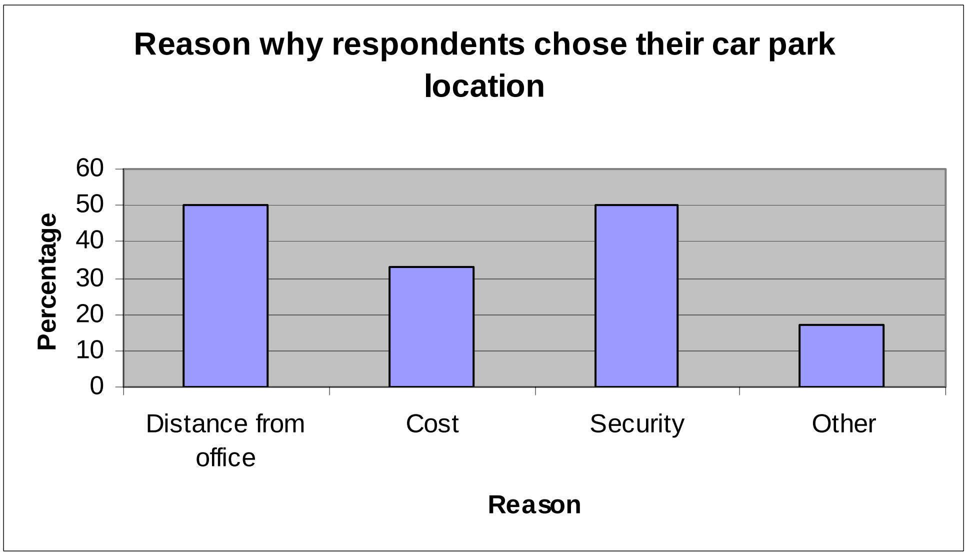
Respon-dent number	Gender	Mode(s) used for commute	Reason(s) for choosing mode	Distance travelled (miles)	Journey time (mins)
19	Male	Park and Ride Tram (Phoenix Park)	• Cost • Environment • Speed / time of journey	5	35

Only the 6 people who drove to work answered questions 12, 13 and 14.

Question 12 Car park locations
50% of respondents (3 people) parked in the NCP Stoney Street, 17% (1 person) parked in Fletcher Gate, 17% parked in the Broadmarsh car park and 17% parked at a Premier Travel Inn. The pie chart below demonstrates these results.



Question 13 Reason for parking at this location
50% of respondents (3 people) stated the distance from the office, a third (2 people) stated the cost, 50% said it was due to security and 17% (person) stated it was because they had a season ticket (for the Broadmarsh car park). These results are illustrated below.



Q14 Cost of car parking

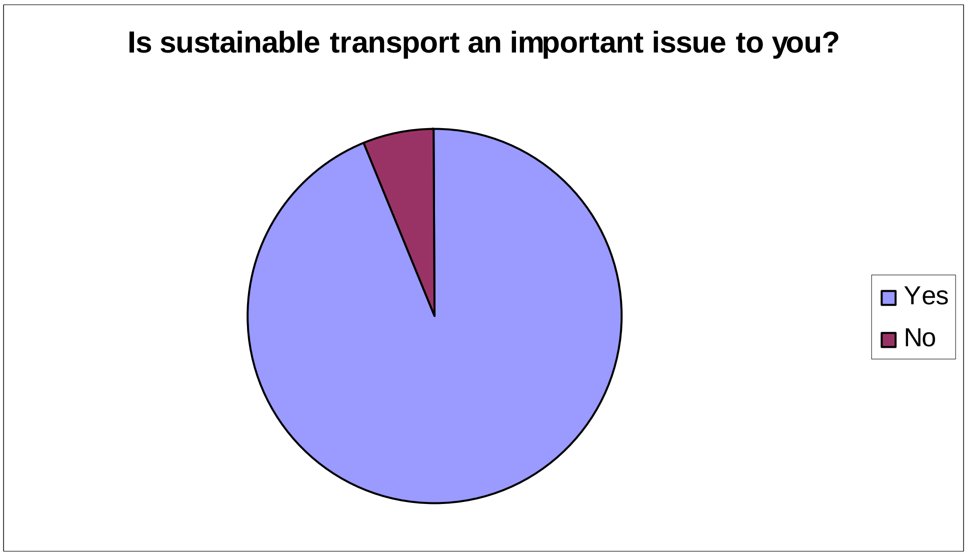
The cost of car parking varied amongst the 6 respondents that answered this question including one respondent who only used their car once a week. The costs stated for each car park location are stated in the table below.

Car Park	Cost
NCP Stoney Street Car Park	£4.50
NCP Stoney Street Car Park	£6.00
Premier Travel Inn	£5.00
Car Park	£5.00
Fletcher Gate Car Park	£10
Broadmarsh Car Park	Season ticket

Season tickets for Broadmarsh car park range from £357 for 3 months, £685 for 6 months and £1,290 for 12 months with respective daily rates standing at £3.92, £3.76 and £3.53.

Q15 Is sustainable transport an important issue to you?

A very large majority of 94% of respondents (16 people) said that sustainable transport was an important issue to them.



Q16 Rank the reasons why sustainable transport is important (rank 1, 2, 3)

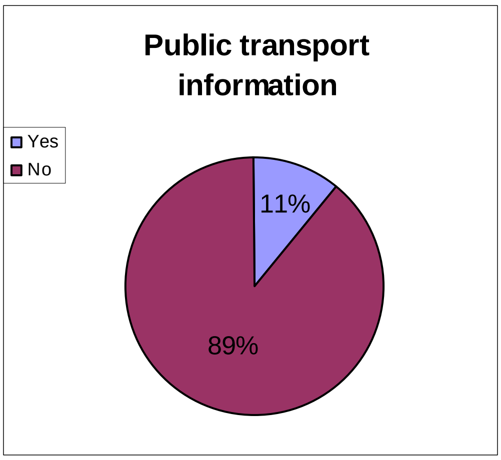
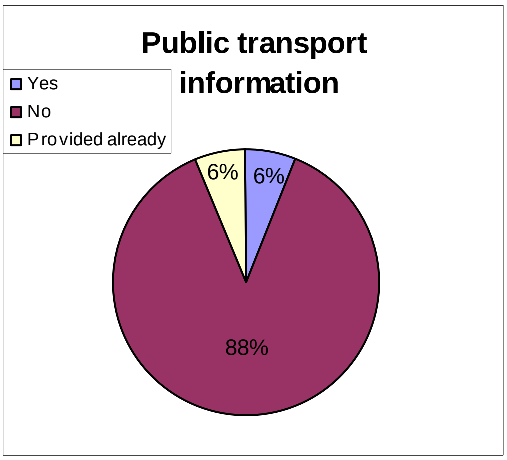
13 people responded to this question. The table below presents the reasons in the overall rank order of the number of times that respondents ranked them 1, 2, or 3. According to the ranking results the most important reasons why sustainable transport was an important issue to people were

1. To reduce environmental impacts
2. To help reduce congestion
3. For a healthier lifestyle

Rank Order	Reason	Times ranked 1, 2 or 3		Times ranked 1		Times ranked 2		Times ranked 3	
		Number	%	Number	%	Number	%	Number	%
1	To reduce environmental impacts	10	77%	4	40%	5	50%	1	10%
2	To help reduce congestion	8	62%	3	37.5%	1	12.5%	4	50%
3	For a healthier lifestyle	8	62%	3	37.5%	3	37.5%	2	25%
4	To save money	6	46%	2	33.3%	2	33.3%	2	33.3%
5	To help overcome parking problems	5	38%	2	40%	0	0%	3	60%

Question 17 Company travel plans
All people answered this question. 84% of employees (16 people) said their company did not have a travel plan, and the 16% (3 people) of respondents that said their company did have a travel plan were unsurprisingly all from the same transport planning consultancy!

Questions 18 and 19
Question 18 asked respondents whether they already benefited from any smarter choices measures and question 19 followed this by asking whether they would like certain smarter choices measures to be available to them. The results from both of the questions are presented together below with pie charts illustrating the answers from question 18 on the left side of the page and the answers to question 19 on the right side of the page.

Q18 Does your company provide…	Q19 Would you like your company to provide…
	

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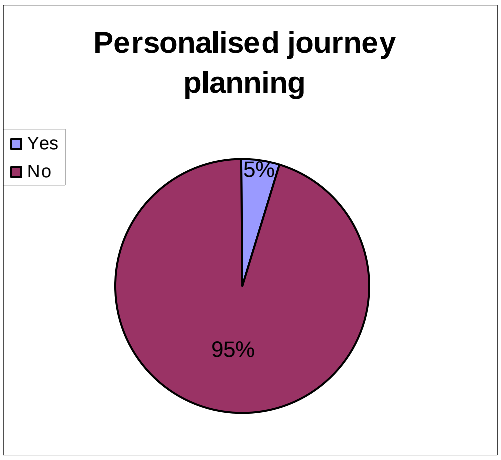
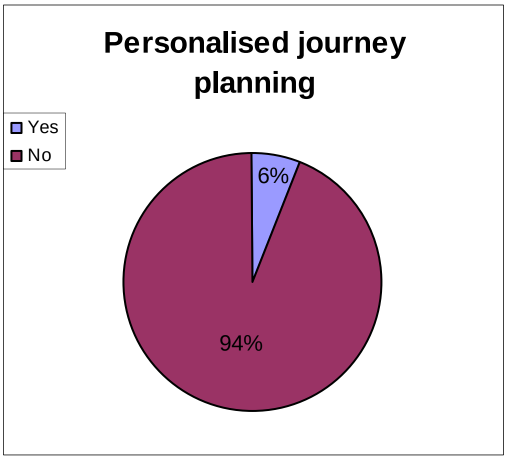
<tr><td>
</td><td>
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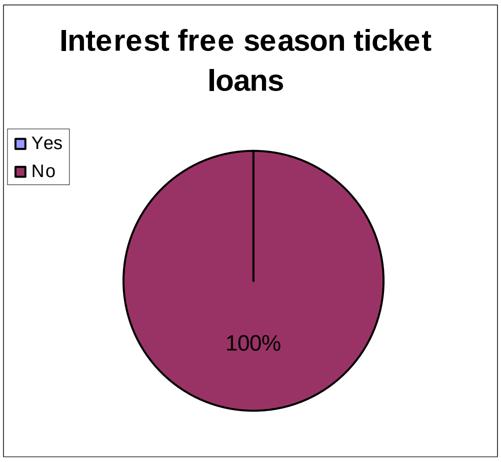
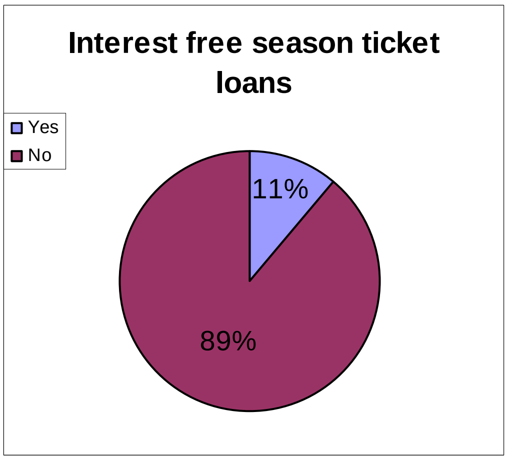
<tr><td>
</td><td>
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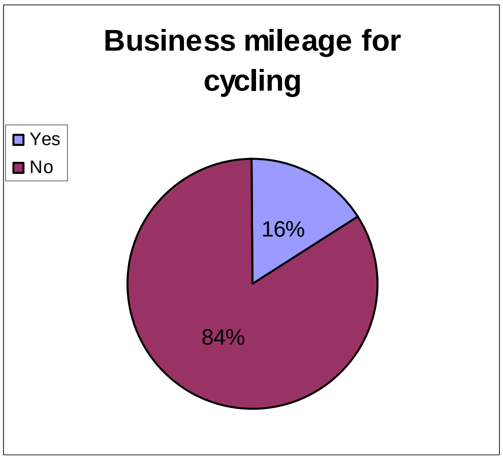
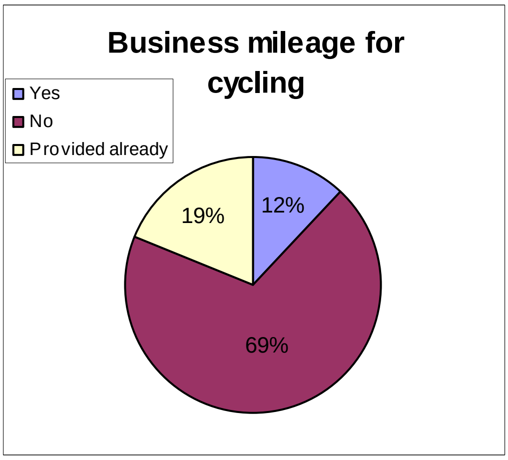
<tr><td>
</td><td>
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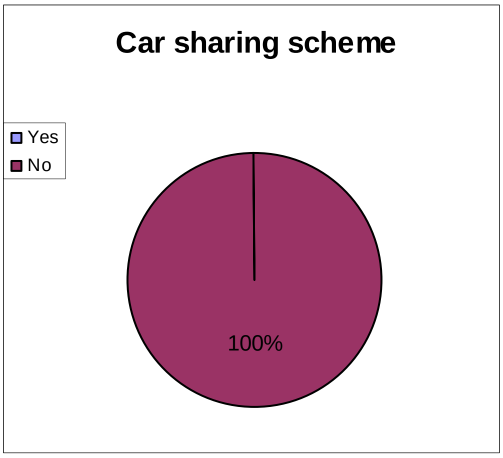
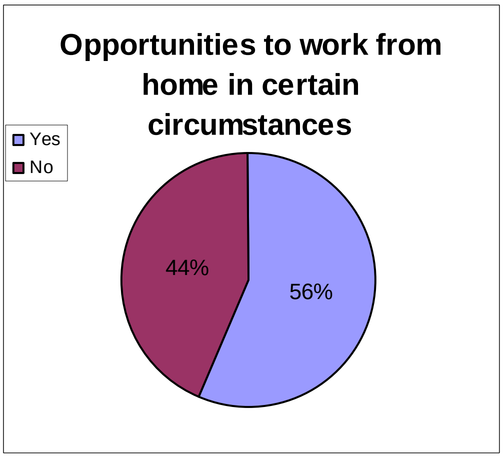
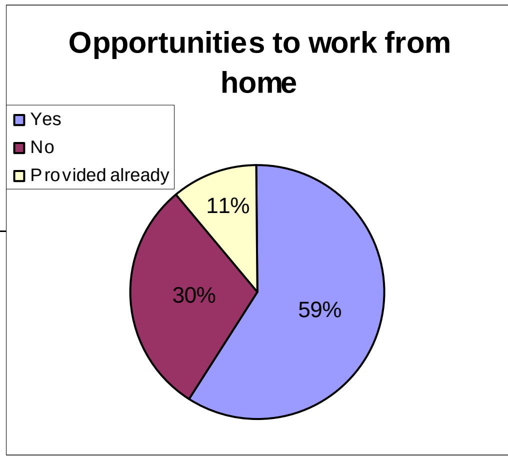
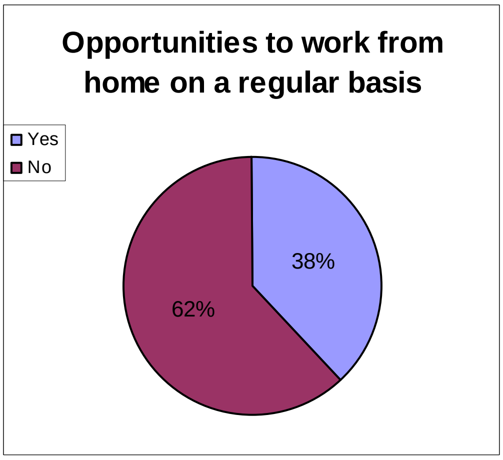
Q18 Does your company provide…	Q19 Would you like your company to provide…
	N/A
	
	

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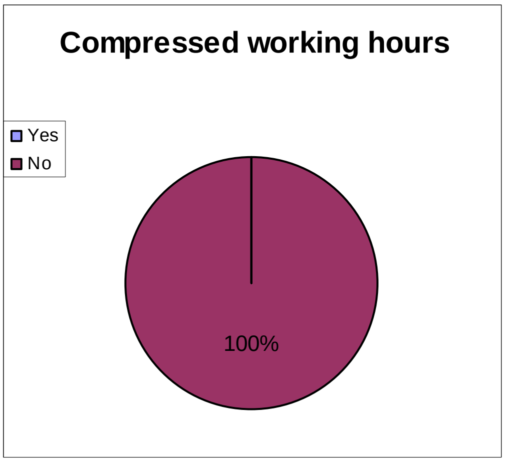

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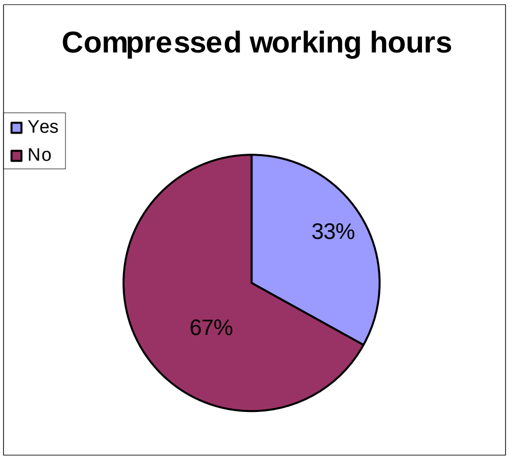

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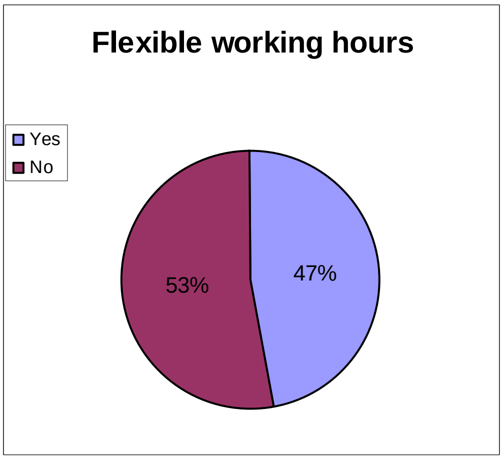

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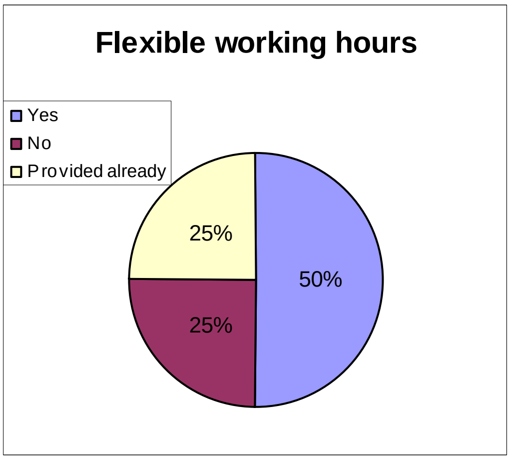

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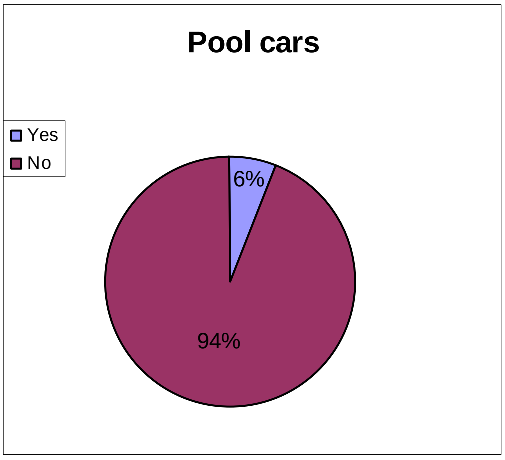

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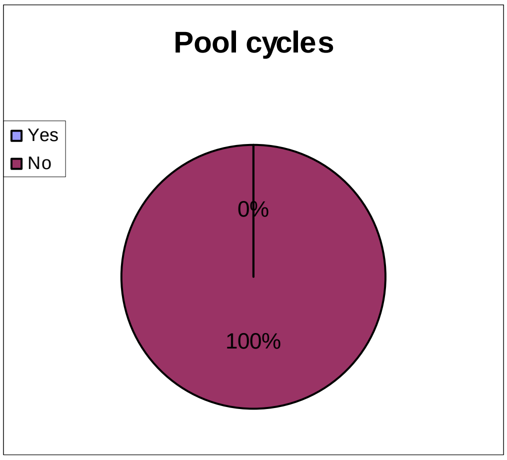
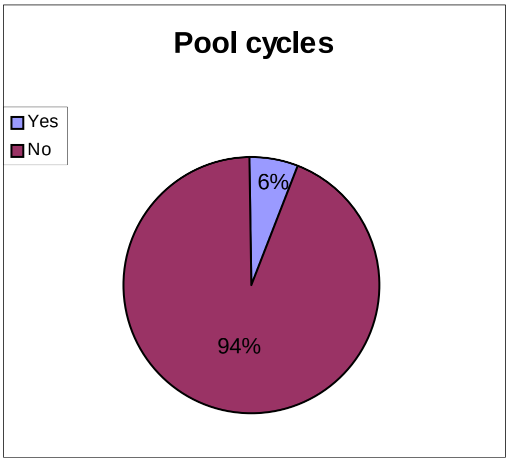
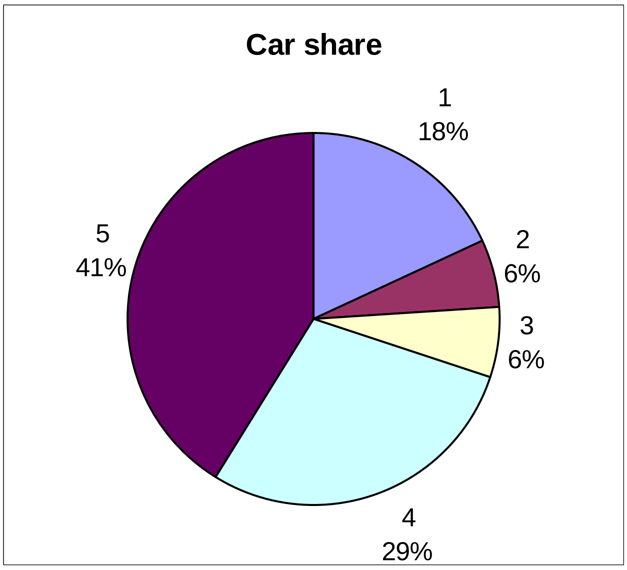
Q18 Does your company provide…	Q19 Would you like your company to provide…
	

The graphs above show that there seems to be a general lack of company provision of measure supporting the smarter choices agenda but there is also a personal lack of interest in the measures too, with the exception of home working, flexible hours and some interest in compressed working hours. This personal lack of interest may be caused by the general lack of company initiative and if the latter was improved, personal interest may increase.

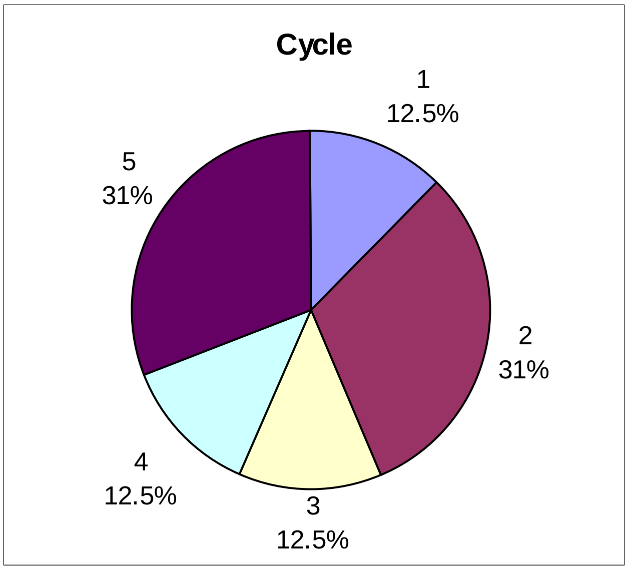
Question 20 Willingness to adopt sustainable transport measures

Car share

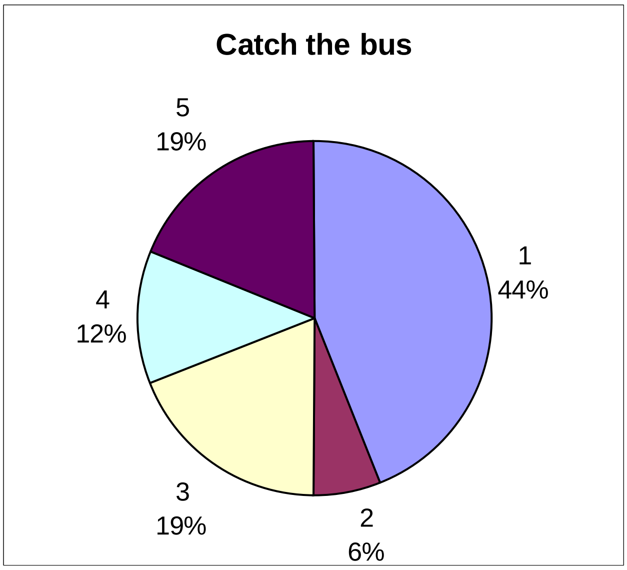
17 people responded to this question. Almost three quarters of the respondents (70% equal to 12 people) said they were unlikely to or would never consider car sharing.



Cycle
16 people responded to this question. The results were generally split with 31% (5 people) said they would never consider cycling and 31% saying they were likely to consider cycling. 43.5% (7 respondents) were positive about cycling stating either a 1 or 2 and another 43.5% were negative about cycling stating either a 4 or 5.

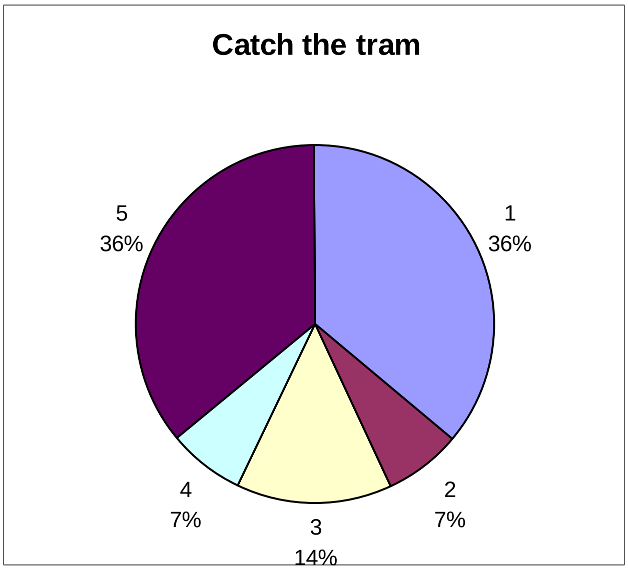


Catch the bus
16 people responded to this question. 50% of people (8 people) responded positively to this option stating either a 1or 2 and just under a third responded negatively stating either a 4 or 5.



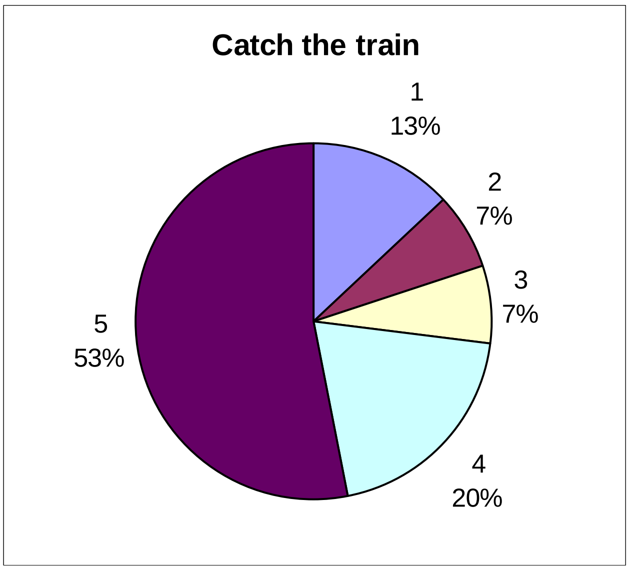
Catch the tram

14 people responded to this question. It is likely some people did not answer this question, as they may not live near to the tramline in Nottingham. The results again were quite evenly divided with 36% saying they would definitely catch the tram and 36% saying they would never catch the tram.



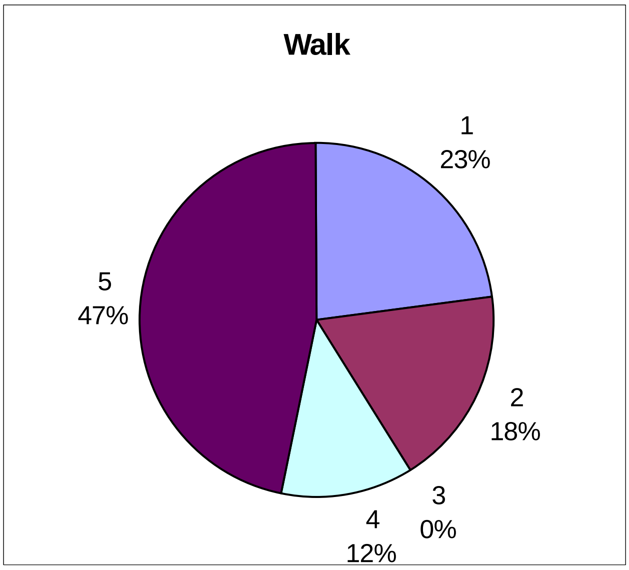
Catch the train to work

15 people answered this question. Over half of respondents (53% equal to 8 people) said that they would never consider using a train and another 20% (3 people) said they were unlikely to consider using a train.



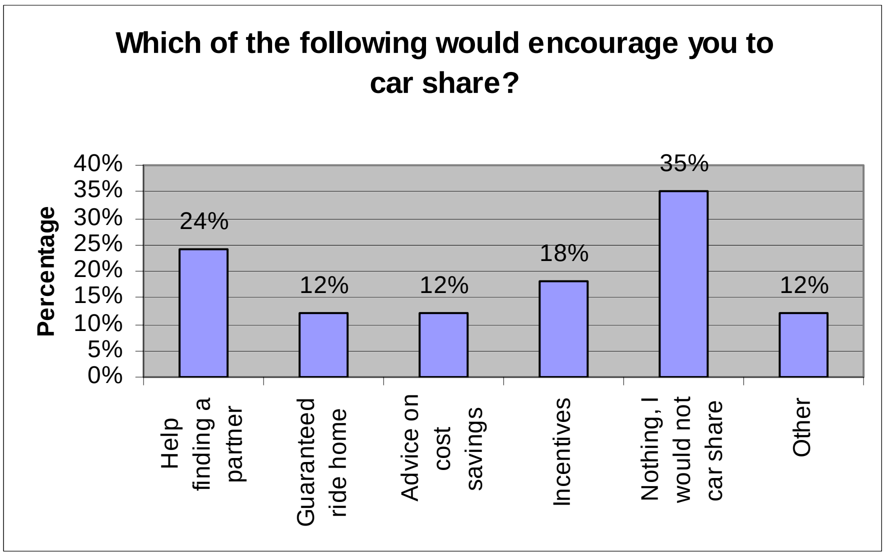
Walk

17 people responded to this question. Just under half of respondents (47% equal to 10 people) said that they would never consider walking to work. And just under a quarter (23% equal to 4 people said they would definitely walk to work. Overall the majority of the respondent (59% equal to 10 people) gave negative answers.



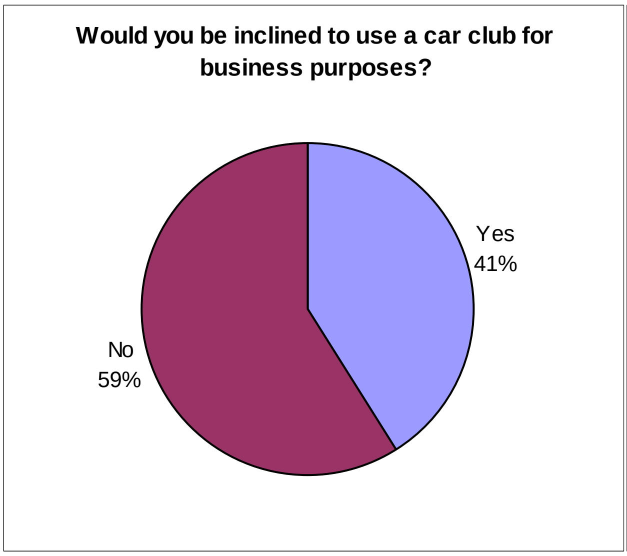
Question 21 Factors encouraging car sharing

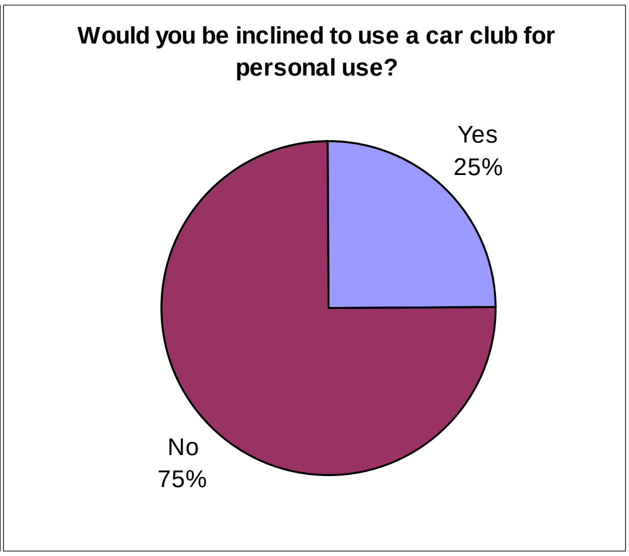
17 people responded to this question. The graph below shows the most popular factors that would encourage people to car share. The most common response was that nothing would encourage people to car share however 24% (4 people) said that help with finding a partner would encourage them.



Question 22 Inclination for using a car club

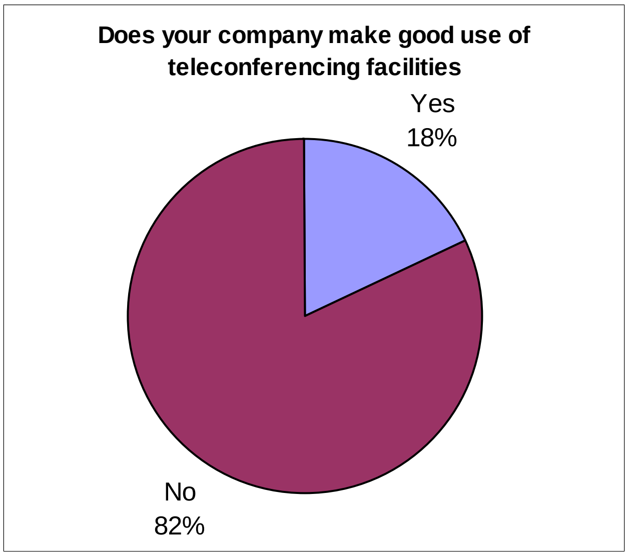
The pie charts below show the broad appetite for the development of a car club in Nottingham. 17 people responded to the possibility of using a car club for business use and 16 responded about using a car club for personal use. The majority of respondents said they would not use a car club for business or personal use, however there was slightly more support for using a car club for business use.





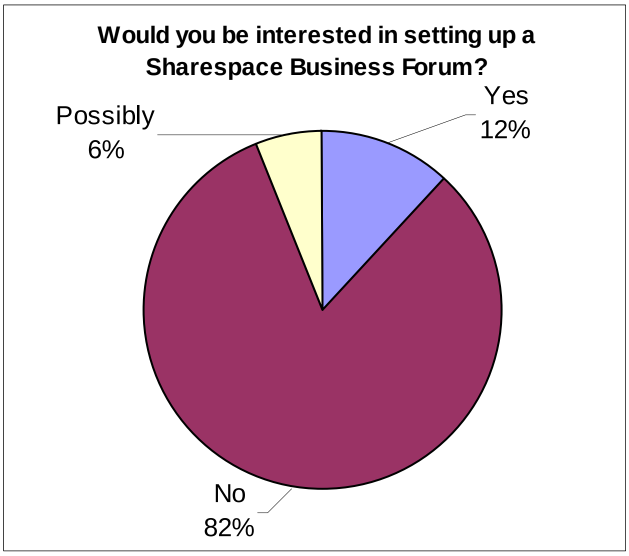
Question 23 Use of teleconferencing facilities

17 people answered this question. Just under a fifth of the respondents (3 people) said they made good use of the teleconferencing facilities provided.



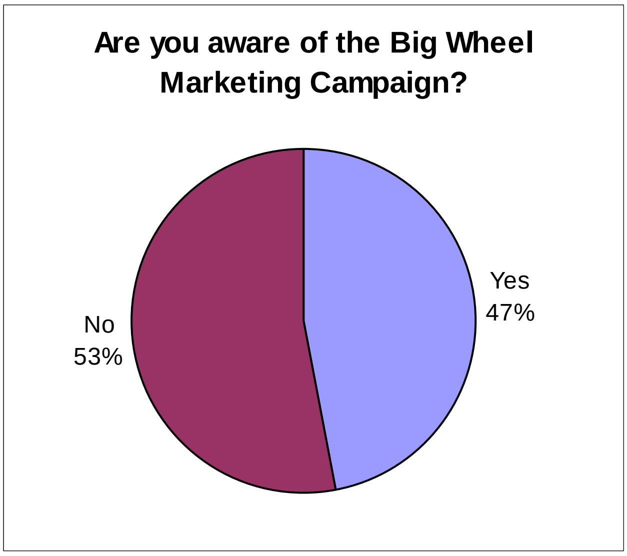
Question 24 Interesting setting up a Sharespace forum

17 people answered this question and the majority (82% equal to 14 people said they were not interested in this idea. The pie chart below illustrates these results.



Question 25 Awareness of Big Wheel Marketing Campaign

All respondents answered this question and the results are presented in the pie chart below. Just over half of respondents (53% equal to 10 people) had heard of the Big Wheel Campaign.



The table below shows the respondents mode of travel and whether they are ware of the Big Wheel marketing campaign. The results show that half of the people who do use sustainable transport are not aware of the Big Wheel marketing campaign yet still use sustainable transport modes. This would indicate perhaps that marketing campaigns are not the only thing that make people think about their journey to work, as there are a lot of other factors such as not owning a car, not wanting to get caught up in the AM peak traffic and congestion, the cost of public car parking in Nottingham etc.

Main mode	**Aware of the Big Wheel**	**Not aware of the Big Wheel**
Car on own	2	3
Train	1	2
P+R Tram (Phoenix Park)	1	1
Bus	2	2
Cycle	1	
Walk	2	2

Appendix C

Principles For A Human City (2001)

➢ PROMOTE ACCESSIBILITY

Promoting accessibility and local permeability is fundamental to the ‘human city’. It means:

- making the most of the opportunities and advantages afforded by the CTRL and new, co-ordinated interchange facilities;
- recognising that there are currently limited physical links and connections between the King’s Cross site and surrounding areas. It will be essential to address this major challenge as part of the masterplan proposals;
- access to an integrated transport system which provides genuine choice;
- putting people before traffic, with an emphasis on walking, cycling and public transport;
- a clear definition of public and private areas;
- the right structure and sequence of spaces. Places should connect with each other, both physically and visually, and be easy to navigate. At King’s Cross, one of the challenges is to make an effective link between the place of arrival, the stations, and the land to the north of the canal. East-west links will also be important;
- a place which is safe, welcoming and inclusive; and
- meeting the needs of all groups in society, including disabled people, the young and the old.

Good accessibility will add economic and social value and help make a real place, well integrated with surrounding neighbourhoods and communities.