



**Transferable ideas for successful
business engagement**

Sian Fox

Project aims and outcomes

- Centro and the West Midlands local authorities secured funding for Smart Network, Smarter Choices to support sustainable travel in the region.
- Funding continues work with West Midland employers benefitting from the 12-15 project and newly recruited employers
- Supporting total of 135 companies over the entire project



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AECOM

eurofins

LAFARGE
TARMAC



Warburton's

NHS
Birmingham



Deutsche Bank



Mondelez
International



Resorts World
BIRMINGHAM

Dudley
Merection through Care



Softhall
NETS ORGANISATION
BOISLICH COUNCIL

Resorts World
BIRMINGHAM



LEMFÖRDER



Birmingham City Council

Simco
External Framing Solutions

UNIVERSITY OF WOLVERHAMPTON
SCIENCE PARK



Birmingham
Airport

Achievements since 2013...

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168 events

4,299 employees engaged

539 one week tickets issued

169 one month free tickets issued

109 grants awarded

4% reduction in single car occupancy travel

6% increase in car sharing

Travel action plans

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Smart Network Smarter Choices



nPower, Oldbury Travel Action Plan



Summary document dated June 2015
Prepared by Centro/Sandwell Metropolitan Borough Council
Birch House, Joseph Street, Oldbury, West Midlands B69 2AQ

Centro working in partnership with:



Smart Network Smarter Choices



3. Action Plan

| Name | Partner Organisation | Contact details |
|-----------------------------|--|------------------------------------|
| Jenny Corbett | Centro – Business and Employer team | JennyCorbett@centro.org.uk |
| Adam James/Talvinder Sandhu | Sandwell MBC | Transport_Planning@sandwell.gov.uk |
| Lee Ashworth | nPower – Environmental Manager (Travel Plan Coordinator) | Lee.Ashworth@RWEnpower.com |
| Paul Kennedy | nPower – Facilities Manager | Paul.Kennedy@npower.com |
| Dan Morris | BikeRight! | DanielMorris@bikeright.co.uk |

| Actions | Target date for completion | Responsibility | Monitoring | Cost |
|---|----------------------------|------------------------------------|------------------------|--|
| Cycling and Walking | | | | |
| Undertake a cycling audit (review of cycle parking/access/facilities on site plus recommendations) | July – September 2015 | Bike Right | Travel Survey Feedback | Covered by membership of Smart Network |
| Provide information to staff about local opportunities for cycle skills, training, maintenance training and other cycle offers at events and through the intranet and posters | July – September 2015 | Bike Right/Travel Plan Coordinator | Number of Participants | Covered by membership of Smart Network |
| BikeRight to support setting up a BUG and identify cycle | July – September 2015 | Bike Right/Travel Plan Coordinator | Number of Participants | Covered by membership of |

Each business who signed up to our project received a tailored action plan for their organisation

Travel action plans

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234 action plans implemented throughout the project for businesses,
Follow up staff surveys and with updated Year 1 plans

Learning points; provides structured way to interact with our businesses, allows us to monitor our interactions and achievements, useful for the planning process for many businesses

Smart Ticketing offers

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- Began with 12 for 10, now 1 month free by signing up to Direct Debit
- 1 week free 'Try before you buy' if not a regular public transport user
- Sign up at events, or afterwards by using a unique promotional code
- Incentives offered to attract employees



Smart Ticketing offer

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- Very popular at our relocating, or new businesses – proves behaviour change theory

Learning points – Simple, online, need an offer from the beginning of the project

Smart events box

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- £500 worth of items to allow each business to run their own event or workplace challenge or competition
- Enable our travel plan coordinator to take ownership and be independent
- Businesses asked for a 'Smart events box' as part of an action on their travel action plan



Smart events box

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- Issued 38 smart events boxes
- Travel plan coordinators are hosting their own events and initiatives

Learning points; need to ensure buy in from the business before issuing, gradual success, businesses still want our support

Big Business Road Trips

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- 2 main Big Business Road trips run; Wolverhampton Science Park, and Birmingham Business Park, 3 days at each site
- Led cycle rides, Centro exhibition bus, ticketing offer, specialised maps of the local area and journey planning support
- Engaged over 230 employees over the events



Big Business Road Trips

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- Learning points; Successful attending one large site over a number of days, range of support provided helped attract different employees
- Good way to work with Business Parks and difficult to engage sites



Any Questions?

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Please get in touch if you would like to discuss anything further;

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