



Sustainable travel planning for a multi-site operator

Transport for Greater Manchester's Travel Choices team worked with Stagecoach Manchester to develop a multi-site travel plan which promoted commuter cycling for staff across three of its depots. Using a Sustainable Travel Grant, improved cycle parking has been installed, with loan bikes and on-site training arranged.

Stagecoach Manchester employs around 2,300 staff. Shift work and the need for staff, especially drivers, to travel outside normal bus operating hours led to high car use and strong demand on the limited parking spaces available at sites.

Committed to promoting sustainability across the organisation, Stagecoach had already undertaken a travel survey of employees, and with TfGM's help was able to analyse the data and plot postcodes to help create a practical and effective travel plan for the business.

With a network of travel champions at each site Stagecoach is able to disseminate travel information and organise co-ordinated events.

Andrew Howard-Smith, Stagecoach's marketing assistant, explained: "We are particularly keen to promote cycling to our depots, as this offers the necessary degree of flexibility to cope with shift times, will improve the health of the workforce, and save them money."

Stagecoach Manchester also took advantage of a TfGM Sustainable Travel Grant for cycle storage, at three depots supported by a package of cycle-related activities including:

- **Free adult cycle training and maintenance classes and pool bikes provided by TfGM**
- **Assistance in setting up a Bicycle User Group at depots**
- **Set up of a tax-efficient cycle purchase scheme for employees which has already received 300 applications**
- **Cycle-themed events and promotion for staff.**

The company is also training all of its drivers to be more aware of cyclists' needs on the highway, which will help reduce the perceived danger for all bike users.