

WORKPLACE GUIDE:



Promoting Greener, Healthier Travel
Creating a Modeshift STARS Travel Plan

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WHY WE NEED TO PROMOTE GREENER, HEALTHIER TRAVEL

Pollution in the air, mainly caused by vehicles on the roads, is having a harmful effect on the planet and damaging the health of people living, working or studying in Birmingham. In June 2019, Birmingham City Council declared a climate emergency and set a target to achieve net zero carbon emissions by 2030, or as soon as possible thereafter.

To reduce air pollution, we need to make changes to the way we travel and reduce our over-reliance on cars. The Birmingham Transport Plan describes how walking, cycling and scooting will become the first choice for people making short journeys and public transport will be the preferred choice for longer trips.

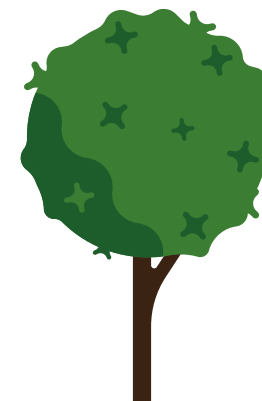
[Find out more about Birmingham's Transport Plan.](#)

Birmingham City Council is encouraging workplaces across the city to join this major effort to reduce car use and increase levels of greener, healthier travel by creating an effective travel plan through a national scheme called Modeshift STARS. A workplace travel plan is a strategy

for managing the travel generated by your organisation, with the aim of reducing the impact on the environment. This includes measures to support walking, cycling, public transport, car-sharing and reducing the need for travel.

Benefits include:

- Cleaner air and better for the planet
- Improves employee health and wellbeing
- Supports Corporate Social Responsibility & sustainability objectives
- Good for reputation, employee retention and recruitment
- Savings on parking and travel costs
- Reduces congestion and parking issues
- Helps make Birmingham a safer, friendlier, healthier city for all



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CREATING A MODESHIFT STARS TRAVEL PLAN

Modeshift STARS is the centre of excellence for the delivery of effective travel plans in education, workplace and community settings. By participating in the Modeshift STARS scheme workplaces in Birmingham have FREE access to a comprehensive online 'toolkit' that assists in developing, delivering and monitoring a bespoke travel plan for your site.

Organisations can apply for accreditation at different levels; Approved Travel Plan (Green), Good Travel Plan (Bronze), Very Good Travel Plan (Silver), Excellent Travel Plan (Gold), Outstanding Travel Plan (Platinum). Support with using Modeshift STARS and achieving national standard accreditation through the scheme is provided by Birmingham City Council.

Registering with the Modeshift STARS scheme is currently FREE for Birmingham based organisations.

Find out more about:

[Modeshift STARS](#)



STEP BY STEP GUIDE

Step 1: Getting started with a workplace travel plan

- Talk to senior management and get their backing
- Identify employees keen to take on the role of 'Travel Plan Co-ordinator' and establish a working group (involve representatives from comms/HR/building management)

Step 2: Register with Modeshift STARS

- To register with Modeshift STARS, email connected@birmingham.gov.uk with the following information:
- Name and email of the person co-ordinating the travel plan
- Full business name and address of the site
- Number of employees based at the site

Once you have received Modeshift STARS login details, you will be able to create a simple but effective travel plan for your site by completing the information online. Additional Modeshift STARS guidance to help you create your travel plan will be sent to you by email or can be found in the 'Guidance' section of the Modeshift STARS online toolkit.

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Step 3: Develop your Modeshift STARS travel plan

- Agree your aims and objectives
- Assess the situation – conduct a site audit and undertake a staff travel survey. Contact: connected@birmingham.gov.uk for a travel survey template or advice
- Set targets – make sure they are 'SMART' targets (Specific, Measurable, Achievable, Relevant, Time-bound)
- Create an Action Plan – this is a bespoke package of initiatives (actions) for your site. Find ideas and information in the 'Ideas for promoting greener, healthier travel' section of this guide or refer to guidance and drop-down menu options in Modeshift STARS

Step 4: Take action

- Deliver your initiatives - remember to update your travel plan with any progress you make with the delivery of your chosen initiatives. This is done in the 'Reporting' section of each travel or supporting initiative. If you are aiming for Approved Accreditation (Green) your initiatives can remain as 'Planned' but outline how you intend to deliver each initiative.

Step 5: Get accredited

- Check you have completed all required elements of your travel plan; refer to the 'Workplace accreditation checklist' and check the 'Business Accreditation' section in your Modeshift STARS travel plan.
- Obtain senior management endorsement and sign off your travel plan in the 'Business Accreditation' section
- Submit for approval online. Your local authority and the Modeshift Team will review your travel plan.

Step 6: Monitor, refresh, maintain and progress

- Monitor the impact of your travel plan and initiatives
- Refresh your Action Plan (initiatives)
- Maintain your accreditation
- Progress to higher levels of accreditation



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IDEAS FOR PROMOTING GREENER, HEALTHIER TRAVEL

Communicate and raise awareness

Top tip: Communication is key – boast about your facilities and incentives for greener, healthier travel'

- Update your website so that people know how to reach your site by train, bus, tram, walking, cycling or scooting
- Provide new starters with a 'Green Travel' information pack, include information about on-site facilities such as cycle parking and lockers as well as public transport options
- Let employees know about [WM Cycle Hire](#) which is ideal for short trips - perhaps you have a dock on your doorstep
- Share [Birmingham's Clean Air Zone](#) information and support
- Hold a 'Green Travel' event so that employees can find out more about your aims and the support on offer
- Update fleet driver training to promote legal and considerate parking, switching off idling engines and changes to the [Highway Code](#).

Incentivise

Top tip: Everyone loves a little reward!

- Provide employees with incentives to encourage the use of public transport, such as season ticket loans or reimburse the cost of public transport for work-related journeys. [Visit Transport](#) for West Midlands website or [National Express](#) West Midlands to find out about some of the discounted travel offers available.
- Sign up to the government's [Cycle to Work Scheme](#) to offer discounted bikes and accessories
- Get involved in [Bike Week](#) or [Cycle to Work Day](#) by organising a 'Bike Breakfast' for people cycling to work
- Become a '[Climate Perks](#)' employer to encourage people to choose low carbon holiday travel



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Facilitate

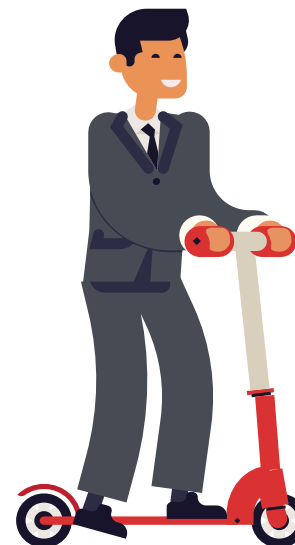
Top tip: Lack of secure cycle storage is one of the major barriers to cycling – aim to make your provision as secure as possible

- Provide secure cycle parking facilities and have a spare lock in case anyone forgets theirs
- Include accessible cycle parking for non-standard bikes and trikes
- Make it easy for employees to use the [West Midlands Cycle Hire](#) scheme by purchasing corporate minute bundles.
- Arrange cycle training or bike maintenance sessions for employees (sessions are provided by organisations across Birmingham)
- Join a car club such as Birmingham **Co-Wheels**
- Promote car sharing or provide electric vehicles for employees as pool cars
- Enable video-conferencing or agile working to reduce the need for travel

Socialise and enjoy

Top tip – Make greener travel fun and friendly!

- Get competitive by taking part in a walking or cycling challenge such as **Living Streets #Try20**
- Take part in an activity for a national campaign such as **Clean Air Day, TravelWise Week** or **Road Safety Week**
- Organise lunchtime led walks, bike rides or maybe some walking meetings
- Set up a 'Bike User Group' so that colleagues can share route tips or become 'bike buddies'



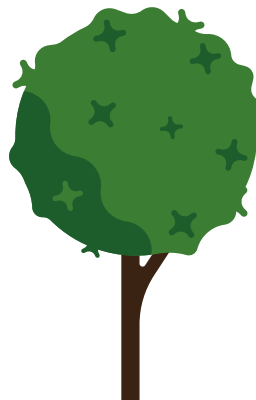
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KEEP IN TOUCH

- Receive monthly Birmingham Connected e-newsletters with information about greener, healthier travel from our team. To subscribe e-mail: connected@birmingham.gov.uk
- Useful websites:
www.birmingham.gov.uk/btn
www.brumbreathes.co.uk
www.modeshiftstars.org
www.tfwm.org.uk
- Follow us on Facebook or Twitter at [@bhamconnected](https://www.facebook.com/bhamconnected)
- Contact us by e-mail: connected@birmingham.gov.uk

To find out about activities taking place locally, make sure you subscribe to our monthly Birmingham Connected e-newsletter.

To subscribe e-mail: connected@birmingham.gov.uk



REGULAR CAMPAIGNS & EVENTS



National events and campaigns take place throughout the year which you can take part in to promote greener, healthier travel to your employees. Listed below are some key travel related events, including some school focused activities which are also great to promote to your employees. Please note exact dates vary slightly from year to year – please check the appropriate websites for more details.

- March: Sustrans Big Walk and Wheel: www.bigwalkandwheel.org.uk
- May: Living Streets National Walking Month: www.livingstreets.org.uk
- June: Cycling UK Bike Week: www.cyclinguk.org
- June: Clean Air Day: www.actionforcleanair.org.uk
- August: Cycle to Work Day: www.cyclescheme.co.uk/cycletoworkday
- September: Travelwise Week and World Car Free Day: www.travelwiseweek.org.uk
- October: International Walk to School Month: www.livingstreets.org.uk
- November: BRAKE Road Safety Week: www.brake.org.uk

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