



Better Transport for Better Business

Toolkit for greener business travel

June 2023





Contents

Foreword	3
Better transport is better for businesses	4
Better transport is better for the economy	6
The business toolkit	9
Greening the commute	10
Travel planning	10
Car clubs	10
Car share	11
Supported bus provision	12
Shuttle bus provision	12
Cycle to Work scheme	13
Business travel	14
Online meetings and flexible working	14
Rail first business travel policy	15
Freight and deliveries	16
E-cargo bikes	16
Rail freight	17
Electric vehicles	18
What more can you do?	19
References	20

Foreword

Welcome to **Better Transport for Better Business** – our new toolkit, designed to help organisations – small or large, private companies or public sector – adopt greener transport options. This helps make organisations more efficient, to prepare the ground for the move to Net Zero, and to provide an opportunity to project a positive image of environmental responsibility.

But this document is not just about projecting green credentials for reputational purposes. It is a hard-headed, pro-business report, drawn up with the help of the business community itself, which shows how doing the right thing environmentally can increase productivity, widen the workforce pool available, bring more customers and ultimately increase profits.

This is about **Better Transport for Better Business**.

We hope you find it useful and we would welcome any comments you might have.



Rt Hon Norman Baker
Director of External Affairs
Campaign for Better Transport



Better transport is better for businesses



Access to good quality transport networks is essential for all businesses, whether a market trader or a multinational bank.

While roads infrastructure is important for the movement of people and goods, having access to sustainable transport options – public transport, walking and cycling infrastructure – offers potential for growth in a variety of important ways:



Access to labour

The better the transport links, the larger the pool of labour for businesses to hire from. Employees also have a greater access to jobs with more organisations within a wider area. This drives up standards and competition, creates a higher skilled workforce and drives faster economic growth. Businesses understand that location matters, and almost 60% of UK firms consider transport infrastructure as a major influence on their business location.¹



Retaining talent

With a labour market that is ever more flexible, international and capable of accessing a wide range of opportunities, business location is also paramount in attracting and retaining employees. Given that 77% of jobseekers in the UK do not have access to a car,² and ethnic minorities are also less likely to drive, good public transport access is particularly important in attracting a diverse workforce, encouraging better equality of opportunity and promoting social mobility. Younger people and others who are increasingly prioritising sustainability in the context of a global climate crisis, also value businesses which encourage sustainable transport choices either through their location or their policies.



Employee wellbeing

Public transport and active travel offer direct benefits for physical and mental health, in turn resulting in happier and more productive staff. Having more active employees leads to increased productivity, higher morale, and lower turnover for the employer. Actively promoting healthier travel options in the workplace reduces absenteeism by up to 20%.³ People who are physically active take 27% fewer sick days each year.⁴ In addition, 54% of people who cycle to work feel happy and energised during their commute – more than any other mode.⁵



Journey time savings

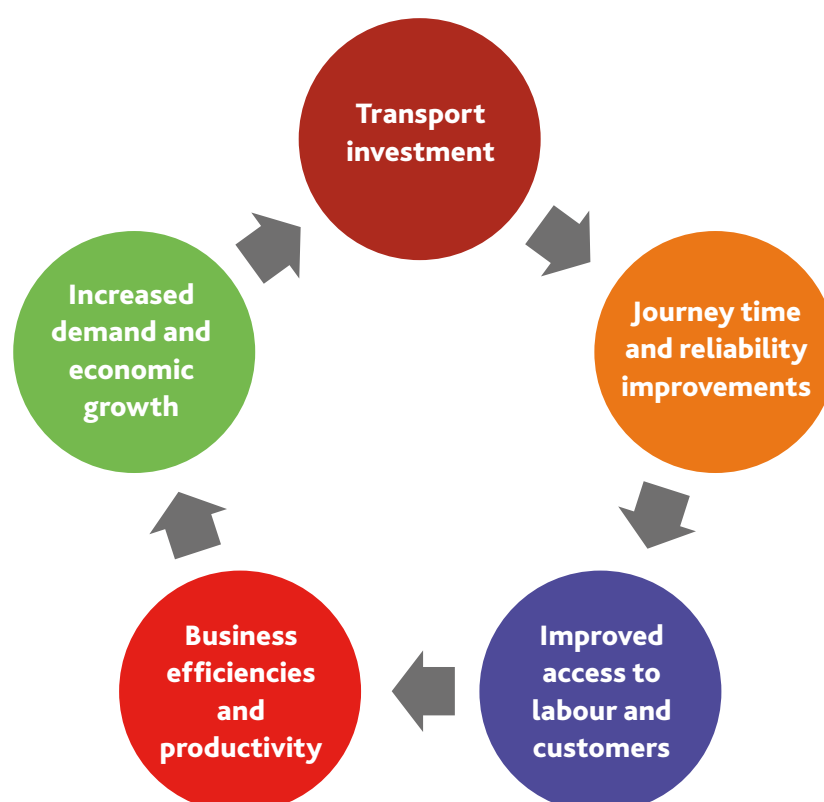
One double-decker bus can take 75 cars off the road, and one freight train can remove up to 129 lorries from busy motorways.⁶ The more people and goods that are moved by efficient, high capacity modes, the more it reduces congestion. This improves journey time reliability and creates time savings for businesses, which can then fit in more jobs in a day.



Access to customers

Good public transport, walking and cycling connections and an improved public realm also attract more customers. Many businesses, particularly high-street based retailers believe that car access and parking provision are paramount for customers. However, customers actually prioritise better road crossings and less traffic.⁷ Studies have shown that shoppers on foot can spend up to six times more than those who arrive by car.⁸ When streets are regenerated to boost walking, there is a corresponding impact on turnover, property values and rental yields – well-designed improvements can boost footfall and trading by up to 40%⁹

Better transport links and giving priority to active travel options therefore create a virtuous cycle of better economic outcomes for businesses, with increased productivity and demand. In turn, the economic growth generated means the area is more attractive to more businesses and residents, necessitating further transport investment.



Better transport is better for the economy



As better transport connections promote business opportunities, they also support overall economic growth.

The bus, rail and cycling sectors have direct benefits through creating economic activity and tax receipts, which also extend to their supply chains. In addition, any journey walked, cycled or on public transport saves journeys made by motorised transport. This creates indirect economic benefits from congestion and journey time reduction. Research shows that in the UK's six largest cities alone, public transport generates £1.4 billion in time saving benefits for commuters from reduced congestion every year. A further 10% reduction in regional journey times could support 1,950-12,600 jobs.¹⁰



Improved transport connectivity also opens up employment, leisure and social opportunities, particularly for underprivileged areas and sections of society who are less likely to have access to private cars. Only 16% of households in the highest income bracket had no access to a car or van in 2021 – compared to 38% of those in the lowest bracket. In addition, as many as 48% of people on low incomes had no access to a car or van in 2015.¹¹ This shows that, as public transport connectivity has worsened over time, more people have been pushed into car ownership. However, for people on low incomes, operating and maintaining a car comprises a bigger proportion of their income, meaning they are pushed into transport poverty over time. Therefore, improving public transport access would offer a more affordable alternative to them.

The extent of transport poverty is significant: one study estimates that 3.3 million people in the North of England, or 21.3% of the population, live in areas in which there is a relatively high risk of social exclusion because of issues with the transport system, and this is particularly so in former manufacturing and mining communities, in coastal areas, and in smaller towns and cities.¹² This chimes with our own research which found 84% of deprived 'left behind' neighbourhoods have worse overall connectivity than the English average, and just over 24% of households in those areas are out of work and have no access to a car, almost double the national average.¹³

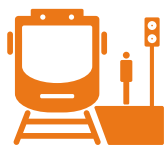
Indeed, people's access to jobs can be drastically restricted by limited, expensive or non-existent public transport options. A vast majority (92%) of frontline employment advisers serving rural communities reported that they had worked with at least one participant who had been unable to apply for or accept a job because of transport difficulties.¹⁴ On the other hand, improving sustainable transport links improves people's economic prospects and social opportunities.



Therefore, from a government and macro-economic perspective, investing in bus, rail and active travel provides much better value for money than investment in roads. Below we compare the impact across modes.

	Roads	Buses	Rail	Walking and cycling
Direct contribution to the economy	Journey-time savings quotes in scheme assessments are almost non-existent in practice, with an average of only 1.5 minutes saved during peak periods and 1 minute during off-peak. ¹⁵	Bus commuters generate £64 billion of benefits to the economy, and if bus services ceased to exist, 11% of commuters would have to change jobs or leave the job market completely. ¹⁶	The rail sector supported £42.9 billion of economic activity in 2019. ¹⁷	Walking, wheeling and cycling creates £36.5 billion in economic benefit for individuals and society across the UK. ¹⁸
Value for money	Ahead of scheme delivery a £4.60 return is estimated for every £1 spent, ¹⁹ but recently major schemes have value for money as low as £1.14 for every £1. ²⁰	For every £1 spent on bus revenue funding, £3.70 of economic benefit is delivered, and every £1 invested in bus infrastructure can generate more than £8 in economic benefit. ²¹	For every £1 of activity on the railway system itself, a further £2.50 is generated elsewhere in the UK economy. ²²	For every £1 spent on walking and cycling infrastructure £5.63 is accrued in benefit. ²³
Job creation	Highways England's second road investment strategy is expected to produce 64,000 construction jobs over five years. ²⁴	A 10% increase in local bus connectivity would produce a 2.7% fall in employment deprivation. ²⁵	The rail sector is responsible for 710,000 jobs in the UK, and for every extra £100 million per annum spent on rail infrastructure an additional 2,100 jobs would be supported. ²⁶	The cycling industry including infrastructure and maintenance employs an estimated 26,000 people, paying £594m annually in salaries. ²⁷
Productivity benefits	Value of working time for a car driver/passenger: £17.69 per hour	Value of working time for a bus passenger: £10.02 per hour	Value of working time for a rail passenger: £29.18 per hour	Value of working time for a walker/cyclist: £10.02 per hour ²⁸
Indirect benefits	The 25 road schemes planned for RIS 1&2 were forecast to support over 37,000 new homes and generate almost 42,000 jobs, ²⁹ but such developments often leave residents no option but to commute and shop by car.	An 80% increase in bus passenger numbers across Great Britain by 2050 would result in road accident reductions valued at £9.3bn And lifestyle improvements valued at £5.4bn. ³⁰	Pre-pandemic, rail travel brought social, environmental and wider economic benefits that are worth £2.9bn per year to households (£107, on average) and £1.2bn to small and medium sized enterprises. ³¹	If exercise levels increased each week by a combined 30 minutes of cycling for people aged 20-64 and 30 minutes of walking for people aged 20-74, there would be a reduction of around 6,100 deaths per year. ³²

	Roads	Buses	Rail	Walking and cycling
Environmental impact	Transport is responsible for 24% of the UK's total emissions, and cars, vans and lorries are responsible for 87% of those. ³³	Buses and coaches are responsible for 2% of domestic transport emissions.	Travelling by train produces nearly 5 times fewer emissions per passenger than travelling in an average petrol car by oneself, and rail produces just 1.5% of domestic transport emissions.	If just 10% of the population switch one trip per day from car to cycling, this would save around 4% of lifecycle carbon emissions from all car travel. ³⁴
Health impacts	Road transport is responsible for 80% of air pollution, ³⁵ which is responsible for up to 43,000 deaths per year. ³⁶	An 80% increase in bus passenger numbers across Great Britain by 2050 would result in cumulative health benefits valued at £14.9bn. ³⁷	On average, 34% of public transport users achieve the recommended 30 minutes a day of physical activity in the course of their journeys. ³⁸	Regular cyclists reduce their risk of developing cardiovascular disease or cancer by 45%. ³⁹
Social impact	People of colour or on low incomes are less likely to own a car but more likely to suffer from the negative impacts of car use including air pollution and road danger. ⁴⁰	The proportion of bus and coach mileage accounted for by the lowest income quintile (8.8%) is four times higher than by the highest (1.9%). ⁴¹	9,000 people volunteer with community rail groups whose activities have an estimated annual value to the rail industry of at least £3.4m. ⁴²	Walking with others can boost moods, ward off depression, and improve self-esteem.



710,000 jobs
in the UK rail sector²⁶

£42.9 billion
of economic activity supported
by the rail sector¹⁷



£64 billion
of economic benefits generated
by bus commuters¹⁶

£36.5 billion
of economic benefits generated
by walking, wheeling and cycling¹⁸

The business toolkit



Better transport is better for businesses and the economy, so we have drawn up a toolkit of measures that businesses and other employers can undertake to introduce and encourage more sustainable travel options.

These measures help improve productivity, promote employee wellbeing and reduce businesses' carbon footprints. This toolkit is suitable for all business sizes and types, and we indicate where specific measures may be more suited for specific business types. It includes measures to green the commute, business travel and goods movements.

Step-by-step guide

1. Do a Health Check

Policy

Do you already have a travel policy in place? Do you measure ESG (Environmental, Social and Governance) impacts? Do you offer any travel related employee benefits?

Employee survey

Do a survey to find out where your employees travel from, how they travel, and what any obstacles might be to encouraging more sustainable travel practices.

CO₂ footprint calculator

Calculate the carbon footprint of your business travel using a simple calculator such as that provided by Sustainable Travel International or Mobilityways' ACEL tool.

2. Assess the options

Transport links

What are the local public transport links like? Is your place of work accessible by train, tram or bus?

Your toolkit

Review the measures in the business travel toolkit – decide whether they might work for your business and what their potential impact might be.

3. Set targets

Carbon reduction target

Having calculated your current footprint, set a target to reduce your impact over a year.

Journey proportion shift

What proportion of journeys can be substituted by sustainable transport options?

4. Take it forward

Implement

Implement the measures you decided upon.

Assess

Assess their impact.
Have you met your targets?
Tweak or add more measures, if needed.

Other useful resources can be found at

<https://travelsmartcampaign.org/travel-policies/> and

<https://greenarchconsulting.com/write-a-green-travel-policy/>

Greening the commute

Commuting is responsible for 5% of the UK's total carbon emissions (18 million tonnes a year).⁴³ Quoted and large unquoted companies and government departments are required to report greenhouse gas emissions in their directors' reports.⁴⁴ They are classed as direct emissions (scope 1), value chain (scope 2) and indirect (scope 3). Scope 3 emissions, including employee commutes, often account for more than 70% of companies' carbon footprint.⁴⁵ While frequently overlooked, they need to be tackled by companies committed to reach net zero.

Travel planning



A travel plan is a strategy for managing the travel generated by your organisation. This involves reviewing current travel and developing a bespoke plan for employees and the company. It is suitable for all company types and sizes. Some local authorities may provide this service for free, or there are providers of specialist software and tools to support employers.

Case study:

The NHS employs 1.3 million people and is responsible for around 4% of the UK's total emissions.⁴⁶ As part of its commitment to reach net zero by 2045, it set a requirement for Trusts to produce Green Travel Plans to promote sustainable commuting options to staff and patients. NHS Lanarkshire, which has a 12,000 people workforce across three main hospital sites, used Mobilityways' ACEL tool to gain insight into commuting challenges. They discovered 96% of employees had a viable sustainable option available to them. They offered personalised travel plans for all staff, among other measures, and are already seeing improved productivity and wellbeing.⁴⁷

Car clubs



Employees commuting by car can create massive parking pressures for organisations, in addition to the emission impacts. Sharing car trips is an effective way to tackle this. There are two main ways to implement this: car clubs and peer-to-peer car share.

Car clubs provide hire cars on pay-per-trip basis, giving individuals and organisations access to a car without being tied to ownership. All costs including fuel, insurance and maintenance are included in the hire price. Car clubs have been proven to reduce mileage overall, with 20 private cars taken off the road by each car club car in the UK. The average car club car also produces 27% less carbon dioxide emissions and 89% less nitrogen oxides than the average UK car, with a high percentage of electric vehicles.⁴⁸ Replacing company cars with car clubs is an effective way to cut costs, reduce the size of the fleet, improve utilisation, and reduce emissions. A list of accredited car club providers can be found at <https://www.como.org.uk/shared-cars/existing-schemes-and-operators>. Many offer bespoke provision and platforms for employers.



5%
of the UK's total
carbon emissions are
due to commuting⁴³



20

**private cars are taken
off the road by each
car club car in the UK**



Case study:

A branch of Siemens replaced its 20-strong fleet with 14 dedicated on-site Enterprise Car Club vehicles across its two sites in Lincoln and one in Aberdeen in 2019. Staff use a smart ID card to book the vehicles by the hour or by the day. Within six months, they had cut travel costs by 28%.⁴⁹ This was subsequently extended to the Hull, Congleton and Manchester sites, which reduced Siemens' car fleet by one-third. In 2022, Siemens expanded access to the wider Enterprise Car Club fleet to all its 15,000 UK employees.⁵⁰

Enterprise also works with more than 40 local authorities and other partners across the UK. For example, Tewkesbury Borough Council in Gloucestershire introduced six dedicated car club vehicles for staff in 2020. This reduced its road travel emissions by more than four tonnes of CO₂ within six months and is estimated to make annual carbon savings of around 8.6 tonnes.⁵¹

Car share



Peer-to-peer car sharing is where people offer privately-owned vehicles for rent to others via an online platform. Hiyacar, Liftshare and other accredited providers can be found at <https://www.como.org.uk/shared-cars/existing-schemes-and-operators>.

The platform provides insurance. This option can provide solutions in areas where a car club model would not be economically viable. Providing car club or car share-only parking bays at the workplace is another effective tool to encourage sharing. This can help reduce the need for parking provision on the premises, free up valuable space and cut costs.

Case study:

Arup used Liftshare to reduce car parking pressure. At their Solihull office, which employs 900, the company provided 320 parking spaces. The car park was experiencing major capacity pressure, causing stress to staff. The company used the Liftshare app to enable staff to share rides, and designated car sharing bays in a section of the car park. This helped more than halve single passenger trips, with 56% of staff sharing a commute. As a result, over 6.5 million miles were not driven, 1,500 tonnes of CO₂ emissions were prevented, and staff saved over £1.5 million in fuel costs.⁵²

Supported bus provision



In some cases, staff may be willing to use public transport, but provision may be infrequent or inconvenient. Organisations can work with their local authority and bus operators to adjust services, where possible, to better serve the needs of the local workforce and wider community. Local authorities have a non-statutory duty to fund local bus services where these are not commercially viable but are necessary for social or economic reasons, and many local authorities do. But in a stretched public funding environment, sometimes employers have taken the initiative to fund services.

Shuttle bus provision



Where a commercial or local authority-supported bus service is not an option, providing a dedicated shuttle bus could be a practical option for larger organisations. The routes can be bespoke, for example providing full home-to-work services or collecting employees from a local train station, bus stop or park and ride facility. For larger campuses, an intra-campus shuttle could also be an option. Companies can organise their own vehicles and drivers or they could work with providers like Zeelo to organise provision. A company shuttle bus reduces employees' travel costs and stress, allowing them to prepare for the workday en route, thereby increasing productivity. It also improves punctuality, by reducing congestion and the risk of employees being stuck in traffic. Additionally, it decreases the need for parking provision.

Case study:

Chef Raymond Blanc self-funded a rural bus service to his Michelin star restaurant La Manoir aux Quat'Saisons in Oxfordshire. The number 46 bus now runs hourly until 2am seven days a week, and Blanc's funding has enabled the Oxford Bus Company to double the number of buses on the route, extend it, and purchase two new buses. The bus has not only helped customers reach the restaurant, it has also enabled the business to widen its employment catchment pool, and allows staff to travel to and from work at reasonable hours and cost.⁵³

In another example, Cheshire Constabulary used Mobilityways' tools to analyse commute options for all 1,754 employees working at their Winsford HQ. The survey showed only 6% of employees were within walking distance and public transport was not viable for 91% of them. The route analysis showed that minor adaptations to the local bus routes would allow substantial increases in police staff bus use so a partnership with the local bus operator was formed.⁵⁴

Case study:

Amazon has four London bus routes, which are run by different operators under agreement with the company. They help staff get to their warehouses on the outskirts of the capital – in Dartford, Tilbury and Hemel Hempstead.⁵⁵ The company also worked in partnership with Kent County Council, Dartford Council and operator Go Coach to run a new 24/7 bus route called Fastrack AZ to its Dartford warehouse rather than providing parking on-site. The route serves both Amazon staff and the general public and runs every 15 minutes during the day and every 30 minutes overnight.⁵⁶ Amazon also works with Zeelo to provide commuter services to Amazon sites across the UK.⁵⁷

Cycle to Work scheme



The Cycle to Work scheme is a salary sacrifice employee benefit scheme, operated by accredited providers such as www.cyclescheme.co.uk. Employees are able to purchase bikes and accessories from a range of retailers and the cost is taken out of their pre-tax salary directly through their payroll, which means they pay less Income Tax and National insurance. This means that most scheme participants save between 32-42% on the cost of their bike and/or accessories during their initial hire period.⁵⁸

Another option is for employers to provide tax-free loans to the employee to buy cycling equipment or an annual season ticket, which is then paid back through salary sacrifice. Employers can also procure bicycles and make them available to employees either individually or on a shared basis. To further encourage cycling to work and other forms of active commuting, employers need to provide suitable facilities at their premises such as secure bike storage and changing rooms with showers.

51%

of employees want to cycle
to work post-pandemic⁵⁹



Case study:

The pandemic has increased people's awareness and willingness to cycle, with 51% of employees wanting to cycle to work.⁵⁹ The year to June 2020 saw a more than 120% increase in the number of people joining the Cycle to Work scheme compared to the previous year.⁶⁰ Sellafield Ltd signed up to Cyclescheme and has seen 3,000 employees take up the provision since 2014. As a result, over 200 bike shops have been used by employees, and over £2 million has been spent on bikes and accessories.⁶¹

Business travel

Depending on the type of organisation, travel in the course of the working day to meet clients, suppliers or other partners, or to attend work events, can form a significant part of organisations' travel footprint. For domestic, intercity travel at least, there are frequently equivalent rail options, while online tools are now widely used for many meetings that may otherwise require domestic or international travel instead of driving or flying.

Online meetings and flexible working



The pandemic has reshaped working arrangements for most employers. Many discovered that business meetings can be conducted just as productively remotely with the help of video conferencing technology. This can then enable more flexible working arrangements for staff, with working from home now a normal element of the working week. Pre-pandemic, approximately 12% of the UK workforce worked at least one day from home, with 5% working primarily from home. As of February 2023, 24% of the Great Britain's workforce worked from home for at least one day of the week and another 16% worked solely from home.⁶² The events industry now also facilitates many more online webinars, expanding access to best practice to a wider audience.



40%

**of Great Britain's workforce
now works from home fully
or for part of the week⁶²**

Not all organisations and roles can facilitate remote working, for example healthcare and hospitality. Where this is possible, however, it can save emissions from business travel and commuting. Being able to travel to the office more flexibly also means that people are more likely to be able to travel off-peak, saving on rail travel costs. Some companies may also be able to reduce the size of their office space, cutting operational costs. Businesses have also reported improved staff wellbeing and enhanced morale resulting from a better work-life balance.

Case study:

St Helens Borough Council has been using online technology for public meetings since 2021 allowing meetings to be livestreamed with Cabinet Members attending in person at the Council Chamber. Any presenting officers can join online and be shown on a TV monitor in the room for Members and officers present to view. Any observing Officers can watch the meeting live via the website link. Attendance was higher when meetings were held remotely.⁶³

Rail first business travel policy



Many large businesses need to travel across the country and overseas for businesses, and driving or flying can be the default mode of choice. Business travellers make up some 12% of passengers, but up to 75% of revenue on certain flights.⁶⁴ Train travel is on average seven times less polluting than air travel. While many assume that flying is faster and cheaper, travelling by train can often be the most productive and cost-effective choice for business purposes within the UK.

Our research comparing the most popular domestic and near-Europe flight routes substitutable by rail, shows that travelling by train can be cheaper or with no significant price difference than flying. When accounting for travel to and from the airport, pre-departure

checks and passport control, the train is also usually faster than the flight. Going by train also allows people to use their time productively working using free on-board wi-fi or hotspot connections, and the average rail fare is more than returned in productivity gains.⁶⁵

Therefore, for companies serious about reducing their carbon emissions, choosing the train over flying for domestic and short-haul journeys is a simple way to contribute to achieving the UK's net zero commitments. Adopting a business travel policy, whereby rail is the preferred mode where available, is an easy way to achieve this. You can see Campaign for Better Transport's travel policy https://bettertransport.org.uk/wp-content/uploads/2023/06/221209_Travel_Policy.pdf as an example.



Train travel is on average
7x less polluting
than air travel

Case study:

For several years, Deutsche Bank has operated a travel policy and approval process designed to limit business travel (particularly by air), in order to reduce costs and emissions. Between December 2021 and September 2022, the organisation reduced business road travel by 6.4%, and increased rail travel by 73%. Pre-pandemic, through a disciplined approach to travel, the bank decreased air travel on a year-by-year basis: between December 2018 and December 2019 it reduced flights by 18%.⁶⁶

Freight and deliveries

Many businesses and public sector organisations rely on the movement of goods, particularly those in the logistics, retail and hospitality, construction, trades and servicing industries. Over recent years, we have also seen an increase in online shopping and, with that, an increase in deliveries to customers' homes. Between 1990 to 2019, overall van mileage has increased by 124% and lorry mileage by 12%. Vans and lorries each represent 16% of transport emissions.⁶⁷ So moving to cleaner modes like rail and cargo bikes where possible, and to cleaner vehicles where it is not, is an important part of reducing emissions from freight and deliveries.

E-cargo bikes



Adopting e-cargo bikes for deliveries in urban areas or for last mile transfer instead of delivery by van offers a number of advantages to businesses large or small. Transport for London's cargo bike action plans suggests that one in six van deliveries can be replaced by 2030.⁶⁸ It is frequently quicker and more productive to use bikes for delivery. Cargo bikes use cycle lanes and streets or paths where motor vehicles are restricted, so they are not held up by congestion. Drop-offs will be faster and less stressful, as cargo bikes can pull up outside the destination without hindering traffic, removing the frustration of trying to find a parking space. This means that an increased number of deliveries can be made over the course of a day, improving productivity.

Aside from being a genuine move towards sustainability, and a demonstration of a company's commitment to achieving net zero, cargo bikes are a cost-cutting measure. Cargo bikes are cheaper to purchase than vans and have considerably lower running costs as they do not require fuel and only need to be charged. Cargo bikes are an affordable option for small businesses and an attractive and practical choice for companies of any size.



16%

of transport emissions come from vans and lorries⁶⁷

Case study:

Shane, a self-employed plumber based in West London, uses an e-cargo bike for his business Hammersmith Heating Ltd. Shane owns a van for longer out of town trips, but uses his e-cargo bike for 95% of his work. This saves him fuel costs and time, enabling him to fit more customers into his working day.⁶⁹

In another example, Cargodale – an e-cargo bike delivery service in rural West Yorkshire – was set up in 2020 as a pandemic response to enable local small businesses to offer home delivery, using a hired e-cargo bike. It has since expanded its delivery area and was able to open and a micro-consolidation hub and delivery booking office in a local market. It now has a fleet of seven bikes and employs four riders, delivering everything from bread and groceries to artworks. Cargodale has demonstrated that e-cargo bikes are effective in hilly rural areas and has directly supported small businesses in reducing their environmental impacts.⁷⁰

The Clean Air Market project was an example of a grant-funded pilot to help traders at London's Maltby Street Market switch from vans to cargo bikes. At least one trader purchased a cargo bike as a result of the project.⁷¹

Rail freight



Across the UK, rail freight makes a valuable contribution to the economy and environment. Each tonne of freight transported by rail produces 76% fewer carbon emissions compared with road.⁷² Increasing electrification of freight trains means rail freight is becoming progressively lower in emissions. One freight train can take up to 129 lorries off the road, meaning they relieve congestion for businesses that do need the roads.⁷³

For businesses which regularly rely on container shipments, utilising rail freight offers considerable advantages. Rail is particularly efficient for long distance deliveries, as one driver can move more containers with fewer rest stops. Containers are compatible with both road and rail transport, meaning they can simply be transferred onto HGV trailers without the need to load or unload. Rail freight is considerably more reliable and punctual, as trains do not get caught in congestion as lorries do. Transporting containers by rail is also more secure, with theft from rail freight containers rare, given the difficulty for criminals in reaching trucks and unloading trackside.

Each tonne of freight
transported by rail produces
76% fewer carbon emissions
compared with road⁷²

One freight train
can take up to
129 lorries
off the road⁷³



Case study:

Cardiff-based fashion company Peacocks uses a daily freight train service, operated by Freightliner, from the Port of Southampton to the Welsh capital. Over 2,000 containers of clothes and accessories from around the globe are transported every year directly to Peacocks' distribution centre which employs around 600 people. This daily service enables Peacocks to locate their major distribution centres near to the rail hub, knowing that the service is reliable and environmentally sustainable.⁷⁴

Electric vehicles




Where companies need fleet vehicles which cannot be replaced by greener modes or shared vehicles, switching to electric vehicles (EV) is a prudent step. They produce zero tailpipe emissions, and between 15-40% less CO₂ emissions over the vehicle's lifetime compared to a petrol car.

New EVs are still more expensive, particularly for vans, than their diesel equivalents but support is available. While the plug-in car grant for cars ended in June 2022, the Government still offers a grant for vans which offers buyers up to 35% of the cost of an electric van, capped at £2,500 for small vans £5,000 for larger vans. There is also a grant for small trucks worth up to 20% of the vehicle's value, with a cap of £16,000.⁷⁵ In addition, there are favourable tax rates on Benefit in Kind for the purchase of hybrid and

electric vehicles. EV running costs are also considerably lower than for petrol and diesel vehicles. As energy and fuel costs fluctuate, it is difficult to present a specific price comparison, but in general running an EV can be half the price per mile compared to a petrol or diesel vehicle. This means EVs make long-term financial and environmental sense.

To enable the operation of an electric fleet, companies also need to invest in appropriate levels of charging infrastructure. Through the Workplace Charging Scheme, the Government provides vouchers towards the up-front costs of the purchase and installation of EV charge-points for eligible businesses, charities and public sector organisations.⁷⁶ Local authorities may also provide support.

 EVs produce between
15-40%
less CO₂ emissions over the vehicle's
lifetime compared to a petrol car

Case study:

DPD, which operates 10,000 vehicles from 84 locations, was one of the first major logistics companies to commit to transitioning to EVs. Between January 2020 and November 2021, it went from 149 to 1,700 EVs. DPD's Vision 25 commitment to 'deliver green' to 25 major towns and cities covering 25% of the UK by 2025 is backed by a £111 million investment in EVs. Oxford became its first 'green city', with all parcel deliveries made by fully-electric vehicles from its Bicester eco-depot, which has a fleet of 40 EVs delivering more than 15,000

parcels a week. The company operates a range of EVs, from e-cargo bikes and light powered vehicles, to small vans. DPD prioritises its charging regime as home charge first, then public charging and depot charging as a last resort. To facilitate this, the company help drivers complete the paperwork to apply for the £350 home charge grant and it contributes a further £350 towards the chargers, meaning the drivers do not typically have to pay anything towards them.⁷⁷

What more can you do?

You can be a leading voice for change. Join the nation's leading business groups, chambers of commerce, transport operators and authorities in supporting our calls for Better Transport for Better Business through greater government investment, serious national and local targets for modal shift, and long-term local funding plans.

- ☒ We can provide you with template letters to send to your local MP, to Treasury and Transport Ministers.
- ☒ Make a habit of engaging with them regularly and reminding them of the importance of better transport for better business.
- ☒ Join leading national business groups in co-signing our letters and representations to cabinet members and ministers, becoming an active voice for change.
- ☒ Sign up to our pledge.

PLEDGE



As an organisation signed up in support of the aims and principles of Better Transport for Better Business we pledge to:

- ☒ Create a travel policy with clear targets to improve our practice across our business, reporting annually into ESG (Environmental, Social and Governance) reporting.
- ☒ Incorporate a targeted shift towards increasing the proportion of company journeys made by public transport (train, bus, tram), shared transport (car clubs, car share and bike share) and active travel (cycling, wheeling and walking).
- ☒ Support calls for enhanced transport infrastructure and support for business travel.

References

1. Centre for Cities (2014). Delivering change: Making transport work for cities, <https://www.centreforcities.org/reader/delivering-change-making-transport-work-for-cities/transport-essential-growth-cities/>
2. Johnson, D. et. al. (2014). Buses and the Economy II, University of Leeds, <https://greenertransportsolutions.com/wp-content/uploads/2014/07/Buses-and-the-Economy-II.pdf>
3. Sustrans (2017). Active travel and economic performance: A 'What Works' review of evidence from cycling and walking schemes, <https://www.sustrans.org.uk/media/4472/4472.pdf>
4. Transport for London (TfL) (2019). Walking and Cycling: the Economic Benefits, <https://content.tfl.gov.uk/walking-cycling-economic-benefits-summary-pack.pdf>
5. Ibid.
6. Rail Partners (2023). Rail freight has potential to boost UK economy by 5.2bn annually by 2050, say Rail Partners, <https://media.railpartners.co.uk/news/rail-freight-has-potential-to-boost-uk-economy-by-gbp-5-2bn-annually-by-2050-says-rail-partners>
7. Responding to a survey conducted as part of the award-winning Waltham Forest Mini Holland project, 57% of businesses believed that better car parking would improve access for their customers, while the top two improvements for visitors were better crossings and less traffic (32% and 31% respectively). Commonplace (2020). Creating 'Mini Holland' in Waltham Forest, <https://www.commonplace.is/customer-stories/creating-mini-holland-in-waltham-forest>
8. Lawlor, E. (2013). The pedestrian pound: The business case for better streets and places, Just Economics report for Living Streets, <https://www.justeconomics.co.uk/uploads/reports/Just-Economics-Pedestrian-Pound-Living-Streets.pdf>
9. Ibid.
10. Rail Industry Association (RIA) (2022). The economic, environmental, and social opportunities that rail brings to the UK, Oxford Economics, https://www.riagb.org.uk/RIA/Newsroom/Publications%20Folder/OE_2022.aspx
11. Department for Transport (DfT) (2022). National Travel Survey, Table NTS0703: Household car availability by household income quintile, <https://www.gov.uk/government/statistical-data-sets/nts07-car-ownership-and-access>
12. Transport for the North (2022). Transport-related social exclusion in the North of England, <https://transportforthenorth.com/wp-content/uploads/Transport-related-social-exclusion-in-the-North-of-England.pdf>
13. Campaign for Better Transport (2021). Connecting communities: improving transport to get 'left behind' neighbourhoods back on track, https://bettertransport.org.uk/wp-content/uploads/2021/04/Back_on_Track_Report_Mar_2021.pdf
14. Reed in Partnership (2021). Supporting jobseekers in rural areas: Reed in Partnership research report, <https://reedinpartnership.co.uk/uploads/reed-in-partnership-supporting-jobseekers-in-rural-areas-june-21.pdf>
15. CPRE (2019). The end of the road? Challenging the road-building consensus. Learning from previous road schemes for a better future, <https://www.cpre.org.uk/wp-content/uploads/2019/11/TheEndOfTheRoad.pdf>
16. Greener Journeys (2012). Buses and economic growth, <https://www.cpt-uk.org/news/buses-and-economic-growth-summary/>
17. RIA (2021). The Economic Contribution of UK Rail, Oxford Economics, <https://riagb.org.uk/theraileconomy>
18. Sustrans (2022). Helping people through the cost of living crisis and growing economy: the role of walking, wheeling and cycling, <https://www.sustrans.org.uk/media/11397/cost-of-living-report.pdf>
19. DfT (2015). Road Investment Strategy: Economic analysis of the investment plan, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/411417/ris-economic-analysis.pdf
20. Drysdale, J. (2022). FOI 3385 / IC-182335-R3F3, National Highways, https://nationalhighways.co.uk/media/w3rlnonz/ltc-obc-2022-foi-3385-ic-182335-r3f3_redacted.pdf
21. Arup and Greener Journeys (2018). Bus infrastructure investment, <https://greener-vision.com/wp-content/uploads/2018/11/Greener-Journeys-Arup-FINAL-REPORT.pdf>
22. RIA (2021), op. cit.
23. Davis, A. (2014). Claiming the health dividend: A summary and discussion of value for money estimates from studies of investment in walking and cycling, Department for Transport, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/371096/claiming_the_health_dividend.pdf
24. Highways England (2020). £27billion road investment to support 64,000 jobs, <https://www.gov.uk/government/news/27billion-roads-investment-to-support-64000-jobs>
25. Greener Journeys (2016). The Value of the bus to society, <https://greener-vision.com/wp-content/uploads/2016/10/The-Value-of-the-Bus-to-Society-FINAL.pdf>
26. RIA (2021). Op. cit.
27. Sustrans (2017). Op. cit.

28. DfT (2023). TAG Data Book, Table A 1.3.1: Values of Time per person
29. DfT (2021). Planning ahead for the Strategic Road Network: Developing the third Road Investment Strategy, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1045938/planning-ahead-for-the-strategic-road-network-developing-the-third-road-investment-strategy.pdf
30. CPT (2022). The decarbonisation dividend: the economic, environmental and social benefits of more bus and coach journeys, WPI Economics, <https://www.cpt-uk.org/media/fc0bzccy/decarbonisation-dividend-report.pdf>
31. Rail Delivery Group (2021). More than a journey: The railway's value to a fair, clean recovery for communities across Britain, <https://www.raildeliverygroup.com/about-us/publications/12841-more-than-a-journey/file.html>
32. Mihaylova, N. (2021). How transport offers a route to better health, The Health Foundation, <https://www.health.org.uk/publications/long-reads/how-transport-offers-a-route-to-better-health>
33. DfT (2022). Energy and environment data tables, Table ENV0201: Greenhouse gas emissions by transport mode, <https://www.gov.uk/government/statistical-data-sets/energy-and-environment-data-tables-env>
34. Dunning, H. (2021). Ditching the car for walking or biking just one day a week cuts carbon footprint, Imperial College London, <https://www.imperial.ac.uk/news/214235/ditching-walking-biking-just-week-cuts/>
35. Department for Environment, Food and Rural Affairs (DEFRA) (2017). UK plan for tackling roadside nitrogen dioxide concentrations: An overview, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/633269/air-quality-plan-overview.pdf
36. Macintyre, H. et. al. (2023). Impacts of emissions policies on future UK mortality burdens associated with air pollution, Environment International, vol. 174, <https://researchportal.ukhsa.gov.uk/ws/portalfiles/portal/44962439/Macintyre2023ImpactsOfEmissionsPoliciesOnFutureUKMortalityBurdensAssociatedWithAirPollutionEnvironInt.pdf>
37. CPT (2022)
38. Patterson, R. et. al. (2019). Physical activity accrued as part of public transport use in England, J Public Health (Oxf), Vol. 41, issue 2, pp. 222-230, <https://pubmed.ncbi.nlm.nih.gov/29893886/>
39. Celis-Morales, C. et al. (2017). Association between active commuting and incident cardiovascular disease, cancer, and mortality: prospective cohort study, British Medical Journal, <https://www.bmj.com/content/357/bmj.j1456>
40. Mihaylova, N. (2021). Op. cit.
41. DfT (2021), National Travel Survey, Table NTS0506: Travel by household income quintile and main mode or mode: England
42. Transport Regeneration (2015). The value of Community Rail Partnerships and the value of Community Rail volunteering, <https://communityrail.org.uk/wp-content/uploads/2018/06/ACoRP-Value-of-CRPs-and-Volunteering-28.1.15.pdf>
43. Mobilityways (No Date). Impact stories: NHS Lanarkshire, <https://www.mobilityways.com/nhs-lanarkshire/>
44. Department for Energy Security and Net Zero, Department for Business, Energy & Industrial Strategy (2019). Environmental Reporting Guidelines: Including streamlined energy and carbon reporting guidance: March 2019 (Updated Introduction and Chapters 1 and 2), HM Government, <https://www.gov.uk/government/publications/environmental-reporting-guidelines-including-mandatory-greenhouse-gas-emissions-reporting-guidance>
45. Deloitte (No Date). Zero in On: Scope 1, 2 and 3 emissions: What you need to know., <https://www2.deloitte.com/uk/en/focus/climate-change/zero-in-on-scope-1-2-and-3-emissions.html>
46. NHS England (No Date). National ambition, <https://www.england.nhs.uk/greenernhs/national-ambition/>
47. Mobilityways (No Date). Op. cit.
48. CoMoUK (No date). Shared cars: overview and benefits, <https://www.como.org.uk/shared-cars/overview-and-benefits>
49. Middleton, N. (2020). Siemens' UK arm slashes pool car costs with dedicated car club, fleetworld, <https://fleetworld.co.uk/siemens-uk-arm-slashes-pool-car-costs-with-dedicated-car-club/>
50. Gill, R. (2022). Siemens extends car club access to all UK, Business Travel News Europe, <https://www.businesstravelnewseurope.com/Ground-Transport/Siemens-extends-car-club-access-to-all-UK-staff>
51. Brown, K. (2020). Gloucestershire green car club reduces council emissions, FleetNews, <https://www.fleetnews.co.uk/news/latest-fleet-news/2020/01/27/gloucestershire-green-car-club-reduces-council-emissions>
52. Mobilityways (No Date). Impact stories: ARUP, <https://www.mobilityways.com/arup/>
53. Topham, G. (2022). No 46 to Le Manoir: Raymond Blanc funds local bus services to restaurant, The Guardian, <https://www.theguardian.com/uk-news/2022/aug/06/no-46-to-le-manoir-raymond-blanc-funds-local-bus-service-to-restaurant>
54. Mobilityways (No date). Impact stories: Cheshire Constabulary, <https://www.mobilityways.com/cheshire-constabulary/>
55. Marius, C. (2021). The secret London bus routes you didn't realise were run by Amazon, MyLondon, <https://www.mylondon.news/news/uk-world-news/secret-london-bus-routes-you-22125693>
56. Kent Online (2021). Amazon launches new 24/7 bus service to serve huge new warehouse in Dartford, <https://www.kentonline.co.uk/dartford/news/amazon-launches-new-24-7-bus-route-252831/>



57. Zeelo (No Date). Commute: Amazon Employee Transport Services, <https://app.zeelo.co/rides/amazon>
58. Cyclescheme (2022). How are cycle to work savings made?, <https://help.cyclescheme.co.uk/article/40-how-are-cycle-to-work-savings-made>
59. Cyclescheme (2021). 51% of employees want to cycle to work, <https://www.cyclescheme.co.uk/employers/employer-updates/51-percent-of-employees-want-to-cycle-to-work>
60. The Cycle to Work Alliance (2020). Surge in Cycle to Work scheme participants shows British are shifting their transport habits, <https://cycletoworkalliance.org.uk/surge-in-cycle-to-work-scheme-participants-shows-british-are-shifting-their-transport-habits/>
61. Cyclescheme (No Date). Case study: SELLAFIELD LTD, A cycle to work case study of Sellafield Ltd., <https://www.cyclescheme.co.uk/employers/case-studies/case-study-sellafield-ltd>
62. ONS (2020). Coronavirus and homeworking in the UK labour market: 2019, <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/articles/coronavirusandhomeworkingintheuklabourmarket/2019>, and ONS (2023). Characteristics of homeworkers, Great Britain: September 2022 to January 2023, <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/articles/characteristicsofhomeworkersgreatbritain/september2022tojanuary2023>
63. Local Government Association (No Date). Online and hybrid meetings: Case studies, <https://www.local.gov.uk/our-support/guidance-and-resources/online-and-hybrid-meetings/case-studies>
64. Campaign for Better Transport, (2023). Smarter business travel, <https://bettertransport.org.uk/blog/smarter-business-travel/>
65. Campaign for Better Transport (2023). Plane speaking: moving journeys from air to rail (forthcoming)
66. Deutsche Bank (2022). Non-Financial Report 2022, https://investor-relations.db.com/files/documents/annual-reports/2023/Non-Financial-Report-2022.pdf?language_id=1 and Deutsche Bank (2019). Non-Financial Report 2019, https://investor-relations.db.com/files/documents/annual-reports/Deutsche_Bank_Non-Financial_Report_2019.pdf?language_id=1
67. DfT (2021). Transport and environment statistics: Autumn 2021, <https://www.gov.uk/government/statistics/transport-and-environment-statistics-autumn-2021/transport-and-environment-statistics-autumn-2021>
68. Transport for London (2023). Cargo bike action plan, <https://content.tfl.gov.uk/tfl-cargo-bike-action-plan-2023-acc.pdf>
69. Grover, S. (2021). This Plumber Conducts 95% of His Business by Cargo Bike, Treehugger, <https://www.treehugger.com/uk-plumber-conducts-business-by-cargo-bike-5188214>
70. National Innovation Centre for Rural Enterprise (No Date). Cargodale, <https://nicre.co.uk/case-studies/cargodale/> Cycling Industry News (2023). Delivery of trader's market by cargo bike chops 99% of emissions vs diesel van, <https://cyclingindustry.news/clean-air-markets-cargo-bike-ev/>
71. Cycling Industry News (2023). Delivery of trader's market by cargo bike chops 99% of emissions vs diesel van, <https://cyclingindustry.news/clean-air-markets-cargo-bike-ev/>
72. Rail Partners (2023). Rail freight has potential to boost UK economy by 5.2bn annually by 2050, say Rail Partners, <https://media.railpartners.co.uk/news/rail-freight-has-potential-to-boost-uk-economy-by-gbp-5-2bn-annually-by-2050-says-rail-partners>
73. Ibid.
74. Freightliner (No Date). Case Study: Peacocks, <https://www.freightliner.co.uk/case-studies/peacocks/>
75. Shale-Hester, T. (2022). Plug-in van grant: what is it and how does it work?, Auto Express, <https://www.autoexpress.co.uk/tips-advice/354558/plug-van-grant-what-it-and-how-does-it-work>
76. Office for Zero Emission Vehicles (2022). Collection: Grant schemes for electric vehicle charging infrastructure, <https://www.gov.uk/government/collections/government-grants-for-low-emission-vehicles>
77. FleetNews (2021). DPD delivering a green agenda, <https://www.fleetnews.co.uk/electric-fleet/case-studies/dpd-delivering-a-green-agenda>



Icon credits: Page 3: Chart by arif fajar yulianto. Page 4: Workforce by Melissa Schmitt, Fitness by Rediffusion. Page 5: Wallet by arif fajar yulianto. Page 8: Railway station by Tomi Triyana, London Bus by Olivier Guin. Page 9: Toolkit by Creative Stall. Page 11: Driving by Cuputo. Page 13: Cyclist by Ludovic Riffault. Page 14: Online meeting by mim studio, Person at computer desk by Juicy Fish. Page 15: Conservation by Lars Meier toberens. Page 16: Cargo bike by Adrien Coquet FR, Lorry by David Khai. Page 18: Tesla-model-s 1 by Roman Vorobiov. **All via The Noun Project.**

Report authors: Silviya Barrett,
Michael Solomon Williams, Dr Stephen Goss,
Solman Khan

Campaign for Better Transport, 2023

Campaign for Better Transport,
7-14 Great Dover Street, London, SE1 4YR.
info@bettertransport.org.uk

Campaign for Better Transport Charitable
Trust is a charity (1101929) and a company
limited by guarantee (4943428).



Registered with
**FUNDRAISING
REGULATOR**