



## Maylands on the Move

### Creating behaviour change in Hemel Hempstead

ITP was appointed by Dacorum Borough Council in 2012 to manage the development and delivery of travel plan initiatives across the Maylands Business Park in Hemel Hempstead, the largest employment park in the East of England.

The initiative was branded 'Maylands on the Move' and ITP's role was to act as the Travel Plan Coordinator to engage with businesses and other stakeholders to generate greater sustainable transport use.

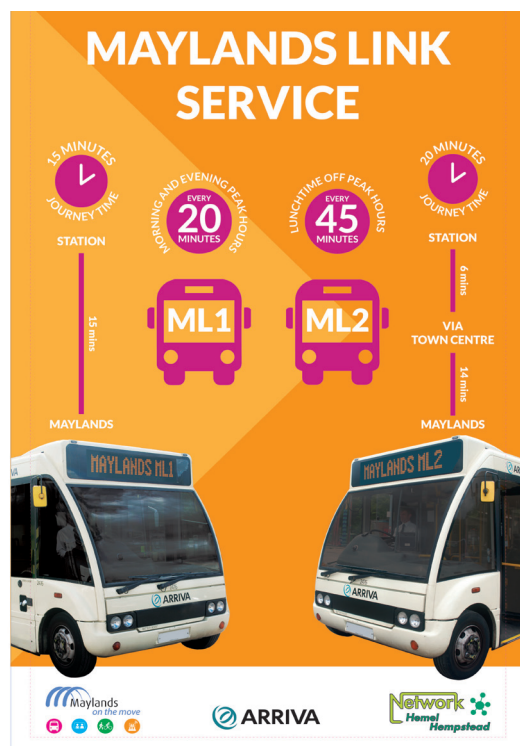
Following the successful implementation and establishment of the Maylands on the Move initiative, ITP was retained by the client to maintain the momentum of the project and build upon our previous work, introducing further information materials, and continuing with business engagement activities.

The project has:

- Engaged with 80+ businesses
- Achieved a 5% point decrease in single occupancy car use from 82% to 77%
- Achieved a 4% point increase in car sharing, a 4% point increase in bus use and a 2% point increase in cycling to work







## Incentive and resource development

Offering incentives and resources to employees can often be the 'nudge' they need to try sustainable travel. For Maylands on the Move we liaised with local bus operators and project stakeholders to negotiate a suite of incentives to attract and retain business' commitment to the project. To support this we also created travel plan resources for businesses to utilise to promote sustainable transport to their employees.

## Marketing and promotions

Communication channels are key when creating and managing business travel networks and finding ways to engage with businesses over longer periods of time. At Maylands, we introduced a regular e-newsletter to update businesses on new initiatives and provide key information about local and national sustainable travel events that they could promote to their employees.

We held 'transport sprints' at certain points throughout the year to intensively promote a mode of transport, aligned with the announcement of a new incentive. For example, we held a car share sprint to coincide with the launch of the Maylands Car Share site.

## Tailored travel plan advice

We led the implementation and co-ordination of an area-wide travel plan for the Maylands Business Park and offered businesses strategic and tailored advice to develop their own site-specific travel plans.

Working with some of the largest employers on the park (Royal Mail, Amazon, Britvic and UTC Aerospace) we helped them identify and implement travel plan initiatives that worked for their staff, and the evidence for the effectiveness of our approach is in the 5% point decline in car use we recorded across the park.



## Contact

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