

Smarter Small Business Travel: South East

Case study: Bowman Power



Bowman Power's Travel Action Plan has alleviated parking issues

Bowman Power has implemented a Travel Action Plan to help ease tensions around a lack of parking spaces as the business grows.

The Challenge

Bowman Power is an innovative technology company based in Southampton. The company was growing and did not have enough parking spaces for staff, despite a reasonable number of cyclists, walkers and train users. The landlord could not offer any more spaces, and it was creating difficulties, with staff parking in the visitor-only spaces. Only a small number of people had access to the showers for the whole of the site. Not all staff were aware of the transport options available to them. Their cycle shelter was old and not very user-friendly. They had obtained some Sheffield stands, but had not yet installed them.

“ With the measures that we are putting in place with Sustrans' help, we have significantly increased staff awareness of more sustainable ways to travel to work, and at the same time solved our car parking crisis. This is saving us money every day and reducing stress for our employees. We are also delighted to be reducing our carbon footprint and overall impact on the environment at the same time.

Dr. Toby King, CEO

Sustrans Solution

Sustrans worked with Bowman Power to create a Travel Action Plan. This was done in consultation with staff members. Grant funding was identified for a new user-friendly cycle shelter, which was installed together with the existing Sheffield cycle stands. A deal was negotiated with the landowner to provide better access to the shower facilities, and cycle training and maintenance classes have been offered to staff. A pool bike was purchased and Sustrans ran a kit sale providing safety and maintenance essentials for cyclists. Bowman Power intend to adapt their corporate travel policy to include a travel hierarchy for staff business travel. They also intend to improve access to sustainable travel information.

Key facts

Funder: European Regional Development Fund



2
cycle shelters installed



1
Travel Action Plan



2
Dr Bike sessions for staff

If you would like to make similar savings in your business, contact southeast@sustrans.org.uk for more information.

www.sustrans.org.uk

