

# The Christie travel and car parking strategy

**Neighbourhood Forum 18<sup>th</sup> September 2012**  
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# Developing our plan

- SWOT analysis (Strengths, weaknesses, opportunities and threats)
- PEST analysis (Political, economic, social, and technological)
- Actions
- Progress
- Next 3 months
- Strategy moving forward



# SWOT

## Strengths

- Sustainability travel policy and green travel plan
- Sustainability trust objective.
- 20:20 vision –satellite centres and mobile treatment
- Resources in place – bike shelters, showers, car sharing
- Cycle scheme, discount bus passes
- Communication links –Sustainability committee, internet, intranet, chinwag,
- Previous five year modal shift achieved
- Recognition - Green apple awards

## Opportunities

- Stakeholder relations and expectations.
- Firm direction for the next 15 years – Proposed estate strategy
- Sustainable opportunities within each business case.
- Develop and communicate exciting interactive information sites
- Metro link patients, visitors and staff
- Establish sustainable resources using BREEAM criteria
- Set achievable targets
- Meet national, regional and local legislation & guidance
- Improve present car park management
- Become an exemplar sustainable organisation

## Weaknesses

- Resources – Present infrastructure does not meet BREEAM excellent standard.
- Patients travel by car (specialist treatments)
- Limited fragmented car parking.
- Multi-storey car parking - planning withdrawn
- Not all staff embrace sustainable travel – Freedom of choice
- Inability to change perceptions on sustainable travel

## Threats

- Restricted planning development
- Carbon footprint increase.
- Non achievement of sustainable travel targets.
- BREEAM levels not achieved.
- Further congestion if elements of sustainable travel are not adopted
- Change in patient treatment and times

BREEAM – ‘BRE’ Environmental assessment methodology



# PEST

## Political

- Statutory requirements from MCC, regional government, national government and NHS policies.
- The Christie is a high profile organisation committed to meet standards.
- Trust objectives must be targeted at all skill levels.
- Embrace the governments objectives for sustainable practices NHS Sustainable development management plan (SDMP)

## Social

- Patients preference to travel by car rather than public transport
- Specialist clinical staff recruited from a wide catchment area
- Increase in cancer treatments - more patient visits
- Reluctance to break routines/change

## Economic

- Business cases to be sustainable
- Cost of carbon emissions. (Carbon Reduction Commitment)
- Sustainability competing with clinical service funding
- Identification of designated budget for sustainability.
- Cost associated with bringing about change

## Technological

- Improved public transport links
- Promote motor bike/scooter usage.
- Promote electric cars
- Electrical power supply
- Making full use of internet to promote sustainability.
- Vehicle road tax integration into the permit application
- Route planning facilities
- Contract of employment process



# Sustainable travel action planned

- **Resources** – Strategy team, expert consultants, budget and ring fencing
- **Current situation/surveys** – staff, street, car parks, permits, car share, postcode, skill mix travel links
- **Levels of expected provision** – legislation, guidance (HTM 07 03 -Transport management and car parking) , Bre environment assessment method (BREEAM)
- **Sustainability travel policy and plan** – Embrace implications for all future projects
- **Future direction and requirements**– Variations in treatment procedures
- **Consultation** – All stakeholders
- **External funding** – Transport for Greater Manchester - TfGM consultation- funding to be explored
- **Local alternatives** – Park and ride, satellite car parks. Address any security implications
- **Sustainable travel** – Continue to encourage staff to participate in sustainable travel
- **Local transport links** – Promotion of local transport network (metro link).
- **Explore other options** – Extend car sharing, electric cars, parking benefits for electric hook up and lowest car tax banding. This is not a definitive list.



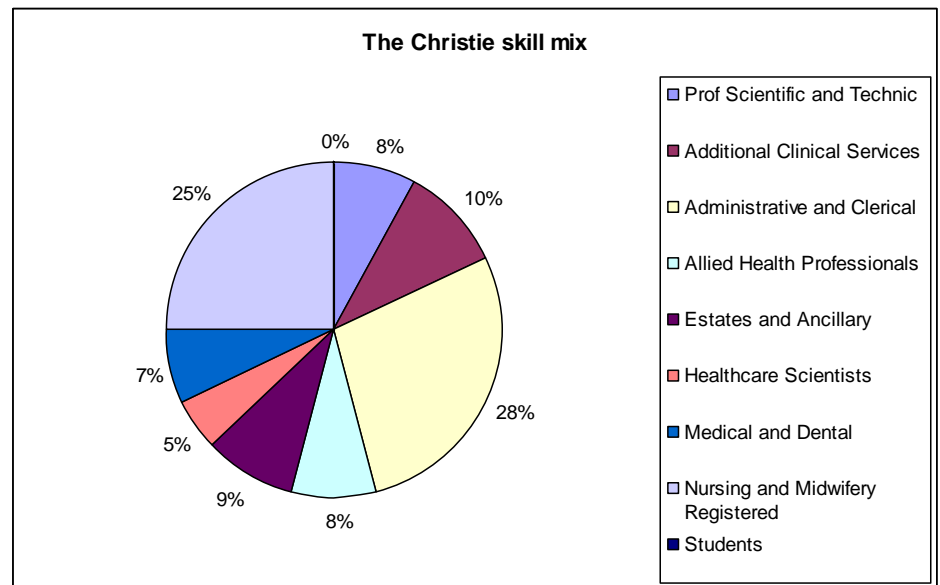
# Progress

## Resources

- Project team in place
- Strategy travel officer appointed.
- Project initiated and progressing
- New business case pro forma in place i.e.; sustainability must now be addressed
- Variety of consultants employed

## Current situation

- Independent street parking survey
  - November 2011 62.0 %
  - August 2012 59.2 %
- Daily free spaces – permits issued to maximise use of existing car parks
- Permit demand high - 689 issued
- 42 staff car share
- Cycle to work scheme
  - 90 certificates issued,
  - 76 redeemed.
- Staff mix collated - post code analysis in progress



# Progress (continued)

**Provision levels** - BREEAM criteria e.g. showers, lockers, drying facilities, number of spaces understood

**Sustainability travel policy and plan** - In place, implications being addressed, under constant review

**Future direction and requirements** – Consultants employed to devise estate strategy

**Consultation** - Ongoing with stakeholders (patient representatives, governors, staff representation)

**External funding** - TfGM - potential option of shared funding – discussions set for 8<sup>th</sup> October

**Local alternatives** - Consultants looking at land - satellite car parks, potential for park and ride

**Sustainable travel** - Updated web page with communication plan- cross-referencing to ensure all travel options clear

**Explore options** - i.e. Lowest car tax banding part of the new permit system



# Next 3 months

- Car parks reorganised
- Signage improvements- MCC Highways and AA consulted
- October 2012 TfGM shared funding discussions
- New Cycle to work scheme tender
- Additional bike racking
- Travel page re-launch and promotion of information point





# Additional ideas – Contact

- Bob would welcome any other ideas you may have regarding sustainable travel.
- Please contact on the email address below:-

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