

The road to
MIND YOUR
BUSINESS



Where we have come from

Funded by the Local Sustainable Transport Fund

Encouraging sustainable transport

Emphasis on transport and transportation

Strict geographic boundaries

Originally 0.75 post



The next phase

Part funded by Public Health

Part funded by STEP

Emphasis on the health benefits to individuals and business

Promoting cycling, walking and public transport

Currently 2 posts

Shift away from carbon footprint



The projects

**Travel
Solutions**

**Business
Travel
Support**

Travel Trainers

**Mind Your
Business**

Travel Solutions and Travel Trainers

Focus on helping the individual

Improve access to employment and training

Reduce range of inequalities including health

Promote healthy and sustainable travel choices from the outset

Priority has not changed with funding



Results so far

Client Referrals



8676

4615



**Free
travel
passes
issued**

2,060

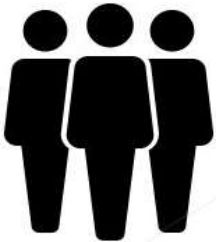


**New bikes
issued**

PLUS

**Safety
equipment**

**8,600
Solutions
Issued**



2023

Journey plans issued

220

**Travel
clients
trained**



Results so far

81% of clients still in employment

67% of clients still in the same employment

82% of clients still using the same mode of transport given as a solution



Business Travel Support

Focus on the business

Increase health and wellbeing of workforce

Promote healthy and sustainable travel

Reduce number of Single Occupancy Vehicles

Reduce business mileage

Reduce carbon footprint of employers

Priority has shifted depending on funding stream



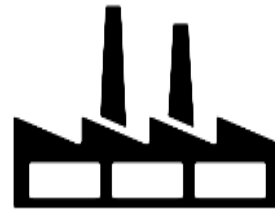
Results so far

600+



**Trial
travel
passes
issued**

80+



**Businesses
Engaged**

800+



**Bikes
Safety
checked
and
serviced
at
Dr Bike
Events**

3678

**Travel
Survey
responses**



2015 - 2016



7k

**How To Get To
Guides produced**

80+

**Events at
businesses
2015 - 2016**



Results so far

43% increase in cycling activity *
From 2010 – 2011

Small modal shifts from travel surveys

NHT Award

Biggest Improver in the Road Safety

RSBI 05-Safety of cycling +6%

RSBI 07-Safety of children cycling to school + 9

* Based on cycle counts (Mott MacDonald)



Mind Your Business

Developed in 2012 as an extension of existing projects

Focus on the business

Reduce KSI figures

Improve standards of driving for work

Strengthen driving for work policies

Promote road safety and eco driving



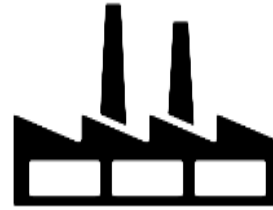
Results so far

300



**Winter
Vehicle
Maintenance
Checks**

200+



**Businesses
engaged**

2



**Mock trials
organised
with**

110

**Businesses
attending**

600+

**Attended
Theory
Workshops**



500+

**Driver profiling
log ins**



6 Seminars

**Van Safety
Drink & Drugs in the Workplace**



Engagement



Because in business one size doesn't fit all



The kicker

Simples!

Extended well beyond
geographical boundaries

Grown beyond its original remit

Working towards self-funding

Setting up charging structures

The brand . . .

**MIND YOUR
BUSINESS** 



Thank you

Any questions