5.1 Summary

Well-informed and effective inclusion of motorcycling within Travel Plans presents advantages to both employers and employees. Successful and responsible schemes offer:

- Incentives to encourage staff to switch from less sustainable modes;
- Access to a well-supported motorcycle user group;
- Effective and safe parking, changing facilities and lockers;
- Safer routes; and
- Security systems accessible to riders.

5.2 Context

A Travel Plan is an access strategy used to manage multimodal access to the workplace. It encourages modal shift from single-occupancy private cars by improving alternative travel options and promoting wider use of sustainable transport. Incentives and disincentives to persuade and support people to use alternative commuter modes can often achieve this.

Travel Plans are required to be submitted alongside planning applications for developments likely to have a significant impact on transport. They often also respond to any concerns about growing traffic congestion or car parking issues. Tailored to each individual organisation, Travel Plans are an efficient way of managing commuter journeys and business travel and valuable where parking space is at a premium.

For general guidance on Travel Plans refer to the Essential Guide to Travel Planning (DfT, 2008).

Motorcycles are an affordable alternative mode of transport where public transport provision is weak or non-existent and where distances make walking and cycling unrealistic. NTS data shows that 60% of motorcycle trips are for work, business or education, compared to 27% for cars (DfT 2009). Consequently, motorcycling should be a common feature of all Travel Plans.
5.3 Potential Benefits of an Increase in Motorcycle Use

5.3.1 Organisations and Employers

- Reduced on-site parking and congestion issues
- Increased social inclusion and equality in the workplace by expanding employees’ choices and providing opportunities for those who struggle to access public transport
- Increased productivity of a healthier and motivated workforce as a result of a reliable and less stressful journey to work. A three month study involving co-operation between a scooter manufacturer and a large accountancy firm into the effects of switching from a car to a scooter showed decreased stress levels and increased productivity (FNN 2004)
- Access to a wider human resource pool by attracting commuters who are not disadvantaged by public transport restrictions
- Potential cost savings through taking control of transport expenditure
- Improved access. This can reduce stress for both employees and visitors. It may also improve the reliability and efficiency of deliveries to and from the business.
- Improved morale
- Better relations with the local community

5.3.2 Employees

- Increased access to work and other opportunities
- Cost savings: motorcycles usually have considerably lower running costs.
- Time savings through reduced commuting time
- Access to employment and maximising punctuality through independent travel
- Facilitating multipurpose trips combined with the daily commute
- Reduced stress and better quality of life

5.3.3 Environmental

The Government’s Advisory Group on Motorcycling concluded that motorcycles, “through lower energy requirements, use less fuel and emit far less CO2 than cars” (AGoM 2004). Motorcycles also have a lower fleet average CO2 than cars (100-110g/km CO2 compared to approx. 145g/km for the car fleet) and use fewer raw materials and less energy for the construction of a given model (MCI 2012). Further, mopeds and motorcycles are responsible for only 0.5% of the UK’s domestic transport greenhouse gas emissions (OLEV, 2013). Encouraging more sustainable transport modes should be at the forefront of any Travel Plan. Fuel cell and electric motorcycles are becoming more widely available and are more affordable than zero emission cars. This is an area where increased popularity could yield emission benefits against all other modes, including public transport.
5.3.4 Reducing Congestion

The majority of commuter vehicles used for journeys to and from work have only one occupant. Combined with their small “footprint”, this means that motorcycles:

- are efficient in their use of road space and alleviate the increasing problem of congestion. These space benefits are particularly evident at overcapacity junctions.
- require less parking space provision than four-wheeled vehicles. As many as five motorcycles can be parked in a single space designed for a family saloon (Chapter 6).
- enable quicker journey times and often without the stress of being held up in peak time traffic. This leads to individual and corporate congestion savings.

5.4 Incentive Schemes

A number of organisations have incentive schemes and other supportive initiatives. These vary to suit individual organisational needs. One example is to provide interest-free loans for up to £5000 to encourage the use of smaller motorcycles. The loan can contribute towards purchase and running costs and mutually benefit both the employer and the employee.

5.4.1 Example 1: University of Bristol

The University offers staff an interest free loan of £1000 to acquire a motorcycle for commuting purposes. The University purchases the motorcycle and the employee repays the loan over a 12-month period.

5.4.2 Example 2: GCHQ Cheltenham

In 2012, on a second revision of its travel plan, GCHQ reviewed all its initiatives aimed to support staff that commute by motorcycle. The Plan makes several strategic recommendations including improving parking provision, providing a new drying room, increasing security and locker facilities, and publicising the interest-free loan scheme.

5.4.3 Example 3: “Wheels to Work” Scheme

‘Wheels to Work’ (“W2W”) is an incentive scheme designed to provide transport solutions to those who experience barriers to education, training and employment because of poor public or private transport. The individual schemes can include loans of mopeds, scooters or bicycles, travel planning, advice or subsidised travel tickets.

The concept was originally trialled in 2002 and, following its success, there are now around 35 W2W schemes operating throughout England.
Most schemes specifically target young, unemployed people (16 – 25 years old) who have secured a job offer or work placement. However, other schemes extend eligibility to other age groups, job hunting activities and education opportunities. Typically, a W2W scheme will charge between £15-30 per week for a motorcycle. All schemes provide compulsory basic training (CBT), insurance and safety/protective equipment. Some offer assistance with licence applications. The loan of the motorcycle usually lasts until the person has succeeded in obtaining their own transport (on average around 6 months).

In 2012, with the support of Government funding, the Motorcycle Industry Association established the Wheels 2 Work Association as a national organisation to represent schemes around the country and to facilitate a national network. It aims to share best practice and assist with business modelling and procurement strategies. A ‘toolkit’ to assist local authorities in implementing a W2W scheme was produced by the Countryside Agency in 2002. This is currently being updated by the W2W Association.

Local authorities can lead the way by adopting similar schemes for existing or potential employees. Many councils operate ‘Wheels to Work’ schemes such as Cornwall, Staffordshire, North Lincolnshire and East Riding of Yorkshire.

5.5 Industry Initiatives

5.5.1 Ride to Work Day

Each year, the industry promotes the benefits of commuting by motorcycle by organising a “Ride to Work Day”. Riders are asked to use their motorcycle or scooter to commute to work and demonstrate the benefits of commuting on two wheels. The event, now in its 15th year in the UK, reported its highest recorded levels of participation in 2013. The organisers also use this to promote the “Get On” initiative which offers free motorcycling taster sessions around the country.

5.6 Issues to Consider

5.6.1 Safety

Although the safety of individual riders is improving, motorcyclists still represent a high proportion of road casualties. Health and safety regulations require employers to be responsible for the safety and welfare of all employees, as far as is reasonably practicable. Employers who encourage motorcycle use for business purposes should perform a thorough risk assessment and review this periodically. This applies to all occupational road risks. It is important that employers consider risks to employees on the road in the same way as those within the workplace.

Some organisations with Travel Plans in place offer training (or financial assistance for training) as an employee incentive to encourage modal shift.

All novice riders must complete CBT. It is important to remember that the skills to operate a car are very different from those required to operate a motorcycle safely and appropriately.
5.6.2 Raising Awareness

Publicity and promotion are essential elements of actively encouraging any change in commuter modes. Employers need to understand that once the infrastructure is completed and facilities are in place, implementation of the Travel Plan has not finished.

When establishing a Travel Plan it is important to raise awareness of proposed changes and the effects that they may have. In the case of a shift to motorcycles, training and provision of guidance to those new to motorcycling is essential. Where possible, advanced training should be offered to more experienced users. Anyone using a motorcycle for work purposes must be aware of the risk assessment and informed about the engineering and technical standards that could better protect them.

All training should be provided to a high standard. The Department for Transport (DfT) and Driver and Vehicle Standards Agency have been developing the delivery and content of motorcycle tests. In 2013, new legislation was introduced regarding licences. The minimum age requirement for A1 category licences (light motorcycle) is 17 years old, for A2 category (max power 35kw) is 19 years old and for A (unrestricted) is 24 years old. The age requirement for Category A is reduced to 21 years for those who have held an A2 licence for two years.

The DfT continues to raise awareness of motorcycles sharing road space through their “THINK” campaign. The multi-media campaign includes leaflets, videos and TV and radio advertising.

5.7 Provision and Practical Issues to Consider

5.7.1 Accessibility

Employers should consider site accessibility when devising a Travel Plan. An actual or perceived lack of safety can significantly deter modal shift. Barriers to site access may be busy roads, complicated junctions or carriageway features that are difficult for motorcyclists to negotiate. Local maps showing the best routes to site may be useful. In some instances personalised journey plans could help those new to motorcycling.

In a similar way to bicycle provision, organisations on large sites should consider providing sign-posted routes to appropriate parking areas that are well lit and maintained for motorcycles.

It is also necessary to review road-based site security systems (such as lifting barriers and pass cards) because these may not have been designed with motorcyclists in mind. For example, a pass card can be challenging to retrieve from within bulky protective jackets whilst wearing riding gloves. Access to the site should always be well lit, well surfaced and clear of carriageway hazards such as gravel or other debris.

5.7.2 Safe and Secure Parking

Parking should be covered, well lit and equipped with suitable stands to which motorcycles can be secured. It should also be located close to the entrance of a building, on level ground and not open to abuse by delivery vehicles or used as a drop off point (Chapter 6). The use of space in non-
traditional areas for motor vehicles (eg an otherwise unused space near the road) has been effective in some areas and offers better parking provision, security against theft and space utilisation for motorcycles.

5.7.3 Changing Facilities and Storage for Safety Equipment

Motorcycle and bicycle riders need changing and showering facilities, a drying room and lockers for safe equipment storage. It would be advisable to explore the tax advantages or implications of the costs of any conversion or building work that may result from providing these facilities to staff.

5.7.4 Motorcycle User Groups

Shared interest groups are useful for providing support for potential motorcycle users, giving feedback and identifying possible improvements to Travel Plans. A user group can raise the profile of motorcycles as a viable means of commuter transport and identify safe and efficient routes to the workplace. It may be possible to negotiate discounted rates on clothing and equipment with local suppliers.

Vehicle maintenance is an important aspect of safety. User groups often hold maintenance clinics and liaise with local mechanics to negotiate special rates for newcomers and regulars.