



Car Pooling in Practice – The Heathrow Experience

4th July 2016

Theo Panayi – Sustainable Travel Manager

Heathrow
Making every journey better

Welcome to Heathrow.....

4 Metro Stations

3 Rail Stations

UK's busiest bus and coach station

31 local bus services

42,000 car parking spaces – 11,500
for colleagues

12.14 km²

76,500 colleagues

410 different companies / organisations

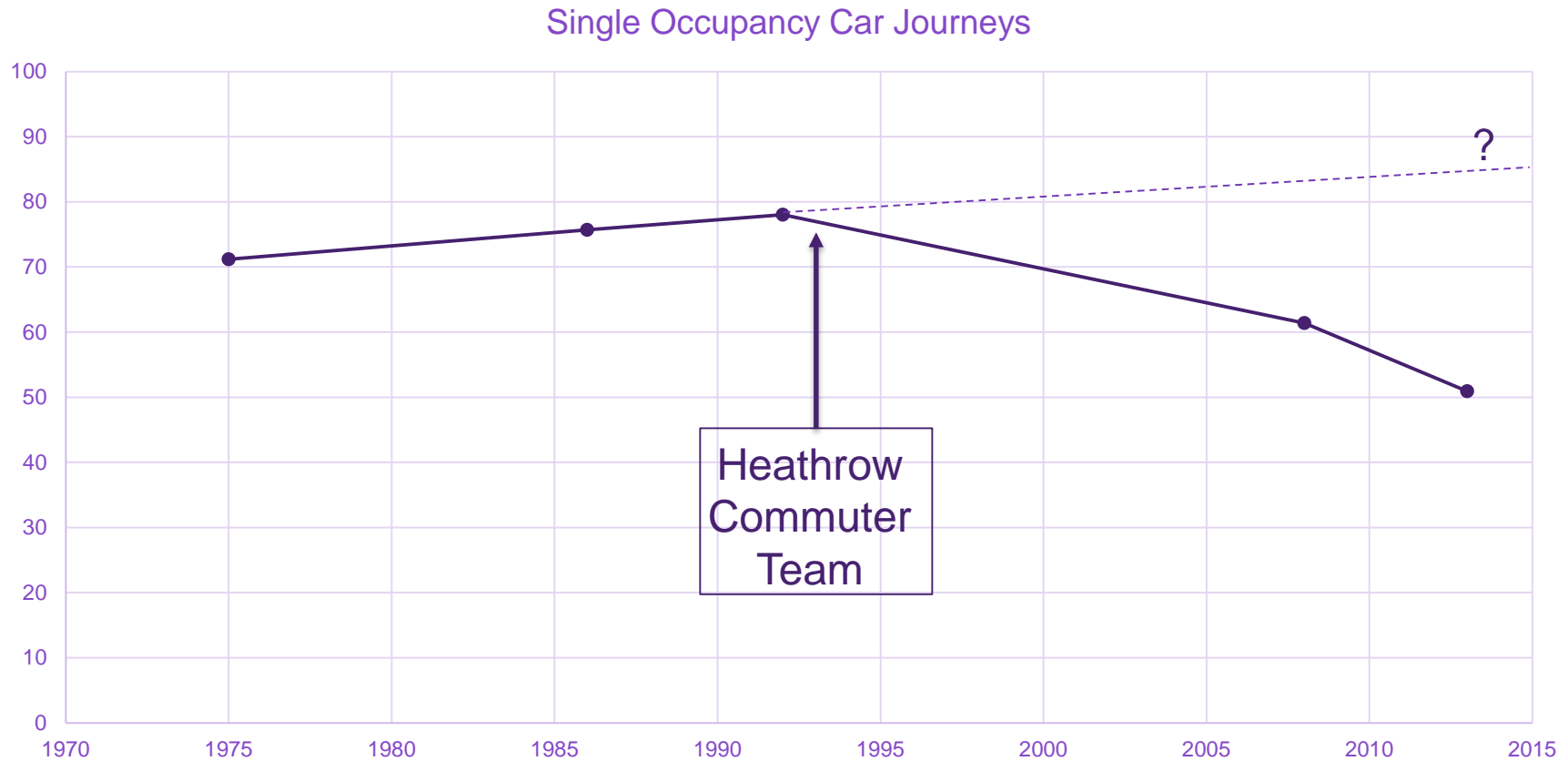
4 Terminals

Over 74 Million passengers

Heathrow

Making every journey better

Without a change in our approach single occupancy car journeys would have got worse...



We developed a plan focussing on changing behaviours...

Improving Public Transport

Discounting Public Transport

Increasing cycling

And of course car pooling....

Heathrow Commuter
Helping you make better travel choices

Catch the bus to work,
even for a 4am shift.



There are over 29 bus services to Heathrow. 10 of them can now get you to work for a 4am start. To find out which one goes your way visit heathrow.com/localbuses.

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Heathrow Commuter
Helping you make better travel choices

SAVE
75%*
OFF



Heathrow **connect**

Heathrow Commuter has negotiated a huge discount for airport workers on the Heathrow Connect rail service from 1 September 2015.

To buy a season ticket and claim your 75% discount go to your nearest First Great Western ticket office and show your company or Airport ID card to request your discount.

For more information visit heathrow.com/commuter/rail/offer

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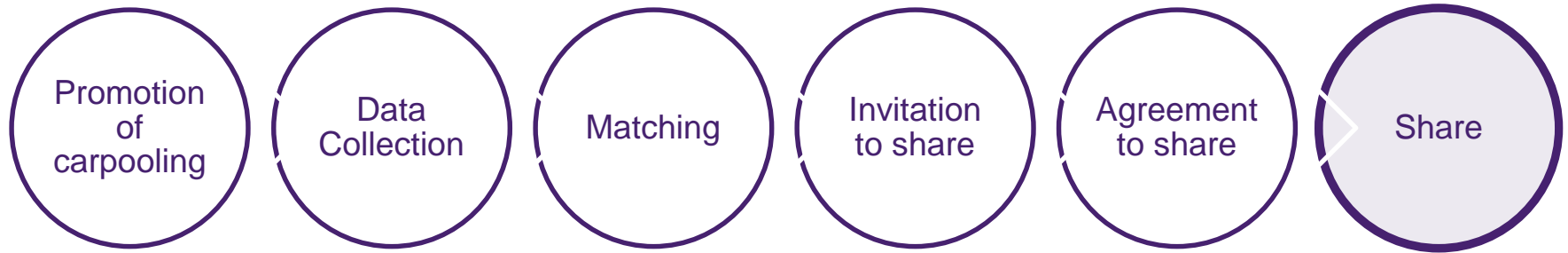
Over 400 bicycle racks
right next to work.



You can park your bicycles outside our buildings.
If you would like to find out how close you can park to work visit heathrow.com/bicycle

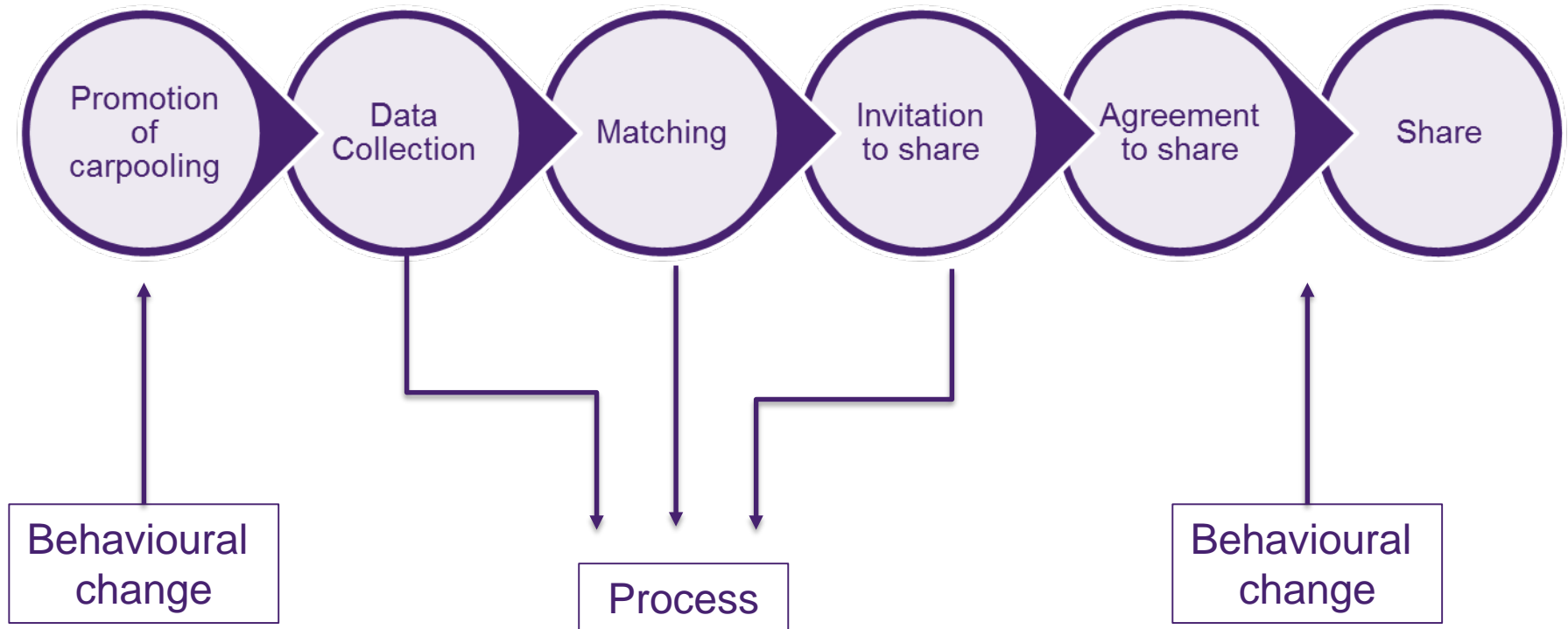
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Our history of carpooling....



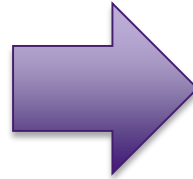
A very manual and time consuming process

We needed to spend more time at the beginning and end of this process rather than in the processing....



Our approach to the 3 M's

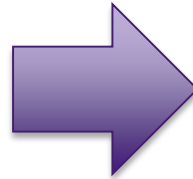
Motivate



Promotion & Marketing



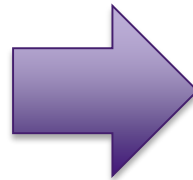
Match



Easy matching



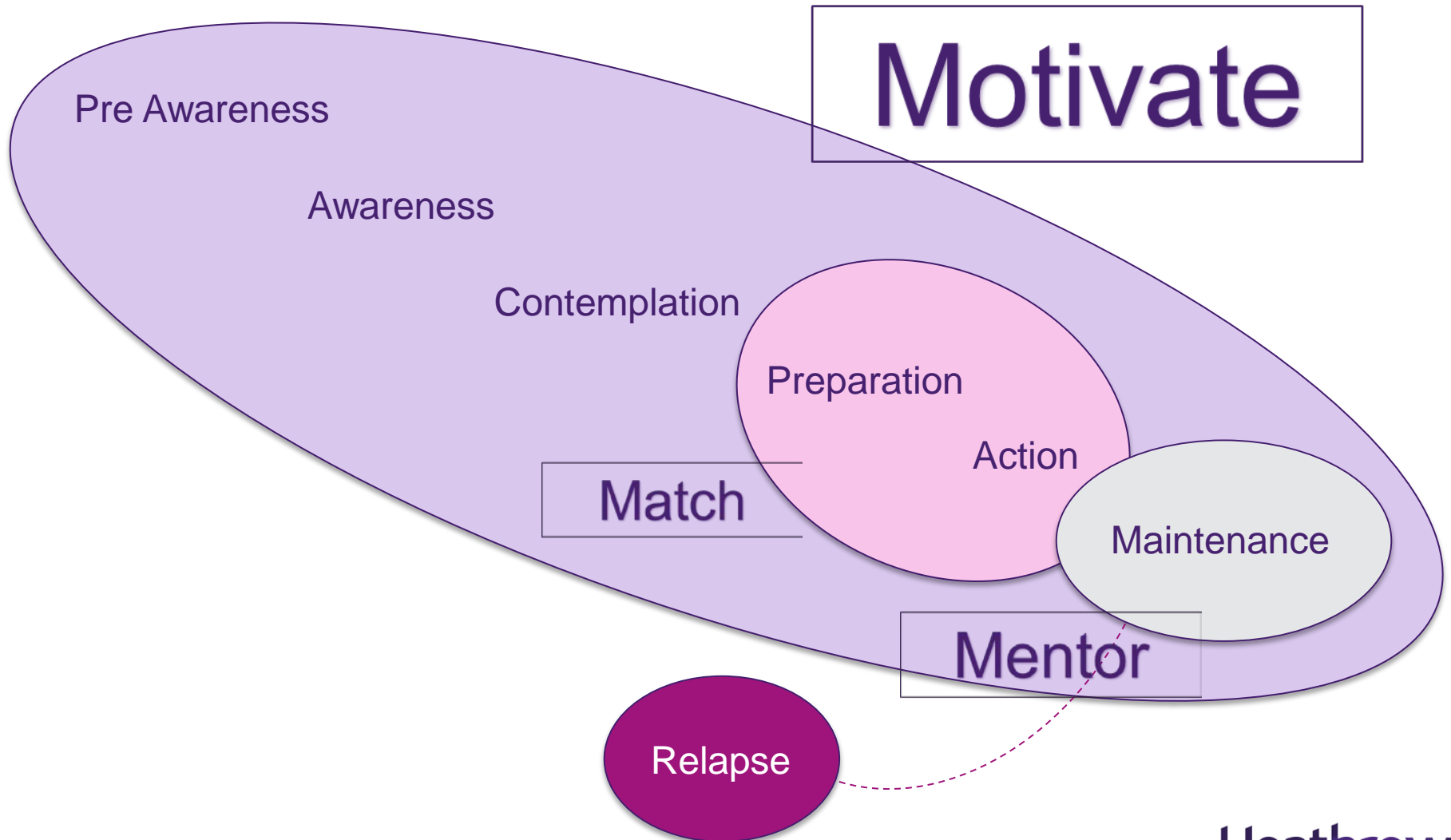
Mentor



Support



The 3 M's fits well with behavioural change theories too...



Car pooling is a bit like coffee...



← Registered - no journey

← Active Car poolers

← Registered – with journey



Too much frothy milk



Needs more work 'in the cup'



Perfect !



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Any questions?

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