



Kellogg's

Sustainable and active travel for an out-of-town site

Despite having an out-of-town location, Kellogg's was keen to promote travelling sustainably to staff at its plant in Trafford Park. Working with Transport for Greater Manchester's Travel Choices team, a range of interventions have been delivered; including a new cycle access gate, which has resulted in an increase in those cycling to work.

Kellogg's, which has its largest factory in Trafford Park, has long been committed to encouraging sustainable travel to the site, particularly focussing on the promotion of cycling.

In July 2013, Travel Choices began a partnership with the company, which included carrying out a staff travel survey, to inform an action plan.

The action plan focusses on Trafford Park's out of town location, and offers:

- **Commuter cycle promotion, including use of new and improved cycle routes**
- **Personal Travel Planning advice to staff on their commuting travel options**
- **Promoting the Partington Local Link service, a door-to-door transport service serving Trafford Park.**

This action plan was also used to support a successful application to TfGM for a £10,000 Sustainable Travel Grant to part-fund improvements for cycle storage and cycle access to the Kellogg's site through a new cycle turnstile adjacent to the upgraded Bridgewater Canal cycle route.

As a result, there has been a significant impact on sustainable commuting, including greater use of the Local Link service and more people car sharing.

The company has also seen an increase in the number of people travelling to work by bicycle.

Travel Choices' support to Kellogg's has now been extended to the company's Trafford headquarters, as well as linking with other businesses in the area to improve transport in Trafford Park. This has included direct input into consultation for the Trafford Metrolink extension, and in the redesign of bus services on the park.

Robert Squires, environmental business partner at Kellogg's, said: "Since the initial sessions run by the TfGM Travel Choices advisors an almost immediate impact was felt. We have seen an increase in cycling to work and an increase in those using the Bridgewater Way to get to work."