

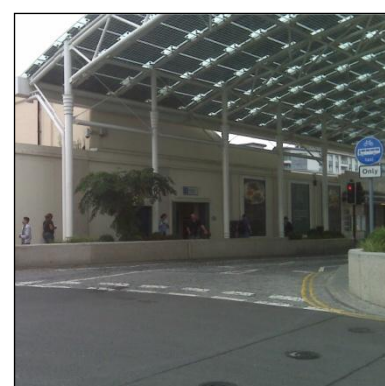
SABMiller – Travel Plan

One of the world's largest brewers, SABMiller has brewing interests and distribution agreements across six continents. Their Corporate Headquarters, SABMiller House is located close to Woking Town Centre.



Rare Spark were engaged by SABMiller to produce a Travel Plan which was requested by Surrey County Council as part of planning condition. Time constraints meant that the Travel Plan was required within 6 weeks.

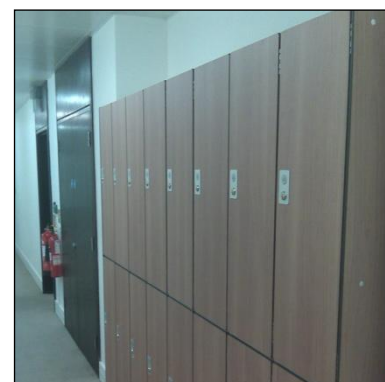
In order to ensure that the Travel Plan was produced in line with the Local Authority Guidance, an initial project meeting was staged with the Surrey County Council Community Travel Advisor.



Once the content of the Travel Plan had been agreed, Rare Spark undertook the following;

- Site Survey – An independent appraisal of all the commuting options available to employees.

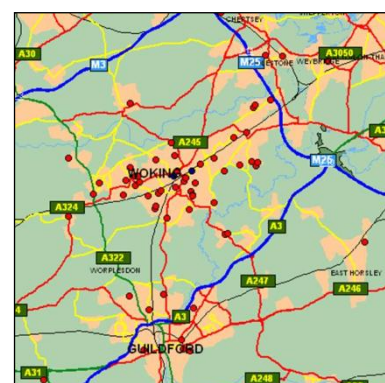
- Employee Travel Survey – Conducted via our secure website, employees were asked about their current commute and their attitudes to alternatives.



- GIS Mapping – A series of maps were produced to illustrating where employees live in relation to each other and their place of work.

Based on the findings of the Site Survey, Employee Travel Survey and GIS Mapping, Rare Spark produced a draft Travel Plan.

The Travel Plan included an overview of the current situation, the commuting options available and the current modal split¹. Travel Plan targets were also included.



Rare Spark negotiated the targets with Surrey County Council. These included targets to communicate the travel plan measures to employees as well as targets to change the modal split through the implementation of the travel plan. The whole project was delivered within the 6-week timescale.

¹ Modal split – the proportion of employees that travel to work by each mode of transport.