

PFIZER GREEN TRAVEL PLAN Kent County Council

Pfizer currently employs 5,500 staff at a site outside Sandwich, and has a strong commitment to reduce the number of cars arriving on the site. Currently the car:person ratio is 75:100, and their target is 60:100. New building has been permitted on condition that car trips are reduced by 10%, which has added weight to the travel plan. The company employs two full time travel co-ordinators on the site.



Particular initiatives include:

- Space for 400 cycles to park: currently around 250 people cycle
- Aim to increase modal share for cycling from 5% to 7%
- Cycle parking is within perimeter (security) fence; car parking is outside the fence
- Contributed £50k to the cost of constructing a cycle route from Ramsgate to Sandwich
- New buildings include facilities for cyclists; these include drying room, lockers, showers and changing facilities
- Existing buildings are being upgraded to include facilities for cyclists
- Liaison with company bicycle user group
- Map of cycle parking shelters and access to site
- Pool bikes – but low take up
- The company now offers a financial incentive of £2 per day not to bring cars.



Peer assessment of this initiative (October 2002):

- ✎ Cycle facilities
- ✎ Contributing to route construction
- ✎ Use of planning agreements

Contact Rob Smith for further information

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