

Heathr

Annual Report 2022 Year One

STAINAB

"STZ"







INTRODUCTION

2020 and 2021 were difficult years for Heathrow Airport, and consequently most financial support for public transport had to be withdrawn. All the benefits of partnership working over the previous 20+ years with bus and coach operators, and local authorities surround Heathrow, were at risk of being lost almost overnight. It was therefore very pleasing when the operators and local authorities found solutions to reduce the impact, particularly on colleagues who kept the airport operating throughout the pandemic.

Colleague travel is a very important part of Heathrow's sustainability targets. We know that over a third of Team Heathrow colleagues live within just 15 postcode areas close to the airport, but many drive to the airport every day. By targeting these colleagues, we can provide attractive alternatives that will

have the greatest chance of being effective. Providing colleagues with good alternatives to driving also benefits air passengers and the local community too.

The Surface Access Strategy Team used 2021 to work with key stakeholders to design a set of principles and priorities for a new Heathrow Sustainable Travel Zone (STZ). The STZ has enabled Heathrow to take a fresh look at its objectives and utilise its limited budget where the greatest benefits can be achieved.

This annual report shows how partnership working can deliver quick and effective improvements to encourage passengers and colleagues out of their cars. A lot has been achieved in a short space of time and we hope you agree that it is a great start to building back better.

We classify Team Heathrow as anybody with Heathrow ID (the passes issued by, or on behalf of, the Heathrow ID Centre).

2022 OUTCOMES AS A DIRECT RESULT OF THE STZ





Increase in the number of bus and coach* services arriving at Heathrow **before 04:00**



Increase in passengers using **bus route 4**



Increase in the number of bus and coach* services departing Heathrow after 23:00

ΕW

or significantly improved bus and coach services

522

colleagues joined the Team Heathrow Car Share community



made available on public transport and at the **Heathrow Cycle Hub**



given as prizes for car sharers who validate their journeys



Travel between Heathrow terminals & Hatton Cross on the Piccadilly line and H30 bus





Elizabeth line

signs in the terminals updated for the

introduction of the **Elizabeth line**



bike services carried out for free at the **Heathrow Cycle Hub**



*coach routes included are those that serve local areas at frequent intervals (at least hourly) with journey times of an hour or less, making them ideal for commuting



coach from High Wycombe (£1,000 instead of £1,440 for 12 monthly tickets)

discounts



10-trip ticket for bus route 442 (£15 instead of £25)



28-day ticket for bus routes 4, 7 and 8 (£35 instead of £70.90)

DESIGN PRINCIPLES

DATA LED

Proposals will be informed by knowledge of where colleagues live and need to travel to; current and past usage of services; take up of prior subsidies, including the Heathrow Travelcard; and future local authority and bus operator plans.

EFFECTIVE IN DELIVERING MODAL SHIFT AND RESULTING ENVIRONMENTAL BENEFITS

Proposals will support a reduction in colleague singleoccupancy-vehicle trips through providing travel options that are affordable, safe and convenient. Proposals will improve colleague wellbeing through more active travel and better journeys. Through supporting modal shift and incentivising operators to use cleaner vehicles, the STZ will deliver environmental benefits, including improved air quality reduced carbon output.

SCALABLE

A three-year plan will provide operators and local authorities with an understanding of our full ambition, and how it will build incrementally as colleagues return to work and the workforce grows in the future.

EASY TO USE

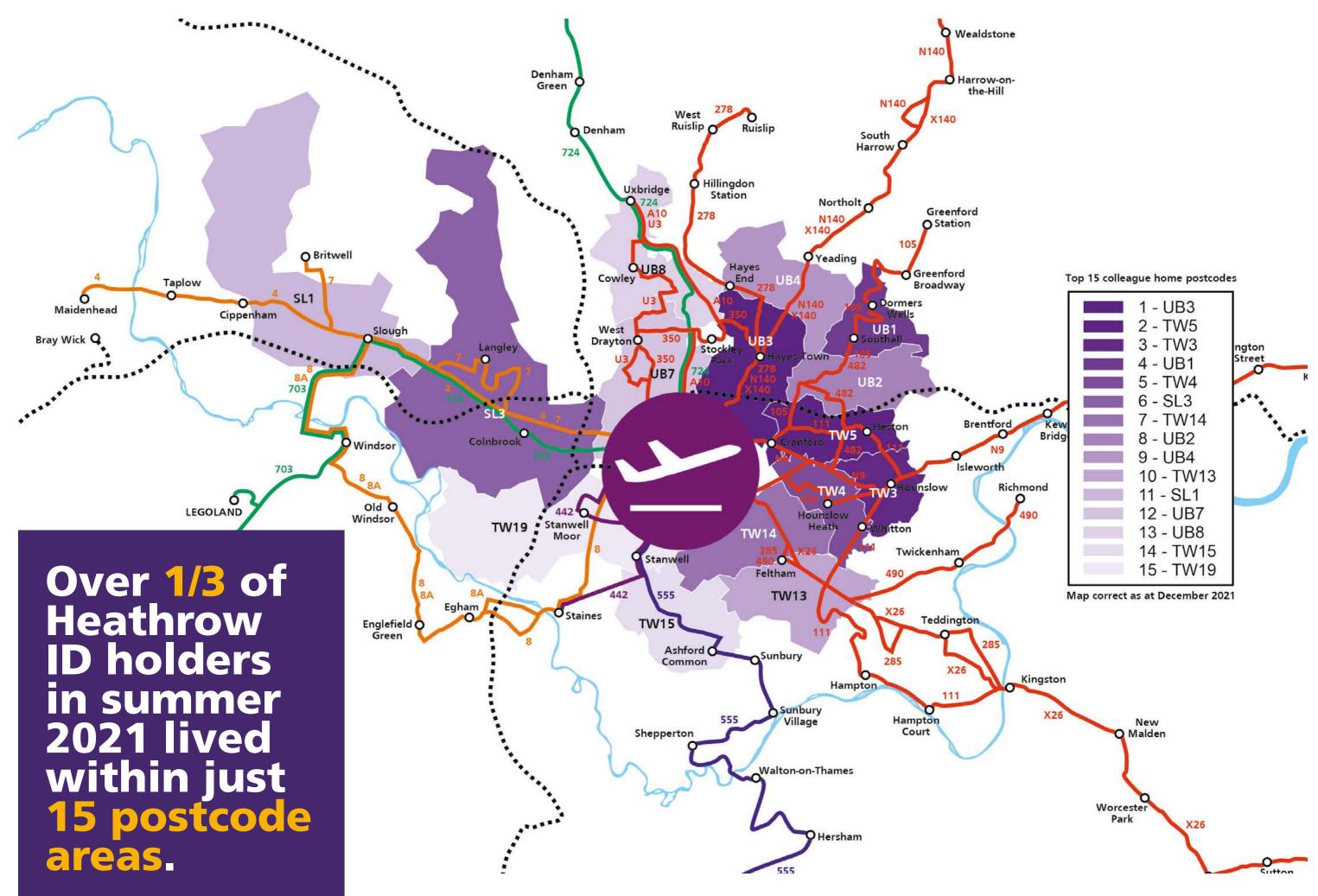
We will ensure colleagues know how to access services through provision of a Heathrow Travel Wallet, physical and online signage, branding, information and promotion.



Interventions will provide a fair system of support based on distance and deprivation in communities served. Interventions will be designed to provide all airport colleagues with an affordable journey to work.

EQUITABLE







STZ PRIORITIES

Ensure existing public transport operates at the times required by all colleagues. Many colleagues work early or late shifts which start or end at times when public transport is not always an option.



Improve active travel options for those living close enough to walk or cycle.



3.

Improve campus connectivity by ensuring free, easy sustainable transport options are available for journeys needing to be made during the working day and for the first and last mile of commutes.





Discounted travel. Bus service providers, particularly those operating from outside Greater London, will be encouraged to provide discounted tickets for Team Heathrow colleagues. This also includes some coach services where stops are within easy commuter distance.

5

New or significantly improved services to serve new areas or improve the service on existing routes (e.g. increased frequencies).

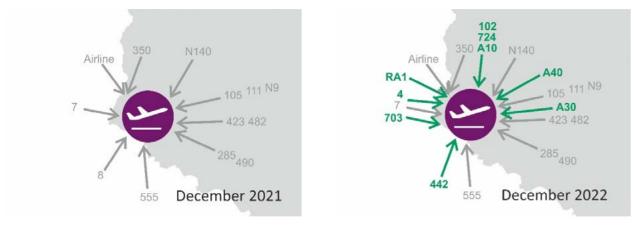
PRIORITY ONE

EARLIER MORNING JOURNEYS



Increase in the number of bus and coach* services arriving before 04:00.

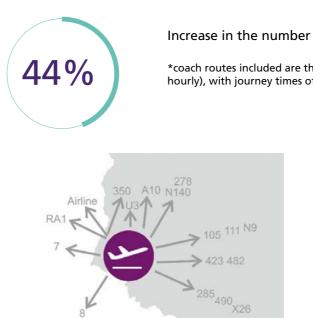
*coach routes included are those that serve local areas at frequent intervals (at least hourly), with journey times of an hour or less, making them ideal for commuting.



Date	Service	Description
10 Jan	442	Restoration of early morning journeys between Staines and Heathrow
30 Jan	A40	New coach journey before the first Elizabeth line train, calling at most stations between Paddington and Hayes & Harlington
27 Feb	4	Restoration of early morning journeys between Slough and Heathrow
13 March	703	New early morning journeys between Slough and Heathrow
23 July	703	Extension of first early morning journey from Slough to Heathrow to start at Bracknell
23 July	724	New early morning journeys between Harlow and Heathrow
4 Sept	RA1	New early morning coach journey from Reading, also calling at Twyford and Maidenhead before the first Elizabeth line train
23 Oct	442	Service extended to Egham and Englefield Green early in the morning, following the withdrawal of journeys on route 8 at these times. Weekday frequency improved compared with the previous service.
1 Dec	H30	New early morning bus service between Piccadilly line stations at Heathrow before the first Tube commences
4 Dec	4	New all-night service introduced
4 Dec	A10	New early morning journeys between Uxbridge and Heathrow
9 Dec	A30	New coach journey before the first Piccadilly line Tube, calling at most stations between Earl's Court and Osterley

Ensure existing public transport operates at the times required by all colleagues. Many colleagues work early or late shifts which start or end at times when public transport is not ways an option.

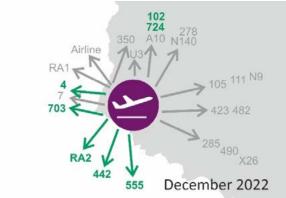
LATER EVENING JOURNEYS



December 2021 442 10 Jan Restoration of late evening journeys between Heathrow and Staines 27 Feb 4 Restoration of late evening journeys between Heathrow and Slough 13 Mar 703 New late evening journey between Heathrow and Slough 555 New late evening journey from Heathrow to Sunbury Cross 30 May Extension of last journeys from Heathrow beyond Slough to Bracknell 23 July 703 23 July 724 New early morning journeys between Harlow and Heathrow Service extended to Egham and Englefield Green in the late evening, following the withdrawal 23 Oct 442 of journeys on route 8 at these times. Later journeys from Heathrow introduced, compared to previous service. New late evening journey between Heathrow and Guildford 23 Oct RA2 4 Dec 4 New all-night service introduced

Increase in the number of bus and coach* services departing after 23:00.

*coach routes included are those that serve local areas at frequent intervals (at least hourly), with journey times of an hour or less, making them ideal for commuting.



PRIORITY TWO

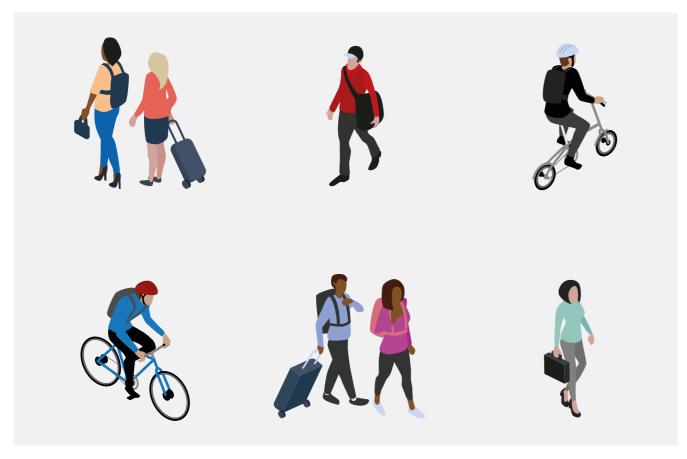
ACTIVE TRAVEL

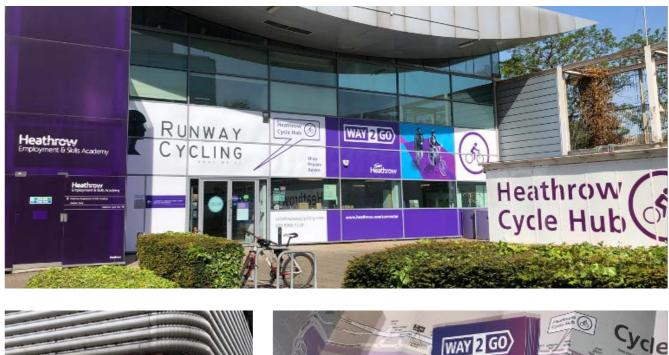
It may not be immediately obvious but walking and cycling to work are viable options for many of Team Heathrow, particularly those living within 10km of the airport (over 30% based on 2021 data).

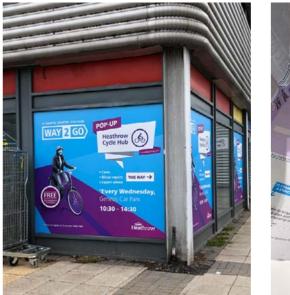
Cycling can be a very quick and easy way to get around, as the area around the airport is very flat. To help illustrate how easy it can be, we introduced the Heathrow Cycle Map in January, showing where good cycle infrastructure already exists, whilst highlighting the areas where Heathrow needs to focus its attention in future.

The Heathrow Cycle Map also shows where bikes can be parked and gives details of how to access the Central Terminal Area whilst the tunnel side bores remain closed for engineering works.

The Heathrow Cycle Hub on the north side of the airport is a great asset, providing colleagues with a number of benefits (see Priority 4), as well as a place to obtain advice and printed copies of the Heathrow Cycle Map. To help raise awareness, the graphics on the building's exterior were updated in February, and a refreshed sign on the A4 road alongside the building now points to the entrance.







To make it easier for colleagues who have no reason to visit the north side of the airport, we introduced the Cycle Hub Pop-Up in June. Located at Cargo Centre every Wednesday between 10:30 and 14:30, it provides colleagues with the opportunity to discuss cycling and also have minor repairs carried out to their bikes.

Walking and cycling from the south-east of the airport became more attractive on 4 September, when free travel on the Piccadilly line at Heathrow was extended to include Hatton Cross (see Priority 3).



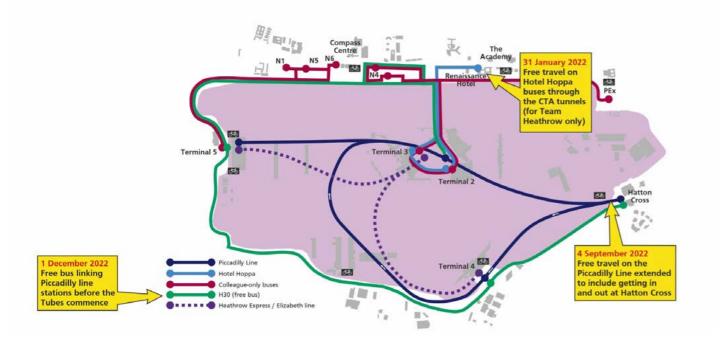
PRIORITY THREE

Improve campus connectivity by ensuring free, easy sustainable transport options are available for journeys needing to be made during the working day and for the first and last mile of commutes.

CAMPUS CONNECTIVITY

Free travel for passengers and colleagues between terminals on trains and the Underground continued throughout the pandemic. Team Heathrow has also continued to have access to the colleague-only car park buses, providing some useful free links to locations on the north side of the airport. New additions to campus connectivity for 2022 are show in the table below.

Date	Service	Description
31 January	Hotel Hoppa	Free travel for Team Heathrow between the Renaissance Hotel and Terminals 2 and 3, through the main tunnels.
4 September	Piccadilly line	Free Tube travel between all terminals extended to include entering and exiting Hatton Cross Station.
1 December	H30	Free travel very early in the morning for passengers and colleagues between Piccadilly line stations at Heathrow (before the Underground service commences).



WAY 2 GO

FREE TUBE TRAVEL BETWEEN HATTON CROSS TUBE STATION AND HEATHROW TERMINALS!

From 4 September, free Tube travel at Heathrow now includes entering and exiting Hatton Cross Tube station on the Piccadilly line.

Great news if the first or last mile of your commute includes the Hatton Cross area. It could be your opportunity to do your bit for the planet and leave the car at home. Just tap in with your Oyster or contactless. As long as you're travelling between terminals or Hatton Cross, it won't cost you a penny.

If you're a Heathrow colleague, join the Way2Go Virtual Roadshow on the first Wednesday of every month, at any time between 13:00 and 15:00 to speak to our experts about commuting more easily and sustainably.

eathrow Scan the OR code to download our free STZ guide

PRIORITY FOUR

Discounted travel. Bus service providers, particularly those operating from outside Greater London, will be encouraged 10 provide discounted tickets for Team Heathrow colleagues. This also includes some coach services where stops are within easy commuter distance.

DISCOUNTED TRAVEL

TfL bus fares are often used as comparisons across the UK, as they are generally considered as good value. These are shown below, for comparison with the Team Heathrow discounts available on non-TfL bus and coach services.



As can be seen, the STZ has provided Team Heathrow with ticket prices similar to, or in some instances cheaper than, TfL bus fares.

THE FOLLOWING DISCOUNTS FOR TEAM HEATHROW WERE INTRODUCED IN 2022:

Monthly bus tickets (includes 28/30 day variants)

Service	Valid between	Team Heathrow price	Discount
4, 7 and 8	Whole route	£35 (Direct Debit)	51%
102	Whole route	£50	58%
442	Whole route	£40	23%
555	Whole route	£45	57%

10-JOURNEY BUS TICKETS

Service	Valid between	Team Heathrow price	Discount
4, 7 and 8	Whole route	£20	43%
102	Whole route	£22.50	50%
442	Whole route	£15	40%
555	Whole route	£15	50%

ANNUAL BUS AND COACH TICKETS

Service	Valid between	Team Heathrow price	Discount
4, 7 and 8	Whole route	£420 (£35 monthly Direct Debit)	51%*
102	Whole route	£500	65%*
The Airline	High Wycombe -Heathrow	£1000	31%*

*based on 12 x standard monthly tickets

OTHER DISCOUNTS INTRODUCED IN 2022

Service	Valid between	Team Heathrow price	Discount
A30	Whole route	Free (introductory period^)	100%
A40	Whole route	Free (introductory period^)	100%
RA1	Reading, Twyford and Maidenhead to Heathrow	Free on the first journey only (introductory period^)	100%
The Airline	Gatwick – Heathrow	£90 for a 12-trip ticket (£7.50 per trip)	50% compared with a single ticket, 25% compared with a return ticket
National Express	All services	£5 (plus £2.50 postage) for Airport Coachcard valid for 12 months	1/3 off standard and fully flexible fares throughout the UK

^The end of the introductory period has currently not been determined

The following discount was introduced on 1 May 2022 for direct employees of Heathrow Airport Limited.

Service	Valid between	HAL-er
Heathrow Express	Paddington – Heathrow	Free

nployees only

Discount

100%

THE FOLLOWING DISCOUNTED TICKETS FOR TEAM HEATHROW WERE ALREADY IN PLACE BEFORE 2022

Service	Valid between	Description
555	Heathrow T4 to Heathrow Central Bus Station	£1.25 single, £2.10 day return
703	Windsor – Heathrow T5	£34 for a 28-day ticket.
724	Watford – Heathrow	£44.16 (Direct Debit) for Arriva's Employee Travel Club members
Heathrow Express	London Paddington and Heathrow Terminals 2, 3 and 5	75% discount on single, period return and carnet tickets
Hotel Hoppa	Whole network	£1.20 single, £2 day return
The Airline	High Wycombe – Heathrow	£70 for a 12-trip ticket
The Airline	Oxford – Heathrow	£90 for a 12-trip ticket

CYCLING DISCOUNTS FOR TEAM HEATHROW

The following discounts are available from the Heathrow Cycle Hub







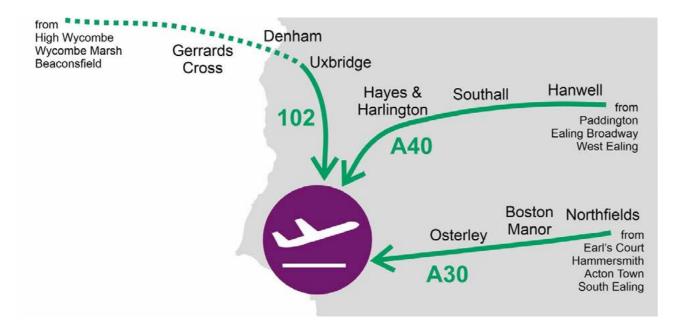


PRIORITY FIVE

New or significantly improved services to serve new areas or improve the service on existing routes (e.g. increased frequencies).

NEW ROUTES

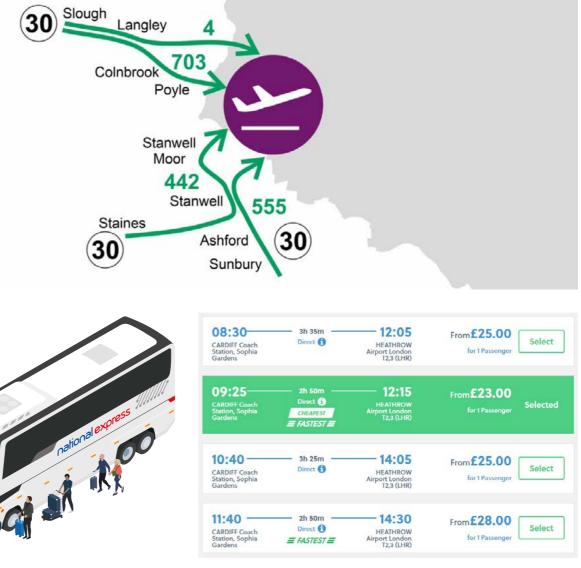
Date	Service
24 July	102 (High Wycombe – Central Bus Station) – re-extended from Uxbridge
9 December	A30 (Piccadilly line – most stations in west London early morning)
10 January	A40 (Elizabeth line – most stations in west London early morning)
9 December	008 (Canterbury – Central Bus Station) – new overnight coach service

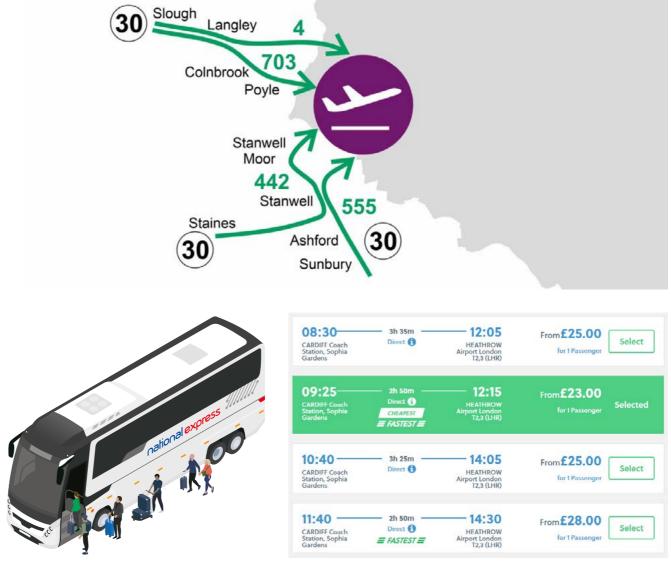




SIGNIFICANTLY IMPROVED ROUTES

Date	Service
10 July	4 (Slough – Central Bus Station
1 August	442 (Staines – Terminal 5 via S
30 May	555 (Sunbury/Ashford – Termin
27 July	703 (Slough – Terminal 5) – up
9 December	Coaches from Cardiff and New





- on) up to every 30 mins at weekends
- Stanwell) up to every 30 mins, every day
- inal 4) up to every 30 mins, every day
- up to every 30 mins, every day
- ewport faster journey times (under 3 hours)

CHRISTMAS DAY

BOXING DAY

Most public transport in the UK does not operate on Christmas Day, including all TfL services, but there have been some exceptions at Heathrow over the years. These include long-distance coach operators, as the absence of train and Underground access provides strong commercial justification. This year we had services from all five of Heathrow's coach operators (Flixbus, megabus, National Express, Oxford Airline and RailAir). Hotel Hoppa also operated their standard service on Christmas Day, and First Berkshire operated bus route 7 (Britwell – Slough – Langley – Heathrow T5) every hour commercially, from early until late.

We decided to strengthen the Slough – Heathrow corridor on Christmas Day as an experiment, to see how popular a comprehensive service would be. Therefore route 4 (Slough – Langley – Compass Centre - Central Bus Station) and route 703x (Slough – Langley – Colnbrook – Heathrow T5) also operated every hour, from early until late. Route 703x followed the route of the normal 703 but was operated by First Berkshire instead of Reading Buses following our comparison between the two options. The normal 7-day and 28-day season tickets valid for use on the 703 were accepted on the 703x. All TfL buses to Heathrow operated on Boxing Day, but the only non-TfL bus services scheduled to operate to a normal timetable were the 4, 7 and 8 from the direction of Slough. A special service on route 703 between Windsor and Heathrow, finishing early, was also scheduled to operate. We negotiated an extension to the operating hours, so that the Slough – Heathrow section had the range of times required for Team Heathrow. We also negotiated special Boxing Day services on routes 102 (High Wycombe – Beaconsfield – Gerrards Cross - Uxbridge – Heathrow), 442 (Englefield Green – Egham – Staines – Stanwell – Heathrow) and 555 (Sunbury Cross – Ashford -Stanwell – Heathrow) with their normal operators.

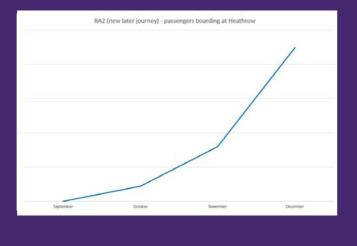
The only public transport not operating to Heathrow on Boxing Day were the Elizabeth line, Heathrow Express and Green Line 724.

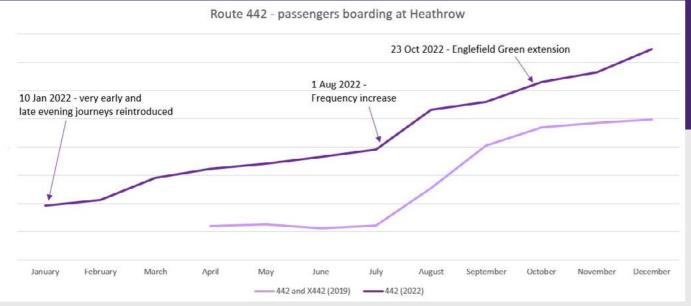


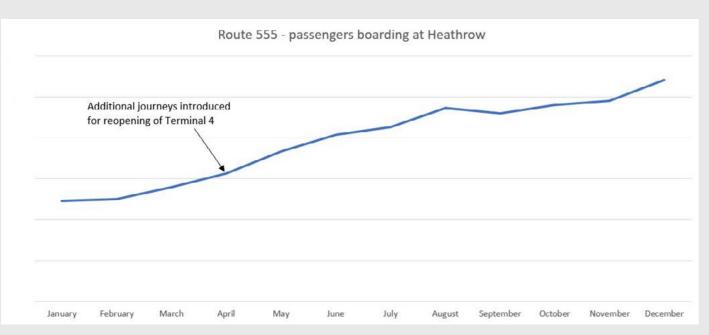
RESULTS

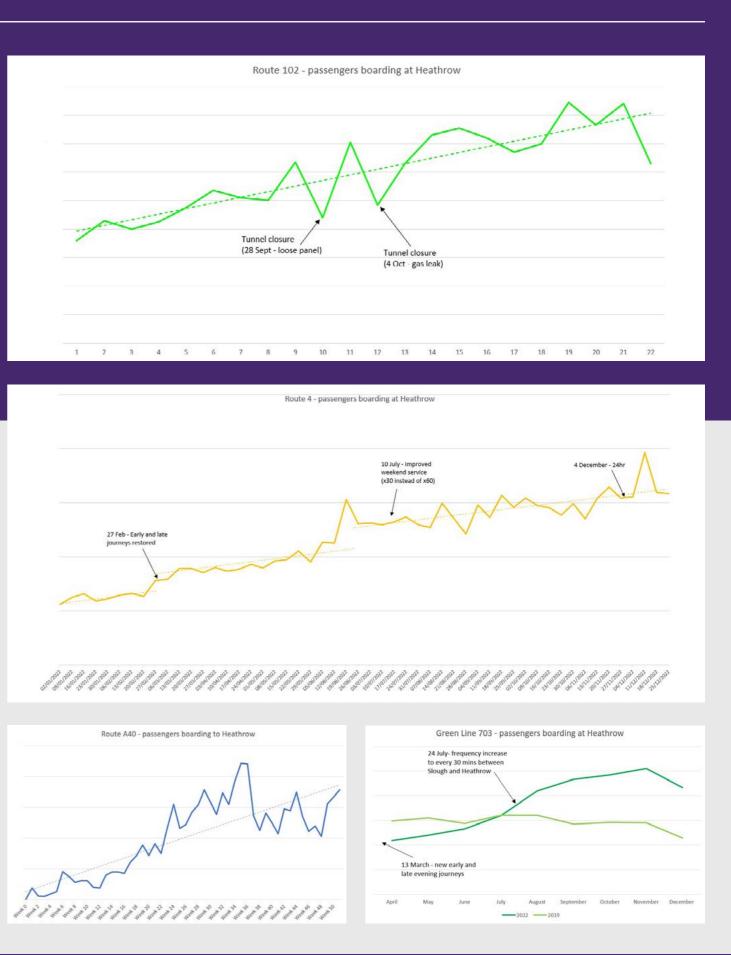
Monitoring the performance of the STZ has been very important, to make sure the improvements are having the desired effect. Data collection and analysis therefore became a routine requirement during the year.

Bus and coach operators have provided a variety of data, including passenger numbers, reliability, and punctuality. Some example passenger graphs are shown here, including 2019 data (where available) for comparison.

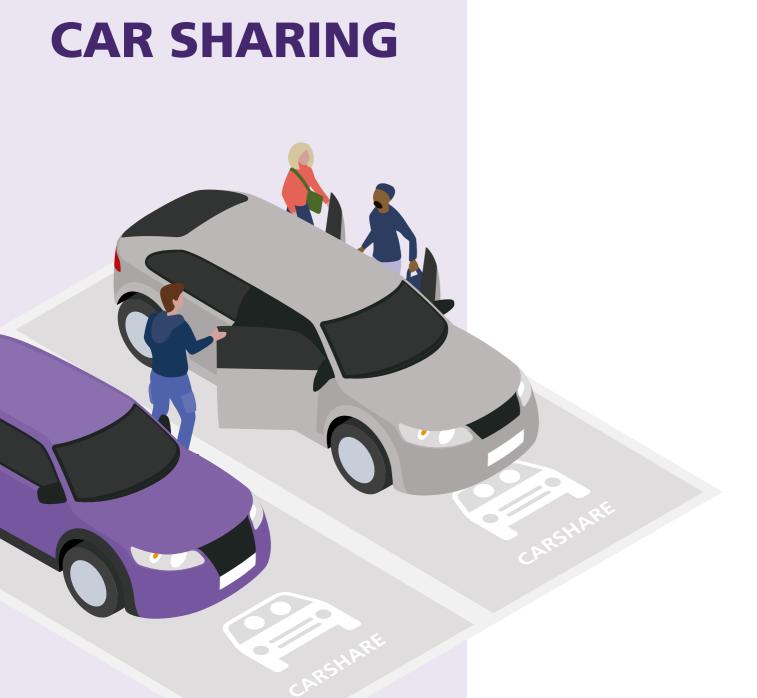








For commercial reasons, the left-hand scales have been removed from all graphs.



Heathrow uses Liftshare to deliver a colleague car share product for the whole of Team Heathrow. Registration is through <u>www.liftshare.com</u>. Registration is quick and easy on the Heathrow commuter web page, and from QR codes, on car share marketing placed in staff areas at all terminals. Registration is also available on the Liftshare app, where colleagues enter their journeys to automatically find car share matches.

The Liftshare app also provides a quick way for colleagues to validate their car share journeys, which then provides Heathrow with car share



savings data on carbon, miles and money saved. We introduced monthly draws in July to win high street vouchers: 1 x £50, 2 x £25, to incentivise and reward colleagues for validating their journeys on the app.

Some software development was carried out by Liftshare in September. This has enabled on-thespot checks of cars parked in share spaces, by listing the car registrations of those who have validated that day. The intention is that this becomes one of the requirements for using the car share spaces in Heathrow-managed car parks.

MARKETING

A wide range of marketing took place in 2022, to raise awareness of the STZ and the improvements Heathrow has invested in.

Communication with colleagues was the initial focus. A new STZ Colleague Guide was designed to keep colleagues up to date with all the improvements introduced in 2022. This can be downloaded from the Heathrow commuter webpages, and viewed on the Airport Community App, which can be accessed by the whole of Team Heathrow.

Updated messages about the STZ appeared in the terminals and other airport buildings, on the Buzz communications app for operational colleagues, and in Hillingdon council's magazine for residents. We also introduced the monthly Way2Go Virtual Roadshow, giving Team Heathrow colleagues the opportunity to join the online meeting and ask their questions about the Sustainable Travel Zone to a panel of experts.

To promote the launch of the Cycle Hub Pop-Up, a coffee bike was provided on the first two days, giving out free hot drinks. Free giveaways are available on all Cycle Hub Pop-Up days and have included water bottles and florescent snap bands.

A professional promotions team were based at Hatton Cross Station for a day in September, to help raise awareness of the extension of free travel on the Piccadilly line.

Also in September, on World Car-Free Day, a special event was held at the Heathrow Cycle Hub. There was the opportunity to try out electric bikes, and Team Heathrow could purchase cycling accessories at a bigger discount.





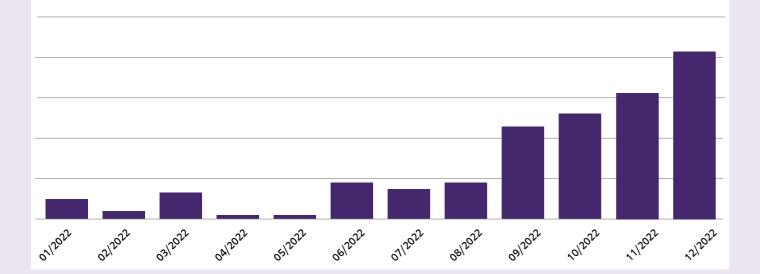
MARKETING

Heathrow's car share scheme received bespoke marketing during the year. The emphasis was on the ability for colleagues to save money on their commute by car, but also with the aim to increase the number of colleagues validating their car share journeys on the Liftshare App. Posters on colleague car park shuttle buses, leaflets and banners in terminal buildings, and an electronic screen at T2 staff search helped raise awareness of a monthly prize draw for high street vouchers, for those who validated on the app.

We promoted services to passengers in many locations outside Greater London. A leaflet door drop took place in areas served by frequent buses and coaches to Heathrow. We also paid for outdoor media advertising across the same areas, as part of a coordinated marketing campaign.



Validated journeys on the Liftshare App







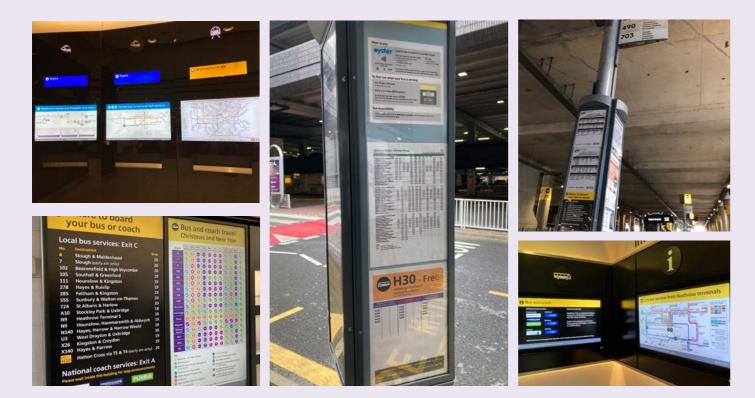


MARKETING

The introduction of the Elizabeth line required some improvements to wayfinding between the terminals and the stations. Information on the platforms also needed updating. Heathrow worked with Transport for London and Heathrow Express, to ensure the alterations met the requirements of all three organisations. The opportunity was taken to clarify to passengers when they should follow the blue signs with the word "Trains" on them.



Bus and coach information at the terminals was also improved, to provide the most up-to-date details for passengers and colleagues. New 'Where to board your bus or coach' information was installed at Terminal 5 and Central Bus Station. Many bus stop timetable displays were freshened up and several damaged units were repaired. This work will continue in 2023.



The number of vehicles incorporating Heathrow purple increased during the year, including those on Hotel Hoppa and route 442.

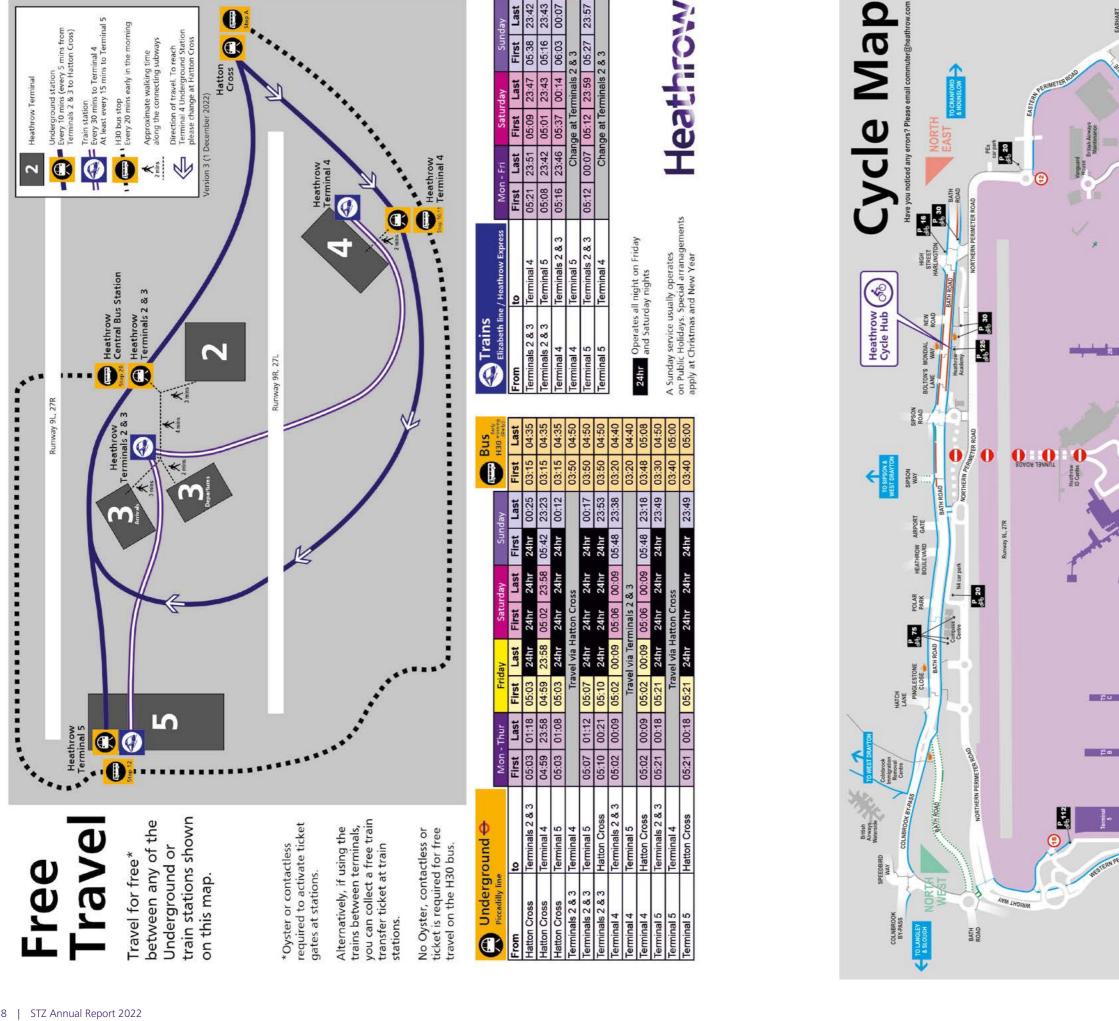
National Express created a purple colour scheme for the new 008 coach service from Kent, and Arriva designed a new vehicle livery for the 724 service, restoring its association with the Green Line brand. The first repainted 724 vehicle entered service at the end of December.





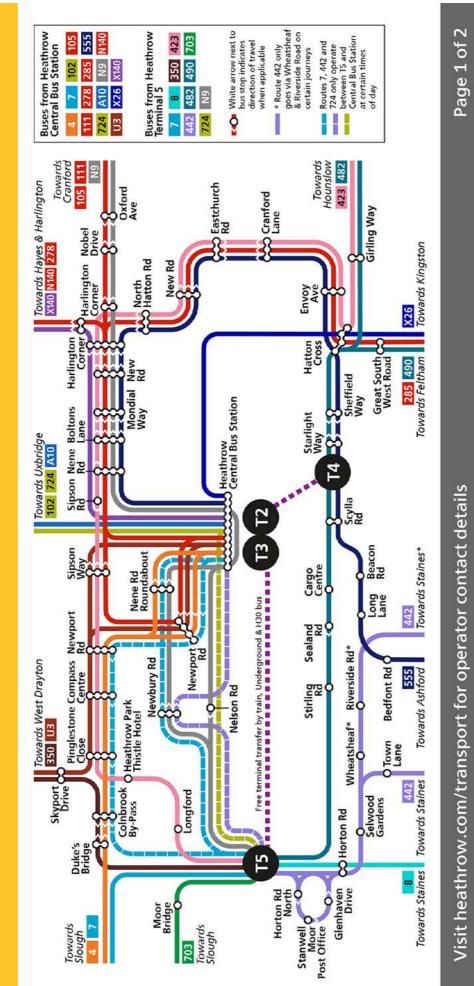


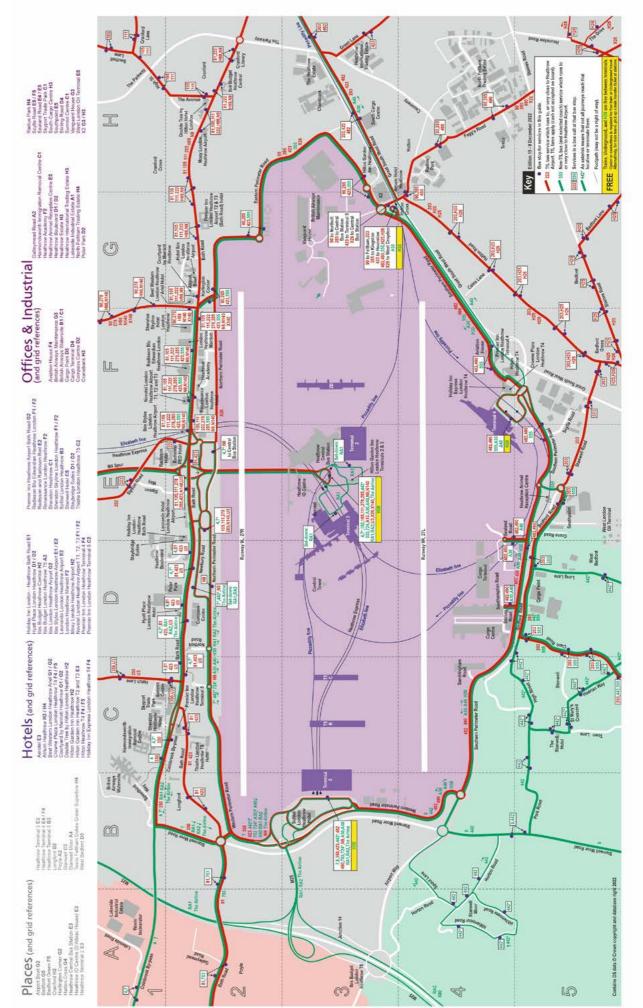






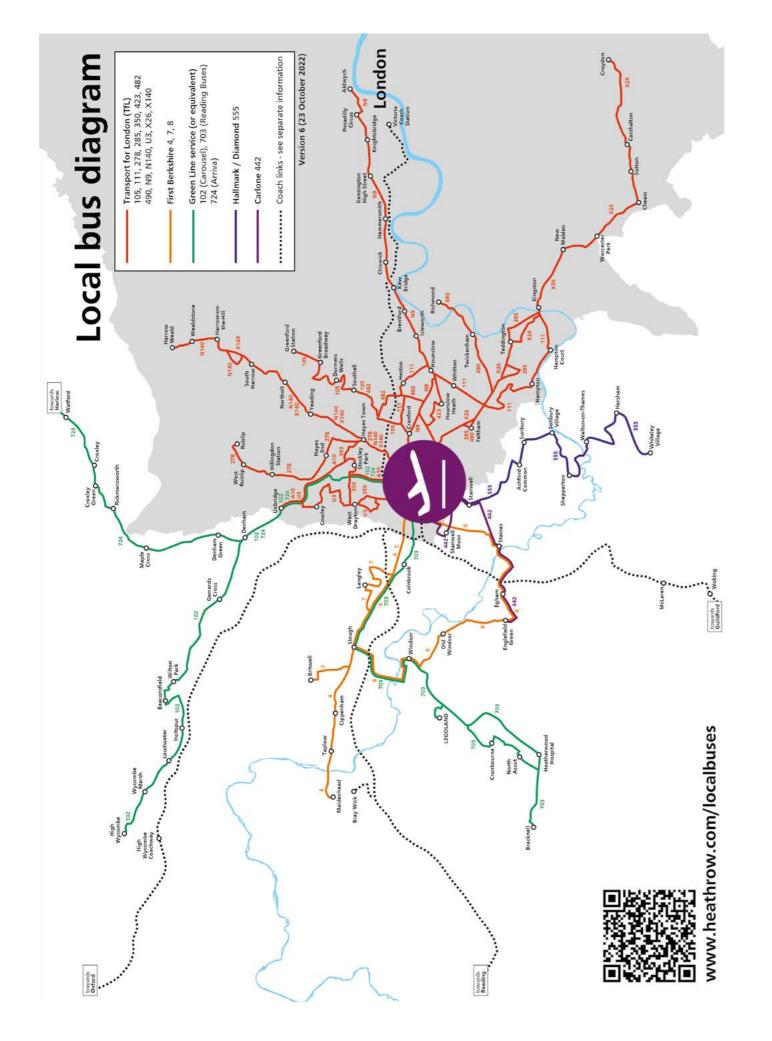


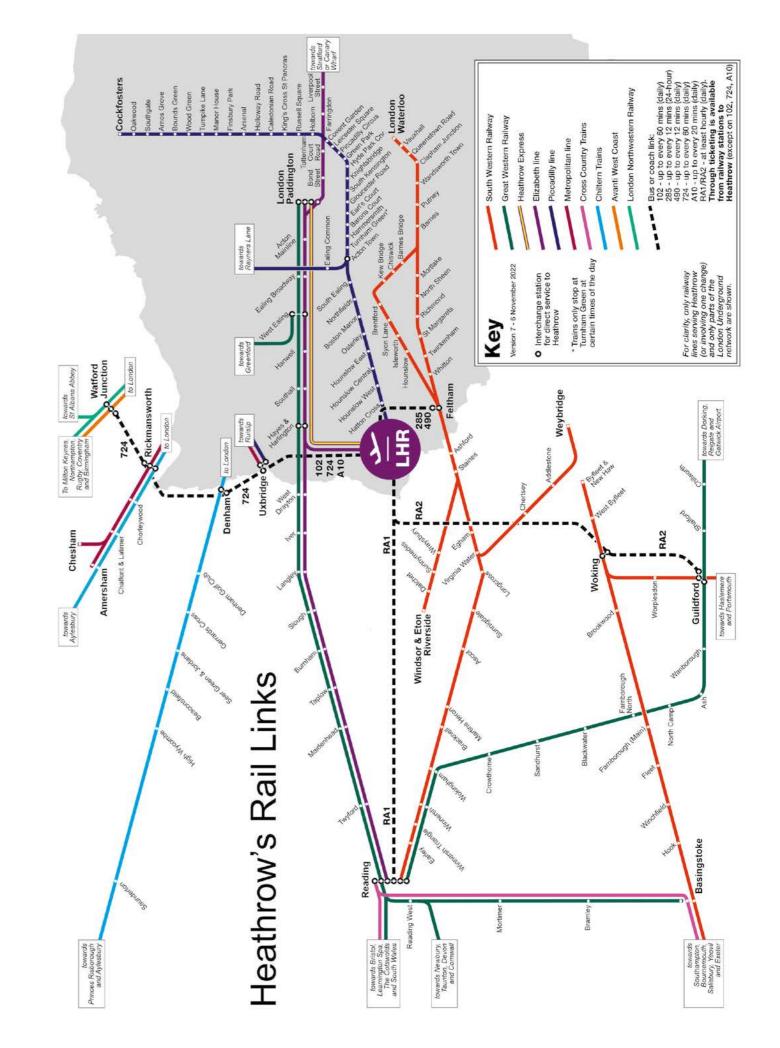






Heathrow







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