

# Workplace Travel Planning

A guide for your business



## > About us



WestTrans is a partnership of the six West London boroughs, working together to improve transport accessibility across West London.

WestTrans works to benefit organisations and individuals in the London Boroughs of Brent, Ealing, Hammersmith & Fulham, Harrow, Hillingdon and Hounslow.

Whether you live or work in West London, WestTrans is committed to improving the speed, quality and enjoyment of your journey. One way in which we can do this is by helping your organisation develop a Workplace Travel Plan.

## > What is a Travel Plan?



A Travel Plan is a strategy designed and implemented specifically to meet the requirements of your organisation. Your Travel Plan will aim to reduce financial costs, increase efficiency and reduce the environmental impact of your business, all through managing the way your employees and visitors travel!

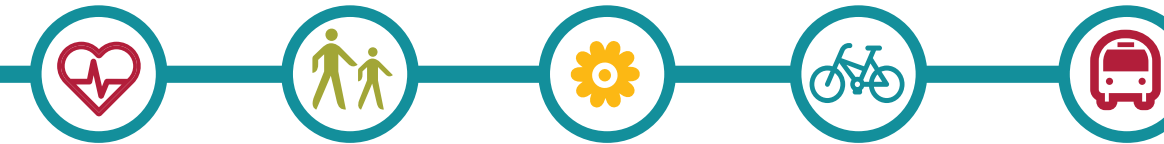
Your Travel Plan will typically support initiatives to promote sustainable transport, such as walking, cycling, car sharing or the use of public transport. One way in which this can be promoted is through offering suitable facilities on site, for example, showers and secure cycle parking for cyclists.

WestTrans works in partnership with Transport for London to provide ongoing support, funding and incentives to develop your Travel Plan, and it's absolutely **free of charge**.



# > Why develop a Travel Plan

- ✓ **Cost Savings for your business**  
Effectively managing your staff's journeys will reduce the costs associated with travel for work, such as staff expenses, car park charges, Congestion Charging etc. The average car parking space costs your organisation over £500 per year to maintain. Discovering how much these "hidden" expenditures are costing your business annually and developing alternatives will reduce your overheads considerably.
- ✓ **A more attractive employer**  
Providing and encouraging a greater range of travel options and facilities will help you improve staff retention and recruitment. By actively showing you respect a healthy work/life balance for your employees through reducing travel times and costs, your staff are satisfied working for you and are therefore more motivated and productive.
- ✓ **Achieve carbon reduction**  
Enhance your environmental credentials by being part of the solution to reduce CO2 and other harmful emissions. Your organisation makes a difference to a global problem!



- ✓ **A healthier, more productive workforce**  
Promoting active travel options, like walking and cycling, will improve the motivation, health and fitness of your employees. This greatly improves productivity and reduces absenteeism from work.
- ✓ **More travel options for your business**  
By promoting greater travel choices, you will enhance your core business prospects by giving employees, visitors and customers more ways of reaching you. Greater travel options also alleviate car parking pressure at your site.
- ✓ **Be an employer of choice**  
Boost your reputation by demonstrating your commitment to corporate social responsibility.



“Staff who are physically active for 20 minutes a day take less than half the annual sick leave of staff who are only active for 10 minutes a day”

Department for Transport,  
The essential guide to travel planning

“Car users suffer up to three times as much pollution as pedestrians”  
Environmental Transport Association

## ➤ Developing your Travel Plan

- step 1 WestTrans Coordinators meet with you to discuss your transport issues, offer advice and answer any questions you might have on developing a travel plan.
- step 2 Your organisation secures senior management support and identifies a Champion to manage the Travel Plan for your business.
- step 3 WestTrans will undertake short online surveys with your employees to discover their travel habits and how they would prefer to travel.
- step 4 WestTrans Coordinators analyse and, with your help, establish which initiatives are best for your organisation.
- step 5 WestTrans will sign you up for the free package of initiatives that will most suit your organisation and guide you in developing your travel plan.
- step 6 WestTrans provide ongoing support through surveys, giving you access to a new package every year.

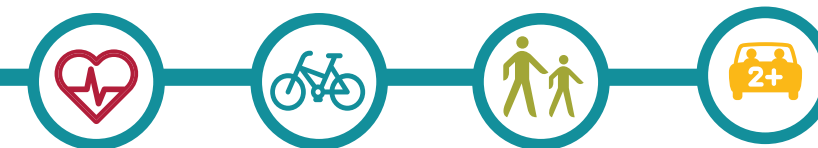


## ➤ Funding and support available

Aside from all the benefits to staff and visitors when implementing your Plan, Transport for London and WestTrans can offer support packages, all of which are cost free to your business.

### Small Business (Under 20 Employees)

As a small business, you are entitled to ongoing support throughout the Travel Plan process, up to 20 free Sheffield cycle stands to install on-site, match funding to spend on any initiative that will support sustainable travel.



“Half an hour of daily exercise, such as a walk or cycle ride to work, can halve your risk of heart disease”  
Department for Transport,  
The essential guide to travel planning

## > A New Way to Work



### Enterprise (20-250 Employees)

Created by Transport for London especially for London's small and medium sized businesses (with between 20 and 250 employees), Enterprise is here to help improve your organisation's efficiency and productivity by giving your staff wider travel options. Enterprise will give you and your organisation all the advice, information and support needed, tailored to your strategic business needs, and delivered in a flexible way that helps you the most.

#### Enterprise offers:

**Take a Stand** is a scheme offering each organisation up to 20 free Sheffield cycle stands. All you have to do is install them.

**Discounted Pool Bikes** are offered through Raleigh. A 40% discount is applicable for all orders though a delivery charge applies to orders of less than 10.

**One Quick-Win Package per Year** is offered to set your travel plan off in the right direction. Currently five packages are available, Walking, Cycling, Public Transport, Car Sharing and Smarter Working. Each package offers you marketing materials and merchandise to promote your chosen package to staff.

**Up to £1000 Match Funding** to implement any initiative which promotes sustainable travel, for example, if you decide to install a shower for staff cycling or walking to work, we will pay half up to a maximum of £1000.

**Tax Breaks** are available on a range of initiatives including Cycle to Work, Work Buses and Interest-free Loans for Season Tickets.



## > Enterprise Case Study - Journey Latin America

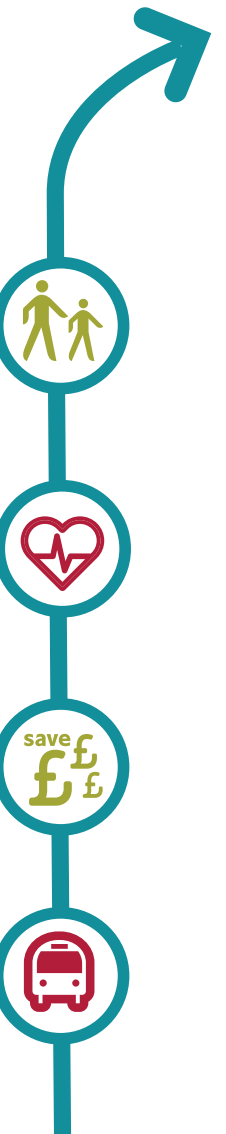
Journey Latin America were the first organisation in West London to take part in the Enterprise scheme. After surveying staff, there was a clear desire for cycling facilities in order to allow staff to get to and from work by bike. In partnership with WestTrans, Journey Latin America signed up to the cycling "quick-win" package as part of the Enterprise scheme.

Director of Journey Latin America, Chris Parrott was soon surprised at the effect the travel plan and quick-win package had on his staff, saying "the support we have received has been far reaching and I have been really surprised by the impact of the initiative. I didn't imagine that it would be so easy to convince people to change the way they travel to work. Amazing what a bit of promotion can do!"

As part of their travel plan, the organisation has received free cycle training for staff, free cycle stands and will receive match funding to install showering facilities.

“There have been business benefits from the travel plan - we send people half way across the world, so it's important for us to emphasise our green credentials. One additional unexpected benefit is that cyclists get to work on time, since journey times are easily predictable.”

Chris Parrott, Director, Journey Latin America





# > A New Way to Work



## Corporate (250+ Employees)

Transport for London's Corporate Scheme provides your organisation with tailored advice on how to take workplace travel planning forward within your establishment and, at the end of the process, deliver an early initiative to kick-start the implementation process.

### There are two aspects to the scheme:

#### Free consultancy advice

The consultancy advice will identify issues and then through a process of information gathering and drawing on best practice from elsewhere, result in the preparation of a travel plan for your organisation. This will include a series of recommended actions for implementation, to help address your transport issues and improve travel choice.

#### Quick Win Implementation Package

To help your organisation implement its travel plan, TfL has prepared 'packages' of measures relating to various travel choices available. For example, to encourage cycling, use of public transport, car sharing etc. TfL will provide and help you deliver one of these packages in return for your commitment to further promote and monitor the travel plan in the longer term.

**In total, the Corporate package is worth £20,000 to your organisation!**



# > Corporate Case Study - BBC

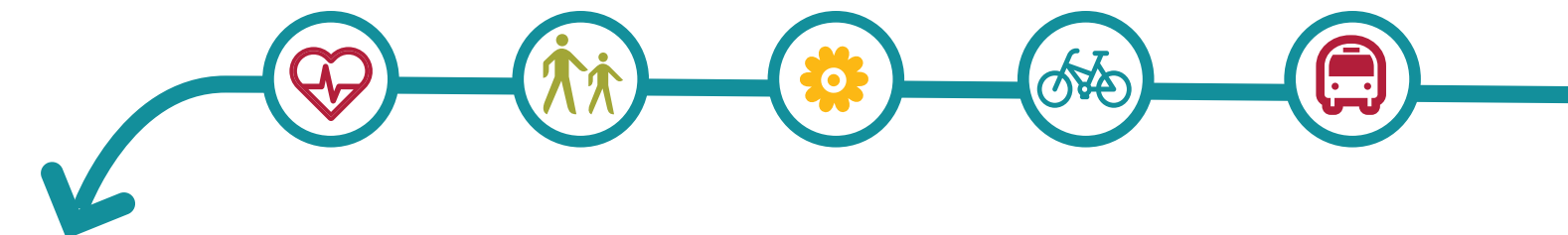
As part of the BBC Property Strategy and plans to consolidate corporate premises across west London, the BBC developed a workplace travel plan to support the new changes in their management process.

Alongside the property drivers, the BBC also highlighted environmental, employee and business benefits as part of the travel plan's development.

As part of the BBC's workplace travel plan using the Corporate scheme, a number of initiatives for reducing the need to travel were identified, including teleworking, video conferencing and inter-site shuttle buses. Alongside this, improvements were made to facilities for cyclists, such as lockers, showers and drying facilities.

Twelve thousand passengers use the shuttle buses each month and while they are running the use of cabs between the sites is prohibited. Over four years, this has saved the organisation approximately £750,000 per year. Additional savings have also been made through the use of shuttle buses to courier packages between offices.

From an employee perspective, the shuttle buses are convenient to use and have helped to ease business travel arrangements. In addition, the travel plan as a whole has helped promote greater employee work/life balance among staff.



## Coverage area



**WESTTRANS**  
TRAVEL *PLANS*



Contact us to being developing  
your Travel Plan and create a happy,  
healthy work environment.

For further information regarding  
travel plans in West London contact:

P: 0208 825 7223  
E: [WestLondonTravelPlans@ealing.gov.uk](mailto:WestLondonTravelPlans@ealing.gov.uk)  
W: [www.westtrans.org/travelplans](http://www.westtrans.org/travelplans)

WestTrans  
4th Floor, Perceval House  
14-16 Uxbridge Road,  
Ealing Broadway, London  
W5 2HL