

# Green travel easy as ABC



ABC Hire Director Colin Newton -  
'We wanted to reduce travel costs and provide staff with more travel options.'

ABC Hire is a family-owned party and catering equipment hire business located in the Kimpton Industrial Park in Sutton. Here, Managing Director Colin Newton explains why he got involved with the Enterprise 'A New Way to Work' scheme and how it has helped him to increase the transport options available to his staff.

'We wanted to provide our staff with suitable travel options for accessing our site,' explains Colin. ABC signed up to Enterprise to take advantage of the free travel planning advice and support.

Enterprise, developed by Transport for London, is the only workplace travel package designed specifically with the Capital's small to medium sized business sector in mind. An Enterprise travel advisor worked with ABC Hire to understand their business and staff travel needs and recommended that ABC implement a range of cycling initiatives to help reduce its carbon footprint, including the installation of cycle racks.

To support the plan, Enterprise supplied match funding for shower facilities for ABC's 40 employees. 'The shower facility has been well appreciated by the staff, and is used on a regular basis. They find it most convenient not only for showering after riding to work but for other times too!' says Colin.

Enterprise also supplied marketing material such as rucksacks, cycle repair kits and wet weather gear encourage staff to cycle; 'They were a hit with staff who found them very useful,' says Colin.

Colin recognises the importance of an ongoing effort to ensure the success of the travel plan; 'The Enterprise travel plan recommended that we take part in events such as Walk to Work Week and we have been encouraging our staff to do so.'



Colin is a key member of the Kimpton Industrial Park Proprietor's Association (KIPPA), where ABC Hire is based, and improving access to the Park is high on the KIPPA agenda.

KIPPA has also been working closely with Smarter Travel Sutton and the South West London Transport Conference (Sweltrac) to improve transport infrastructure and facilities within the Park. The work achieved is testimony to how a collaborative approach between Councils and Business Improvement Districts (BIDs) can result in travel solutions that benefit a collective of businesses.

Colin explains; 'through working with the Smarter Travel Sutton and Sweltrac Coordinators, we've been able to acquire a shared van for the Park. We've also been able to install CCTV cameras which has encourage more people to feel safe enough to walk around the Park.'

Even more impressive is the re-routing of a bus to service Kimpton Park; 'Through staff surveys we have been able to build a case for the provision of a bus service which has been possible as a result of surveys of employees of Kimpton Park businesses;' explains Colin.

With a Travel Plan Network soon to be set up for Kimpton Park, and with the Park growing in size, Colin believes that the benefits of sustainable and smarter travel will continue to improve the Park and he encourages other businesses to get involved with Enterprise; 'its all about making Kimpton Park an attractive place to work.'



“Being involved with Enterprise and other sustainable transport initiatives is all about creating a more attractive place to work.”

Colin Newton,  
ABC Hire

### Where can I find out more?



Phone: **020 8487 5364**



Email: **sweltrac@richmond.gov.uk**



Click: **[anewwaytowork.org](http://anewwaytowork.org)**