enterprise
Better travel choices

Cycling staff wheel in benefits

BioRegional staff members enjoy the benefits of Enterprise cycling initiatives

BioRegional Development Group is an entrepreneurial charity which invents and delivers practical solutions for sustainability. Based at Bedzed, the famous eco development in Sutton, sustainability is at the core of what they do.

When BioRegional wanted to enhance its existing sustainable travel plan, it enlisted the help of the Enterprise 'A New Way to Work' scheme to help them remain a leader in their field, whilst improving their Corporate Social Responsibility profile and staff wellbeing.

'We approached Enterprise to help us review and improve on our workplace travel plan and some of the initiatives we had already implemented, to encourage more staff to use sustainable modes of transport to work,' says BioRegional Sustainability Consultant Anna Francis. Enterprise, with its offering of free workplace travel planning advice and ongoing support, was able to help.

An expert travel advisor from Enterprise conducted a thorough site audit and survey of its staff in order to develop an updated travel plan for the company.

The tailor-made transport solution package included 'cycling' initiatives such as providing a fold up pool bike for staff use, improved cycling information on staff notice boards and the company's website, free cycle confidence training, upgrading shower and changing facilities and the installation of 18 bike lockers, 'Having a shower and secure bike parking at work are important factors in deciding to cycle to work', explains BioRegional staff member Carla Whelan.

To help implement the plan and increase staff interest, Enterprise also provided free merchandise and marketing materials. 'The staff were really pleased with the free merchandise, particularly the cycle repair kits,' says another staff member, Jess Hodge.

BioRegional staff have been impressed with the cost and time savings that they've now achieved through cycling to work. 'My bike is my main mode of transport,' says Communications Manager Jennie Organ; 'it's free to use, I get exercise and I get to work more quickly!'

save £ £ £

Sustainability Consultant Sam Smith agrees, 'What's really nice is I'm getting fitter whilst I save money!'

As well as providing financial and time saving benefits to staff, Enterprise has helped BioRegional increase productivity; 'I've never been a morning person, but since I started cycling to work I'm definitely more productive and awake than I used to be before lunch time,' says Sustainability Consultant Alistair McMahon.

Increases in productivity can also be attributed to the reduction in lost time spent waiting in traffic, plus the benefit of projecting a more professional image to clients; 'When I have meetings, cycling means I know I'll be there on time,' explains Carla.

Cycling initiatives have also improved the work life balance for BioRegional staff; 'Cycling to work means I do my exercise while travelling, giving me more time with my family - and I also get a little bit of time to myself!' says Programme Manager Ben Gill.

Morale has also improved, as encouraging cycling for business, as well as for their commute has enabled staff to feel that they are contributing to BioRegional's effort to reduce their carbon footprint.

Anna believes the Enterprise scheme has been a real success and would recommend it to other businesses; 'we think the work done by Enterprise is excellent and could make a real difference to those businesses wanting to go down the green route, or who want to boost staff morale or health while cutting carbon and costs.'

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Anna Francis,
BioRegional Sustainability Consultant

Where can I find out more?

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