

Cutting Carbon and Costs



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With sustainability at the top of today's agenda, it is important for businesses such as specialist travel company Journey Latin America (JLA) to emphasise their green credentials. Here, Director Chris Parrott talks about how Enterprise, a free workplace travel planning scheme for small to medium sized businesses, is helping JLA achieve this.

JLA wanted to reduce its carbon footprint and improve staff health and morale but were finding it hard to turn people's interest in greener travel into a reality.

'JLA were already converts to sustainable travel, and the fact that we were looking for means to improve our facilities coincided well with TfL's encouragement of green business initiatives,' explains JLA Director Chris Parrott.

Through the scheme JLA's own expert travel advisor conducted a thorough assessment of the business, including a site-specific survey and audit, which Parrott was extremely impressed with; 'what we had imagined would be a few minutes work stating our intentions, turned out to be a rather more comprehensive study. However, the work we had to do ourselves was minimal.'

This survey found that staff were interested in cycling to work but lacked the confidence or motivation to do so. Instead, many chose to commute by car. To target this keen demographic, Enterprise suggested that JLA implement the cycling package, including the following:

- a strong awareness-raising campaign, complete with prizes and giveaways
- a one-on-one cycle training scheme
- cycle breakfasts
- improved security
- free merchandise, provided by Enterprise, including rucksacks, drinks bottles and maps



Enterprise also supplied JLA with match-funding, enabling them to buy good quality bike stands, and improve their showers and facilities for cyclists.

The awareness raising process has been a major success for JLA. As one member of staff explains; 'in two sessions my confidence on the bike has sky-rocketed. I now cycle to work everyday.' Parrott says that Enterprise has had a real impact on staff; 'There was a real buzz about the place, and Enterprise was very enthusiastic in supporting our initiatives.'

The scheme has also impacted on the overall efficiency of the workforce. There is a greater sense of enthusiasm amongst the staff and a real sense of inclusiveness. They are feeling healthier and more productive too. 'One additional unexpected benefit is that cyclists get to work on time, since journey times are easily predictable;' says Parrott. The benefits of a happier, healthier workforce have the potential for knock-on effects for business costs and turnover too.

With more staff now cycling to work, the support provided by Enterprise has made JLA's experience a success. Says Parrott; 'I have been really surprised by the impact of the initiative and by just how easy it was to motivate staff to be involved. It's amazing what a bit of promotion can do!'

A green rectangular graphic with white icons. At the top, a stylized white outline of a person and a child walking. Below that, a white outline of a bicycle. The background is a solid green color.

'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.'

Chris Parrott,
JLA Director

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