

Lion TV thinks outside the box with greener travel choices



Lion Television enlisted the help of Enterprise – a free travel planning advice and support service from Transport for London - to achieve:

- reduced business travel costs
- improved staff wellbeing
- enhanced green credentials
- nearly half of all staff walk or cycle to work – an increase of 13%
- car use to work has almost halved to only 6%

Through Enterprise, Lion TV received:

- match funding for pool bikes
- cycle maps and maintenance courses
- free cyclist support kits

Based in Hammersmith and Fulham, Lion TV was founded in 1997 and is one of the UK's most successful independent production companies. With a strong commitment to responsible business practices and the green agenda, Lion TV has been working with Enterprise 'A New Way to Work', a free travel planning scheme funded by Transport for London, to contribute to their environmentally friendly office ethos.

Lion TV saw a travel plan as a step towards reducing their organisation's carbon footprint, as well as providing an opportunity to improve staff wellbeing, 'We place importance on boosting our staff's health and morale,' explains Chris Fowler, Office Manager for Lion TV.

An expert travel advisor from WestTrans (who deliver Enterprise in West London) worked with Lion TV to gain an understanding of their staff and business travel needs to provide a tailor made travel plan for their site.

From the results of the latest staff travel survey, almost all staff now travel to work sustainably and nearly half walk or cycle. The company is also experiencing cost savings via the introduction of pool bikes.

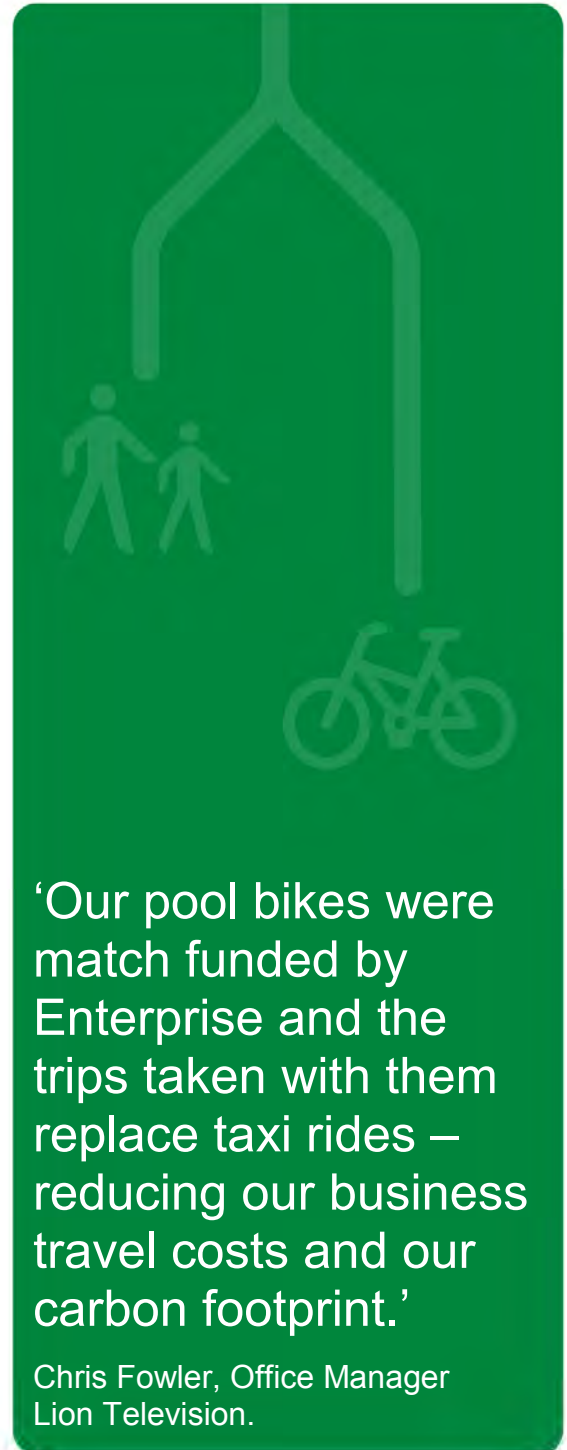


'With support and advice from Enterprise, the development of our travel plan was really easy,' says Chris, 'Our advisor was able to let us know about the different free initiatives we could take advantage of within our travel plan. The focus on the needs of our particular organisation has proven extremely beneficial. We were able to provide support to our current cyclists as well as encourage others to give cycling a go. Cycle maintenance courses are especially popular!'

Chris includes information on the travel plan within her induction training for new starters. 'They're always very impressed with the level of support we give to our staff, from the provision of showers to cyclists' breakfasts. The travel plan provides a range of unexpected benefits that adds value to their employment with us. I believe it contributes to our staff retention,' she says.

Alongside the cost savings associated with reducing staff turnover, Chris explains that the introduction of the travel plan has also improved the bottom line in other ways. 'Staff walking and cycling to work are more likely to arrive alert and on time, improving productivity. Our pool bikes were match funded by Enterprise and the trips taken with them replace taxi rides - saving us money. Plus using them also demonstrates to current and potential clients our commitment to reducing carbon emissions.'

The travel plan has really delivered for Lion TV. 'We've experienced some fantastic benefits through our relationship with Enterprise,' says Chris. 'Our travel plan complements a range of other initiatives we have in place, and by making use of the comprehensive range of free support on offer, for a small amount of effort, we've experienced an impressive return on our investment. I'd recommend Enterprise to others.'



Where can I find out more?



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