

Green travel a natural selection for WWT

Sustainability is second nature to the WWT London Wetland Centre, which is why they decided to sign up to Enterprise 'A New Way to Work' – a free workplace travel planning advice and support package from Transport for London.

'We believe it is important that our staff and volunteers support the organisation's wider sustainability ethos,' explains General Manager Martin Senior. 'By encouraging staff to travel more sustainably, we're able to demonstrate this while improving staff health and reducing carbon emissions!'

An Enterprise travel advisor worked with the Wetland Centre to develop a tailor made travel plan. The travel plan recommended a range of initiatives, such as the installation of cycle stands and provision of cycle maps to staff, aimed increasing the use of cycling as a main mode of transport to the office. They also run a salary sacrifice scheme to help staff purchase their own bicycles.

Enterprise also provided promotional tools to help the Wetland Centre promote the travel plan to staff, including rucksacks, water bottles and cycle repair kits. 'The tools were really popular with staff, as was the travel plan launch event that Enterprise helped us organise. We even had Councillor David Trigg, Richmond's Member for Traffic, Transport and Parking attend as our special guest,' said Martin.



Councillor Trigg was impressed with the Wetland Centre's commitment to sustainability through their travel plan; 'I'm glad to see the Wetland Centre has made the commitment to improving the way their staff travel, it will benefit themselves and the borough by helping to improve air quality for everyone living and working here,' he said.

Martin would recommend a travel plan to other organisations; 'I believe the implementation of our Travel Plan will help in achieving our dual environmental and staff wellbeing goals, while helping to create a sustainable community.'



To find out how Enterprise can support your business goals contact Sweltrac's Travel Planners:

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