

Cycling a measure for success

The National Measurement Office (NMO), based in Richmond upon Thames, is responsible for developing policy on measuring instruments in use for trade, and provides the focus for measurement science in the UK. Here, CEO Peter Mason and Sustainability and Travel Coordinator Jean Spraggs talk about Enterprise, the first workplace travel planning package to be developed specifically with London's small to medium business sector in mind, and how it is helping NMO to achieve their goals.

NMO enlisted the help of the Enterprise 'A New Way to Work' scheme to save money on business travel costs and improve its 'green' image, as well as the health of its staff.

'We wanted to look at innovative ways of dealing with car parking issues and reduce the number of staff relying on their cars to get to work,' explains Peter. 'We also wanted to provide increased and improved accessibility to the site for our staff' he adds.

To help NMO achieve these objectives, an Enterprise travel advisor worked with them to understand their business and staff travel needs, and recommended a range of cycling initiatives that will also help reduce the organisation's carbon footprint.

'The travel plan recommended we install a cycle shed, provide cycle shelters around the office grounds and improve our shower facilities, all of which we will be doing', says Jean. Enterprise also offers match funding to help businesses implement these measures.

Enterprise provided marketing support to help NMO encourage their staff to use more sustainable methods of transport. Staff have been impressed. 'Enterprise provided useful tools such as rucksacks, wet weather gear and cycle repair kits to encourage staff to get out of their cars and onto bicycles and public transport, and have found them very useful,' explains Jean.



Richmond Councillor David Trigg attending the launch of NMO's travel plan in June 2009 (photo used with permission, supplied by NMO).



A selection of the practical tools available free from Enterprise to encourage cycling amongst staff; cycle repair kits, rucksacks, reflective slap wraps, signage and water bottles.

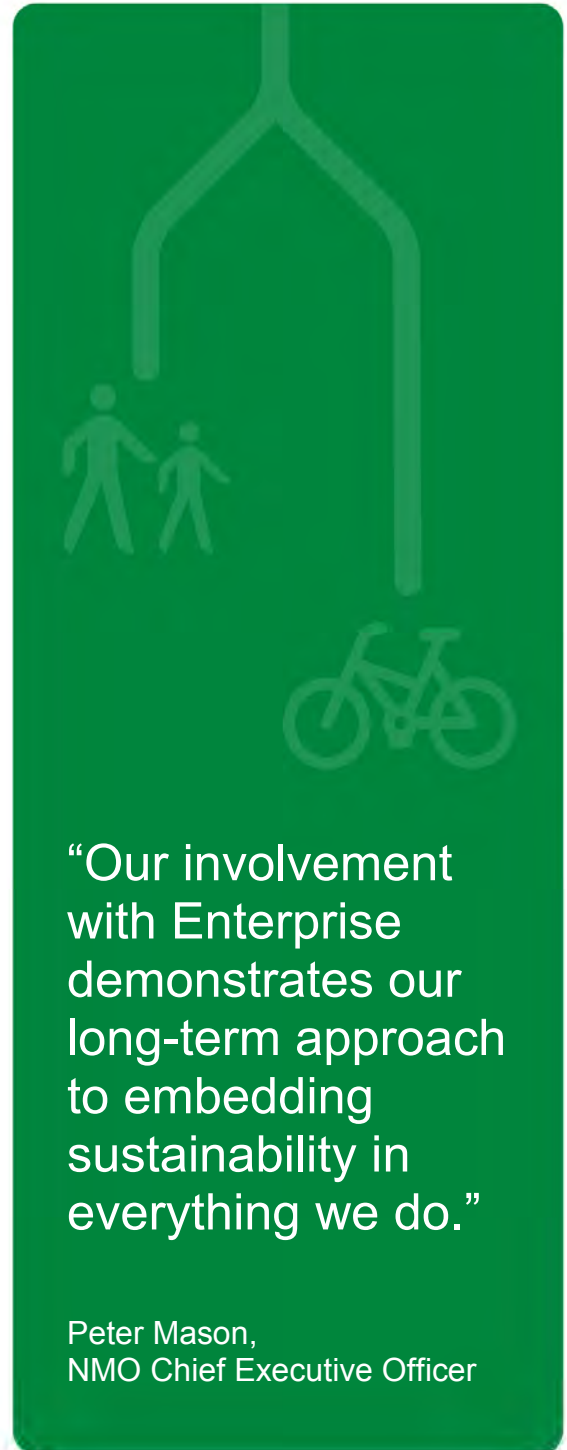
Match funding is not the only way businesses can benefit financially from Enterprise, as Jean explains. 'NMO wanted to reduce costs associated with mileage claims and car park maintenance' she says. The travel plan is helping NMO to achieve this by reducing the number of staff relying on their cars. Jean is delighted with the results. 'Staff who used to drive are now car sharing and the use of cycling as a main mode of transport to work has increased by 10 per cent', she says.

The travel plan for NMO also recommends initiatives to increase the number of staff walking to work. 'These measures are aimed at improving the health and well-being of our staff which was another key motivator for us', says Jean.

Alongside this, the provision of public transport information and introduction of flexible working options for staff help provide an all-inclusive workplace transport solution for NMO.

The Enterprise package also fits with the NMO's green agenda. 'Enhancing our environmental credentials and corporate social responsibility reputation were two more reasons for signing up', says Jean.

Peter is impressed with the Enterprise scheme and would recommend it to other businesses looking for a transport solution package that offers cost savings, improved staff well-being and a 'greener' image for their business. 'I am delighted we have launched the Travel Plan as it shows our commitment to reducing the environmental impact of our activities and is a demonstration of our long term approach to embedding sustainability in everything we do.'



“Our involvement with Enterprise demonstrates our long-term approach to embedding sustainability in everything we do.”

Peter Mason,
NMO Chief Executive Officer

Where can I find out more?



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