

Roundhouse staff use pedal power



The Roundhouse is a premier performing arts space in North London.

They undertake a number of green initiatives such as recycling, waste management, reducing power usage and thinking local for suppliers. The Roundhouse approached Enterprise in order to make workplace travel as environmentally friendly as possible.

“We have a clear objective of environmental sustainability, so the travel plan sits well with our business plan,” said Laurie Firth, Partnerships and Placements Coordinator.

The Roundhouse in Camden is well known for pushing boundaries in the arts world, and now they are looking to be at the forefront of environmental sustainability with a unique travel plan aimed at providing green commuting options for staff, as well as encouraging a happy, healthy workplace.

Taking advantage of the free travel planning service offered by Enterprise, the Roundhouse introduced a new sustainable commuting initiative for their staff members, with a large focus on cycle travel.

“With many staff living in the local area, we realised it would be possible for a number of our staff to cycle to work. The main barrier was that many had little or no experience in cycling on the roads, or were not aware of the best routes for their commute,” said Laurie Firth, Partnerships and Placements Coordinator.

“Our travel plan therefore focused on ways we can promote awareness, and give staff the confidence and knowledge to cycle to work, and introduce it to their daily routine.”

Enterprise’s expert travel planners worked with the Roundhouse to develop a tailored approach to meet the individual needs of the organisation.



Some of the Roundhouse's keen cyclists on their bikes

“Cycle training has been a vital element of our travel plan, and we have already had a few sessions with a cycle trainer, which have enormously improved the confidence of our new cyclists. Through Enterprise, we were also able to provide our staff with repair kits and other cycling gear, and we have held cyclists’ breakfast to motivate staff,” said Laurie Firth.

“Staff are really enthusiastic about the scheme - we have several employees who had never considered cycling due to confidence and are now keen cyclists, an example of the powerful impact of awareness and training.”

The Roundhouse is now looking to expand their cycle storage facilities through the provision of match funding from Enterprise.

They have also been involved in community cycle activities, including the recent Transport for London Cycle Challenge which saw 15 cyclists from the Roundhouse ride 2653 miles between them.

“Enterprise is an integrated program that has raised awareness and provided good tools and ideas to improve commuting. Staff take-up has been very encouraging and the Roundhouse has really seen the benefits of the scheme - we are certainly looking forward to noticing other positive changes in the long term,” said Laurie Firth.

About Enterprise

Enterprise is a free service which provides expert advice and a tailored workplace travel plan.

Available to small-medium sized organisations based in London, the benefits include:

- Cost savings
- Greener workplaces
- Happy, healthy workplaces
- Increased productivity
- Responsible business practices



The Roundhouse free travel plan package from Enterprise includes:

- Staff cycle training
- Cycling support packs including repair kits, drink bottles and backpacks.
- Cycle maps and information
- Access to funding for proposed cycle storage

Where can I find out more?



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