

enterprise
Better travel choices

Guide →

a new way to work

save
£££



MAYOR OF LONDON

Transport for London



› Better journeys start here...

Welcome to Enterprise – a new way to think about travel.

Created by Transport for London especially for London's small and medium sized businesses, Enterprise will improve your organisation's efficiency and productivity by helping your staff to choose wider travel options. This will help you become a more attractive employer by giving your staff ways to reduce their travel costs and improve their work-life balance, making them happier at work.


Through Enterprise, we'll help you set up a 'workplace travel plan' – a business management tool that will save your organisation time and money. It will also promote sustainable travel choices to your employees.

To help you achieve this, we'll provide you with incentives, advice and a range of practical measures relevant to your needs – such as cycle stands for your workplace or access to a car sharing scheme.

By implementing a travel plan, and developing a better understanding of your employees' travel needs, you will help support a shift towards walking, cycling, public transport and car sharing to the benefit of your company, the local environment and London's economy. This will make the Capital a better place to work, live and visit.

The Enterprise team will provide all the help and support that you need. All we ask is that you keep us up-to-date with your progress. Your feedback is important so we can improve the services we offer.

Thank you for choosing Enterprise – better journeys start here.



Ben Plowden,
Programme Director, Travel Demand Management
Transport for London

> What does Enterprise mean for your business?

Through Enterprise, we will help your organisation implement a 'workplace travel plan'. This is a strategic and dynamic management tool which links into your existing business systems and processes.

Having a travel plan for your organisation is good business.



Cost savings for your business

Effectively managing your organisation's journeys will reduce costs associated with business travel (like staff expenses, car park charges, Congestion Charging and fleet management costs), saving your organisation money and time.



A healthier, more productive workplace

Promoting active travel options like walking and cycling will improve the motivation, health and fitness of your employees – this improves productivity and reduces sickness absence.



A more attractive employer

Providing and encouraging travel options will help you improve staff retention and recruitment by making your organisation even more employee-focused. By positively supporting your employees' needs, they will be more satisfied and more productive.



More travel options for your business

By promoting greater travel choices, you'll enhance your core business prospects by giving employees, visitors and customers more ways of reaching you. It will also help alleviate car parking pressures at your site.



Be an employer of choice

Demonstrating your commitment to corporate social responsibility, you'll build a better reputation with staff, key stakeholders and across your local community.



Achieve carbon reduction

Enhance your environmental credentials by being part of the solution that will make a local and global difference.

> We're supporting you all the way

By becoming a member of Enterprise, we can offer you three key areas of support:

1

Free expert advice

We'll help you work out the key areas for improvement, and recommend how to get the best results.

Because every business is different, our experts will give you site-specific advice, support and information to tackle the travel and transport issues that relate to your workplace, such as:

- Walking
- Cycling
- Public transport
- Car sharing
- Smarter working – flexible, remote and teleworking

2

A tailored workplace travel plan

From the recommendations of your site-specific advice and support, we'll help you create a workplace travel plan that targets the best quick-win areas for your organisation.

For example, if your organisation should focus on car sharing then we would look to provide you with all the essentials needed to get a car share scheme up and running. Not only would this cover the practicalities of setting up a scheme, but also the best way to promote and market the scheme to your employees.

3

Ongoing help and encouragement

We'll also get your organisation excited about making a real difference through sustainable travel choices.

Through wider travel awareness campaigns, we can provide you with a whole host of marketing materials and merchandise, to help you spread the positive messages of your travel plan.



> Setting up your workplace travel plan

Creating a 'workplace travel plan' for your organisation couldn't be simpler.

Our coordinators will help you develop a tailored package to meet your specific business needs, and support you with practical measures for promoting sustainable travel choices.

Here's how it works:

Step 1: Enterprise will provide you with free expert advice on travel planning...

Step 2: We'll undertake free audits and travel surveys with site-specific reports...

Step 3: We'll provide you with free guides and advice to build a business case...

Step 4: Then implement some free measures to promote your key travel choices...

Step 5: Then provide free marketing and collateral to help promote messages to your staff...

Step 6: And then provide ongoing support and assistance so your travel plan remains successful.

So get in touch with Enterprise now and get started.

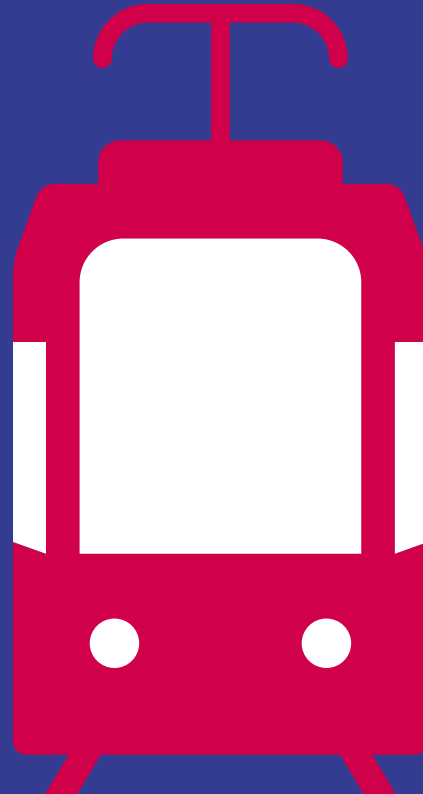
> Let us know how it's going

One of the key elements of a workplace travel plan is monitoring. Not only does it help show how you are progressing towards your specific objectives and targets, it also helps to strengthen the business case behind your travel plan.

By joining Enterprise, we will ask you to keep track of how you are getting on through annual surveys. This allows us to keep up-to-date with your progress and provide you with ongoing support for your travel plan.

Once again, we can help with this by providing you with access to on-line surveys to reduce the time and effort needed to collect the information and analyse it, freeing up your resource to encourage your staff to complete it.

In short, we're here to help you find out what works best for you, so you can improve and develop as a business, and see your success as part of the wider London community.



> Get in touch



We're here to answer any questions that you may have about Enterprise, the process of developing a travel plan, or how you can get the most out of it.

To contact the Enterprise team:

Call: **0870 094 9011**

Fax: **020 8683 6601**

Email: **enterprise@anewwaytowork.org**

Click: **anewwaytowork.org**

Useful links

For more information on workplace travel plans and promoting sustainable ways of travelling, see the following recommended websites:

- Transport for London's Journey Planner:
www.tfl.gov.uk/journeyplanner
- Transport for London's Realtime Information:
www.tfl.gov.uk/realtime
- Transport for London's Travel Alerts:
www.tfl.gov.uk/alerts
- Association for Commuter Transport:
www.act-uk.com

Some of our friends

Enterprise is a partnership involving the following organisations:

Transport for London – providing funding and coordination for Enterprise.

London's Travel Plan Coordinators – located across London to provide localised travel planning advice and information to organisations who have joined Enterprise.

London's travel awareness campaign – providing marketing materials, communications advice and merchandise to support Enterprise members.

Creative Environmental Networks (CEN) – a not-for-profit organisation providing administrative support and delivering elements of the incentive package for Enterprise.

