

Transport for London

A new way to work

Corporate



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way to
work

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Welcome to Corporate – a new way to think about travel

London businesses consistently place transport constraints, such as delays and crowding, among their greatest concerns. There are cost implications of people being late for work, loss of productivity, missed meetings and lost business.

Created by Transport for London (TfL) especially for London's large employers, Corporate will help your organisation deal with these transport challenges and improve its efficiency and productivity in one of the most competitive world cities.

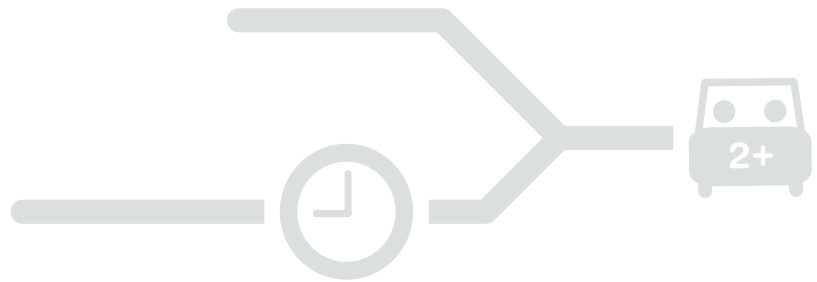
Through Corporate, TfL will help your staff choose wider travel options and look to develop other transport or access opportunities for your business.

By signing up to Corporate, TfL will help you set up a workplace travel plan – a business management tool tailored to your organisation's strategic objectives which will save you time and money.

We will support you every step of the way to achieve this. Alongside dedicated support for your organisation, we will provide you with funding to implement key initiatives to help launch your travel plan. In total, the Corporate support package is worth at least £20,000¹ to your organisation to help implement a workplace travel plan.



¹ Amount at time of publication (March 2008).



In return, we ask for your board and senior management support and long-term commitment to the implementation of your travel plan, as well as monitoring its impacts and results.

By implementing a workplace travel plan, and developing a better understanding of your employees' travel needs, you can create efficiencies and savings in your business and will become an employer of choice. In addition, you will help create a shift towards walking, cycling, public transport and car sharing, as well as smarter ways of working, to the benefit of your business, the environment and London's economy. This will make the Capital a better place to work, live and visit.

The Workplace Travel Planning team at TfL will provide all the help and support that you need. We look forward to working with you.

Thank you for choosing Corporate – smarter journeys start here.

Ben Plowden
Programme Director, Smarter Travel Unit,
Transport for London



What does **Corporate** mean for your organisation?



Through Corporate, TfL will help your organisation develop and implement a workplace travel plan. This is a strategic and dynamic business management tool which links into your existing business systems and processes to deliver efficiencies, savings and benefits to your organisation, operations and employees.

A workplace travel plan can also have a positive impact on your corporate social responsibility and carbon footprint.

Addressing the transport issues across your organisation makes good business sense:

- **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 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 motivated
- **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
- **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
- **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
- **Achieve carbon reduction**
Enhance your environmental credentials by being part of the solution that will make a local and global difference to climate change

The support Corporate can provide



Corporate is a scheme provided by TfL for large employment sites across the Capital, specifically with more than 250 employees at one site. (If your site has fewer than 250 employees, then the Enterprise package may be appropriate – for more details, visit: www.anewwaytowork.org).

Corporate is designed to help your organisation implement a voluntary workplace travel plan² and, in turn, realise the range of financial, efficiency and productivity benefits possible.

There are three key elements to the support Corporate can provide:

1. Travel planning advice

TfL, through the use of specialist transport professionals, will provide your organisation with up to 15 days site-specific advice³.

The advice will help identify key travel issues relating to your business as well as undertaking employee and site audits to assist in the preparation of a travel plan for your organisation. This will use TfL-approved survey techniques, available both online and in paper formats.

2. Quick win implementation package

Based on the key recommendations in the travel plan produced, TfL will provide

support for clearly specified initiative(s) to be implemented by your organisation to help boost the launch of your travel plan. This will only be determined once the site-specific advice has reported back.

In total, the overall support available to your organisation through Corporate, covering both the site-specific advice and implementation package, is worth £20,000⁴ in direct support.

3. Ongoing local support

Once the support available through Corporate has been put to full use and your travel plan is up and running, TfL will continue to provide advice and assistance through its network of regional travel plan coordinators based across London. They will be able to advise on the ongoing implementation of your travel plan, as well as providing support for monitoring progress on an annual basis (such as access to TfL's online survey tools).

² Workplace sites with planning obligations still enforced or with a planning application submitted are not eligible for support through Corporate

³ Multiple and complex sites may be eligible for more days of site-specific advice

⁴ Amount at time of publication (March 2008)



A summary of the Corporate process

The development of a travel plan is a process involving a number of key stages, which are summarised here:

Stage 1

Your organisation formally registers with TfL its interest in Corporate (by completing and returning the detachable form at the end of this guide or online at www.anewwaytowork.org)

Stage 2

TfL meets with you to introduce the concept of workplace travel planning to your organisation and explore the potential benefits available to your business

Stage 4

TfL organises an inception meeting with your organisation and the appointed consultant to discuss the assignment in more detail. At this stage, your organisation will be thinking about setting up a travel planning steering group as well as a champion to lead the travel plan internally

Stage 3

TfL and your senior management sign the Corporate Partnership Pledge Form. This demonstrates your organisation's commitment to the Corporate scheme, as well as the longer term development and monitoring of your travel plan once launched

Stage 5

Employee surveys and site audits are undertaken, following which the travel plan for your organisation is drafted for comment

Stage 8

Your organisation continues to implement your travel plan and to monitor its progress on an annual basis. TfL continues to provide advice and assistance through local travel plan coordinators working across London, as well as providing links into the London boroughs

Stage 6

The travel plan is approved by your organisation and quality checked by TfL. Agreement on the 'quick win implementation package' is reached and direct assistance or grant funding is provided to your organisation

Stage 7

Your organisation launches and implements all the agreed actions as part of the quick win



Organisations already benefiting from travel planning



A number of organisations across London are already actively implementing a workplace travel plan of their own. GlaxoSmithKline and the BBC are just two organisations which are already starting to see the business benefits of travel planning.

GlaxoSmithKline, Brentford

When GlaxoSmithKline's (GSK) head office opened in 2001, it was faced with the problem of limited car parking for the 2,850 employees to be based at the site.

To meet this challenge, GSK's Worldwide Real Estate Department developed a workplace travel plan for GSK House, linking the strategy into the company's Environment, Health & Safety vision.

The GSK House travel plan strategy was built around four pillars:

1. Creating excellent facilities
2. A comprehensive reward package
3. Listening to, and involving, staff
4. Gaining credibility and delivering value

Key to the plan's success has been working in partnership, not only with TfL and the local borough council, but also service providers such as train companies and local cycle shops.

◀ GSK's decision to develop a travel plan has been really positive for the whole company. We have emphasised the importance of alternative modes of transport which include health benefits, environmental benefits and choice. We provide individual advice and support to encourage employees to try new approaches and we work closely with them through regular forums and user group meetings. Working in partnership with Transport for London has been invaluable as it has enabled us to work through a number of other transport-related issues to help improve access to GSK House. ▶

Gita Katbamna,
Head of Change Management,
Worldwide Real Estate,
GlaxoSmithKline, Brentford

◀ For GSK, providing excellent facilities and incentives for a cyclist costs the company up to 80 per cent less than a car driver requiring a parking space. ▶

GlaxoSmithKline, Brentford continued

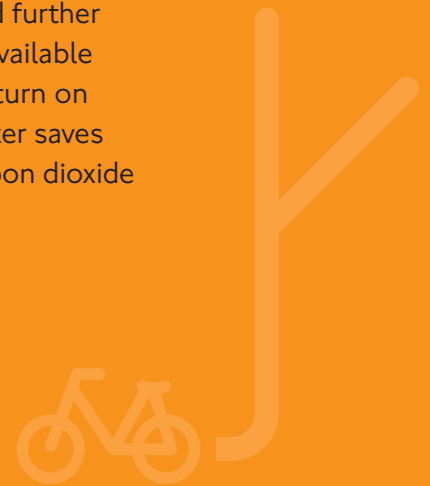
A wide range of initiatives have been implemented at GSK House to encourage and support employees moving away from car use, including:

- New, high quality changing facilities
- Secure, covered cycle parking
- Regular on-site cycle maintenance sessions
- A local bike store on site selling cycles and equipment as well providing advice and information on events
- An innovative scheme to reward cyclists with vouchers for local cycle retailers
- Interest-free season ticket loans for public transport users
- Regular free shuttle bus service between GSK House and local Underground stations
- Car sharing database with a guaranteed ride home facility for all participants
- Car park management which means employees can only park at the GSK site four weeks out of every five
- Regular internal communications and events to promote the travel plan

Ongoing monitoring of the travel plan has enabled GSK to see the true business benefits of implementing the travel plan. More than 300 one-to-one personal travel plans have been created for staff and 250 people are now registered on the car share database.

Levels of cycling at GSK House have trebled and cycling continues to grow. In addition, the numbers of registered cyclists have increased five-fold and more than 10 per cent of the site's employees are now a registered cyclist. For GSK, providing excellent facilities and incentives for a cyclist costs the company up to 80 per cent less than a car driver requiring a parking space.

Each person converting to a new form of transport represents the opportunity to increase building occupancy and further maximise the use of facilities available on site and also get a better return on investment. Each cyclist or walker saves the environment 14.8 kg of carbon dioxide emissions per week.







One of the successes of the BBC travel plan has been the savings made through the introduction of shuttle buses between the main sites.

BBC, West London

As part of the BBC Property Strategy and plans to consolidate corporate premises across west London, the BBC developed a workplace travel plan to support the change management process.

Alongside the property drivers, the BBC also highlighted environmental, employee and business benefits as part of the travel plan's development.

Following baseline surveys of staff, contractors and visitors, the travel patterns across the BBC sites were established, enabling the potential for change to be determined.

As part of the BBC's workplace travel plan, a number of initiatives for reducing the need to travel were identified including teleworking, video conferencing and inter-site shuttle buses. Alongside this, improvements were made to facilities for cyclists such as lockers, showers and drying facilities.

A travel plan coordinator manages and implements the travel plan, promoting its objectives internally and appraising possible future measures.

One of the successes of the BBC travel plan has been the savings made through the introduction of shuttle buses between the main sites. Twelve thousand passengers use the shuttle buses each month and, while they are running, the use of cabs between the sites is prohibited. Over four years, this has saved the organisation approximately £750,000 per year. Additional savings have also been made through the use of the shuttle buses to courier packages between offices.

From an employee perspective, the shuttle buses are convenient to use and have helped to ease business travel arrangements. In addition, the travel plan as a whole has helped promote greater employee work/life balance among staff.

The motivators for the BBC's travel plan came largely from our Property Strategy. However, it soon became clear that significant operational cost savings could be achieved as well as helping to meet our commitment to reducing our environmental impacts.

Andrew Fullerton,
Head of Environmental Planning,
BBC Workplace



Your engagement and commitment

As part of Corporate, your engagement and commitment is vital. To make your travel plan successful, your organisation must be fully behind its development and ongoing implementation. This means allocating appropriate time and resources to the project as well as getting senior management to positively commit to the whole scheme.

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 Corporate, 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 wherever possible.

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

In short, TfL is 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.





Sign up to Corporate

If your organisation would like to join Corporate, the first stage is to register your interest with TfL – simply complete and return the detachable form opposite. Alternatively, you can register online at:

www.anewwaytowork.org

You will then be contacted by a member of TfL's Workplace Travel Planning team who will discuss your requirements further.

If you would like to discuss the potential benefits further, have any questions about Corporate or the process of developing a travel plan, please contact us.

Contact us

TfL's Workplace Travel Planning team

Call: 020 7126 3229

Fax: 020 7126 4185

Email: worktp@tfl.gov.uk

www.anewwaytowork.org

If you are a small to medium sized employer (with between 20 and 250 employees), you may be eligible to receive support through the Enterprise programme.

For more information, go to

www.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:

tfl.gov.uk/journeyplanner

Transport for London's Realtime Information:

tfl.gov.uk/realtime

Transport for London's Travel Alerts:

tfl.gov.uk/alerts

ACT TravelWise:

www.acttravelwise.org

iTRACE (TfL's standardised travel survey tool):

london.itrace.org.uk

Organisation **expression of interest** form

To register your organisation's interest in Corporate, simply complete and return this form to TfL. Please note that by completing this form, you and your organisation are not committing formally to Corporate, but simply indicating an expression of interest.

You can also register online at: www.anewwaytowork.org

You will then be contacted by a member of TfL's Workplace Travel Planning team who will discuss your requirements further as well as answer any questions that you may have about Corporate and the process of developing a travel plan. At this stage, we will also work with you to ensure there is senior management support for taking the process further.

Your organisation contact details:	
Organisation name	
Organisation site address(es)	
Organisation website	
Number of employees at the site(s)	

Your contact details: (This is the person that is the main point of contact and who is likely to take forward the workplace travel plan within your organisation)	
Name	
Position	
Address	
Direct telephone	
Mobile	
Email	

Thank you for taking the time to complete this registration form. Please detach and follow the instructions to seal the form before posting (no stamp required).

Data Protection Statement

By completing and submitting this form, you are authorising Transport for London (TfL), its subsidiaries and service providers, to use the data you provide for the purpose of developing, implementing and monitoring workplace travel plans across London. Your information will be properly safeguarded and processed in accordance with the requirements of the Data Protection Act 1998.

TfL would like to pass your contact details onto its partners in London government in relation to other workplace initiatives and events promoting sustainability and corporate social responsibility. Please tick the box if you do not wish your contact details to be passed on.

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Corporate

**Workplace Travel Planning Team
FREEPOST RRUC-ZJJB-SZLS
Smarter Travel Unit
Transport for London
4th Floor, Windsor House
42-50 Victoria Street
London
SW1H 0TL**

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Corporate



**Tailored to your
organisation's strategic
objectives and business
needs, Corporate is a
new way for businesses
to think about travel in
and around London.**

For further information on
Corporate, please contact TfL's
Workplace Travel Planning team:
Tel: 020 7126 3229
Email: worktp@tfl.gov.uk
Web: www.anewwaytowork.org

This document is available in a range
of alternative languages and formats,
including braille, large print and easy read.
Please call the Workplace Travel Planning
team on 020 7126 3229 or email
worktp@tfl.gov.uk to request a copy.

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