

# Help your staff get to work with the Business Travel Pack

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**LOCAL LINKS**

*The way to go*

# Welcome to the Business Travel Pack

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This pack aims to give you the tools to help encourage more employees to consider walking, cycling, using public transport or car-sharing to get to work.

Providing useful information will make it easier for employees to make informed choices for getting to and from work and promotes the benefits of saving time and money, as well as improving health and wellbeing.

Visit the BEE Anglia website - [www.beeanglia.org](http://www.beeanglia.org)

## Information for businesses

### Suffolk

**Website:**  
[www.suffolk.gov.uk/locallinks](http://www.suffolk.gov.uk/locallinks)

**Email:**  
[local.links@suffolk.gov.uk](mailto:local.links@suffolk.gov.uk)

**Twitter:**  
[@SuffLocalLinks](https://twitter.com/SuffLocalLinks)

### Norfolk

**Website:**  
[www.norfolk.gov.uk/roads-and-transport](http://www.norfolk.gov.uk/roads-and-transport)

**Email:**  
[travelplans@norfolk.gov.uk](mailto:travelplans@norfolk.gov.uk)

If you have any comments on this pack or ideas on how we can improve the content to help you, please let us know through our feedback survey at: <https://goo.gl/INW5FR>

# Benefits

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There are a number of ways in which your business will benefit from the business pack and promoting sustainable travel to your staff.

## For your business:

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- Reduced pressure on your car park
- Reduced business travel costs
- Improved staff health and wellbeing
- A more active and productive workforce
- Reduced congestion
- Easier access for employees and customers
- Help attract and maintain staff
- Demonstrate you're a responsible employer

## Employees and customers can:

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- Save money
- Improve health and wellbeing
- Arrive quicker and more reliably
- Benefit from increased travel options



# Active travel – walking and cycling

Promoting walking and cycling can bring health benefits and cost savings for both the business and its staff. Active travel can make staff fitter and reduce the cost of the commute.



## Cycle to work scheme

The cycle to work scheme is a benefit that you can set up for your staff. Employers of all sizes can get involved and employees can see real savings on the cost of commuting by bike. The scheme allows employees to hire cycles and cycle equipment from their employer as a tax free benefit. At the end of the hire term an employer may choose to sell the cycle on to the employee at market value. If this happens an employee can save over 30% on the cost of the bike and the employer will pay less National Insurance Contributions for the employee during the hire term.

In addition there is a guide to calculating the market value of a bicycle:

[www.hmrc.gov.uk/manuals/eimanual/eim21667a.htm](http://www.hmrc.gov.uk/manuals/eimanual/eim21667a.htm)

You can set up the cycle to work scheme yourself, or one of the following organisations can administer the scheme for you at no cost.

Bike to work – [www.bike2workscheme.co.uk](http://www.bike2workscheme.co.uk)

Cyclescheme – [www.cyclescheme.co.uk](http://www.cyclescheme.co.uk)

Halfords – [www.cycle2work.info](http://www.cycle2work.info)

A guide on how to implement the scheme can be found online:

[www.gov.uk/government/uploads/attachment\\_data/file/11305/cycle-to-work-guidance.pdf](http://www.gov.uk/government/uploads/attachment_data/file/11305/cycle-to-work-guidance.pdf)

Cycle Streets - [www.cyclestreets.net](http://www.cyclestreets.net)

Cycle maps in Suffolk-

[www.suffolk.gov.uk/roads-and-transport/cycling/](http://www.suffolk.gov.uk/roads-and-transport/cycling/)



## Norfolk County Council – Adult Cycling Initiative

Norfolk County Council has initiated an education, training and publicity campaign to support the increasing levels of adult cycling around the county. A free workplace seminar aimed at commuter cyclists, or potential cyclists, is available, which covers the following:

- economic, health and environmental benefits of cycling
- advice on equipment, routes and riding techniques
- key safety messages and other advice that the riders would want to know.

With seminars lasting an hour, this is an ideal introduction for new cyclists, whilst acting as a great refresher for those that cycle more frequently. Cyclists are offered a free follow-up road riding session, which will be client focused and concentrate on areas of concern raised by the cyclist.

To book a seminar for your workplace, please contact Norfolk County Council on 0344 800 8020 or email the team at [roadsafety@norfolk.gov.uk](mailto:roadsafety@norfolk.gov.uk). Each seminar is for a maximum of 10 cyclists, but we can run the seminar multiple times if you have a high demand at your workplace.

# Hints and tips for encouraging walking and cycling

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The following have been used by other businesses to encourage more walking and cycling:

- Ask staff to identify what prevents them from cycling and walking, and help them overcome these barriers by making it easy and simple to walk and cycle to work
- Try to encourage staff to give walking or cycling a go for one or two days a week, and encourage them by offering occasional 'free breakfasts' or other incentives
- Provide copies of free cycle maps, where available, and encourage use of 'walkit.com' to all your staff
- Implement a 'Cycle to Work' scheme offering staff loans for bikes and cycling equipment as a tax benefit
- Be positive about walking and cycling in all communications with staff
- Identify an employee who is passionate about walking or cycling to work and encourage them to get their colleagues to give it a go
- Providing easy-to-understand site active travel maps to staff, identifying safe walking and cycling routes to and from your office
- Providing pool bikes for local business journeys
- Introducing cycle mileage rates for staff cycling on business
- Use of QR codes to download active travel information to mobile phones
- Promoting cycle/ walk to work week to encourage employees



# Public transport

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Taking the bus or train to work is a good alternative to using the car. It's simple, less stressful, frees up personal time and will help ease traffic congestion. It can also be a cheaper alternative, especially when the cost of running a car and parking are taken into account.

To make bus and train travel for commuters even better value for money, a number of bus operators in Norfolk and Suffolk offer discounted travel tickets.



## First Bus Commuter Travel Club

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You and your employees will be able to access a number of discounted travel tickets to save on the cost of your commute. Visit: [www.firstgroup.com/ctclub](http://www.firstgroup.com/ctclub)



## Greater Anglia Corporate discounts

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[www.greateranglia.co.uk/tickets-fares/business-travel/discounted-season-tickets-for-corporates](http://www.greateranglia.co.uk/tickets-fares/business-travel/discounted-season-tickets-for-corporates)



## Ipswich Buses

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[www.ipswichbuses.co.uk/tickets/fares](http://www.ipswichbuses.co.uk/tickets/fares)



## Borderbus

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[www.border-bus.co.uk](http://www.border-bus.co.uk)



# Hints and tips for promoting public transport

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When promoting public transport, you could:

- Provide staff with free and easy to read public transport maps, showing your workplace, including 'how to get here by public transport' advice
- Introduce a noticeboard in the reception area with current public transport information and offers
- Encourage car users to use the bus on just one or two days a week to start with, so they can see how easy it is to use the local bus network
- Be positive about bus and train travel in all communications with staff



# Park & Ride

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## Suffolk

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The Commuter Travel Club offers exclusive discounted travel to all employees of member organisations, no matter the size or nature of the business. It is completely free to join, with no ongoing administration fee and First will even provide you with some marketing materials to promote this offer.

[www.firstgroup.com/norfolk-suffolk/more/ipswich-park-ride](http://www.firstgroup.com/norfolk-suffolk/more/ipswich-park-ride)

Individual employees sign up by calling the dedicated CTC phone number **0345 340 9021** Discounted monthly tickets can be purchased by repeated monthly payment and delivered direct.

### Benefits for employees

- Big discounts on monthly bus passes
- No-hassle repeated monthly payment
- Pass delivered directly to your door
- Completely unlimited bus travel, any time
- Price fixed for a year, guaranteed
- Flexible with no agreements to sign or minimum term

### Benefits for employers

- Offer a great employee benefit at no cost
- Reduce the cost of getting to work
- Improve your green travel planning credentials
- Free to join and no ongoing administration needed
- Marketing materials provided
- Improved employee engagement and retention
- Simple sign up process



## Norfolk

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The Employer Discount Scheme allows employees of any company who is a member of the scheme to obtain a 10% discount on the purchase of an annual adult Park & Ride ticket. An annual Park & Ride ticket allows unlimited use of any of the Park & Ride services, from any site for the entire period of its' validity on any day the services are operating. It can also be used for local journeys between city centre bus stops that are served as part of the Park & Ride network. The discounted price of the Adult ticket is £495.

Payment must be made in full and there are no Direct Debit payment options available on the Employer Discount Scheme.

### Will I get a paper ticket or a smartcard?

Annual Park & Ride tickets are only available on the Norfolk County Council holdall card. Further details on how to obtain your card and purchase your ticket can be found online. As verification that you are currently employed by a member company is required, these tickets can only be purchased in person at the konectbus information desk in Norwich Bus Station which is open Monday to Saturday 0830–1730.

[www.norwichparkandride.co.uk/eds](http://www.norwichparkandride.co.uk/eds)



# Responsible car use

For many businesses and their employees, the car remains an important part of the transport mix. However, there are measures we can take to reduce our environmental impact whilst retaining flexibility and choice by promoting smarter driving practice. This includes more economical and efficient driving (known as “eco-driving”) or car sharing to work.



## Benefits for business:

- Reduces the need for parking spaces
- Reduces business mileage costs
- Improves site access to customers and staff
- Widens the potential recruitment market

## Employees can benefit from:

- Reduced stress from driving
- Reduced costs of fuel and parking

## Hints and tips

- Provide dedicated car parking spaces for car sharers
- Hold a car sharing coffee morning to gauge interest and provide an opportunity for staff to find a car share partner
- Organise a formal launch and a welcome pack for your car sharing scheme
- Try to encourage car users to consider car sharing on one or two days a week to start with – once they see the benefits they will soon start to share every day they can
- Tell staff about how much money they will save by car sharing or eco-driving
- Be positive about responsible car use in all communications with staff

## Roadwork Alerts

You can also sign up to Roadwork Alerts in your area at [www.roadworks.org](http://www.roadworks.org) and they are sent straight to your email address.

# Liftshare

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The Norfolk and Suffolk Liftshare scheme provide a matching service for all those who live, work and travel in and around Norfolk and Suffolk. This service could really help your staff who struggle to use other means of sustainable transport. These websites match up potential partners as a driver or passenger. Once matched, you can choose to journey share as little or as often as you like!

- Find drivers and passengers to car share with for FREE
- Reduce the costs of fuel and parking
- Cut congestion and pollution
- Reduce the stress of driving

You don't need a car to take part and it's flexible: you can choose to journey share as little or as often as you like.

[www.norfolk.liftshare.com](http://www.norfolk.liftshare.com)

Norfolk Liftshare has been set up by Norfolk County Council.

[www.suffolkcarshare.com](http://www.suffolkcarshare.com)

Suffolk Car Share has been set up by Suffolk County Council



# Norfolk Car Club

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Do you have a vehicle fleet or pay staff a mileage rate? An alternative to this would be to use the Norfolk Car Club. As business members, you and your staff can drive a brand new car whenever you need to. You can travel as far as you like for as long as you like. In fact, you get all the benefits of owning a car with none of the overheads.

Top business benefits:

- Flexibility – access a car whenever you need one, 24/7
- Save money – you only pay when you use the vehicle
- Save time – with no need for tiresome admin, you're free to focus on your business
- Peace of mind – car club vehicles are spotlessly clean, maintained to the highest standards, taxed and insured

[norfolkcarclub.com/for-business](http://norfolkcarclub.com/for-business)



# Powered two wheelers

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Moped or motorcycle use, particularly smaller capacity vehicles, can have significant benefits to the environment, congestion, pressure on car parking spaces and running costs for the user. Small motorcycles or mopeds create very little pollution and make a significant impact on reduced congestion during rush hour in urban areas. Some 125cc scooters are capable of 125 mpg with stop-start technology enhancing that figure.



The pressure on car parking spaces at your business premises can be drastically reduced by the use of such vehicles. The cost of tax and insurance, particularly for young employees, could represent very large financial savings over those involved in car ownership.

Your business may need to provide a dedicated motorcycle parking area. Preferably with a ground anchor loop to secure the bike to, and a locker to store crash helmet and clothing once at work.

Advice on licenses' and legal issues can be sought from the Road Safety Team in Norfolk at [roadsafety@norfolk.gov.uk](mailto:roadsafety@norfolk.gov.uk) or by calling [0344 800 8020](tel:03448008020) and in Suffolk [suffolkroadsafe@suffolk.gov.uk](mailto:suffolkroadsafe@suffolk.gov.uk). Take a look at the courses Suffolk Road Safe has to offer on helping to improve your motorcycling skills with 1:1 training [www.suffolkroadsafe.net/motorcyclists/](http://www.suffolkroadsafe.net/motorcyclists/)

Norfolk has a full range of training options post-test or even once Compulsory Basic Training (CBT) has been completed. Please visit [www.think.norfolk.gov.uk](http://www.think.norfolk.gov.uk) for more details or contact as above, and in Suffolk visit [www.suffolkroadsafe.net](http://www.suffolkroadsafe.net).



# Workplace Challenge

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**Companies and organisations across Suffolk and Norfolk are invited to take part in the 'Workplace Challenge'. The aim of the programme is to promote sport, physical activity, and health improvements across the UK's workplaces.**

Sign up to record your sport and physical activity online to receive points- and points make prizes! But it's not about winning, 'spot prizes' are offered during the national 8-week Activity Log challenge as part of a draw simply by taking part.

[www.workplacechallenge.org.uk/suffolk](http://www.workplacechallenge.org.uk/suffolk)

[www.workplacechallenge.org.uk/activenorfolk](http://www.workplacechallenge.org.uk/activenorfolk)

## What is Workplace Challenge?

A key element of Workplace Challenge is a national programme from County Sports Partnership Network funded by Sport England which aims to engage workplaces in sport and physical activity. The Workplace Challenge website enables employees to:

- Sign up for FREE!
- Record their levels of sport, physical activity and active travel online
- Set their own personal physical activity and active travel targets
- Challenge their colleagues, friends and other workplaces through the Workplace Challenge leader-boards
- Take part in national challenges to win prizes for themselves and their workplace
- Sign up to regular workplace sport and physical activity competition events.
- Keep up-to-date with information on health initiatives and local sport and physical activity opportunities

# The Travel Plan Grant Scheme (Suffolk only)

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The grant scheme will provide local organisations with up to 50% match funding towards the cost and installation of initiatives to support healthier and greener travel.

Grants of up to £1,000 can be awarded to 10 businesses each financial year, with any more being decided by our panel.

No initiative or idea is too small. The grant will allow businesses to undertake a range of activities within the workplace. Previous ventures include:

- Installing showers for cyclists and runners
- Creating secure storage for cycles
- Providing confidence training for employees wanting to start cycling
- Improving access to the workplace for cyclists and pedestrians
- Purchasing pool bikes and equipment for business trips

To download an application form, visit [www.suffolk.gov.uk/locallinks](http://www.suffolk.gov.uk/locallinks) or email [local.links@suffolk.gov.uk](mailto:local.links@suffolk.gov.uk)

# Resources

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## Encourage your staff to Tweet

Many of the public transport operators in Norfolk and Suffolk now use twitter

It's a great way to get fast responses to enquiries and find out the latest news and travel updates.

@first\_Norwich  
@nparkandride  
@emtrains  
@greater\_anglia  
@SandersCoaches  
@Norfolkgreenbus  
@anglianbus  
@konectbuses  
@GNRailUK  
@mylynxbus

## Useful weblinks

[www.gov.uk/expenses-and-benefits-public-transport](http://www.gov.uk/expenses-and-benefits-public-transport)

[www.traveline.info](http://www.traveline.info)

[www.greateranglia.co.uk/travel-information/journey-planning](http://www.greateranglia.co.uk/travel-information/journey-planning)

[www.greateranglia.co.uk/travel-information/journey-check](http://www.greateranglia.co.uk/travel-information/journey-check)

[www.thameslinkrailway.com/travel-information/plan-your-journey/live-departures-and-arrivals](http://www.thameslinkrailway.com/travel-information/plan-your-journey/live-departures-and-arrivals)

[www.norfolk.gov.uk/roads-and-transport/public-transport/buses](http://www.norfolk.gov.uk/roads-and-transport/public-transport/buses)

[www.holdall.norfolk.gov.uk](http://www.holdall.norfolk.gov.uk)

[www.suffolkonboard.com](http://www.suffolkonboard.com)

# Your travel information plan

This travel information plan aims to try and give your staff and customers practical travel information to and from your premises to encourage sustainable travel by bus, train, by bike or on foot. Traffic jams and full car parks in the city can cause frustration for lots of commuters. The link to plan your own personalised journey in Norfolk is [www.activenorfolk.org/personal-travel-plans](http://www.activenorfolk.org/personal-travel-plans). For personalised journey planning advice in Suffolk, visit the Local Links website [www.suffolk.gov.uk/locallinks](http://www.suffolk.gov.uk/locallinks)

Travel TIP: *the text can be used in different ways, for example; on your website, included in staff induction packs or given out to visitors and customers over the phone.*

Enter business name here: \_\_\_\_\_

The person responsible for delivering this plan is: \_\_\_\_\_

Version date: \_\_\_\_\_

## Contact details

Telephone: \_\_\_\_\_

Email address: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Travel information will be provided to:

Staff  Visitors  and will be shown on staff Intranet  corporate website

Information held within the travel information plan will be reviewed and updated every 6 months.



# Your travel information plan(cont.)

Information will be provided via;

Website  Travel information pack  Sent with meeting/appointment invites

Posters  Intranet  Staff training/induction

Please provide details of the above:

The following travel plan events will be promoted;

Walk to Work Week  National Bike Week  World Car Free Day

National Liftshare Week  Local sustainable travel events

A commitment of £ \_\_\_\_\_ / staff time of \_\_\_\_\_ hours  
has been committed annually for promotion of the Travel Information Plan  
and sustainable travel.

Local travel information: correct as of \_\_\_\_\_

Please complete the following information for your future reference

Location map:

Please insert a map here (e.g. from google or other online map) which shows local travel facilities such as bus stops, train station, cycle parking or car parks. We recommend that you insert a google map into your website which enables the user to plan travel journeys using its 'directions' feature.

# Your travel information plan *(cont.)*

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## On foot

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- Describe where your premises is, how near is it to places?

You can plan your journey on foot using [walkit.com](http://walkit.com) or using [Google maps](https://www.google.com/maps)



## By bike

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- Describe if you are near a cycle route
- Say if you have cycle parking on site
- Say if you have any other cyclist facilities e.g. free lock, lockers, storage etc.

You can plan your Norwich journey by bike using [norwich.cyclestreets.net](http://norwich.cyclestreets.net)

Find out more about cycling in Norfolk here: [www.norfolk.gov.uk/roads-and-transport/alternative-ways-to-travel/cycling](http://www.norfolk.gov.uk/roads-and-transport/alternative-ways-to-travel/cycling)



## By bus

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- Describe your nearest bus stop(s),
- Describe how near these bus stops are,
- State which bus services stop there,
- If Park & Ride services stop nearby state which services they are.

You can plan your journey by bus using [travelineeastanglia.org.uk](http://travelineeastanglia.org.uk)

To find out times of the next bus from the bus stop text its unique code to **84268**.

In Norwich there are six Park & Ride sites situated around the City providing regular buses direct to the city centre – find out more about Norwich Park & Ride here: [www.norwichparkandride.co.uk](http://www.norwichparkandride.co.uk)

# Your travel information plan *(cont.)*

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## By train

- Describe how near Norwich rail station is – is it within XX minutes' walk of your site or by frequent bus service?

You can plan your journey by train using [nationalrail.co.uk](https://www.nationalrail.co.uk)



## By car

- Describe how to find your site by car including your postcode
- Describe what the on and off site parking arrangements are and any restrictions, e.g. time limits in limited waiting bays, controlled parking zone or payment etc.
- Can you reserve a parking space in advance?
- Do you issue a parking permit?

## Travel tips

- Add in your own travel tips here!  
This could include:
  - promoting the health and wellbeing benefits of sustainable travel
  - show your own travel page on your corporate website?

