

# Engaging London's Business Community

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# Ramp up

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- 2005/06 Workplace activity significantly ramped up
- Staffing levels increased from 1 to 5
- New programmes devised
- Budget increased from £1.2m to £5.5m per year
- Targets increased: 250,000 employee over two years



# Research - Business issues



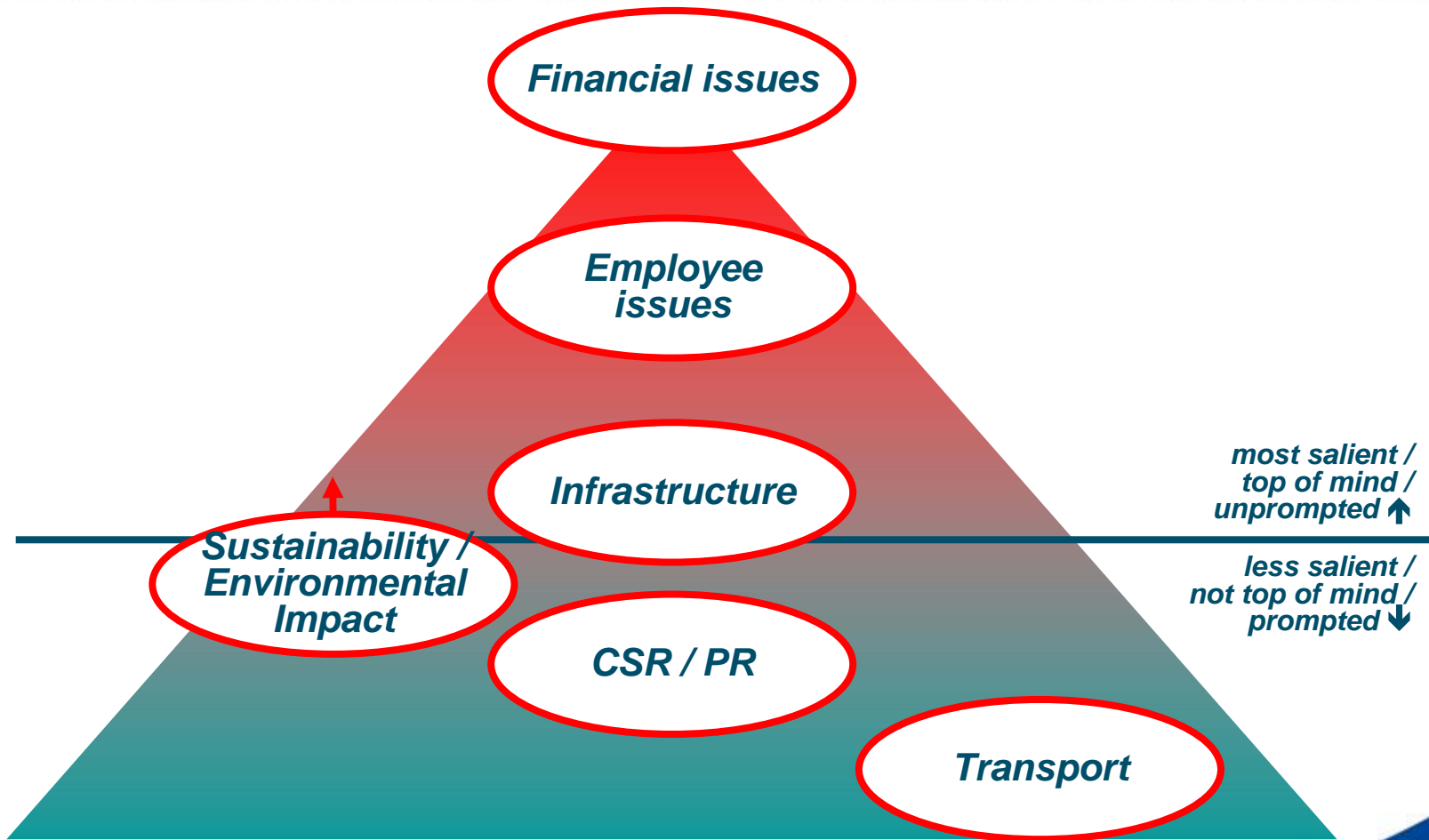
# Research - Business issues

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- For all businesses, financial issues are the single biggest concern and driver of business decisions and strategy
- Financial issues have at least an indirect impact on all other business issues and considerations:



# Research - Business issues



# Other findings

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- They dislike Cold Calling - but are always looking for ways to improve their organisations
- Peerism was important - what were other businesses doing?
- Sales - it was difficult to gain access to the right people in the organisation
- Product - lacked clarity and was not tangible and seemed a bit complicated



# No cold calling

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- Trusted sources – **tapestry**
- Third part events and introductions



# Workplace Travel Plans

Helping business work



Efficiency.  
Corporate go.  
making

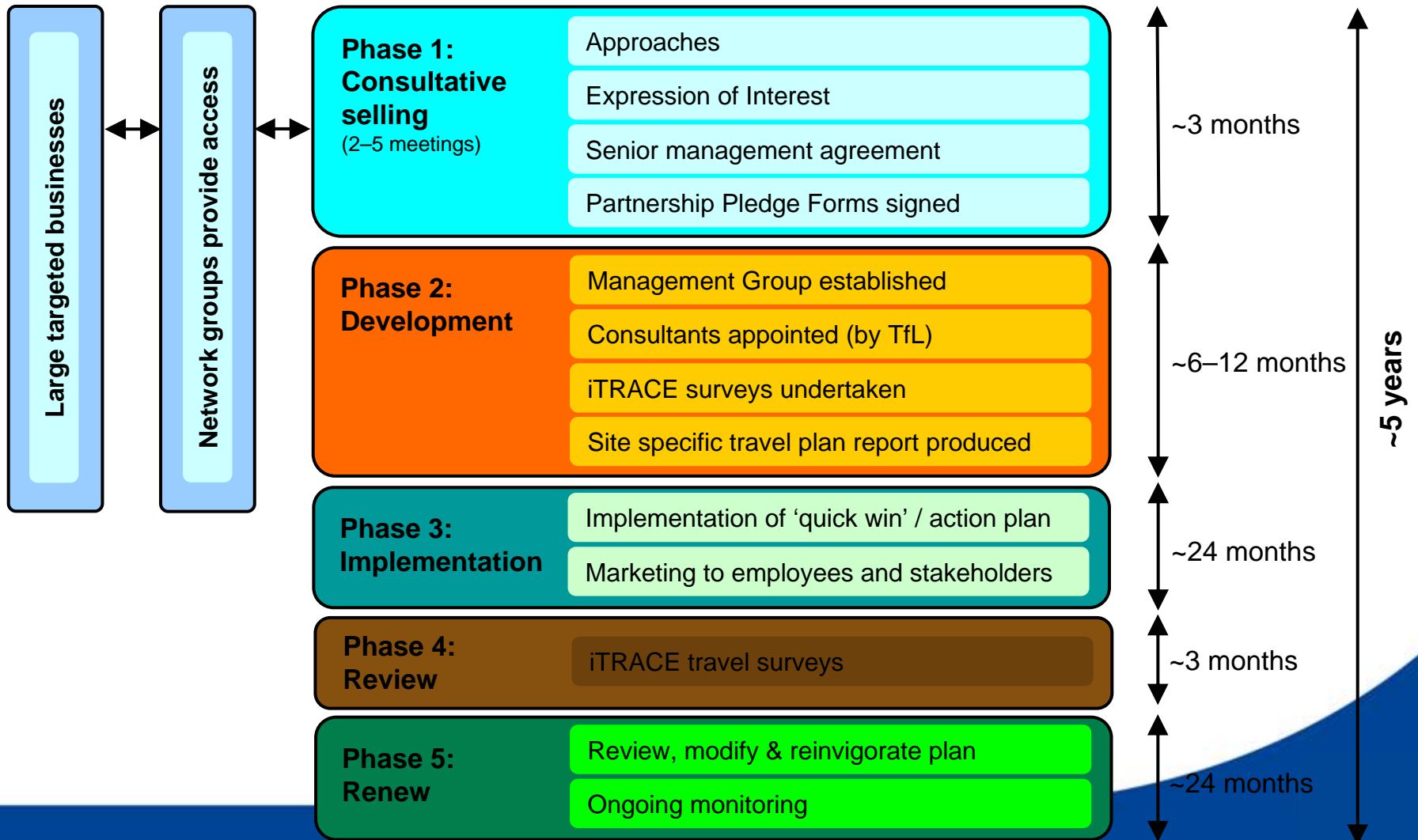


# Peerism

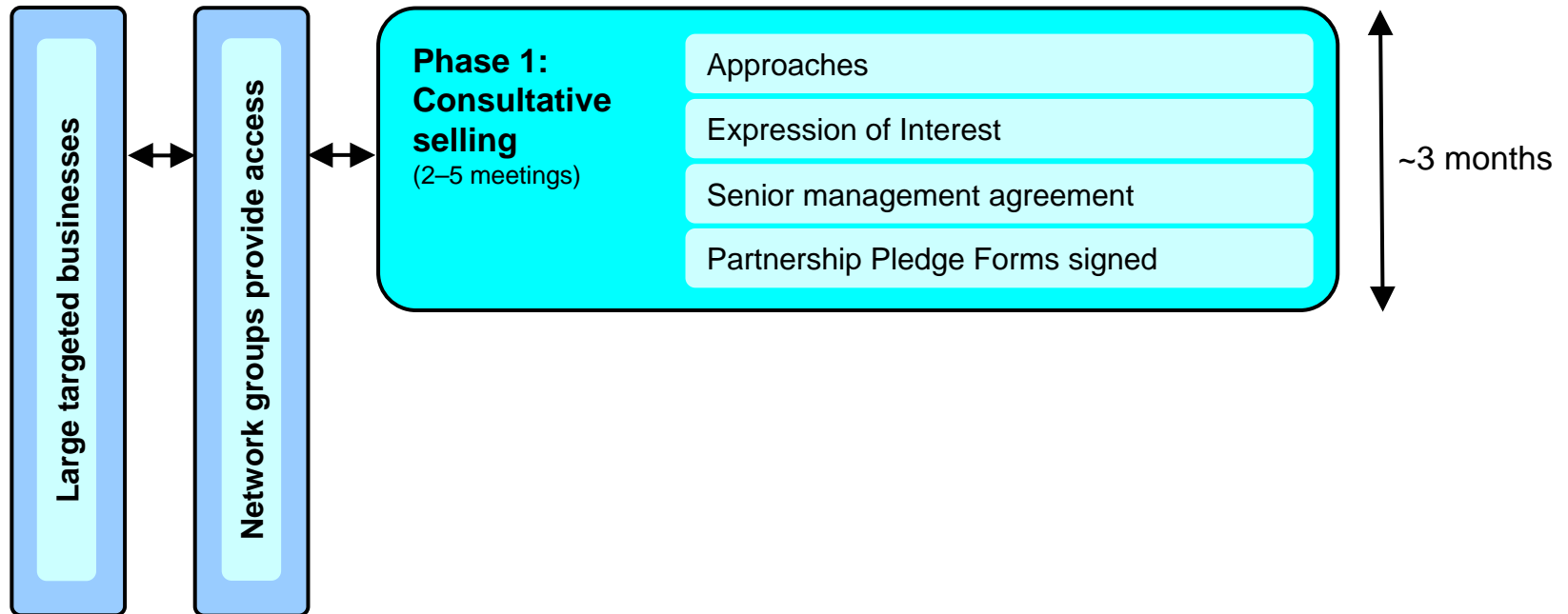
- Set up business networks:  
TMA's, Travel plan groups/networks
- Utilised existing groups such as Chamber of Commerce and the Strategic Health Authority
- We used existing partners such as London Underground, LDA, etc.
- We used recommendations, referrals from other businesses / organisations
- We go to conference and events – CSR etc.
- We shamelessly promote our existing clients!



# Sales process & programme overview



# Consultative selling



# Consultative selling

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- Its about relating your product to your clients needs
- It involves a lot of active listening
- We only try and sell to the next level
- Very time consuming
- Very effective around 90% conversions



# Created tangible products

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**Corporate**

250+ employees on the site

**enterprise**

20 to 250 employees on the site

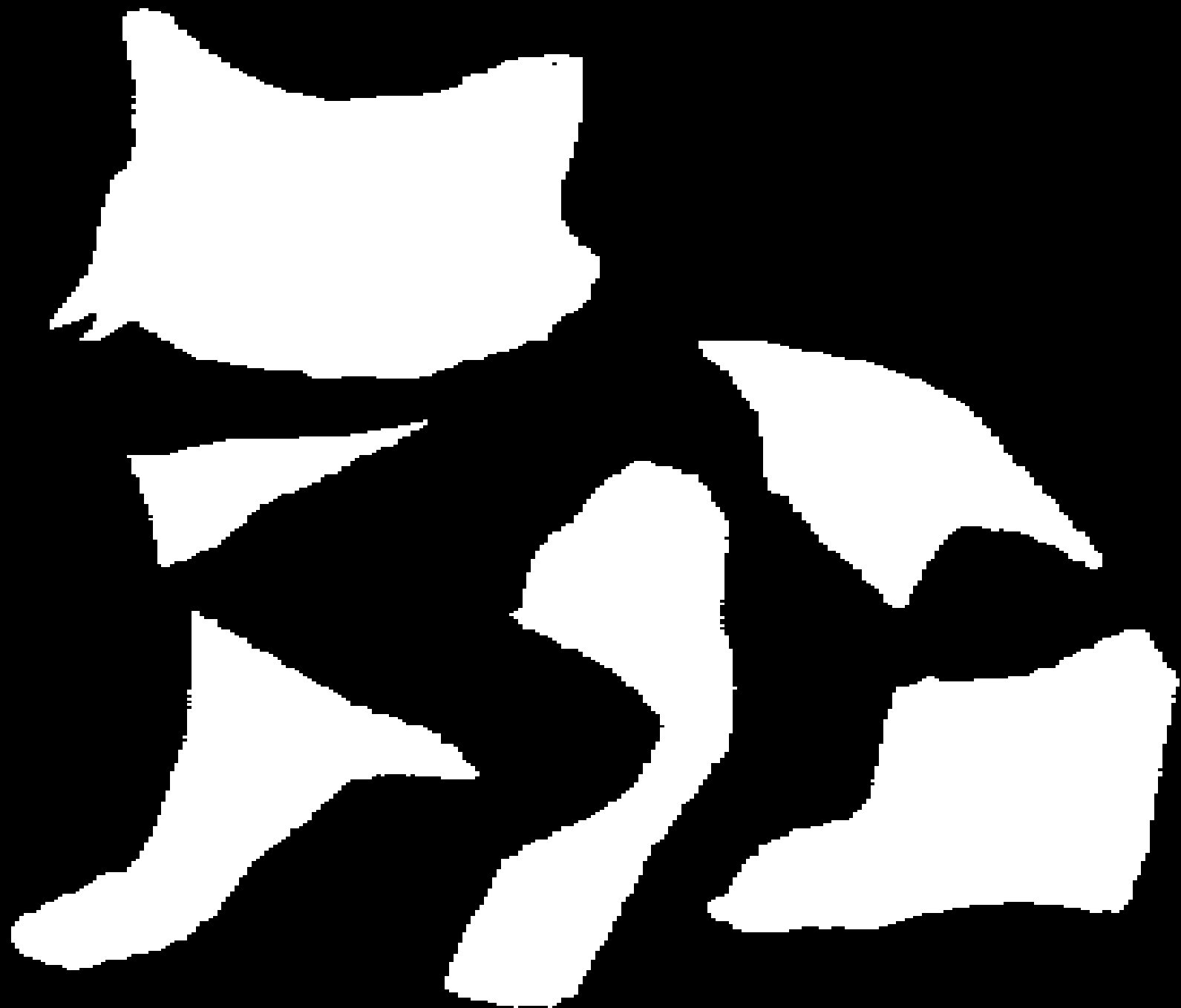


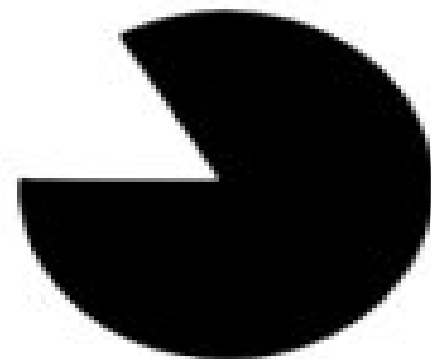
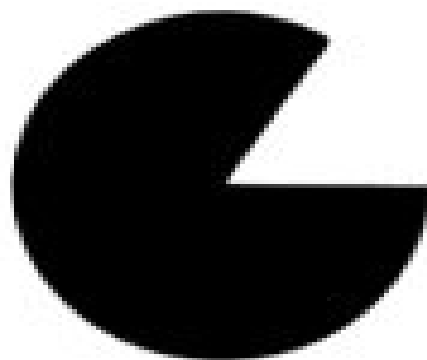
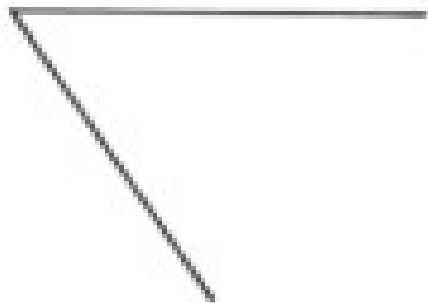
# A New Way to Work: Corporate

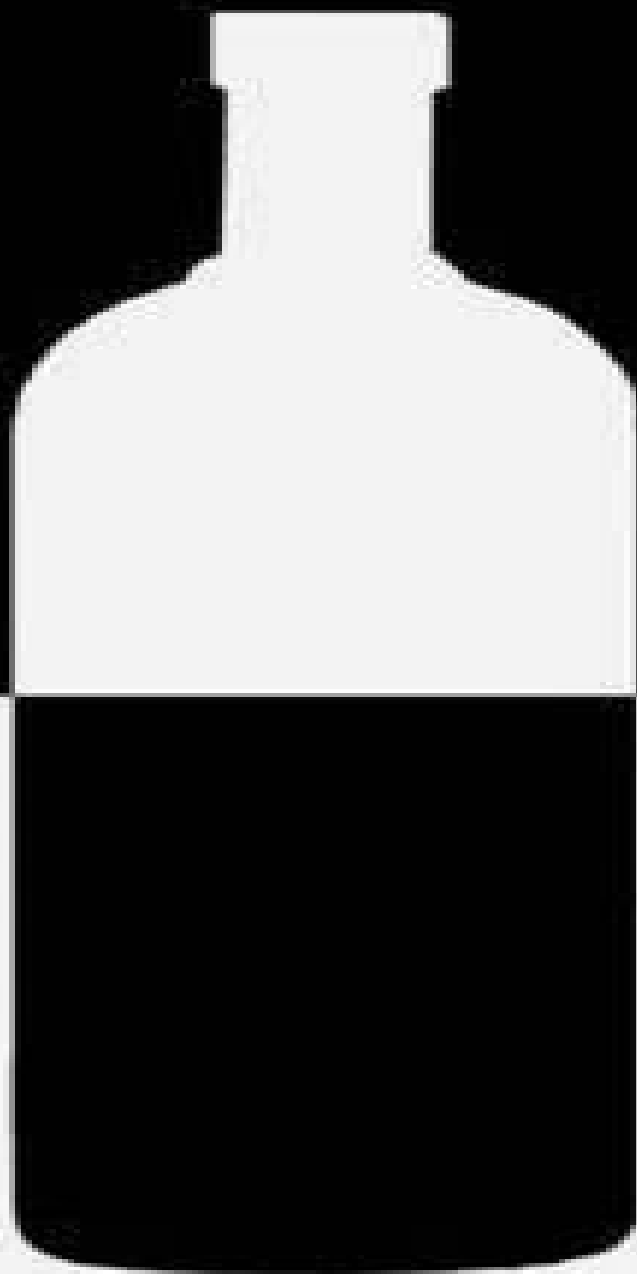


# A New Way to Work: Enterprise







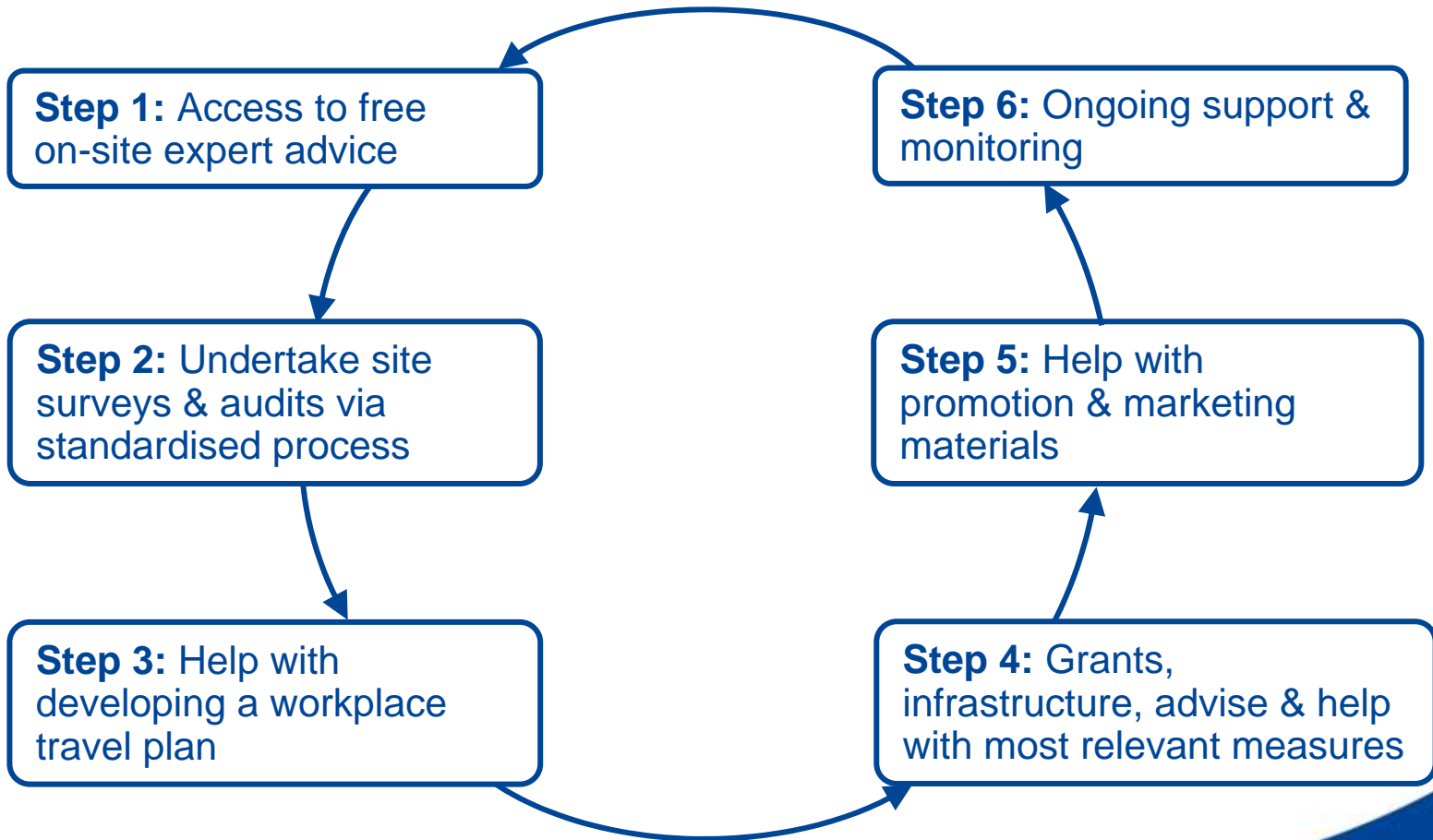


# Selling the business benefits

- Cost savings for the business
- A more attractive employer
- Becoming an employer of choice
- A healthier, more productive workforce
- More travel options for the business
- Achieve carbon reduction



# How the support is structured



# Standardised support packages

- Walking



- Cycling



- Public transport



- Car sharing



- Smarter working  
(flexible & remote working)



# Enterprise: support package example

## For cycling:

- Marketing materials
  - Posters



# Enterprise: support package example

## For cycling:

- Marketing materials
- Merchandise
  - Cycle repair kits
  - Water bottles
  - Towels
  - Slap-wraps
  - Rucksacks



# Enterprise: support package example

## For cycling:

- Marketing materials
- Merchandise
- Measures
  - Free cycle stands
  - Discounted pool bikes



# Enterprise: support package example

## For cycling:

- Marketing materials
- Merchandise
- Measures
- Support & advice
  - Workplace cycle parking guide
  - Pool bikes for business guide



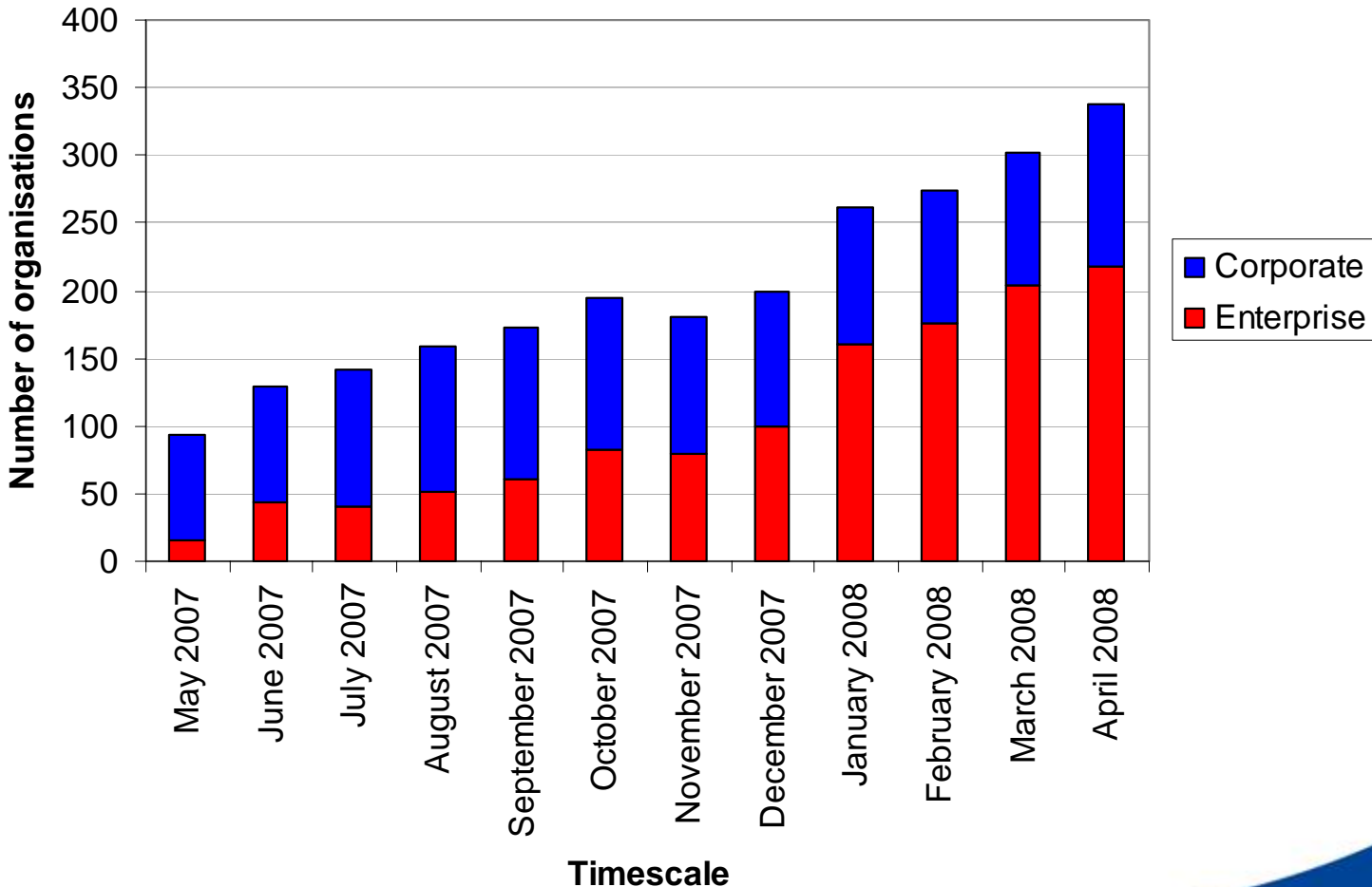
# Enterprise: support package example

## For cycling:

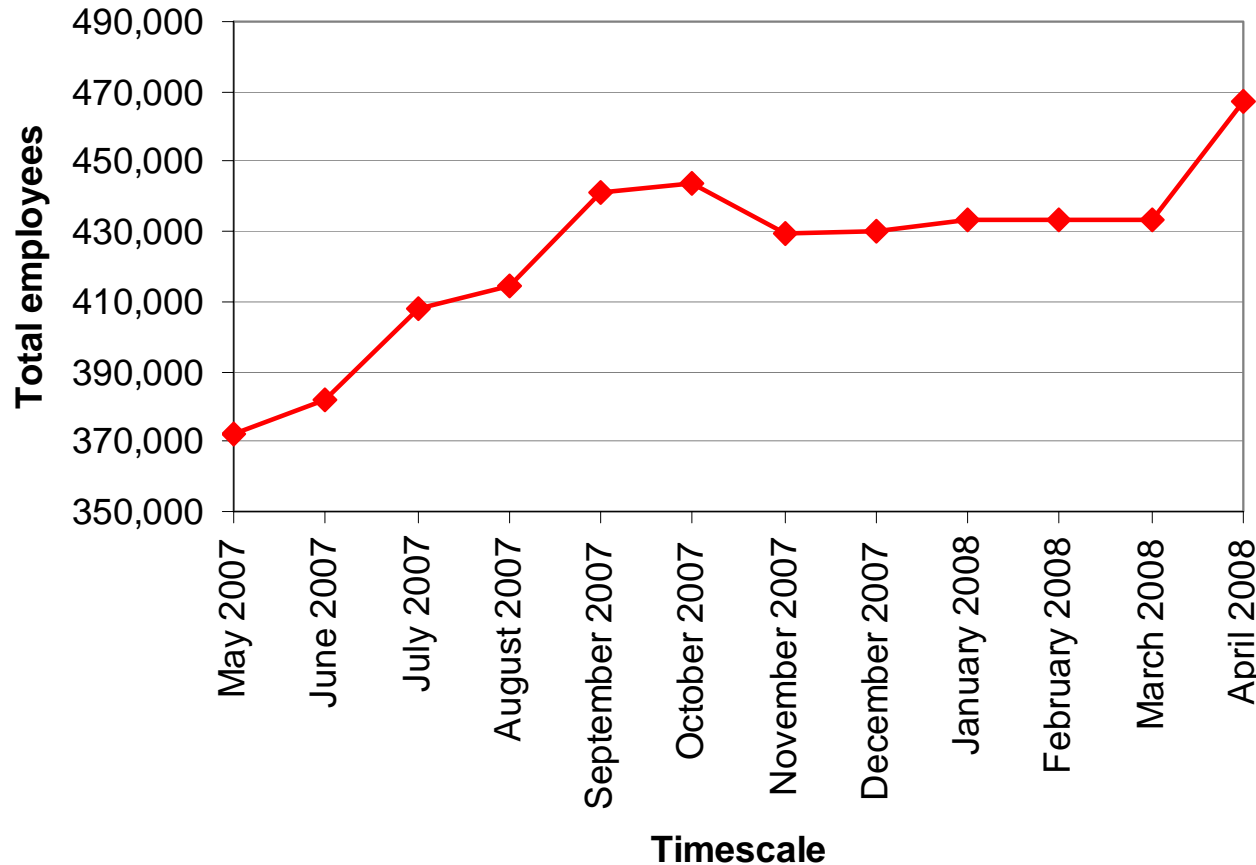
- Marketing materials
- Merchandise
- Measures
- Support & advice
- Workplace signs
  - Cycle parking
  - Showers
  - Lockers



# Progress to date (organisations)



# Progress to date (employees)



**Corporate organisations:**  
~456,000 employees

**Enterprise organisations:**  
~11,000 employees



# Results

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- The business case for the Voluntary Programme presently stands at 4.1:1
- Overall in iTRACE:
  - At present around 1,400 workplace travel plans in London have been registered and are being tracked through iTRACE
  - iTRACE is showing an average 13% mode shift away from car journeys, based on repeat travel surveys at 18 organisations and a survey population of 10,000 employees



# For more information

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'A New Way to Work' website: [www.anewwaytowork.org](http://www.anewwaytowork.org)

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**Making London  
better through  
smarter travel.**

