



This document is part of a suite of templates available at:  
<http://www.swindontravelchoices.co.uk/business/>

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## Top Ten Quick and Easy Ways to Smarter Travel

Transport isn't just about getting from A to B, it is an essential part of business. There are some quick and easy ways to save your business money and boost your sustainability credentials by being smarter with travel. The ten suggestions below are quick and easy to implement.

### 1. Clear travel information

This is the most simple and effective step to encouraging smarter travel to your site. Publishing full travel directions and facility information on your intranet or company website and displaying it in key locations on site can ensure that visitors and staff are aware of all the travel options. Having clear travel information highlighting alternatives to the car it can encourage staff, visitors and customers to make smarter travel choices.

- [Download our templates](#) for providing travel information to staff and customers/visitors

### 2. Display live bus times on screens in shared areas

Live bus arrival information is available via the [Swindonbus.info](http://Swindonbus.info) website and on mobile phones as an app. Businesses can display the live feed or next scheduled stop for arrivals at your closest bus stop from screens in reception or waiting areas. Simply link to the website.

### 3. Provide pool umbrellas

Providing branded company umbrellas which can be borrowed from reception can help staff with using public transport, if they need to walk to and wait at a bus stop without a shelter for example. It also encourages more walking at lunchtime if umbrellas are available. See our toolkit on [Promoting Walking](#) for resources to advertise stress busting lunchtime walks. Branded umbrellas offer free advertising for the company too!

### 4. Encouraging cycling

Cycling is a cheap and convenient way to travel for staff and visitors. Additionally, if staff and visitors are cycling to your site, it means fewer cars in the car park.

- Improve your employees' cycle confidence by encouraging them to take part in cycle training sessions. Find out more at: [Swindon Travel Choices website](#)
- Sign your organisation up to the Cycle to Work scheme. This government scheme allows your staff to purchase a tax free bike and spread the payment over one year. Find out more at the [Department for Transport website](#).



- Covered and secure cycle storage will encourage more cycle journeys. Read our [cycle parking guidance](#) to help you work out what you need.

## 5. Lockers and Changing Facilities

Having somewhere safe and secure to store a change of clothes or footwear can mean staff are more willing to walk or cycle.

## 6. Supporting car sharing

Supporting car sharers in your organisation can reduce the number of vehicles being driven to the site which can lead to significant financial savings in the long term by enabling more efficient land use and reducing maintenance costs.

- Install a link to [CarshareSwindon](#) on your webpage or intranet; this will keep it in people's minds.
- Encourage your staff to car share by letting them know about the potential money saving opportunities of car sharing. Download our "[employer's guide to car sharing.](#)"
- Hold a car share event – we can give you leaflets and [Q+A brochures](#) about car sharing, as well as balloons and templates for posters. Remember to take advantage of [Liftshare Week](#) each October.
- Priority car parking spaces for car sharers encourages staff to car share by guaranteeing a parking space and raising the profile of car sharing.

## 7. Guaranteed emergency ride home

A key concern for some employees when choosing how to travel to work is the worry that if they don't have their car available at work and an emergency happens at home they will be unable to get home quickly. This is often one of the most common reasons that individuals choose not to travel via alternative modes. Offering a guaranteed free ride home in emergency situations resolves this concern, and interestingly organisations who offer emergency rides home find that staff rarely use the service. There is more detailed information in our "[employer's guide to car sharing.](#)"

## 8. Eco-driving techniques

Eco driving techniques can reduce fuel consumption by up to 10%. Ensuring business vehicles are driven in this way can reduce the amount spent on fuel costs. Save your staff money by letting them know about the benefits too.

- [Watch a 20 minute film](#) about Eco-driving (courtesy of Devon County Council)



## 9. Pool bikes and vehicles

Providing pool bicycles and/or cars reduces pressure on staff to drive to work and is usually cheaper than paying statutory mileage expenses for own-vehicle use. Alternatively, making use of a nearby car club vehicle for business travel may be a suitable option.

- Download our [pool bike guide](#)
- Find out about [Cowheels car club](#) vehicles in the Swindon area

## 10. Flexible and home working policies

- Flexible and home working policies enable employees to use public transport or have more options for car share arrangements, as well as enabling them to work around occasional personal commitments. See our [Reducing Business mileage \(inc flexible working practices\)](#) for more details.