

Help your staff get to work with the

Business Travel Pack

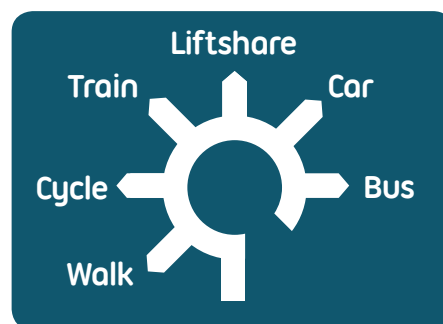


Welcome to the Business Travel Pack for staff

This pack aims to give you the tools to help encourage your staff to consider using sustainable modes of transport.

By providing useful information that will make it easier for employees to make informed choices for getting to and from work, it promotes the number of benefits that the scheme has, from saving time and money to improving health and wellbeing. It will also help boost your businesses corporate social responsibility and staff productivity. This can be used to help staff and visitors access your workplace as well as reduce your business mileage.

Why not join our LinkedIn group to share your ideas with other organisations? You can also be kept up to date with bus service changes, travel related events and much more.



Business Benefits

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

Reducing car park pressures – If you have car parking at your site, by encouraging other modes of travel instead of private car this will reduce pressures on parking.

Reducing business expenditure – Cycle to work schemes allow staff to hire bicycles over a set period of time. This is seen as a great benefit for staff but because the 'loan' is recuperated before tax and national insurance, you will reduce National Insurance contributions, saving your company money. More details on the scheme can be found on page 8.

Helping you attract and retain staff – The commute to work can be stressful for staff. To attract the best possible staff it's important that they understand how they can access your site. This pack can help you produce information for current and prospective staff so they are aware of all their options.

Active travel increases productivity – A more active workforce has been shown to be more productive and is likely to have reduced levels of absenteeism. This can only be good for business. Most modes of sustainable travel will include some level of activity and therefore this is a simple way for you to encourage staff to be more active.



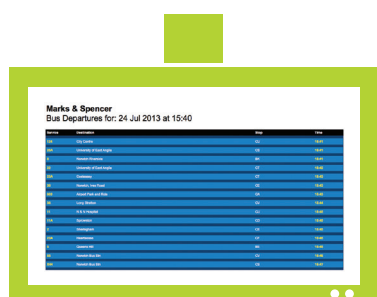
Live Travel Information at your fingertips...

Good news! Live travel information is now available for you to access at work.

You can have information for bus departures for your nearest bus stops on display screens in your reception area, as an icon on computer desktops or as a newsfeed on your website.

For more information or advice, and for help with setting this up, please email the team: betterbusarea@norfolk.gov.uk

Not sure what you want? Have a look at the options below:



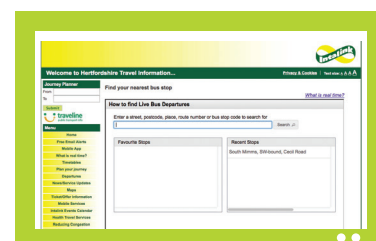
Live feed on screen

If you already have a screen in your reception area, staff room or waiting area, it is very easy to set up to show travel information for staff and visitors.



Desktop icon

You can create a shortcut to travel information on your intranet site so that staff can see how the buses are running without leaving their desk.



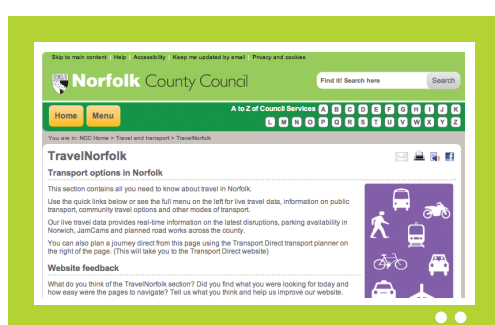
Website links

Provide an interactive travel map on your company website so visitors and staff can see how the buses are running.

Want to find travel information?

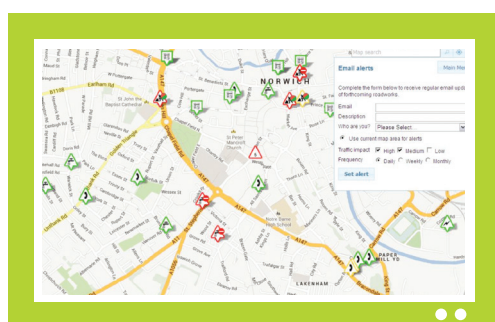
Norfolk County Council hosts an easy to use, up to date travel website: www.norfolk.gov.uk/travelnorfolk

Here you can find out all the information you need including bus routes, car parking availability, traffic jams and roadworks.



Roadwork Alerts

You can also sign up to Roadwork Alerts in your area here at roadworks.org and they are sent straight to your email address.



Discount Schemes

Bus travel is a great alternative to travel by car if your business is based in Norfolk.

It reduces congestion and reduces pressure on car parks in the city. It also can be a cheaper alternative, especially when the cost of running a car and parking everyday are taken into account. We understand that your employees might prefer the convenience and comfort of their cars, so may need a bit of convincing to take the bus. To make bus travel for commuters even better value for money, a number of bus operators in Norfolk have offered further discounts for signing up to the Business Travel pack. Your employees can now purchase some great season ticket deals.

Why not become a member of the First Bus Corporate Travel Club?

You and your employees will be able to access a number of discounted travel tickets to save on the cost of your commute.

Visit: firsttravelsolutions.com/services/corporate-travel-club

Anglianbus & Konectbus

Anglianbus & Konectbus also offer **discounted annual season tickets** to a number of businesses throughout Norfolk. For more information contact David Smith: david.smith@konectbus.co.uk



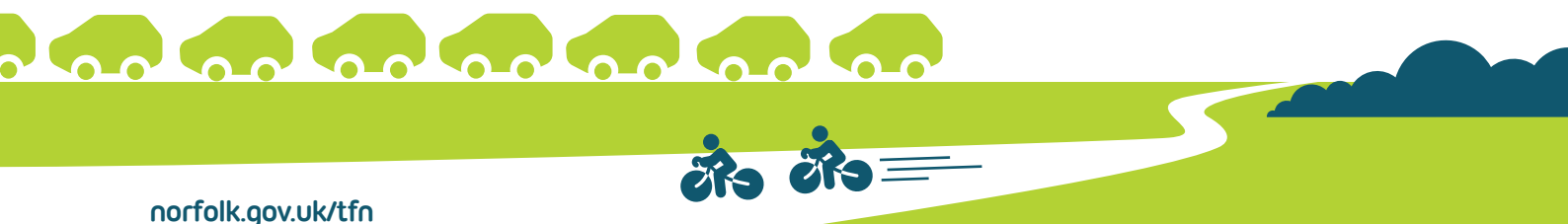
Adult Cycling Initiative from Norfolk County Council

Norfolk County Council has initiated an education, training and publicity campaign to support the increasing levels of adult cycling around the county.

Many organisations are now offering the cycle to work scheme to their employees and this resource has been developed to complement this. A free workplace seminar aimed at commuter cyclists, or potential cyclists, is the first stage. The seminar will cover the economic, health and environmental benefits of cycling, whilst providing advice on equipment, routes and riding techniques. This seminar will also inform your staff of 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 will then be 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** 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.



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.

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

gov.uk/government/publications/cycle-to-work-scheme-implementation-guidance

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

hmrc.gov.uk/manuals/eimanual/eim21667a.htm

To help administer this sort of set up there are a number of organisations that will set up, administer and support you with providing this scheme to your staff.



Powered Two Wheelers

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 licences and legal issues can be sought from the Road Safety Team on roadsafety@norfolk.gov.uk or by ringing **0344 800 8020**

We have a full range of training options post-test or even once Compulsory Basic Training (CBT) has been completed. Check [think.norfolk.gov.uk](https://www.think.norfolk.gov.uk) for more details or contact as above.



Norfolk Liftshare

Norfolk Liftshare has been set up by Norfolk County Council to provide a matching service for all those who live, work and travel in and around Norfolk.

This service could really help your staff who struggle to use other means of sustainable transport. This website matches 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

norfolk.liftshare.com



Norfolk Car Club

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



Active Norfolk's Fit4Work and Workplace Challenge

Fit4Work is Active Norfolk's Workplace Health Programme and is designed to improve the health and wellbeing of people of working age in the County which in turn can impact on the performance of local businesses.

Through Fit4Work Active Norfolk can support workplaces to identify and address the health and wellbeing needs of their employees.

Training is available for staff to become Workplace Health Champions and our Working Well Grant fund enables organisations to apply for funding of up to £500 to support workplace health initiatives e.g. bike racks to encourage active travel.



**WORKPLACE
CHALLENGE**

activenorfolk
fit4work

What is Workplace Challenge?

A key element of Fit4Work, 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.

Active Norfolk's 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 leaderboards**
- **take part in national challenges to win prizes for themselves and their workplace**
- **sign up to regular Fit4Work Competition Calendar events**
- **keep up-to-date with information on health initiatives and local sport and physical activity opportunities**

www.activenorfolk.org/fit4work

www.workplacechallenge.org.uk/activenorfolk



Employer discount for Park & Ride

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.

You should be able to ask your supervisor or line manager for this information. If they are unable to provide it, then you can get in touch with konectbus on **feedback@konectbus.co.uk** and we will be able to check our current list.

For more info see www.norwichparkandride.co.uk/eds/



Get involved on LinkedIn

Business Travel Network for Norwich has been set up for you to share experiences with others using the pack.

Norfolk County Council will keep you up to date with any changes and you can talk to other Travel Champions and find out how they have used the scheme too. We will also be posting information about upcoming workshops to help you get the most from the Business Travel Pack, plus we will be promoting competitions to win some great prizes.

Find us here: [linkedin.com/groups?home=&gid=5149219&trk=anet_ug_hm&goback=%2Emid_I336104279*4155_*1_*1](https://www.linkedin.com/groups?home=&gid=5149219&trk=anet_ug_hm&goback=%2Emid_I336104279*4155_*1_*1)



Encourage your staff to Tweet

Many of the transport operators in Norfolk now use twitter.

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

[@firstnorfsuff](#)

[@nparkandride](#)

[@anglianbus](#)

[@firstNorwich](#)

[@greateranglia](#)

[@konectbuses](#)

[@SandersCoaches](#)

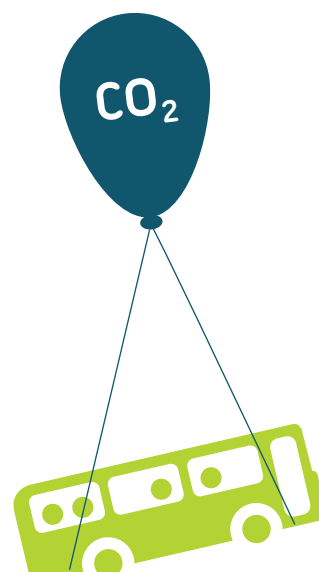
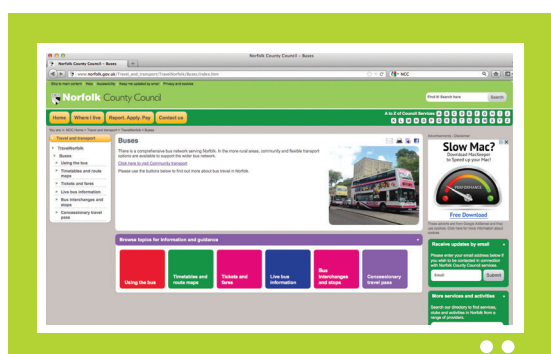


Personalised Journey Planning

Another great feature of the Business Travel Pack is free journey planning software for you and your employees.

It's simple and easy to use. This will show walking or cycling options as well as public transport, Park & Ride and carsharing according to postcode, and this can be tailor-made for every member of staff.

The software also includes handy information such as the number of calories burned; the amount of CO₂ emitted and cost comparisons for each mode of transport used. This could help staff decide on new ways to commute. To set up journey planning for your staff email betterbusarea@norfolk.gov.uk



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. You can help keep Norfolk moving.

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.

_____ is responsible for this travel information plan.

Version date: _____

Contact details:

Telephone: _____

Email address: _____

Address: _____

Travel information will be provided to:

Staff ☐ Visitors ☐

Information held within the travel information plan will be reviewed and updated every 6 months.
Public transport information can be checked by emailing **worktravelplan@norfolk.gov.uk**

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 ☐

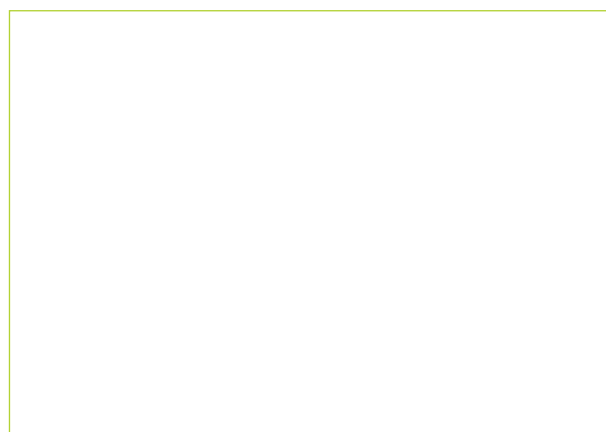
**A commitment of £_____ / staff time of _____ hours
has been committed annually for promotion of the Travel Information
Plan and sustainable travel.**

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 has the ability to plan travel journeys using its 'Directions' feature.



Your travel information plan (cont.)

Your local travel options

On foot



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

You can plan your journey on foot using walkit.com/norwich

By bike



- 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 journey by bike using norwich.cyclestreets.net

Find out more about cycling in Norwich here: norwich.gov.uk/transportand-streets/transport/cycling/Pages/default.aspx

And in Norfolk here: norfolk.gov.uk/Travel_and_transport/Public_transport/Sustainable_transport/Cycling/index.htm

By bus



- 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

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

Norwich has six **Park & Ride** sites situated around the City providing regular buses direct to the city centre – find out more about Norwich Park & Ride here: norfolk.gov.uk/Travel_and_transport/Public_transport/Park_and_Ride/index.htm

Your travel information plan (cont.)

By train



- Describe how near Norwich rail station is – is it within 10 minutes walk of your site or by frequent bus service?

You can plan your journey by train using 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.

You can find out how many spaces are available at Norwich city centre and Park & Ride car parks using this website: travelnorfolk.norfolk.gov.uk/public/carparks.htm or view the Norwich Parking Planner here: norwich.gov.uk/TransportAndStreets/Parking/Documents/Parkingplanner.pdf

Travel tips

- Add in your own travel tips here!
This could include using the Norfolk Car Club – norfolkcarclub.com, signing up to a car share database – norfolk.liftshare.com or promoting the health and wellbeing benefits of sustainable travel

Want to find out more?



Have you got a smart phone?
Why not try these apps

Nextbuses (iPhone, free)
Bus Scout (Android, free)
BikeHub
WalkIt

Travel Norfolk website
norfolk.gov.uk/travelnorfolk

Traveline
travelineeastanglia.co.uk
0871 200 22 33

National Rail Enquiries
nationalrail.co.uk
08457 48 49 50

Greater Anglia
greateranglia.co.uk
0845 600 7245

Cyclestreets
cyclestreets.net

Norfolk Liftshare
norfolk.liftshare.com

Norfolk Car Club
norfolkcarclub.com
08456 028 030

Active Norfolk
activenorfolk.org
01603 732333

Park and Ride
norwichparkandride.co.uk
01362 851210

Anglianbus
anglianbus.co.uk
01502 711 109

Coach Services
coachservicesltd.com
01842 821 509

First Bus
firstgroup.com/norwich
08456 020 121

Konectbus
konectbus.co.uk
01362 851 210

Norfolk Green
norfolkgreen.co.uk
01553 776 980

Sanders Coaches
sanderscoaches.com
01263 712 800

Simonds
simonds.co.uk
01379 647 300

