

Background & Objectives

- Travel Plans enable individuals, organisations and businesses to reduce the impact of travel and transport on the environment. It is the aim of TfL to increase engagement with London businesses around and through Workplace Travel Plans, thereby creating benefits not only for businesses, but for all Londoners
- Research amongst London businesses is therefore sought to:
 - Understand the issues facing businesses currently, including - but not constrained to – travel / transport issues
 - Understand the ‘ethos’ of different businesses
 - From above, identify key business needs, drivers or indicators that could be ‘leveraged’ to gain engagement in developing a Workplace Travel Plan solution
 - Explore understanding of Workplace Travel Plans, and of their potential benefits
 - Explore motivations and barriers to uptake of Workplace Travel Plans, both...
 - ‘theoretical’ (in relation to the Plans - content and aims themselves), and
 - ‘functional’ (in relation to the business itself – sponsorship within the business, board approval, securing time / funding, etc.)
 - Identify catalysts for action – rather than interest – on Workplace Travel Plans

Methodology & Sample Profile

- 15x 1 hour long qualitative interviews amongst probable decision makers / influencers in Workplace Travel Plans for their business
- These business all...
 - Minimum 250 employees on site
 - Range of business sectors
 - London based, range of geographies
- **Job titles:**
 - Facilities Manager
 - Head Building Services
 - HR / Personnel Manager / Director
 - Marketing & Comms Manager
 - Section Head
 - Site Services Manager
- **Sectors covered:**
 - Arts (2x)
 - Education (3x)
NB. not schools
 - Finance & IT (2x)
 - Healthcare (3x)
 - Hospitality (1x)
 - Local Authority (2x)
 - Transportation (2x)
 - 'Public' (7x)
 - 'Private' (8x)
- **Geographic coverage:**
 - Inner (4x)
 - Outer North (2x)
 - Outer East (2x)
 - Outer South (4x)
 - Outer West (3x)
 - 'Single site' (8x)
 - 'Multi site' (7x)

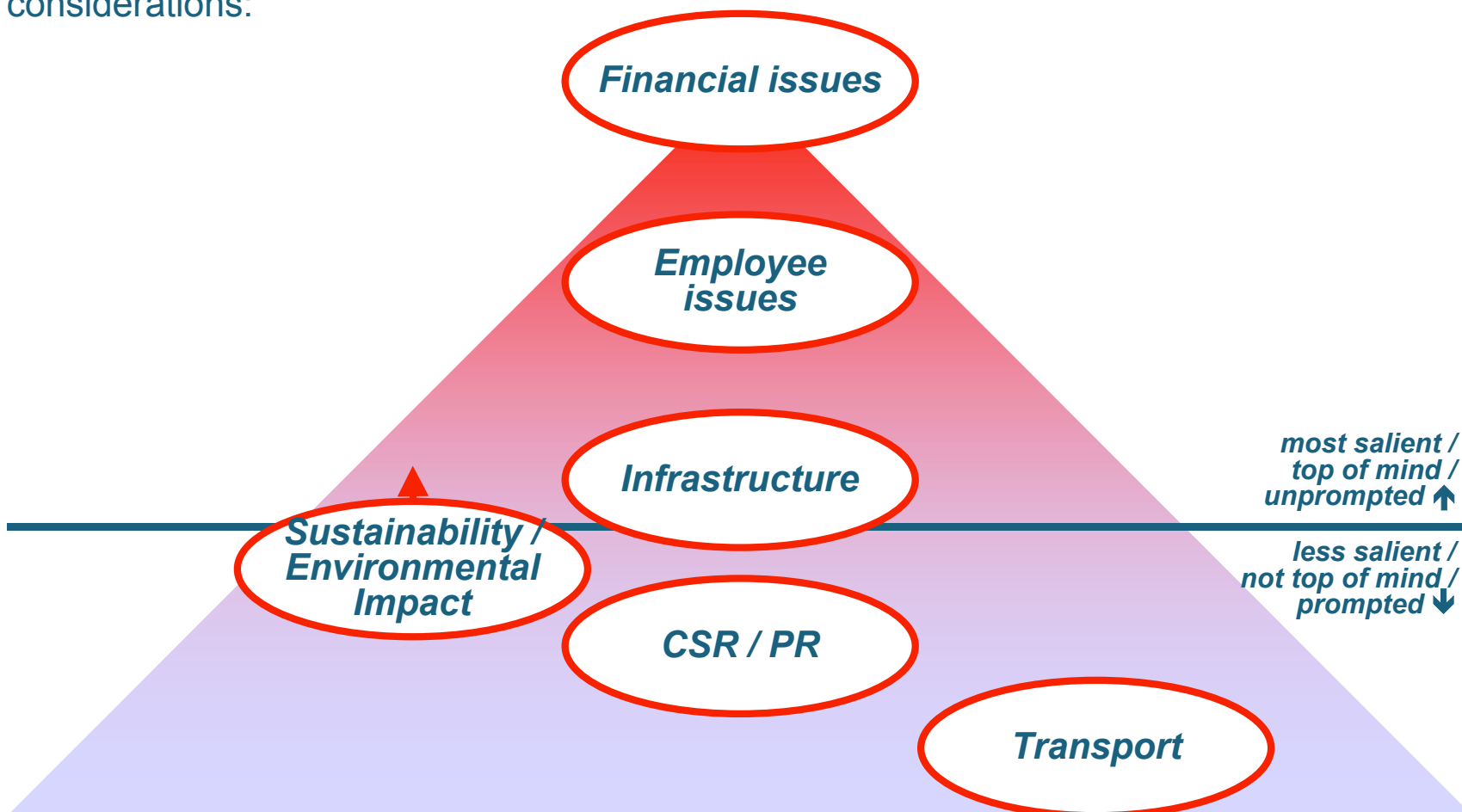
Business Issues

- For all businesses, financial issues are the single biggest concern and driver of business decisions and strategy:



Business Issues

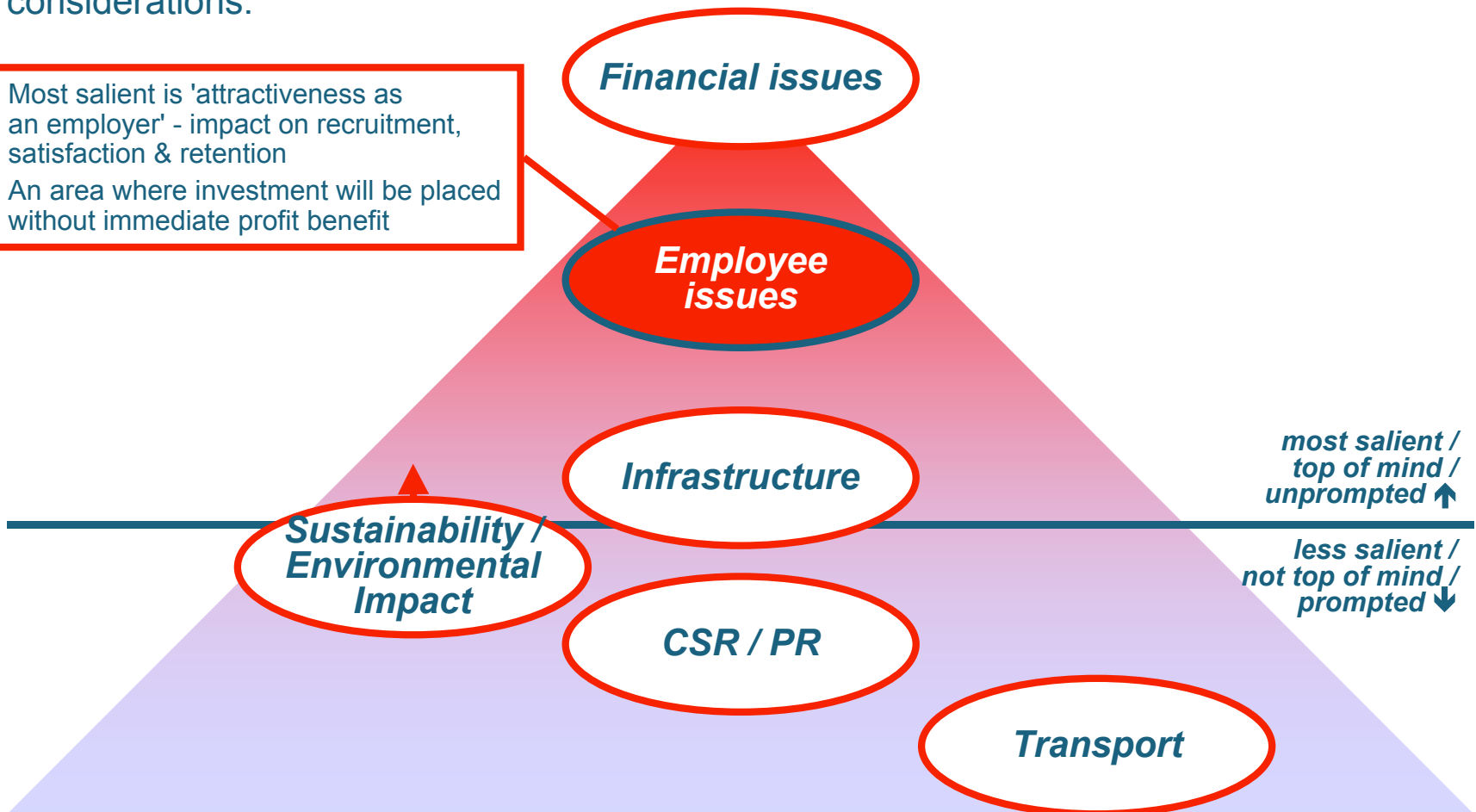
- Financial issues have at least an indirect impact on all other business issues and considerations:



Business Issues

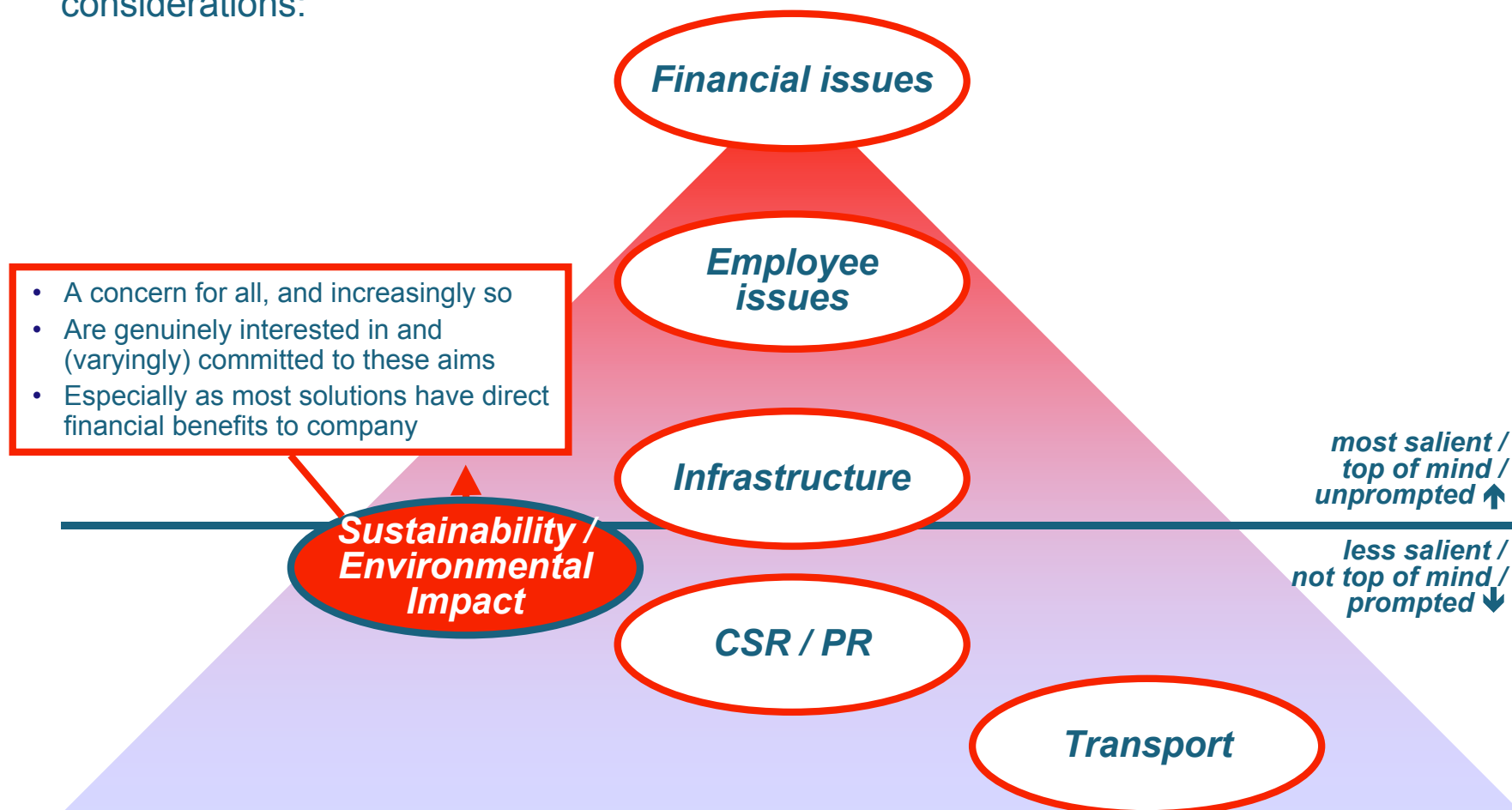
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- Most salient is 'attractiveness as an employer' - impact on recruitment, satisfaction & retention
- An area where investment will be placed without immediate profit benefit



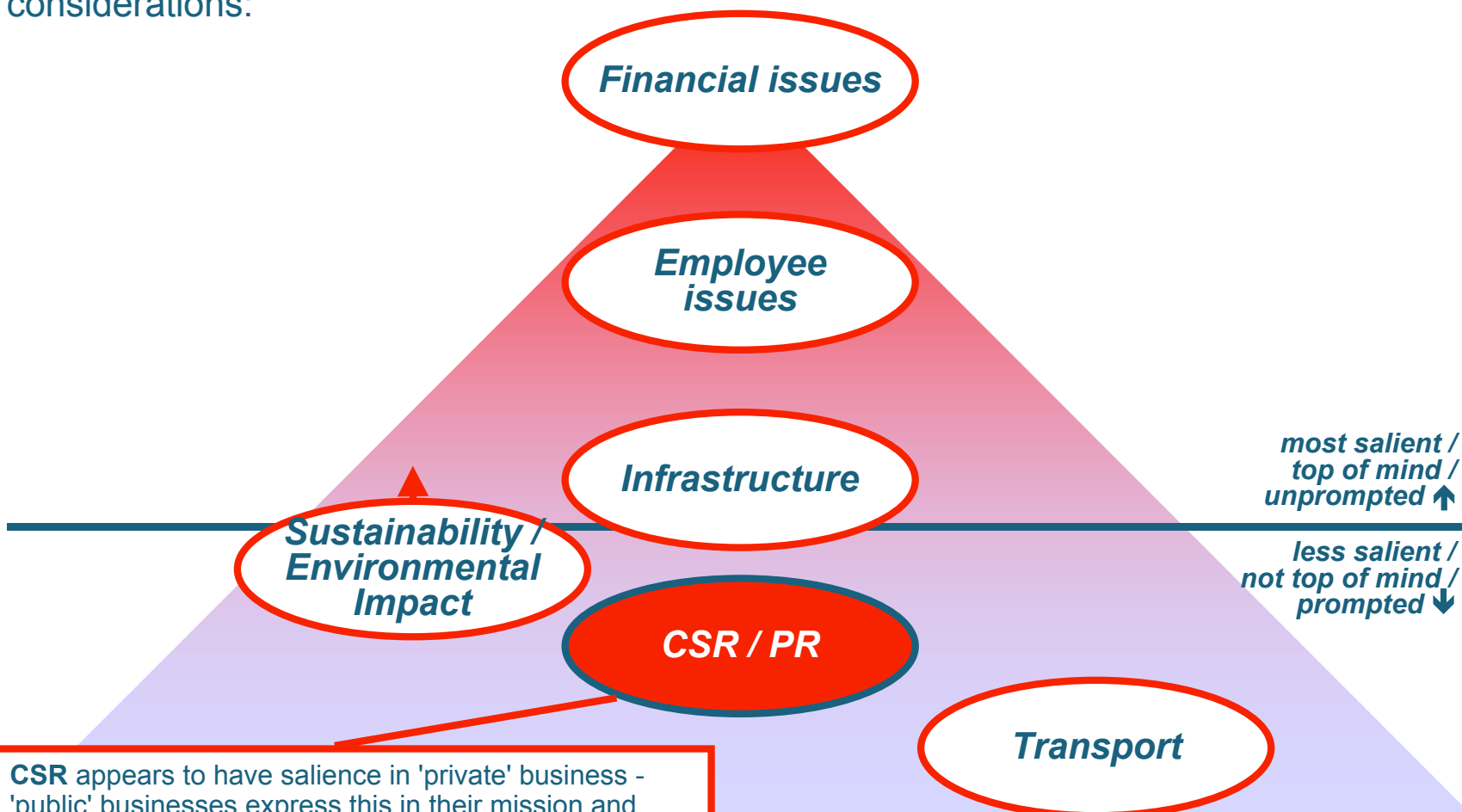
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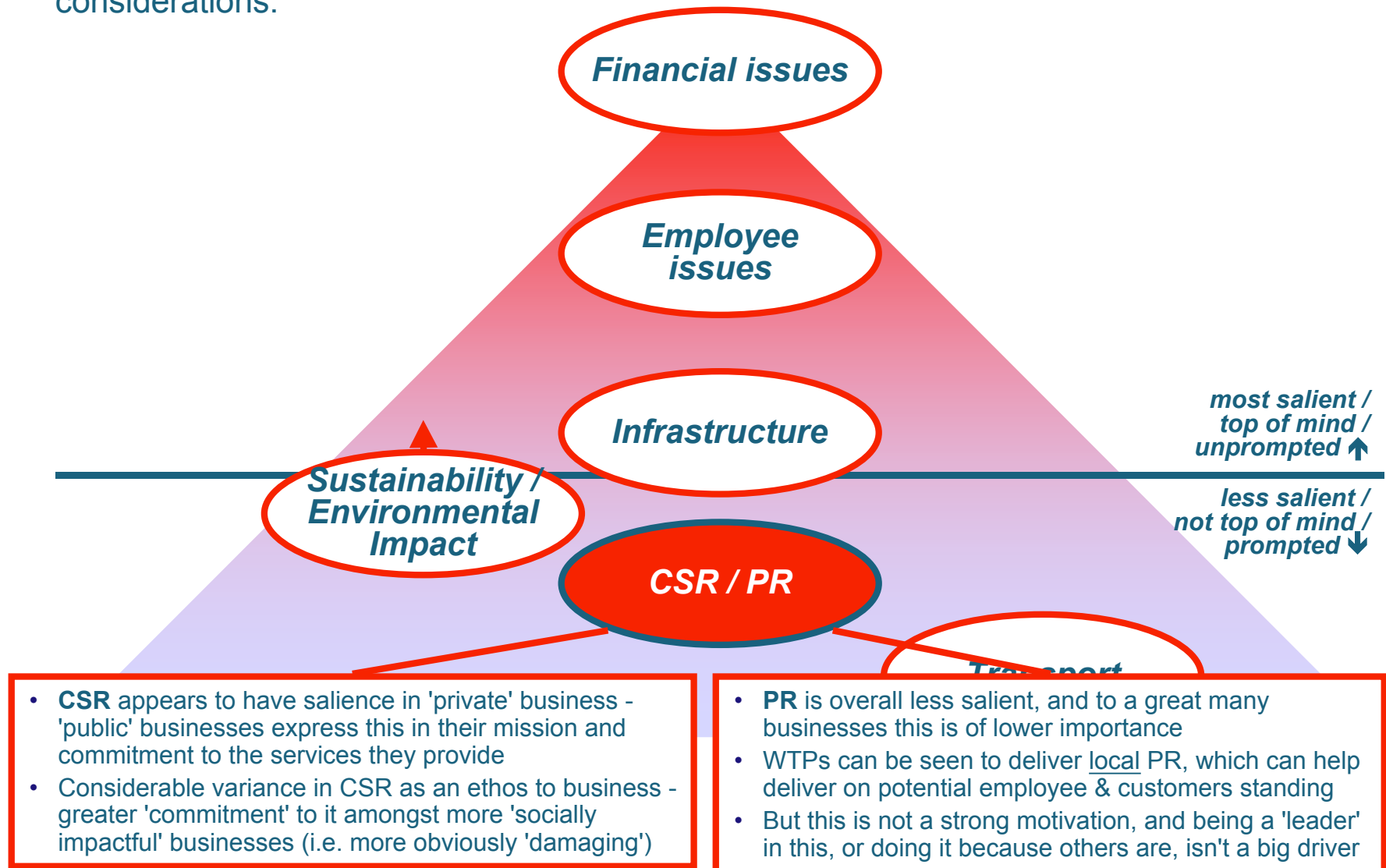
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- **CSR** appears to have salience in 'private' business - 'public' businesses express this in their mission and commitment to the services they provide
- Considerable variance in CSR as an ethos to business - greater 'commitment' to it amongst more 'socially impactful' businesses (i.e. more obviously 'damaging')

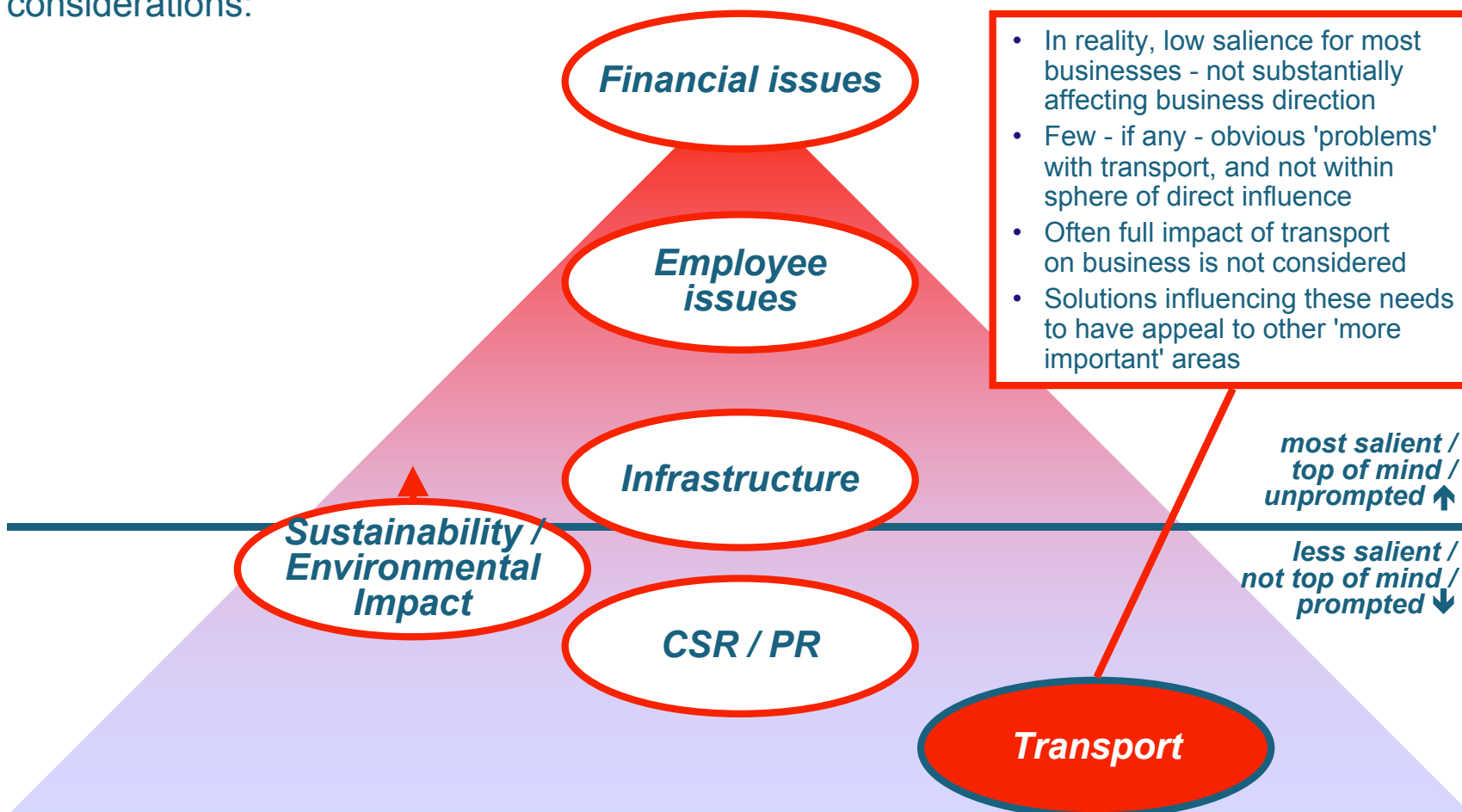
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Key Differentiating Factors of Businesses

- A number of key differentiating factors can be identified that affect attitudes to business generally, and to transport and Workplace Travel Plans in particular:



- Main imperatives financial accountability & survival
 - Arguably greater closeness and affinity with 'social' aims of WTPs
 - But often in weaker position to act upon these: cost reasons particularly, but also outside of core remit
- Clearest profit imperative
 - Feel less 'obligation' to address transport issues
 - But arguably greater leverage from sustainability / CSR / PR angles
 - Greatest demand for clear demonstration of benefits of WTPs
 - Low consideration of cost or time-demanding requirements