

# Better by...



Did you know that travelling sustainably to work can create a **happier** and **healthier** workforce? We can help your business achieve this and more.

## What is Better by...?

Better by... is a programme which supports the local economy by addressing traffic congestion, boosting levels of cycling and walking and by improving access to jobs, skills, training and education. Supported and funded by central government, this three-year programme will deliver a number of sustainable transport projects and make journeys by bike, foot or public transport easier, more reliable and friendlier to the environment.

As part of the programme we are offering a number of **free** initiatives specifically geared towards workplaces. We look forward to working in partnership with businesses like yours to transform and develop the ways in which people travel to your site (including the daily commute) and make walking, cycling and public transport a real choice for your staff.



*Bike repair at Bath Road Central*



*UCB Celltech on Slough Trading Estate - Cycle training for employees, match-grant funded by Slough Borough Council*

## Why think about transport? What are the benefits to my staff and business?

By encouraging sustainable travel, your business can:

- **Reduce costs** - such as reduced business travel expenses and on-site parking costs
- **Encourage a healthier and more productive workplace** - encouraging walking and cycling means healthier, happier employees and reduced absenteeism rates
- **Demonstrate commitment to corporate social responsibility** - this is great to market to staff, clients and partners
- **Increase equality** - promote travel options for staff with mobility problems or disabilities
- **Improve branding and image** - as a responsible employer
- **Improve travel options and access to your site** - free up parking spaces, improve employee recruitment and retention; and
- **Meet environmental targets** - reduce your business's carbon footprint.

## What support is available?

The following **free** initiatives are available to your business through the Better by... programme;

- **Car share** - we can provide support on improving uptake of car sharing using platforms to help employees find a car sharing partner
- **Travel planning** - we can provide expert and tailored travel planning support to help your business develop and implement your own Travel Action Plan
- **Travel events** - our highly skilled travel advisors can organise and attend events at individual businesses to encourage, promote and reward sustainable travel
- **Bespoke travel information** - we can provide information on sustainable travel options in the form of bespoke leaflets and maps, showing cycle and walking routes, details of site facilities, cycle parking and public transport information for your business
- **Slough commuter challenge** - this is an annual online challenge to get staff commuting to work/travelling to meetings by walking, cycling, public transport or lift-sharing, with rewards, incentives and offers for staff. Why not get your business involved?
- **Personalised Travel Planning** - our travel advisors can provide this 1-2-1 service to your staff to help them identify the best way to commute sustainably to work, using Google Maps data
- **Public transport information and discounts** - provision of information and advice to employees on public transport options, engagement with employers and public transport operators on discount schemes, such as the First Berkshire Corporate Travel Club (CTC), available to workplaces across Slough.

Save...



*Collecting data on employee and student travel at Langley College*

## How do I find out more?

So, take a fresh look at the way your business looks at travel to work and contact us....it makes good business sense! Businesses across Slough have benefitted from our support, so join them in making the town a more sustainable, healthy place to work!

Our dedicated team can guide you on how to introduce **free** sustainable transport initiatives in your business and support you in helping them to grow successfully. We'll start with a meeting at your site and will then work with you on addressing any travel issues and working on tailored solutions.

Contact the Better by... team on **[betterby@slough.gov.uk](mailto:betterby@slough.gov.uk)** or phone **01753 875630**

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