

Travel Plan Success Stories

Organisation: Next Plc

Sector: Retail

Mode: Cycling

Next has for many years heavily promoted sustainable travel at the Head Office site in Leciester, encouraging over 1000 staff to ditch their cars in favour of travelling sustainably.

Next is now actively promoting the benefits of cycling to its 65,000 store staff nationwide. Stores staff are not on the internal email system, thus making promoting events a lot harder to do. To overcome this, Next used a facility called StoreNet, in which every store manager is emailed a poster of the particular event to put up on their staff notice boards. The most recent publication sent out was to advertise the upcoming cycle to work day hosted by cycletoworkday.org.

Next are running their own event throughout September to tie in with the lovetoride.net bike challenge. Next are asking their staff to consider cycling every day during September. Staff that take part will be entered into an internal competition to win a Flexi Fitbit.

Next has also linked up with Tactran to encourage staff in their 9 stores across Tayside and Central Scotland to cycle to work. Staff that took up the offer were awarded a free Tactran goody bag containing a set of LED lights, a bike seat cover, and ankle snap bands.

Outcome

27 staff cycled to work on a regular basis across these 9 stores. All the staff stated that they choose to cycle as it's the cheapest mode of travel to get to and from work, many added that they used to drive and now arrive quicker as they aren't sitting in queues. Some reported that they had lost weight through cycling and all mentioned that they feel healthier and more alert when they cycle compared to days when they drive.

