

Travel Plan Success Stories

Organisation: Next Plc

Sector: Retail

Mode: Monthly sustainable travel competitions

Next has for many years heavily promoted sustainable travel at the Head Office site in Leicester, encouraging approximately 1,800 employees to ditch their cars in favour of travelling sustainably.

Next is a massive organisation with over 50,000 employees across the business. With 541 stores and 12 warehouses across the UK Next also works hard to encourage store and warehouse-based employees to travel more sustainably.

Next have a comprehensive range of sustainable travel measures in place at its Head office locations from lift sharing schemes, pool cars and pool bikes, to flexible working, walking clubs and a travel incentive programme for employees.

Next is now focusing on how it can extend its range of sustainable travel measures to its store and warehouse – based employees. One of its most effective measures are the monthly store employee competitions that it runs with a range of appealing prizes. These monthly competitions are open to all employees and tend to have a seasonal focus. Summer months the focus is on active travel and in the winter months the focus is on encouraging public transport use and lift sharing. Competition take up rates are good with walking competitions being particularly popular.

July 2018 was walking to work month for Next and in order to enter the competition employees had to walk to work for the whole of July. As with any change in behaviour, it is always difficult, but Next are starting to see steady changes in travel to work behaviour as a result of the organisations consistent approach to promoting and encouraging sustainable travel via these monthly competitions and other measures.



Outcome

One such success story is Next employee Lynn Moffatt from the Edinburgh Fort Store who won the Walk to Work competition in July and has gone on to set up a walking club with a group of her work colleagues and

they average 30 miles per week. One of those colleagues is Mhari Brotherston who also recently took part in a 25mile walk to raise vital funds for Edinburgh Hospital.