

# Travel information for workplaces

Sense

Travel



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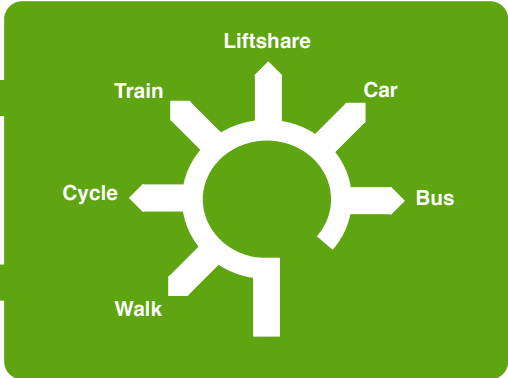
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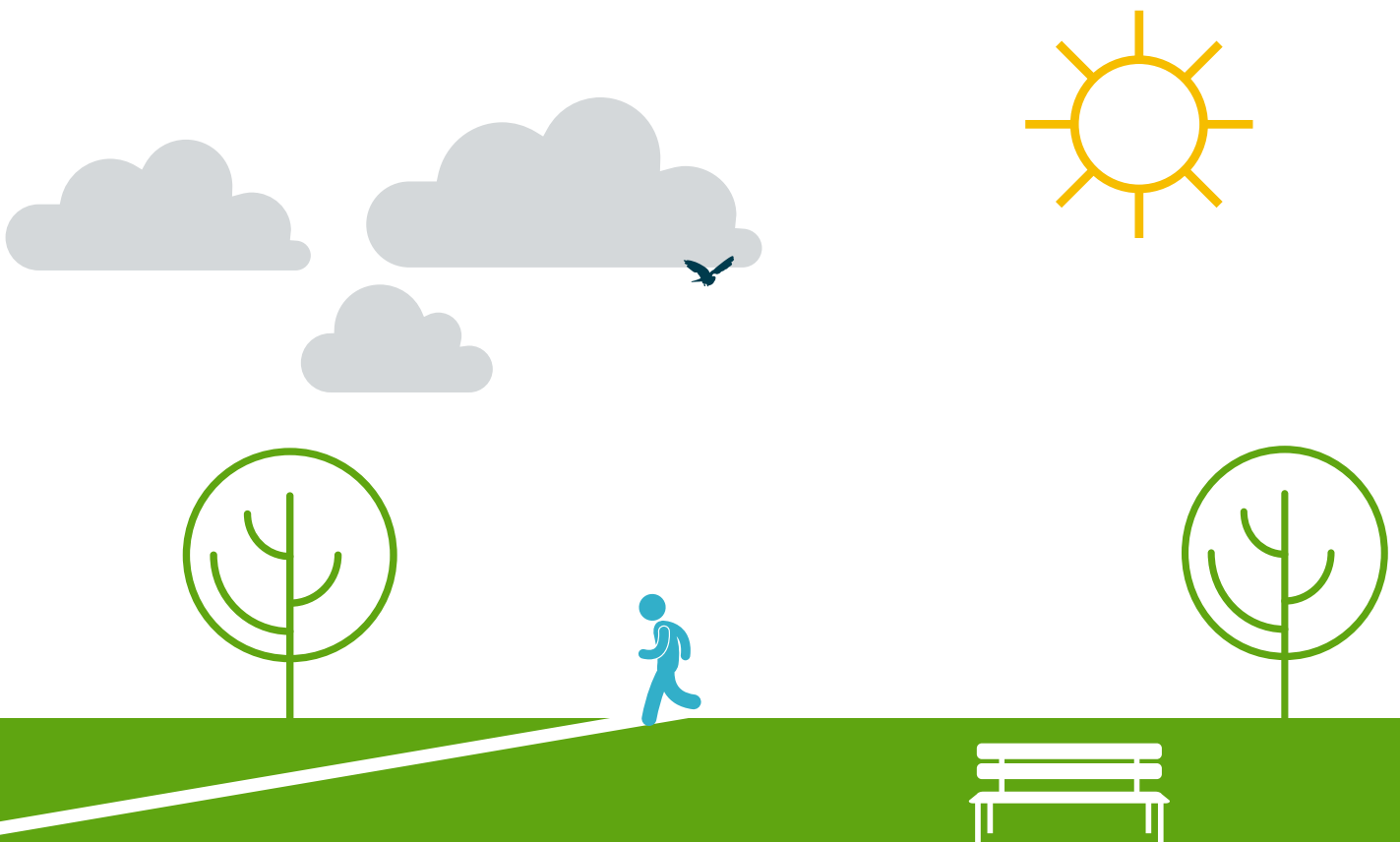
# Welcome

## 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.**

It will provide useful information that will make it easier for employees to make informed choices for getting to and from work and promote the number of benefits of a range of transport options, 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.



# Business benefits

**There are a number of ways in which your business will benefit from this 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 the private car you can 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 (NI), you will reduce NI contributions, saving your company money. More details on the scheme can be found on page five.

**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.



# Bicycle

**It's really easy to get around Bracknell Forest by bicycle. The borough has nearly 60 miles of traffic-free cycle paths and trails, so chances are your business is closer to a route than you might think.**

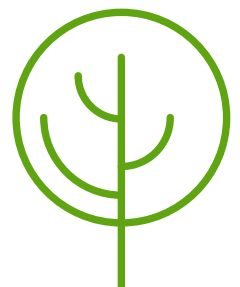
To help you find your way around the cycle network, we've produced a handy map below which clearly shows where all of the routes are and where they go.

Some of the more popular routes are colour-coded and these are also signposted with separate, more detailed maps available.



The cycle maps, along with additional information about cycling in Bracknell, can be found on the council's website at <https://www.bracknell-forest.gov.uk/roads-parking-and-transport/travel-and-public-transport/cycling>

You can also request hard copies. Please email [Highways.Transport@Bracknell-Forest.gov.uk](mailto:Highways.Transport@Bracknell-Forest.gov.uk)



### Why cycle?

The benefits of cycling are medically well-proven. An active commute such as cycling improves physical and mental health, concentration, productivity and mood. It's also great for the environment which you can appreciate more when cycling than if sat in a car, bus or train!

### 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 more than 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 at [www.gov.uk/government/publications/cycle-to-work-scheme-implementation-guidance](http://www.gov.uk/government/publications/cycle-to-work-scheme-implementation-guidance)

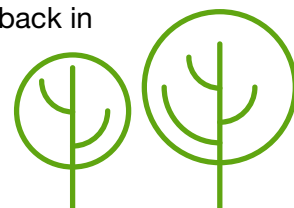
In addition there is a guide to calculating the market value of a bicycle at [www.hmrc.gov.uk/manuals/eimanual/eim21667a.htm](http://www.hmrc.gov.uk/manuals/eimanual/eim21667a.htm)

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

### What more could you do?

Cycling is often considered an impractical option as it is seen as being more difficult than the alternatives. If you have not already, you can help make it easier and more attractive through a number of relatively straightforward measures;

- good shower facilities
- secure, covered cycle parking close to the building
- lockers for cycling kit
- time incentives, e.g. allowing cyclists 20 minutes of paid time to lock up, shower and dress when they get to the office (you will probably easily make the time back in increased staff productivity)
- provide pool bikes for staff to use during work and leisure time



# Bus

**For medium length trips the bus can be a very viable mode of transport. Bracknell Forest is well served by local bus routes. There are radial routes serving the town centre for those living in Bracknell and cross-boundary commuter routes to Wokingham, Reading, Maidenhead, Slough and Windsor, the majority of which operate on modern double-decker fleets complete with wi-fi and charging sockets. The increasing availability of real-time information and combined rail and bus tickets are helping to make the bus an attractive mode of travel.**

## Information

The Traveline website - [www.travelinesoutheast.org.uk](http://www.travelinesoutheast.org.uk) - provides the following bus information;

- door to door journey planning
- timetables showing every stop
- route maps
- Traveline also offers a telephone helpline on 0871 200 2233 operating between 7am and 10pm seven days a week (more limited hours at Christmas / New Year). Calls cost 12p per minute plus your phone company's access charge. There is also a text facility with information (including real-time where available) for buses at a particular stop. Text 'traveline' to 84268..



### Real-time information

There are real-time displays at Bracknell bus station and at a limited number of roadside stops around the borough.

For online real-time information for all bus stops in Bracknell Forest, go to the Council website at [www.bracknellrti.com/naptan.aspx](http://www.bracknellrti.com/naptan.aspx)

See operators' own websites for details of apps and Twitter feeds;

[www.courtneybuses.com](http://www.courtneybuses.com)

[www.reading-buses.co.uk](http://www.reading-buses.co.uk)

[www.firstgroup.com/berkshire-thames-valley](http://www.firstgroup.com/berkshire-thames-valley)

### Combined rail and bus tickets

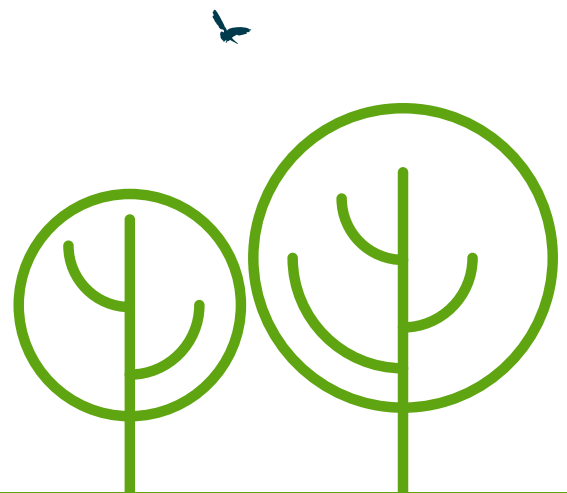
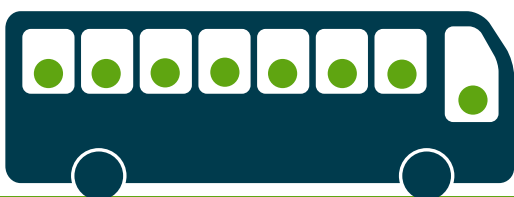
PLUSBUS is a bus pass that you buy with your train ticket at any National Rail station ticket office or online. It can also be bought from self-service machines at selected stations.

PLUSBUS gives you unlimited bus travel around the whole urban area of the rail-served town or city. There are no peak period restrictions, so you can hop on and hop off buses as much as you like all day. PLUSBUS can be used on your journey to the station or from the station, but cannot be bought via a bus operator.

For more information visit [www.plusbus.info/bracknell](http://www.plusbus.info/bracknell)

### What more could you do?

- add timetable information to your intranet homepage
- offer incentives for those travelling by bus





# Car

**Whilst we want to encourage travel by means other than the car, we appreciate that for many people this simply is not practical. Nevertheless, there are ways in which you can make travel by car greener and more efficient.**

Bracknell Forest's road network is a mix of modern, planned roads and more traditional historic routes, linking the various towns and villages of the borough and the surrounding area. Whilst the borough prides itself on its excellent road links, located between the M3 and M4 motorways, Bracknell Forest does still suffer from congestion, which affects journey time reliability and adds unnecessary stress to a journey. The council continually works to reduce congestion and increase journey time reliability, but there are ways that you can help too;

## Car sharing

Bracknell Forest Travelshare has been set up to provide a journey matching service for anyone who lives, works or travels in and around Bracknell Forest. Whether you currently drive alone, do not own a car but need a lift, or even if you walk or cycle, this site is for you.

Employee benefits include;

- save money (fuel, daily wear and tear)
- help reduce CO2 emissions
- meet new work colleagues
- lower your commuting stress



### Live travel information

Traditionally, local news and radio have provided information on problems with the road network for commuters. However, sat-nav systems are an increasingly popular and effective means of providing live travel information, offering re-routing suggestions to avoid problems and delays.

As an example, the council uses data which is available through Google to monitor the road network, which anyone with a smartphone or modern navigation device has access to.

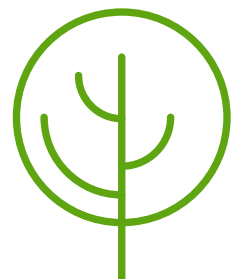
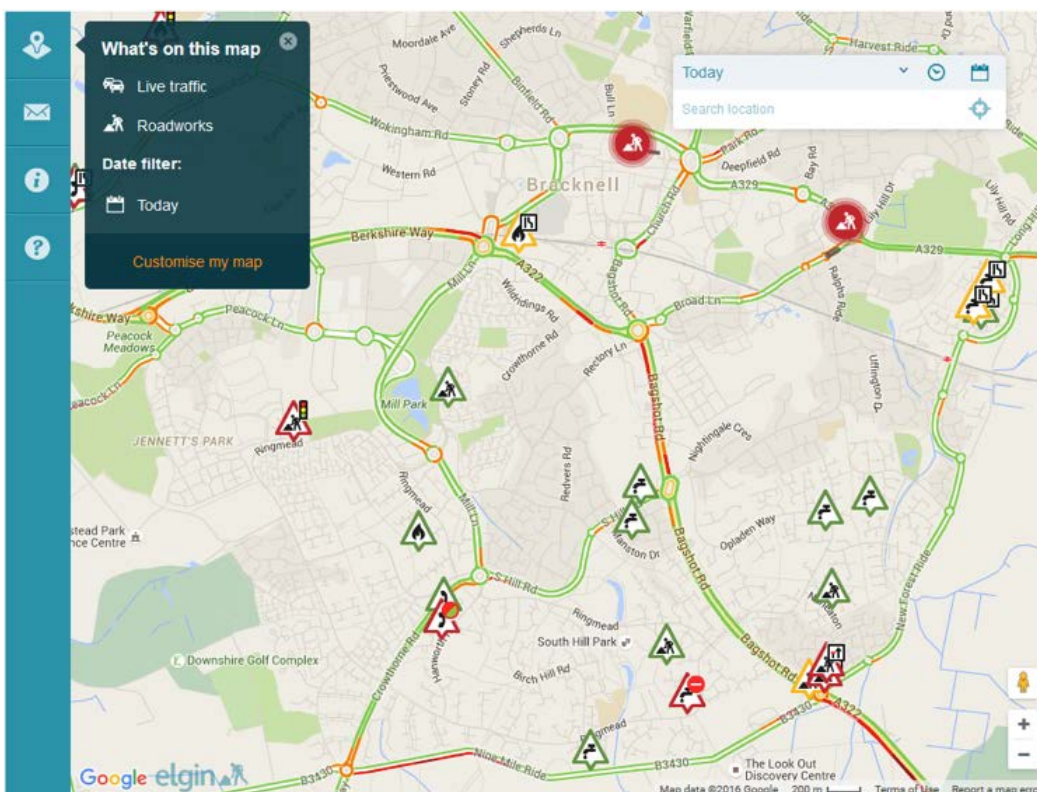
It can be worth using navigation even if you think you know your way to work!

### Roadworks information

You can find out when and where roadworks are taking place on the council's roadworks finder on the website. This map-based tool provides live information about road closures, roadworks, obstructions, events and other information for road users in Bracknell Forest and further afield.

<https://bracknell-forest.roadworks.org/>

Roadworks information on the Bracknell website, including live Google traffic information



### Electric and low emission cars

Electric vehicles are rapidly increasing in popularity and practicality, with exciting new models on offer from a range of manufacturers. There are also many 'hybrid' electric vehicles which combine the efficiency of an electric motor with the proven reliability of a combustion engine. Whether purely electric or hybrid, the environmental and financial benefits of zero or low emission vehicles are considerable, both for individuals and for businesses.

Department for Transport statistics suggest that more than 95% of journeys people make are less than 25 miles, including commuting to and from work. The majority of pure-electric cars now on sale in the UK have a range of more than 100 miles, meaning that 'range anxiety' – the fear of running out of charge – is becoming less of an issue as battery technology improves.

Bracknell Forest Council has installed charge points in its High Street multi-storey car park, and is installing further charge points in The Avenue multi-storey as part of the town centre regeneration. A number of businesses in the area have also installed charge points in their company car parks, for both staff and for fleet, with positive feedback.

Some fleet companies and manufacturers will offer electric vehicles for trial, so that businesses can see whether they are suitable for their needs.

A great source of information is Go Ultra Low which features information, reviews, tools and calculators, along with information on how to access government grant funding, all laid out in an attractive and easy to read way. Go to [www.goultralow.com/](http://www.goultralow.com/) and check it out.



# Train

**For staff commuting for medium and long journeys, taking the train can be the most appropriate solution. Rail travel provides an excellent solution for business journeys as mobile working practices offer an opportunity to maximise time spent travelling. Bracknell town centre sits on the Reading to London Waterloo rail line, operated by South West Trains. Reading is just 20 minutes away while London is just over an hour.**

From Feltham station on this line, there is a bus service to Heathrow Airport. Alternatively a non-stop coach service runs between Reading station and Heathrow Airport.

Bracknell railway station is directly adjacent to the bus station, making onward travel to local destinations simpler.

Great Western Railway trains run through Bracknell Forest, with stations at Sandhurst and Crowthorne, and provide access to Gatwick Airport (via Redhill) and Reading. .

## Information

You can very easily set up links to live arrivals and departure boards for any rail station.

This example opposite can be found at  
<http://ojp.nationalrail.co.uk/service/ldbboard/dep/BCE>



**Bracknell [BCE]**

Departing | Arriving ⚠ Set up Disruption Alerts

from  to  Update

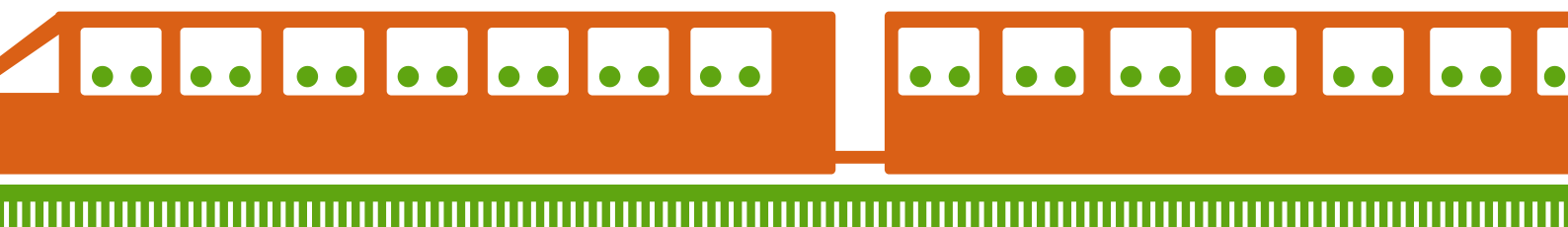
Due	Destination	Status	Platform	Details
11:50	Reading	11:52 2 mins late		<a href="#">Details</a>
12:02	London Waterloo	On time		<a href="#">Details</a>
12:20	Reading	On time		<a href="#">Details</a>
12:32	London Waterloo	On time		<a href="#">Details</a>
12:50	Reading	On time		<a href="#">Details</a>
13:02	London Waterloo	On time		<a href="#">Details</a>
13:20	Reading	On time		<a href="#">Details</a>
13:32	London Waterloo	On time		<a href="#">Details</a>
13:50	Reading	On time		<a href="#">Details</a>

LAST UPDATED: 11:52 | [Update now](#)

### What more could you do?

Some businesses in Bracknell operate shuttle buses from their sites to the train station. These are either operated solely for the company in question or in partnership with other businesses nearby to reduce costs and improve efficiency of the services. If you want to look at setting up your own shuttle bus or find out more about partnering with others on a service, get in touch with us at [Highways.Transport@Bracknell-Forest.gov.uk](mailto:Highways.Transport@Bracknell-Forest.gov.uk)

The Bracknell walking map (example on the next page) shows the proximity of the train station to some of the bigger employers and employment areas around the town, including approximate walking times and complementing train travel.



# Walking

**Walking is an excellent way for people of all ages to build regular exercise into their daily routines. Walking can help to reduce stress, increase fitness and, best of all, its free. The average person walking at a steady pace can walk a mile in around twenty minutes.**

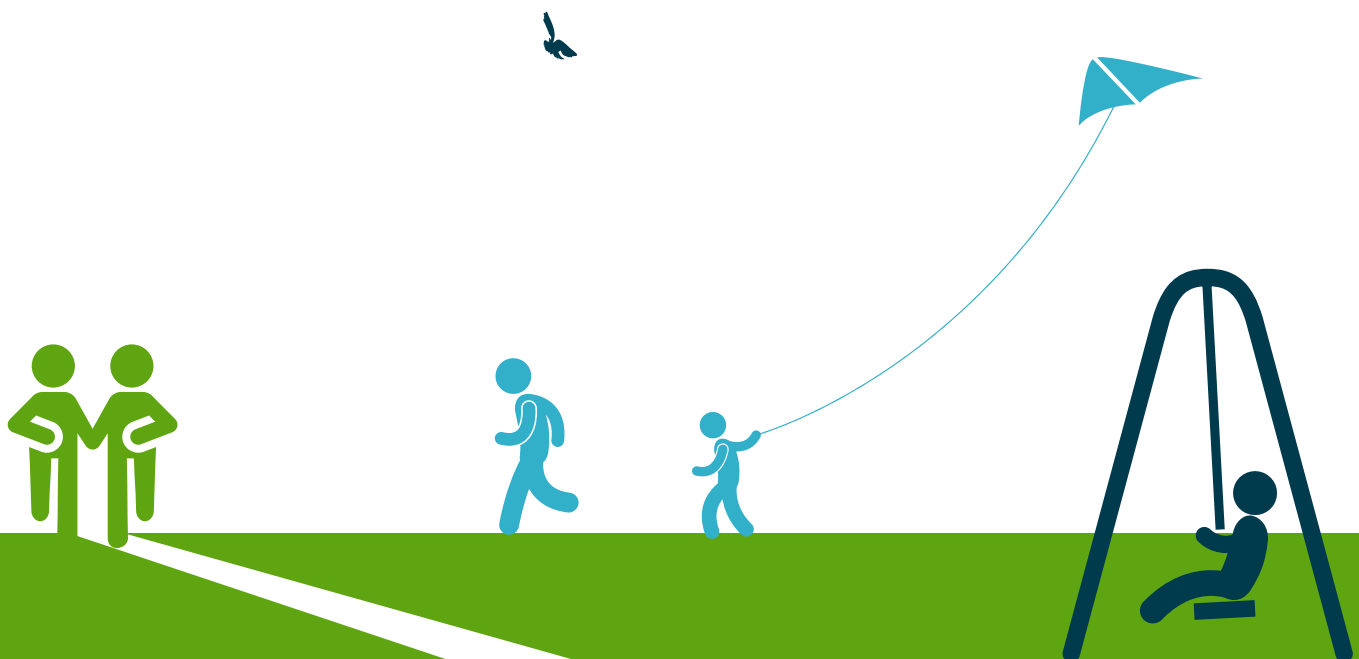
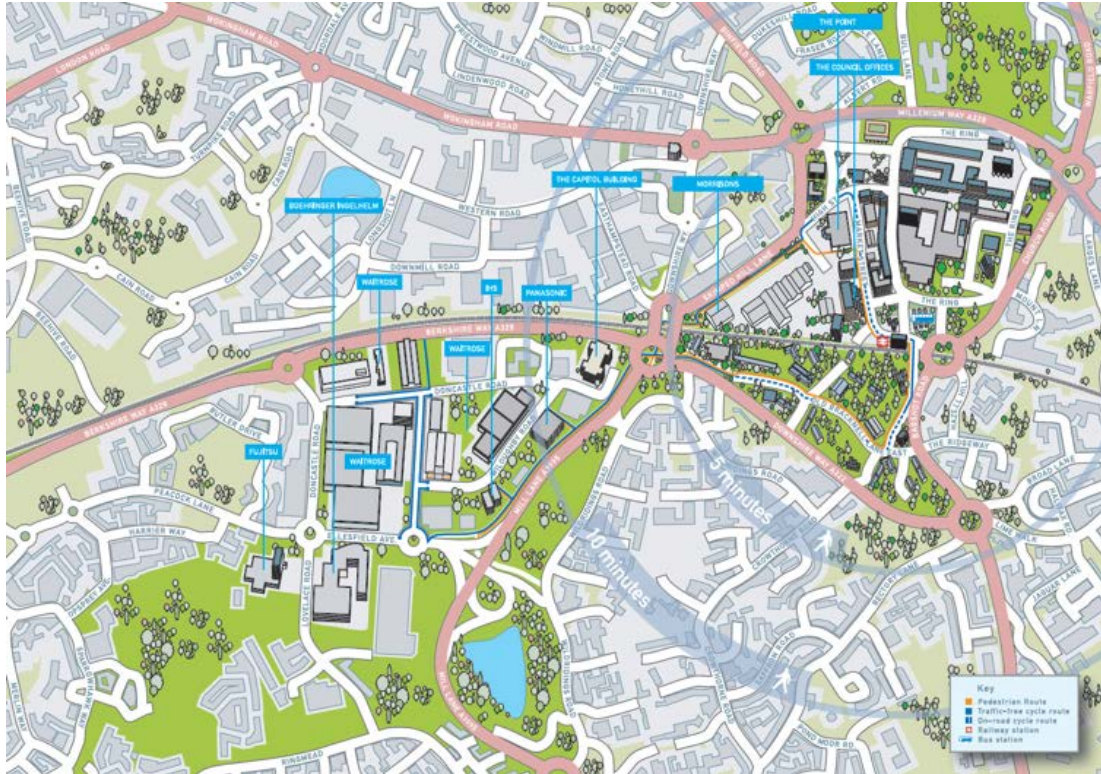
Bracknell benefits from a network of walking routes often away from the road, and making use of shortcuts and underpasses to avoid major junctions. The network of routes leading from the town centre to the western and southern business areas has recently undergone lighting and signage improvements.

There are a variety of resources on the internet to help promote walking at your workplace.

The council has two walking maps that can be found on the council's website tailored for the Southern Business Area and the Western Business Area. These provide useful time estimates from the town centre bus station and train station.



### Southern Business Area walking map



**Contact us**

[Highways.Transport@Bracknell-Forest.gov.uk](mailto:Highways.Transport@Bracknell-Forest.gov.uk)

Sign up to our (quarterly) e-bulletin for useful transport news and updates for Bracknell Forest and the surrounding area, by contacting us at the above email address.

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