

Promoting Public Transport to Staff

Why Promote Public Transport to Staff?

Encouraging staff to travel by public transport can reduce car parking congestion and support local services. For staff, public transport can also be a great way of getting to work. Taking the bus or train can allow passengers the time to read a book, make phone calls or respond to emails.

People are not always aware of their options so providing location-specific information helps staff to make informed choices about how they travel to work.

What this Toolkit Offers

This toolkit includes:

- 1) **Subsidised or Discounted Travel for Staff**
- 2) **Public Transport Information**
- 3) **Circulating Information to Staff**
- 4) **Find out More**

This guide is designed to give you the most useful public transport resources to inform staff of their options. We have provided an email template and tables which you can populate on bus and train options closest to your workplace with information on how to populate them.

1) Subsidised or Discounted Travel for Staff

Organisations can offer interest free loans to enable staff to purchase public transport season tickets which offer better value than individual or short term tickets. It is also possible to offer bus season tickets through a salary sacrifice scheme. It is however important to seek detailed guidance on both of these types of schemes to ensure compliance with tax regulations through agreement with HMRC prior to implementation.

Organisations themselves can offer free public transport taster tickets to employees, so that they can 'try before they buy'. Employees often have negative perceptions of public transport and the reality can be a lot more pleasant and convenient than expected.

[Arriva](#) works with a number of employers in the [North West](#) to offer discounted season ticket travel to staff. If you are interested in offering this to your own staff please contact Leanne Williams, Arriva Employer Travel Club, who will be happy to have an informal discussion on the options that are available to you. Contact Leanne at joinetc@arriva.co.uk.

For information about corporate rail tickets, visit [Trainline business](#) website, where you can apply for four different accounts such as Business, Corporate, Charity or Season account.

2) Public Transport Information

The text below sets out public transport information. Simply populate the tables to create public transport information that is specific to your workplace.

Bus

Avoid the stress of driving and finding somewhere to park. It's healthier – walking as part of a bus journey can amount to half your recommended 30 minutes of moderate exercise each day.

How to plan your journey

For a journey planner, visit www.traveline.info or call 0871 200 22 33 (calls cost 12p per minute plus your phone company's access charge) open 7 days a week.

You can also download area timetable booklets and view maps at: [Bus service timetables and journey planning](#)

Local Bus Information

[Populate table with relevant information e.g. frequency: every 20 minutes]

Service	Areas Served	Frequency
42	Crewe - Leighton Hospital - Middlewich - Holmes Chapel - Congleton	Hourly on weekdays, 90 minutes on Saturdays

Printed Resources

Printed timetables/maps are also available and can be picked up from bus, rail stations and other outlets such as libraries and tourist information centres. Area Timetable booklets and maps are also available online at [Bus service timetables and journey planning](#). Alternatively, you can order timetable leaflets online by filling this [Public Transport Information Order Form](#).

Train

Travelling by train provides a fast, frequent, and direct option, without the worries of driving and parking. You can also enjoy some active travel at either end of your train journey by walking or cycling to or from the station.

Buying Tickets

For details on all tickets, visit www.nationalrail.co.uk, call National Rail Enquiries on 03457 484950, or visit your nearest staffed station. You can buy a single or day return ticket for all local journeys in Cheshire East. You should buy your ticket at the station ticket office or from the ticket machine before getting on the train, where facilities exist. At stations where you are unable buy a ticket, you can buy it from the conductor on the train.

Season Tickets

For regular travellers, season tickets are available for one week, or for any period from one month to one year. You will need a photo card issued at any staffed station with your first season ticket. Visit National Rail [Season Ticket Calculator](#) to see how much you can save. For less regular travellers, such as part time workers, some operators offer three-day season tickets, where you specify which three days of each week you wish to travel.

Advance Tickets

If you are making a longer journey it is usually cheaper to book ahead, although please note these tickets are only valid for specific services.

Split Ticketing

The technique of 'ticket splitting' calculates when it would save you money to divide a single trip into two (or more) separate journeys. All you have to do is take the same journey with two cheaper tickets - and you don't have to break your journey at the middle station. Use one of the many [ticket splitting websites](#) to calculate what you could save and then pay at the ticket office.

How to Plan Your Journey

To plan your journeys by train visit www.nationalrail.co.uk. For journeys which combine train with other modes, visit [Traveline North West](#)

Cycling by Train

Bicycles can be carried on trains in Cheshire East although there are some restrictions in place. Detailed information can be found using the following link: [Cycling and cyclists](#)

[PlusBike](#) is a free information portal which provides helpful information to rail travellers making a journey with a bicycle, including cycle facilities in stations and on trains.

If you are travelling to or from Wilmslow or Knutsford you can hire [Bike & Go](#) bicycles for a daily fixed charge of just £3.80. With an annual subscription fee of £10, Bike & Go is a flexible, easy way to hire smart, practical, hardwearing and well maintained bikes to complete your journey.

Bite Card

Get a free Bite card saving 10% off food and drink purchases at train stations. Visit www.bitecard.co.uk to apply.

Local Train Information – Our closest station is [insert name]

[Populate tables with relevant information e.g. frequency: every 20 minutes]

Service	Areas Served	Frequency

Combined travel

If you can, why not combine public transport with walking, cycling, or car sharing. You could cycle to the train station or try getting off the bus a couple of stops early to get a bit more exercise into your day. Another option could be car sharing to the train station.

If you travel by bus and rail to/from Crewe, Macclesfield or Congleton stations why not try [PLUSBUS](#) and save too. It gives you unlimited bus and tram travel (on participating operators' services) around the whole urban area of participating towns. Use PLUSBUS to start your journey (to get to a rail station) and/or to end your journey (from station to your destination). PLUSBUS costs from **£2 a day**, and Railcard holders get 33% off day ticket prices. You can buy season tickets for 7-days, a month, 3-months and a year (to match rail season ticket validity). If you drive to and park at the station, then you could save hundreds of pounds a year.

3) Circulating Information to Staff

To ensure the maximum benefits are achieved it is a good idea to use a variety of methods to ensure staff receive helpful and relevant information, for example:

- Send the information set out above in an email.
- Include the information above in staff induction packs. Find out more information on staff induction packs, see the toolkit on [staff induction packs](#)
- Set up a Travel Information Point with timetables.
- Link screens in communal areas to live bus information.

4) Live bus information

A lack of information about journey options is a perceived barrier to bus use. Live bus information takes the uncertainty out of waiting for the bus and **will soon be available at major bus stops across Cheshire East**, via the **XXXXX** website and on mobile phones as an app.

Businesses can display the live feed or next scheduled stop for arrivals at your closet bus stop from screens in reception or waiting areas. Simply link to the website when available.

5) Find out more...

The suggestions listed in this toolkit have hopefully inspired you to promote public transport within your workplace. If you would like more information visit:

- www.cheshireeast.gov.uk/public_transport
- www.bitecard.co.uk
- www.nationalrail.co.uk

- www.traveline.info
- www.splitticketing.com/