



connected

KEEPING DERBY MOVING



Derby Connected

Delivering our award-winning Engage+ behaviour change programme

Derby City Council's multi-faceted sustainable transport programme 'Connected' was introduced in 2013 to inspire, advise and support businesses and their employees to make a positive change towards greater sustainable transport use. ITP was appointed to deliver the business engagement element of this programme through the Travel Advice Service (TAS).

Business Engagement – A personal approach

Our approach to business engagement was built on our award-winning Engage+ programme which provided a tailored and targeted approach to engagement.

In Derby we focussed on the south-east quadrant of the city, working with 190+ employers and 23,000 employees to develop travel plans and implement initiatives.

We met with senior executives and management teams for some of the largest employers in the city, including Severn Trent, Balfour Beatty and Reckitt Benckiser to secure their commitment to sustainable travel.

"At Derby Hospitals we are always looking at new incentives and promotions for getting our staff members to work. Connected has helped us raise the profile to encourage staff to use sustainable transport to commute to both our hospitals with new changing facilities, transport events and ongoing support with Personal Travel Planning"

Derby Hospital NHS Foundation Trust



Tailored travel plan support

Once businesses were engaged with the network we provided them with tailored support to carry out staff travel surveys, develop travel plans and choose sustainable travel initiatives that would have a positive impact on how their employees travelled. We also acted as a facilitator, signposting businesses to partner organisations to deliver on-site events.

Rewarding achievements

Our four-step accreditation scheme recognised businesses' achievements in implementing sustainable travel policies. It acted as an incentive to keep businesses engaged with the programme and progressing to more intensive sustainable travel initiatives. Each year we held the Connected Business Awards which celebrated businesses' achievements over the past 12 months and accredited them for their performance. It also provided a unique networking opportunity for businesses participating in the scheme to share best practice and ideas.

“Interfleet is proud to be part of the Connected scheme which both benefits our employees and our commitment to sustainable travel. We welcome the grant as it has helped to improve our facilities for those employees who want to leave the car at home.”

UK Health, Safety, Quality and Environment Manager,
Interfleet



Contact

For further information please contact Emma Taylor:

Emma Taylor
t: 0115 988 6905
e: etaylor@itpworld.net
w: www.itpworld.net