



JD Williams

Reducing car use among shift workers

One of the UK's leading direct home shopping companies, JD Williams has a Manchester workforce with varying shift patterns, resulting in over 60% of employees driving to work. Working with Transport for Greater Manchester's Travel Choices team, a free car sharing service for staff was introduced, as well as new early morning bus services.

Through working with Travel Choices, JD Williams identified that CarShareGM - a free and secure on-line tool that works by matching people who want to offer a lift of those who need one – would be a good solution to help reduce the pressure on the company's car parks.

This solution would also help staff travel sustainably without making a marked difference to their commuting routines.

A series of four events aimed at promoting car sharing and assisting staff to sign up to CarShareGM were set up. These were promoted internally by team leaders and staff were encouraged to attend.

There was an added incentive that those who shared a lift to work would be given priority parking.

Alongside car sharing, other key initiatives include:

- Staff engagement events offering advice on public transport choices, tickets and personal travel planning support
- An interest-free loan for public transport tickets, in addition to a discount on Metrolink and First bus season tickets
- Free cycle training maintenance sessions for all staff who wish to cycle to work
- Five subsidised chartered bus services from First, for those working the earlier shifts between 5:00am and 6:00am when there are few other public transport services.

The travel plan has been in place for several months, with the business already seeing impressive outcomes. Almost 300 people have so far signed-up to car share with a colleague.

Ian Carr, director of logistics at JD Williams commented: "We're delighted that so many people have taken up car-sharing. We have set ourselves ambitious targets to reduce the pressure on parking, as well as reducing CO₂ emissions across the business. The measures we have already taken, along with the valuable support and advice from TfGM's Travel Choices advisors will ensure we continue to improve upon the good work that is already being done."