



Case Study: Retail

Provide employees with a bespoke travel solution

Contract Bus Service

Trust First to look after your
business's travel needs



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JD Williams

Background

JD Williams are the largest home shopping company in the UK. A true multi-channel retailer, they have 3 million customers worldwide. As part of their continued growth JD Williams opened a new state-of-the-art fulfilment centre in North Manchester. Whilst this was a fantastic boost both for our client and the local area it presented several challenges.

Client challenges

- Expansion of Section 106 regulations and Travel Plan targets aimed at promoting sustainable transport and reducing single occupancy car trips to site
- Diverse operating work patterns meaning employees were unable to access the workplace outside normal bus timings
- Unaware of travel times for employees arriving by public transport and if the current bus network met their demands
- Restriction on car parking spaces for employees
- Further expansion planned which would increase workforce and further reduce car parking

Our Objective

We were tasked with promoting sustainable transport to the JD Williams workforce and with providing the necessary information to enable staff to make their journeys by public transport. We also had to reduce the impact on the operational side of the business caused by some employees not being able to access the site by public transport.

First Solutions

- Demographic postcode plotting of employee home postcodes to enable the best bus networks to be identified for travelling into work which ultimately reduces the need for car parking spaces
- A bespoke number of bus routes modified from post code plotting to enable staff to arrive in time for the 06:00 am shift
- Bespoke ticket prices made available for employees on these services
- Ongoing employee travel days attended by First to promote the services and ticket offers
- Corporate tickets offered to all employees to promote general bus usage

The Outcome

We provided staff with bespoke services and ticket offers to assist with their shift operations. Ongoing transport information days continue with other stakeholders to ensure that employees have the relevant information to make their journeys. Working in partnership with us will assist them with their ongoing expansion plans.

If your organisation is looking to expand on current site or considering moving to new premises then First can help with the transport needs of your employees.

Many of our current clients have come to us with problems such as the ones experienced by JD Williams and we strive to provide a bespoke solution that meets and exceeds our clients' expectations.