

A challenge...



Reduce the environmental impact of your business travel



Using National Rail services for business travel is better for the environment, as rail accounts for less than 1% of national CO₂ emissions, the main contributor to global warming, compared with 21% for road transport.

(Source: Rail and the Environment – The Railway Forum/ATOC 2004)

“Climate change is a crucial, world-wide issue” says George Muir, Director General of the Association of Train Operating Companies. “It is important that the travelling public understands how its choice of transport impacts on our environment. Our message is simple – if the environment is important then choose the train!”

Tips for making travel time productive

Away from the constant interruptions of the office, rail travel provides time for quality thinking, as well as a chance to catch up on those things you never seem to find the time for during office hours.

Planning your work in advance is the key to making good use of your travel time. Here are some tips for helping to make your travel time more productive:



- Prepare for meetings – whether it’s reading reports or jotting down notes
- Put the finishing touches on your presentation or report
- Catch up on your reading material
- Formulate a new idea
- Catch up on outstanding emails and phone calls
- Hold brainstorming sessions with colleagues
- Prepare your schedule & manage your diary
- Catch up on your internet research
- Update your to do lists

So next time you’re booking business travel, take the train challenge and experience a more productive mode of business travel.

Travel by train for greater productivity

When was the last time you compared your business travel options?

It’s not just about the journey time, but also what mode of travel provides the most productive working environment. If you can maximise productivity, you can minimise the economic cost of business travel.

National Rail challenges you to take the train and experience a more productive mode of business travel...





Make your business travel time work for you

When booking business travel, it's important to consider more than just what is the fastest mode. Instead it makes sense to consider aspects like commuting time, continuity and connectivity, all of which help to provide a more productive working environment for business travel.

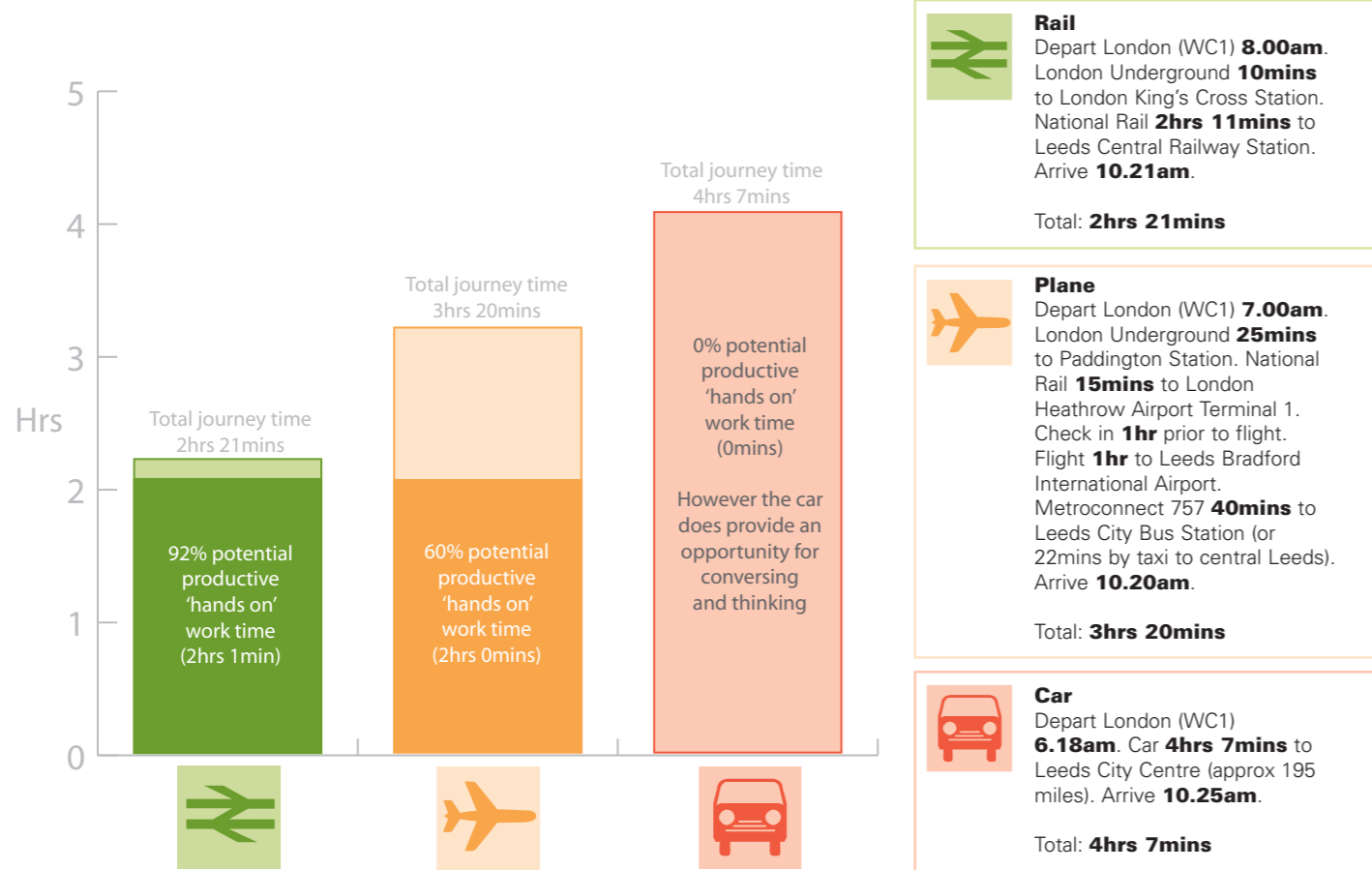
Recent joint research by the University of the West of England, Bristol, and Lancaster University highlights the opportunities for businesses to reduce the economic cost of their business travel, by selecting a travel mode that offers a productive working environment.*

Professor Glenn Lyons of the University of the West of England, who lead the research, suggests: "The challenge is now about employers and employees ensuring the best mode of travel is chosen to facilitate the best use of their travel time." He argues that travel time and cost should not be the sole determinants of business travel choice.

Travelling by train is widely acknowledged to provide a relaxing, productive environment where business travellers can easily continue their working day.

Business travel by train is more productive

Here's an example. If you work in London (WC1) but need to be in Leeds for a 10.30am meeting, here is a comparison of the complete journey time of three common travel options and the estimated potential productive work time for each journey:



Note: Potential productive 'hands on' work time is an estimate that takes into account the work environment offered by each transport mode and allows 10 minutes for each journey section for settling in and packing up.

Source: Transport Direct Door-to-Door Journey Planner - www.transportdirect.org.uk

Enjoy the benefits of rail for business travel

Office on the move

According to research, 86% of current rail business travellers have work that could easily be undertaken on the train, and of those who work or study on the train, 96% feel their time was of some use or very worthwhile.*

Stay connected

Advancing portable technology enhances a business traveller's ability to take the office with them.

On-board WiFi and charger/power outlets are provided by a number of train companies so you can stay connected.

Quality thinking time

Paperwork and laptops aside, the train is recognised for providing greater opportunity for de-stressing, strategic thinking and planning, and the catalyst for innovative business ideas.

More domestic services, more destinations

With nearly 20,000 passenger services a day serving 2,500 destination stations throughout Great Britain, the National Rail network offers excellent and varied options for business travel.

Reliability is a top priority

When the punctuality of passenger rail services is compared with other transport services, rail services are consistently better. For example, punctuality reports of GNER and air travel on three key routes - Edinburgh to London, Newcastle to London and Leeds to London - from January to June 2006, show that rail consistently delivered 93% on-time arrivals, whereas air travel was much lower at 78%.#

Helping to reduce the stress of travel

With no lengthy check-in or airport security queues, rail travel can help to remove the stress associated with business travel. Findings from research reveals that rail travel was rated less stressful than air, bus, car or tube transport. ‡

Convenience

Railway stations are generally centrally located within city and town centres, with good connections for onward travel helping to reduce travel times.

First Class travel

Many National Rail services provide First Class accommodation offering a quiet and productive environment for business travellers, with meals and at-seat snacks available.

Quiet carriages are also provided (at no extra cost) on many National Rail services, ensuring a peaceful environment for work or rest.

Flexible tickets & competitive fares

With a wide range of tickets on offer, including fully flexible tickets that can be purchased within minutes of departure or allow you to travel at any time or advance purchase tickets providing best value fares, the cost of taking the train is comparable with other transport options. Excellent fare examples° include:

- London to Cardiff from £11 single (First Great Western)
- Birmingham to Nottingham from £5 single (Central Trains)
- Bristol to York from £15 single (Virgin Trains)

Easy to book

National Rail Enquiries' Journey Planner at www.nationalrail.co.uk provides impartial information on all aspects of rail travel, including train times, fares and service details.

Once you have planned your journey you can book tickets via train company websites, by telephone, at stations with ticket-issuing facilities or with rail-appointed travel agents.

Passenger satisfaction

A survey of over 25,000 passengers by Passenger Focus shows that more than four out of five rail passengers (81%) are satisfied with their overall journey (Autumn 2006).

* From the 'Travel Time Use in the Information Age' project by the Centre for Transport & Society at the University of the West of England and the Centre for Mobilities Research at Lancaster University - Sept 2006.

‡ Tickbox.net travel research - April 2005
° Fares listed correct as at February 2007
GNER Travel Calculator - Jan to Jun 2006