

Introducing sustainable travel choices for a healthier, happier workforce

Morrisons, the fourth largest chain of supermarkets in the UK, employ over 550 staff at their production facilities in Grimsby, in addition to staff at their Laceby Road supermarket. Morrisons are one of the area's largest employers. Morrisons source and process most of their fresh food through their own manufacturing facilities at sites based on Lakeside and Pegasus Way, Europarc, Grimsby.

In March 2017 Morrisons worked with North East Lincolnshire Council's regeneration partner ENGIE and Liftshare to promote and encourage sustainable travel on Europarc. During the Europarc Green Travel Week, Liftshare and North East Lincolnshire Council assembled a stall in Morrisons cafeteria with free information about sustainable travel and branded merchandise with key contact details. The team engaged with staff to assess their individual travel opportunities and deliver personalised travel plans.

The week was a huge success with a high level of positive staff engagement on site

and over 100 personalised travel plans delivered at Morrisons Lakeside alone.



"Colleagues found the event really helpful and informative and found the team easy to talk with on the day" – Rachel Dackombe – People Manager

Over the course of the week there were 206 sign-ups to the Liftshare car sharing Europarc group and over 250 entries into the free prize draw.



Following the successful week, names of seven Morrisons employees were selected at random as prize draw winners. Rachel Dackombe, Morrisons People Manager, assisted in presenting a selection of fantastic prizes including £50 shopping vouchers, £25 gift cards, 1 month gym passes and Stagecoach Megarider tickets.

North East Lincolnshire Council's regeneration partner ENGIE are now in discussions with Morrisons to develop a Business Travel Plan at the site and hope to work closely with the company on future projects. It is hoped that the success of the events week has inspired staff and motivated them to make healthier lifestyle choices and switch to more sustainable transport in the near future.

To register your interest in developing a business travel plan please contact The Transport Team: business_travelplans@nelincs.gov.uk 01472 324930

Visit our website for more information.

<https://www.nelincs.gov.uk/roads-parking-transport/travel-and-public-transport/travel-planning/>