

COMMUTE SMART WEEK TO FOCUS ON COMMUTING REVOLUTION

Submitted by: Chelgate

Thursday, 23 October 2008

ECommute Smart Week starts on Sunday October 26. It will focus, against a background of economic turmoil, on the major benefits to business and employees of smarter working and commuting.

Starting the day after the clocks go back, the week will also highlight a number of ways of avoiding the misery of travelling to and from work in the dark.

Trying alternative ways of commuting, such as cycling or walking, can also help reduce congestion and public transport overcrowding, and at the same time significantly improve health and wellbeing.

Smarter working practices, such as working from home and staggering work starting and finishing times, can help reduce the number of journeys or avoid peak travel congestion.

The knock-on effect of reducing overall traffic congestion and public transport overcrowding by extending the rush hour and reducing peak demand through smarter working and commuting will make the daily journey to work more bearable for those workers who have no choice when and how to travel.

National Commute Smart Week this year will have five themes, one for each weekday:

- Flexible working and travel plans
- Walking (get off a stop or station early and walk)
- Cycling (why spend hours in the gym?)
- Health benefits of smarter working and commuting
- Road congestion and road safety (including car sharing)

Smarter working and commuting may also help mitigate the significant increase in deaths and injuries that occur on our roads during the winter.

A number of spokespersons will be available from Work Wise UK and from organisations which successfully practise smarter working, both national and regional.

Work Wise UK will be publishing a series of tips and guidance on working smarter, which will be circulated to the media and uploaded on the Work Wise website prior to National Commute Smart Week.

Further information will be issued the week before but if you have any advance requests, please contact the press office below.

Further details about Work Wise UK can be found on the website (www.workwiseuk.org). There is also a dedicated pressroom available through the website or directly at www.workwiseuk.pressrooms.net.

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Issued on behalf of Work Wise UK by Chelgate Limited

Notes to editors:

- Work Wise UK is organised by the IT Forum Foundation, a not-for-profit organisation.
- Supporters of the Work Wise UK campaign include the CBI, TUC, the British Chambers of Commerce, BT, Transport for London, Equal Opportunities Commission, Scope, the RAC Foundation, Institution of Occupational Safety and Health, Technology Means Business, Henley Management College and the Association for Commuter Transport.
- Further information about Work Wise UK can be found on the website www.workwiseuk.org.
- A dedicated electronic media centre has been established for journalists to obtain further information, to download print-quality materials, and to register for media updates about Work Wise UK. This can be accessed either through the main website or directly at www.workwiseuk.pressrooms.net.

For further information and images, please contact:

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