

# Coopervision Case Study

## Collaborating with My Journey Workplaces

Emma Purchase is the Environmental Specialist at Coopervision. She has been in the position for several years and part of her role is to encourage staff within the organisation to choose sustainable or active travel as much as possible.

Emma has worked with the My Journey Workplaces team since 2018. Here she mentions some of the ways in which they have collaborated during that time and how it has benefited her and her organisation.

*“As the only person in an environmental role at Coopervision, it’s been good for me to have the support from the My Journey Workplaces team. Everything they offer is either something I wouldn’t have been able to do on my own, or I wouldn’t have known how to get.*

*I’ve enjoyed attending the **Workplace Travel Network** events (both in person and virtually) and being able to discuss common problems with other business in the region. You hear how they’ve tackled challenges that you also face yourself. And seeing what other companies can achieve makes me want to push to do better here.*

*We’ve done one or two **travel surveys** now and as well as telling us things we know – like we do have a lot of single car users – it has highlighted problems we didn’t know about. It’s given staff a chance to have their voice heard. They can write down what experiences they’ve had, or what they’d like to see improved. They wouldn’t have had a chance to feedback otherwise. It’s told us we need more showers and drying racks.*

*The process of creating a **Travel Action Plan** was a real learning experience and gave me lots of ideas. I put in timescales of what I wanted to achieve by certain dates. We didn’t have the budget for everything, e.g. the car sharing platforms, however, we’ve been able to do many of the smaller things, like distributing leaflets for staff to show what facilities we already have on offer. Many people didn’t know just how much we did have here. Based on the Travel Action plan we’ve done lunchtime walking routes and offered cycle confidence sessions organised by the My Journey team.*

*We are limited by having different shifts and different sites across the organisation, so we can’t take part in some of the initiatives we have been offered. For example, the production staff only get a 30-minute break so can’t do a led ride. However, the My Journey team are always approachable and thinking of ways to get staff involved and active.*

*One project that has generated good feedback has been our **colleague case studies**. The My Journey team suggested creating case studies of colleagues who travel actively, to share with and inspire other. Each case study includes a brief description of the person’s journey and their motivations and top tips of traveling actively. I put them up as posters on notice boards around our different sites and on our intranet. I’ve had positive feedback and we intend to roll them out on big screens too.”*

Here is an example of one of Emma’s case studies: [Coopervision - Dace Sidere case study](#)

If you would like to share your success story about promoting and encouraging the use of active and sustainable travel in your organisation, or if you have question about this case study please email [workplaces@myjourneyhampshire.com](mailto:workplaces@myjourneyhampshire.com)