

Challenges:

Road Traffic Solutions operate in a niche market – there are only a limited number of suppliers capable of undertaking the service they provide. The number of businesses supplying into the traffic management sector is limited, and during certain periods demand can often outweigh supply, therefore being able to influence sustainability within the supply chain is a key challenge. They hope that, through utilising the School, they can start to influence their supply chain in addition to their internal employees, encourage change and drive sustainability.

They are also looking to procure products more locally; as a growing SME themselves, Road Traffic Solutions want to, wherever possible, support other organisations in the regions in which they are based.

Impact:

Road Traffic Solutions have set out to upskill all their staff on sustainability, embedding it within the business. The business runs on renewable energy sources, they have moved to low carbon vehicles and want to continue to develop sustainable practice. The accessibility of the School has helped them roll learning out quickly and with success:

- **Company-wide engagement:** As well as all board directors having a School account, each Head of Department at Road Traffic Solutions is responsible for sustainable procurement within their part of the business and each has an account on the School to drive their own education. They are now rolling it out to their team members, ensuring learning is embedded throughout the business.
- **Employee engagement:** Having the assessments and action plan feature online, as well as a wide range of resources available in different formats for different levels, means there is something for everyone within the business, and takes each user on a journey and helps them understand their progress.

Value gained:

Sustainability forms a key part of growing their business and Road Traffic Solutions have gained value from being a School member both internally and externally:

- **Networking and collaboration:** The School is a platform for engaging with other members and Partners who have a common goal and provides a discussion point to facilitate networking. The events allow Tier 1 contractors to be much more accessible to SME's such as Road Traffic Solutions. As one of the only traffic management companies currently on

Fact box



Company

Road Traffic Solutions

No of employees

150+

HQ

Scunthorpe

Website

www.roadtrafficsolutions.com

Main contact

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Services

Traffic management

About

Established in 2004, Road Traffic Solutions offer planning and deployment of full road traffic management solutions for industrial works and events. Now a market leading organisation with seven strategic locations across the UK they have a turnover of £10 million.

the School, they hope this can encourage other similar organisations to join the School to collaborate to become a more sustainable industry as a whole.

- **Competitive advantage:** With some of Road Traffic Solution's clients being Partners of the School it provides a platform to demonstrate aligned goals, principles, and values when bidding for future work. It can also help to open doors to new clients and is a leverage to larger organisations.
- **Increasing knowledge:** Road Traffic Solutions have always been committed to sustainability topics such as social value and using renewable energy but using the School has been a more formalised 'next step' to this, increasing knowledge throughout the business.
- **Retaining talent:** Having Gold/Silver Member status acts as a recognition of the business' sustainability achievements, and development, and creates an internal sense of pride amongst staff members.
- **Improved understanding:** Membership within the School helps staff throughout the business understand the importance of sustainability and increases their commitment to continue learning and to want to drive their own understanding further.

Future proofing:

- **Passing knowledge to their own supply chain:** Road Traffic Solutions have an aspiration to pass on the School to some of their own suppliers in the future. Just as their clients hold them to account on sustainability, they would like this to continue throughout the supply chain.
- To continue benefitting from the School it is important that:
 - There is regular new content, and it continues to offer this across a range of channels (e.g. events, webinars, videos, e-learning, documents)
 - It promotes sharing best practice (through live case studies, at events). Is there an opportunity for a member/Partner forum to help increase collaboration?