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Fred. Olsen companies become first in Ipswich to receive Modeshift STARS award for sustainable travel efforts

Three Ipswich-based Fred. Olsen companies have become the first in the town to receive a Modeshift STARS award, in recognition of their efforts to support and promote sustainable travel with the creation of their new head office.

Modeshift STARS accreditation is awarded to companies, organisations and groups who encourage a change in travel behaviour and reduce the number of single occupancy vehicle journeys to, from and between their sites.

Construction of the new Fred. Olsen House, in White House Road, Ipswich,

was completed this summer, and when office working resumes it will allow for all of the Ipswich-based Fred. Olsen companies – Fred. Olsen Limited, Fred. Olsen Cruise Lines and Fred. Olsen Travel – to come together under one roof.

As part of the new build, Fred. Olsen has increased the amount of bicycle parking, created four charge points for electric vehicles and installed five new showers so that those walking, running or cycling to work can freshen up when they arrive.

The company also operates the Cycle to Work scheme, and all Fred. Olsen employees who walk, run or cycle to or from work are able to enter into a monthly draw to win prizes.



Belinda Mindell, Chief Financial Officer for the Fred. Olsen companies, said:

“At Fred. Olsen, we care passionately about the environment that we live and work in, and we know that our employees do too. We are a prominent local employer, with the majority of our Head Office-based staff living in Suffolk, Essex and Norfolk.

“To become the first business in Ipswich to receive this accreditation is fantastic, and is testament to our forward-thinking and caring approach.

“In addition to having facilities on-site to encourage greener travel, we also have a dedicated Travel Plan Co-ordinator who provides details of local public transport routes. Of course, we are all working from home just now,

but we will be working hard to keep these updated when the time comes for our teams to return to the office.”

Councillor Andrew Reid, Suffolk County Council and Member for Highways, Transport and Rural Affairs, said:

“I am delighted that Fred. Olsen has won this award. It recognises all their hard work.

“As more people become aware of how important active and sustainable travel is during the Covid-19 crisis and the longer term benefits, Modeshift STARS are an ideal way for local communities, which include businesses, to join forces and make active and sustainable travel an attractive alternative.

“Congratulations to everyone at Fred. Olsen.”

Nick Butler, National STARS Accreditation Manager said:

“We are delighted to recognise Fred. Olsen with Modeshift STARS Bronze accreditation. They have shown that they are actively providing more opportunities for greener and sustainable travel. This approach will support them in creating safer environments, improving air quality and enhancing opportunities for their workforce in achieving healthier lifestyles.”

For further information on Fred. Olsen Cruise Lines, visit
www.fredolsencruises.com.

For more information on the Modeshift STARS scheme, visit
www.modeshiftstars.org.

Fred. Olsen Cruise Line operates in the UK with four intimately sized ships for a more personal cruising experience.

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