



SUSTAINABLE TRAVEL TOOLKIT

PROMOTING PUBLIC TRANSPORT IN THE WORKPLACE

Why Promote Public Transport?

Many people have misconceptions about public transport, that it is often considered unreliable, expensive and difficult or complicated for those who don't use it regularly. However, it can often be quicker and cheaper than driving and can be an excellent alternative for journeys too far for walking or cycling.

With Wi-Fi now on most buses and available at some train stations it offers a low cost, low stress way to travel to work – staff can email/text friends and family, catch up on social media or news or read a book en route. There are also benefits to the environment and local communities too by reducing congestion, lowering emissions and helping to reduce pollution.

Contact us ...

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To help promote Public Transport in the workplace you could:

- Provide information on site, with up to date timetables and other information. Merseytravel can provide a 'carousel' or similar display, and relevant timetables/public transport information which is updated regularly as services change
- Offer Season Ticket Loans for bus/train passes – Merseytravel, Merseyrail, Northern Rail and Arriva all offer staff schemes
- Liaise with public transport operators on any discounts or promotions
- Offer incentives for people travelling on public transport, such as discounts, vouchers or on a reward system, whether as a time limited promotion or on an ongoing basis
- Offer public transport tickets for business travel, reducing the need for staff to use their cars during the day
- Identify any gaps in the public transport network from key locations to your site
- Offer other incentives such as free 'taster ticket' to encourage people to try using the bus or the train
- identify gaps in local infrastructure such as bus shelters and service provisions and report suggested improvements
- Organise start and end times for shifts and meetings to fit in with local public transport provision and availability
- Highlight personal benefits for staff in saving money and facilities available

How we can help you:

We can work with you and provide advice and information to support you in implementing any of the ideas above and also offer the following:

- Public Transport tickets for promotional activity
- Support in liaising with Merseytravel and transport providers
- Personal Journey Planning for staff to identify best routes
- SeftonTravel mobile journey planning app available to download for free on iOS and Android
- Advice and information on ticketing options



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