



PROMOTING SUSTAINABLE TRAVEL

Why Promote Sustainable Travel?

Encouraging your staff to consider their travel choices and use more sustainable modes of transport can have numerous positive benefits to your organisation. An understanding of the travel needs of your staff and making it easier for them to travel to work can help with retention of existing staff and when recruiting prospective employees. Sustainable travel choices can also help to improve the health of your workforce, reduce sick leave, lower stress and increase productivity.

The door to door comfort and convenience of travelling by car is not easy to give up and is not going to be a suitable or realistic option for everyone. It is usually best to work with staff asking their opinion with a staff travel survey, to find out what measures would be of most interest and benefit. Sustainable travel measures are also easily incorporated into other initiatives such as health and wellbeing and are a great way to improve Corporate Social Responsibility credentials.

Contact us ...

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[@SeftonTravel](https://twitter.com/SeftonTravel)





SUSTAINABLE TRAVEL TOOLKIT

PROMOTING SUSTAINABLE TRAVEL

Sefton Active Travel has produced this toolkit to assist in promoting and encouraging sustainable travel within the workplace.

To help promote Sustainable Travel in the workplace, you could

- Offer Personal Journey Planning – travel surgeries and one to one support can be offered to individuals providing tailored public transport, walking and cycling information for a specific journey
- Provide information at recruitment and induction stage on travelling by public transport, walking or cycling. Personal Journey Planning can also be offered here
- Provide a link on your company/organisation website to journey planning tools, such as www.traveline-northwest.co.uk as well as Merseytravel and Merseyrail
- Provide a link on the company/organisation website to **SeftonTravel** mobile journey planning app
- Hold special events, information fairs, travel surgeries or targeted promotions on specific activities such as walking or cycling
- Produce a **How to Get to Guide** for the site, showing bus routes, train stations, cycling routes and suggested walking routes
- Ensure directions via public transport, walking and cycling directions are given before driving directions on marketing materials and company/organisation website
- Participate in local and national promotions and events such as Car Free Day, Bike Week, Walk to Work Day
- Produce a Workplace Travel Plan
- Establish a Travel Plan Working Group, or Sustainable Travel Champions
- Consider routes around the site, including signage and lighting to ensure safe access for pedestrians and cyclists
- Implement a 'free ride home' facility in case of emergency
- Offer incentives to staff such as a points or rewards scheme for travelling by bus, train, walking or cycling which could be then exchanged for benefits such as time off etc
- Consider smarter working options such as tele-conferencing, video conferencing or online meeting collaboration options for meetings where staff would need to travel from other locations
- Establish an in-house car share database or noticeboard where applicable
- Arrange specific promotions such as Car Free Day, Car Share breakfasts or offer rewards or discounts for those who car share (such as free or nearby parking spaces)

How we can help you:

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

- **SeftonTravel** mobile journey planning app (free on iOS and Android)
- Personal Journey Planning
- Staff Travel Surveys
- Sustainable Travel Roadshows
- Travel Advice Surgeries
- How to Get to Guides
- Publications, leaflets and other promotional materials including leisure routes
- Advice, guidance and support on Workplace Travel Plan development
- Advice on grants for revenue or capital improvements to support workplace sustainable travel measures
- See www.activetravelsefton.co.uk and www.visitseftonandwestlancs.co.uk websites for further information



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