

Checklist for travel and transport web pages

This document has been compiled by Sustrans Cymru to support workplaces in providing useful and accessible sustainable travel and transport information for their staff, visitors and clients on their intranet and internet web pages.



It is proposed that your travel and transport web pages are divided into the following sections:

1. Introduction
2. Walking and Cycling
3. Trains and Buses
4. Car sharing
5. Health

This document provides information on what to include under each section. If required, you can copy and paste the wording in italics and use the lists as a check-box exercise to ensure you have all relevant links and documents included.

1. Introduction

- Include a mission statement or rationale to set the scene of the web page e.g:

[Organisation] has developed a Sustainable Travel Plan and corresponding Action Plan to bring about a positive behavioural change and to increase the number of people walking, cycling, car sharing and using public transport to access our site. We are committed to ensuring more sustainable transport options are available to more people, in order to support the physical and mental wellbeing of our staff, as well as bringing about a decrease in personal travel costs and a reduction in our impact on the environment.



Introduction checklist:

- Travel plan (Downloadable and accessible to all staff, clients and visitors)
- Sustainable Travel 'Action Plan'; (Downloadable and accessible to all staff, clients and visitors)
- Internal news section: organisational achievements/ launches/ events e.g. car share day, Bike week/ newspaper articles/ Cycle training and Dr Bike events
- External news section: Sustrans/ Traveline Cymru / Car share competitions and updates/ Public transport announcements

2. Walking and cycling (active travel)

- Include a statement to promote the positive impact of active travel e.g. :

The [site] is easily accessible on foot or by bike, as it is only m/km/ mins from [name] train and bus station. See the maps below for a suggested route to walk to cycle.

Active travel - reasons to walk

- *Walking is good for your heart and lungs, and is great for strengthening your muscles, bones and joints*
- *Walking helps improve your mood and boosts self-esteem*
- *Walking burns as many calories as jogging over the same distance*

Active travel reasons to cycle

- *Cycling is perfect for travelling short distances in urban areas*
- *On average, cyclists live two years longer than non-cyclists*
- *Cycling firms the thighs and bottom, and can even help tone the tummy muscles.*

Walking and cycling section checklist

- Sustrans website www.sustrans.org.uk
'Sustrans is the charity that's enabling people to travel by foot, bike or public transport for more of the journeys we make every day.'

Include info on:

- Free iPhone App for 'The complete National Cycle Network':
<http://itunes.apple.com/uk/app/the-complete-national-cycle/id436521445?mt=8&ls=1>
- On-line National Cycle Network mapping facility: Looking for walking and cycling routes? Go to Sustrans on-line mapping facility and enter a postcode, town, region or route and find out your own route times and distances:
www.sustrans.org/map
- Active commuter bi-monthly sign up page
www.sustrans.org.uk/activecommuter

- Cyclestreets website www.cyclestreets.net
CycleStreets is a UK-wide cycle journey planner system, which lets you plan routes from A to B by bike.

- Cycle to work scheme provide information and contact details to enable staff to access this service.
- Include success stories or case studies to show staff or visitors to your organisation making a pledge or reducing the commute in their car, by walking and cycling more often.
- Include downloadable versions of the following documents:
 - Active travel maps (and who to contact for hard copies)
 - Posters
 - Site maps with cycle storage locations/ cycle routes/ walking routes/ shower/ locker locations
 - Local Routes (links to maps, including link to Sustrans mapping tool)
 - Route signs to look out for (Sustrans route signing stickers)

3. Trains and buses

- Include a statement to promote the increased use of public transport e.g.

[Organisation] is committed to ensuring staff and visitors to our site can easily access public transport and related information. All the bus stops on site have real time information and there are bus and train timetables available in the main reception. Our reception staff are also aware of the Traveline Cymru website and can assist with personal travel queries.

Trains and buses checklist

- Traveline Cymru is your one-stop-shop for public transport information, providing route and timetable information for all bus services in Wales and rail and coach services across the UK. Log onto www.traveline-cymru.info or call on 0871 200 22 33 for up to date and impartial information for both local and national journeys.

Also include:

- The 'customised journey planner' facility can sit on your organisations' website (downloaded from the Traveline Cymru 'Business pages' www.traveline-cymru.info) and enables visitors to your website to easily access their public transport options .
- On-line timetables from the 'Journeys and timetables' section of the Traveline Cymru website.
- Bus times to your mobile: www.traveline-cymru.info/bus-times-on-your-mobile-phone/

- Travel planner and home page: www.traveline-cymru.info/
- Phone: 0871 200 22 33

- For train times and costs: National Rail Enquiries www.nationalrail.co.uk 08457 48 49 50, or Trainline www.thetrainline.com
- Downloadable versions of:
 - Site map with bus stop locations, bus stop code numbers and nearby train stations
 - Bus time tables for buses which visit/ pass close to site
- Local bus company contact info, web-links and on-line timetables. e.g. Veolia and Arriva.
- National bus company contact information and web links e.g National Express, Greyhound
- Train company contact information and web links e.g Arriva Trains Wales, First Great Western
- Concession pass details and organisation contact details (employer subsidised/ discounted monthly/ weekly)



4. Car sharing

- Include a statement to promote car sharing e.g. :

Car sharing (also called lift-sharing, ride-sharing and car-pooling) is when two or more people share a car and travel together. It allows individuals to benefit from the convenience of the car, whilst reducing the costs and alleviating the associated problems of congestion and pollution.

Checklist for car share section:

- Local car share web links:
- For South West Wales – www.swwitch2share.com
 - For South East Wales – www.sewtacarshare.com
 - For Mid Wales – www.midwalescarshare.com
 - For North Wales – www.northwalescarshare.com

NB: All the regional car-share sites will soon be pooled into one site, but you will still be able to access the country wide car-share site from the individual links.

- Car share case studies and success stories: include your own business successes, or see www.liftshare.com



Health

The impact of your travel plan is not limited to reducing the number of cars on site, but also provides positive benefits to personal health of your staff and the surrounding environment. Therefore, other links to include on your travel and transport pages include:

- Health and Wellbeing Group and Corporate Health Standard news and up-dates.
- Environmental and Carbon reduction programmes, which address travel and transport issues.
- Occupational Health updates and news
- Routes2ride is a website set up by Sustrans to provide information on the very best of National Cycle Network routes across Wales.
www.routes2ride.org.uk/wales
- Health Challenge Wales (Change4Life) supports people and families to eat better, move more and live longer. There are small changes we can make to improve our lifestyles and Change4Life aims to support you to make those changes. For more information, visit the website www.wales.gov.uk/change4life (Bike4life, Walk4life and Change4life logos and resources can be found at: <http://wales.gov.uk/hcwsbsite/healthchallenge/individuals/change/partners/brand/?lang=en>)
- Calorie counters and health checks e.g. www.nhs.uk/livewell/loseweight/Pages/Loseweight_home.aspx
- Local competitions e.g. charity runs/ walks/ cycles, half marathons, guided walks, guided cycle rides and events.



Sustrans is the charity that's enabling people to travel by foot, bike or public transport for more of the journeys we make every day.

It's time we all began making smarter travel choices. Make your move and support Sustrans today. www.sustrans.org.uk

