

## **Love your... Active Travel**

Fife Council is supporting business travel plans with a series of leaflets for staff on sustainable travel options. Titles include:

- 'Love your bike – give it a go by bike'
- 'Love your legs – give it a go on foot'
- 'Love your time – give it a go by bus or train'
- 'Love your car – but cut your costs'

The walking and cycling leaflets promote the benefits to the individual, with an emphasis on physical activity for health. They also promote Fife's cycle network and paths. 'Love your bike – give it a go by bike' was launched in Bike Week in June 2005.

'Love your car – but cut your costs' suggests ways that car-users can benefit by using their car less and cutting costs, such as planning trips to make them more efficient by including several trip purposes, and using other travel modes.

'Love your time' underlines the benefits of using time spent on public transport in ways that are not possible for drivers.

A further leaflet, 'Love your car – share it', will promote Fife's proposed new online community car-sharing system, which will complement the system already in place for council staff.

The leaflets will be distributed to staff through businesses which are developing travel plans, and to the council's own workforce.

**Further information: contact Clare Hamilton-Sturdy, Lead Officer Travel Plans, Fife Council: [clare.hamiltonsturdy@fife.gov.uk](mailto:clare.hamiltonsturdy@fife.gov.uk)**