

Active Travel Champions





Our Volunteers...

Sustrans has over 3000 volunteers. They help maintain our routes, promote walking and cycling and spread the word about Sustrans.

Active Travel Champions

Volunteers inspiring
people in:

Workplaces
Schools
Community/Youth groups
Universities and colleges

Helping people
to be more
active in the
ways they
travel...





In Workplaces

- Staff *inspiring* colleagues

In Schools

- Teachers or parents *inspiring* pupils and each other

In Communities/Youth Groups

- Community workers *inspiring* local residents.
- Youth leaders *inspiring* young people

In Colleges/Universities

- Students *inspiring* fellow students
- Staff *inspiring* colleagues or students.



Champions will...

- Provide information / encouragement
- Organise rides or walks
- Lead bike user/walking groups
- Plan action days
- Be a go-to for travel advice

Single Champions, groups or committees.....

Champion support..

As a volunteer for Sustrans they will receive...

Induction and training

Champion Toolkit

Resources

Support from the volunteer coordinator

Measuring the impacts...

Sustrans directed monitoring and evaluation.

The Challenge website



Our aims...

- Encourage and support new travel habits and inspire long lasting travel behaviour change
- Equip people for London 2012

Working together...

- Referrals + Links
- Champion support for existing initiatives.
- Co-designed training
- Resource sharing



- Thank you -

