

Active Travel Champions


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Project Outline

Change the way employees travel to, from and for work to create healthier, happier and more productive workforces with smaller carbon footprints.

Why invest in workplace active travel?

Absenteeism through ill-health, lack of productivity and employee turnover are major costs to organisations, as is the provision of car-parking for employees and business travel.

This means that employee well-being, loyalty, and productivity, alongside reduced operating costs and carbon emissions, are all key deliverables for organisations.

This can be difficult to achieve, but by empowering and supporting volunteers who promote more active travel, it is possible to take strong steps to achieving these objectives.

What is the Active Travel Champions project?

Our Active Travel Champions employee volunteering project involves recruiting, training and supporting volunteers that want to promote active and sustainable travel in their workplace.

Included are a dedicated support officer, site audits, bespoke training, resources, access to Sustrans' engagement tools, among other benefits.

What can Active Travel Champions achieve?

Highlights of the programme include:

- ✓ A workplace culture of active travel and associated benefits
- ✓ Increased physical activity, health & wellbeing of staff
- ✓ Reduced car parking demand and associated costs
- ✓ Reduced carbon emissions.



Active Travel Champions engagement tools:

Our Active Travel Champions will have access to the tools they need to promote active travel to colleagues, including:

- ✓ Active travel breakfasts
- ✓ Doctor bike sessions
- ✓ Cycle to work scheme support
- ✓ Upskilling and training opportunities
- ✓ Cycle storage advice, including accessing funding
- ✓ Support on how to improve cycling and walking routes to and from their workplace
- ✓ Promotional materials and 'give away' items
- ✓ Route planning tools

To develop a healthier, more productive workforce through employee volunteering, contact our Workplaces Team:

P: 0131 346 1384

E: workplaces.scot@sustrans.org.uk



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Role Description

Sustrans Active Travel Champions aim to inspire others in their organisation to become more active by choosing to walk, cycle or wheel for more of their everyday journeys. With the support of a dedicated officer, you can explore simple, fun and imaginative ways to encourage active travel amongst your colleagues.

We support you to...

- ✓ Identify opportunities to encourage active travel in your setting.
- ✓ Collaborate with other Champions in your organisation to develop and implement an Action Plan – outlining active travel aims and objectives.
- ✓ Make change in your organisation – from led walks and cycle rides through to organisational policy reform, the Active Travel Champions role is tailored to the needs of your workplace.

We provide access to...

- ✓ Expert support and guidance through our **dedicated support officers**
- ✓ Fully-funded **accredited training** such as Cycling Scotland Cycle Ride Leader, Paths for All Walk Leader and VeloTech Bike Maintenance.
- ✓ **Grant funding** for events, training and facilities.
- ✓ **A network of Champions across Scotland** with regular updates from fellow workplace Champions in our monthly newsletter.
- ✓ **Tailored resources and equipment**
- ✓ Up-to-date information about **infrastructure developments** near your sites.



What we need from you:

- 1 Skills:** You don't need to be an active travel expert to take part – all we need is your enthusiasm and dedication.
- 2 Time commitment:** 2 hours a month (this includes the planning and running of activities). We ask that employers allow staff to use paid time to work on the project.
- 3 Reporting:** In order to assess the efficacy of the programme, we ask Champions and their colleagues to complete surveys at various stages of the project.

What next:

Your Active Travel Champions Officer will organise an initial training and induction session for you, where you can discuss the next steps for identifying the barriers and opportunities at your organisation.

Your Active Travel Champions Officer:

Lara Fahey

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The Sustrans' Active Travel Champions project is fully-funded by Transport Scotland.