

# Active Travel Champions

## Instructions for applicants 2017

### Sustrans Scotland

**Empowering individuals within workplaces, the Active Travel Champion project provides support, training, resources and funding to enable peer to peer promotion of walking and cycling for commuting and business travel.**

Active Travel Champion organisations are committed to increasing levels of walking and cycling at their organisation. Sustrans work with sites of 200+ employees, where Champions are permitted to use 1-2hrs of staff time per month on ATC related planning and activities.

The project is built on a 3 year engagement model, designed to leave a legacy of empowered workplace Champions, as well as a more supportive workplace culture to encourage walking and cycling for commuting and business travel.

Applicants are applying to join the Active Travel Champion project for 2017/18. Progress will be reviewed June/July 2018.

Active Travel Champions is fully funded by Transport Scotland.

**Key contact:** Jenny Muir, Smarter Choices Coordinator, Workplaces. E: [jenny.muir@sustrans.org.uk](mailto:jenny.muir@sustrans.org.uk) T: 0131 346 9787

**Application form:** <https://sustrans.onlinesurveys.ac.uk/scottish-workplace-active-travel-champions>

#### Application process:

1	Submit an application form (example questions listed below):	<b>Deadline:</b> <b>12 noon, 12 September 2017</b>
2	Successful applicants notified:	22 September 2017
3	Terms of Reference negotiated & project delivery begins:	Late September 2017 onwards

#### What we need from you as a partner organisation:

- Enthusiasm and commitment to increasing the levels of walking and cycling at your organisation
- A nominated key contact
- Management sign-off – including formal sign-off from those responsible for; sustainability, wellbeing, HR, communications, and facilities
- Agreement to recruit Champions within your organisation (a minimum of four per workplace site, with representation from across different teams/areas of work)
- Support for staff time to spend on Active Travel Champion (ATC) project planning and activities. We ask for 1-2hrs per month from each Champion
- Support for Champions to attend training opportunities
- Agreement to promote the ATC project and activities internally
- Agreement that Champion activities will be governed by your organisation's health and safety procedures (with guidance and support provided by Sustrans')
- Where it exists, provide access to staff travel survey data
- Permission to monitor the project (through the use of surveys, focus groups and interviews)

To enable Champions to be as effective as possible, line managers would be aware of Champion's commitments (as outlined above – see also the Champion Role Description), encouragement from senior management would support Champion's efforts. A clear communication strategy would also be in place.

*Continue for outline application form.*

## Outline of application form:

### Details of application coordinator

1. Name
2. Job title
3. Role description/remit
4. Email address
5. Phone number
6. Please tell us how you heard about the Active Travel Champion project offer

### Organisation details

7. Name of organisation
8. Site address  
*Please note – during this application round, we will only accept applications from sites in Edinburgh and Glasgow.*
9. Number of employees at site  
*Please note – during this application round, we will only accept applications from office-based sites with 200 or more employees.*
10. Public/private/third sector/other (please specify)
11. Brief description of organisations' activities (particularly at this site)
12. Is your organisation seeking to deliver ATC at multiple sites? If so, please provide the postcode and name/first line of address of additional sites, and number of staff at additional sites.

### Walking and cycling at your organisation

13. Please tell us why your workplace would like to become an Active Travel Champion organisation?
14. Do you have a current Travel Plan?
15. Have you carried out a Staff Travel Survey in the past two years?
16. What percentage of employees commute less than 5 miles?
17. Please tell us what support is currently available for walking and cycling for commuting and business travel at your workplace
18. What facilities does this site provide to encourage walking and cycling?
  - a. Cycle parking
  - b. Showers
  - c. Lockers
  - d. Drying facilities
  - e. Pool bike
  - f. Other (please specify)
19. What policies does your organisation have to encourage walking and cycling?
  - a. Cycle to work scheme
  - b. Cycle mileage paid for business travel
  - c. Cycle Friendly Employer registered
  - d. Healthy Working Lives registered
  - e. Other (please specify)

### Project practicalities & internal buy-in

20. Have you gained support for this application from the following departments (or their nearest equivalent):
  - a. HR
  - b. Facilities
  - c. Sustainability
  - d. Wellbeing
21. Would staff Champions be permitted to spend 1-2 hours/month of paid work time on the project?
22. Would there be any restrictions on which staff members would be eligible to become Champions? And if so, what proportion of the site's staff would this apply to? For example, are there any teams (e.g. shift workers) where members would not be able to attend quarterly group meetings on site?
23. How would you promote Champion opportunities and activities internally?

**Apply now:**

<https://sustrans.onlinesurveys.ac.uk/scottish-workplace-active-travel-champions>

# Active Travel Champions

## Project Outline Sustrans Scotland

Develop your workplace through employee Champions, supporting staff to be happier, healthier, and more loyal to your organisation.

### 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 Champions to promote walking and cycling for commuting and business travel, it is possible to take strong steps to achieving these aims.

### What is the Active Travel Champions project?

Our Active Travel Champion project involves recruiting, training and supporting individuals who are passionate about walking and cycling in their workplace.

Champions gain access to grant funding, bespoke training opportunities, networking opportunities, Champion support packs, dedicated support website, access to Sustrans' 50+ engagement tools (from online challenges to pool bike schemes and activity delivery) and full evaluation and reporting.

### What can Active Travel Champions achieve?

Highlights of the Active Travel Champions project fostering real change include:

- ✓ Over 100 beneficiaries for every Champion
- ✓ Reduced absenteeism and improved productivity
- ✓ Increased physical activity, health & wellbeing
- ✓ Reduced car parking demand and associated costs
- ✓ Reduced carbon emissions.



### Active Travel Champion engagement tools:

Active Travel Champions, with support from a Sustrans' Project Officer, can access over 50 fun and effective ready-to-go engagement tools to get their colleagues involved including:

- Scottish Workplace Journey Challenge
- Bike breakfasts, doctor bike sessions, and other effective bike promotions
- Cycle to work scheme support
- Basic bike maintenance
- Bike buddy schemes and cycle training
- Led walks, including walking meetings
- Route planning and map creation
- Led cycle rides, including cycle meetings
- Pool bike loan schemes

To develop a healthier, more productive workforce through Active Travel Champions, contact our Workplace Team on 0131 346 9786 or email [workplaces.scot@sustrans.org.uk](mailto:workplaces.scot@sustrans.org.uk).

# Active Travel Champions

## Role Description Sustrans Scotland

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

### We support Champions 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 personal interests.

### We provide access to...

- ✓ Fully-funded **accredited training** such as Cycling Scotland Cycle Ride Leader, Paths for All Walk Leader and VeloTech Bike Maintenance.
- ✓ **Training for your colleagues** such as Basic Bike Maintenance and Essential Cycle Skills.
- ✓ **Grant funding** for events, training and facilities.
- ✓ **A network of Champions** from across Edinburgh.
- ✓ **Tailored resources** through your Champions Officer and the Sustrans online support portal.
- ✓ Exclusive Sustrans' **discounts**.



### What we need from Champions:

- 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:** 1–2 hours a month (this includes the planning and running of activities). We generally 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 to use our reporting portal to record the time they have committed to planning and running activities.

### What next:

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

The Sustrans' Active Travel Champion project is currently fully funded by Transport Scotland.

