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Encouraging Walking, Cycling and Public Transport

There is only so much pressure any organisation can put on staff as to how they travel to and from work: changing travel habits is more about offering positive incentives rather than restricting use. The alternatives to individual car travel can be summed up as:

- Public transport
- Walking and Cycling
- Car Sharing

The best way to make long-term changes is to develop a **Green Travel Plan**, <http://eaclink.info/?SSLAP>. Within and alongside that there are plenty of ways in which you can help staff and others to change how they travel.

Public transport

There are some obvious action points here:

- Publicise the ways to get to your office and events by public transport on your literature, website etc.
- Make sure all staff and volunteers (as part of induction) know where the local buses go – supply everyone with a map of local services.
- Offer interest-free loans for season tickets which can help people choose this option.
- Don't hold events in places which are not accessible by public transport – avoid those big hotels at motorway junctions.

In the longer term if your organisation is poorly served by public transport you may wish to approach the local council or the relevant companies with regard to improving the service and maybe even rerouting buses. There are many cases where this has been done. If the service to your office is bad, then it's probably bad for many of the people who live nearby and use your services.

For rural organisations there may simply not be much public transport to use. Again you may want to campaign for better services, and you might also want to think about car clubs or minibus hire when several people need to travel together. For information on car clubs see www.carplus.org.uk.

Walking

It's free and healthy, but it needs to be safe. Publicise the best way to walk to your office from local centres but bear in mind that some people will feel less safe about walking than others.

Living Streets is an organisation promoting walking and safer streets. Their 'Walking Works' programme offers help on encouraging people to walk more as part of their daily commute to work. www.walkingworks.org.uk

Cycling

It's cheap and even healthier. Many work journeys can be made by bike if staff are encouraged and supported to do this. Encourage staff to cycle by providing secure bike storage space. Better still, provide changing (and shower) facilities for people to use when they arrive at work (this may need to wait until you're upgrading or renovating your office).

Other ways to develop cycling include:

- Offer staff a mileage allowance for bike use
- Offer staff a loan to buy a bicycle
- Refund the cost of cycle helmets
- Have an 'office bike' if there are various short journeys to be made.
- Talk to local cycle groups or council staff about free training and maintenance events.
- Organise a 'cycle to work' day – offer free breakfast on arrival and encourage new cyclists to meet and ride with more experienced ones.
- Organise events for National Bike Week which takes place in June each year.

Sustrans and the CTC can offer more advice – see the **Transport and Green Travel Plans**, <http://eaclink.info/?SSLAP>, page.