# Active Travel Champions

The purpose of the Active Travel Champions project is to get more people walking or cycling to work through peer lead support. By actively promoting sustainable travel, people start to see this behaviour as normal. Research has shown that the behaviour of those around us has more influence over our own behaviour than messages about the environment, economy, and social responsibility.

We currently have over 250 Active Travel Champions, from the largest employers in the region to smallest, across all sectors. Imagine, if each Active Travel Champion was able to encourage 5 people to swap their car and start walking, cycling or catching the bus that would be 1,250 less cars on the road, giving us cleaner air to breathe, less congested roads to cycle on, and a healthier workforce.

We are here to support you, with our time and expertise, events, equipment, and grants. All you need is energy and enthusiasm. Being a Champion easy, enjoyable and rewarding and can take as much or as little time as you want. Here are some of the things our champions currently do:

* Talk to your colleagues about cycling or walking
* Share your knowledge of the city to help co-workers find a safe route to work
* Organise a roadshow, bicycle maintenance, Dr Bike session or active breakfast
* Help fix punctures and coordinate an Emergency Cycle Repair Kit (provided by us)
* Promote our travel challenges and get your work place more active
* Improve walking and cycling facilities in their workspace with our match funded grants
* Arrange the loan of an electric pool bike for business travel
* Set up a bicycle / walking group to address issues at your workplace
* Pass on maps, leaflets and information

## Benefits of Active Travel:

* Improve staff health and wellbeing; reducing sickness and absenteeism. *Employees who regularly cycle or walk are fitter, healthier and take less sick days.*
* Reduce required car parking provision and associated cost. *Car parking takes up space and is an extra business expense. Ten bicycles can be parked in a single car parking space. Speak to us about our Parking Cost Estimator tool to find out how much your car parking costs.*
* Increase staff morale and productivity. *Regular commuting cyclists report a greater tolerance of stress, and an enhanced perception of wellbeing and self-confidence. With work-related stress anxiety or depression accounting for over half of all working days lost due to ill health in Great Britain, this benefit cannot be ignored.*
* Reduce business travel time and cost. *Bristol has some of the lowest traffic speeds in the country at peak times. Time spent in traffic and finding a car parking space is costing businesses time and money.*
* Reduce congestion and air pollution. *80% of morning traffic in Bristol city centre relates to commuting, leading to considerable strain on the network, costing the economy over £600m a year.*

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| **Resources** |  |
| Workplace Travel Audit | A comprehensive survey of your workplace and detailed report of recommended improvements. |
| Electric pool bikes for business | Loan a bike free for 3 months. Accessories, delivery and maintenance all covered by us. |
| Emergency cycle repair kit | Fully equipped repair kit worth £150 for your organisation (inner tubes, pump, lock, lights and multitool). |
| 50% Match funded grants | To improve your facilities. E.g. cycle parking, electric pool bikes, and lockers. |
| Newsletter | Regular newsletter keeping you up to date with the latest events and information. |
| Maps, leaflets, and Information | Regular supply of maps, posters and leaflets. |
| **Events** |  |
| Staff Engagement Events | Travel advice event over a lunchtime. Information, advice, maps, leaflets and freebies from our expert travel advisors. |
| Dr Bike sessions | A mechanic will come to your site and provide 8 half-hour sessions to check staff bikes are safe and carry out basic repairs. |
| Bike maintenance sessions | A mechanic will come to you and deliver hour-long group sessions to teach you how to maintain your bike (choice of 4 sessions). |
| Bike/walk breakfast | Celebrate staff that walk or cycle to work by putting on a breakfast with a small grant from travelwest. |
| **Individual support** |  |
| Direct your colleagues to: [www.travelwest.info/commuting-support](http://www.travelwest.info/commuting-support) to sign up. |  |
| Borrow a Bike | Free individual bike loans to help people try cycling. Loan hybrid and folding bikes for 1 month or electric bikes for 2 weeks. |
| Adult cycle training | Free training to improve your skills and ability to cycle confidently. You can have up to 3 sessions - beginner, intermediate and advanced. |
| Journey planning | Help to find your best route to work. |
| Bus taster tickets | Free bus tickets to try commuting by bus. |

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[www.travelwest.info/champion](http://www.travelwest.info/champion)

