



1a. How to: Encourage active travel

Why is it important?

Active travel has many potential benefits including health, environmental and economic. Encouraging active travel such as walking or cycling will help to reduce the carbon emissions costs and pollution associated with using vehicles.

The National Institute of Clinical Excellence (NICE) recommends that employers develop policies to encourage employees to walk, cycle or use other modes of transport involving physical activity to travel to and from work as part of their working day.

What does a Sustainable practice look like?

Offering incentives such as prizes e.g. a pedometer, sportswear or gym/sports class memberships, signing up to the Government's Cycle to Work Scheme (to enable staff to buy a bike tax-free) as well as hosting activities or cycling and walking events at the practice may encourage your staff to increase active travel.

Electric bikes (or e-bikes) are pedal bikes assisted by an electric motor. This can make cycling accessible to a wider range of people over longer distances – potentially with less sweating involved!

Real Life examples:

NHS Tower Hamlets

To encourage a shift away from car use to walking and cycling to work, a Travel Plan has been produced for NHS Tower Hamlets. Surveys were done to identify travel patterns and targets were set to increase staff cycle to work and decrease staff driving to work. New cycling facilities were installed at various hospital sites. Shower and locker facilities renewal are underway. Momentum is maintained by organising Cyclists' breakfasts, sharing a range of information in the intranet and the creation of a '**Cycle User Group**' email list. The '**Cycle to Work**' Scheme is being implemented to enable staff to buy bikes at a reduced cost, tax free.

King's College Hospital Walking Incentives

An ongoing project by King's College offers goodie bags with free pedometers as well as guided walks to raise awareness and incentivise staff to walk as part of their journey to work.

Hillingdon Hospital Green Travel Incentive

A points scheme has been started for staff members where they can collect points each time they swap from driving to commute on foot/bike and for the miles travelled. Cycling/walking-related prizes are given in exchange for points earned.



Actions

KEY:

Implementation: Easy = 😊😊😊 Less Easy = 😊

Investment Cost: Low = 💰 High = 💰💰💰

Financial return on Investment (ROI): Low = 🐷 High = 🐷🐷🐷

Environmental benefit: Small = 🌍 Large = 🌍🌍🌍

- Install secure cycle parking at the practice 😊 💰💰 🐷 🌍
- Provide showers, changing facilities and lockers where possible 😊 💰💰💰 🐷 🌍🌍
- Sign up to the Government's '**Cycle to Work Scheme**' and let staff know that it applies to e-bikes too 😊😊😊 💰 🐷 🌍
- Encourage and promote active travel options by sharing resources in the practice and on the practice website 😊😊😊 💰 🐷 🌍
- Display walking/cycling routes and maps of your local area in the practice 😊😊 💰 🐷 🌍
- Survey travel patterns of your staff and patients using an online survey tool (*such as Survey Monkey*) to find out how they currently travel and what could help them to incorporate more walking or cycling 😊😊 💰 🐷 🌍
- Liaise with your local gyms and sports centres to find out about facilities, membership promotions and options for your staff 😊😊 💰 🐷 🌍
- Start a step challenge! How about collating the pedometer count for the whole staff every week and see how high you can get it? 😊😊😊 💰 🐷 🌍

Sustainable Dentistry: How-to Guide for Dental Practices

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Resources

Case studies:

NHS Tower Hamlets Travel Plan

<http://map.sustainablehealthcare.org.uk/nhs-tower-hamlets-travel-plan>

King's College Hospital Walking Incentives

<http://map.sustainablehealthcare.org.uk/walking-incentives>

Hillingdon Hospital Green Travel Incentive

<http://map.sustainablehealthcare.org.uk/green-travel-incentive>

More links:

National Institute of Clinical Excellence guidance - Physical activity in the workplace

<https://www.nice.org.uk/guidance/ph13>

Department of Transport research: Cost benefits of active travel

<https://www.gov.uk/government/publications/economic-case-for-active-travel-the-health-benefits>

Government Cycle to Work Scheme

<https://www.gov.uk/government/publications/cycle-to-work-scheme-implementation-guidance>