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# Active Travel Workplace Toolkit

**Support for your  
staff to leave their  
cars at home**

# Lifestyles and environments that promote inactivity



# The obesity epidemic

Predicted to cost  
the NHS £50 billion  
a year by 2050  
(Foresight, 2007)



# The cost of ill health

**8.5 days lost on average  
per employee through  
sickness absence**

**This has an estimated cost  
of £4.5 billion to  
employers in Wales**

(CBI, 1998)

# Building a business case

Sickness absence costs an average of **£660 per employee** (or £1,550 indirect costs)

mental health conditions - reduced productivity accounts for **1.5 times** as much working time lost as sickness absence

Dame Carol Black Review 2008

# Active Travel in the Workplace



- **Why?**

- Health

- Business Case

- Environment, CSR etc

- **How?**

- Changing behaviour

- Incentives

- Infrastructure

- Routes

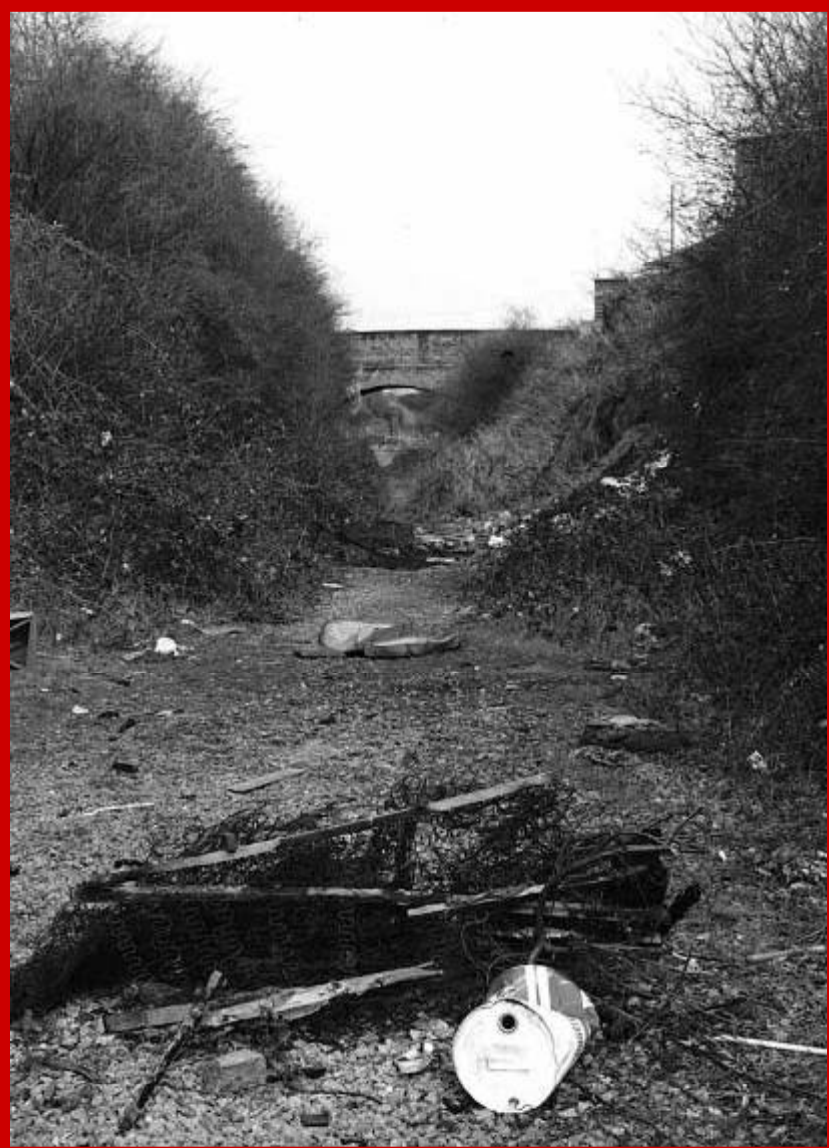
- Travel planning

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Address window

Why use an exercise bike  
that's chained to the floor?

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- Step-by-step guide
- Case studies
- Ideas and practical advice
- Poster

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# Where do you start?

TOOLKIT

**Active travel in the workplace**  
A step-by-step guide

teithiobyw  
activetravel



- Consulting with staff
- Engaging senior management
- Designing your scheme
- Advertising
- Monitoring and evaluation

# Types of intervention

- Providing information
- Active travel friendly policies
- Equipment



# Ideas 1

- Active Travel directions
- Information about local routes on website
- Bicycle User Groups
- Cycle mileage allowance
- Flexible working hours
- Activity friendly dress-code
- Incentives e.g. bike breakfasts, maintenance sessions and cycle training
- Disincentives e.g. parking charges

# Ideas 2

- Pool bike schemes
- Increases bike storage capacity
- Improved security for bikes
- Lockers
- Changing facilities
- Showers
- Drying room for kit



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# Behaviour Change Spectrum

## Pre-contemplation

- Marketing
- Challenging myths
- Advertise success stories

## Prepared for action

- Cycle purchase
- Dr Bike
- Cycle lessons
- Pool bike trial

## Maintenance

- Bike storage
- Bike mileage
- Lockers
- Showers / drying room

## Contemplation

- Improve local routes
- Allay safety fears
- Provide incentives
- Marketing
- Cycle purchase

## Action

- Incentives
- Bike User Group
- Events
- Cycle lessons
- Storage

# Case Studies



**Cardiff Council**

**Wales Centre for Health**

**Singleton Hospital**

**UWIC**

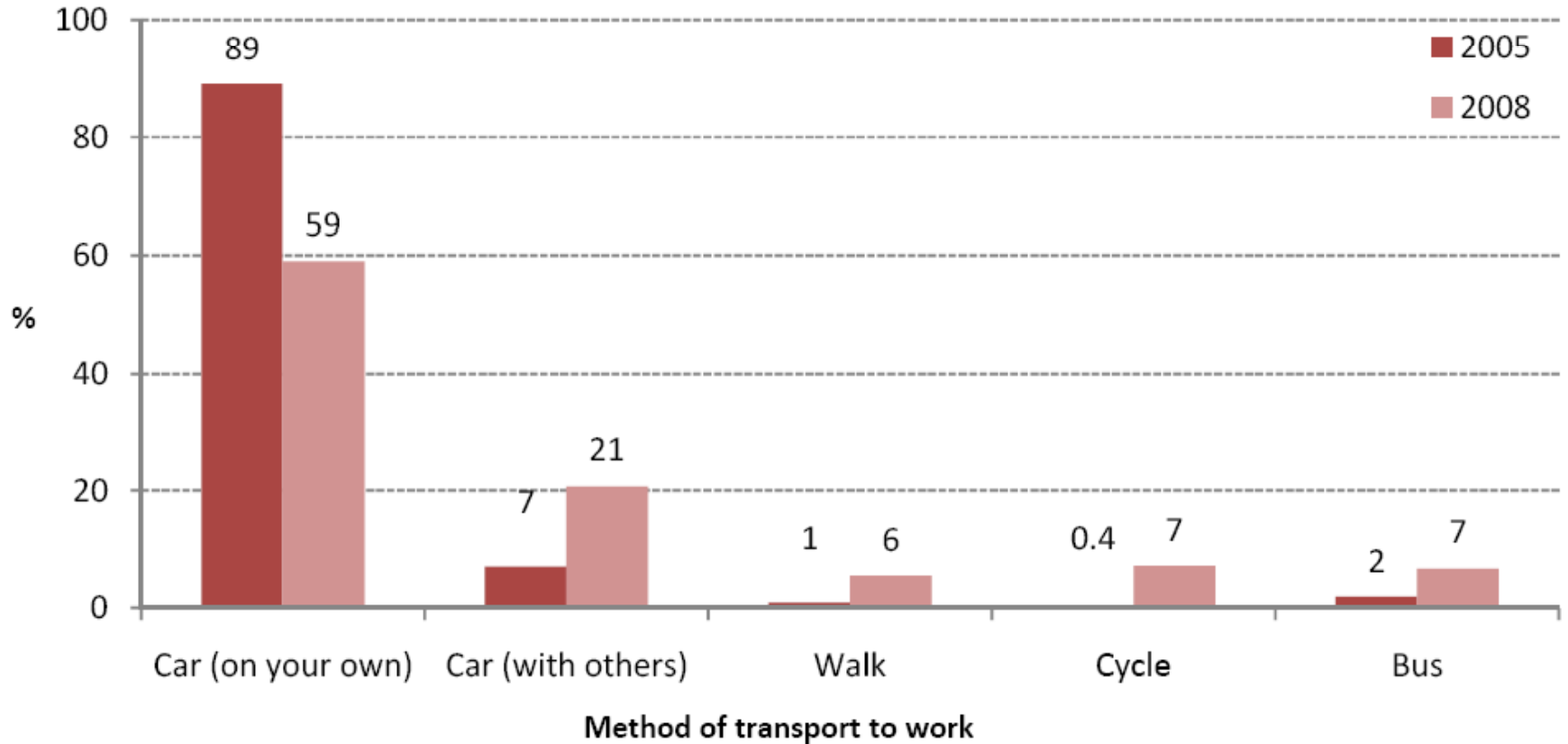
**Wales Millenium Centre**

**ARUP**

# Singleton Hospital, Swansea NHS

- Detailed staff questionnaire
- Identified potential active commuters
  - based on distance travelled & work patterns
    - Targeted advice
- Improved end of trip facilities
  - Bike racks
  - Lockers
  - showers
- Great results...

# It can be done!



# Bradford and Bingley: Case Study

- Integrated health promotion including active travel
- stress absence rate is down 80% - estimated saving £250k in lost wages
- 1% increase in productivity at **no cost**
- Staff turnover down from 30.1% in 2005 to 23.3%

# Your turn...

## What can you do in your organisation?

[www.activetravelcymru.org.uk/toolkit](http://www.activetravelcymru.org.uk/toolkit)

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