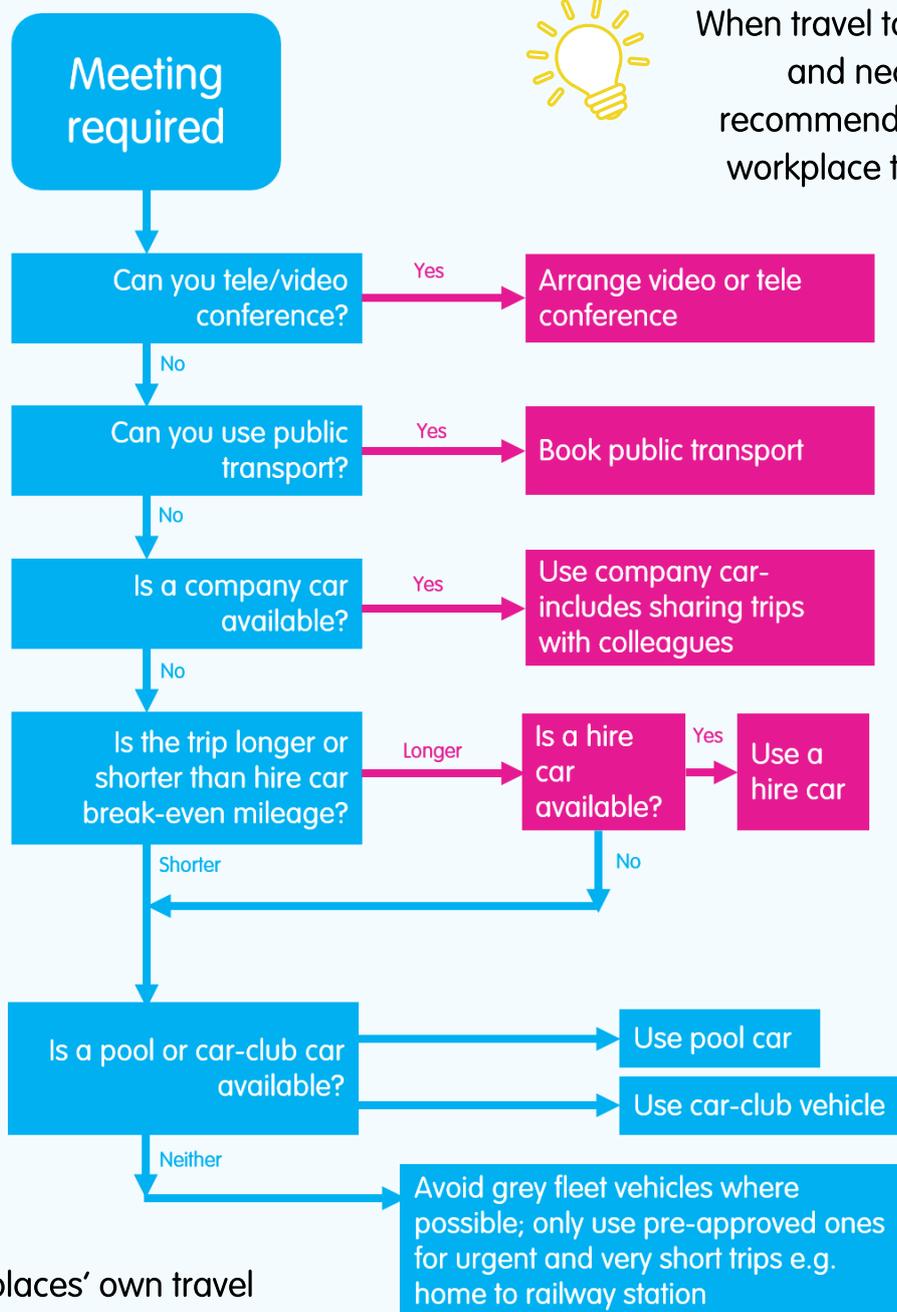


Clean air travel hierarchy



Before embarking upon any journey for work, encourage your staff and visitors to take the most sustainable, clean air travel option.

By travelling more sustainably you can improve the local air quality, reduce congestion, reduce the amount of carbon released into the atmosphere, save money and increase your health and wellbeing.



When travel to work is required and necessary, we recommend consulting your workplace travel hierarchy.



To create your workplaces' own travel hierarchy visit:

www.energysavingtrust.org.uk/transport/managing-employee-travel



Clean air travel choices



Emails, phone calls or video conferencing?

Do you really need to travel to that meeting or event? The ultimate clean air travel option is to not travel at all. Can you swap vehicles for video conferencing? Encourage your colleagues to try video conferencing on Clean Air Day.

Walking routes

Encourage colleagues to give the car a day off and walk to work.

- 1 Find local quiet routes using www.Walkit.com or the Greater London Authority's Clean Air Route Finder.
- 2 Promote Clean Air Day as a day to leave the car at home and try a walking route.
- 3 Organise lunch time walks in the run up to the event, to improve health and fitness and get colleagues excited for their walk to work.



“ We held a health walk for staff. We advised on where and how to walk to reduce exposure to air pollution ”

Chiltern District Council

Bike buddies

Overcome barriers for staff to bike to work, motivate colleagues to give the car a day off and cycle to work for Clean Air Day.

Set up a bike buddy scheme

- 1 Find out who already cycles to work and would be willing to be a buddy to a cycling novice
- 2 Find out who would like a buddy to improve their cycling confidence
- 3 Pair them up!

Unable to find enough buddies in your workplace? Use the British Cycling buddy finder:

www.letsride.co.uk/buddies



“ We gave out a free bikers breakfast – cyclists loved it and it got some social media attention ”

Islington Council

Ask: Is your workplace cycle friendly?

- There is sufficient bike parking
- There are shower and changing facilities available
- Employees are able to purchase a bike through the Cycle-to-Work scheme
- Cycle training is regularly available to employees



Did you know?

choosing the quiet route could reduce your exposure to air pollution by up to 20%. The National Cycle Network is a country wide network of cycle paths that pass through the centre of every major town in the UK.

Find your routes:

www.sustrans.org.uk/map-ncn

Car share

If staff can't walk, cycle or work from home, encourage them to minimise the number of car journeys taken to your workplace with a car share scheme.

- 1 Ask staff to evaluate whether they need a car regularly. Suggest they consider formal or informal car sharing schemes instead.
- 2 Encourage staff to share their routes to work on an internal shared forum
- 3 Promote Clean Air Day as a day to find someone you can lift share with.



You could also encourage staff to consider ditching their car and joining a car club instead -especially those with an electric car fleet.

Encourage staff to pledge their clean air travel choices

People are more likely to make a change if they've already made a public, written commitment to do so. Use our pledge cards in your workplace.

“ We created a Clean Air Day wall where staff could make a pledge. We then shared the entire days events on social media. Posters and emails were sent out prior to the event to ensure we generated awareness and gained buy in. ”



To get involved in Clean Air Day and learn more about how air pollution could be affecting you and your family's health, visit cleanairday.org.uk or search #CleanAirDay.