



Examples of soft activities

DESCRIPTION: 'Soft' activities encourage and support voluntary behaviour change, and are based on changing policies and practices, and communicating the benefits of travelling in a more sustainable way. The table shows sample 'soft' activities.

| Activities |
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| Active travel |
| Participation in Cycle to Work Day and promotion of benefits of cycling. |
| Participation in Walk to Work Day and promotion of benefits of walking. |
| Offer free umbrellas for people leaving the precinct on foot on rainy days. |
| Offer pedometers to staff to encourage walking and promote a healthy lifestyle. |
| Set up a bicycle user group (a BUG). |
| Design user friendly maps of cycle and walk access to the site. |
| Offer cycling training and support. |
| Promotion of walking meetings. |
| Provision of free coffee for those arriving on foot at work. |
| Discounted or free membership of bike share club. |
| Offer other incentives to encourage walking or cycling. |

Activities

Business Travel

Encourage video/ teleconferencing for business meetings.

Arrange meetings between 10am – 3pm to avoid travel at peak times.

Add public transport information and advice to booking confirmations.

Car parking

Information on journey planner and intranet about full costs of travelling by car.

Review staff vehicle / parking incentives and offer to replace with public transport alternatives of similar value.

Engagement and marketing

Transport and travel information about how to travel to the site by sustainable modes available online or in an app.

Personalised travel information clinics, to raise awareness of other transport/commute options.

Promoting health benefits of walking and cycling. Encourage managers to be role models.

Provide information on cost of travelling by car vs costs of travel by other modes.

Public transport

Provide access to public transport information.

Advocate for improvements to public bus services.

Provide information on how to travel on public transport (tickets, routes, timing).

Design visitor information promoting access by walking, cycling and public transport.

Promote sustainable access options to site in recruitment of new employees.

Reducing the need to travel

Offer incentives to re-time staff commuting.

Support and encourage flexible work practices.

Single occupancy vehicle trips

Car-pooling scheme with guaranteed ride home.

Online car sharing systems operating across an entire precinct to maximise access to possible rides and build community spirit.

Discounted membership of car share clubs.