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## Take the active route for a better commute

March 2008

Get your staff fit for business this summer by encouraging them to walk and cycle to work during June and they could win up to £250!

We have up to £500 to give away to staff who walk or cycle some or all of the way to work in June.

Walking and cycling is a perfect way to exercise for staff as it requires very little equipment or expense. As the employer, you benefit too, as the more staff who commute to work, the less staff parking spaces you need!

Staff who are active on the commute are healthy, happy and sociable which in turn ensures staff arrive ready to work, are more productive and less likely to be absent due to illness.

To enter the competition, all staff need to do is to walk or cycle for some or all of their journey to work at least once during June and tell us about it. Employees who use public transport can join in by walking to the train station or get off the bus a few stops earlier whilst those who drive a car could park further away from the office and cycle the final part of their journey. It couldn't be easier!

The campaign has been designed to tie in with [National Bike Week](#) (14th-22nd June) and recent walking initiatives eg [National Walk to Work Day](#) (24th April) and other walking and cycling events that are taking place in each West Yorkshire District will be promoted as part of the campaign to encourage staff to get active in their daily lives. Walking and cycling to work will count as a valid entry into the prize draw.

Staff participating in our 'Active route for a better commute' campaign will receive an 'active travel goody bag' complete with a diary card, to record when and how far they have walked or cycled. At the end of June, the diary card becomes their prize draw ticket with two chances to win £250.

We will provide your business with everything you need to take part so there won't be much for you to do, and we will let you know how much CO2 your business has saved and how many calories have been burned by your staff walking or cycling instead of driving to work.

As part of this campaign, businesses and staff will have an opportunity to raise money for a locally based charity, [Heart Research UK](#). Sponsor forms will be available for businesses and staff to complete. Staff can decide if they want to seek sponsorship for walking or cycling into work. Ideas could include pledging to walk or cycle the length of Hadrian's Wall during the month or Mount Everest in a week. As a business you could devise a team challenge; which team is quickest to walk or cycle the length of Hadrian's Wall of China!

To join our 'Active Route For A Better Commute' campaign, please complete the attached form by Friday 18th April, telling us:

- how many sites are taking part
- how many staff are at each site
- a named contact for receiving and distributing promotional material and goody bags staff at each site.

If you have any questions, please refer to our [Frequently Asked Questions](#) or [email us](#).

NB-The Active Commute campaign for organisations is exclusive to members of the WY Travel Plan Network. If you want to become a member please contact us on 0113 27370.

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