

# **ACTIVE TRAVEL STRATEGY**



Behaviour Change Action Plan | December 2024



**Forest of Dean**  
DISTRICT COUNCIL



Scheme ID	Name / Location	Behaviour Change Measure / Intervention	Cost Range	Objective Alignment (Obj)	Outcomes	Delivery Mechanism
BC1	Cycle Training (Children) Bikeability or similar)/District wide	Universal provision of Bikeability (cycle training) to ensure children have the confidence and skills to ride safely on the road and give parents confidence too that their children will be safe. Bikeability is the Government's national cycle training programme predominantly for primary school children. The programme seeks to provide participants with practical cycling skills and an understanding of how to cycle on today's roads.	Within the 2023-2024 financial year, there was a countywide fund of £264,150 from the Bikeability funding grant <sup>1</sup> covering Tranche 1 and Tranche 2. Overall, to date there has been a total of £5,365,00 assigned to Active Travel England grants nationwide. <sup>2</sup> The 2025-2026 funding is claimable up to £360,000, covering the whole county, for schemes such as Bikeability.	Identify and address barriers to cycling, wheeling and walking to encourage more participation in active and healthy lifestyles (Obj 3).  Enable a reduction in car carbon emissions and car dependency (Obj 1).	Modal shift from cars to cycling for the school run has been targeted through a package of measures which aim to address structural, educational and perceptual barriers to cycling.  Since 2006, over 5 million children have now taken part in Bikeability training using ATE funding.	Funded by the DfT (through Active Travel England – ATE) and delivered through local authorities/Local Highway Authorities (LHA) and School Games Organiser Host Schools (SGOHSs) Bidding/funding application by LHA depending on funding availability The Bikeability Trust manages the distribution of Bikeability funding for the government. The grant programme administers funding across England, excluding Greater London. The Trust primarily distribute funding to local highway authorities (LHAs) <sup>3</sup> .
BC2	Bike It or similar initiatives/District wide	“Bike It” Officers who help schools to make the case for cycling in their school travel plans, support cycling champions in schools, and create a sustainable cycling culture in the school. Bike It was invented by the charity Sustrans to create an active and sustainable travel culture in the school community, to improve health and well-being and to reduce carbon emissions and congestion. It is all about helping children get fit and healthy by teaching them the skills they need to cycle and scoot responsibly. <sup>4</sup>	Direct costs to participants can vary  Generally schools and local authorities cover costs and hence making it free or low cost for students to participate.	Identify and address barriers to cycling, wheeling and walking to encourage more participation in active and healthy lifestyles (Obj 3).	Increase in cycling rates: Significant increase in the number of students cycling to school, for schools participating in Bike It program.  Health benefits from regular cycling contributing to improved physical fitness and mental well-being of students.  By reducing car journeys, the initiative has helped lower carbon emissions and traffic congestion around schools.  Community engagement - fostering a sense of community.  Safety awareness as program has focused on educating students about road safety, wearing helmets and high-visibility clothing.	Bike It initiative by Sustrans typically funded through combination of school budgets, local authority grants, and sponsorships.
BC3	Provision of cycle training coaches like ‘Go Ride’/District wide	Go-Ride is British Cycling's Club Development Programme and is aimed at improving both young riders and clubs <sup>5</sup> . Go-Ride officers, provide high-quality coaching and introduce children to different kinds of cycling such as BMX and mountain biking.	Cost of participating in Go Ride initiative can vary depending on program and location.  Sessions can for example cost £25/rider to cover coaching, use of facilities and equipment checks <sup>6</sup> .	Identify and address barriers to cycling, wheeling and walking to encourage more participation in	Increase in the number of young people participating in cycling activities, thus fostering a love of cycling from an early age	Go Ride initiatives uses various delivery mechanisms to effectively engage young people and develop cycling skills such as through:

<sup>1</sup> [Bikeability-Delivery-Statistics-2006-24\\_LHA-SGO-pub.xlsx](#)

<sup>2</sup> [Active Travel Fund: final allocations - GOV.UK \(www.gov.uk\)](#)

<sup>3</sup> [Funding and Delivery - About Us | Bikeability](#)

<sup>4</sup> [Bike It for primary schools | My Journey Hampshire](#)

<sup>5</sup> [Go-Ride - Key Info \(britishcycling.org.uk\)](#)

<sup>6</sup> [What is Go-Ride? | VC Venta](#)

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				active and healthy lifestyles (Obj 3).	<p>Strengthening community ties by involving local clubs, schools, and parents in cycling activities</p> <p>Health and well-being benefits for participants with improvements in physical fitness and mental well-being due to regular physical activity and social interaction.</p>	<p>Go-Ride Clubs which are local clubs that are the backbone of the initiative providing regular coaching sessions and supportive environment</p> <p>Volunteer training including coaches and club officials to ensure high quality coaching</p> <p>Community engagement – the initiative works closely with schools, local authorities, and community groups to promote cycling and recruit new participants.</p>
BC4	Cycle parking provision at schools or other activity centres/Schools district wide	Increasing the amount of cycle parking at schools and other activity centres, thus addressing a key practical barrier to cycling.	<p>Cost of providing cycle parking can vary widely depending on type and scale of the facilities.</p> <p>At the lower end are costs of Basic Sheffield Stands (£50-£150/stand excluding installation)<sup>7</sup>,</p> <p>Two-tier racks are more space efficient and range between £300 -£500/space depending on design and materials<sup>8</sup></p> <p>Cycle Hangars secure on-street cycle hangers can store multiple bikes and typically cost £3,500 to produce, £400 to deliver and maintenance costs of £72/space/year<sup>9</sup></p>	Identify and address barriers to cycling, wheeling and walking to encourage more participation in active and healthy lifestyles (Obj 3).	<p>Increased cycling rates as secure and accessible cycle parking encourages more people to cycle.</p> <p>Reduced bike theft as result of properly designed and secure cycle parking facilities.</p> <p>Economic benefits with studies showing that cycle parking can contribute significantly to local economies e.g. cycle parking spaces can generate more retail spend/square meter compared to car parking spaces<sup>10</sup></p>	Likely to be funded from local authorities, grants and sponsorship – FoDDC/GCC
BC5	Improved safety of cycle routes/Evidence led on active travel routes across the district	Improving the safety of cycle routes to schools and or general routes	<p>Cost of implementing improved safety cycle routes can vary significantly depending on the type of infrastructure and project complexity.</p> <p>Lightly segregated cycle routes where physical barriers like bollards or planters are used to separate cyclists from traffic may cost around £740,000/km.</p> <p>While cycle superhighways which are high quality segregated cycle routes can range in cost between £1.15 million to £1.45 million/km.</p>	<p>Create active travel routes that are pleasant, safe and accessible for all users (Obj 4).</p> <p>Promote community empowerment and cohesion and deliver social value (Obj 2).</p>	<p>Increase in cycling rates as result of safer cycle routes leading to higher cycling participation rates.</p> <p>Health benefits from regular cycling contributing to improved physical fitness and mental wellbeing of users.</p> <p>Social inclusion as improved cycle routes make cycling more accessible to a wider range of people including women, children and those with disabilities.</p> <p>Reduced accidents and injuries because of providing safer cycle routes</p>	FoDDC /GCC
BC6	Park and Stride - District wide	Park and Stride is an initiative where those who live too far away from their	The cost of implementing the Park and Stride scheme are circa £5,000 per school, however	Create active travel routes that		FoDDC / Education Providers / GCC Education

<sup>7</sup> [guidance-on-cycle-parking-for-businesses.pdf \(tfl.gov.uk\)](#)

<sup>8</sup> [Guide-to-UK-Cycle-Parking-Standards.pdf \(turvec.com\)](#)

<sup>9</sup> [London cycling: Car parking permits cheaper than bike storage - BBC News](#)

<sup>10</sup> [Cycle storage design guidance for applicants \(leicester.gov.uk\)](#)

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		school are driven part of the way, park, and then walk the remainder of the journey. I	<p>this can vary based on several factors, depending on the number of participants and the location at which those involved will park at. Other costs may include</p> <ul style="list-style-type: none"> <li>Set up costs including route mapping, signage and promotion</li> <li>Safety equipment such as safety vests</li> <li>Parking subsidies</li> <li>Ongoing costs such as paying coordinators</li> </ul>	<p>are pleasant, safe and accessible for all users (Obj 4).</p> <p>Promote community empowerment and cohesion and deliver social value (Obj 2).</p>	<p>It promotes walking as an activity which is beneficial for your mental and physical health and allows for road safety to be taught at a young age.</p> <p>Statistics from the Department of Transport reveal that 14% of children killed on roads in the UK in 2018 were between the morning school run (7-9am) and after school between 3-5pm. Avoiding parking around the school site decreases the chance of people having to park or manoeuvre around school gates, areas of high footfall and pedestrian crossings, reducing the risk of these fatalities.</p>	(Local authorities have powers to use traffic management orders to turn a street into a pedestrian and cycle zone. This creates a School Street.)
BC7	School travel initiatives/Walking school buses/District wide	A Walking school is a simple but effective initiative where a group of children walk to school together supervised by one or more adults.	<p>Cost of implementing school travel initiatives like the walking school bus can vary based on factors such as the scale of the program, the resources required. Costs may include:</p> <ul style="list-style-type: none"> <li>Initial setup costs including costs of planning, route mapping and promotion.</li> <li>Cost of training volunteers and coordinators</li> <li>Safety equipment costs to provide safety vests, signs and other equipment for volunteers and students</li> <li>On going costs which can include regular promotional activities, volunteer appreciation, adjustments to routes or schedules</li> </ul>	<p>Promote community empowerment and cohesion and deliver social value (Obj 2).</p> <p>Identify and address barriers to cycling, wheeling and walking to encourage more participation in active and healthy lifestyles (Obj 3).</p>	<p>Walking school buses may be effective in increasing levels of walking to school in children.</p> <p>Walking to school interventions are school specific but can have a significant increase in positive perceptions of walking. These behavioural interventions can have long term effects</p>	FoDDC / Education Providers / GCC Education
BC8	E-Bike Loan Scheme / District Wide	Supporting the delivery of E-bike Loan Schemes for key interested employers across the district	<p>Financing e-bike incentives can involve various mechanisms to make them more affordable and accessible.</p> <p>This may include government subsidies and grants, cycle to work scheme, bike finance option, private loans and financing.</p>	<p>Enable a reduction in car carbon emissions and car dependency (Obj 1).</p> <p>Identify and address barriers to cycling, wheeling and walking to encourage more participation in active and healthy lifestyles (Obj 3).</p>	<p>Increased e-bike adoption: significant boost in number of people using e-bikes, making cycling accessible to a broader section of the population</p> <p>Environmental benefits: contribution to reducing carbon emissions and traffic congestion, promoting cleaner air and quieter streets.</p> <p>Health improvements from use of e-bikes with users having better physical health and increased levels of physical activity, given e-bikes make cycling more feasible for longer distances and varied terrain.</p>	FoDDC / GCC (Lead) ThinkTravel / Employers / Active Gloucestershire (Support)

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					Enhanced mobility as e-bikes provide a flexible and efficient mode of transport especially for those who find traditional cycling challenging due to physical limitations.  Economic benefits as e-bike schemes support local economies by increasing demand for e-bikes and related maintenance and accessory services.	
BC9	Bikeshare/District wide	Bike share initiatives come in various forms and can be designed to cater for different needs and environments. A district wide or focus on urban or activity centres e.g. Stations.	Costs of implementing bike share initiatives will vary depending on the type and scale of the system.  Costs should also consider operational costs including maintenance, customer service, redistribution etc	Identify and address barriers to cycling, wheeling and walking to encourage more participation in active and healthy lifestyles (Obj 3).	Increase in cycling rates because of bike share scheme making cycling more accessible.  Health benefits from regular cycling contributing to improved physical fitness and mental well-being.  Reducing car journeys and hence traffic congestion.  Social inclusion as various social groups have access to bikes through share schemes.  Economic impacts with bike share schemes boosting local economies by increasing foot traffic to local businesses.	Secure funding through public grants, private investments or partnerships with local businesses and organisations.
BC10	Work Place Travel Planning / Travel Initiatives/District Wide	Work with partners to provide more information for employers to develop and/or review their employees active and sustainable travel choices with a focus on the modal shift to active or particularly active travel to work (Walking, Wheeling, Cycling, Public Transport). For example, GCC currently hold licences for Modeshift STARS Education and Modeshift STARS Business, which have the capacity to aid schools and businesses to create and maintain their own travel plans. In addition, ThinkTravel can help those interested in creating a Travel Plan to learn how to get the most out of it.	Cost of implementing workplace travel planning initiatives can vary based on the scope and specific measures included.  This may involve basic measures to promote initiatives such as carpooling, information provision on public transport and encouraging walking and cycling.  Incentive programs can entail offering incentives such as discounted public transport - P tickets or rewards for active travel.  Infrastructure improvement programs may entail installing facilities such showers, changing rooms, bike racks etc.  Comprehensive plans can entail developing and implementing a full-scale travel plan, including consultancy fees, detailed surveys and ongoing management.	Enable a reduction in car carbon emissions and car dependency (Obj 1).  Identify and address barriers to cycling, wheeling and walking to encourage more participation in active and healthy lifestyles (Obj 3).	DfH evidence review noted that personalised travel plans as well as walking incentivised by health sector were seen as successful in achieving more active travel. Also, Workplace competitions and travel plans were seen to achieve some modal shift, with the inter workplace competitions seeing significant increases in cycling amongst participants.	FoDDC, FEP (Lead), GCC - ThinkTravel (Support).
BC11	Gamification/selected towns in the district	Examples include Beat the Street, Street Tag. Gamification can be a powerful and effective tool to encourage active travel by making the experience more engaging and rewarding. Gamification uses technology whereby active travel activities such as walking, running or	Costs for gamification initiatives consider development and implementation costs of creating the system, incentives and rewards such as discounts, vouchers or prizes for participants, marketing and promotion, maintenance and updates as ongoing costs of	Identify and address barriers to cycling, wheeling and walking to encourage more participation in	Increased engagement – gamification significantly boosts user engagement by making active travel activities more interactive and enjoyable.	FoDDC/Town & Parish Councils/Schools

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		<p>cycling in and around local communities are turned into a game. Some kind of incentive/reward scheme can be devised at a local level to encourage take up. This may include:</p> <ul style="list-style-type: none"> <li>Step Challenges: Gamification apps and programmes encourage users to walk or cycle more by setting daily or weekly step goals, with users earning points, badges, or rewards for achieving these goals.</li> <li>Leaderboards: these can rank users based on their activity levels and inspire friendly competition.</li> </ul> <p>Reward Programmes: these can offer tangible rewards for meeting active travel targets. Users are rewarded with points which can be redeemed for vouchers or discounts at local businesses.</p>	maintaining the system, software updates and managing user data.	<p>active and healthy lifestyles (Obj 3).</p> <p>Enable a reduction in car carbon emissions and car dependency (Obj 1).</p>	<p>Improved motivation by users. Users are often more driven to complete tasks and achieve goals as gamification rewards users with tangible incentives.</p> <p>Behavioural change – gamification can promote positive behavioural change and encourage more sustainable travel behaviours.</p> <p>Social interaction and hence fostering collaboration and competition amongst users including enhancing social connections and sense of community.</p>	
BC12	Leisure wayfinding improvements etc/District wide	Providing new or improved pedestrian/active travel wayfinding including legible signage at key locations such as town centres, stations, visitor attractions across the district, installation of wayfinding signs in the district's parks and open spaces.	<p>The cost of implementing leisure wayfinding can vary based on the scope and complexity of the project.</p> <p>These can range from basic signage installation of basic directional and information signs (order of a couple of hundred pounds/sign) to implementing Comprehensive full-scale wayfinding system, including physical signage, digital tools/integrating digital tools such as mobile apps or interactive mapping. Such a comprehensive wayfinding system can cost in the range of tens of thousands of pounds to a couple of hundred thousand pounds excluding annual maintenance and update costs.</p>	<p>Identify and address barriers to cycling, wheeling and walking to encourage more participation in active and healthy lifestyles (Obj 3).</p> <p>Promote community empowerment and cohesion and deliver social value (Obj 2).</p>	<p>Increased usage: better wayfinding encourages more people to use leisure routes with consequent higher participation in walking and cycling activities.</p> <p>Enhanced user experience – clear and intuitive wayfinding improves overall user experience making leisure activities more enjoyable and stress-free</p> <p>Health benefits – by promoting more active travel, improved wayfinding contributes to better physical and mental health for users.</p> <p>Economic benefits – increased foot traffic along leisure can boost local businesses and contribute to the local economy.</p> <p>Environmental benefits – encouraging walking and cycling through better wayfinding helps reduce car trips or usage leading to lower carbon emissions and improved air quality.</p>	FoDDC /GCC
BC13	Engagement with Disability/wheelchair/neurodiversity fora for their active travel views and requirements. These efforts would aim to create a more inclusive	In designing active travel and related infrastructure, consider neurodivergent individuals by creating inclusive and supportive environments that address their unique needs. Strategies could include:	The cost of designing and implementing measures that make active travel facilities that are accessible to disabled/wheelchair/neurodivergent users vary based on the scope and complexity of the project. There would also be costs associated	Identify and address barriers to cycling, wheeling and walking to encourage more	Encourage and increase the number of disabled people using active travel options in the district.	FoDDC /GCC



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	and supportive environment for neurodivergent/disabled/wheelchair using individuals when using active travel facilities/infrastructure in the district	<ul style="list-style-type: none"> <li>Sensory friendly routes in which active travel routes minimise sensory overload by avoiding crowded or noisy areas.</li> <li>Provide clear signage and quiet spaces to mitigate against sensory overload</li> <li>Use clear communication by adopting simple language and visual aids to convey information including for example maps, step by step guides and clear instructions</li> <li>Training of staff so they can understand and support neurodivergent travellers such as by recognising signs of distress and knowing how to help.</li> <li>Use of Assistive Technology by utilising apps and devices that can help neurodivergent individuals navigate travel e.g. GPS apps with visual and auditory guidance and apps that provide real-time updates on travel conditions.</li> <li>Community Engagement that involves neurodivergent individuals in the planning and design of travel services so that their needs are met effectively</li> <li>Inclusive facilities like restrooms, seating areas and transport options that are accessible and comfortable for neurodivergent individuals.</li> </ul>	with engaging these members of society to understand their views and requirements.	<p>participation in active and healthy lifestyles (Obj 3).</p> <p>Promote community empowerment and cohesion and deliver social value (Obj 2).</p>	<p>Enable safe travelling for disabled/neurodivergent people and allow them to live independently.</p> <p>Reduce social isolation as well as improve physical and mental wellbeing.</p>	
BC14	Active travel social prescribing/District wide	<p>Active travel social prescribing pilot; - social prescribing or community referral<sup>11</sup>. The referrals are often made by primary care professionals such as nurses and GPs.</p> <p>Local projects in the 11 pilot local authorities include:</p> <ul style="list-style-type: none"> <li>guided and training activities</li> <li>schemes to provide cycles and e-cycles</li> <li>linking with infrastructure investment</li> <li>community grant schemes</li> </ul> <p>Potential to implement similar programmes in future, district or</p>	<p>A total of £13.9 million is being provided to 11 local authorities over 3 years for active travel social prescribing pilots.</p> <p>The funding allocated to each of the 11 Local Authority's varied between £665,000 (Doncaster Metropolitan BC) to £1,612,773 (BANES).</p>	<p>Promote community empowerment and cohesion and deliver social value (Obj 2).</p> <p>Identify and address barriers to cycling, wheeling and walking to encourage more participation in active and healthy lifestyles (Obj 3).</p>	<p>In the long term, the pilot hopes to increase physical activity levels and support participants to make active travel decisions independently</p>	<p>Active Travel England (ATE) funded pilot schemes.</p> <p>Social Prescribing has been very successful in general terms in Gloucestershire and particularly FoD, linking to existing local provision. There is opportunity to utilise community grants and NHS funding in the district to do small scale test and learn pilots.</p> <p>Examples include:</p> <p>Community Wellbeing Service: This service, co-commissioned</p>

<sup>11</sup> [Active travel social prescribing | Active Travel England](#)

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		countywide to help improve the mental health and wellbeing of prescribed individuals				by NHS Gloucestershire and Gloucestershire County Council, offers social prescribing across the county, including the Forest of Dean. The service provides personalised support linking individuals to local non-clinical services such as exercise classes, art groups and gardening clubs. <sup>12</sup> Exercise referral programs: These programs help individuals improve their physical health through tailored exercise plans. The FoDDC offers exercise referral schemes where individuals can join fitness classes or receive personalised exercise guidance. Health Walks: Organized walks are a common social prescribing activity, promoting physical activity and social interaction. They are led by trained volunteers and are designed to be accessible to people of all fitness levels.
BC15	Business Netwalking / District wide	<p>Business Netwalking, combines networking with walking. It is designed to bring people together in a more relaxed setting compared to traditional networking events.</p> <p>The events typically focus on business and personal development, fostering great relationships, and promoting physical and mental wellbeing.</p> <p>The events provide a great way to connect with other professionals.</p> <p>It encourages business to business relationship building and networking in an outdoor environment whilst using walking routes</p>	<p>The cost of Netwalking can vary depending on location and organiser. Some organisations offer free participation, with other charging by event while others offer monthly subscription membership.</p> <p>Examples include:</p> <ul style="list-style-type: none"> <li>• MOVE Netwalking: £10 + VAT monthly subscription<sup>13</sup></li> <li>• Visit Dean Wye offer netwalks to subscribing members in the Forest of Dean<sup>14</sup></li> <li>• Hampshire Business Networking/Winchester Netwalking is open to all at a cost of £5 to join the walk, with all proceeds going to charity<sup>15</sup></li> </ul>	<p>Promote community empowerment and cohesion and deliver social value (Obj 2).</p> <p>Identify and address barriers to cycling, wheeling and walking to encourage more participation in active and healthy lifestyles (Obj 3).</p>	<p>By combining the advantages of physical activity with networking opportunities, netwalking can offer several benefits such as:</p> <ul style="list-style-type: none"> <li>• Improved physical health: walking is a great form of exercise that can help improve cardiovascular health, increase energy levels and promote overall fitness.</li> <li>• Enhanced mental wellbeing: being outdoors and taking part in physical activity can improve mental health, reducing stress, anxiety and depression.</li> <li>• Increased creativity: walking can enhance creativity and problem-solving skills and boosts mental clarity.</li> </ul>	<p>Netwalking events are delivered by various organisations, and each may have their own unique approach.</p> <p>In England example organisations include:</p> <ul style="list-style-type: none"> <li>• MOVE Netwalking</li> <li>• Hampshire Business Networking / Winchester Netwalking.</li> <li>• Shropshire Chamber of Commerce</li> </ul> <p>Locally within the FoD, Visit Dean Wye offers netwalks to their subscribing members in FoD. Similar events are also organised by Women in Business</p>

<sup>12</sup> [Social prescription The Forest of Dean approach to](#)

<sup>13</sup> [MOVE Netwalking | MOVE Business](#)

<sup>14</sup> [Discover the Forest of Dean and Wye Valley](#)

<sup>15</sup> [Winchester Netwalking - Hampshire Business Networking](#)



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					<ul style="list-style-type: none"> <li>Stronger connections: netwalking enables for more relaxed and natural conversations and helps build stronger personal and professional connections.</li> <li>Productivity boost: a break from the usual office environment can refresh the mind and improve focus and productivity once back at work.</li> <li>With the increase in working from home and the number of home-based businesses, netwalking plays a role in reducing social isolation.</li> </ul>	
BC16	Communication/information and education/District wide	<p>Communication through an inform and educate approach provides targeted information to advise, build awareness and inspire people to change their travel behaviour and use active travel. This includes promoting active travel through dedicated campaigns and involving local champions such as Paralympians for example. Examples of such a strategy include:</p> <ul style="list-style-type: none"> <li>Dedicated campaigns: these campaigns can focus on the health, environmental, and economic benefits of walking and cycling.</li> <li>Local champions: involving local sports figures like Paralympians who can share their personal stories and experiences to inspire others to adopt active travel.</li> <li>Collaborative Events: Hosting events where Paralympians and community members come together to promote active travel. Events can be walks, wheeling, bike rides and educational workshops</li> </ul>	Cost of implementing dedicated communication/information and education campaigns can vary based on factors such as the scale of the program, and the resources required.	<p>Promote community empowerment and cohesion and deliver social value (Obj 2).</p> <p>Identify and address barriers to cycling, wheeling and walking to encourage more participation in active and healthy lifestyles (Obj 3).</p>	<p>Public Health England (PHE) and other organisations have highlighted the benefits of active travel through various campaigns.</p> <p>Dedicated campaigns and Collaborative events fronted by prominent locals such as Paralympians can inspire others to adopt active travel.</p>	FoDDC /GCC which can involve access to various government funding options and competitive funds to support active travel including community engagement activities.
BC17	Businesses and FoDDC/District wide	Employers and FoDDC can work together to promote and enable active travel and hence change in travel behaviour, through various initiatives and programmes. Employers can promote and enable active travel. Examples include:	<p>Cost of implementing employer initiatives to promote, encourage and enable active travel can vary based on factors such as the type, and scale of the programme, and resources required. Examples are:</p> <ul style="list-style-type: none"> <li>Active Travel Grants of up to £15,000 from FoDDC with at least 20% match funding by employers.</li> </ul>	Identify and address barriers to cycling, wheeling and walking to encourage more participation in active and healthy lifestyles (Obj 3)	<p>Increased physical activity by employees participating in active travel programmes leading to improved health and well-being.</p> <p>Enhanced employee satisfaction – by providing facilities like secure bike storage and showers can</p>	Local Employers/FoDDC

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		<p>Active Travel Grants: The FoDDC offers grants of up to £15,000 to support projects that encourage active travel. Local employers in the FoD can apply for these grants to fund initiatives such as improved cycle parking, walking and cycling signage, or promotional events.<sup>16</sup></p> <p>Partnerships with Local Organisations: Employers can collaborate with local councils (FoDDC) and community groups and hence access resources and support for promoting active travel. The Forest of Dean Active Travel Grant Scheme encourages local groups to lead on inclusivity and road safety.<sup>17</sup></p> <p>Cycle to Work Schemes: Employers can participate in the Cycle to Work scheme, which allows employees to purchase bicycles and cycling equipment tax-free. This makes cycling to work more affordable and attractive.</p> <p>Workplace Facilities: Employers can provide facilities such as secure bike storage, showers, and changing rooms. This can make it easier for employees to choose active travel options. These facilities can significantly enhance the convenience and appeal of cycling or walking to work.</p> <p>Incentive Programmes: Employers can create incentive programs that reward employees for choosing active travel. This could include offering extra vacation days, gift vouchers, or other perks for those who regularly walk or cycle to work.</p> <p>Awareness Campaigns: Running awareness campaigns to highlight the benefits of active travel, such as improved health and reduced environmental impact, can encourage more employees to consider these options.</p>			<p>increase employee satisfaction and morale.</p> <p>Reduced carbon footprint – by reducing car use and encouraging active travel, these initiatives contribute to a reduction in overall carbon footprint of commuting.</p> <p>Economic benefits- local businesses benefit from increased foot traffic and the use of active travel routes, boosting the local economy.</p>	

<sup>16</sup> [Grants of up to £15,000 available to help with active travel solutions | Forest of Dean District Council News](#)

<sup>17</sup> [active-travel-grant-scheme-2024-guidance-notes.docx](#)