

ALTERNATIVE TRANSPORT WEEK

GUERNSEY

20-24
May



ATW is good for your business

A small change in how we get around can have a big impact:

We know that alternative and active travel can help **improve our fitness, health, mental wellbeing and productivity**. Its also better for the **environment, saves money and reduces traffic** which in turn increases **safe access**.

What is Alternative Transport Week?

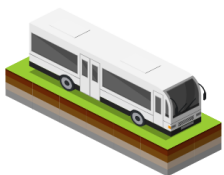
Alternative Transport Week challenges all islanders to ditch their normal way of getting around for a week and either **bus, cycle or walk** to work.



Walk to work, enjoy the sunshine and the beauty of our islands. Get those legs going and improve your health and wellness with a daily walk. [Get organized!](#)



Get on your bike, with friends and families. Cycle into work for the week and skip past traffic with a door to door commute. [Make a plan!](#)



Bus it and "take a back seat" on your commute by letting someone else do the driving. Spend your journey talking with family and friends, catch up on your reading or keep up to date on social media. [Learn the way!](#)

Loads more ideas at www.betterjourneys.gg/atw



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How to get your business involved

- Tell your staff it's happening and invite them to take part
- Invite your senior management to contribute to the ATW Selfie Challenge by sending to hello@betterjourneys.gg
- Plan to close-down or cordon-off private staff car parks for the week
- Share your business's and staff participation on [LinkedIn](#), [Facebook](#) or [Twitter](#) and tag [#ATWguernsey](#)



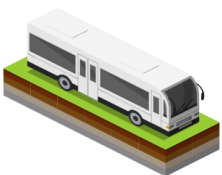
Encouraging change



- Launch a walking-buddy scheme to connect staff who can walk in together
- Introduce a step counting competition for staff to motivate walkers
- Provide bike parking onsite where available



- Convert existing staff car parking to bike parking for use by all staff
- Introduce a cycling buddy scheme so that staff can meet at a central point outside of built up areas and cycle in together in groups
- Invest in bike hire schemes for staff with deliveries or external appointments to use ebikes rather than cars or taxis



- Share bus stop locations convenient for offices with staff, together with bus routes that stop at them
- Sponsor bus passes for staff
- Flexible start and finish times for staff relying on bus timetables
- Introduce a bus buddy scheme to introduce staff to each other that could share bus journeys
- Rely on public transport for work travel

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