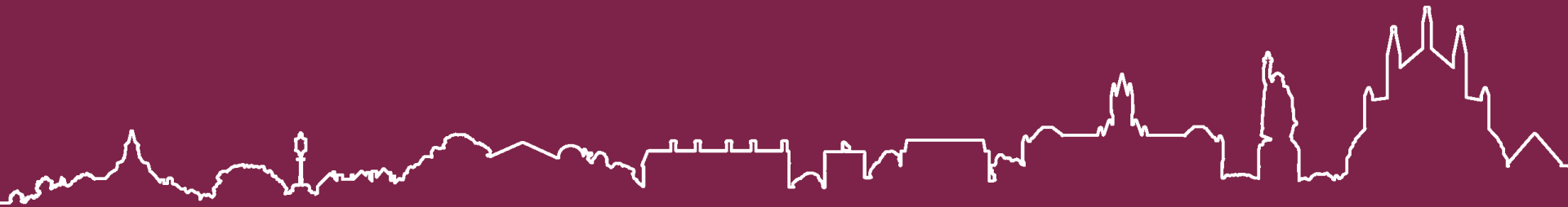


WINCHESTER DISTRICT WORKPLACE TRAVEL NETWORK



PURPOSE OF THESE MEETINGS

Supporting those who wish to promote sustainable travel in their organisation



To make it easier, quicker and cheaper for organisations to meet their own carbon targets



To help Winchester district meet the target of being Carbon Neutral by 2030



PAST DISCUSSIONS

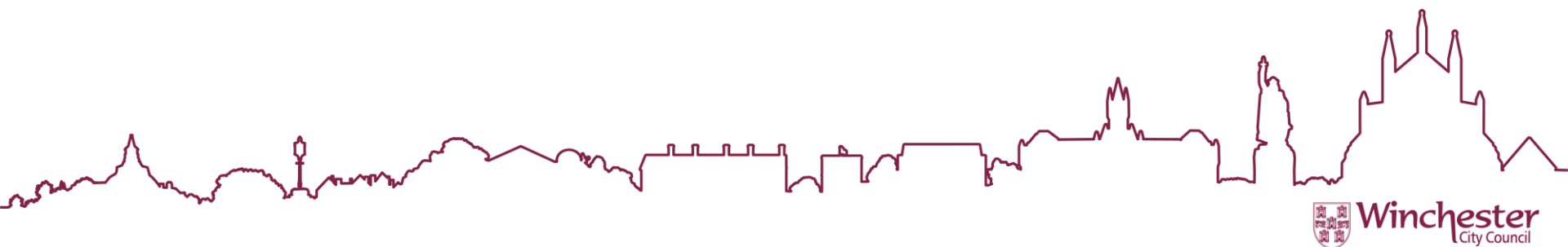
For more information or support on these contact
aherron@winchester.gov.uk

-  Securing senior support and funding
-  Modeshift STARS for workplaces
-  'Breeze' app – journey planning and payment
-  My Journey Car share app
-  Low carbon vehicles
-  Promoting rail and bus commuting
-  Pool bikes
-  Love to Ride workplace challenge
-  Cycle to Work scheme



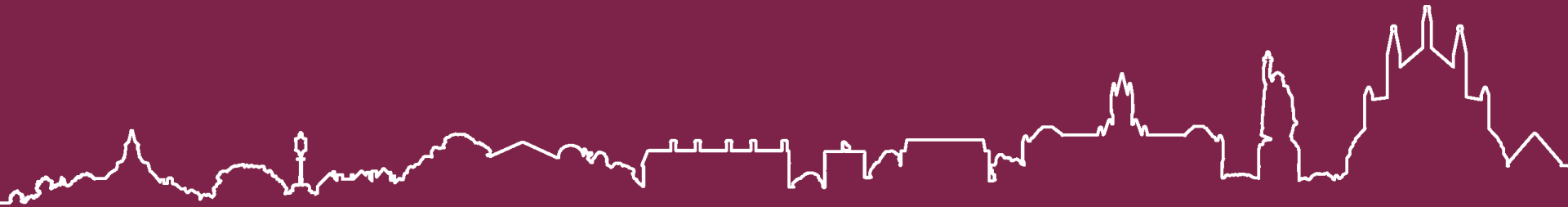
TODAY'S AGENDA

Timing	Topic
10.10	Bike bus project
10.20	Travelling sustainably in a rural area
10.45	Last mile delivery
10.55	Comfort break
11.05	Case study: Hampshire Hospitals NHS Foundation Trust
11.25	Communicating positively about sustainable travel
11.40	News to share / requests for help
11.50	Closing comments and updates



Last mile delivery

Lucy McKeown,
Winchester City Council



WINCHESTER MICRO CONSOLIDATION HUB



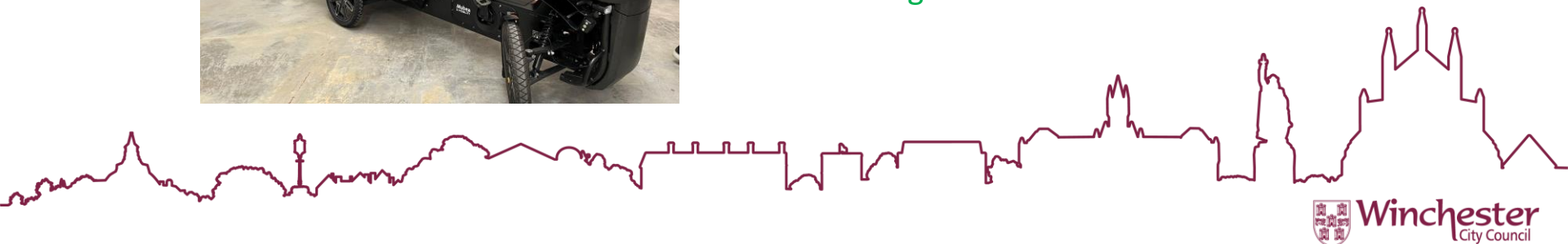
Trial to identify the environmental, economic and social impacts of last mile deliveries by e-cargo bikes



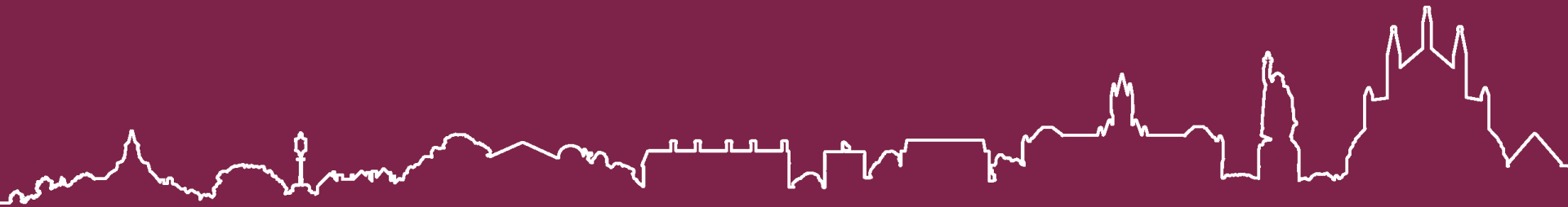
Friarsgate Car Park



<https://greenfleet.net/news/21052025/portsmouths-first-micro-logistics-hub-launches>



Communicating positively about sustainable travel



GREENER FUTURES PARTNERSHIP

A forum for organisations to share and collaborate on projects in support of the council's ambition of becoming a carbon neutral district by 2030.



GREENER FUTURES TRANSPORT GROUP

-  A transport sub-group was formed to determine how to coordinate to influence public perception to:
 -  encourage a shift to more sustainable travel behaviour
 -  give Councillors and organisations confidence to make changes that support sustainable travel

-  The transport groups recommendations are:
 -  To work together on sustainable travel communications to achieve more with less effort
 -  Use their reference guide when developing messages on transport and travel

COMMUNICATING POSITIVELY

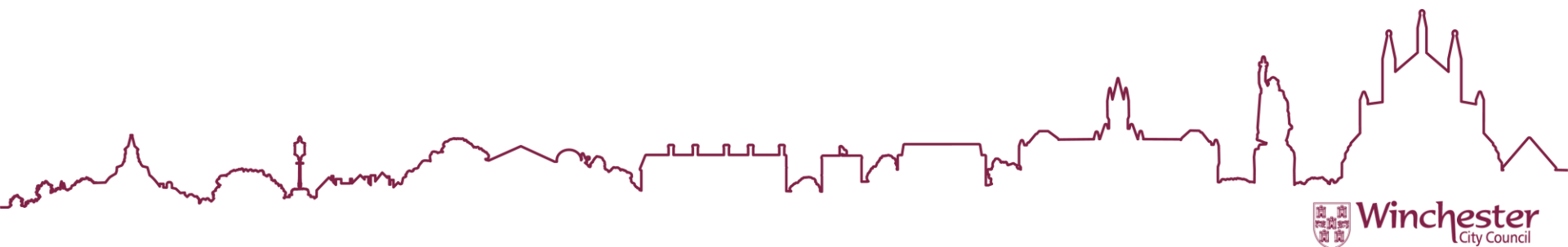
Focus on the **benefits** people **care** about

Tell stories about **ordinary people's** experiences

Talk to **mainstream** values and be **realistic**

Adapt your message for **different audiences**

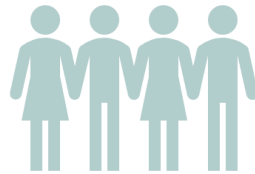
Be clear about your call to action – **small steps** still count!



LANGUAGE: INCLUSIVE, NORMAL, POSITIVE



Talk about
common
ownership
and action



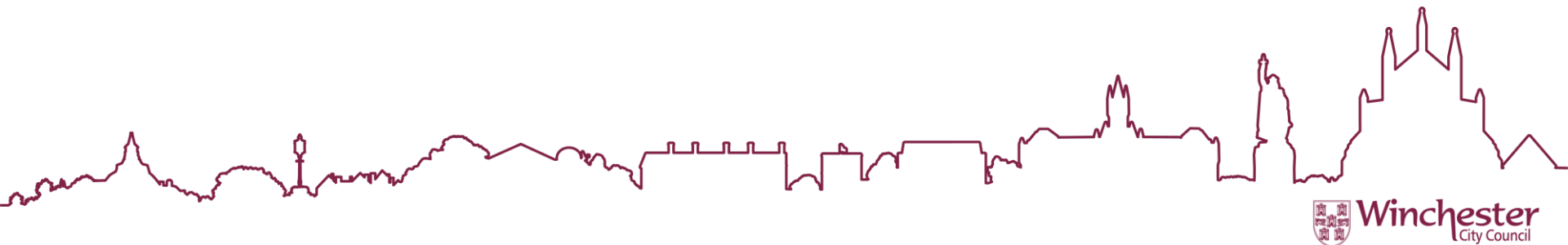
Talk about
people (rather
than cyclists,
pedestrians)



Avoid using
jargon. Don't
talk about
climate
change.



Avoid negative
terms, e.g.
'low', 'ban'

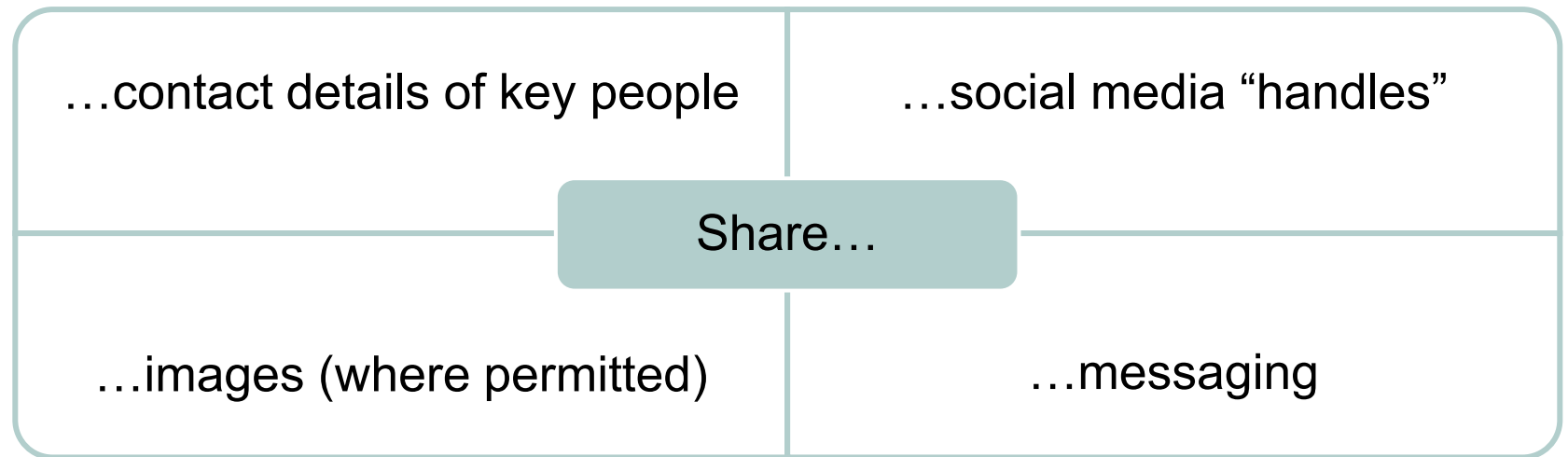


IMAGERY: FOCUS ON THE PEOPLE AND THE BENEFIT. NOT THE TRAVEL MODE.

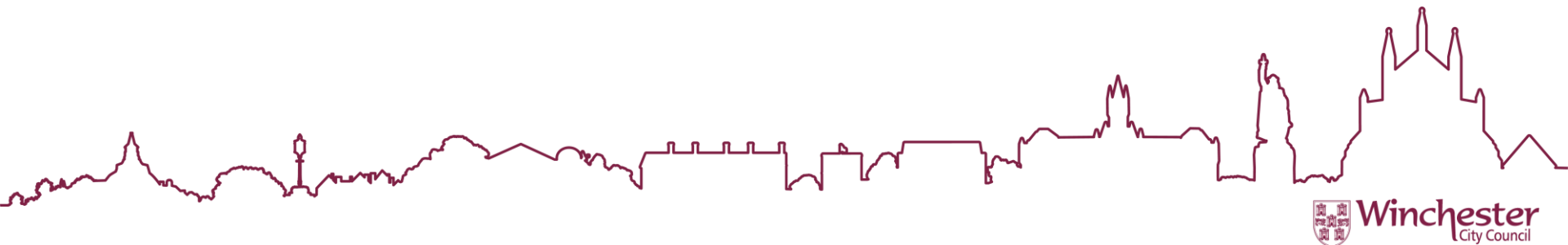
- Put people centre stage.
- People in the foreground should face the camera.
- Show people interacting and conversing (not just travelling alone).
- Keep it natural, not posed.
- Use bright imagery in natural settings, with lots of greenery.
- Think carefully about the types of cycles shown and who is riding the bike, make it feel safe and achievable.
- Don't use pictures of motorised vehicles (e.g. buses) on their own.
- Focus on transport journeys rather than leisure e.g. commuting.



WORKING TOGETHER



And co-sponsor initiatives to extend audience reach.

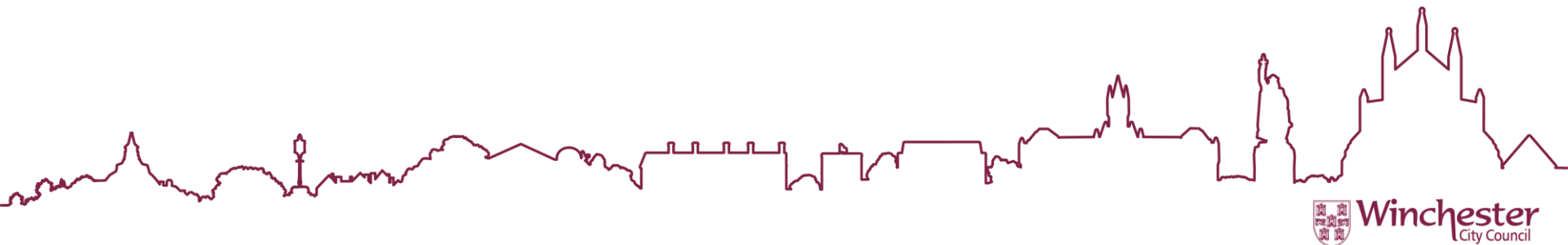


WHAT NEXT?

This is an invitation to collaborate with other organisations in the district to make sustainable travel comms easier, for less effort.

Please put your answers in the chat:

- a) Are you happy for me to contact you about collaborating with other local organisations on sustainable travel communications?
- b) Would you like a copy of our report which includes a little more detail on the recommendations summarised here?



**Any questions
or comments?**



DATES FOR YOUR DIARY

For more details on any of these email: aherron@winchester.gov.uk

- 7 August: Cycle-to-Work Day
- 20 September: Winchester Green Fair
- 20-28 September: Winchester Green Week
- 22 September: World Car Free Day

LOCAL SUSTAINABILITY SUPPORT NETWORKS

- Greener Futures Partnership
- Sustainable Business Network
- My Journey Workplaces - network meeting in September (date tbc)
- Rural Connectivity

TELL US WHAT YOU THINK

-  Short survey to give us feedback.
-  Shows the impact of these events.
-  Provides evidence that allows us to continue running them.



Thank you

