

# Tips and ideas on how to promote active travel

## How can Health Walk projects promote active and sustainable travel?

Driving to the start of a Health Walk could just be out of habit. Volunteers and walkers might not be aware how to access walks via public transport or know routes, distances, times or where to look for information.

There's an opportunity to promote the benefits of travelling actively and sustainably, to provide support and signpost to further information, to help make the change possible.

## Here's a few tips:

- Complete a survey with walkers and walk leaders to find out what might motivate them to walk, cycle or use public transport and what are the barriers and challenges
- Are your walks accessible by walking, wheeling, cycling or public transport? If not, could they be? You could change the walk times or meeting points to make the walks more accessible to participants using public transport.
- Remember to promote walking as a way of travelling to and from Health Walks and for short everyday journeys: you could think about including local community points as part of your walking routes e.g. pharmacy, shops, library etc.

## Share helpful route planning websites and support Walk Leaders to use them:

**Traveline | Scotrail | Google Maps | First Bus | Cycling Journey Planner  
Openroute Service | Accessible Travel Hub**

- For participants with no internet access, consider providing a leaflet with walk information and public transport options.
- Link with your local Active Travel Hub to let them know about your Health Walk programme. To find your nearest hub click [www.athubnetwork.co.uk](http://www.athubnetwork.co.uk)

## Helpful websites:

[www.sustainabletravel.scot](http://www.sustainabletravel.scot)  
[www.pathsforall.org.uk/scspopenfund](http://www.pathsforall.org.uk/scspopenfund)

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Walks

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