

Engaging Businesses in Active Travel projects

Research findings and recommendations
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Methods

- Online survey
- Interviews



Access Report on Sustrans Showcase

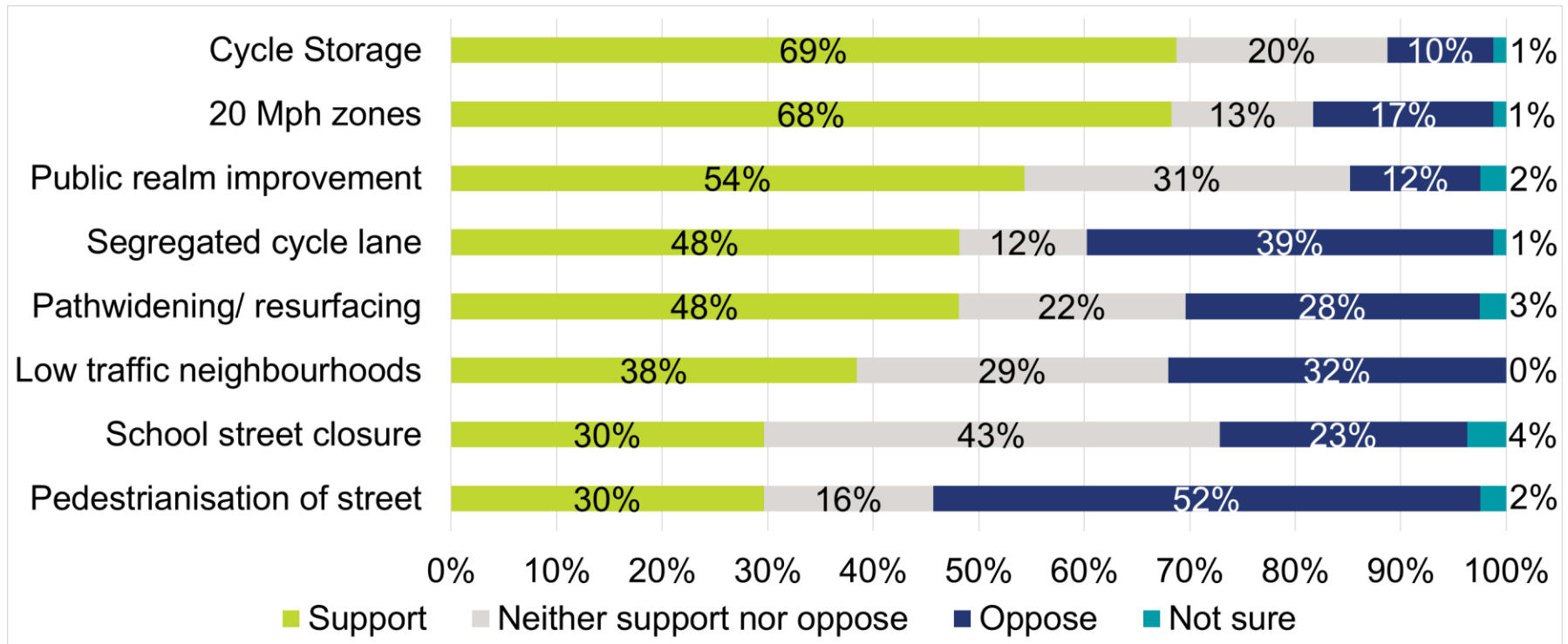
Overview of responses to survey

- Who
- Where
- Current perceptions



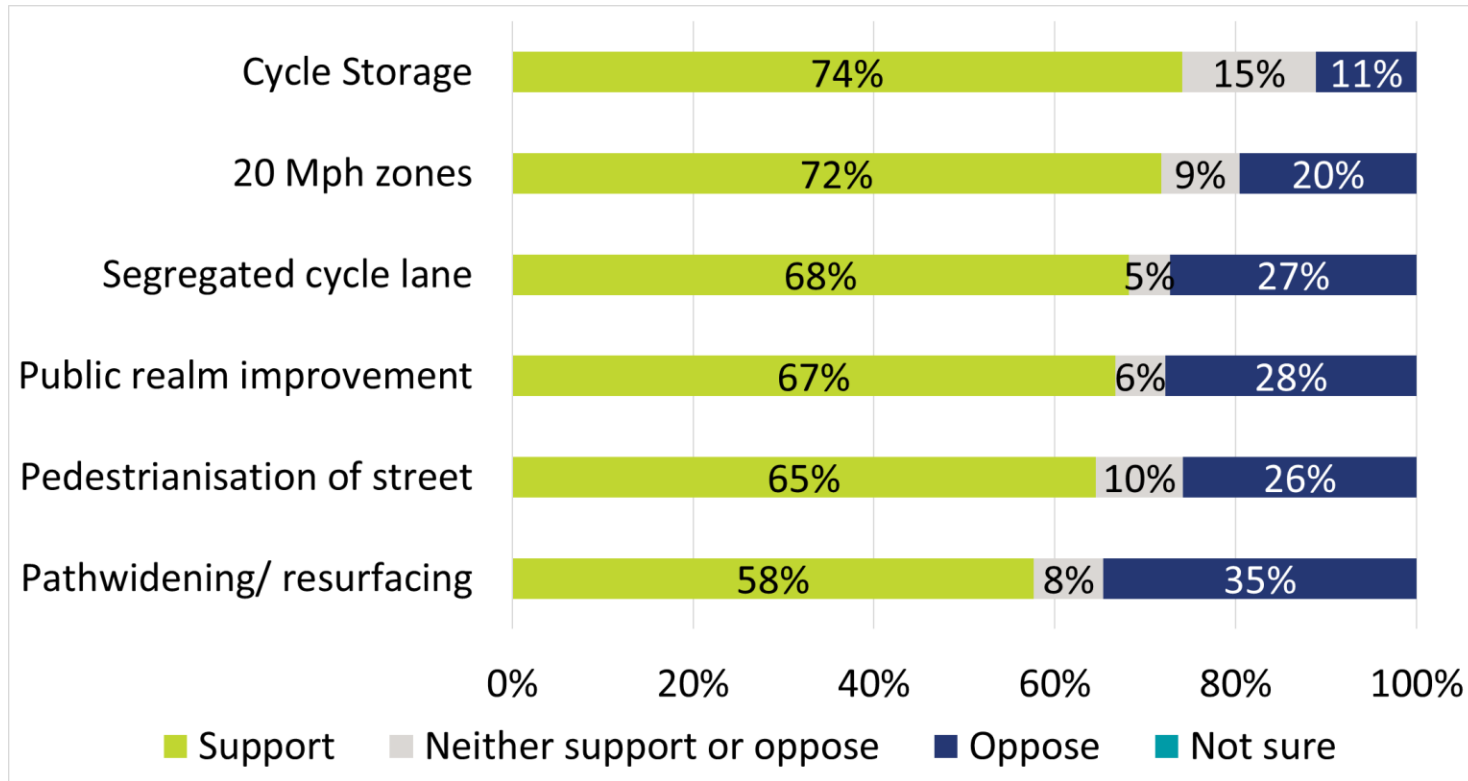
Which common active travel measures do you think were most supported by businesses?

Levels of business support for different types of infrastructure

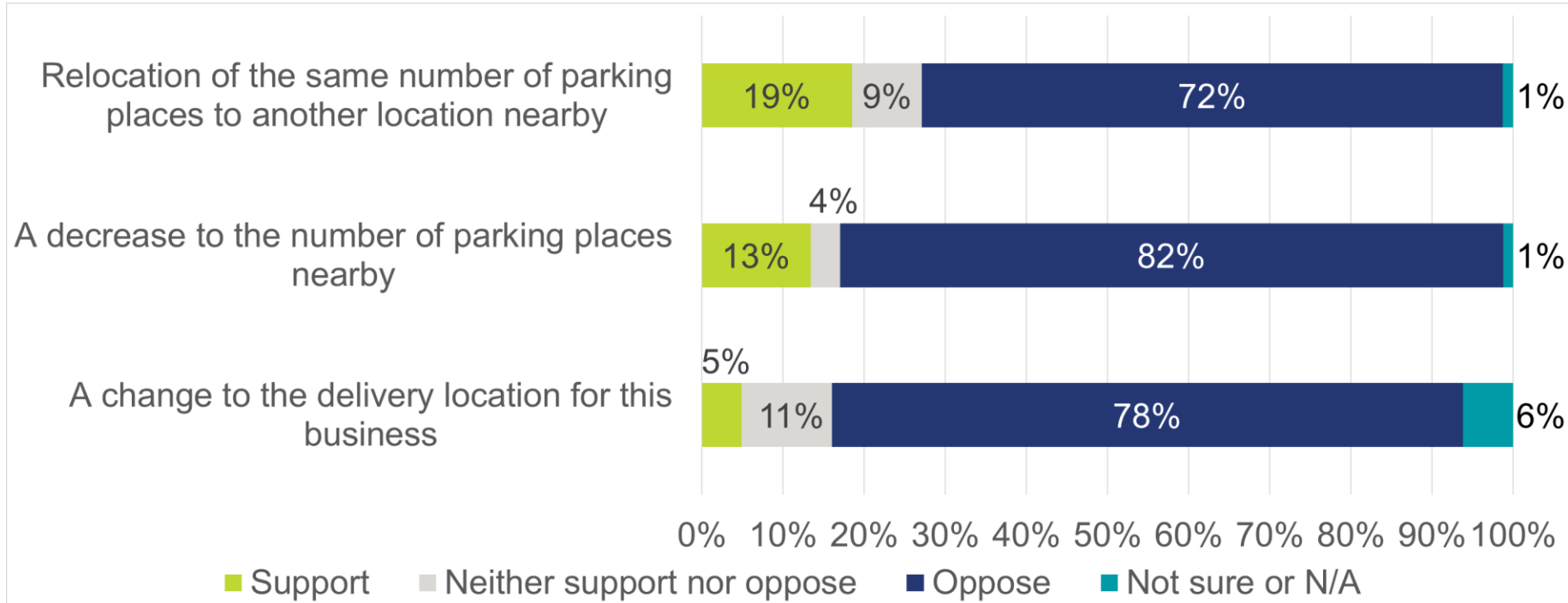


Do you think businesses were in general more or less supportive if the measure already existed nearby?

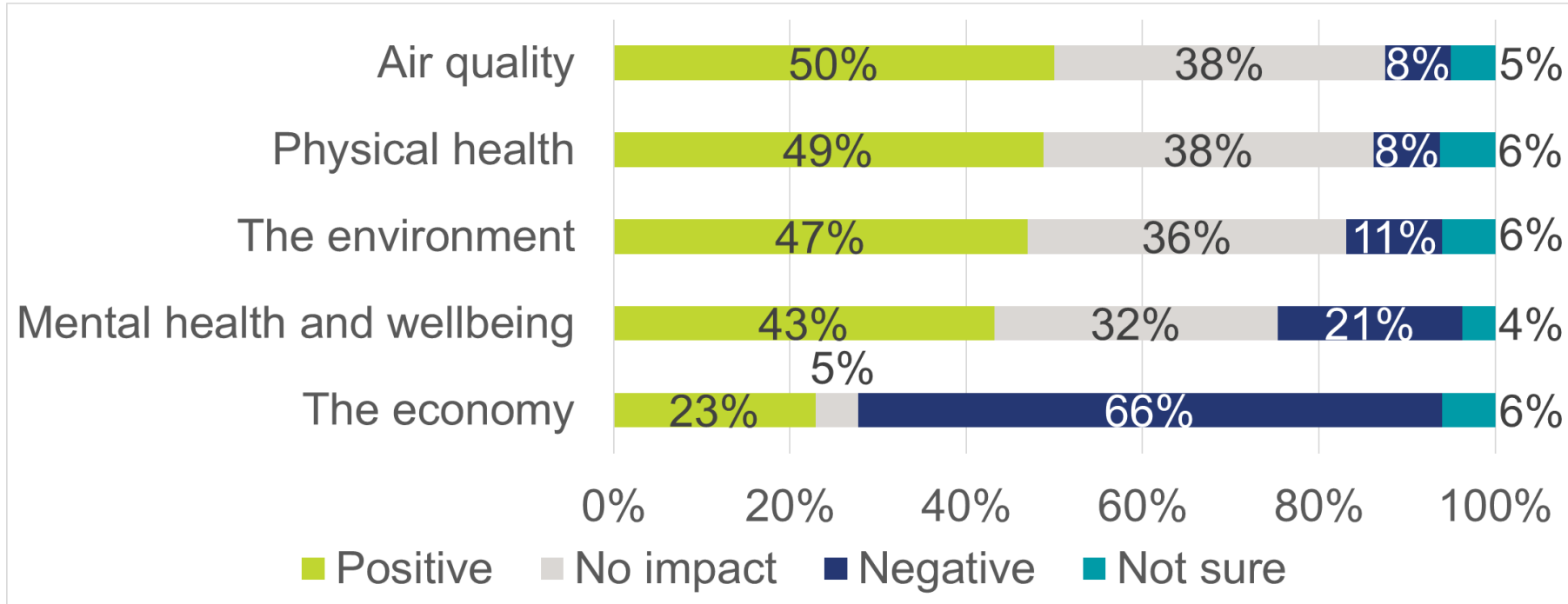
Businesses with existing infrastructure nearby



Changes to parking and loading bays



Perceptions of impact



Recommendations for Engaging with Businesses



Invest in communication and engagement



Use a range of communication and engagement methods



Engage throughout the project lifecycles



Share information about potential benefits and risks



Build relationships with local business groups



Feedback to businesses



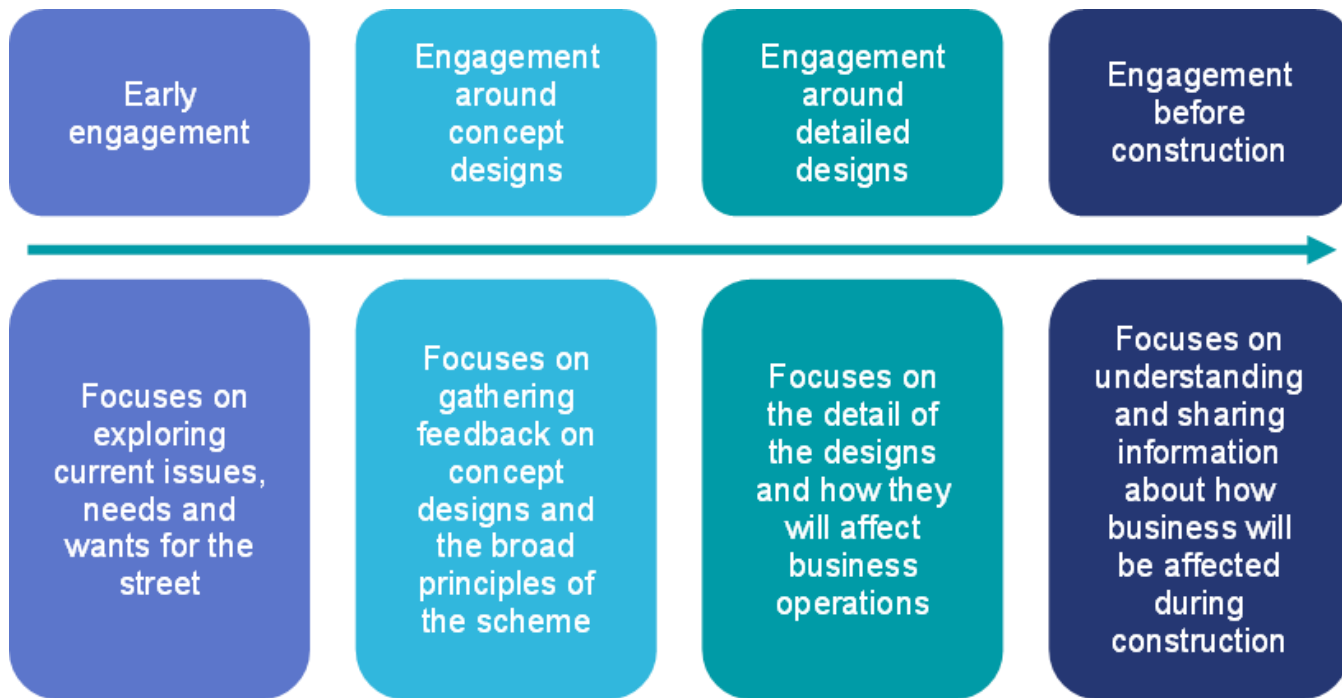
Invest in communication and engagement, especially when proposing measures affecting parking and loading



Use a range of communication and engagement methods, and assign a single point of contact



Engage throughout the project lifecycle





Share information about potential benefits and be honest about potential risks of the project



Build relationships with local business groups



Feedback to businesses about how their contributions have been used

Thank you for listening!

Any questions?



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