

Travel Plan Success Stories

Organisation: Midlothian Council

Sector: Public Sector, Local Authority

Mode: Cycling

Midlothian Council has been consistently proactive in encouraging active travel to its employees over the past few years.

Through several years of funding from sources such as Healthy Working Lives and Smarter Choices, Smart Places, the Council has been able to invest in the necessary cycling infrastructure such as lockers and shelters at key locations. The Council has also been able to access funding for the promotion of its various active and sustainable travel schemes.

Midlothian Council offers lunchtime led-cycles and led-walks on a monthly basis and offer a free “soup lunch” as an added incentive. The council also provides access to pool bikes for those keen to take part in the lunchtime cycles.



The Council has 2 pool bikes and 1 electric cargo bike available for business related travel.

The Council has also run monthly Dr Bike sessions which it is hoping to secure further funding for.

Other initiatives include, the development of cycling and walking maps of the local area, an annual charity cycle as well as a programme of personalised travel planning.

Midlothian Council have also run banner advertising at train stations and bus advertising across the region to encourage more sustainable travel to and from train stations.

Outcome

Midlothian Council are seeing the awards for all their hard work. Research has indicated that 80% of existing cyclists are now cycling to and from work more frequently and that there has been an increase in new cyclists (10%)

Following the local marketing campaign in and around local train stations, there are regularly more bikes in the cycle racks at the train station.