



WINTER COMMUTING

December 2019

'Monday morning', two words that strike terror into any commuter. Of-course the level of terror rises as the days get shorter and the weather changes from 'quite nice' to 'Baltic'.

Looking at the long-range weather forecast, we will shortly be at Defcon 1 and getting to and from work becomes worse than the fight for the new TV at the Black Friday sales.

All jokes aside, winter commuting is a serious issue for many people but it doesn't have to be that way if we plan, play safe and accept the challenge of finding more sustainable ways to commute.

For most people, winter is 'take the car time'. The perception of convenience and comfort has been ingrained for decades. In most cases drivers perceive their commute in terms of time, not distance as we have all become very aware of 'time pressures'. But we also need to consider that there are many people who commute by car simply because commuting by public transport may not be feasible; they live too far from the nearest bus stop or train station and driving is their only option. The challenge is that sometimes, public transport does not keep up with where people are choosing to live. As house prices become more expensive in city areas, people move out of town to find more affordable homes. In this instance, it is not surprising that we reach for the keys and travel by car.

So, what are the challenges that we face as commuters that would help us to use more sustainable modes of transport, or better ways of getting to and from work?

The two main challenges are convenience and comfort. We need to get to work at a certain time and we want to get there in an unstressed state of mind, ready for the day ahead and then we need to get home again after work.

Many recent surveys and reports on public transport have highlighted how we perceive our journeys and they have shown that there are 3 basic needs and some grey areas.

The basic needs are: Distance from bus stop or train station, arrival times, and how flexible the transport is with our commute schedule. The grey areas are seen as time, price, reliability, comfort, and personal safety. The fact is, that different groups of people value different things, which makes finding solutions challenging. It is not something that can be solved by any one group or company, it requires collaboration and action from many stakeholders to work together to succeed. Local Councils, Transport Authorities, Mobility Companies, Town Planners, Technology Companies, Employers and Employees all need to play their part. We need to be determined to find a joint-approach to solving our transportation needs.

Travelknowhow Scotland are actively involved with Regional Transport Partnerships, Local Councils and employers to develop solutions in the challenge for more sustainable transport modes that reduce our reliance on cars. Travelknowhow Scotland is constantly providing advice, insights and information through its website and Right Track mobile application designed to help employers change behaviours and manage employee commutes.

Travelknowhow Scotland has a very specific role to play in helping to change our travel behaviour and provide solutions to challenges faced by commuters.

Developing an effective Travel Plan includes assessing workplace access, surveying employees about how they travel and considering practical actions for increasing active and sustainable travel options. The benefits can be integrated into the broader employee health and wellbeing programs that offer employees affordable and inclusive options resulting in healthy, physical activity especially during winter when ill health can negatively impact productivity.

Employers who support their employees to adopt healthy and sustainable commute behaviours can advance their corporate image and gain a reputation as a great place to work. Add to this the bottom line benefits of higher productivity, staff retention, better employee health, morale and loyalty, motivation and encouragement.

Our goal is to help employees and employers to work together and start a conversation about how to make travel to and from work more active and sustainable by providing the up-to-date news and information on travel solutions that can change behaviour and have benefits to all who participate.

Travelknowhow Scotland is a unique online resource which offers organisations across Scotland FREE, easy access to a wide variety of travel planning solutions to develop and implement workplace Travel Plans and to engage with employees in order to start changing travel behaviour within organisations.

Covering travel by both staff and visitors the website offers:

- access to travel planning information and links to local resources
- specialist travel planning advice
- specialist marketing advice to aid employee engagement
- practical hints and tips
- adaptable downloadable templates aimed at providing cost effective internal and external communications
- Business focused Webinar training

Funded and supported by Scotland's 7 Regional Transport Partnerships and Transport Scotland, Travelknowhow Scotland supports and contributes directly to the Scottish government's 2045 net-zero target. Encouraging more active and sustainable travel within Scottish workplaces will play a crucial role in the reduction of emissions and with the introduction of measures such as the Low Emission Zones and proposals to introduce a workplace parking levy, Travelknowhow Scotland is on hand to offer Scottish employers practical advice and guidance to allow them to support and encourage their employees to start changing their travel behaviour.

New Travel Behaviour App

RIGHT TRACK is a new Mobile phone travel behaviour application which aims to support and encourage employees to embrace more sustainable and active travel choices in their daily commute to work. RIGHT TRACK focuses on presenting viable travel alternatives based on the users current commuting behaviours and mobility profile. Behaviour change is stimulated by presenting personalised benefits, targeted content articles, commuting challenges, workplace improvements and social commuting.

To register or find out more about the RIGHT TRACK App visit www.travelknowhowscotland.co.uk or contact info@travelknowhowscotland.co.uk

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