

#ActiveCommuteClub

Promotion pack

To find out more, please contact:
workplaces.scot@sustrans.org.uk

Sustrans is the charity making it easier for people to walk and cycle.

We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute.

Join us on our journey.

www.sustrans.org.uk

Registered Charity No. SC039263 (Scotland) 326550 (England and Wales).



2021 is a wee bit different

That's why the Scottish Workplace Journey Challenge is taking a breather this year. And we're doing things differently by launching #ActiveCommuteClub

This pack is designed to give some background about this year's initiative, help your workplace get involved, and provide assets that you might like to share to support it.

Campaign banners

We have designed two campaign banners. We'd massively appreciate if you shared them in emails, newsletters, social, on your website, you name it. Choose whichever works best for you.

Banner 1



Banner 2



Suggested newsletter text

This March we're launching #ActiveCommuteClub and it's free to join.

The idea: Reimagine your commute to suit your current working day. Use the time to be more active, connect with the outdoors and re-establish the boundaries between your work and personal life.

Working from home?

It's time for the commute to evolve to cater for remote working. Use the time that used to be your rush hour commute as an opportunity to enjoy some physical activity in your local area. This will also help you get in the right frame of mind for work, improve your mental health and engage with work mates.

That could be a quick walk, cycle or jog before or after work. No activity is too small, or too local.

Still travelling to your workplace as a key worker?

Have a go at commuting in an active way where possible this March – such as walking, wheeling, jogging or cycling, instead of driving.

We'll be with you every step of the way

The Sustrans team will be sharing lots of motivation on Twitter to keep us all moving. Follow @SustransScot and #ActiveCommuteClub

There will also be lots of ideas to make your experience as enjoyable as possible. Playlists, podcast recommendations, Strava groups and plenty of resources.

Share how you're rethinking your commute

We want to hear how everyone's getting on. Encourage colleagues to share pics and updates with #ActiveCommuteClub. There will even be prizes up for grabs along the way.

Set up your own work club

Why not use a chat group, sports app, or a channel on a remote-work portal like Slack or Teams to create your own #ActiveCommuteClub with colleagues. It could be a virtual morning running group or evening walking club. Whatever activity you go for, it's a chance to feel a sense of a community, motivate each other to get active, and to enjoy the outdoors as the days get longer

For more information on how your workplace can join the #ActiveCommuteClub, please get in touch on workplaces.scot@sustrans.org.uk

Make sure your plans to get active follow the latest Scottish Government guidance.

Shorter newsletter text

This March we're launching #ActiveCommuteClub and it's free to join.

The idea: Reimagine your commute to suit your current working day.

Use the time to be more active, connect with the outdoors and re-establish the boundaries between your work and personal life.

Whether you're a key worker or working remotely, we want you to join our #ActiveCommuteClub.

Share stories and photos, contribute to playlists, join our Strava group, or simply take inspiration from employees across the country who are becoming more active.

There will also be prizes up for grabs.

All active ways of getting about count, and no distance is too short.

For more information on how your workplace can join the #ActiveCommuteClub, please get in touch on workplaces.scot@sustrans.org.uk

Make sure your plans to get active follow the latest Scottish Government guidance.

Social posts

To help get the word out there, we'd really appreciate if you shared the campaign on social. It'd be great if you could tag [@SustransScot](#) and [#ActiveCommuteClub](#)

Some starters for ten that you might like to tweet

This March we're inviting our employees to join the [#ActiveCommuteClub](#) to help reimagine their commute and enjoy the benefits of being more active. [@SustransScot](#)

This March we're proud to join [#ActiveCommuteClub](#) to help our employees reimagine the commute and enjoy the benefits of being more active. [@SustransScot](#)

This March we've joined [#ActiveCommuteClub](#) to connect with the outdoors, support our wellbeing and much more. [@SustransScot](#)

Our teams are still working from home. So we've joined [#ActiveCommuteClub](#) this March. We're reimaging how we can use the time we used to commute to enjoy the benefits of being more active. [@SustransScot](#) [#teamwfh](#)

We're supporting our key workers by joining [#ActiveCommuteClub](#) this March. Because being more active has lots of benefits, including for your wellbeing. [@SustransScot](#) [#teamkeyworker](#)