

SUSTAINABLE TRAVEL & TRANSPORT



Green
Tourism

Sustainable travel and transport

Travel and transport is one of the biggest contributors to the UK's greenhouse emissions at around 24% of total emissions.¹

We all make choices every day on how we travel for work and for leisure, so it is one area where businesses and individuals can reduce their impact on climate change.

With the rising costs of fossil fuels, travel is going to become a greater issue and now is the time for businesses to encourage customers, staff, and visitors to travel in a more sustainable way.



Lady Janet Anstruthers Tower | VisitScotland / Stuart Brunton

¹ Transport and environment statistics 2022. Department for Transport, 2022

Why is it important?

It contributes to a reduction in CO2 emissions

Avoiding unnecessary travel improves air quality, making destinations more pleasant and healthier places to visit. Air pollution is damaging our environment and health. Up to 36,000 early deaths are attributable to air pollution each year.²

It reduces costs

Reviewing and managing a business's transport and travel needs can help save costs on fuel, and vehicle maintenance. Reduced need for car parking spaces saves money and allows more green spaces to flourish. Costs can be reduced further by training staff on fuel efficient driving styles and planning driving routes to help reduce unnecessary trips and ensure the most efficient route.

It provides choice

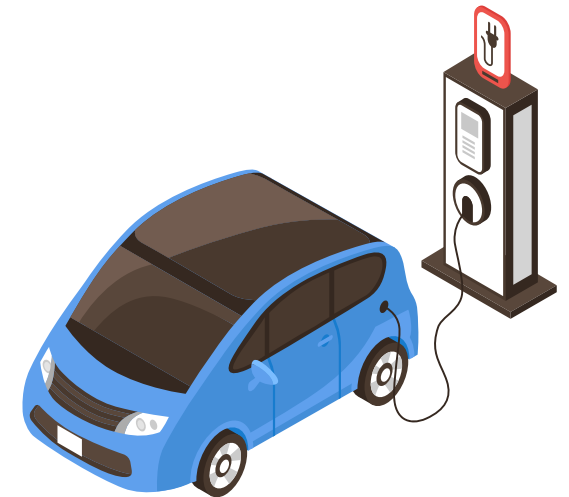
By promoting alternative modes of travel such as public transport by bus or train gives people choices, and they can decide what method of transport suits their needs and personal ethos.

It improves staff health and well-being

Commuting actively can benefit physical and mental health. Taking public transport provides an opportunity to walk or cycle to the station or stop. Having active employees benefits businesses by reducing absence, increasing productivity and improving morale. Active commuting is associated with around 10% decreased risk of cardiovascular disease and a 30% decreased risk of type 2 diabetes – with cancer-related mortality 30% lower among bike commuters.³

Sustainability targets and reporting duties

Many organisations are already required to disclose their emissions and report on targets year by year.⁴ Your business may not have this requirement yet – but you may supply to larger companies that do – embedding active and sustainable travel in the workplace is an effective strategy to assist you to do this – and also prepares you for any future legal changes in this area.



² Scottish Air Quality

³ 'Association between active commuting and incident cardiovascular disease, cancer, and mortality'. British Medical Journal, 2017

⁴ Zero Carbon Business

Six ways to support sustainable travel and transport

Here are some hints and tips for helping you to transition to more sustainable travel alternatives:

Encourage car sharing and sustainable travel for staff

Try to arrange staff rotas to facilitate car sharing, reducing fuel use and carbon emissions and help staff save on travel and parking costs. Encourage staff to use public transport rather than the car by incentivising expenses or offering interest-free loans for your staff to buy travel tickets.

Promote the use of public transport to guests and visitors

By promoting public transport as a means of exploring the area to guests and visitors, you are helping them lessen their carbon footprint during their visit. In rural areas, where many services are under threat, boosting the use of public transport through tourism can help keep routes open for the local community.

Encourage active travel for staff and customers

To encourage your customers and staff to cycle and walk, provide secure bicycle storage, and showers in staff rooms, offer or promote bicycle hire, and introduce an incentive scheme for staff. Provide route maps, locations of bike shops, and cycle-friendly cafes and pubs in the area. Have drying facilities available for both customers and staff and a basic bike repair kit available to all.

Install EV charging points

Install electric vehicle (EV) charging points at your premises or promote charging points that are available in the destination.

Promote virtual alternatives

With more people than ever before working from home or on a hybrid basis, consider whether you can make use of the wide range of digital communication options available before asking people to make a journey to the office.

Establish a sustainable travel policy

Introduce a travel policy for your business, and keep records of travel costs, tickets, fuel used, taxi receipts, repairs, and maintenance costs. Having these will help you develop a strategy on how you can reduce costs and lessen your carbon emissions.



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