

Workshop A – Dave Kinnaird, Sustainable Transport Solutions

“Car sharing sounds a great idea, but”

This workshop is designed to identify the perceived barriers to car sharing and explore different ways to dismantle them to help make your car share scheme a success.

Workshop B – Annabel Beattie, South Ayrshire Council

Cycle to Work Scheme – It's not just buying a bike!

How your cycle scheme can benefit employers, employees and the local economy. How to establish links with local bike shops to help promote your cycle scheme.

Workshop C – Jess Bailey, Jess Bailey Consultancy

Staff Travel Surveys – All you need to know!

Surveys are one of the main ingredients for travel planning; baseline data, evidence building, target setting, monitoring and review. This workshop provides practical advice for understanding what you want to achieve from the survey, which questions to ask, how to get good response rates, survey methodology, what to do with the data once you have it and understanding what the data is telling you.

Workshop D – Rosie Lewis, Carbonhalo

Putting Employee Engagement at the Heart of Travel Plans

This workshop is designed for anyone who is responsible for persuading staff or colleagues to change their travel habits in order to deliver your travel plan targets.

The session will explore the principles of engaging people in behaviour change and will include reference to:

- organisational culture
- effective consultation
- ensuring understanding
- creative communication
- effective incentives.

By the end of the session you will have:

- strengthened your understanding of the areas requiring focus within your workplace
- developed a brief action plan to address these areas.

