



Green Travel Plan for Downham Leisure Centre

Introduction

As part of our commitment to sustainability and reducing our environmental impact, Downham Leisure Centre is implementing a comprehensive Green Travel Plan. This plan aims to encourage staff, visitors, and members of the community to use more sustainable modes of transportation when travelling to and from the leisure centre. The Green Travel Plan aligns with broader environmental goals, including reducing carbon emissions, improving air quality, and promoting healthier lifestyles.

1. Objectives

The primary objectives of the Green Travel Plan are:

1. **Reduce Single-Occupancy Vehicle Use:** Decrease the number of people travelling to the centre by car, particularly those driving alone.
 2. **Increase Use of Sustainable Transport Modes:** Promote walking, cycling, public transport, car-sharing, and other eco-friendly travel methods.
 3. **Enhance Accessibility:** Ensure that the leisure centre is easily accessible to everyone, including those with mobility issues, using sustainable transportation.
 4. **Raise Awareness:** Educate staff, visitors, and the community about the environmental and health benefits of green travel.
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2. Current Travel Situation

To develop an effective Green Travel Plan, it's important to understand the current travel habits of those who use the centre:

- **Car Use:** A significant proportion of visitors and staff currently travel by car, often as single occupants.
 - **Public Transport:** The centre is served by local bus routes, but awareness and usage of these services are relatively low.
 - **Cycling and Walking:** A smaller percentage of visitors cycle or walk to the centre, a bike rack is available at the centre.
 - **Car Sharing:** Car-sharing is currently underutilised among staff and visitors.
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3. Proposed Measures

To achieve the objectives of the Green Travel Plan, Downham Leisure Centre will implement the following measures:

Promotion of Active Travel (Walking and Cycling)

- **Safe Routes:** Work with the local council to improve pedestrian and cyclist safety on routes leading to the leisure centre.
- **Health Benefits:** Educate staff and visitors of the health benefits for those who walk or cycle to the centre regularly.
- **Walking/Cycling Maps:** Provide maps that highlight the safest and most direct walking and cycling routes to the leisure centre.

Enhancement of Public Transport Use

- **Partnerships with Local Transport Providers:** Collaborate with bus and train services to improve schedules, routes, and potentially offer discounts to users of the leisure centre.
- **Public Transport Information:** Ensure that up-to-date public transport information is readily available at the centre and on our website.

Remote Access and Virtual Services

- **Virtual Fitness Classes:** Increase the availability of virtual classes and online resources to reduce the need for travel to the centre.
- **Remote Work Policies:** For staff, encourage remote working options where feasible to reduce commuting needs.

Awareness Campaigns and Community Engagement

- **Green Travel Campaigns:** Run regular campaigns to raise awareness about the benefits of green travel, featuring testimonials, challenges, and events.
- **Community Engagement:** Involve local schools, businesses, and community groups in promoting sustainable travel options.

- **Green Travel Pledge:** Encourage visitors and staff to sign a pledge committing to green travel practices.
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4. Monitoring and Evaluation

To ensure the success of the Green Travel Plan, we will implement the following monitoring and evaluation strategies:

- **Travel Surveys:** Conduct regular surveys to track changes in travel habits and gather feedback on the effectiveness of the plan.
 - **Carbon Footprint Assessment:** Monitor the reduction in carbon emissions resulting from the implementation of the plan.
 - **Review and Adjust:** Annually review the Green Travel Plan to assess its impact and make necessary adjustments.
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5. Conclusion

The Green Travel Plan for Downham Leisure Centre is a key component of our commitment to sustainability and environmental responsibility. By reducing car usage and promoting more sustainable modes of transport, we aim to improve our local environment, contribute to global efforts to combat climate change, and enhance the health and well-being of our community.

Together, we can make a difference—one journey at a time.

