



# Walking and cycling to shops



**People who walk or cycle to their local shops, come more often, spending more time and money locally, sustaining the economic health and social vitality of their communities.**

## Key findings

It is essential to build partnerships with local shopkeepers for implementing, promoting and continuing the projects. Before meeting with local shopkeepers and stakeholders be well prepared with information and illustrations: gather local data about how people travel and document the benefits from international examples. Listen to their needs and expectations and identify how your program will address them.

Conduct promotional activities and provide incentives to encourage and reward those who walk and cycle to shops. Provide information for the community but also make it fun and engaging to participate, attracting both local media and a bigger target audience.

Address infrastructure and perceptions of space so people don't feel dissuaded from walking and cycling because they think it is too far or too dangerous. Where possible install bicycle racks, improve crossings and address other safety needs. Highlight how close local services actually are and how quick it is to walk there.

## Our Activities

In the Active Access Project a range of schemes encouraged people to walk and cycle to shops.

- Walking maps illustrating walking distance in time between key locations in Aveiro, Portugal
- A loyalty programme and street events combined with social media in Budapest, Hungary
- An active shopping campaign with installation of cycle parking in Koprivnica, Croatia
- 'Shopping on foot or by bike' campaign with a reward scheme and activities in Murska Sobota, Slovenia
- Testing shopping trolleys by senior citizens in Graz, Austria.



**Walking Maps** are a great source of local information. While local people tend not to rely on maps for their daily activities, the map can stimulate a discussion among family and friends about distances and walking time between daily activities. It can be a novel idea and something specific to attract media interest. Distribute the map to everyone in the area and have it available in shops.

**Campaigns and Reward Schemes** reward customers who walk or cycle to shops. Customers collect coupons or stamps and earn rewards, discounts or prizes from the local shops. Shops can advertise themselves through the campaign and prize giving ceremonies. Local political leaders can be invited to launch the initiative, attract media and reward prizes. These schemes need a critical mass of both attractive shops and participants to be lively and successful.

## Steps to Success

### Make sure all stakeholders are well informed and aware of the scheme

Gather local data and examples of best practice from other countries that underpin your ideas. Set out a plan of activities to consult on with stakeholders.

Approach shopkeepers individually and/or their association to inform them of the benefits of supporting active travel and how the scheme will work. It can be helpful to host a meeting with all the shopkeepers and stakeholders together so they feel a sense of community and momentum amongst themselves and they all receive the same information about the campaign.

It is also helpful to interview shopkeepers individually to understand their perspective and needs and to identify options for their potential contribution to the campaign.

Provide shopkeepers with an information pack for staff so they know how to run the scheme, reward customers and promote the campaign in the shop.

### Information is important, but people also need to be engaged and excited

Run a range of creative promotional activities to sell the message and attract customers to join the scheme. Incentives or promotional merchandising, for example branded shopping bags build brand identity and remind people to walk or cycle. Host local picnics and markets to promote the scheme and invite the media to run stories about both the events and the scheme to reach a large audience.

Enabling people to test ideas, such as using a shopping trolley, gives them a direct experience to feel confident they can choose to walk and still be able to bring their shopping home.

### Reward shopkeepers as well as customers

Certify active-travel friendly shops and have an awards ceremony with local politicians and the media. Promote shops through scheme websites and social media as well as local media. Make sure enough shops with a range of products, participate in the scheme to attract customers, particularly in local neighbourhood centres or small town centres.

### Address infrastructure and safety needs for people to feel safe and confident about cycling or walking.

Work with the local municipality and shopkeepers to provide bicycle parking, bicycle routes and safe crossing points as needed for people to access their local shops.

### Different ways to engage stakeholders

If stakeholders, especially shopkeepers are reluctant to become involved, find alternative ways to approach them about active travel:

- Prepare a brochure that outlines the reasons and benefits of shopping by bike, one side for the customer, one side for the shopkeeper.
- Provide opportunity to support walking or cycling in other areas, for example shopkeepers can become 'friends of the safety routes' sponsoring walk to school.
- Engage with shops that have a direct connection with the campaign, for example cycling shops and provide maps or resources to promote cycling through these outlets initially.



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