



STARS



HEALTHY WORKFORCE GREENER KNOWSLEY

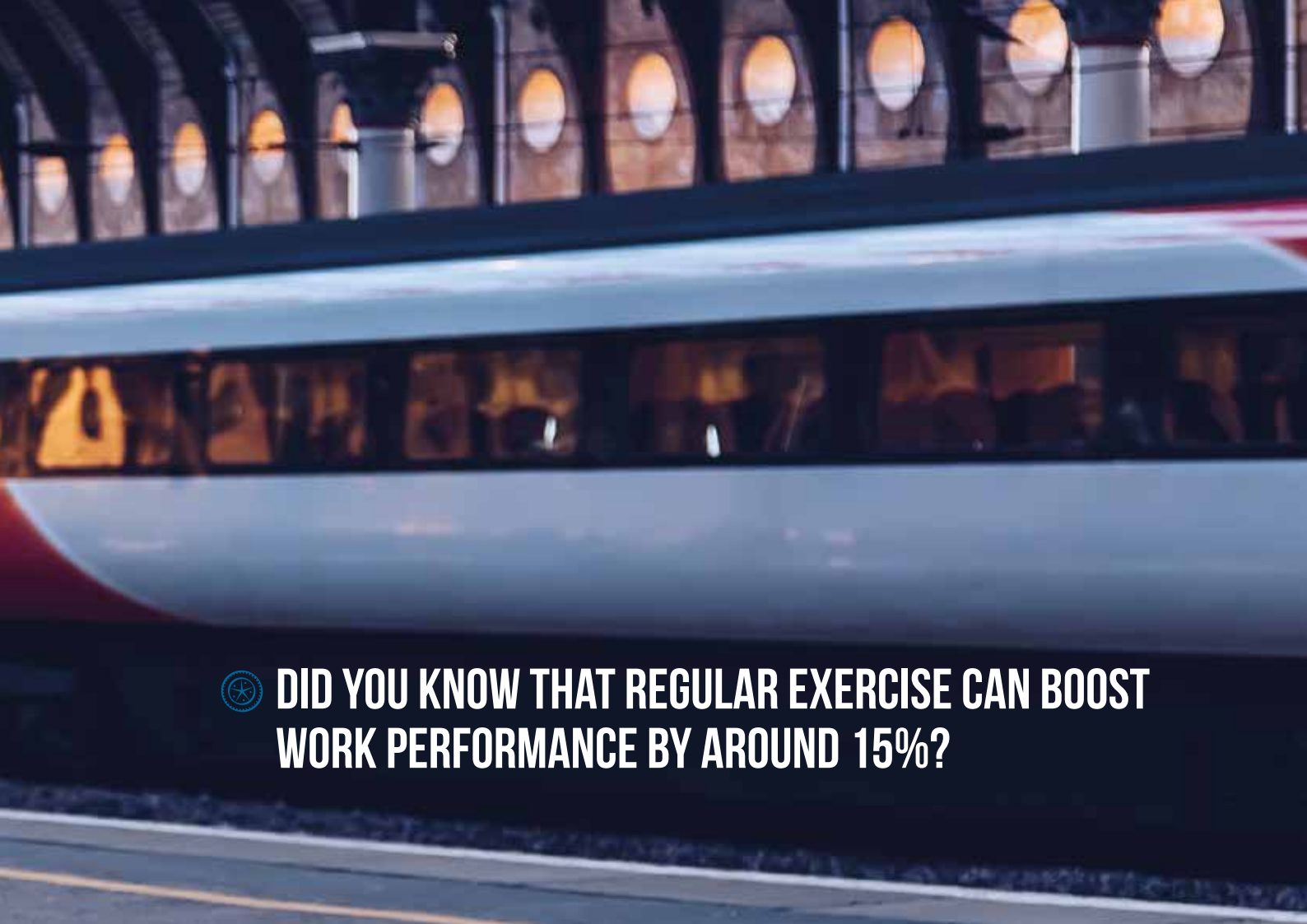


**LIVERPOOL
CITY REGION**
COMBINED AUTHORITY



Knowsley Council



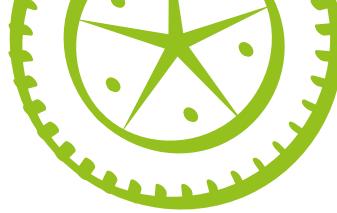


**DID YOU KNOW THAT REGULAR EXERCISE CAN BOOST
WORK PERFORMANCE BY AROUND 15%?**

For most people, the easiest way to get moving is to make activity part of everyday life, like walking for health or cycling instead of using a car to get around. To stay healthy, government guidelines state that adults should try to be active every day and aim to do at least 150 minutes of physical activity over a week, through a variety of activities.

Knowsley Council's STARS (Sustainable Travel and Road Safety) programme can help you to improve employee engagement, boost morale, reduce absenteeism, and increase employee performance through active travel.





OUR OFFER

As well as providing FREE Membership to a Nationally Recognised Accreditation Programme – (Modeshift STARS) we can support your business to introduce new active travel programmes in the workplace to promote greener transport choices.

HOW CAN YOU GET INVOLVED?

Effective Travel Plans are vital for a healthier, greener, and safer future, as they promote and enable more sustainable and active modes of travel.

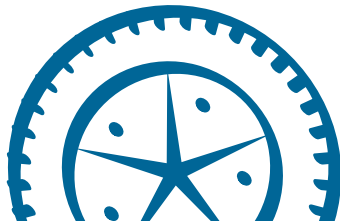
Modeshift work with thousands of businesses, education, and community settings across the UK to improve Travel Plan standards, share best practice and award Modeshift STARS accreditation. Modeshift STARS empowers organisations by providing a centre of excellence for developing, delivering, and monitoring effective Travel Plans which will support your Corporate Social Responsibility aims.

There are five levels of accreditation from Green through to Platinum with organisations such as the NHS, Next Plc, Fred Olsen already leading the way.

WHAT IS AVAILABLE?

- Support to achieve a Nationally recognised 'green' accreditation
- Access to walking, cycling and public transport route information
- Cycling advice
- Details about car share, bike, and walking buddy schemes
- Advice on setting up Bike to Work Scheme and accessing MerseyCycles reconditioned bikes scheme – providing employees with the opportunity to have access to their own mode of transport
- Help to set up workplace walking initiatives

For more information contact:
roadsafety@knowsley.gov.uk



OUR ON-SITE SESSIONS INCLUDE:

- Active Travel and Road Safety advice sessions
- Bike MOTs for employees conducted by qualified mechanics
- Access to walking and cycling equipment and essentials
- Reaction testers and Virtual Reality headsets with a range of road safety films
- Breath test kits and morning after drink drive information
- Tyre safety
- Information about Knowsley and wider Merseyside schemes – FREE bike maintenance and adult cyclist training, local walking and cycling groups, walks and rides, public transport information, opportunities to purchase affordable bikes and much more...



HOW ACTIVE TRAVEL WILL BENEFIT YOUR BUSINESS

- Healthier employees
- Boost morale and increase job satisfaction
- Demonstrate you care about employee health and wellbeing
- Encourage a sense of pride in the workplace and employee value
- Reduced absenteeism – physical activity can reduce employee sick days lowering business costs
- Improve employee performance – regular exercise causes an overall work performance boost of about 15%
- Promote physical and mental health – physical activity helps prevent diseases such as diabetes, heart disease and depression.
- Return on investment – A highly engaged workforce can improve operating income by almost 20%
- Increased awareness for all road users via Road Safety and Active Travel advice
- Improved parking situation
- Improved air quality and environment around your organisation
- Enhanced Corporate Image – Increased physical activity rates can also help to support environmental sustainability in line with Corporate Social Responsibility aims
- Improve relationships with neighbouring properties / residents



BOOST MORALE AND JOB SATISFACTION



HOW ACTIVE TRAVEL BENEFITS YOUR EMPLOYEES

MENTAL HEALTH BENEFITS:

- Builds confidence and increases social interaction opportunities
- Reduces stress
- Improves fitness
- Improves brain health – thinking, learning and judgement skills
- Reduces risk of depression and anxiety
- Improves sleep

PHYSICAL HEALTH BENEFITS:

- Reduces the risk of major illness and lowers the risk of early death by 30% (NHS UK)
- Reduces the risk of heart disease, diabetes, and some cancers

- Strengthens bones and muscles
- Improves ability to do daily activity and prevents falls
- Helps to manage chronic conditions and disabilities

OTHER BENEFITS

- Raise awareness of cycling and walking routes in the local area
- Increases travel options
- Opportunities to inform cycling, walking and public transport improvements
- Public transport opportunities
- Potential to have access to their own mode of transport
- Money saving



**REDUCES THE RISK OF HEART DISEASE,
DIABETES AND SOME CANCERS**



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