

Promotional Calendar

This toolkit provides information on national events and initiatives that can be used to promote sustainable travel opportunities. Promoting these events gives a wider boost to your activities and raises awareness of sustainable travel options and physical activity in the workplace.

This toolkit offers information on:

1) Annual Sustainable Travel and Staff Wellbeing Events

January - [Active Cheshire East Workplace Challenge](#) (1st Week Jan)

Companies and organisations across Cheshire are invited to take part in the Active Cheshire East Workplace Challenge to promote sport, physical activity and health in the workplace. Get moving in the New Year with an eight week New Year Activity log challenge. Sign up to record your sport and physical activity online to receive points and win prizes!

February - [British Heart Foundation - Heart Month](#) (all month)

February is national heart month and employers can use this as an opportunity to promote physical activity in the workplace. See [ideas for getting staff to be more active at work](#).

April - [On your Feet Britain Day](#) (29th April)

On 29th April, workplaces and individuals across Britain are challenged to sit less and move more during their working day for 'On Your Feet Britain Day.' To get your workplace moving, visit www.getbritainstanding.org and see our [Workplace Facilities and Initiatives for Walking toolkit](#) for active working ideas. Perhaps you could hold a [walking meeting](#) or organise a **lunchtime walk** or a [stair climbing challenge](#).

May – [National Walking Month](#) (all month)

Walking month is promoted by Living Streets, the UK charity for everyday walking. Throughout May staff can be encouraged to walk more for their commute and during working hours with fun activities and walking challenges. See our [Promoting Walking Toolkit](#) for more ideas and activities for this month and the website [Living Streets](http://LivingStreets) for event details.

June - [National Bike Week](#) (2nd Week June)

National Bike Week is a week of cycle related events. You could invite a local bike shop to run a Dr Bike session offering free bike checks, offer a biker's breakfast to cyclists, or organise a social cycle ride. How about a Big Bike Bake Off with bike themed cakes? See the [promoting cycling toolkit](#) and register your event on the Bike Week website.

September - [Tour of Britain](#) (1st Week Sept)

The Tour of Britain is an annual cycling race through Great Britain. In 2016, one stage of the race came through Cheshire East. Use the race to inspire your colleagues.

September - Car Free Day (3rd Week Sept)

A fun day where staff can be encouraged to come to work by any other means than driving and be creative about how they travel. Think about rewarding those who participate with a free sustainable traveller's breakfast.

September - [European Mobility Week](#) (3rd Week Sept) – this week encourages people to travel more sustainably across Europe and can run alongside car free day activities.

September - [National Cycle Challenge](#) (all month)

The National Cycle Challenge is a fun, free competition to encourage your colleagues to experience first-hand the joys and benefits of riding a bike such as being healthier and wealthier and happier. It's all about participation - which workplaces can get the most people to ride a bike for just 10 minutes or more? Businesses, organisations, cities and regions will compete against each other to see who can get the highest percentage of staff to ride a bike in June. Anyone who logs a ride could win a prize.

September - [Cycle to Work Day](#) (check website for dates)

Cycle to Work Day is a national event promoted by Cycle Scheme, Britain's biggest provider of the Cycle to Work Scheme which allows employers to provide tax-free loans to staff for bikes and cycling safety gear.

October – [Liftshare Week](#) (1st Week Oct)

National Liftshare Week encourages people to join the Liftshare network in order to save money, cut their carbon footprint and meet like-minded people.

November – [Road Safety Week](#) (check website for dates)

Road Safety Week is an annual community event aimed at inspiring people to promote road safety within their local community.

December - [Love to Ride Winter Wheelers](#) (check website for dates)

Advent calendar challenge organised by Love to Ride to keep people cycling during the cold and dark winter months with a daily prize draw