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Active Swaps

2024 Partner and
supporter pack:
University students





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About the campaign

Dear partner,

The Active Swaps campaign was launched in 2023 by Wokingham Borough Council. The campaign aims to encourage people to embrace active travel options, such as walking and cycling.

Many university students across the borough face busy lives while juggling their studies. Sometimes finding the time for healthy habits can be a challenge. By choosing small active swaps, you can find new ways to save money and get fitter at the same time.

Our goal is simple. To encourage active travel across Wokingham and embed a better view of the benefits. We want to shift the perception of active travel to be a viable and more enjoyable option.

This partner pack is designed specially for you, to encourage and support student groups to opt for active travel. Inside, you'll find resources and tools to get your groups involved. These resources will help you to:

- Promote the health, cost and environmental benefits of active travel.
- Encourage fun and engaging group activities.
- Spread the word through customisable social media and newsletter content.
- Build a community of advocates to inspire others.
- Share experiences and stories.

Ready to make a difference? Dive into this pack! Explore ways to inspire Wokingham's university students to make active travel a go-to choice!

More information is available at: <https://www.myjourneywokingham.com/>

For further information on independent travel options for young people, visit: <https://myjourneywokingham.com/news/travel-for-young-people-in-the-borough-independent-travel-and-active-swaps/>

Many thanks for your support,

My Journey Wokingham Team

Find out more:
myjourneywokingham.com



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How to use this pack

We've designed this pack to make it as easy as possible to share tips and advice for active travel. We hope you'll find this helpful for your student networks:

- **Two newsletter templates for you to customise**
 - These will allow you to add specific group information and contact details for your student groups and services (e.g. active travel groups, activity groups, bike rental services). Four matching graphics will also be provided to match each newsletter theme.
- **Six social media posts to encourage students to opt for active travel**
 - These posts cover topics including health benefits, saving money, and environmental impact. The posts are adaptable to suit your university or groups. Six matching social media graphics have also been provided to complement the posts.

All artwork is available in PNG format. Download the artwork [here](#).

Feel free to adapt the posts and content provided.

When posting on social media, please tag the My Journey Wokingham channels:

Facebook: <https://www.facebook.com/MJWokingham/>

Twitter: @MJWokingham

Instagram: @myjourney_wokingham

We encourage the use the following hashtags when sharing your inspiring content:

#ActiveSwaps

#WokinghamActiveTravel



Find out more:
myjourneywokingham.com



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Newsletter content

Newsletter 1: Active travel can save you time

Active travel isn't just a way to get from A to B; it's a perfect way to look after your physical and mental health whilst spending time with your friends.

Making swaps to active travel from vehicle use can also improve air quality and reduce travel times for everyone on our roads.

Did you know active travel can be a much faster option than being stuck in traffic, especially during peak hours when you need to get to class? Avoid the traffic in town! Check out these speed route maps to help you navigate Wokingham in good time:

<https://www.myjourneywokingham.com/news/active-swaps-speed-routes-around-our-borough/>

If you are inspired, why not try [suggest specific group activity relevant to your university's location and interests.]

Join us in making active travel a fun part of your university experience! Follow us on [Social media channels] for updates and events.

[University logo]

[University website link]

Find out more:
[myjourneywokingham.com](https://www.myjourneywokingham.com)



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Newsletter content

Budgeting your spends while at university can sometimes be challenging. Choosing active travel is a great way to manage some of these expenses, freeing up money for all those student essentials.

Building active travel into your usual routine is a great way to support your physical and mental health. It also gives you the chance to connect with nature and relax during your busy study schedule. Studies have shown that exercise can even help with academic performance (Mahar et al., 2006; Bartholomew and Jowers, 2011).

We all share the planet, and reducing your carbon footprint matters. Every active swap you make is leading to cleaner air, a healthier environment, and a more sustainable future.

Active travel is a great way to encourage social connection and build friendships amongst university groups. This could involve exploring new parts of Wokingham, for example, in a cycling group, or on foot.

Be sure to spread the active travel message. Use your social media posts, newsletters, and events to inspire and encourage through pre-existing and new group activities you have an influence on.

For specific routes, resources, and helpful tips, visit:

<https://myjourneywokingham.com/news/travel-for-young-people-in-the-borough-independent-travel-and-active-swaps/>

Find out more:
myjourneywokingham.com



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Newsletter assets

Newsletter graphics - saved [here](#).

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Swap sitting
around

for joining the crowd.

Find out more:
myjourneywokingham.com



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Swap the
car ride

for a walk to campus.

Find out more:
myjourneywokingham.com



Find out more:
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Social media content

1. Active Swaps: Leave the car behind and boost your energy

New month, new chance to try something new! This month [**Specific month/week/notable date in calendar**], why not try an Active Swap?

Active Swaps are all about replacing short car journeys with healthier, more active options. Think walking, cycling, running, or even scooting!

Why not?

- Run on that coffee run. ☕
- Cycle to the library [**Insert specific university location/group event**] with your study buddy.
- Explore [**Insert university name**] campus on foot for a dose of fresh air.

Find out more about making Active Swaps and discover routes perfect for exploring your university on foot or by bike:

<https://www.myjourneywokingham.com/news/tips-for-making-active-swaps/>

2. Active Swaps: Swap your costly drive for a free footpath!

Walking, instead of driving, to your next university group social in Wokingham town centre is a great shout! You'll be making a huge difference to not only your own health but the health of your student community and planet.

On average, it takes just 15-20 minutes to walk a mile, contributing to your daily exercise goals as part of your usual routine.

Need help making the swap? Check out handy route maps at:

<https://www.myjourneywokingham.com/route-maps/>

#ActiveSwaps #WokinghamActiveTravel



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Social media content

3. Active Swaps: Cycling

Are you feeling inspired to choose active travel? Why not join your friends at [University] and improve your physical and mental health with some time outdoors!



Check out our resources on cycling and our pre-made Speed Routes that show the best cycling routes around Wokingham . Simply search 'cycling' and 'Speed Routes' on our website: <https://myjourneywokingham.com/>

Happy cycling! 🚲

4. Active Swaps: New semester, new you

Are you feeling the post-summer slump? Kick-start your semester [at university] with active swaps for a healthier routine. Just small changes will make a big difference.

- Walking or cycling to class.
- Grabbing coffee with a university friend on a quick bike ride. ☕
- Exploring campus on foot to find hidden study spots.

Join us for our [group name] where we will be talking about active swaps for our group socials.

Find out more about Active Swaps on the MyJourney website:

<https://www.myjourneywokingham.com/news/tips-for-making-active-swaps/>



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Social media content

5. Active Swaps: Swap the busy town for a run outdoors

When it comes to planning your journey to the next student social, why not incorporate an active swap?

Instead of a gathering in the busy town centre, encourage your study buddies to get together for a run or a brisk walk?

It's a great way to socialise and boost your energy levels ahead of your next class!

#ActiveSwaps

6. Active Swaps: One active swap at a time

Small changes over time can make a big difference! Swapping the car for a footpath, or four wheels for two, whenever you can.

It's great for your health, community and the planet.

Let's make active travel part of our daily routine, one journey at a time.

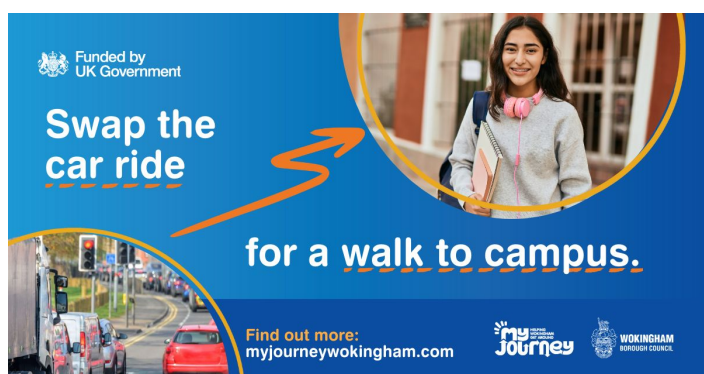
#ActiveSwaps #WokinghamActiveTravel



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Social media assets

Graphics can be downloaded [here](#).



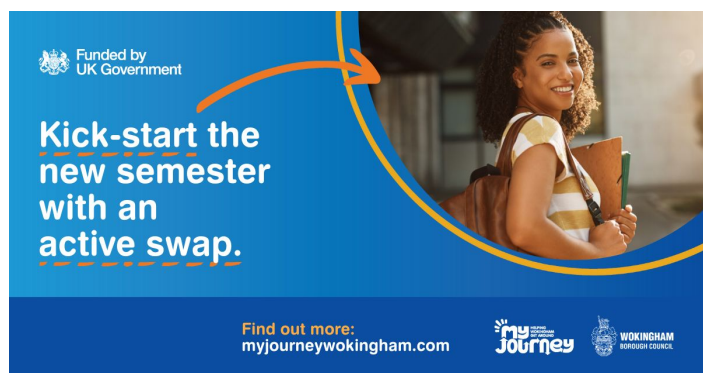
Post 1 graphic



Post 2 graphic



Post 3 graphic



Post 4 graphic



Post 5 graphic



Post 6 graphic

Find out more:
myjourneywokingham.com



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Contact information

Do you want to learn more, or do you have further questions about promoting active travel amongst your university student group? Our dedicated team is here to help, contact them using the information below.

For queries around the My Journey programme please contact:

myjourney@wokingham.gov.uk

For queries about this pack or marketing and promotion please contact:

lizzie@brightsparksagency.com

Find out more:
myjourneywokingham.com



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