



Your invitation to join the Active Travel Discount Card

Information for businesses

I enjoy being a customer at your store and would like to invite you to join the Active Travel Discount Card. My employer and/or child's school encourages people to walk and cycle more often. One of the ways they do this is with the Active Travel Discount Card.

What is the Active Travel Discount Card?

The Active Travel Discount Card is a discount card for workplaces and schools in the Wellington Region which encourage their staff and students to walk, run and cycle to work or school more often.

Workplaces and schools do this by providing changing rooms, showers and lockers. They may also promote challenges and events and offer flexible working hours which can make walking, running or cycling to work more convenient.

Several businesses already tap into this valuable market by offering a discount to card holders from a range of footwear, sporting goods and cycling products. You can go to www.gw.govt.nz/discountcard for the list Active Travel Discount Card business members.

How do I join?

All you need to do to join is:

Complete the sign up form on the next page and return this to Claire Pascoe at Greater Wellington or ring 04 830 4309 for more information.

Your offer to discount card holders could be:

- A flat rate percentage discount (minimum 10%)
- Special low prices on selected products or services
- Free services or products with particular purchases

How does this benefit my business?

The benefits to your business include:

- Direct access to a valuable market. Often these organisations and schools promote walking and cycling events and promotions to staff, students and their families
- Free advertising on Greater Wellington's Travel Plan Programme web pages
- Position your company in a eco-conscious market as a business actively supporting sustainable initiatives

What is Greater Wellington's Travel Plan Programme?

Greater Wellington works with workplaces and schools on ways to encourage their staff to walk, cycle, catch public transport and carpool more often. Examples of what participating businesses and schools are doing include building cycle storage facilities, expanding lockers and changing rooms, buying fleet bicycles, providing pedometers and walking challenges and allowing flexible working hours to make active travel more convenient.

Our programme started in 2007 and today more than 13 000 employees, and 8600 school students from throughout the Wellington Region are part of our programme. Go to www.gw.govt.nz/travelplans for more information.

FOR FURTHER INFORMATION

Claire Pascoe
 Sustainable Transport Planner
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 Strategy and Community
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Active Travel Discount Card sign up form

Please fill in the box below:

Name of Business
Address
Email Address
Phone number
Website
Offer to Card Holders
Any other Comments

To become a business member of the Active Travel Discount Card please fill in the box below:

By signing this form the undersigned agrees to:

1. Ensure that the offer will be readily available to Active Travel Discount Card holders.
2. Keep the offer valid for a minimum twelve month period from the date of signing below.
3. Investigate in a timely manner any complaints received by Greater Wellington's Travel Plan Programme regarding the provision of the offer to card members.
4. Inform Greater Wellington's Travel Plan Programme if the business wishes to change the offer or withdraw from the programme.

Business membership may be withdrawn by Greater Wellington's Travel Plan Programme where the business provider fails to comply with these terms and conditions, relevant legislative provisions and standards as are appropriate to the industry or business.

Name:
Position:
Company Name:
Signature:
Date:

Please return completed forms to Claire Pascoe, Sustainable Transport Planner at Greater Wellington Regional Council, PO Box 11646, Manners St, Wellington 6142 or fax 04 802 0352.