

Cycling

Introduction

This section of the toolkit provides practical tips on how to encourage cycling at your workplace.

Cycling offers a sustainable method of transport for shorter commutes and business journeys, and can form part of longer trips such as journeys by train. Cycling is fun, sociable, healthy and can save your organisation and employees money.

Plus, in urban areas cycling can be up to twice as fast as other means of transport!

Why Should You Promote Cycling At Your Workplace?

Research Suggest that cycling offers several benefits for your business and staff:

- Cyclists are less likely to be caught in traffic, so people who cycle in to work are less likely to be late
- Cycling boosts the brain cells and is good for physical and mental health, leading to happier and more productive employees
- Cyclists are less likely to take sick leave for minor illnesses. Regular cyclists can be as fit as someone ten years younger
- Employees can save money on transport tickets, car parking and car running costs
- If parking spaces are at a premium, it is possible to get 9 cycle parking spaces onto one car parking space!
- Great for your company image by showing your commitment to sustainability and health and wellbeing, helping towards your Corporate Social Responsibility targets

Incentives

A lack of suitable cycle parking, shower and storage facilities can prevent staff cycling to work. Not owning or having access to a bike is also a barrier to cycling, so consider ways to offer rewards and discounts for cycle equipment.

Also why not link up with other businesses near you to join up initiatives and offers to help promote cycling across the local area?

It would also be worth speaking to your local council to see what schemes they may have in place to support sustainable travel.



Hampshire
County Council



Incentive	Benefits
Shower and Changing Facilities	Review suitable space for a place for staff to change and store cycle clothes, ideally with showers and lockers. These make it easier for cyclists to travel further and not have to worry about how they will arrive at work. These facilities can help walkers and runners too.
Cycle Parking	Long stay and short stay cycle storage solutions are available and can be tailored to suit the needs of employees and visitors to your site. Ideally cycle parking should be enclosed, weatherproof and secure to provide parking for employees and visitors. Consider the location; within the sight of the main entrance and under CCTV helps deter theft.
Pool Bikes	Providing pool bikes can encourage cycling for business journeys and lunchtime trips. You will need to consider the ongoing maintenance, hire process and provision of equipment such as lights.
Financial Rewards	The Government offers companies the opportunity to loan out cycling equipment as a tax-free benefit. For more information see here. Employers can also offer a tax-free cycling allowance of 20p per mile for cyclists. This can reduce business travel costs when compared with the HMRC car mileage rate of 45ppm
Salary Sacrifice Scheme	Many employers offer staff an interest free loan to purchase a bicycle, repaying over 12-24 months. Spreading the cost of purchasing cycling equipment over the year through a salary sacrifice scheme helps employers and employees save on tax and National Insurance contributions.

Check also if there are any local bicycle hire schemes in your area, which could be promoted to staff
[Add hyperlink XXXXXX]

Information and Promotion

Providing information about cycle routes, training and support groups can be one of the easiest ways to encourage people to give cycling a go. There are also local and national initiatives that you can use to help promote cycling in your workplace. Staff can plan their commute from A to B using the My Journey web based journey planning tool
 Simply enter the start point and destination, and select your chosen travel modes
<https://myjourney.com/journeyplanner/>

On My Journey, users can check fastest or quietest routes and even hill gradients!



Promotion	Benefits
National Promotions	Bike Week takes part in June each year with the website listing activities across the UK. You can encourage your staff to cycle to work during the week or simply encourage them to take part in events in the area
Local Promotions	<ul style="list-style-type: none"> • Bike Breakfasts give cyclists the opportunity to catch up and relax before the working day, with a small incentive of orange juice and pastries a great way to promote cycling to work • Hire a bike mechanic for a couple of hours to check employees' bikes or run bike maintenance classes on handy tips such as puncture repair • Led rides help to show employees the best routes to work
Cycle Routes	A variety of Hampshire town maps featuring cycling routes are available on the My Journey website here. Print them off and use to promote safe cycle routes to your site.
Cycle Training	Offering cycle training in groups or 1-2-1 sessions is great for both experienced and new cyclists. It can boost confidence and help support staff as they change their travel habits
Bicycle User Groups (BUGs)	Give a voice to cyclists at your company, helping them socialise and secure improvements for cycling
Bike Buddies	Offering buddy schemes and personal safety alarms are great ways to support staff with safety concerns over cycling, and can help boost confidence

Top Tips

- Think distance: cycling is best for employees who live within 5km of the workplace, consider targeting cycle information to staff based on their home postcodes
- Think weather: it is easier to promote cycling in Spring/Summer so consider the timescales of your campaigns for when staff will be most receptive
- Think competition: consider events such as 'who cycles the most in a work week' or have a race to see who can unfold, cycle, and re-fold a folding bicycle in the quickest time
- Think local cycle shops: establish a relationship to get staff discounts and maintenance for pool bikes

For more inspiration check out our Case Study

Irene has a sedentary IT job at Winchester University and lives less than four miles from her place of work. She wanted to get fit as well as avoid the daily congestion battles on her commute. To help, Irene signed up for the Hampshire Active Steps campaign and was given a free health check, a loan bike, and cycling safety equipment.

An infrequent cyclist, Irene attended led social rides at the University over a six-week programme, which helped build her confidence in cycling longer distances. Irene now regularly cycles the four miles to work!

Key Links

myjourneyhampshire.com/cycle
www.sustrans.org.uk/
www.cyclestreets.net/
www.cyclinguk.org/
www.gov.uk/government/publications/cycle-to-work-scheme-implementation-guidance
www.bikeweek.org.uk
tfl.gov.uk/info-for/business-and-commercial/travel-for-business/cycling-for-business
 [XXXX Bike Hire scheme link]

