



SUSTAINABLE TRAVEL TOOLKIT



## PROMOTING CYCLING IN THE WORKPLACE

### Why Promote Cycling?

Cycling is an environmentally friendly mode of transport, great for journeys under 5 miles and during peak times can even be twice as fast as a car with much more reliable journey times. Staff who cycle to work are likely to be healthier and more productive, resulting in less absenteeism. If parking is limited, cycling can also offer a space saving solution, with 10 bikes fitting into 1 car park space.

### Contact us ...

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### PROMOTING CYCLING IN THE WORKPLACE

To help promote cycling in the workplace you could:

- Provide secure, covered cycle parking for visitors and staff
- Provide lockers, changing facilities and showers for use by staff who cycle
- Offer cycle training and cycle maintenance courses
- Introduce a 'Salary Sacrifice' or Interest Free Loan bike purchase scheme, providing discounts for staff
- Offer 'Bike Mileage' allowance payments for journeys to work and business travel (up to 20p a mile tax free)
- Provide information on safe cycle routes – include leisure routes as well
- Arrange specific promotions such as Bike Breakfasts, or offer rewards or discounts for cyclists
- Liaise with local cycle shops on any discounts or special offers
- Offer the use of Pool Bikes for business trips and encourage staff to use for short journeys during the working day, or at lunch
- Set up a Bicycle User Group or Forum and/or Cycling Champions
- Liaise with Sefton Council Cycling Development Team for information, participating in cycling events and promotions
- Take part in 'National Bike Week' which takes place at the beginning of June every year
- Set up competitions for staff such as Bike Challenges, for example by running a workplace cycle challenge such as [www.lovetoride.net/uk](http://www.lovetoride.net/uk)
- Provide cycle repair equipment such as pumps, puncture repair kits and other tools on site or even a mini workshop
- Link with health promotion activities



**Tip: Focus activity on spring and summer months when the weather is better and the nights are lighter**

#### How we can help you:

We can work with you and provide advice and information to support you in implementing any of the ideas above and also offer the following:

- Adult Cycle Training – from learn to ride to developing skills and confidence
- Lunchtime/Evening led rides
- Dr Bike – bike maintenance sessions
- Cycle Maintenance training – bespoke courses which can be tailored to different skills levels
- On Road Cycle Training – one to one practical support or advice
- Promotional events such as Computrainer Challenge, Portable Bike Track, Smoothie Bike
- Sefton Cycle Map and other publications, and leaflets on suggested routes, including themed leisure routes around Sefton and West Lancs
- Improvements to cycling infrastructure and routes
- Ride Leader training and support to set up and run own group rides



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