

Why should I **include**  
**cycling measures?**



**Start a**  
**new cycle.**

# Start a new cycle.



Not only is cycling one of the least carbon intensive modes of transport, it can also help your staff, visitors, customers and residents to keep fit and healthy. Furthermore, cycling does not contribute to local traffic congestion or car parking demand.

## Why should I include cycling measures?

Encouraging cycling is not just about providing cycle stands and providing safe and direct routes for cyclists, although this is a good start. Incentives, such as offering your staff discounts on cycles and equipment and promotional tools, such as cycling challenges, can be very effective at encouraging them to take their first steps to successfully changing their travel habits.

This sheet gives you practical tips on how to encourage cycling and highlights success stories from other organisations in increasing the cycle mode share of their staff travel to work.

## Cycling Provision

Provision	Gloucester	Cheltenham
Cycling Maps	✓	✓
Improved cycle links and signage	✓*	✓*
Cycle parking at rail station	40 spaces	134 spaces

\* As part of the LSTF programme

## Incentives

These measures provide an incentive for your staff to cycle, such as the provision of equipment or offering rewards for cycling instead of driving. One of the biggest barriers to cycling is not owning a bike, so by helping your staff to acquire the equipment needed you can remove this barrier.

<b>Provision of equipment</b>	<p>Offer free / discounted cycles and cycle equipment.</p> <p>Cycle to work scheme – this Government scheme allows employers to loan cycles and cycle equipment to employees as a tax-free benefit, with the option to purchase at the end of the hire period.</p> <p>Maintain a fleet of pool bikes and equipment and encourage staff to make short personal or business journeys by bike.</p>
<b>Rewards for cycling / walking</b>	<p>Offer a cycle mileage allowance for cycling for business journeys – employers can offer up to 20p per mile tax free, or offer a daily allowance for cyclists making business journeys using their own bike.</p> <p>Offer incentives to staff who cycle such as:</p> <ul style="list-style-type: none"> <li>A financial reward in lieu of a car parking space.</li> <li>Introduce a points scheme whereby staff accrue points when they cycle to work which can be exchanged in the staff canteen or used to buy extra holidays.</li> </ul>

## Information Provision and Promotional Measures

These measures provide the information and encouragement for your staff, visitors and customers to choose to cycle.

<b>Information Provision</b>	<p>Distribute maps showing safe local cycle routes, including journey time information.</p> <p>Distribute literature stressing the health benefits of regular cycling.</p> <p>Include cycling information within the staff induction process or residents' welcome packs.</p> <p>Include cycling information on your website/intranet.</p>
<b>Promotional events / incentive schemes</b>	<p>Participate in awareness events such as Bike Week, or start your own designated cycle-in days, and offer incentives or rewards to those who participate.</p> <p>Hold competitions which encourage cycling.</p>
<b>Support mechanisms</b>	<p>Offer cycle training to non-cyclists / inexperienced cyclists.</p> <p>Issue personal alarms to individuals who may have concerns with issues of personal security.</p> <p>Establish a bike buddy scheme for staff not confident about cycling alone.</p> <p>Offer on-site cycle repair scheme or offer maintenance classes.</p> <p>Formation of a bike user group (BUG). Allow staff work time to participate and work together to secure improvements for cyclists.</p>

If cycle training is required, the following contacts could assist:

- John Franklin – 01242 512881
- John Mallows – 01242 235072
- Don Muir – don.muir@gloucestershire.gov.uk

Trainer will work with individuals or small groups and the cost can be as little as £15 per hour.

For assistance with cycle promotional events, please contact Maureen at the Gloucestershire Bike Project on 01452 690979.

30 Minutes



Did you know?

- It is recommended that adults undertake at least 30 minutes of moderate physical activity every day. A 15 minute cycle to and from work meets this daily recommendation.
- Car drivers are exposed to more air pollution than cyclists in slow moving traffic.

## Targeting cycling

Cycling is an excellent choice for many journeys to your site or organisation. This decision making tree gives you ideas for best targeting your cycling measures on.

**Is the journey less than 5km?**

**Cycling is most suitable for journeys under 5 kilometres.**

**What time of day is the journey being made?**

**Safety alarms and improved lighting on routes can make cycling outside daylight hours more appealing.**

**When should I promote cycling?**

**Focus on spring and summer months - the milder weather will make people more receptive to cycling.**