



This document is part of a suite of templates available at:
<https://www.swindontravelchoices.co.uk/travelplans/>

Promoting Cycling

This Toolkit provides the business case for promoting cycling and active working in the sedentary office environment. Find out how your site facilities and business initiatives can support staff to cycle more.

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1. Why encourage staff to cycle?

Encouraging staff to cycle to work can provide the following benefits:

- **On time:** In rush hour, a bicycle can be twice as fast as a car in busy traffic. That means people who cycle in to work are less likely to be late. Cycle journeys are also predictable as they are generally not affected by hold ups or delays.
- **On the ball:** cycling boosts the brain cells and makes employees happier, more alert and motivated at the start of each day. They're likely to be more productive, and they'll also work



off any stress at the end of the day on their ride home.

- **Less sick leave:** regular cyclists can be as fit as someone ten years younger, and their immune systems will be stronger – which means a happier, healthier workforce, and one less likely to be off sick with minor colds and flu.
- **Better for your company image:** With more cycle commuters in your company, and by offering support for them, you can demonstrate your business' commitment to sustainability and the health and well-being of your staff. This will strengthen your Corporate Social Responsibility status and can contribute to your ISO 14000 standards.
- **It saves money:** employees who take their bikes rather than cars to meetings or to catch the train won't have to claim back costs for parking or fuel, which means you'll have fewer expenses to cover.

2. Workplace facilities

Ensure your workplace adheres to the [Swindon Cycle Standard](#) when considering cycle parking and facilities.

3. Cycle training

Many adults are now considering the benefits of cycling. Encourage your employees to think about dusting off that bike in the garage or buying a new one. If they are wary that they might not be ready for the road, the good news is that help is close to hand. Cycle training is available privately or through public courses.

“Learn to ride” – cycle drop-in

Whether individuals want to learn to ride a bike, gain some confidence away from the road, or ask an instructor a question, then they can pop down to the County Ground Athletics track on a Friday morning. The Cycle drop in runs between 10am and 12pm. No need to book, just turn up.

“Cycling 4 Health”

The Community Health & Well-Being Team offer inclusive cycling sessions under their Cycling 4 Health programme. They welcome people over 16 years old, and cater for a wide range of abilities and have many adapted cycles to choose from.

- Mondays 10-11am at the County Ground Athletics Track
- Thursdays 1-2pm at the County Ground Athletics Track

For more details contact Ros Hughes 01793 464907

Guided Rides

Once ready to pedal a bit further, there are free guided rides to enjoy. From “ladies only” rides courtesy of the [Breeze](#) leaders, to “Ride Social” routes that are short, safe and around the local area.

There are even more challenging road rides run by cycle clubs and coffee shops, and mountain bike rides. The rides are all listed in one place – www.letsride.co.uk

Self Guided rides

Visit the [Swindon Travel Choices website](#) to download the Swindon Rounds Maps, or order a Swindon Cycle Map, or plan a journey on the journey planner.

Mountain biking

There’s an opportunity to enjoy the skills trails built by volunteers in [Croft Country Park](#). There are two routes, Blue and red. The blue routes is a recommended starter and taster for those who have little or no off road experience whilst the red route offers some more tricky and difficult challenges.

The club also run various rides and taster sessions; these are posted on the [Swindon MTB web site](#).

Bike Maintenance



Look out for free courses offered by Bike shops at certain times of the year, such as National Bike Week. These are often listed on the [Swindon Travel Choices website](#) (events).

Swindon’s Mobile Cycle Medic runs “Basic home mechanics” day courses – [visit his website for details](#).

Instructor and Professional Training

If you are interested in becoming a cycling instructor, there are several types of course available. The following organisations offer National Standard Instructor training courses: [Wiltshire Road Safety](#), [CTUK](#) (in London), [Life cycle](#) (in Bristol), [Kingston Council](#) (Greater London), [British Cycling](#) (UK Wide).

4. Events

Bike Week

Bike week is an annual opportunity to promote cycling, and show how cycling can easily be part of everyday life by encouraging ‘**everyday cycling for everyone**’. It is held in the middle of June each year. Demonstrating the social, health and environmental benefits of cycling, the week aims to get



people to give cycling a go. It is a great way to promote cycling to your staff. Swindon Travel Choices will have some ideas of things to do to celebrate Bike Week.

Also see the Bike Week website for more details and ideas: www.bikeweek.org.uk

Set up a Cyclist's Breakfast event

A cyclist's breakfast is where the employer offers a range of foods and staff can come and talk about their journey. This is a relatively cheap event and is a great way to promote cycling and boost awareness.

Organise and Promote Doctor Bike Sessions

A Doctor Bike event is where a qualified bike mechanic attends your workplace for a day or lunchtime and staff are able to bring their bikes to work and have a maintenance check for free. It is recommended that you advertise this at least one week in advance so staff can make arrangements to cycle to work or bring their bike in. A reminder the day before is always useful to ensure employees don't forget about the event.

You can find details of bike mechanics in Swindon by searching online for "Swindon cycle mechanics" – There are independent mechanics, or sometimes a bike shop may be able to spare someone to attend the event in return for being able to sell some accessories.

5. Cycle Challenges

The [Active Swindon Challenge](#) is an app-based tournament that encourages Swindon workers and residents to leave the car behind and walk, cycle and take public transport for daily journeys.

It's free to sign up and participants can choose to take part as an individual or compete as part of a group, such as a workplace, team, family or friends. Anyone can take part - simply log journeys to work, walking the dog, popping to the shops or getting fresh air at lunchtime.

People can register at any time - There are spot prizes awarded each month, and recognition for the team that tops the team leaderboard each month.

An alternative is the [Love 2 Ride challenge](#) - a fun free competition for workplaces to encourage staff to cycle and experience the benefits of riding a bike. The competition is all about participation, which workplaces can get the most people riding a bike for just 10 minutes or more?

Anyone who rides a bike and logs a ride online or using the app could win one of number of national prizes.

The benefits to your organisation include:

- Free health, well-being and sustainability initiative



- Fun activity for colleagues
- Helps reduce congestion, pollution and car parking issues
- Friendly competition between staff teams and other offices nationwide.
- Helps reduce congestion, pollution and car parking issues

Participating in the cycle the challenge engenders long-term travel behaviour change, which can directly benefit your organisation.

6. Cycling maps

We have a variety of maps on our website, including the main Swindon Cycle map, the Orienteering map and the 6 Swindon “Rounds” maps. These can be printed out and used to plan commute routes or for cycling in leisure time.

See the maps at

<https://www.swindontravelchoices.co.uk/interactive-maps/>

7. Pool Bikes

A pool bike is an excellent way of reducing local car journeys. Workplaces provide bikes and safety equipment for employees to use free of charge. This is typically for work related trips, such as travelling to local meetings, between offices or for site visits. Many employers also offer staff the use of the bikes for leisure use, particularly for staff that wish to use the bikes at lunchtimes. Having a Pool Bike scheme also provides the following benefits:

- Reduced travel expenses for workplaces (companies have reported savings of between £25-£80 per bike, per month);
- Improved accessibility (allows employee to travel door to door);
- Avoidance of parking problems for staff;
- Healthier & fitter staff who take fewer sick days;
- Often results in reduced travel time for staff;
- Reduced local congestion; and
- Demonstrates corporate social responsibility.

We have compiled a [comprehensive guide](#) about how to set up a pool bike scheme for your workplace.



8. Cycle to Work Scheme

The cycle to work scheme allows employers to loan cycles and safety equipment to employees as a tax-free benefit, with the option to transfer ownership to the employee at the end of the loan period. Numerous employers utilise this scheme. It will save the employee money through reduced tax contributions and the employer will save money on National Insurance contributions. It is a simple and easy to run scheme with significant benefits.

1) Benefits of staff cycling to work

Getting staff cycling to work will provide a number of benefits for you workplace:

- Demonstrates corporate social responsibility;
- Avoidance of parking problems for staff;
- Healthier & fitter staff who take fewer sick days;
- Can result in reduced travel time for staff; and
- Reduced local congestion.

2) Cycle scheme providers

There are numerous companies who will set up a cycle to work scheme for you, and advise on issues such as tax implications and compliance. The 'Cycle to Work Scheme Alliance' is comprised of a number of providers:

www.cycletoworkalliance.org.uk

See their website for frequently asked questions about the Cycle to Work scheme.

9. Cycle first aid boxes

Keeping a box on reception filled with essential supplies for cyclists will give people more confidence to cycle to work, knowing that they may not be stranded. Items could include:

- Pump
- Puncture repair kits
- Spare lights (to be borrowed and returned) or batteries for lights (AA and AAA)
- Multi tool (containing spanners, screwdrivers, allen keys)
- Can of WD40



10. Combatting theft

Bike owners are fearful of their cycle being stolen at work or when they leave it parked up, but by getting it security marked, there's an extra deterrent to thieves, and a chance of the bike getting returned to its owner.

FREE security marking of bikes takes place in Swindon. Look out for our cycle roadshow events, which are publicised on the Swindon Travel Choices website. Alternatively, employees can take their bike to Recycles on Princes Street, in Swindon town centre where bikes can be marked in return for a donation (suggested amount: £3)

Bikes are marked it so that they will be registered with [Bikeregister.com](https://www.bikeregister.com) – a national database used by the police to increase the chances of recovered bikes being returned to their rightful owners.

We may be able to organise a free bike marking session at your workplace as part of a roadshow – [get in touch!](#)

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