



## TIPS FOR WORKPLACE CYCLING:

# Be a cycling buddy

Behaviour Change activities made easy for delivery in small steps



### What

A cycling buddy acts as a mentor and friend to provide new cycle commuters with valuable tips on how to start, asks relevant questions, listens to their needs and gives advice that is solution focused.



### How

- Be proactive, approach colleagues who are contemplating cycling to work and offer to be their buddy.
- Ask questions, listen and show an interest in them and their concerns.
- Provide tips and advice that is bespoke to their specific commute.
- Help with route planning, go with them on a practice cycle.
- Go at their pace, cycling to work once or twice a year is better than nothing.
- Ask cycling colleagues if they'd like to be a Cycle Buddy. Share the Cycle Buddies list, so employees know who to speak to.
- Complete a **Led Ride Risk Assessment**, share with your mentee, make it dynamic on the day and document any incidents.
- **Encourage Cycle Buddies and Champions to become a Bicycle User Group (BUG).**



### Why

Cycling to work can seem daunting to those who are new to it. Having known **Cycle Buddies within the workforce** can be a great source of peer knowledge and motivation.



### When

Go the extra mile and be flexible when arranging when to meet your mentee. A friendly welcoming face goes a long way with a new or nervous cyclist.



### Who for

Any new commuter cyclist who is contemplating giving it a go but might need a little extra nudge to take the plunge.



### Where

Arrange to meet at a location suitable to the colleague you are a buddy for. This might be during a break or outside of work hours.



### Who delivers

Cycle Buddies. Any employee cycling to work can become a cycle champion and be a buddy.



### Behaviour change tips

- **Focus on them:** Make your advice bespoke to your mentee, focus on their needs and concerns. Talking too much about your experiences and achievements is likely to have a negative effect.
- **People like me:** Your mentee will be easier to convert into a cycle commuter if they have a buddy like them, who shares commonalities.

