



TIPS FOR WORKPLACE CYCLING:

Reward employees for cycling

Behaviour Change activities made easy for delivery in small steps

What

Create a reward scheme with prizes that encourages employees to cycle to work. Set out how to measure and count cycling behaviour and criteria for your prizes. It's a great way to recognise and celebrate individual achievements.

How

- Decide how and what to measure. This could include how often employees cycle to work, if someone went the extra mile to be a buddy, or how many activities a cycling champion has delivered.
- Try a 'cyclist of the month' award for a staff member who has commuted the most, or a first timer award to encourage that person to continue.
- Consider cycling related rewards that maintain the behaviour, like bike lights or vouchers from a local shop.
- Celebrate a monthly 'green' champion, someone who has made a conscious effort to lower car or public transport use.
- Cycling points could be counted towards a bigger prize; the more an employee cycles to work, the bigger the reward.

Why

Rewarding cycling behaviour creates a positive association and increases the likelihood the behaviour will continue. In other words, employees will learn that cycling to work is a good thing because they have been rewarded. This type of recognition is motivating and boosts self-esteem.

When

Tell your colleagues about the reward scheme; set a launch date to kick start measuring cycling behaviour; maybe run a breakfast and make an official announcement. Put a time frame on competitions to keep momentum going.

Who for

For everyone who cycles to work, who tries it out, a first timer, or anyone who takes part in any cycling activities.

Where

Use an online platform to monitor cycling, where employees can log activity. A social media group is a great way to share achievements. Hang up posters in shared spaces, for those non-screen jobs and downtime.

Who delivers

Ask colleagues who cycle to work to become cycle champions and deliver a reward scheme.

Behaviour change tips

- **Give rewards:** Rewarding employees for their behaviour, creates a positive association and will incentivise them to continue.
- **Celebrate small victories:** Celebrate the small steps employees make towards cycling to work, like commuting for the first time. A small victory can equally be a massive step for that colleague.

