



### TIPS FOR WORKPLACE CYCLING:

**i** Spread the word, funded cycle schemes help employees & employers save money

Behaviour Change activities made easy for delivery in small steps

#### **What**

Your employer registers with a cycle to work scheme and this allows employees to either; purchase commuter cycles and accessories through salary sacrifice and save on tax or access pool bikes and equipment purchased by the employer. Financial benefits available for both parties.

#### **How**

- There are various schemes available. Check which one your employer is registered with or signpost **them to government guidance on cycle to work schemes** to find out more and register.
- Employers help employees save money on equipment through 2 models.
  - **Loan model:** employees purchase their own equipment through salary sacrifice and save on tax breaks.
  - **Pool bike model:** employers purchase pool bikes and equipment for employees to use.
- Inform colleagues about your cycle to work scheme through online newsletters, notice boards and add to meeting agendas.
- Explain employee benefits with a simple example clarifying how savings can be made.

#### **Why**

Purchasing a commuter cycle through a work scheme saves employees and employers money.

#### **When**

At regular times throughout the year, send reminders to employees about the offer.

#### **Who for**

Any colleague who does not own a cycle or a suitable one to cycle to work on.

#### **Where**

Use internal communications system to inform colleagues.

#### **Who delivers**

Ask colleagues, with experience of purchasing through the scheme or who are well informed, to become cycle champions and the go to experts for advise and questions.

#### **Behaviour change tips**

**Highlight financial benefits:** Advise employees that **cycling saves money**; on fuel and travel costs, buying equipment and through maintenance knowledge. People are often more aware of the health and social benefits of cycling, and not the financial ones – despite saving money being one of the key benefits.