



TIPS FOR WORKPLACE CYCLING:

Organise led cycle rides

Behaviour Change activities made easy for delivery in small steps

What

Provide a leisurely, led ride with a social stop on local routes. Show colleagues how easy and fun cycling is, to promote the 'cycle to work' message.

How

- Consider all abilities and different types of cycles. Offer a short and a long ride for diverse abilities and meet in the middle.
- Hire instructors from a local club or cycling project to lead your ride, if you're unsure about leading a group.
- Consider training experienced cyclists and offer them a **'Group Ride Leader' course, run by Cycling UK**.
- Brief employees on the ride, the terrain, the stop and how long the ride will be.
- Be mindful of the English weather and be prepared with a Plan B option to postpone to a later date.
- Complete a **Led Ride Risk Assessment** to risk assess the route, share with colleagues, make it dynamic on the day and document any incidents.

Why

Group rides are a great team building activity, which motivate and can increase productivity. They can be used to promote cycling to work, be part of the induction for new employees or used as fundraising event.

When

During a lunch break, after work or during work time if part of a team building exercise. Offer at different times spread across the year to maximise the opportunity and take-up.

Who for

Invite all employees, consider the level of experience and ability, and know your aims. Non-commuting cyclists will benefit being shown local routes and pathways to get them interested in cycling to work.

Where

Plan a route that includes local pathways, keep the duration short and keep it social by stopping for coffee and cake. Start and end at the workplace to maximise the number of employees who sign up.

Who delivers

Recruit a ride leader to deliver your ride, and ask experienced colleagues to become cycle champions and offer them 'Group Leader' training.

Behaviour change tips

- **Talk about duration or how often, not distance:** Referring to duration (a 1-hour ride) or how often (once a month) is less intimidating and easier to understand than talking about distance (a 30-mile ride), especially for less regular and non-cyclists.
- **Hire cycles for employees without:** This will send a positive inclusive message and give employees an opportunity to give cycling a go.
- **Send reminders:** Reminders work, send colleagues an email or text message, a week and 1–2 days before the ride to maximise turnout.

