

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 advice 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.