



we are
cycling
UK

Commuting by bike makes business sense

Making your workplace cycle friendly
will enable more staff to travel by bike.

cyclinguk.org/workplaces

What's great about employees travelling by bike?



Great for staff health and wellbeing



Great for productivity levels



Great for business cost savings



Great for reducing congestion



Great for reducing absenteeism



Great for improving air quality

There are lots of great benefits for both your business and your staff by creating a cycle friendly culture.

Supporting your staff to cycle

Now more than ever, cycling and walking are essential components for the UK's recovery from the pandemic, as safer and healthier ways to travel.

With significant government investment supporting pop-up bike lanes, wider pavements and cycle and bus only streets, workplaces have a great opportunity to capitalise on these changes and support their staff to switch to cycling. Here are some tips and advice on how to get started.



First things first – ask employees

Whether you're starting from scratch or making improvements to existing facilities, the first recommended step is to consult your staff.

Survey your staff to gauge how many of your employees currently commute by bike, how many may want to start cycling and how many won't currently consider it.

These survey insights are very valuable in helping to decide your next steps. Understanding what support and encouragement your staff will need, will help you take the right actions to proactively support cycling.

Cycling UK can provide you with survey questions to get you started. Get in touch at workplaces@cyclinguk.org

Did you know that eight bicycles can fit into just one car parking space, making bike parking much less expensive for businesses to provide.





Help staff get a bike

In order to cycle to work, employees will need a working bike. A win-win option for both businesses and staff is signing up to the [Cycle to Work scheme](#). When an employee takes out a bike on the scheme, not only do they save money, but companies also save 13.1% on their National Insurance contributions.

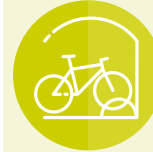
Recent changes to the scheme also mean that employees can choose cycles that are over £1000 if they meet some criteria. This will help disabled users access adapted cycles, and electric bikes are ideal for those wanting a little help or with longer distances to travel.



Help employees find a route

Being able to navigate your way to work by bike may seem daunting, especially if employees have only used the major transport routes. There are lots of other options for cyclists such as tow paths, and cycle paths which are less polluted and better for cycling.

Tip: Why not provide maps of the local area which you can get from local councils. Or you can direct them to free useful tools like [Cycling UK's Journey Planner](#).



Always consider secure bike storage

Once staff arrive at work, they'll need somewhere safe to store their bike. For some workplaces, particularly where they do not have outdoor space to [install cycle parking](#), it may be feasible for staff to store their bikes indoors. However, if you can install cycle parking, this is an extremely positive step to encourage your staff and demonstrate your commitment to cycle commuting.

There are different designs and types of cycle parking available. Spending a bit of time researching the options and getting staff involved to see what they would use will certainly help you make the right investment.



Help incentivise employees to cycle

Providing tax incentives to staff is just one way to encourage employees to cycle to work – by having a variety of incentives you will motivate more people to get involved. Incentives don't have to mean big budgets, there are lots of simple things you can do which will foster a cycling culture. For example, why not offer a 'bike breakfast' once a month, with coffee and croissants for those who cycle to work?

Workplace challenges are an exciting way to encourage more regular commuting, with prizes for those who top the leader board. If you're keen to invest further, Cycling UK's [Employer Membership](#) packages provides excellent insurance cover for both workplace cycling activities and individual staff, plus discounts on bikes and cycling gear.



Further reading

There is a host of information on Cycling UK's website to help you become more cycle friendly.

- Regularly talking to employees about cycling is the best way to create a cycling culture. Here are [our tips](#) to help motivate your staff to get involved.
- Check out our [videos on YouTube](#) about commuting and cycling guides to help your staff.
- You may be eligible for a range of support via Cycling UK's [Big Bike Revival for Businesses](#), which provides free repairs and maintenance for staff with Dr Bike sessions, plus training, advice and equipment.
- Cycling UK offers excellent insurance, incentives and benefits for workplace cycling with the [Employer Membership package](#) to help you adapt your staff travel habits and provide protection and peace of mind for commuting by bike.
- If you want to do more to become a cycle friendly workplace, you could become an accredited [Cycle Friendly Employer](#). Read more about how the scheme works on our [website](#).

By working together with you to provide the skills, confidence, support and advice to commuters, Cycling UK is encouraging more people to ride more often. Find out more at cyclinguk.org/workplaces

