



Cycling to work

Getting more staff to cycle to work, or to use bikes for business travel, can have significant financial and environmental benefits for your business. These can include a healthier and more productive workforce, financial savings on car parking and better staff retention, all of which makes good business sense.

As part of York's Cycling City programme, one of our key targets has been to increase the number of people commuting to work by bike but more importantly to make sure the benefits for the individual and business are realised. As such, we have been heavily investing in cycling facilities and initiatives to encourage more people to cycle:

- ▶ **expanding and improving** main commuter routes for cyclists;
- ▶ **improving cycle parking** including opening a new city centre 'hub' station;
- ▶ **providing** subsidised cycle refresher training;
- ▶ **providing more opportunities** for people to try out cycling for the first time at events and workshops and;
- ▶ **working on specific initiatives** with employers like yourselves to increase levels of cycling at key employment sites.

Working together, we can help you draw up a package of measures to encourage cycling that is tailored to your particular business. This series of fact sheets contains useful advice on cycling to work and using bikes for business related travel, and where to go for further help.

For more information please contact our travel planning team on 01904 551328/ 551495 or email travelplans@york.gov.uk



**Cycling City York, 9 St Leonard's Place, York YO1 7ET.
E: cycling.city@york.gov.uk T: 01904 551550.**



Why cycle to work?

Benefits for your *business*

- ▶ **Financial savings** through improved punctuality on staff journeys to work and on business related travel
- ▶ **Fewer car parking problems** on site due to less cars; improved relationships with other site users; and less congestion on supply routes
- ▶ **Potential cost savings** through a reduction in car parking spaces, parking maintenance costs or in supplementary paid-for public parking. Car parking spaces cost on average around £600 per annum to maintain
- ▶ **Financial savings** through reductions in sickness absence as a result of a more active workforce
- ▶ **Better productivity** and morale at work as a result of a more active workforce
- ▶ **Better recruitment** and retention of staff by offering more travel options
- ▶ **Car parking spaces** freed up for essential car users
- ▶ **Better site safety** for all road users due to less cars
- ▶ **An enhanced corporate image** as a result of improvements to staff benefits and the local environment; and may form part of your organisation's Corporate Social Responsibility (CSR) strategy
- ▶ **Significant reductions in carbon emissions** will help to meet your overall carbon reduction targets; and can help you work towards environmental quality standard ISO 14001.



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Why cycle to work?

Personal benefits for *staff*

- ▶ **Significant cost savings** on fuel, parking and vehicle running costs through leaving cars at home; and on travel costs by using public transport less
- ▶ **Improved health and fitness** including a reduced risk of stroke or heart disease; regular cyclists have the general fitness of someone 10 years younger
- ▶ **Reduced stress** and a more enjoyable journey to work
- ▶ **Forms part of the 30 minutes a day of physical activity** as recommended by health professionals; can also form part of a weight loss programme
- ▶ **All health outcomes** far outweigh any concerns about the safety of cycling: York has been classed as the safest city in the UK in which to cycle, according to national cycling organisation, the CTC (www.ctc.org.uk/safetyinnumbers)
- ▶ **Virtually guaranteed** journey times all year round
- ▶ **A fast commute** can help to improve employees' work/life balance: cycling is one of the fastest modes of transport for short urban trips
- ▶ **Opportunities** for staff to do their bit to be 'green' and help the environment.



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Helping businesses to encourage cycling

What we can offer

- ▶ **FREE advice** and information from advisors who will visit your workplace to draw up a tailored cycling package
- ▶ **Personalised one-to-one** cycle training sessions for all levels, from novices through to more experienced cyclists
- ▶ **Route planning** and safe cycling advice
- ▶ **Match funding** may be available towards cycling related facilities at businesses such as cycle parking or lockers
- ▶ **Advice** on organising promotional events and initiatives at your workplace such as bikers' breakfasts, Bike Week promotions, commuter challenges etc
- ▶ **Bike maintenance** sessions for staff
- ▶ **Help in setting up a BUG** (Bicycle user group) within your organisation or a pool bike system
- ▶ **Advice** on cycling related staff benefits such as tax-free bike purchase loan schemes, cycling allowances etc.
- ▶ **FREE promotional cycling merchandise** such as cycle maps and reflective slap wraps (bike clips).



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Helping businesses to encourage cycling

Your commitment to us

We want to work with you to get more staff cycling to work, and increase the use of bikes for business related travel. We are happy to invest our time, expertise, and funds to achieve this to help make York an even better place to live and do business in.

In return we need some commitment from you, but this isn't onerous. Ideally, we would be looking for:

- ▶ **Some evidence of management interest** or commitment to increasing levels of cycling plus contact with one or more named key decision makers with responsibility for facilities management, HR or sustainability for example
- ▶ **Regular contact** with a nominated 'cycle champion', someone who would act as a communication point
- ▶ **A commitment** to undertake a simple staff travel survey to assess current and potential future travel patterns for staff (or provision of data if this information already exists); and consent to monitoring travel patterns for a period of time
- ▶ **A budget**, however minimal, set aside for cycling
- ▶ **Evidence** that the organisation has or is interested in working towards a company travel plan.



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Further sources of help and advice on cycling to work

Cycling support from City of York Council

For advice and support on developing cycle parking facilities at workplaces

Cycling Officer on 01904 551608 or email walking.cycling@york.gov.uk

To book cycle training sessions for staff

Cycle training team on 01904 551646 or email cycle.training@york.gov.uk

To report vandalism, broken glass, litter or overhanging shrubbery on cycle paths

York Pride Action line on 01904 551551 or email ypal@york.gov.uk

To suggest improvements to cycle routes

Cycling Officer on 01904 551608 or email walking.cycling@york.gov.uk

For advice on road safety issues

Road Safety Officer on 01904 551330 or email road.safety@york.gov.uk

Useful websites

www.cyclingcityyork.org.uk

York's dedicated cycling website with downloadable resources such as York cycle route maps, and links to local cycle retailers

www.dft.gov.uk/pgr/sustainable/travelplans/work/

DfT advice on developing business travel plans and surveys; and cycling case studies from leading employers in the UK

www.yorkagainstcycletheft.co.uk

Essential advice on bike security

www.sustrans.org.uk

The sustainable transport charity that maintains the National Cycle Network (NCN)

www.ctc.org.uk

The national organisation dedicated to cyclists

www.bikeforall.net

Useful source of information on everything cycling related

www.yorkrecycling.net/bikerescue

Suppliers of low-cost reconditioned bikes in York



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Cycling to work – examples of best practice

Many of York's key employers are already working with us to increase levels of cycling at their workplace. These organisations are seeing real staff and business benefits as a result, and many more businesses have been inspired to follow suit. Here are just a few examples of cycling to work initiatives:

Portakabin

- ▶ **Won the Sustainable Transport award 2010** as part of The Press Business Awards
- ▶ **Has a high percentage of its 600 staff cycling** and walking to work
- ▶ **Runs promotional cycling events** for staff including bikers breakfasts
- ▶ **Regularly participates** in cycle challenges and initiatives
- ▶ **Gained ISO 14001** accreditation for high standards in environmental management.

Nestlé

- ▶ **Has staff commitment to cycling at all levels** from board of directors to the shop floor
- ▶ **Promotes cycling** through an employee-led initiative
- ▶ **Has an extensive** wellbeing at work programme
- ▶ **Sponsors Olympic cyclist** Victoria Pendleton as part of its Team Nestlé
- ▶ **Runs promotional cycling events** for staff including Cycle to Work days
- ▶ **Regularly participates** in cycle challenges and initiatives.

York Hospital

- ▶ **Invests in top quality facilities** for cyclists including secure access cycle parking
- ▶ **Conducts annual surveys** to monitor staff travel behaviour
- ▶ **Regularly participates** in cycle challenges and initiatives
- ▶ **Has a salary sacrifice scheme** in place for staff to buy discounted bikes
- ▶ **Runs** promotional cycling events for staff
- ▶ **Has a dedicated** travel plan coordinator.



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Cycling to work – examples of best practice

University of York

- ▶ **Runs frequent promotional cycling events** for staff and students including monthly bike maintenance sessions
- ▶ **Has a salary sacrifice scheme** in place for staff to buy discounted bikes and pays a cycling allowance for business travel
- ▶ **Sells discounted** bike accessories to staff
- ▶ **Regularly participates** in cycle challenges and initiatives
- ▶ **Conducts annual surveys** to monitor staff and student travel behaviour
- ▶ **Has a dedicated** travel plan coordinator.

City of York Council

- ▶ **Provides free** cycle training for all staff
- ▶ **Pays staff a cycling allowance** for using their bikes whilst at work
- ▶ **Has a fleet of pool bikes** for business travel around the city
- ▶ **Has cycle parking facilities** at all main offices
- ▶ **Has a salary sacrifice scheme** in place for staff to buy discounted bikes
- ▶ **Regularly participates in cycle challenges** and initiatives and runs promotional cycling events for staff.



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Cycling as part of a Travel Plan

If you are already actively promoting cycling or intending to do so, the next step maybe to look at creating a travel plan for your organisation. If you already have one in place, perhaps this might be a good time to review the existing plan and update any cycling related action plans you may have.

A travel plan is simply a package of measures aimed at tackling the travel needs of a workplace for staff, visitors and suppliers alike.

Whilst cycling is very popular in York, we recognise that people choose different types of transport at different times for different reasons and often use a mix of transport modes to get to work. Having a travel plan brings together information and advice on a range of travel choices and options.

A typical travel plan would aim to

- ▶ **reduce the level** of single occupancy car trips made to the site
- ▶ **make access** to the site safer
- ▶ **help alleviate** car parking pressures and
- ▶ **encourage** the use of more environmentally friendly forms of transport - such as walking, cycling, public transport or car sharing - for journeys to the site and for business related travel.

Useful guidance on developing travel plans can be found on the DfT's website www.dft.gov.uk/pgr/sustainable/travelplans/work/

Any costs incurred through investment in a travel plan are usually recouped in business savings achieved as part of the plan's implementation, so it makes good business sense. Larger organisations often employ dedicated travel plan coordinators to manage and promote the plan.

As well as benefiting business and staff, travel plans also benefit the local area and the environment as a whole. Many employers use travel plans as part of their strategy to achieve recognised environmental management standards such as ISO 14001 and to fulfil their CSR (Corporate Social Responsibility) objectives. Developing a travel plan shows that your organisation cares about its local community, as well as its staff and customers, and has local interests at heart.

For more information on travel planning, please phone 01904 551328 or email travelplans@york.gov.uk



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