



## 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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### 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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