

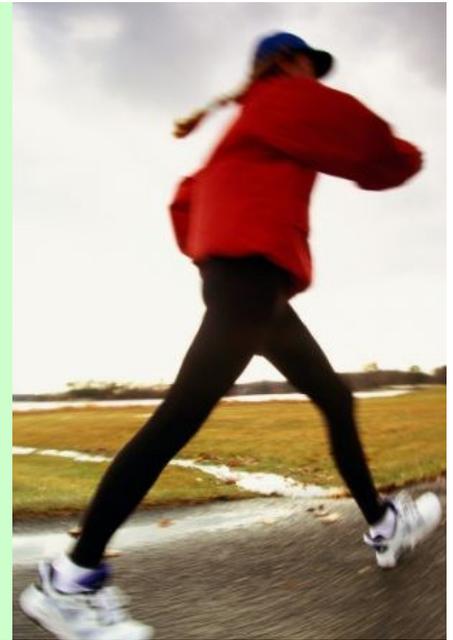


Travel Plan Measures: Promoting Cycling and Walking

Promoting the use of cycling and walking are two of the key elements of any Travel Plan. They are the least carbon intensive ways of getting about and neither contributes to local traffic congestion or car parking demand. Add to this the fact that both can also contribute towards people’s health and fitness and you can see why it’s so important to get promotion of these modes right.

The things you can do to encourage the use of cycling and walking are very similar. Both are modes that a lot of people would *like* to try, but quite often there are just a few issues stopping them. With the right facilities and promotion, getting people walking and cycling is not as difficult as you might think.

It’s often people’s perception of these modes that stops them giving it a go (“cycling is dangerous”, “walking takes too long”....). A good marketing campaign can help to get rid of these myths, and word of mouth amongst staff can also kick start a surge in these modes.



Did you know?

It is recommended that adults undertake at least 30 minutes of moderate physical activity every day. A 15 minute cycle or walk to and from work will help people to achieve this.



Who should we promote walking or cycling to?

Walking is easiest for anyone who lives within 2 miles of their destination, although it’s up to the individual if they want to walk further than this.

Cycling is easiest for those who live within 5 miles of their destination but, again, a regular cyclist can cycle a lot further than this without too much effort.

Both can be tough at first but require just a couple of weeks before it gets easier as fitness improves.

If travelling in the dark, both will require basic safety items, such as reflective clothing and lights on a bike.



How can we promote cycling?

Infrastructure measures: Before you start to actively promote cycling to staff and customers, it is a good idea to make sure you have the best possible cycle facilities in place. People will then start to see that you're trying to make cycling a viable option for them:



If relocating your business, consider the site's access to the local cycle network.

Create a cycle friendly site:

- Provide changing rooms with showers and lockers.
- Install cycle storage that's secure and preferably indoors.
- Install signage so that people can find your facilities.
- Make sure cycles can access the site easily.

Provide cycle route maps to staff so they can plan their routes.

Provide people with safety gear such as high visibility bibs so you can show your commitment to making it safe. The cost of items like these is dwarfed by the cost of providing parking.

Work with your neighbouring businesses and talk to council officers/local police safety officers to help to deliver improvements to the local network.

Incentive measures: Experience at other organisations shows that providing good facilities for people will encourage them to consider cycling. There are however other incentives you can offer that help to motivate people to get on their bikes:

Try and negotiate a discount at local cycle shops for employees.

Run a salary sacrifice scheme for staff. This allows employees to get a new bike and pay through their salary over a given period (usually 12 months) and make tax and NI savings on instalments.

Run regular 'cycle to work' days with rewards for those who cycle such as a free breakfast.

Offer rewards to staff who cycle such as:

- Financial reward in lieu of a car parking space
- Staff who cycle can be awarded points which can be exchanged for benefits.

Bicycle business trip mileage up to 20p/mile can be paid tax free.





How can we promote walking?

Infrastructure measures: Like cycling, there are certain facilities that you can provide for staff and customers that will help to encourage those living close by to walk to your site, rather than driving:



If you are moving to a new site, consider the pedestrian access and look for premises in a busier area for safety.

Create a pedestrian friendly site:

- Provide changing rooms, showers and lockers.
- Ensure there are pedestrian crossings in car park areas.
- Pathways should be well maintained and pothole free.
- Entrances/exits should be well lit and secure.
- Pedestrian entrances/exits should be sign posted

Provide maps of the area and advertise walkit.com route planner.

Provide staff who walk to work with safety gear such as high visibility clothing and personal safety alarms.

As with cycling, you can work with your neighbouring businesses and talk to council officers/local police safety officers to help to make walking close to your business safer for everyone.

Incentive measures: With the right facilities, those living nearby will start to think about walking because its free. There are other things you can do to incentivise people to come on foot and the more you do, the more people you will get walking:

Try and negotiate a discount at outdoor/adventure shops for staff.

Offer staff interest free salary loans to purchase suitable clothing.

Organise 'walk to work' days with rewards for those taking part.

Issue staff who walk to work with pedometers.

Provide wheeled cases for walkers who need to carry equipment.

Offer rewards to staff who walk such as:

- Financial reward in lieu of a car parking space.
- Staff who walk can be awarded points which can be exchanged for benefits.





Here are useful tips for promoting walking and cycling.....

Information Provision	Ensure maps that show suitable routes and approximate journey times are available for walkers and cyclists.
	Information on walking and cycling should be given out as part of your staff induction process so that new staff know what facilities you have.
	Company websites should let people know what facilities you have.
Promotional Events	Take part in national cycle and walk to work events.
	Organise your own company competitions/events where staff who cycle or walk to work can win prizes or rewards.
Supporting Measures	Offer cycle training to those who lack confidence on 2 wheels.
	Encourage cyclists/walkers to form internal user groups where issues can be discussed so problems and barriers can be removed.
	Offer regular on-site cycle maintenance sessions ("Dr. Bike" sessions).



Useful cycling and walking links.....

- walkit.com is a website that helps people to plan safe walking routes and gives information such as calories used.
- cyclestreets.net is a cycle journey planner that will plan the best route by bike and includes information on hills and calories.
- <http://www.cyclescheme.co.uk> will give you more information on running a salary sacrifice scheme.
- <http://www.ctc.org.uk> are a cycling charity and their website has many useful tips.
- <http://www.sustrans.org.uk> is a website that will provide information and resources.
- <http://www.cyclederby.co.uk> here you will find useful resources like a Derby city cycle map.