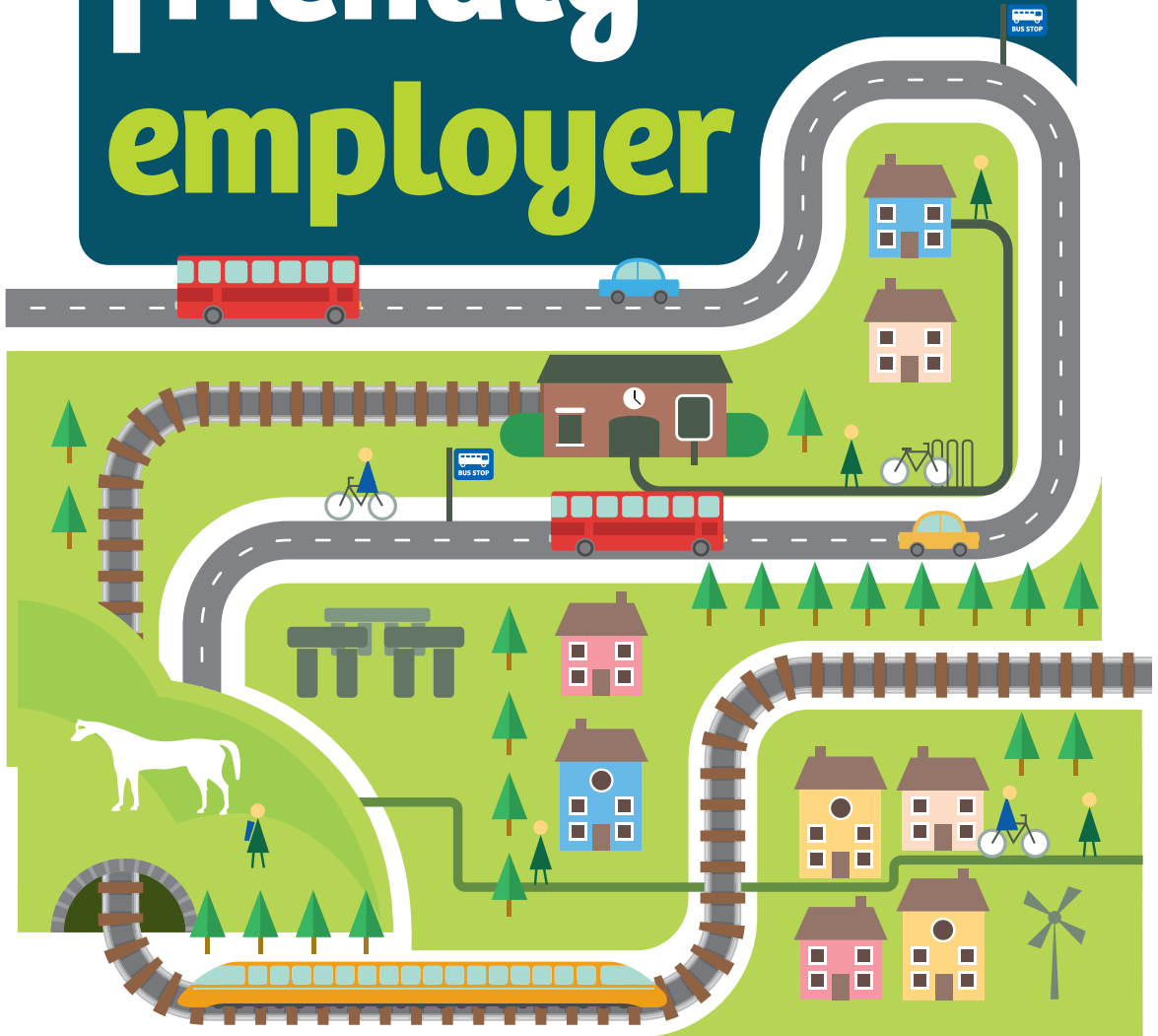


Be a cycle friendly employer



www.connectingwiltshire.co.uk

For organisations large and small, there are so many benefits to be gained from encouraging employees to leave the car at home and travel to work by bike.

These include:

- **A healthier, more productive workforce** – cyclists tend to be fitter than non-cyclists and are less likely to take sick days;
- **Punctual, less stressed employees** – journey times by bike are more predictable and exercise is a great stress-buster;
- **Reduced car parking costs** – ten bikes can be parked in the space of one car;
- **Improved environmental credentials** – you'll be helping to reduce traffic congestion, pollution and emissions.

Steps towards cycle-friendliness

- Provide sufficient **secure cycle parking** for staff and visitors;
- Provide **changing facilities** – these could include lockers, a drying room and showers;
- Set up a **Bicycle User Group (BUG)** to champion cycling among colleagues and improve conditions for cyclists;
- Run a **buddy scheme** to pair up experienced and less confident cyclists so they can ride together;
- **Provide information** on the best cycle routes to your workplace and offer training;
- Offer a **bike mileage allowance** for work-related trips and/or set up a bike pool;
- Set up a **tax-free, bike purchase scheme** for employees (see tip below).

Help employees make big savings on new bikes and accessories through the government's Cycle to Work tax-incentive scheme or contact the Connecting Wiltshire team at connectingwiltshire@wiltshire.gov.uk who may be able to offer extra support.

How can I find out more?

Visit www.connectingwiltshire.co.uk and go to the 'business' section.

Wiltshire Council
Where everybody matters



Content copyright Sustrans 2013.
Reproduced with permission