

Workplace cycling promotion

Cycle Exeter is a three year funded project (until April 2011) aimed at getting

"more people cycling, more safely and more often".

This is a partnership project between [Devon County Council](#) and [Exeter City Council](#).

The project was made possible by [Cycling England](#) the national body responsible for cycling.

In addition to offering financial support to improve your cycle facilities, Cycle Exeter can support workplaces by helping to promote cycling amongst your workforce.

Why do we want to see more people cycling to work?

It reduces congestion - we would like to make Exeter a more pleasant place to live and work by reducing the number of cars on the road.

It will save you money. Congestion caused by too many vehicles on our roads costs businesses in the UK £20 billion a year and employees pay £13.5 billion per year to commute by car! Businesses can save huge amounts of money by reducing the number of car trips their staff make for business use.

It keeps you fit! Walking and cycling where possible are quick, easy and healthy modes of travel. You will notice a reduction in staff sickness, absenteeism, stress levels and an increase in productivity and cheerfulness with a healthier workforce!

By reducing pollution - A reduction of just 10% of car journeys in Devon would save 520 tonnes of air pollutants.

The UK average of journeys to work made by bike is currently just 3.4%. However, commuters in Cambridge boast a figure of 27.6%, York 18.7% and Oxford 17.1%; Munster in Germany has 40%, and Groningen in Holland has 56%! This shows it can be done! The 2008 Exeter Travel to Work Tally showed that out of the 6,500 responses, 9% of people working in the city travel by bike. Help us raise this figure!
















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How we can help to get your staff cycling!

-  Organise a **cycling information stand** to give staff access to a wide range of cycling information and be on hand to answer any questions. (We can also bring freebies!)
-  Help you to organise **cycle training sessions** for your staff.
-  Run **route planning clinics** to advise staff on the best routes to your workplace, making the most of the traffic-free routes in the city. We can give staff personalised route maps and even help them find a bike buddy to test the route!
-  **Run a Dr. Bike Clinic** – Cycle Exeter will arrange for a bike mechanic from one of the local shops to carry out free checkups on bikes
-  **Hold a Biker's Breakfast** – offer any member of staff that cycles to work a FREE healthy breakfast! (Cycle Exeter can provide match-funding to cover costs.)
-  **Do a presentation on Cycling in Exeter** – we can try to inspire and motivate your staff by holding a presentation to explain all about the Cycle Exeter project and why we want to see more people cycling
-  Help you to set up a **Bicycle User Group** at your workplace, to create a network of cyclists available to inform and support bike users.
-  Help you create permanent cycling or **sustainable travel display** in your workplace.
-  Work with you to **improve the travel information** your company gives out to staff and visitors, perhaps write a piece for the staff newsletter.
-  **Offer FREE bike hire vouchers** – we can arrange for your staff to have a go at cycling in their own time, by giving away free bike hire vouchers.
-  **Cycle to Work scheme** – did you know that staff can save up to 50% on a new bike & accessories to use for the commute to work, by paying through their salary? It costs employers nothing to administer but is guaranteed to reduce parking problems at your workplace! [Find out more about the scheme.](#)
-  **Competitions** – raise the profile of cycling by holding competitions within your workforce. Cycle Exeter can help by providing prizes for categories such as "The most regular cyclist", "The furthest bike commuter", or "I gave up my parking space to cycle"!
-  **Hold a "Pimp my bike" / "Love my Bike" day** – staff have to decorate their bikes, with a prize for the best dressed!
-  **Bike challenge circuit** during lunchtimes – we can set up a circuit for staff to negotiate their way around on a bike – prizes for the best times.
-  **Organised bike rides** – we can help you to organise fun, leisure rides for staff during lunchtime or after work, to encourage staff to get out and explore the area by bike.

January	New Year's Revolutions! Encourage people to cycle off the Christmas excess! Promotion of forthcoming cycle training courses / leisure rides. Dr. Bike service plus police security marking for staff with new bikes for Christmas.
February	Valentine's Day / singles bike rides?
March / April	Hold springtime cycling events as days get lighter. Springtime reminder about Cyclescheme. Hold inter-departmental cycling challenge. Staff from different sections compete to see who can get the greatest number cycling.
May	Heavy promotion of leisure rides & cycle training for fair weather cyclists.
June	National Bike Week! (13 th -21 st June) Promote events throughout the city. Hold Dr Bike clinic, information stands, bike displays, biker's breakfasts.
July / Aug	Heavy promotion of leisure rides & cycle training for fair weather cyclists.
September	Promote forthcoming cycle training courses, Cyclescheme reminder. Big push on cycling to staff after the summer holidays. Special cycling push as part of Devon Car Free day campaign.
October	"Brighten up!" campaign, to promote being seen in the winter months. Have information stand and free reflective products. Invite bike shops to hold Dr. Bike clinics health-check bikes.
Nov / Dec	Invite bike shops in with display bikes for anyone looking to buy a bike for Christmas.