

Advisory Note 5 Cycling in Business

Cycling isn't just for sport or leisure; it is a viable transport option that tens of thousands of people use every day to get to work and to do their jobs.

It is affordable, environmentally-friendly, often faster than travelling by car in heavy urban traffic because bicycles can pass stationary traffic queues and cycling also keeps riders fit at the same time. In addition to financial benefits from savings in fuel, maintenance and depreciation compared with running a car, the Department for Transport also points to studies that have shown cycling for at least 30 minutes a day gives people a level of fitness equivalent to being 10 years younger.

For some employees, a bicycle is their main form of transport, for others a bicycle is used occasionally to free them from the daily grind of commuting by car, but together they make up a major force on the road. Estimates vary, but there are about 3.2 million regular cyclists in the UK and 1.5 million use them as a method of transport not just for leisure use, almost 20% more than in 2001.

The Department for Transport aims to encourage the trend, pointing out that if more people choose to make their journeys by bike; this will have a positive impact on local pollution and congestion levels in addition to their own health. However, cycling must be considered within the health and safety context that every other method of business transport is covered by, particularly if bicycles are going to be used for work purposes. As part of an all-embracing travel to work policy, cycling initiatives need to be well thought through and planned before they are launched to employees to ensure they are safe as well as popular see www.dft.gov.uk/pgr/sustainable/cycling/cycletoworkschemeimplementat5732

The benefits of cycling

More people cycling, more safely, more often. That is the challenge facing Cycling England, the organisation set up by the Department for Transport to plan and co-ordinate projects and programmes across England to help boost cycling levels. Cycling England has a £140 million budget from 2008 - 2011 to supplement local authority spending in order to deliver a suite of projects that encourage more people to cycle.

An increase in cycling has the ability to deliver a number of Government objectives and therefore Cycling England reports to a number of Government departments, in addition to the Department for Transport, including: the Department for Education and Skills (DfES); Department for Culture, Media and Sport (DCMS); Department for Environment, Food and Rural Affairs (DEFRA); and the Department for Communities and Local Government (DCLG).

Cycling England believes that individuals, communities, the economy and society as a whole have much to gain from increased participation in cycling and the figures speak for themselves. Specialist economic consultancy SQW has shown that a 20% increase in cycling by 2012 would release a cumulative saving of £500 million by 2015. A rise of 50% on current rates would unlock more than £1.3 billion, derived from savings in congestion, pollution and healthcare. If all the commuters in England with a journey of under five miles travelled by bike rather than car or bus, in just a week they would save a collective 44,000 tonnes of carbon dioxide (CO₂), the equivalent emissions produced by heating nearly 17,000 houses. These savings can make businesses more efficient and save money for both employers and employees in areas ranging from car parking to fuel costs, vehicle depreciation, maintenance and insurance.

Although cycling is now becoming more popular, it is growing from a very low base, having declined by 50% over the past generation mainly because of increased vehicle traffic deterring riders from the roads, according to Cycling England.

Cycling policy basics for employers

Before a company encourages its staff to cycle into work or considers using bikes for business purposes, it needs to lay the foundations of a safe, sustainable policy. Companies owe a duty of care to all their employees, so they must make sure they extend similar policies and procedures for staff vehicle use to

their two-wheeled transport. This doesn't mean companies have to produce a 100-page handbook or invest in new staff or expensive equipment, but they do need to get the health and safety basics right.

A staff travel survey is one of the best ways to assess potential demand among employees for pro-cycling initiatives, to see how many people currently use their bikes and to measure how far they travel. The survey can also be used to assess views on current facilities and identify any new investments that need to be made.

A Bicycle User Group can be a valuable way of creating a good dialogue between staff and their managers / employers, to ensure that initiatives keep moving forward. It offers a chance for cyclists to meet up socially and discuss any cycling issues that they feel should be addressed in the workplace and this feedback can be invaluable to businesses when creating a formal strategy. It only takes a couple of enthusiastic staff to create a group and this can be the cornerstone of policy development. Among the initiatives a newly launched Bicycle User Group could introduce in conjunction with management are:

- Raise awareness about the benefits of cycling across the business through informal discussions and poster campaigns
- Promote cycle-focused events, such as National Bike Week
- Hold staff meetings to engage with employees about their cycling needs
- Create a 'to do' list of site-specific measures that are required for cycling to become more popular
- Establish a central information and assistance point of contact for help
- Ensure that any announcements and policy launches are effectively promoted throughout the business.
- Hold cycle maintenance sessions
- Set up a pool of bike buddies – experienced cyclists willing to help the less confident find cycle-friendly commuting routes

Companies then need to ensure they provide clear guidance to employees, that they have the right facilities and that they have investigated the key cycling related issues before they begin any promotional programme. Many of the issues to consider are listing below.

Cycle to Work Schemes

Cycle to Work Schemes encourage employees to cycle to work by offering significant reductions in the cost of buying a new bike by using tax and National Insurance incentives. The scheme, which is operated by a number of companies, is open to all employers and covers employees buying cycles and safety equipment.

The most popular scheme works by salary sacrifice. Employees paying PAYE, who have an employment contract that outlasts the duration of the salary sacrifice period are eligible, provided they are over 18 years old and earn more than the National Minimum Wage after the loan repayment has been deducted. Under the scheme, employees are loaned the money to buy the bike and equipment and then repay that loan from gross rather than net salary. This makes an employee's money go further and typical savings on the cost of a bike are between 30% and 50%, depending on the employee's tax rate. The bike isn't any cheaper, but it is being paid for with money that would normally have gone to the taxman. Running a scheme incurs no direct costs for employers (This is not strictly true. The scheme requires administration to set up and run, that employers should be prepared for, and willing / able to resource.) who also avoid the National Insurance contribution of 12.8% on the value of the salary sacrificed.

The bike and goods remain the property of the employer until the hire period finishes, unless it uses finance to fund the scheme, in which case the finance company will own the bikes during the hire period. At the end of the loan period, the employer then sells the bike to the employee for its market value, which is normally about 5% of list price. Employees can use the bike however they like, but to qualify for schemes a bike normally has to be used for work journeys including commuting at least 50% of the time, although there is no suggestion that evidence is needed to prove this level of business use.

Taxation and mileage rates

If an employer lends or hires bicycles or cyclists' safety equipment to employees, this is generally a tax-free benefit, even if it is available for private use. Companies should make the offer of bicycles or equipment generally available to all employees, and staff should use the bicycle or equipment mainly for business, although private use is allowed.

Some employers designate a few days each year as 'cycle to work' days. In order to encourage employees to participate the employer may provide a free meal – e.g. a Bikers' Breakfast – or refreshments. Under general principles such meals are a taxable benefit-in-kind but regulations exempt them from tax, as long as they are provided on designated 'cycle to work' days. In addition, when an employee covers business

mileage on a bicycle, a 20 pence per mile Approved Mileage Allowance Rate can be claimed tax-free (see <http://www.hmrc.gov.uk/manuals/eimanual/EIM31240.htm>). Some employers pay a higher cycle mileage rate for business journeys, as an incentive to use this mode. However, anything over the 20p pence per mile allowed by the Exchequer is taxable. Employers who pay less than this should be encouraged to match the Government guidelines.

Cycling Training, Confidence and Safety

Although the health benefits of cycling far outweigh the risks of cycling it is only natural that some employees may feel their skills are not up to the job or they just need a little boost to their confidence. This can be addressed by providing cycle training courses and advice about such matters as keeping their cycles in good condition and the best kind of clothing to wear to keep dry and visible in all weathers.

The provision of a guaranteed ride home in case of emergency or the event of the cycle needing repair helps create a feeling of security amongst those thinking about taking up cycling to work. This should not be seen by employers as a burden since experience shows that such a service is rarely, if ever, called upon.

It is suggested that these statistics which previously appeared here are deleted as they are more likely to discourage employers than encourage them

Suggested steps employers can take to enable their employees to be confident and competent cyclists:

- Offer National Standards cycle training to novice riders, indeed anyone who would welcome some tips on riding in modern traffic conditions at busy times of day.
- Stress the importance of riders taking sound advice (e.g. from a good local bike shop) on the choice of appropriate bikes, accessories and clothing for cycle commuting.
- Help employees plan the safest and most convenient routes to travel to and from work, e.g. by sourcing and distributing maps of the most cycle-friendly routes in the locality, or establishing a bike buddy system (see above).
- Provide information on bike safety checks, and offer periodic cycle maintenance sessions / classes.

Cycling and road safety organisations have joined together with the Department for Transport and Cycling England to create a new National Standard for Cycle Training. This is just as applicable for adults as children and is road-based with real traffic scenarios under supervision. Training is always provided by fully-qualified and accredited instructors.

The scheme has a three-tier structure:

- Level 1 is conducted in a controlled environment away from roads and traffic and covers basic cycling skills.
- Level 2 provides on-road training for those who have completed Level 1 and ensured riders are confident with traffic on short commuting journeys or when cycling to school.
- Level 3 then develops the basic skills and trains riders to make journeys in a variety of traffic conditions competently, confidently and consistently.

Some adult training courses start with a classroom session, or meet at the rider's home or office while others start straight away with bikes in an open area. A bike check will take place before any cycling and is a good opportunity for cyclists to learn some of the basic operating theory about bikes. A national network of trainers has been accredited by the Cycle Training Standards Board on behalf of the DfT and details are available on its website see www.ctsb.org.uk

Bike Buddies

On-the-road support for cyclists can be provided in the form of 'Bike Buddies'. Instead of cyclists taking to the road on their own, they can search for bike buddy schemes in their area that take an identical route, normally when commuting. Cyclists then ride as a group, giving them greater visibility on the road, guidance on the route to be taken and also the security of back-up from other riders should help be needed. (I've included mention of bike buddies in a couple of places above – integrated into the sections about BUGs and improving cyclists safety. So there maybe no need to repeat here as well.)

Cycling equipment

Cyclists have to rely on their own power, so they don't want to be weighed down by lots of equipment and tools, but there are some essentials they have to carry. The equipment needed generally fits into five categories:

- Clothing
- Equipment (too generic a word, use 'tools')
- Lighting
- Safety
- Security

Clothing - depending on the distance travelled, it is likely that a set of clothes for cycling and a change of clothes for business use will be required. When choosing clothes for cycling, riders need to focus on breathable fabrics that are light, windproof and flexible. Outer layers need to be bright with plenty of reflective strips, while gloves shouldn't be too bulky to ensure the brakes can be reached quickly. If bright colours can't be found for outer clothing, then a reflective vest can be worn, along with high visibility ankle and armbands. Specialist cycling shoes that clip onto compatible pedals are available, but they aren't essential, although it does help to have comfortable footwear that isn't going to cause foot pain during the ride.

Equipment - this falls into two sections, 'essentials' and 'desirables'. The 'essentials' include a tyre pump and puncture repair/tool kit, a bell, which is a legal requirement, water bottle, reflector, lights (if riding in the dark), which must be legally compliant and a helmet. The 'desirables' are mainly focused around carrying capacity. To be of maximum use, a bike needs to be able to carry the equipment that an employee uses for the journeys the bike is intended for. I would class the following items as 'desirable' rather than 'essential': bell (which is only a legal requirement at point of sale), water bottle and helmet. I would add to 'essentials': spare inner tubes of the correct size for the bike (much easier to do you puncture repairs at home).

I would advise all commuters to let the bike carry the load, however small. Fitting a rack and getting some good waterproof panniers offers versatility, e.g. to do some shopping en route. Small loads can be carried in rucksacks, or 'courier' bags with a shoulder strap as long as they don't obstruct the view to the rear, especially when a rider carries out the 'lifesaver' check - the over the shoulder scan to check for traffic before carrying out manoeuvres. Larger loads should be carried on the bike itself and many cyclists use rack-mounted pannier bags, usually on the rear of the bike. There is a huge range available, including a growing selection specially designed for the business user. Pannier racks can also hold small bags, secured in place by elastic straps, while a front-mounted wire basket may come in handy for some users. Trailers are only really necessary / appropriate for very large loads.

Lighting - The Road Vehicle Lighting Regulations require cycles to have lights and reflectors fitted. They must be clean and working properly. Local cycle shops will advise on the best type of lights to use and where best to position them. A detailed explanation is found below:

- A front lamp should be white, positioned centrally or offside, up to 1500mm from the ground, aligned towards and visible from the front and meet EC standards.
- One rear lamp is required, showing a red light, positioned centrally or offside, between 350mm and 1500mm from the ground, at or near the rear, visible from behind and meeting EC standards.
- One reflector is needed, coloured red, meeting EC standards and positioned centrally or offside, between 350mm and 900mm from the ground and visible from behind.
- Four pedal reflectors are also a requirement, coloured amber and positioned so that one is plainly visible to the front and another to the rear of each pedal.
- Cycle trailers need a rear lamp and reflector; sidecars also need a front lamp.

Further information on the legal standards for bike lighting is available from the Department for Transport's website.

Safety - Although not a legal requirement cyclists, particularly novice and less confident riders, should consider wearing a helmet. Consumers can now choose from a wide array of products however the most important factor is that the helmet fits properly - seek advice from a knowledgeable retailer before any purchase.

Security - bicycle theft has doubled in the UK since the mid 1990s, with reports showing that over half a million bikes are currently stolen every year. There are a number of techniques for reducing the chances of theft and also increasing the likelihood of the bike being recovered if it is stolen. These include:

- Making a note of the bike's frame number and keeping it in a safe place
- Taking a picture of the bike and keeping it in a safe place
- Using an ultraviolet marker to mark the frame of the bike

- Never leaving the bike unlocked, not even for a minute.
- Use a good quality D-lock (rule of thumb is that it should cost at least 10% of the bike's value) possibly two, a poor quality lock can be broken in seconds
- Always lock the frame and at least one wheel
- Always lock the bike to something immovable or at least as strong as the lock
- Making it as difficult as possible to attack the lock with tools by making the lock difficult to reach
- If the bicycle has quick release wheels or seats, ensure they are secure too.
- Taking out specific insurance to cover the bike against theft, loss or damage.

Facilities for cyclists at business premises - To encourage cycling, employers should provide a range of facilities that cyclists need. For example, lockers may be required for equipment, along with showers and changing facilities, but the most important facility is secure parking. Concerns about the possibility of theft are known to be a deterrent to cycling but this can easily be addressed by providing the right facilities at the workplace. For employers, improving the quality of cycle parking is the most immediate step they can take to encourage cyclists, and the one most likely to yield quick wins.

Cycle parking can range from individual stands for one or two bicycles next to doorways, up to large, covered (or indoor) cycle stores with swipe card access. The type of cycle parking most appropriate for a company site will depend on a number of factors, including the number of cyclists in each building, distance between buildings, the number and location of entrances, availability of space, the level of cycle theft in the neighbourhood and the budget available to create facilities. Some of the simplest stands which hold a bike by its wheel aren't popular because they don't provide much to lock the bike to and also they can damage wheel rims. More information in cycle parking at workplaces can be found on TfL's website at <http://www.tfl.gov.uk/corporate/projectsandschemes/workplacetravelplanning/7680.aspx> this site also has useful information of signs that can be used to make employees aware of the facilities available. (Workplace travel plan signs)

A purpose-built 'bike shed' or shelter can be a more secure option, but greatly increased security can be provided if covered cycle sheds have lockable doors, or can be enclosed. Some may have a security cage with key or swipe card access, or changeable keycode given only to registered cyclists. Individual cycle lockers are more expensive than sheds but are popular because they are more secure and permit the safe storage of clothes, helmets and accessories along with the bicycles. Cycle lockers may not be necessary at most locations unless it is difficult to provide secure cycle parking or there is a history of cycle thefts.

Cycle parking facilities should be close to the journey's end and as near as or nearer than car parking. Ideally, cyclists should not have to carry their bicycles down steps. It is recommended that organisations contact their local authority to see if it is part of the 'take a stand' programme originated by Lifecycle UK. See <http://www.lifecycleuk.org.uk/cycle-parking>

For all 'trip end' facilities, it is important to initially canvas the views of existing, as well as potential, users, to determine what is needed, and where.

Cycling and public transport

Although cycling is an efficient means of transport over shorter distances (up to around five miles), longer distance commutes also involving public transport are increasing in popularity. Integration with public transport is crucial and trains are leading the way. All stations provide passengers with secure cycle parking (Not in my experience!), which is often covered by CCTV, according to Alex Veitch, Integrated Transport Manager at the Association of Train Operating Companies. The 'Stations and Destinations' tab of the National Rail Enquiries website (www.nationalrail.co.uk/) provides information about individual station facilities, including the availability of any cycle parking provision – under 'Transport Links'.

Train companies also allow bikes on to trains, although different regulations typically apply depending on whether a bicycle 'folds' or is a more traditional bike. Mr Veitch explained: "Folding' bikes are allowed to be carried on to a train anytime by the cyclist, although they should, preferably, be placed in a bag or covered to prevent other passengers getting dirt or grease on their clothes."

However, there are restrictions on 'non-folding' bikes, particularly on them being carried on rush-hour trains in and out of London. Mr Veitch said: "Due to this restriction we find that many people who commute by a combination of bike and train have two bikes. They cycle from home to the station, park their bike and then board the train. At their train destination they retrieve a second bike from the secure parking area at the station and cycle to their place of work." These points and recommendations relate mainly to larger conurbations (London, Manchester, Birmingham, Leeds, etc). In some instances cyclists respond to the inability to take their cycles on the train by keeping a cycle at both ends of their journey

Traditional bikes are allowed on to trains outside of peak times although travellers are advised to make a reservation because there are a maximum number of designated 'cycle spaces' on a train. There are presently around 23,000 reserved bicycle parking spaces at stations across the UK, but that number is being increased by 10% over the next five years. However, despite that increase, ATOC says official parking spaces remain insufficient at some stations so 'informal' parking places have sprung up.

Of the three million and rising people who travel by train in the UK each day, approximately 2% cycle to the station. And, of those 60,000 people, about a third take their bicycle with them on the train. Mr Veitch said: "Train companies are working closely with local authorities to improve facilities for cyclists. We want to encourage people to cycle and use the train."

Meanwhile, CTC, the cyclists' organisation, has an integrated transport campaign that lobbies public transport operators for better cycle facilities before, during and after a journey. According to CTC, 90% of households are within a 10-minute walk of a bus stop and with a bicycle that coverage becomes near universal. Bicycles can be stored, in, under or behind buses and coaches, depending on their design and a surprising number of services are operating now in the UK. In rural areas, specialist services are provided, including one in Sheffield that carries about 30 bikes a month.

Additionally, several bus operators are now confirming that their official policy permits carriage of compact folding bikes on local bus services. CTC has approached major bus groups to try to get this adopted as a common basic practice, at least when the space is available on the bus. Many express coach services now allow bikes that are packed down and put into a suitable bag or box, while a few - notably the Oxford-London operators - carry substantial bike-on-coach traffic.

However, in busy cities where space on board is at a premium, travelling with a bike will still be a difficult challenge and may end up being allowed only at the discretion of the driver.

Pool bikes for business

The use of pool bikes instead of cars can provide a range of benefits for employers. Further information for inclusion in this document can be found at:

<http://www.tfl.gov.uk/corporate/projectsandschemes/workplacetravelplanning/7680.aspx>

Case study 1: GlaxoSmithKline

Leading international healthcare company GlaxoSmithKline's travel plan includes a multi-faceted approach to encourage the uptake of cycling amongst employees. Initially centered on the company's UK headquarters in Brentford, West London, the scheme has gradually expanded to other GlaxoSmithKline sites in the capital. In addition, the company is asking other corporate locations across the UK to consider promoting cycling within their own travel plans. Central to the increase in the number of people cycling to work at GlaxoSmithKline's HQ was the opening in summer 2007 of the 'GSK House cycle centre' and a partnership with local cycle specialist WiZZBiKE. By summer 2008, the number of GlaxoSmithKline employees registered as cyclists had reached 425 with an additional 86 people at other West London sites.

WiZZBiKE staff, who are Cytech qualified - Cytech is the cycle industry training and accreditation scheme for mechanics and technicians - are available in the centre everyday offering advice on routes; equipment; parts; special needs requirements; the best type of bicycle for every occasion or person; and training including all aspects of commuter and leisure cycling. In addition, they offer a daily maintenance and repair service from the workshop where they carry out regular maintenance; emergency repairs; and implement individual solutions for each commuter cyclist.

WiZZBiKE staff also manage the company's Bike Miles scheme; its Bike to Work scheme; the allocation of cycle lockers; and the pool of loan bicycles, including folding bicycles, therefore strengthening the ability to encourage GlaxoSmithKline staff to use mixed-mode travel to work. They also monitor cycle changing facilities at least twice a day to make sure that the changing rooms are always clean and tidy and well maintained.

The Bike Miles scheme sees employees collect a sticker worth £1 each day they arrive at work by bike. The stickers build up into a book to the value of £250 - equivalent to a year's cycling - and can be redeemed for equipment or a new bike. Cyclists then progress on to gold and then platinum books that offer additional benefits.

In a bid to further increase the number of people cycling to work - the average commute is around seven miles each way - GlaxoSmithKline holds new cyclist information days where staff who are thinking about

starting to cycle can drop in for information on how to get started, training, routes to work and finding a bike buddy. An on-site dry cleaning service is also offered to allow cyclists to keep suits and work-wear in their lockers without the inconvenience of taking them home for dry cleaning. The development of the cycle to work scheme has also seen:

- Sheltered and secure cycle parking opened in a prime location
- Several heated changing rooms with drying space for cyclists' clothing
- Showers with shampoo, towels and hair dryers
- The provision of irons, ironing boards and shoe racks in changing rooms
- The launching of Cycle User Groups at other sites

Catherine Warwick-Wilson, West London Transport Development, GlaxoSmithKline, said: "The company offers a truly holistic cycling service. More new cyclists have been recruited over the past year than ever before because staff members are able to drop into the centre to resolve issues with their bicycles or discuss any aspect of cycling that may be concerning them. Since the cycle centre opened we have increased the number of registered cyclists at GSK across West London by 70% (what does this translate into as a percentage of the GSK workforce?) which perfectly illustrates the success of the partnership."

GlaxoSmithKline runs a Cycle to Work salary sacrifice scheme and is a member of the London Cycling Campaign. It contributed to the launch of the first London cycle maps and has helped fund cycle paths in West London.

Case study 2: Cambridge University Hospitals NHS Foundation Trust

More than a quarter (26%) of people travelling to work at the Cambridge University Hospitals NHS Foundation Trust - known locally as Addenbrooke's Hospital - cycle.

The Trust launched its travel plan, called 'Access to Addenbrooke's' more than a decade ago and it has resulted in only a third of employees (34%) typically travelling on their own to work by car. Indeed, cycling is now the single most popular daily alternative - just ahead of travelling to work by bus. And, not only are a record number of staff cycling to work at the Trust's campus site, which also includes the Medical Research Centre, but an increasing number of patients and visitors are taking to two wheels. Last year, 3% (322) patients and visitors traveled to the complex by bike on a typical day - a record high.

The Trust runs its own salary sacrifice scheme that enables employees to tax-efficiently purchase a new bicycle. In addition, there are currently 1,600 cycle spaces on site - including 80 new spaces opened up in summer 2008 as demand has increased - and showers and lockers are provided. The Trust has also linked up with a Cambridge cycle shop to provide an on-site repair service and has organised staff discounts at a number of local cycle shops.

'Think Green' publicity around the travel plan continues to be key to the success of the scheme, according to sustainability project manager Katarina McCartney. She said: "All types of sustainability are promoted within the 'Think Green' project and that is the motivation behind the travel plan. We also run a number of regular events and communicate 'Think Green' ideas, including the promotion of cycling, in the hospital's concourse area and in outpatients' areas." Events include 'Walk to Work Days', which also encourages cycling. The Trust has also established a BUG-WAG (Bicycle Users Group and Walking Action Group), communicates with and holds regular meetings with the Cambridge Cycling Campaign and with the staff union, Unison, in management staff forums to discuss access issues including cycling. The Trust's intranet site also carries cycling information.

Case study 3: Bentley Motors

Bentley Motors is famed for its luxury cars - but the Crewe-based company is also in the vanguard of promoting cycling to work. The company began promoting cycling as part of its Travel to Work plan when the programme was launched in late 2003. Today, around 11% of Bentley's 4,500-strong workforce cycle to work with most commuting 3-5 miles although one employee regularly completes an 80-mile daily commute to and from the business. To promote cycling the company initially held weekly £50 gift voucher prize draws with a monthly £100 prize also at stake.

As the Travel to Work plan has developed to now include walking, motorcycling and car sharing so the prize draw has evolved to continue to encourage travel alternatives to the car. Now all cyclists, walkers and motorcyclists are entered into a weekly £50 draw and every four weeks they, along with car sharers, are entered into a draw with four £100 prizes. To further incentivise travel alternatives to the car a grand prize draw held four times a year sees an employee win the use of a Bentley for a weekend.

Secure cycle parking has been constructed within the perimeter of the vehicle manufacturer's complex and lockers and showers are also available. In addition, cyclists benefit from free health and fitness checks carried out by Bentley's occupational health department.

The company also promotes a salary sacrifice scheme to enable the tax-free purchase of new bikes and works in partnership with a local bike shop. This year 150 employees have bought new bicycles through the scheme. Meanwhile, staff from the shop host displays in the staff canteen, will undertake bike maintenance and provide cycling information and advice. Green travel also forms a key part of Bentley's new employee induction programme. Mark Taylor, Bentley's security technical support manager, who is in charge of the Travel to Work programme and the regular promotion of the green travel concept, said: "The cycle to work national average is about 2% of employees, so Bentley is significantly above that figure. We will continue to promote cycling to our employees."

Case study 4: Barclays

Flexible benefits provider Grass Roots is running a bikes4work scheme with long-standing client Barclays. The Tring-based firm is responsible for the scheme design, communication, administration and reporting.

Barclays' employees who take up the tax-efficient benefit are able to choose their bikes from independent retailers. More than 52,000 employees are eligible for the scheme. Barclay's Rewards Manager – Claire Walker, said: "The Bike4work scheme is a great way for our employees to get fit, help the environment and save money on the cost of a bike. It has enabled Barclays to add a green dimension to its benefit proposition and help reduce its employees' carbon footprint by 220,844 miles."

This estimate is based on an evaluation of participant responses to the form of transport that their bicycle will be replacing.

Contacts for further information

- **Department for Transport** - The Government department's website is the hub for a wide range of information and campaigns on cycling, including its cycling strategy and information on related projects and schemes. Web: www.dft.gov.uk/pgr/sustainable/cycling/
- **Cycling England** - Cycling England is a national body which co-ordinates the development of cycling across England. Cycling England aims to create the conditions that will result in more people cycling, more safely, more often. Web: www.dft.gov.uk/cyclingengland Email: info@cyclingengland.co.uk
- Add the TfL links to guides as referred to above
- Add reference to the DFT's **Cycle to Work Scheme**
www.dft.gov.uk/pgr/sustainable/cycling/cycletoworkschemeimplementat5732
- **CTC** - CTC is the UK and Ireland's largest and longest established national cycling membership organisation, with about 70,000 members. Web: www.ctc.org.uk. Tel: 0844 736 8450 Email: cycling@ctc.org.uk
- **Sustrans** - Sustrans is the UK's leading sustainable transport charity. Its vision is a world in which people choose to travel in ways that benefit their health and the environment. Sustrans is the co-ordinator of the hugely popular National Cycle Network, which offers more than 12,000 miles of walking and cycle routes on traffic-free paths, quiet lanes and traffic-calmed roads. Web: www.sustrans.org.uk/ Tel: 0845 1130065 Email: info@sustrans.org.uk
- **Bike for All** - Billed as 'everything you wanted to know about cycling but were afraid to ask', this site is a filter, listing the useful bike information available on the internet. It is part of Bike Hub, an industry-wide initiative developed by The Bicycle Association of Great Britain and the Association of Cycle Traders. The objective of Bike Hub is to generate funds from within the cycle industry to support the future of cycling in the UK. Web: www.bikeforall.net/ Email: editor@bikeforall.net
- **Bicycle Association of Great Britain** - The Bicycle Association of Great Britain Limited is the national body representing the bicycle industry in the UK. Membership is open to bicycle manufacturers, manufacturers of bicycle accessories and components, distributors and wholesalers and other companies having a particular interest in the industry. Web: www.ba-gb.com Tel: 02476 553838 Email: office@ba-gb.com