

case study: forster

Forster is a PR agency with around 50 staff based in central London. Most of the business travel was to meetings of no more than 5 miles away, while a significant proportion of staff lived within 10 miles of the office.

the problem

The company wanted to encourage their staff to commute by bike and to use bikes for business travel. They set themselves the target of increasing commuter cycling to 23%, and cycling for business to 10% by 2010. By promoting cycling to work they wanted to:

- Improve environmental performance.
- Raise profile with current and potential clients.
- Help retain staff and build a stronger sense of company identity.
- Save money.

the solution

Being unable to have dedicated bike parking or showers in their existing building, they decided to focus on strengthening their culture of cycling. The first step was to ask staff what they would need to better promote cycling, in response they put in place the following:



- Two Brompton pool bikes, available for all staff to use for business travel.
- 40p per mile expenses paid for business cycling.
- 5 minutes additional holiday for every day commuted by bike (adds up to a potential 2.5 extra days per year).
- Free cycle confidence training for all staff who want it.
- Buddying scheme where experienced cyclists lead in novices on their commute to work and home again.
- A promotion of the cycle to work scheme that has been available for some time but had low take-up.

the outcomes

- Commuting by bike has increased from 13% to 31% and business travel by bike has gone from zero to 10% in less than a year.
- Pool bikes are used daily and they have reduced their taxi bills by approximately 10%, they are looking to invest in 2 more.
- Client engagement – having seen the benefits two customers are looking to introduce similar cycle schemes for their staff.
- Recently named the UK's greenest business by the Sunday Times, who cited the cycling scheme as one of the main reasons.

www.cycle-systems.co.uk