



What is CityConnect?

At CityConnect our aim is to encourage more people to travel by bike. We've built high quality cycle infrastructure such as the Leeds to Bradford Cycle Superhighway, upgraded canal towpaths and we are continuing to improve facilities across West Yorkshire. However, we know that there's more that can be done. We also offer support through engagement initiatives such as cycle training, cycle challenges, business and school support and behaviour change campaigns.

Through our accreditation scheme, businesses will be recognised for their efforts in actively encouraging their staff and customers to travel by bike, and will be able to say with confidence that they are a Bike Friendly Business!

This pack will give you everything you need to know about becoming a Bike Friendly Business.



Shops in areas with cycle lanes can expect to see retail sales **increase by a quarter**

What is a Bike Friendly Business?

A **Bike Friendly Business** is one that strives to create an environment in which travelling by bike is the easiest, most convenient option. It welcomes people on bikes by providing high-quality cycle parking, as well as washing and changing facilities, and somewhere to store belongings. It will provide a maintenance area with a selection of tools where people can tune up their bike before their ride home. The business will provide information on how people can arrive by bike, and will actively promote this as its preferred mode of travel. The very best Bike Friendly Businesses will offer their staff confidence-building training, bike-related social activities and pool bikes, and will also provide a Cycle to Work scheme that offers tax-free bikes to employees.





Benefits of becoming a Bike Friendly Business

Becoming a **Bike Friendly Business** will not only help your business thrive¹; it will also help improve the quality of life for people living and working nearby through reducing congestion and improving air quality. **Employees who travel by bike typically take fewer days off sick² and are more alert and productive³.**

Other benefits include:

- Increase the health and well-being of employees
- Help alleviate car parking issues
- Attract new employees⁴
- Improve your organisation's corporate and social responsibility profile
- Reduce your carbon footprint
- Increase staff morale
- Save your employees money
- Support the local economy
- More productive workforce
- Reduce absenteeism and increase staff reliability

What we offer

Good Practice Guidance Documents

We will offer a guide to good facilities for cyclists, such as the type of parking to install and how to set up a bicycle user group.

Bike Friendly Assessment

The application offers a comprehensive appraisal of existing facilities provided for cyclists, and any employer incentives.

Clear Recommendations

All applicants, whether accredited or not, will receive a feedback report that will offer practical advice on becoming a **Bike Friendly Business**.

Small Grants Scheme

You'll be eligible to apply for a grant to help you create that perfect environment to encourage staff and visitors to cycle to your organisation.

Accreditation

Your efforts in becoming a **Bike Friendly Business** will be recognised through our accreditation scheme, and once you've met the required standard you'll be able to proudly display your **Bike Friendly Business** plaque at your premises and add the logo to your website.

1 - Converting Street Parking <http://www.citylab.com/cityfixer/2015/03/the-complete-business-case-for-converting-street-parking-into-bike-lanes/387595/>

2 - Local Government Briefing NICE www.nice.org.uk/guidance/lgb3/resources/physical-activity-1681146084805

3 - Cyclescheme study <http://www.thetimes.co.uk/tto/public/cyclesafety/article4195874.ece>

4 - Attracting new employees <http://www.adventurecycling.org/resources/blog/bikes-bucks-6-ways-bicycling-benefits-businesses-local-economies/>



Award Criteria

Below are some of the things that encourage travel by bike. Organisations will be awarded Bronze, Silver or Gold according to the criteria below and will also be given guidance on progression. However, when reviewing applications to become a **Bike Friendly Business**, the conditions that make your business unique, such as size and location, will all be taken into consideration, as these will affect how you might best encourage cycling.

Environment

- Cycle parking
- Showers
- Changing facilities
- Drying facilities
- Maintenance area
- Lockers

Encouragement

- Bike user group
- Recreational rides
- Participation in an annual cycle challenge
- Bike buddying scheme
- Cycle to work scheme

Engagement

- Cycle for confidence training and route planning support
- Maintenance training
- Ride leader training
- Staff induction program
- Appointed cycling advocate

Gold

Gold-standard businesses will show excellence across all criteria. They'll have great bike parking for staff and visitors, as well as showers, changing facilities and lockers. They'll also have incentives to help get people traveling by bike, offer training and events, and have policies that actively encourage cycling as a preferred mode of transport.

Silver

Silver businesses will have an excellent bike culture as well, with many of the above criteria fulfilled. However, these businesses still have room for improvement and, more importantly, are committed to improving facilities.

Bronze

These businesses are seen to be making some effort to encourage cycling but have a little way to go before they are completely bike friendly. However, these businesses are showing a commitment to getting more and more people on bikes.

What next?

Read about our already accredited Bike Friendly Businesses by visiting cyclecityconnect.co.uk

To get started on the road to becoming an accredited **Bike Friendly Business** yourself, please contact the CityConnect Team at cityconnect@westyorks-ca.gov.uk and we will be in touch to arrange a site visit.