



## Bike Friendly Business Application Form

We'd like to find out as much as possible about your organisation and what you are currently doing to encourage people to travel by bike. The information you give us will be used to assess whether or not you are already bike friendly, and will also allow us to put together a tailored report highlighting how you could do more.

This form is for **reference only**, to begin your application to become a **Bike Friendly Business** please email the CityConnect team at [cityconnect@westyorks-ca.gov.uk](mailto:cityconnect@westyorks-ca.gov.uk). We will then send you a link to the online application form for you to complete.

### Business Profile

<b>Name of business</b>			
<b>Contact name</b>			
<b>Job title</b>			
<b>Telephone</b>			
<b>Email</b>			
<b>Company website</b>			
<b>Address</b>			
<b>Postcode</b>			
<b>Which of the following best describes the area in which your business is situated?</b> Please circle			
<b>City Centre</b>	<b>Suburban</b>	<b>Office/Business park</b>	
<b>Type of business</b> Please circle			
<b>Private Sector</b>	<b>Charity/Not for profit</b>	<b>Social Enterprise</b>	<b>Public Sector</b>
<b>Is your business customer facing?</b> Please circle			
<b>Customer facing</b>		<b>Non-customer facing</b>	



## Business Profile cont.

To which industry does your organisation belong?	
Number of employees <i>at this site</i>	
Average number of daily visitors/customers	
Normal opening hours	

## Environment

The physical environment is one of the factors that determines whether or not people travel by bike. This section looks at the things you provide for people on bikes as well as your proximity to cycle facilities.

### Location & Accessibility

Is your business located within 400m of the any of the following? Tick all that apply

- |   |  |
|---|--|
| <input type="checkbox"/> Dedicated bike path / off-road trail (e.g. bridleway or towpath) | <input type="checkbox"/> Public bike hire scheme   |
| <input type="checkbox"/> Segregated cycle track (e.g. Cycle Superhighway)                 | <input type="checkbox"/> Bus or railway station  |
| <input type="checkbox"/> On-street bike lane  | <input type="checkbox"/> On-street car parking   |
| <input type="checkbox"/> Low traffic route  | <input type="checkbox"/> Physical or perceived barrier to cycling (e.g. busy main road, high speed road) |
| <input type="checkbox"/> 20mph zone   |  |

### Showers, changing facilities & lockers

Does your business provide any of the following facilities for people on bikes? Tick all that apply

- |  |  |
|--|--|
| <input type="checkbox"/> Shower facilities | <input type="checkbox"/> Bicycle work stand      |
| <input type="checkbox"/> Changing rooms    | <input type="checkbox"/> Maintenance equipment   |
| <input type="checkbox"/> Storage lockers   | <input type="checkbox"/> Bike washing facilities |
| <input type="checkbox"/> Drying area       |  |

What other facilities or amenities do you provide for cyclists?



## Bike Parking

Describe your bike parking. Tick all that apply

### For Staff

- Designated indoor bike storage room (e.g. unused office space)
- Bike lockers
- Covered outdoor bike racks
- Uncovered outdoor bike racks
- We allow bikes in our workspace
- Charging facilities for electric bikes
- No bike parking is provided
- Lockable compound or other dedicated secure bike storage provision

### For Visitors

- Designated indoor bike storage room (e.g. unused office space)
- Bike lockers
- Covered outdoor bike racks
- Uncovered outdoor bike racks
- We allow bikes in our workspace
- Charging facilities for electric bikes
- No bike parking is provided
- Lockable compound or other dedicated secure bike storage provision

At full capacity, how many bikes can be accommodated?

Does your parking meet the following standards? Tick all that apply

- Covered by CCTV or is visible from the entrance
- Supports the bike to prevent it falling over
- Securely anchored to the ground
- Well lit

## Encouragement

Businesses and communities can play a big role in encouraging people to cycle. This section looks at the things you do to give people a helping hand and feel inspired to ride.

## Bike sharing

Which of the following incentives or benefits does your business offer? Tick all that apply

- access to public bike hire scheme
- Access to company owned pool bikes (if yes, please state how many)
- Access to bicycle accessories (e.g. lights, locks, *inner tubes*)
- Access to a cargo bike or trailer



## Incentives & Benefits

Which of the following incentives or benefits does your business offer? Tick all that apply

- Cycle to Work Scheme
- On-site bike maintenance (e.g. Dr Bike)
- Cycling mileage allowance paid at approved HMRC rate
- Non-cash incentives for bike commuters (e.g. extra annual leave)
- Membership of a cycling organisation
- Discount at a local bike shop or other types of shop
- Prize draw for bike commuters
- Other (please specify)

Does your organisation offer any other transport incentives or benefits? Tick all that apply

- Public transport passes (e.g. Corporate M-Card)
- Casual dress code
- Access to car share scheme
- Other (please specify)



## Bike culture

**In what ways does your company promote cycling culture?** Tick all that apply

- We have an employee bike club or bicycle user group
- We organise recreational rides for employees
- Bike-buddying scheme
- Participation in an annual bike challenge (e.g. Love to ride)
- Bike themed events (e.g. bike breakfasts *during bike week*)
- Regular cycle to work days to encourage new cyclists
- Recognition for bike commuters (e.g. reviews, intranet)
- Our management lead by example

**In what ways does your company promote and support cycling in the community?** Tick all that apply

- We promote employee membership of local cycling groups
- We *actively support improvements to cycle facilities*
- We *host or organise* community bike events
- We promote cycling to *our* customers, visitors or the public (e.g. through marketing materials, website)
- We use local bicycle couriers

**What other bicycle-related encouragement does your organisation offer?**



## Engagement

Offering ways for people to gain confidence and knowledge is a fantastic way of empowering them. This section assesses the things you provide for staff and visitors in terms of training and information.

### Information, training and workshops

**How do you share bike related information with staff, customers and visitors?** Tick all that apply

- |   |  |
|---|--|
| <input type="checkbox"/> Leaflet or hand-out                    | <input type="checkbox"/> Newsletter                      |
| <input type="checkbox"/> Information is provided on our website | <input type="checkbox"/> Signage or display              |
| <input type="checkbox"/> Social media                           | <input type="checkbox"/> Company staff induction program |
|   | <input type="checkbox"/> Word of mouth                   |

**What type of information do you share via the methods ticked above?** Tick all that apply

- |  |   |
|--|---|
| <input type="checkbox"/> Safe riding skills                          | <input type="checkbox"/> List of local bike shops   |
| <input type="checkbox"/> Route advice or local maps                  | <input type="checkbox"/> Calendar of local events   |
| <input type="checkbox"/> Bike maintenance tips                       | <input type="checkbox"/> Information on multi-modal options (e.g. train & bike)               |
| <input type="checkbox"/> Advice on equipment, clothing & accessories | <input type="checkbox"/> Information about incentives and facilities provided by the business |
| <input type="checkbox"/> Commuting tips                              |   |

**What bike related training courses do you offer?** Tick all that apply

- National Standards / *on-road* cycle training
- Bike maintenance training
- Ride leader training

**What other educational programs or services do you offer for cyclists?**



## Travel habits

**Do you collect any employee travel data?** Please circle and provide details overleaf

Yes

No

**What percentage of employees commute to work by bike more than twice a week?**

**Do you have a travel plan document and/or a business travel policy? If yes, please attach these**

## Dedicated staff

**Does your organisation have a dedicated bike coordinator?** Tick the most relevant

- Promoting cycling is part of someone's official job description
- Promoting cycling is a responsibility shared amongst several members of staff
- Promoting cycling is not part of anyone's official job description, but management does allow someone time during working hours to promote cycling
- One or more staff do this during their own time
- None of the above

## Company policies

**In what other ways does your organisation work to become bike friendly?** Tick all that apply

- Dedicated budget for cycle improvements
- We conduct an annual travel survey
- Member of WYCA's Travel Plan Network
- Company-wide plan that includes cycling (e.g. corporate & social responsibility statement, minimum standard for cycling provision)
- None of the above

**Are there any other policies that contribute towards being a Bike Friendly Business?**



## Travel habits

Please use the space below to provide details of any travel data you collect

