

Bike Friendly Business

Best Practice Guidelines

Cycle Parking

Visible

- Cycle parking should be easy to find and well signposted. Hiding it away in an underground car park may mean that staff and visitors are unaware of where it is. Publicise it if necessary. If current provision is particularly poor, then consider moving it

Accessible

- Cycle parking should be easy to access. Situating it close to entrance points makes a positive statement to staff and visitors alike. Covered parking, protected from the elements, is ideal

Security

- People's personal security shouldn't feel threatened. Cycle parking should be well lit, and covered by CCTV or under surveillance

Ease of use

- Aim to use a type of stand that is able to accommodate a variety of different bikes. Well-spaced Sheffield stands are an excellent solution. Monitor parking levels to make sure you have an adequate number of spaces. A rough guide is to provide parking for everyone who already cycles, plus 50% to allow for growth



Showers, Changing Facilities & Lockers

- Many employees who cycle to work appreciate the opportunity to have a shower and get changed into fresh clothes on arrival. Establish demand by consulting with your workforce, or through your Bicycle User Group
- Secure lockers for storing personal belongings are a welcome addition and will avoid unnecessary clutter around the workplace
- If there's sufficient space, drying facilities are great and means damp clothing isn't hung around creating a bad smell
- If you really want to show commitment to encouraging cycling, then useful extras are an iron and a hairdryer



Other supportive measures

- Inform your staff and visitors what facilities and assistance are available to them through a dedicated '*travel by bike*' intranet page or information pack
- On your '*how to find us*' section of your website make sure cycling is at the top, and offer people clear instructions on how to arrive by bike, where to park, and route maps
- Provide a good quality tool kit and a pump. Bikes sometimes have mechanical issues, having tools to deal with these as they happen means issues can be fixed on site
- Offering basic maintenance courses can equip people with the skills and confidence to maintain their bike and keep it running smoothly
- A workplace pool bike scheme offers employees an accessible door to door travel option for work related trips
- Establish a Bicycle User Group (BUG): Workplace BUGs support people who cycle to and from work. Usually championed by a keen cyclist plus (ideally) a core of fellow employees, they're great for encouraging others to cycle. Affiliating your BUG with a cycling organisation will offer cheap membership to that organisation and the security of third-party insurance
- National Standards Cycle Training (previously known as Cycling Proficiency) can give people the necessary confidence to start cycling to work, and is promoted by the Government's Department for Transport
- Run a Cycle to Work scheme. Employees will be able to get bikes and accessories tax free, offering big savings on RRP. They're easy to administer, and there are clear guidelines offered by the Department for Transport
- Incentive schemes are an excellent way of rewarding travel by bike. Regular bike breakfasts, discounts at local bike shops or even extra holiday could be offered to encourage cycling
- Allow employees to claim their cycling mileage for journeys made for work, this sends a clear message that you see bikes as a legitimate mode of transport

