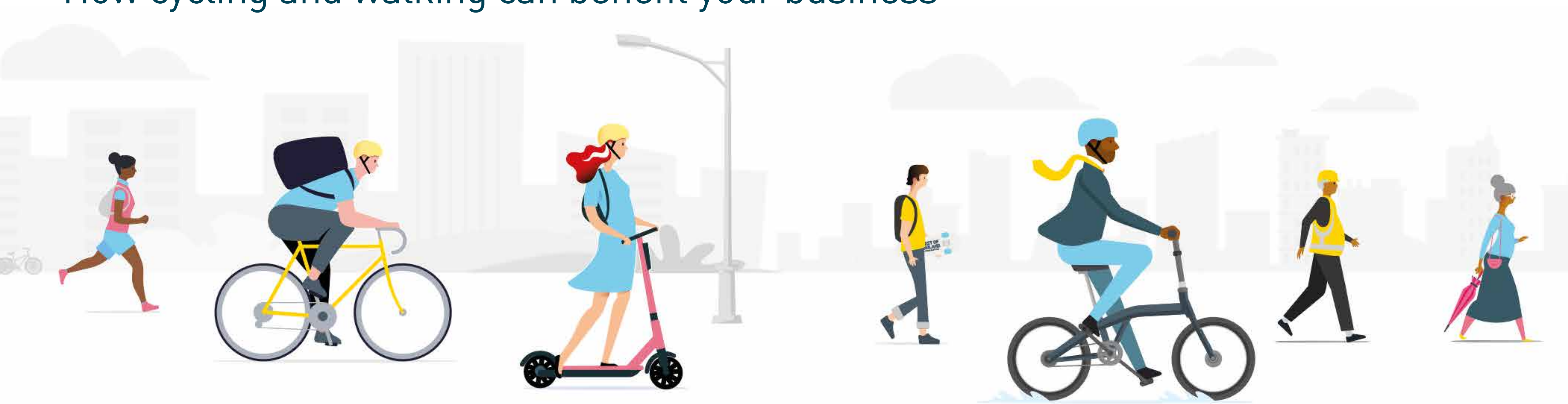


FIND JOY — IN THE — JOURNEY



How cycling and walking can benefit your business



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INTRODUCTION

Lead the way to a greener West of England

We want our region to be more sustainable and so reducing our reliance on cars is key.

Coronavirus has changed the way we work and commute. During the lockdowns we saw congestion disappear, air pollution drop by almost half and a big increase in walking and cycling.

As we return to our places of work, we are asking businesses across the West of England to play a part in helping to capture the benefits of changes to travel habits during the crisis. Together we can build on those benefits and help the West of England emerge from the pandemic as a more sustainable region.



WHAT'S IN THIS GUIDE AND WHO IS IT FOR?

The guide is aimed at employers including large organisations and small to medium sized enterprises. It provides signposting, advice and practical tools to encourage and enable your employees to choose more sustainable ways to commute.

Cycling and walking are proven to have benefits for both employees' mental and physical wellbeing and businesses' resilience and productivity.

There are grants and support available from your local council to make walking and cycling to and from the workplace easier. By signposting you to these and sharing great examples from businesses already seeing the benefits of active commuting, we want to inspire and support you to encourage your workforce to find joy in the journey, and help our region get fit for the future.

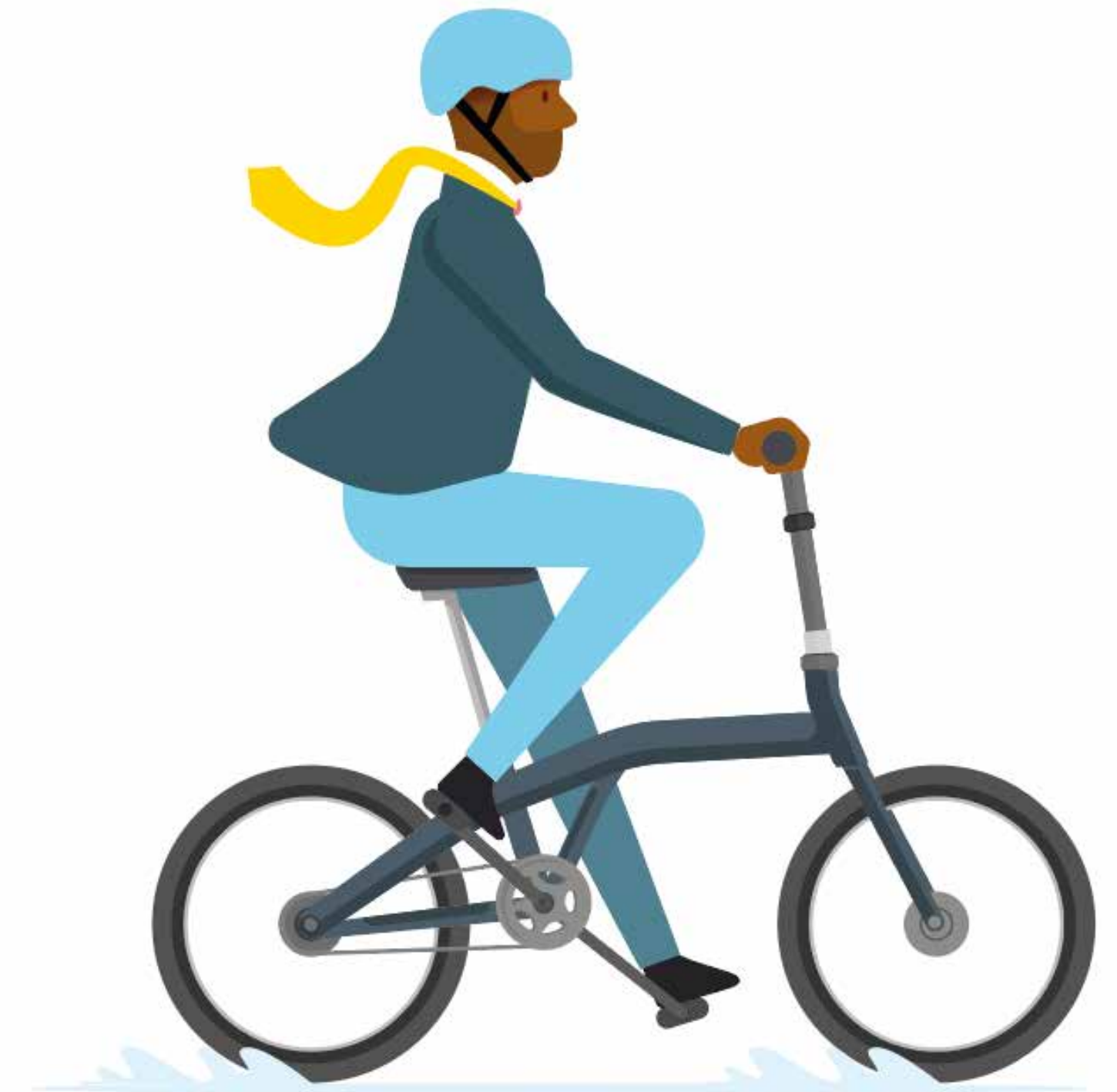


WHY SUPPORT YOUR EMPLOYEES TO WALK OR CYCLE MORE?

Walking or cycling to and from work is a great way for people to commute and achieve the recommended amount of moderate physical activity per day.

The business benefits:

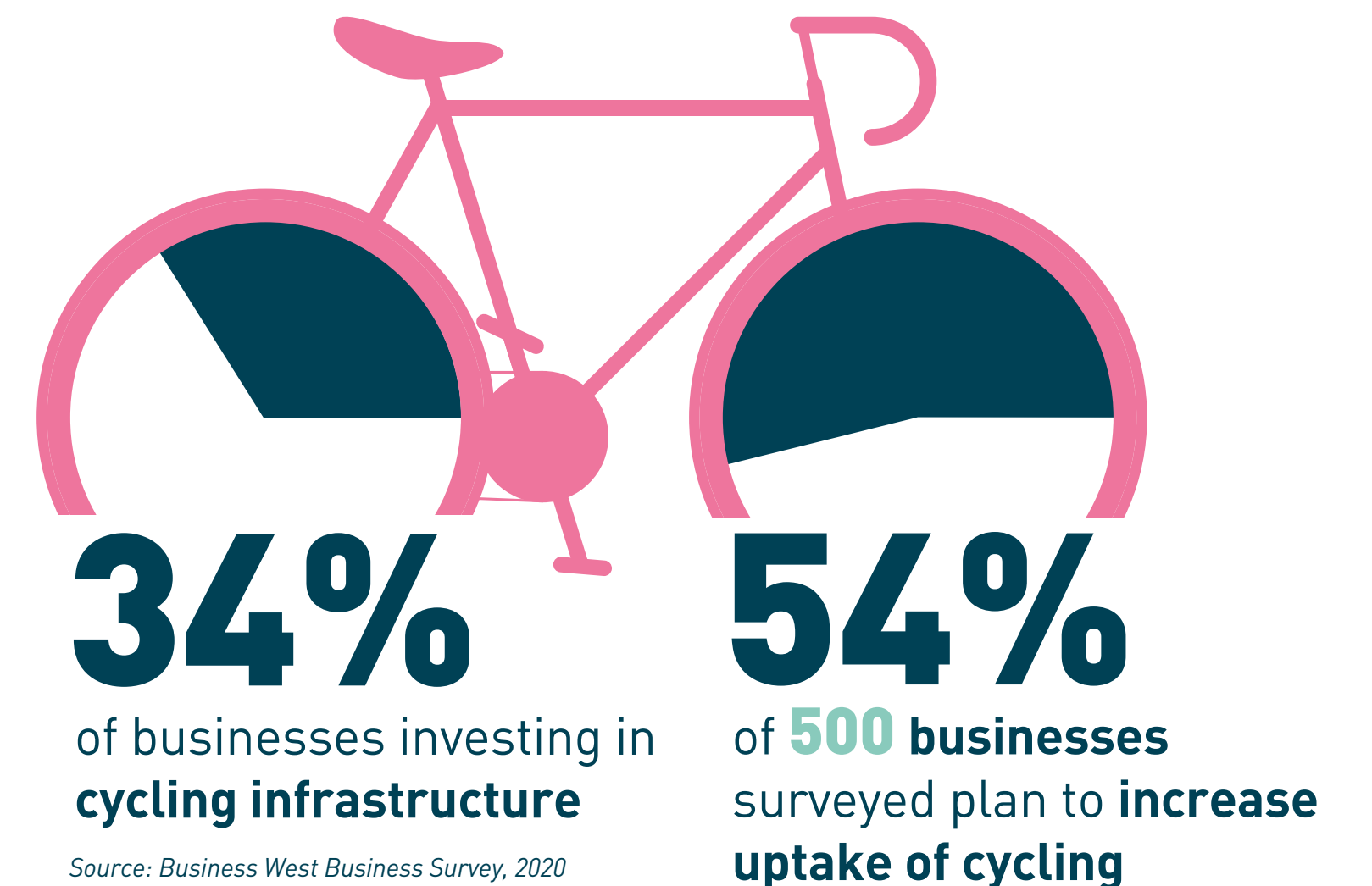
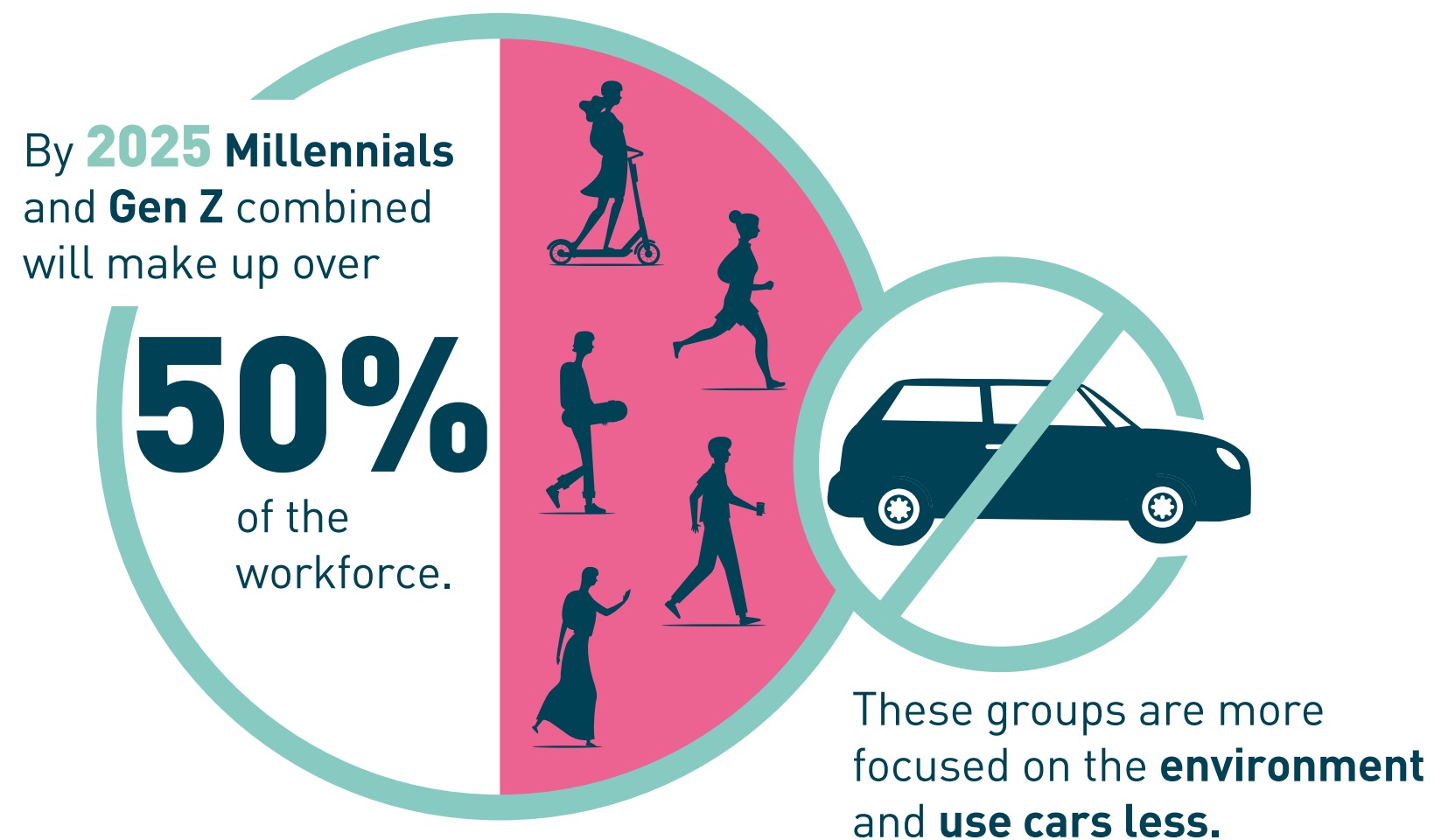
- Increased productivity
- Lower number of employee sick days
- Improved staff retention and recruitment
- Reduced business travel time and cost
- Reduced car parking issues
- Increased business flexibility and resilience
- Gives local economies and high streets a boost
- Keeps the region moving for business



THE ECONOMIC BENEFITS

Encouraging walking and cycling to work brings significant benefits for the economy and can help boost the region's productivity.

More businesses in the West of England are voicing their support for cycling and walking.



AARDMAN ANIMATIONS

SUPPORTING ACTIVE COMMUTES IS A WIN-WIN ALL ROUND

Tony Prescott is Head of Estates at Aardman. He is involved in running an engagement programme to encourage and support as many employees as possible to walk or cycle to work.

“Aardman is employee-owned, so everyone who works here is a partner in the business. It’s a fun and exciting place to work, but as with any job there are stresses and strains. Being able to exercise as part of the daily commute is of huge value for the wellbeing of our partners. Traffic congestion and travel costs are reduced so it’s a win-win!”

“Many people have taken up cycling and walking during lockdown and it is likely that this will carry over to the commute as people discover the benefits. Being energised, de-stressed and having a higher level of fitness will translate to a business benefit through improved performance.”

“Aardman has taken advantage of local initiatives to support its staff in their commutes and reduce the environmental impact of its transport needs. We organised Travelwest cycling to work roadshows and cycle maintenance sessions that proved extremely successful. We also took advantage of their e-bike loan scheme so that partners could try out an electric commute. Several of our partners have invested in e bikes as a result.”

“We have a company cycle to work scheme which has a significant uptake, and we provide showers and secure cycle storage on our sites to make cycling as straight forward as possible.”

“Our engagement programme has resulted in increased numbers of people cycle commuting. Post-pandemic we will continue to encourage and support cycling and walking as best we can.”



[▶ Watch the video](#)



BENEFITS FOR EMPLOYEE HEALTH AND WELLBEING

People who walk or cycle have been shown to take less sick days, be more productive at work, and enjoy their job more.



ROYAL UNITED HOSPITAL BATH

REDUCING STRESS THROUGH CYCLING AND WALKING

As Sustainable Travel Coordinator at Royal United Hospitals Bath Foundation Trust, Cris Fletcher has first-hand experience of the health and well-being benefits of walking and cycling for staff.

“During the pandemic, walking and cycling has given staff an opportunity to process and switch off at the end of the day. Staff have reported a reduction in stress allowing them to feel energised, ready for some non-work time.

“At the Trust we are working hard to support all our staff to engage in active travel. Together with the local authorities we have established a Park and Stride initiative to allow those who live further away to park at the edge of the city and walk the final segment of their journey. This has the added benefit of keeping vehicles off the local streets, improving air quality and allowing staff to build the recommended 150 minutes of moderate exercise into their week.

“The Trust has a successful Cycle to Work scheme which has seen an incredible uptake since the pandemic began. We received match funding to install a cycle maintenance stand and pumps on site and anyone who arrives without a lock or bike lights can get a short-term equipment loan to ensure they can get home safely. We’ve been fortunate to be able to loan several e-bikes to our staff thanks to a fantastic partnership with B&NES Council.

“As a reflection of changing habits over the past 12 months, the Trust saw fantastic participation in last year’s Active October Challenge, we achieved the highest numbers in the region, with added incentive of free coffee for those completing active journeys.”



[▶ Watch the video](#)



WALKING AND CYCLING KEEPS THE REGION MOVING

Time spent in traffic and finding parking spaces costs money. By encouraging walking and cycling to work we can reduce congestion and help keep our region moving for business.



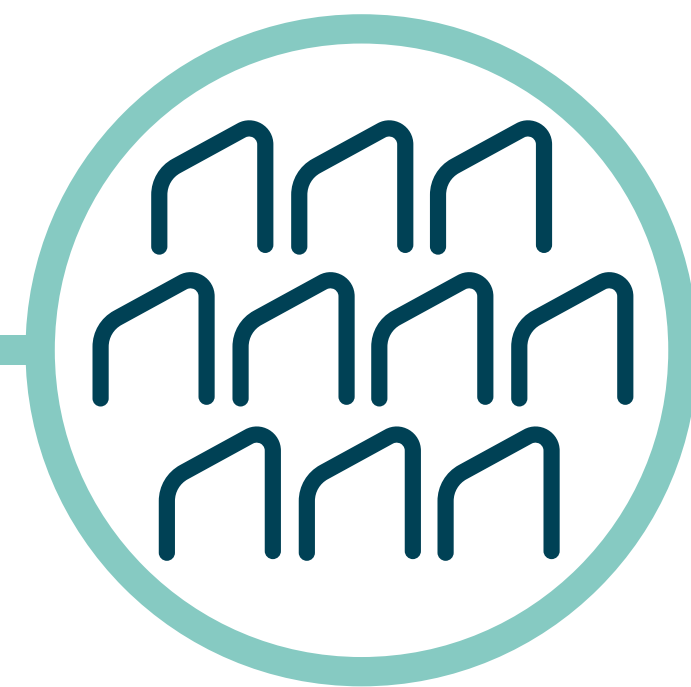
1 car takes up the same space as...



20 people walking,



5 people cycling,



10 cycle parking spaces.

Average car contains 1.56 people
Source: London Travel Demand Survey

Congestion cost the **UK** economy

£6.9 billion

in 2019.

Source: 2019 INRIX Global Traffic Scorecard

Businesses using cycle freight **save** between

39%

64%

on delivery costs

Source: Raje and Saffrey, 2016



LOST HORIZON COFFEE

GROWING A SMALL BUSINESS IN A SUSTAINABLE WAY

Lost Horizon Coffee is a speciality coffee roastery based in Bristol with sustainability at its heart. All local deliveries are done using a cargo bike which founder Kit Nisbet was able to buy using a grant from Bristol City Council. So far, the bike has travelled over 4000km around Bristol City Centre that would otherwise have been done in a van.

“We received a grant for a Cargo E-bike, which has allowed us to grow the business in a sustainable way. All our deliveries, wholesale and retail are done with the bike, which has a waterproof box at the front to store everything. It can carry up to 100kgs, so is very useful for transporting large orders and it makes pulling up and parking by shops and residential houses much easier. In the long run, it will be far less expensive than a van, create no emissions, and our customers really connect with it.”

“I see the only way we can begin to take care of this planet is by doing everything we can. I sold my car a year ago, and with the use of the cargo e-bike, I really haven’t missed it! In fact, my life feels far less stressful thanks to not having to sit in traffic jams or pay for all the big costs of keeping a vehicle on the road.”

“I would recommend to other businesses who want to minimise their carbon footprint to seriously consider factoring in E-bikes for local deliveries and local business travel; it will reduce the cost of travel, pollutants in our air, and they’re really good fun.”



[▶ Watch the video](#)



WALKING AND CYCLING HELPS CREATE THRIVING HIGH STREETS

High streets that are nice places to walk, cycle and spend time in, attract more shops making high streets more economically viable.



HOW TO GET STARTED

The most successful initiatives combine a package of measures. There are things you can do immediately as part of your return to work plans and others for the longer-term. Many are relatively low cost and easy to set up.

Make a Travel Plan

A travel plan is a good place to start as it looks at the needs of your organisation with the aim of increasing the amount of sustainable work travel and provides a guide for where you aim to be in the future.

[Find out more about Travel Plans](#)

Provide Information

Tell your employees what facilities are available at your workplace or locally that could make cycling or walking easier, for example:

- **Lockers and showers on-site**
- **On-site or local cycle parking**
- **E-scooters**
- **Local cycleways**
- **Walking routes**



HOW TO STARTED

Link your employees to advice and information about walking, cycling and e-scooters to help them get started:

- Journey planners guide your employees to information and tools that can help them plan their journeys to and from work:

Cycle Planner - Shortest, safest, cycle routes

Journey Planner - Walking and cycling options for your journey

- **Better by Bike** website has advice for cyclists of all abilities including training for beginners, loan bike schemes, recommended routes and rides

- **Travelwest** website has walking advice, maps, routes and events

- **e-scooters** Long-term rental e-scooters are now available as a trial across the region. Residents can store a long-term rental e-scooter at their workplace or locked to cycle stands, giving confidence that they can get to and from work and other destinations during times when bus and train capacity may be limited. Hop-on Hop-off e-scooters are available in Bath, Bristol and South Gloucestershire

- Wheels to Work West* helps new starters overcome barriers to travelling to work such as cost and accessibility. Offers supporting cycling and walking vary between areas, but may include; free loan bikes, discounted bikes, bike services and cycle training

Find out more about Wheels to Work West *Not available in North Somerset



LEAD BY EXAMPLE

Let your employees know that you actively encourage sustainable methods of commuting and understand it is important for physical and mental health as well as for the environment by implementing schemes that support walking and cycling.

Set up a Cycle to Work scheme

Setting up a Cycle to Work scheme can benefit both you as an employer and your employees. The scheme is designed to help employees save money on a new work cycle and spread the cost over monthly tax-free instalments. Employees benefit from tax free cycle purchase with no cost to the employer.

The scheme is run through the employer, who is required to register with a scheme provider. As an employer, if your employee uses a salary sacrifice arrangement, you will save Secondary Class 1 National Insurance Contributions on the salary sacrificed.

[Find out more about Cycle to Work schemes](#)





LEAD BY EXAMPLE

Invest in an electric pool bike or cargo bike

Get an electric pool bike for your staff to cycle to meetings or during lunch breaks. Electric bikes are fitted with a powerful electric motor making pedalling easy so your employees can arrive at meetings feeling fresh and dressed in normal business clothes.

A range of electric and hybrid bikes are available to loan to businesses in the West of England. Bikes come with all necessary accessories, and the cost of the maintenance, delivery and collection is covered*. This is a great way to find out whether an electric bike would be a useful asset for your staff.

Electric cargo bikes are an increasingly popular way for businesses to cut carbon and costs and to make local deliveries in a non-polluting way. Contact your Local Authority to see if any trials or schemes are running.

*Check details of offers with your local authority sustainable transport team.

Find out more about electric loan bike schemes



ENGAGE YOUR EMPLOYEES

Support networks, events and opportunities can encourage cycling and walking.

Encourage active travel champions

Find volunteers in your workplace to provide support and encouragement to those thinking of changing their travel habits. Champions are enthusiastic members of staff who inspire and help colleagues discover the joys of cycling and walking by offering friendly advice about walking routes, types of bikes, and other ideas to encourage them adopt new habits.

[Find out more about free support available to active travel champions](#)

Introduce a BUG group or Walking Group

Bicycle User Groups (BUG) or Walking Groups are made up of individuals who are keen to promote and encourage others in the workplace walk or cycle. They can actively promote walking and cycling through social events such as bike maintenance workshops or lunchtime walks, which can also improve your employee's sense of wellbeing.

[Find out more about setting up support groups](#)



ENGAGE YOUR EMPLOYEES

Take part in an active travel challenge

Taking part in an active travel challenge is a great way to help your team reconnect and boost morale after a difficult year. Workplace travel challenges can motivate less active employees to try changing their travel habits as well as increasing the number of commutes made by those who already walk or cycle. Consider what incentives you might offer to get people on board and set an example by getting involved yourself.

[Find out more about workplace active travel challenges in the West of England](#)

Love to Ride is a free-to-join, online cycling encouragement platform. Individuals or companies can register and its regular campaigns and challenges reward participants with great prizes.

[Find out more about Love to Ride](#)

Take part in the Travel to Work Survey

The Travel to Work survey takes place annually and runs for one week. 21,539 respondents completed last year's survey. Businesses in the West of England who pre-register get a bespoke survey link, promotional material and a report with their results. This valuable opportunity to listen to your employees could provide you with the data you need to write a travel plan or to make a business case for additional facilities.

[Find out more about the Travel to Work Survey](#)





STAYING ACTIVE FOR REMOTE WORKERS

The return to the workplace will look different for every organisation. Some may make a complete physical return, while others adopt more flexible working patterns and some employees may remain as remote workers permanently after restrictions are lifted.

Sport England have produced a toolkit as part of their Join The Movement campaign to help employers to support the health and wellbeing of all workers wherever they are located. It provides advice, tips and shareable resources so you can support your employees to build more movement into their working day.

[Active Employee Toolkit.](#)

The region's Active Partnership, Wesport, have developed a platform that supports employers to embed activity into the workplace alongside a bank of resources and training opportunities.

[Find out more about the Workplace Movement Platform](#)



PUBLIC TRANSPORT ADVICE FOR YOUR EMPLOYEES

To ensure we maintain a safe transport network in the region consider the following advice when planning your employees return to work:

- Promote walking and cycling to relieve pressure on the transport network. Follow the advice in this guide to make it as easy as possible for your employees to choose an active commute.
- If many of your employees come to work by public transport, consider staggering their start and finish times. Traveling at quiet times can help people to feel safer and have a more comfortable journey.
- If employees continue to work some days from home, make sure days in the office vary so that not everyone is traveling in to work in the middle of the week.
- Keep employees informed with [regional travel advice](#).



JOY IN THE JOURNEY CAMPAIGN TOOLKIT

Last year the West of England Combined Authority launched its Joy in the Journey campaign promoting the benefits of cycling and walking to boost health and wellbeing as well as helping to build a cleaner, greener future for the West of England.

The campaign resources available for you to use to promote cycling and walking messages and initiatives in your workplace and locally:

Gallery



LinkedIn banners
and poster templates
[Download](#)



Twitter banners
[Download](#)



Facebook banners
[Download](#)



If you are a business, organisation or registered charity based in the West of England then you may be able to receive a range of grants, funding and support with promoting cycling and walking to work and help to pay for things like:

- **Electric loan bikes or cargo bikes**
- **Installing cycle parking**
- **New changing and shower facilities**

For further information **[visit travelwest.info/for-businesses](https://travelwest.info/for-businesses)** or contact your local authority team directly:

- **Bath and North East Somerset**
paul_thompson@bathnes.gov.uk
- **Bristol**
travelwestbusiness@bristol.gov.uk
- **North Somerset**
Sustainable.travel@n-somerset.gov.uk
- **South Gloucestershire**
transport.policy@southglos.gov.uk

