



Cycle Parking at the Mater Misericordiae Hospital, Dublin



Cycle parking at St James's Hospital, Dublin

Appendix 9 – Promoting Cycling

Cycling to Work is a great way to ensure a reliable journey time, to save money and to keep fit.

Sample actions to promote cycling

Cycle Parking

Install or renovate cycle parking. Ideally it should be sheltered, secure, near entrances and well lit. Ensure that keys or access cards or access codes to cycle parking are readily available to employees, and that they know who to contact for them.

Cyclists' Facilities

Improve/install showers and lockers for sustainable travellers. If lockers are at a premium, consider allocating them to cyclists as priority.

Cycle to work scheme

The introduction and promotion of the Cycle to Work scheme is a very effective way to encourage employees to consider cycling, as well as being an attractive benefit. When employees buy a bike and associated equipment through the scheme, their purchase is discounted at their marginal tax rate (and levies) – so for someone on the higher tax rate, their bike is effectively half price. Employers also save PRSI on every sale – so for a bike costing €600, an employer will save €64.50 in PRSI for an employee on the higher tax rate**.

Depending on the size and location of your organisation, there are a number of options when choosing a Cycle to Work supplier, for example – choosing one bike shop, a number of bike shops, or a Cycle to Work intermediary to supply bikes to your employees.

Remember whichever option you choose, your employees will have to travel to the bike shop or supplier to pick out and collect their bicycle, so ensure it is in a convenient location for employees to get to, particularly for employees without a car.

Ideally your scheme should be open year-round, or in a number of purchase windows throughout the year, to facilitate the maximum number of people to avail of the scheme.



Drying room in ESB, Dublin



Lockers in ESB, Dublin



Shirt Storage Facilities in Arup, Dublin



Once introduced, a very effective way to promote the scheme is to invite your supplier to come on-site with bikes, so that employees see the display, can examine the bikes, and can ask questions and try bikes out before buying.

***Figures correct as of February 2010.*

Dell's Cherrywood site introduced a very popular Cycle to Work scheme, initially on a one-off basis to gauge the level of administration involved.

The scheme was very popular and the administration was less onerous than expected, so Dell are now offering the scheme to employees in a number of purchasing windows throughout the year.



Kits on loan to cyclists in NUI Maynooth

Bike Maintenance Classes

Support both those buying new bikes and those in need of some attention with a bike maintenance class or 'Doctor Bike' tune ups on site. Invite your Cycle to Work supplier or a local bike shop to organise this for you.

Visitors Cycling

Provide & publicise cycle parking for visitors.

Cycling Networks

Organise regular coffee mornings or bike breakfasts for walkers or cyclists to allow people to network. This can lead to the setting up of a Bicycle User Group (or BUG) to promote cycling further. BUGs discuss common interests and problems, or introduce 'new' cyclists to more experienced mentors in the organisation. Well-organised BUGs or cycling clubs can register with Cycling Ireland: see www.cyclingireland.ie

Fleet Bikes

Buy fleet bikes for staff to use on business during the day or to try cycling before buying a bike. The ESB, the Mater Misericordiae Hospital and the Dublin Airport Authority all have fleet bike schemes in place.

ESB has 10 fleet bikes available in its Head Office on Fitzwilliam Street. These bikes are always in steady demand, and are so popular that other locations have requested fleet bikes for their employees. The bikes are used to get to meetings, to try commuting by bike before making a purchase, or to do personal errands. "The fleet bikes have been a great success. People who haven't been on a bike in years are trying out cycling again before purchasing a bike, or people can use them to get to meetings quickly. The bikes are in steady demand and it's very encouraging to see the level of interest in them from employees generally".

Michael Downey, Communications Manager, Sustainability (2010).



Promote Cycling for Business

Set mileage rates for business travel done by bike.

Bike Kits

Supply basic bike maintenance kit in reception (e.g. pump, puncture repair kit, visi-vest & lights) and publicise its availability.

Draws

Provide free cycle accessories (panniers, lights, visi-vest, helmets) in periodic draws for cyclists and link with other cycling promotions on site e.g. Cycle to Work purchase windows.

Cycle Training

Provide Cycle Training for cyclists who want to gain confidence or who are getting back on their bikes for the first time in years. Cycle training can be done in a number of ways, for example - through a Buddy System where an experienced cyclist shows a route to a new cyclist, or through classes organised with a commercial supplier. Smarter Travel Workplaces can give you contact details of suppliers.

National Bike Week

Take part in National Bike Week events in June – see www.bikeweek.ie

National Transport Authority Journey Planner

Publicise the NTA Journey Planner which maps walking and cycling routes in Dublin City, see www.nationaltransport.ie/walk-cycle-planner.html

Maps

Put local area maps on display at cycle parking, receptions and stairwells.

If there are local cycling routes, mark these on the maps.

Fundraising

If your organisation fundraises for charity, consider getting involved in a cycling event, or holding an event with novelty bikes.

Cycle Challenges

Hold team cycle challenges to encourage people to get back on bikes. Consider giving 'bonus points' to any team with a 'new' cyclist (someone who hasn't cycled for the previous six months) taking part.

The winning team can be based on distance covered, or number of journeys of 10 minutes or more (note that challenges based on number of journeys make it easier for new cyclists to compete). For those employees who are currently inactive, it may be advisable to consult a doctor before starting an exercise programme such as this challenge.

Did you know?

If you cycled to work in Dublin, you'd have only an 11% chance of rain falling on you in the morning or evening. The chances of getting wet twice in one day are only 1%! Why not dust off the bike and give cycling a go?!



ESB Fleet Bike signage



Eircom Cycle to Work display on site



“To promote more sustainable and cost-effective travel habits amongst employees, Bord Gáis Networks recently opened a new Dry Room in Gasworks Road in Cork.

The Dry Room was developed in agreement with a committee of staff representatives who contributed to the design and layout of the room.

The room includes open lockers, de-humidifier/heater, drying racks & basic bike maintenance kits.

Ladies’ & Gents’ shower facilities are also provided in the gym area.”

**John Farrell, Project Manager, Facilities & Property Management,
Bord Gáis Networks (2011)**



Cycle to Work display



Drying area for gear, with bike repair kit

“Roughan and O’Donovan Consulting Engineers are based in Sandyford in South County Dublin. Our workplace is full of very active people – many cycle for sport as well as for the commute, in addition there are several members of staff that compete in triathlons and marathons. Sandyford can be a very congested place at peak times in the car, so the bike is a great option to move quickly around the area.

When the Smarter Travel Workplaces Cycle Challenge came around in June, we had a great response from people looking to get more active and more importantly, competitive! This interest stemmed from the popularity of the challenge the previous year, while improvements for cyclists including additional shower facilities and bike parking helped with the success this year. The close proximity of our office to the Luas line allows for cycling to be more accessible and appealing to new cyclists in need of a shorter journey, whereby they can combine both Luas and bike as modes of transport.

We publicised the event by email and put posters in communal areas and received a great response. 6 teams were organised within different departments allowing for an increased competitive spark to be added to the competition. During the event, there was great banter about who was cycling more, and what could be counted or not. 27% of our workforce took part in the event, which we are very pleased with.

This is the second year in a row that Roughan and O’Donovan have won the Best Workplace title in the Smarter Travel Workplaces 10 Minute Cycle Challenge, and we hope to go for three in a row in 2012!”

Julie Harkin, Roughan & O’Donovan (2011)

Note post script – Roughan & O’Donovan were successful in their bid for three ‘Best Workplace’ awards in a row!



Roughan & O’Donovan with their ‘Best Workplace’ prize for the Smarter Travel Workplaces 10 Minute Cycle Challenge 2012

