

In the Workplace

Shrewsbury is one of only 18 cycling towns in England. The Cycle Shrewsbury campaign can provide resources and information to make it easier for people to cycle to work or on their business trips round town.

Why get involved?

- Staff will be healthier, fitter and more alert.
- Half the people who travel 2 miles or less to work in Shrewsbury are driving (2001 census). Over this distance it can be quicker and cheaper to cycle.
- Encouraging cycling to work has benefits for staff recruitment and retention.
- Employees save money and their car can be available for other members of the household.
- You can promote your workplace as a model of good practice
- Getting more people cycling will contribute to reduced congestion, better local air quality and reduced CO2 emissions.
- Savings through reduced demand for car parking.

How do we start?

- Pledge senior management support for Cycle Shrewsbury

- Find out how many staff currently cycle and what the priorities are for improvement (carry out internet or paper survey)
- Identify a member of staff to be the workplace cycle “champion” to act as the link between the workplace and the Cycle Shrewsbury team.

What can Cycle Shrewsbury offer to workplaces?

- Help design surveys and set up a workplace BUG (Bicycle User Group)
- Grants of up to 90% towards the cost of better facilities eg cycle parking, showers.
- Subsidised Dr Bike sessions (free cycle checks) and cycle training.
- Maps of cycle routes to the workplace, including routes from the railway station and the Park and Ride sites.
- Advice on implementing the government “Cycle to Work” scheme and/or setting up a bike pool.
- Highlighting your support for cycling on the Cycle Shrewsbury website.

To find out more

Contact Neal Challinor;
neal.challinor@shropshire.gov.uk
tel 01743 255436 or go to
www.cycleshrewsbury.co.uk

