

Other employers

What are other employers in Shrewsbury doing to help promote Cycle Shrewsbury and cycling to their employees and customers?

Providing employees with cycle skills training



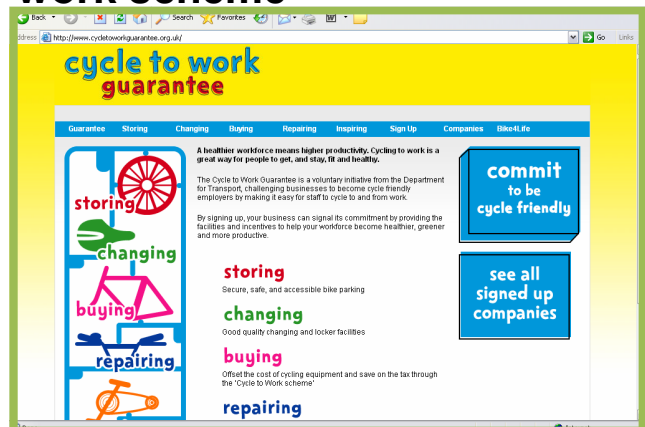
Mouchel organised a Bike to Work day for employees which included cycle skills training and Dr Bike safety checks for employees' bicycles.

Providing 'how to find us by bicycle' information online

Cycle Shrewsbury provided **Theatre Severn** with a map showing cycling and walking routes to the theatre to include on their website.

Marches Energy Agency also have excellent non-car directions on their website.

Participating in the cycle to work scheme



Both the **Shropshire Fire Service** and the **National Trust** at Attingham Park participate in the cycle to work scheme.

Pledging support to Cycle Shrewsbury



The manager of **ASDA** in Shrewsbury signed a pledge committing his support for Cycle Shrewsbury.

Undertaking staff travel survey, providing more cycle parking and starting bicycle users group (BUG)



The **Royal Shrewsbury Hospital** surveyed their employees to see how they travel to work. Completed surveys were entered in a prize draw to win a box of organic vegetables. They have also provided new covered cycle parking and have set up a bicycle user group for employees.

Undertaking joint promotions with Cycle Shrewsbury



Shrewsbury Town Football Club hosted Cycle Shrewsbury's fun freewheel event; helped to develop a cycle ride leaflet exploring Shrewsbury's footballing history and organised a ride for players from the Gay Meadow to the new ProStar stadium.

Wrexham and Shropshire Railway are planning to work with Cycle Shrewsbury on developing a leaflet of rail assisted cycle rides.

Arriva Trains Wales are working with Cycle Shrewsbury on a cycling promotion day at Shrewsbury railway station.

Providing employees with pool bikes and Dr Bike

Shropshire Council provides employees with a pool of bikes that can be used for work and personal journeys. It also loans bikes to staff to travel to work. In addition, it holds regular Dr Bike sessions for staff bicycles and has recently signed up to the government's cycle to work guarantee, promising to provide cycle storage, facilities and training.



To find out more

If you would like to work with Cycle Shrewsbury on a similar project.

Contact Neal Challinor;

neal.challinor@shropshire.gov.uk

tel 01743 255436 or go to

www.cycleshrewsbury.co.uk