

OFFER HELP

Offer staff Adult Cycle Training to increase confidence. Group and individual training sessions are available through Outspoken! cycle training and they will even come to your site. For more information, call Outspoken on 01223 719594 or go to:

<http://www.outspokentraining.co.uk/>

Organise a on-site bike maintenance session for staff. Either offer maintenance training sessions through Outspoken or arrange for a cycle mechanic to check over bicycles and repair them on site. You could even pay for staff to have free checks, while they pay for any repairs needed.



BIKE WEEK 2011



We hope you have found this guide useful.

Contact Travel for Work for more info



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EMPLOYER GUIDE



The Tfw team on our 2010 Bike Week social ride



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Promoting cycling is good for business, your staff's well-being and the environment.

Bike Week is a national event. This guide gives you some tips on what you can do to promote cycling before, during and after Bike Week. Many of these tips are either FREE or incur little cost to you. Remember, make it fun and they will come!

EVENTS!

Organise a lunchtime leisure ride to a local park or stop off at a pub for a bite to eat. Rides of less than 6 miles round trip would be ideal.

Organise a cyclist's breakfast during the week. You could hand out vouchers (to be redeemed at the canteen) to commuter cyclists upon their arrival at work.

Why not use Bike Week to promote your Bicycle User Group (BUG) and hold a meeting during the week. If you don't currently have a BUG you could canvas cyclists on setting one up. You could even organise a joint BUG with your neighbouring employers.

How about providing fruit and organising to use a smoothie bike.



AWARENESS

Obtain and distribute to staff the new FREE Cambridgeshire cycling maps for Cambridge (and the 'necklace' villages), Central Cambridgeshire and Cambridge to Saffron Walden.

Register bikes to improve cycle security at <http://www.immobilise.com>. Any item with a serial number can be registered for FREE. If your employer is based in Cambridge City of South Cambridgeshire 01223 823327 to arrange Immobilise registration days for staff at their workplace.



Promote the TfW cycle shops discount scheme. Download a poster from our website:

<http://www.tfw.org.uk/services.php#Discounts>



SHARE

Become a Bike Buddy. Register your bicycle journey as a B U D I on www.camshare.co.uk and meet up with new riders to share your route / act as a



Clear up those abandoned bikes and donate them (make sure you double-check first). Have your employees got old bikes they want to get rid of? Be community-minded and donate to Opportunities Without Limits (OWL) to refurbish for re-use (01223 839580); or contact the Bikeman on 07850 814186. They will even collect them from your sites for FREE!



Register your events by visiting www.bikeweek.org.uk to receive free insurance cover, promotional materials and to view what others are doing.

Set up a cycling section on your website confirming the locations of on-site parking, lockers and showers, cycle

The Cambridge Environment Festival takes place in June and the full programme of events will be available in May 2011. You may be interested in promoting your event to the community. Call Helen Witherington at Cambridge City Council on 01223 457046 for more information.

Or, if you are organising events at the start or end of the working day why not open them up to the families of employees.

