

BUG

Starting a



Bicycle Users Group

in the workplace

What is a BUG?

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BUG stands for Bicycle Users Group. A BUG is one of the best ways to support and encourage cycle commuting. It is a group of people who want to improve workplace facilities for cyclists.

You only need one or two enthusiastic cyclists to get a BUG up and running.

Why start a BUG?

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Support for cycling within the organisation can encourage decision makers to provide facilities for cyclists.

What this leaflet contains:-

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- The benefits of setting up your own Bicycle Users Group.
- A step by step guide of how to set up a BUG.
- Getting your BUG registered.
- Useful contacts and organisations.

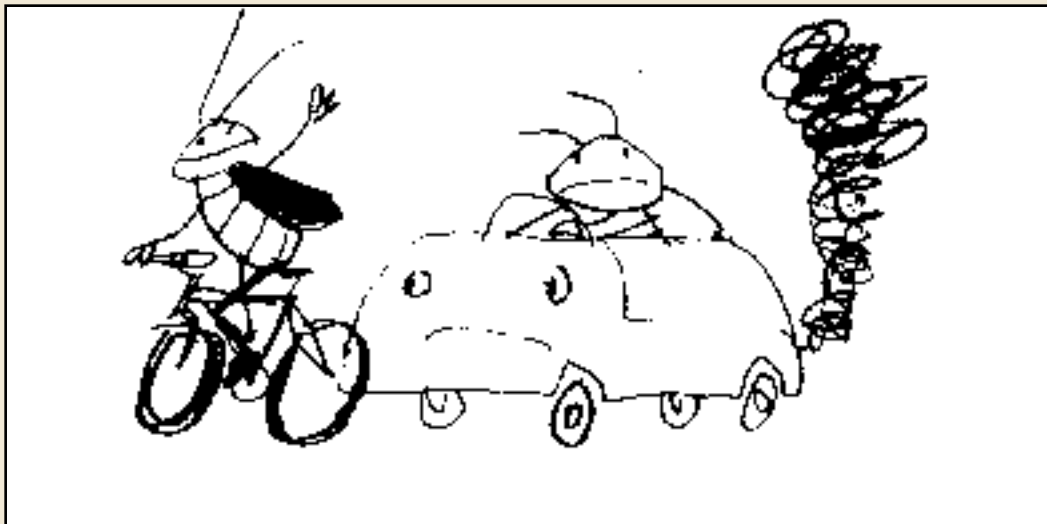
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The benefits to the employer

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A growing number of employers now recognise the benefits of encouraging their staff to be more healthy. Cycling is one way to promote health.

- People who cycle to work regularly are more productive and take less time off sick than non-cycling employees. With fewer staff using their cars, less space is required for car parking.
- Pro-cycling organisations are seen as caring and environmentally aware employers.
- No problem with traffic jams - cyclists arrive at work more alert and less frustrated.



The benefits to the individual



- Cycling is a good way of staying fit and healthy. Research shows that regular cycling can halve the risk of coronary heart disease.
- Cycling may save you money compared with using a car.
- In the rush hour, it's often faster to use a bike than public transport or a car.
- It's usually easier to park a bike than a car.

START HERE

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step 1.

Find out how many staff are interested in starting a group. You could contact them by memo, E-mail, company newsletter or by leaving a note on parked bicycles. Remember that many non-cyclists might cycle if conditions

were better. Try getting them involved too. Find out what prevents people from cycling to work (e.g. lack of facilities, being unfit, cost, change of routine, safety or security).

step 2.

Gaining support of one or two managers will make it easier to take your ideas forward. Target senior staff who cycle, or recognise the benefits of cycling.

step 3.

Hold your first meeting. Keep it short - don't expect people to give up large chunks of their free time.

- Get names and numbers of people attending.
- Decide if you want to charge members a small fee.
- Set out your BUG's aims and draw up an action plan.

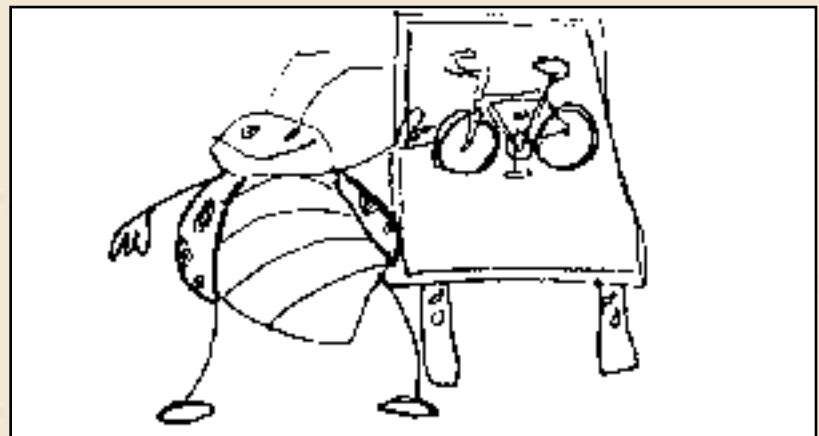
Remember, people may just want to support the group rather than actually spend time on projects!!!

You could work towards getting:

- Secure cycle parking.
- Showers, changing facilities or lockers for cycle clothing.
- Suitable levels of travel expenses for cycle journeys in work time.
- A newsletter, or contributing to your staff newsletter.

You will also need to decide how you will liaise with management to achieve these aims.

After the discussion, identify what tasks need to be done and allocate them to different people.



Step 4.

You are now ready to present your ideas to management. Use your contact identified in step 2 to advise you on the best approach. You may need to present to a single person or a group.

Suggestions for your first visit.

- Book an appointment (time and length).
- Have a copy of your action plan typed up (the presentation may need to be discussed with other colleagues)
- Be ready to answer questions on problems (e.g. financial outlay, space, etc.). Grants may be available from the local council or environmental groups. Not all changes require financial outlay. Some improvements may save the organisation money.

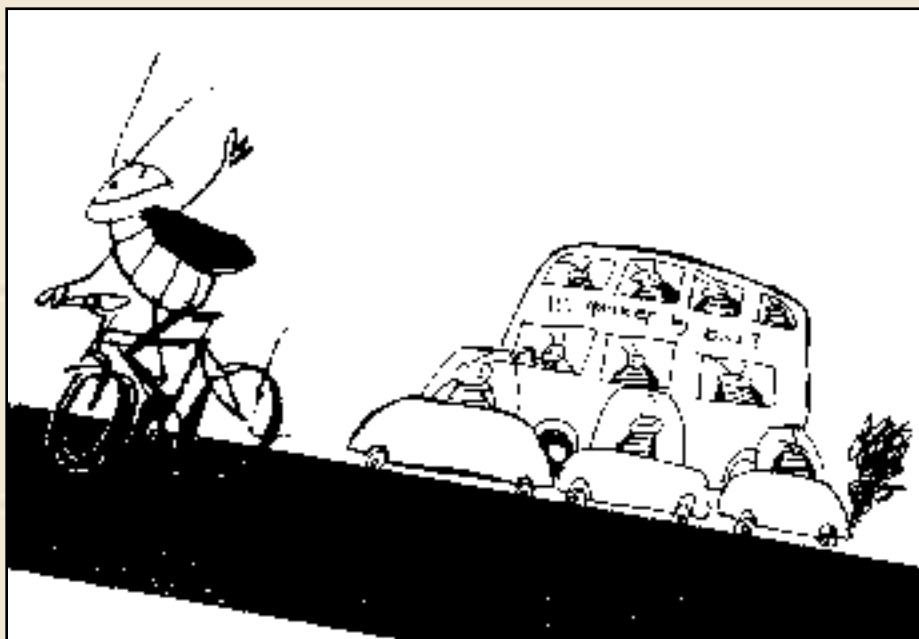
- Be positive when you're selling the benefits of cycling.
- Show support for cycling exists within the organisation.
- Present information about how good cycling is for staff, the organisation and the community. Stress the cost effectiveness of cycling. The organisation may benefit from favourable local press.
- Fix a date in the future for a further meeting.

If your initial proposal isn't accepted, don't give up. Perhaps you may need to adjust your objectives. Keep your goals simple and realistic to start with.

Step 5.

Once the group is established there are many ways to keep up the impetus, for example:

- Raise the profile of cycling by supporting events like National Bike Week and Bike to Work Day.
- Arrange social events and encourage new cyclists.
- Promote your group in the local press.



Illustrations by Paul Boston c/o Sustrans *

For further information or advice please contact:- *

Graham Simmonds
Bristol Area Specialist Health Promotion Service
Beaufort House

Southmead Hospital
Bristol BS10 5NB
Tel: (0117) 959 5464

A Central BUG Register

Please let us know if you start up a BUG so that we can keep up-to-date with activities of BUGs in Avon.

Please photocopy the section below and return completed with all your details to the above address. Thank you.

Name-
Organisation-
Address-
Tel No.
When did you start your workplace BUG? -
Number of members? -
A brief description of your aims -

Useful contacts and organisations

Information about cycle routes and parking.

Avon Cycle Team
Avon County Council
Contact: Mike Ginger
Tel: (0117) 987 4585

Cyclepath design and construction.

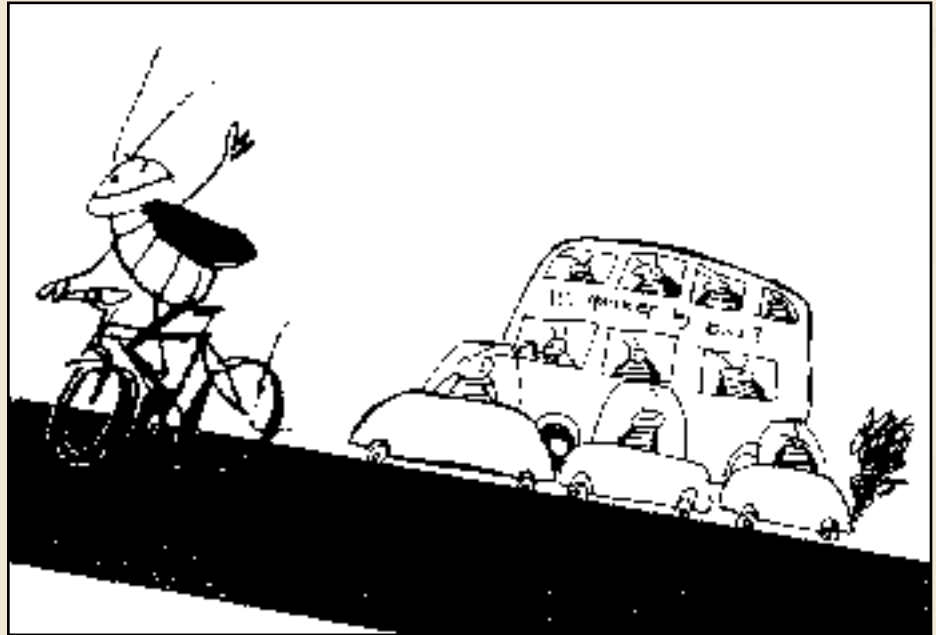
Sustrans
35 Kings Street
Bristol
Tel: (0117) 926 8893

Cycle campaigns and pressure groups.

Bristol Cycle Campaign
Contact: Rowland Dye
Tel: (0117) 924 6199

Cycle Touring Campaign
Contact: Brian Griffiths
Tel: (0117) 956 1934

Cycle Bath
Tel: (01225) 339223



Other BUGS in Avon

Frenchay Healthcare NHS Trust BUG
Contact: Martin Wallis
Tel: (0117) 970 1212 Ext 2467

Avon County Council BUG
Contact: Andrea Bailey
Tel: (0117) 987 4958

University of the West of England BUG
Contact: Richard Burton
Tel: (01454) 616212

National Westminster Insurance Services BUG
Contact: Chris Sessions
Tel: (0117) 926 3039

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