

Part 1:

The Benefits of Two Wheels

Before we discuss what types of cycle storage facilities are available and which is right for your organisation's needs, let's look at the facts about what cycling has to offer, along with the potential benefits of cycling to work.





Parking the Facts

As shown in the 2021 National Travel Survey for residents of England, there has been a gradual increase in the average cycling miles travelled from 2002 to 2019. In 2021, the overall average miles cycled (55 miles per person per year) was 43% higher than in 2002 (39 miles per person per year)¹. Categorising the trips by purpose; leisure ranked as the most common purpose for cycling with 46%, whilst commuting followed second with 27%.

With many of us feeling the pinch right now, making any amount of savings we can on travel and commuting would be hugely beneficial. According to research conducted by Blackhawk Network, commuters can save an average of £750 a year by travelling to work on a bike. This rises to £1,400 in higher-density areas like Greater London². During the lead-up to a Cycle to Work Day, the cycling technology company, See.Sense, tested their cycling companion app and discovered that its community of cyclists collectively saved £185,104 in fuel costs³, in just one week!

Looking at environmental factors, in 2020, the transport industry was the largest emitting sector of greenhouse gases in the UK with 24% of the country's total emissions, mainly derived from the use of petrol and diesel in road transport⁴. Findings by the cycling magazine, Bikeradar, highlighted that cycling is among the lowest carbon-per-kilometre modes of transport, with around 21g of CO2 per kilometre produced. That's less than a tenth of the emissions caused by driving⁵.

For health, cycling can strengthen the immune system, help with weight loss, and even reduce the risk of developing heart disease⁶, and cancer⁷. Whilst the benefits of supporting physical health are undeniable, cycling can be just as positive for our mental health. It can relieve stress⁸, improve navigational skills and sleep cycles and, even develop social bonds through joining cycling clubs⁹.

With these facts and figures, hopping on two wheels seems like a logical and rewarding change of lifestyle for people to make and an effective practice for businesses to implement.

CYCLING BENEFITS



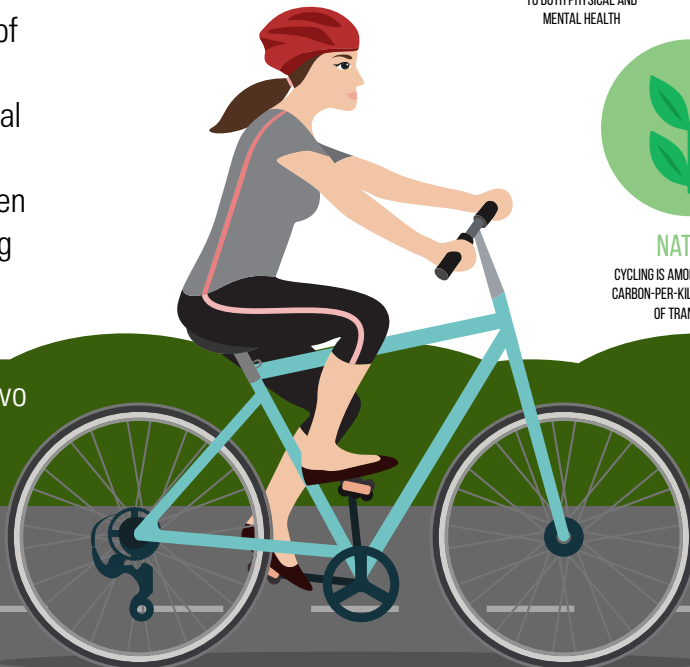
HEALTH
NUMBER OF HEALTH BENEFITS TO BOTH PHYSICAL AND MENTAL HEALTH



SAVE ON FUEL
STUDIES FOUND AN AVERAGE SAVING OF £750 PER YEAR ON TRAVELLING TO WORK



NATURE
CYCLING IS AMONG THE LOWEST CARBON-PER-KILOMETRE MODES OF TRANSPORT



¹<https://www.gov.uk/government/statistics/national-travel-survey-2021/national-travel-survey-2021-active-travel>

²<https://blackhawknetwork.com/uk-en/cycletoworkday-2022>

³<https://bikebiz.com/see-senses-cycling-community-saves-185000-in-fuel-costs-in-one-week/>

⁴https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1051408/2020-final-greenhouse-gas-emissions-statistical-release.pdf

⁵<https://www.bikeradar.com/features/long-reads/cycling-environmental-impact/> & <https://discerningcyclist.com/is-cycling-real-green-environment/>

⁶<https://www.nhsinform.scot/healthy-living/keeping-active/activities/cycling>

⁷<https://www.cyclinguk.org/briefing/case-cycling-health#F1> & [https://www.thelancet.com/journals/lanplh/article/PIIS2542-5196\(20\)30079-6/fulltext](https://www.thelancet.com/journals/lanplh/article/PIIS2542-5196(20)30079-6/fulltext)

⁸<https://bmjopen.bmj.com/content/7/6/e013542>

⁹<https://www.cyclingweekly.com/news/latest-news/benefits-of-cycling-334144>



The Win-Win of Cycling to Work

As discussed, cycling can be a money saver, an ally against climate change and an invaluable source of health and fitness.

Employees with a [healthy lifestyle](#) can display increased levels of morale, productivity and engagement at work. Encouraging employees to cycle to work can help contribute to their overall physical health and wellbeing. A happy and healthy workforce is something that all employers should aspire to have.

In relation to the environmental costs associated with commuting via bike, this method of transport should be supported as a vital tool to [meet the UK's NET Zero targets within businesses](#). This, in turn, could potentially attract new customers and investors through the promotion of sustainable practices.

Analysing the savings that the average worker could accumulate by swapping motor for pedal is further reinforced during the current cost of living crisis. [The cost of travel to work is cited as a top concern for almost two-thirds of employees, second only to utility bills¹⁰](#). There is even the potential to save time, as cycling in areas of high congestion is often quicker than motor transport.

With cycling offering so many advantages to both employer and employee, now more than ever seems like the ideal time to jump on two wheels. [But how can employers do more to accelerate this?](#)

A study commissioned by Direct Line Group, shows that one-fifth of the cyclists surveyed commute to work by bike less frequently than they'd like to. Over half (56%) continue to use their bike to commute daily, however 2.1 million (20%) cycle less due to the lack of facilities available in their workplace. Multiple reasons were discovered as to why the 20% feel discouraged to commute by bicycle, but the most common cause was due to storage space, with 14% stating their business doesn't have enough areas to store bikes¹¹.

Before investing in cycling facilities though, employers can do a few simple things to encourage the commute on bicycle. Sharing information through your work channels is an effective way to showcase the benefits of cycling, such as sending emails or displaying infographics around the workplace. Senior leaders can influence employees' habits by leading by example.

If Directors and CEOs are seen commuting on bicycles, employees could follow suit.



¹⁰<https://blackhawknetwork.com/uk-en/cycletoworkday-2022>

¹¹<https://www.directlinegroup.co.uk/en/news/brand-news/2022/british-commuters-p1-billion-bike-storage-problem-.html>



Setting Up a Cycle to Work Scheme

Whilst cycling to work can over time lower travel expenses for employees, the initial cost of purchasing a modern bicycle can prove to be costly for some. Below we'll delve into the basics of a Cycle to Work Scheme and how employees and employers can alleviate the initial cost of purchasing a bike.

A Cycle to Work Scheme is a **tax-efficient, salary sacrifice initiative** introduced in the 1999 Finance Act*. It allows employees to obtain a commutable bicycle, e-bike and/or various cycle accessories, which are paid for initially by their employer. The employee then makes salary sacrifice payments back to their employer over periods of 12, 24, or 36-months. This not only makes accessing a brand new bike and equipment more affordable for employees but also provides them with **savings on their tax and national insurance contributions**, while of course, saving them hundreds of pounds on the annual cost of commuting.

As part of the Government's Green Transport Plan, employers have the option to register and provide bikes and e-bikes for their employees through the Cycle To Work Alliance¹². A policy coalition consisting of five leading providers including; **Cyclescheme, Cycle Solutions, Evans Cycles, Halfords, and Vivup**. Through this initiative, an employer can initially pay for the bike and/or accessories tax-free and organise monthly payments from the employee's salary. Each partnered provider offers different savings but all include the chance for employers to eventually recoup the full costs, it really is a **win-win solution**.

Whilst each Cycle to Work Scheme provider follows individual methods for application, they all follow these general guidelines to ensure the scheme can be fluidly implemented into a business with ease.

STEPS TO TAKE AS AN EMPLOYER



1 Sign up and apply to your chosen initiative to receive a unique employer code.



2 Choose your value package and how much you would like to spend on each employee & approve a salary sacrifice agreement.



3 Promote the newly introduced scheme to your staff.



4 Once the employee receives their bike, an invoice will be sent for the first payment.

As mentioned, each provider follows its own individual methods for application. So, it's worth spending some time familiarising yourself with their guidelines before you or your business choose the ideal cycle to work package.

STEPS TO TAKE AS AN EMPLOYEE



1 Receive the company's unique employer code, this will be needed when applying for your certificate or letter of collection.



2 Next is the fun part – choosing what bike to get! Depending on your employer's desired package choose from local or online retailers.



3 Once your purchase application is approved by your employer, your certificate or letter of collection will be emailed to you.



4 Redeem your certificate in store, online, or over the phone within the next 3 months.



5 The employee receives their bike and starts their salary repayments.

¹²<https://cycletoworkalliance.org.uk/>