



Sustainable Travel Initiatives for Businesses and Employees

Implement our free initiatives to help adapt your business to some of the Covid-19 restrictions and support your staff in travelling safely to work. Leicester City Council Walking & Cycling Team can work with your business to encourage your employees to walk or cycle to work, where they are still commuting to their workplace, improving their health and wellbeing whilst protecting public transport for key workers.

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Follow Choose How You Move on social media to keep up to date with walking and cycling news in Leicester:



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“ It’s fantastic to see **so many of our staff benefitting**... through personal travel plans and other support to travel to work via bike. As a trust we offer staff a cycle to work scheme, bike parking and changing facilities and there’s the monthly Dr Bike service. **Keeping NHS staff moving** and able to commute into work during COVID-19 has been especially important. We continue to make improvements to our staff offers and we will **continue to work with partners** to achieve this. ”

CM, University Hospitals Leicester

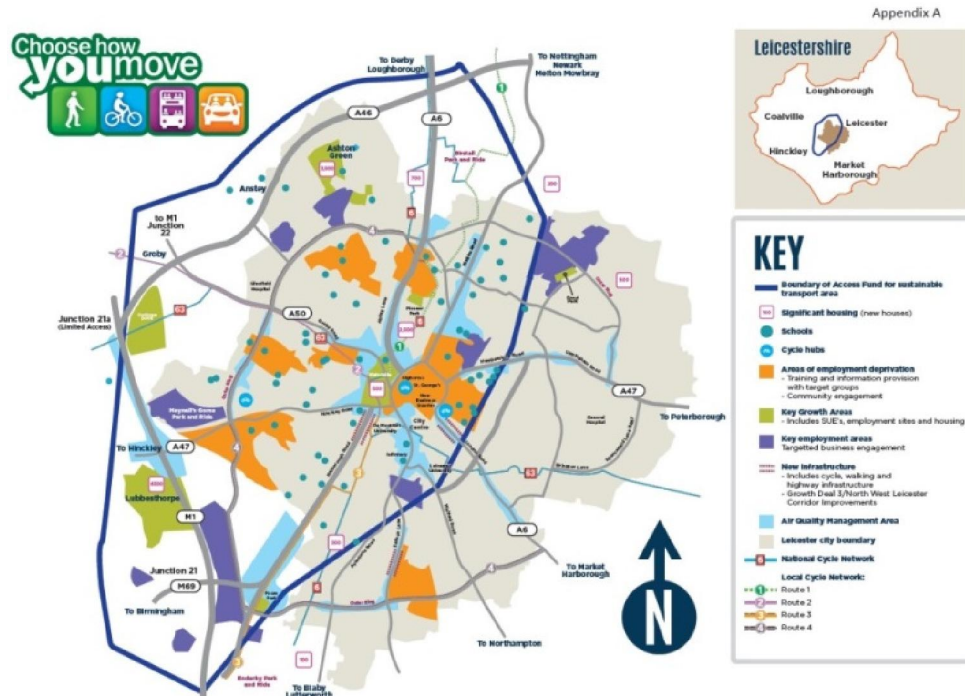
“ Walking to work **clears my head** before I start work and sets me up for a better day. The benefits of walking to work for me are I feel better in myself and **I feel happier** by the time I reach work. ”

I am slowly losing weight and **I am saving a lot of money** that I used to spend on taxis. Starting is the hardest part but once you start and **you will feel the benefits**. ”

NP, University Hospitals Leicester

Who can access our support?

The Leicester City Council Walking & Cycling Team is still working during the Covid-19 restrictions and is able to help businesses that are based in the Access Fund area (map below) or organisations that have at least 50% of their workforce living in this area.



Our Process



After a short telephone or video consultation to help us identify your business's needs, we will create a quick Travel Survey for your employees to determine the barriers that they face to walking or cycling to work. From this survey we will be able to plot employee postcodes to show how many employees could potentially commute by foot or bike. If necessary, an audit of your premises can be conducted by our team to identify improvements in infrastructure and facilities, which could be made to your site to make it easier for your staff to walk or cycle to work.

We will use this information to help you to select which of our tools and initiatives will benefit your business and staff.

Tools

We have adapted our tools and initiatives in response to the Covid-19 pandemic and the UK Government's advice to socially distance. We will continue to review our offer in response to the latest Government guidance and encourage businesses to get in contact with the team to find out about our current tools and initiatives.

Sustainable Travel Grants

Your business can apply for a grant of up to £5000 per year to encourage staff to travel actively to work by walking and cycling, or to make your business travel more sustainable for example using an electric vehicle or a cargo bike to make home deliveries.

The business is expected to match fund the grant, although this can be in kind, by providing staff time to promote the grant to other businesses, for example. An application form can be downloaded from the Leicester Business Engagement section of the CHYM website: www.choosehowyoumove.co.uk/businesses/

Alternatively, £300 cycle grants are available without requiring match funding for projects, publicity, training or other initiatives which help get more people on their bikes. No match funding is required which may suit some businesses better than the Sustainable Travel Grant. For more information and to apply, see www.leicester.gov.uk/transport-and-streets/cycling-in-leicester/cycling-schemes/300-cycle-challenge/ and contact cycle-city@leicester.gov.uk.

One example of how a sustainable travel grant has been used:



“ The sustainable travel grant is a great scheme which helps businesses get the facilities they need to encourage active travel that might be slightly out of reach financially.

Also, it helps with showing that we invest in our teams and their well-being and this helps our staff have pride at work.

Since installing the shower and bike rack, we have found our sickness levels reduced too. ”

Steve Goddard

Deputy Centre Manager, Beaumont Leys Shopping Centre

Wheels to Work

Leicester City Council operate the Wheels to Work scheme, which is a low-cost loan of pedal/electric bikes and electric mopeds to those who are struggling to get to work due to transport barriers.



The vehicle loan is typically over a period of 6 months, giving the participant enough time to make their own transport arrangements to their place of work. To find out more about participation criteria, costs and to apply, please visit www.choosehowyoumove.co.uk/cycling/wheels-to-work/

Your business could recommend this scheme to employees who previously used public transport to get to work or to those employees who want to try cycling to work.

Supporting staff to plan their journey to work

We understand that staff may be walking or cycling to work for the first time to avoid using public transport. To help staff plan their new route to work, we recommend they use the journey planner on the [Choose How You Move website](http://www.choosehowyoumove.co.uk), cycle.travel/ or [Google Maps](https://www.google.com/maps) to find the best option then try it out when doing their daily exercise. If staff are still unable to find a suitable route, then they can contact the team and we will help them to plan their walking or cycling commute.

BetterPoints Rewards App

Staff can earn reward points for walking and cycling to work and when making other essential journeys using the free BetterPoints app. When sufficient points have built up, they can be exchanged for high street vouchers or donated to a favourite charity. To download the free app, visit: www.betterpoints.uk/page/choose-how-you-move



Communications Package

Promote staff wellbeing and active travel with our communications package, including:

- A special onboarding travel newsletter for new recruits and staff moving to new premises
- A series of seasonal staff newsletters to help them get active and save money on transport
- Videos to share with your staff about the benefits of walking or cycling the commute journey
- A dedicated travel page for your business on our Choose How You Move website for your staff and visitors to access tailored travel information and to advertise your cycle to work scheme, for example.



Information

Alongside the tools outlined above, we can provide information and advice about implementing the following initiatives in your organisation, for your business to demonstrate a commitment to staff wellbeing and environmental responsibility:

- **Leicester Bike Aid Free Bike Safety Checks**

Employees who want to use their bikes to travel to work or for leisure can get a free bike safety check by attending one of the free Leicester Bike Aid sessions, find out more [here](http://www.choosehowyoumove.co.uk/bike-aid/):

- **Cargo Bikes**

Leicester City Council has a fleet of cargo bikes which are a quick and eco-friendly alternative to using cars or vans to transport large loads. They are perfect for making home deliveries and will attract lots of attention and interest in your business. We can provide advice on purchasing a cargo bike for your business and support with applying for a grant to cover the costs.

- **The Green Commute Initiative Cycle to Work Scheme**

A new salary sacrifice scheme perfect for electric bikes. It offers up to 42% savings on bikes for staff as part of the Government's Green Transport plan and there are no end-of-contract financial penalties for the buyer. For more information, see <https://greencommuteinitiative.uk/>

- **A Green Bike Pool by The Green Commute Initiative**

The Green Commute Initiative provides a complete turnkey electric pool bike solution, providing employees with the use of a bank of electric bikes to make in-work journeys throughout the working day. Pool bikes reduce the cost of business travel expenses and are a great way to improve employee health & well-being.

- **Travel Plans**

The City Council provides free help and guidance on the various elements of voluntary travel plans, which are site specific and practical to each organisation. For more information, see www.leicester.gov.uk/transport-and-streets/travel-plans-in-leicester

- **Bicycle User Group**

Assistance is available to help your business set up a Bicycle User Group (BUG). BUGs support staff who cycle for and/or to and from work.

- **SmartGo Leicester**

Run by Go Travel Solutions, SmartGo Leicester helps businesses encourage low-carbon transport by providing discounts to employees on sustainable travel if the business buys Smartgo Leicester membership. Membership cost depends on the number of employees in a business. Offers cover buses, trains, electric charging points, bikes & accessories, car hire. For more information, see www.smartgo.co.uk/leicester.

- **Electric Vehicle Charging**

Office for Low Emission Vehicles (OLEV) provides grants of £350 towards the costs of a charging socket with the maximum number of sockets fundable, per site, at 40. For more information contact raj.shukla@leicester.gov.uk.

Staff who are working from home

For staff who are working from home, it is still important for them to keep active to look after their mental and physical health.

- Why not encourage staff to subscribe to the Walk Leicester or Ride Leicester newsletters? Staff can stay up to date with local walking & cycling news and get regular inspiration to help them stay active at home. Subscribe here: www.choosehowyoumove.co.uk/about-us/subscribe-to-our-e-newsletters/
- The Choose How You Move Team have summarised some of the many online resources that have been made available at www.choosehowyoumove.co.uk/keepactive/ which includes at home exercises, activities suitable for families and advice on staying safe when exercising outside.
- Staff who live in Leicester and Leicestershire can find walking routes near them at www.choosehowyoumove.co.uk/walks

Our Partners: Living Streets and Sustrans

The Walking & Cycling Team at Leicester City Council work with the charities Living Streets and Sustrans to support Leicester City businesses to use active travel.

Living Streets Walking Works programme

Walking Works is Living Streets programme for embedding the culture of walking into workplaces. The Walking Works package includes a range of remote activities, which are all aimed to provide opportunities and nudge your employees to incorporate walking into their daily routines at work or at home.

The programme starts with an initial consultation to find out the unique needs of your work setting (this can be completed over the phone or email).

The Walking Works offer includes:

- Communications support package – you'll be provided with material to use in your internal comms channels (newsletters, emails, intranet, social media). Content includes walking challenges and tips and advice for staff on ways to fit more walking into the day – whether they're working from home or the workplace.
- Online digital pledge – we'll encourage your employees to set themselves a goal to walk more.
- Walk Champion Training (to be delivered remotely via Microsoft Teams/Zoom) – equipping your own staff to be able to support their colleagues to walk more.
- Walking Map – highlighting short walking routes employees could do from the workplace in their breaktimes.

Living Streets can work with a limited number of workplaces each year, so please get in touch to find out our availability.

Contacts: Katie France – katie.france@livingstreets.org.uk / 07808 640305 and Sarah Smith – sarah.smith@livingstreets.org.uk / 07595 781875.

Sustrans

Sustrans is currently unable to work with Leicester businesses directly. However, we hope that they will be able to resume their initiatives soon, including Dr Bike cycle maintenance sessions. Please get in touch with the Walking & Cycling Team to find out the latest news on our Sustrans partner.

However, nationally Sustrans are continuing to create resources for the public to get active whilst at home:

- Sustrans are helping Key Workers travel safely to work and have created the *Outside In* weekly emails with creative indoor and outdoor activities for all the family, subscribe here: www.sustrans.org.uk/campaigns/outside-in/