



# Active Travel Guidance for Businesses

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Walking, cycling and jogging can be great ways to travel

# Introducing active travel

Walking, cycling or jogging to and from work is a great way for Londoners to commute and achieve the NHS recommended 20 minutes of moderate physical activity a day

Even a brisk 10-minute walk has been shown to increase mental alertness, energy and positive mood. Active travel is better for the environment, a more comfortable way to get around when travelling at busier times of day and helps reduce traffic on our roads, with congestion costing the London economy around £5bn a year and the UK economy £6.9bn in 2019. Active travel has several benefits for businesses too, and has been shown to:



## Increase productivity

Research suggests that staff walking or cycling to or from work reduces absenteeism, with active staff taking 27 per cent fewer sick days a year.



## Improve staff retention

Studies show that staff turnover can be reduced by up to 13 per cent by the introduction of a workplace cycling scheme and 73 per cent of London Business Improvement Districts say active travel is important for attracting and retaining staff.



## Increase business flexibility and resilience

Providing more ways for employees to get around enables them to find the best mode of transport for their needs and increases business flexibility.



## Reduce the need for car parking spaces

By encouraging mode shift and enabling active travel, the need for car parking spaces is greatly reduced, along with related maintenance and occupancy considerations.



## Improve focus and mental wellbeing

Walking and cycling can be significantly more comfortable ways of travelling for your employees during busy travel times, providing a better start to their working day.



Walking has health and wellbeing benefits

# Why encourage active travel?

This guidance is for employers who are interested in providing their employees with active travel commuting options

The [Mayor's Transport Strategy](#) aims for 80 per cent of all trips in London to be made by sustainable modes (such as walking, cycling and public transport) by 2041. This target will create a city where Londoners are healthier and more productive. It is also about improving the public transport experience and making London a more pleasant place to live, work and study.

Our ambition is for all Londoners to enjoy the benefits of being active through walking or cycling for at least 20 minutes a day, improving our collective health and wellbeing and helping reduce harmful emissions. This includes walking and cycling to and from public transport.

To support this, we are investing in walking, cycling and public transport at street level to provide a safer, easier, cleaner and more appealing environment for everyone to enjoy. In addition, we need to support London and its economy, and we need businesses to support their employees to make active travel choices.

We also recognise the critical role that employees play in championing active travel, and the potential for local Business Improvement Districts and business groups to create facilities that can be used by the wider business community.

## The role of employers

Evidence shows that employers are a key influence on employee travel habits. Having policies that encourage active travel and reduce car use, or a network of champions who encourage others to follow their example can have a strong impact on employees' decision making, for instance.

## The role of employees

Getting buy-in from the employees themselves is essential to deliver active travel initiatives.

Employee champions are essential to:

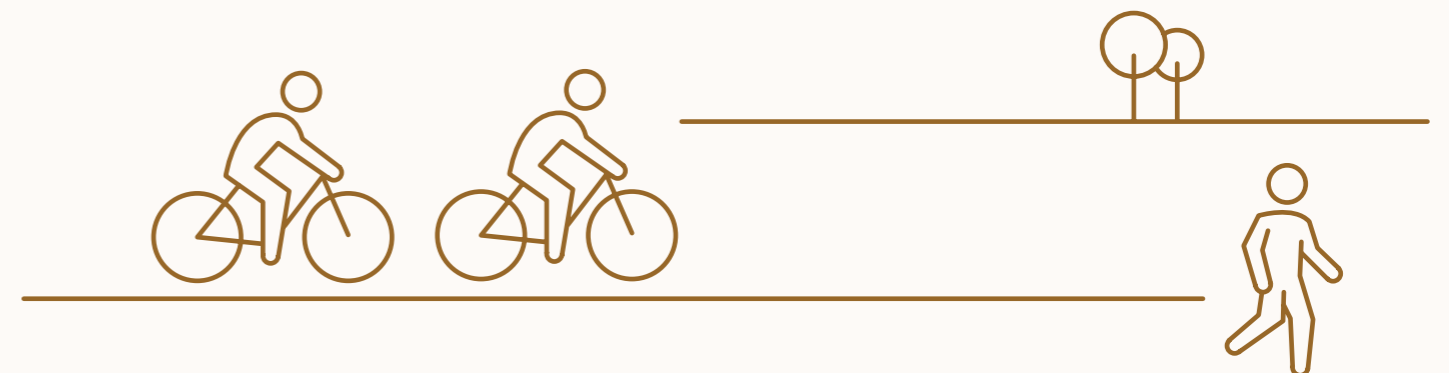
- Provide peer-to-peer support to encourage people to change or try something new
- Embed long-term cultural change
- Make sure employees needs are considered in the shaping and delivery of workplace active travel initiatives

## The role of Business Improvement Districts and business groups

A group of businesses working together creates an opportunity to share experiences and provide peer support. Business Improvement Districts and business groups can use their collective buying power to secure good deals for shared transport services or provide a common identity for the area to encourage people to get involved. This could be as simple as finding effective channels for promoting sustainable travel options.

Delivering area-wide active travel initiatives can lead to:

- Attracting new business, staff and customers
- Securing investment and increased retail spend
- Increasing the vibrancy of an area and individuals' wellbeing
- Reducing the cost of shared facilities such as cycle parking



# Identifying opportunities for active travel

The most successful active travel initiatives combine a range of different measures

A range of measures can be combined to have a stronger impact or you may prefer to identify one thing that you can deliver first. We have outlined a number of actions you can undertake immediately, such as promoting or incentivising active travel to work, as well as others that may be carried out as part of your return to work and longer-term plans. Many of these are relatively low cost and easy to set up.

## Facilities

Tell your employees what facilities you have available that will make active travel easier for them, for example:

- Onsite or [local cycle parking](#) (some BIDs have central cycle parking facilities that their local businesses can use)
- Nearby [Santander Cycles docking stations](#)
- Local Cycleways
- Lockers
- Showers



Cycling can enable greater travel flexibility

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## Information

Support your employees by providing them with information and tools to help them plan their journeys to and from work, for example:



### Journey Planning tools

- [Journey Planner](#)
- [TfL Go app](#)
- [Walking times between stations](#)
- [Quieter times to travel](#)
- [Walking Tube map](#)
- [Go Jauntly app](#)
- [Places to park your cycle](#)
- [Online cycle network map](#)
- Capture and circulate employee recommendations to help share awareness of good ways to travel to work



### Maintaining and accessing a cycle

- [Cycle to work scheme](#)
- Onsite mechanical support
- [Santander Cycles business accounts](#)

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## Support

Show your employees where to access further active travel support, such as:



### Cycle training

- [TfL online Cycle Skills course](#) with four quick and easy modules for cyclists of all abilities: Get ready to ride, First time on the road, On the road again and Cycling with children or groups
- [TfL Cycle Skills training](#), with face-to-face training available in boroughs



### Peer support

- Set up a peer support group to provide help and encourage people to change or try something new



The TfL Go app gives live bus and train times for every station

## TfL Go

[TfL Go](#) can help employees plan their journeys by providing real-time travel information, updates and details of the quieter times to travel. The app includes walking and cycling routes as well as useful accessibility features such as a step-free mode, real-time lift status, station closures and toilet facilities.

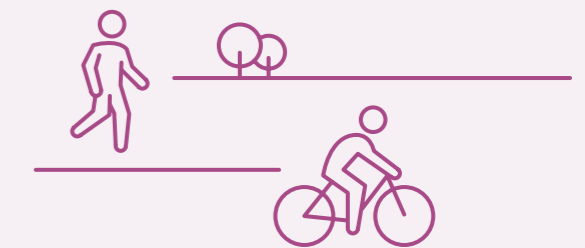
Spread the word and help your employees:

- Discover walking and cycling routes, for all or part of their journey into work
- Find quieter times to travel for the stations they use
- Plan step-free journeys
- Get live bus and train times

## Healthy Streets Approach

We have adopted the [Healthy Streets Approach](#) to improve air quality, reduce congestion and help make London's diverse communities greener, healthier and more attractive places to live, work, visit, play and do business.

You may notice changes to the streets taking place across London such as new Cycleways, School Streets or Low Traffic Neighbourhoods. These are all designed to support more active and sustainable journeys, and provide great environments in which to walk or cycle.



# Incorporating active travel into your plans

Employees are increasingly aware of the benefits of active travel and expect their workplace to support their choice of travel mode

## Employee travel survey

It is useful to understand how people currently travel, or plan to travel, to and from work to your business. Some large employers may have this data available, for instance if they have a travel plan. Otherwise, before you start, the [employee travel survey template](#) can give you a snapshot of current employee travel habits. The survey can be run again at a later date and each set of results can be used to assess the impact of any interventions you may have made, and present further active travel opportunities.

It is important to recognise and encourage employees' positive travel habits

## Engagement

Looking at the challenges presented by active travel is a good way of engaging people to try a new way to travel and should be focused on encouraging walking or cycling more (not just rewarding people who already travel actively, although it is important to recognise their positive actions and encourage them to continue).

Research shows that encouraging people to try walking a short journey can be a great way to show them how enjoyable it can be and to create the desire and intention to walk more often.

Roadshows, action weeks and active travel challenges are good for engaging people and should focus on encouraging walking or cycling more. Set up or publicise locally-led walks or walking routes, particularly from public transport hubs, and walking buddy schemes or Walking Weeks.



Cycling can be a good way of breaking up longer commutes



# Encouraging active travel

Individual employees can play a key role in motivating their colleagues to take up active travel

Employers and Business Improvement Districts can be instrumental by providing the right mix of opportunities to encourage people to travel by cycle or on foot. Start by mapping out the role each party (employees, employer and, potentially, Business Improvement Districts) can have in helping you deliver the initiatives below.

## Improving facilities, such as storage and access

Regular cycle maintenance and repairs from a local cycle mechanic can help keep people cycling safely. Your employees can find out where they can [bring a cycle on public transport](#) if they are interchanging as part of their commute.

[Cycle parking guidance](#) is available for businesses requiring advice on how to provide this for their employees. It includes information on types of cycle parking, how much to provide and where to locate it.

## Inclusive cycling

Adapted cycles enable more people to have the option of cycling to work. Whatever the adaptation or support requirement, there is likely to be a way to ride, whether employees have a disability, other health issues or a lack of confidence on the roads. Wheels for Wellbeing have some great [case studies on adapted cycles](#). E-bikes can

also provide benefits for all types of users, including the ability to cycle for longer to and from work.

## Go Jauntly app: Beat the Commute Walks

Go Jauntly is a walking app that can help your employees find quiet and pleasant [walking routes between stations](#), with the option to add favourite routes to work and share these with colleagues.

Living Streets also has a [Central London Footways](#) map with additional information that may be helpful to your employees.

## Walk the Tube

Many Tube journeys are only a short walk apart. Enable your employees to make the best decision for them based on their specific journey by sharing information such as the [Walking Tube Map](#), station-to-station-walking and journeys that may be quicker to walk, available on [our dedicated walking webpage](#), to encourage employees to walk part of their commute or to make short business journeys on foot.



Cycling in a group can help build confidence and familiarity

### Top tips for employees to keep their cycles secure

Share these top tips for cycle security with your employees

- Secure cycle locks provide greater protection against theft. Make sure the frame and both wheels are locked to the stand using good quality locks
- For peace of mind, cycles should be insured outside of the home. Some insurers will only cover cycles if they are stolen from your home or a locked garage, so be clear and sure of what your policy covers
- Registering cycles by marking the frame helps police and retailers identify and verify the legitimate owner of cycles that have been stolen or are being resold. The police and some Business Improvement Districts regularly set up marking events to provide cycle security advice and offer security marking. In addition, [BikeRegister](#), the national, police-approved cycle database, can register bike details for free, and so provide added security.

### Q-Park Marble Arch: cycle storage case study

Q-Park have launched a service to help businesses offer safe cycle parking to their employees. Businesses can have their own secure, branded, reserved area in a Q-Park parking facility such as [Q-Park Marble Arch](#). Employees can be issued door access cards so they can enter and exit the car park via secure pedestrian doors. The set up only takes four weeks and is a great way to encourage employees to cycle to work.



### Cycle storage case study

Based in Hanover Square close to Oxford Street, Condé Nast surveyed employees and found a significant proportion were interested in cycling to work. It has converted some of its car parking spaces to cycle parking spaces along with additional storage in the basement. The company also has shower facilities on site for staff, and is looking to stagger start and finish times by department to give employees greater flexibility in planning their commute.

### Shared cycle schemes

Cycle sharing schemes (whether public, such as Santander Cycles, or one that has been set up privately for your employees) offer employees easy access to a cycle. The shared transport charity [CoMoUK](#) has a guide which outlines different ways of developing a workplace cycle scheme pool.

[Santander Cycles business accounts](#) are a great way for you and your staff to get around. Whatever the size of your business, you can buy a cycle hire account for a staff member and give them one year's cycle access. This means your staff can make as many journeys as they like, with the cost of the first 30 minutes of each journey included and costs beyond 30 minutes covered by the employee themselves. Simply purchase a set of promo codes – pass them on to your staff and they will be able to register and link their personal bank account to the membership key.

Your employees can hire a cycle, ride it wherever they want and return it to any docking station, 24 hours a day, 365 days a year. Employees can download the [Santander Cycles app](#) which makes it easier to find a docking station and hire a cycle.

Employee benefits provider [Blackhawk](#) has also recently added Santander Cycles annual membership to its cycle to work scheme, providing access to discounted cycle hire.



London has a wide range of walking and cycling opportunities

### Incentives

Free trials or cycle loans have a proven track record of leading to long-term regular cycling, with participants often buying the cycle they leased. Alternatively, you could introduce cumulative rewards, such as a monetary incentive or an extra day of leave for employees who do not drive, or who pledge to give up driving to work. Rewards could take the form of cash or credits that can be used in local shops and are best when aligned to other employee reward schemes your organisation may offer.

Joining the [Government's Cycle to Work scheme](#) means employees benefit from tax-free cycle purchases with no cost to the employer. The scheme is designed to help employees save money on a new work cycle and spread the cost over monthly tax-free instalments.

The scheme is run by the employer, who is required to register with a scheme provider. There are several different scheme providers, but the basic idea remains the same. As an employer, if your employee uses a salary sacrifice arrangement, you will save Secondary Class I National Insurance Contributions on the salary sacrificed.

### Bankside Bike Train: cycle confidence case study

The [Bankside Bike Train](#), set up by Better Bankside, is free for anyone who wants to commute or visit Bankside by cycle but feels apprehensive. It takes the form of a group of cyclists riding together, with instructors at the front and back. Cyclists can join from different entry points, such as bus stops, and it takes the quietest most cycle-friendly routes.

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