

ENCOURAGING PEOPLE TO CYCLE TO WORK

City of Stoke-on-Trent

An important part of the Stoke-on-Trent cycling strategy is to encourage more people to cycle to work. However they accept that for more people to cycle to work, they need:

- safe roads
- direct and well signposted cycle routes
- more secure parking at their destination
- driver education
- incentives from employers to encourage cycling such as cycle allowances, changing rooms and showering facilities

The City Council contributes by putting in the infrastructure and the know-how and they have developed a number of routes. Many more are planned and they are introducing more and more traffic calming schemes. They are also working with employers in developing travel plans and the council have taken the lead by producing their own plan. In terms of cycle facilities they have a large covered and secure cycle parking area under the civic centre, showers for people to use and they have a 7.4 pence a mile cycle allowance for people using their own bikes for business use and a £500 interest free loan facility for buying a new bike.

Some examples of employers who are making a start on providing for cyclists are:

- Beth Johnson Housing Association cycle storage 2004
- Male shower at Peggy Davies 2004
- Lockers and washroom at Harplands Hospital
- Bikers breakfast in the staff canteen, attended by Mayor Meredith

Support for Small Businesses

It can be difficult for small businesses to prioritise the health of employees as they don't have the support systems (e.g. Human Resources Departments etc) available in larger employers. The Shelton Enterprise Centre benefits from a Travel Plan Co-ordinator who engages with the businesses using the centre. The holistic approach taken gets people to be more health conscious through good diet, monitoring their health (e.g. by checking blood pressure regularly – available at the centre) and taking exercise such as cycling and walking. The centre has cycle parking installed.



Peer assessment of this initiative (September 2005)

- ✎ Travel plans – grant of up to £5,000
- ✎ Partnership working – good relationships and communication

Contact Debbie Turner, Workplace Travel Plan Co-ordinator, for further information

Email address:

debra.turner@stoke.gov.uk