

# INCENTIVES GUIDE

There are many incentives beyond bike parking an employer can offer to encourage cycling within the workplace. By offering the following you are showing a commitment and investment in cycling that may encourage increased levels of staff cycling.

## CYCLE TO WORK SCHEMES

There are a number of 'Cycle to Work Schemes', a Government initiative to promote healthier journeys to work and reduce environmental pollution. This initiative allows employers to loan cycles and cyclists' safety equipment to employees as a tax-free benefit. At the end of the 'loan' period the employee pays a final instalment to transfer ownership. This allows the employee to spread the costs of paying for a bike and equipment and benefit from a reduction in their month tax and National Insurance costs.

This is an excellent incentive to provide and easy to implement. The Government has produced guidance documents, as have many of the main providers. Your Cycle Friendly assessor will be able to advise on the various providers for the scheme.

## DISCOUNT AT LOCAL BIKE SHOP

If you are unable to implement the Cycle to Work Scheme another good option would be to negotiate a discount with a local bike shop. Most retailers are happy to offer anything from 10 - 20% off and can often bring bikes to the workplace to demonstrate. Staff would be required to show a recent payslip as evidence. Likewise, there are many bicycle recycling charities who sell low cost reconditioned bikes which is an excellent option for those new or returning to cycling.

## BICYCLE MILEAGE ALLOWANCE

To encourage employees to use their own bikes to get to and from business meetings you can provide a 'bicycle mileage allowance'. This is essential criteria of the Cycle Friendly Employer Award and entails an update in expenses policy and staff handbooks. The HMRC recommended rate is 20p per mile. This cannot be claimed by staff using pool bikes or bikes that are still being paid for through a Cycle to Work Scheme.

<https://www.gov.uk/expenses-and-benefits-business-travel-mileage/rules-for-national-insurance>



## MEMBERSHIP TO BIKE HIRE SCHEME

For those organisations based in cities that have access to a public bicycle hire scheme such as Nextbike or Bike and Go a corporate membership is an excellent incentive for staff. Business subscription to both hire schemes are tailored to suit the needs of the organisation. Employees can benefit from free annual membership, removing a barrier to bike ownership. This is also an excellent alternative to workplace pool bikes.



## BUG

A 'Bicycle User Group' is a great form of support for those considering cycling. BUGs can take many forms from a private social media group; a dedicated page on an intranet site; a noticeboard or a ScotBug forum. Once established BUGs usually maintain themselves, with members posting about anything and everything related to cycling, both for work or leisure. BUGs give those new to cycling a platform to ask questions from more experienced cyclists and share ideas.



## BIG COUNT

Cycling Scotland's 'Big Count' asks you, twice a year, to visit the bike parking at your workplace and count the number of bikes there that day. Not only will you contribute to a national snapshot of workplace cycle rates, by logging your numbers each year you will be regularly monitoring your organisations rates of cycling - an essential criterion of the Cycle Friendly Employer Award.

[To stay informed register your interest here.](#)



## HEALTHY WORKING LIVES

[Healthy Working Lives](#) supports employers and employees to develop health promotion and safety themes in the workplace in a practical, logical way, that's beneficial to all. Achieving a Healthy Working Lives Award celebrates success, and gaining one could help your organisation reap the benefits of providing a healthier and safer workplace. For those working towards the award, engaging with Cycle Friendly Employer can help assist you to achieve the mandatory physical activity criteria of the Silver level.



**Healthy  
Working  
Lives**