

A better way to work from the Bike Station

Edinburgh workplace cycle parking



A better way to work

www.findabetterwaytowork.org



► Our partners

A better way to work

www.findabetterwaytowork.org



EDINBURGH BICYCLE COOPERATIVE



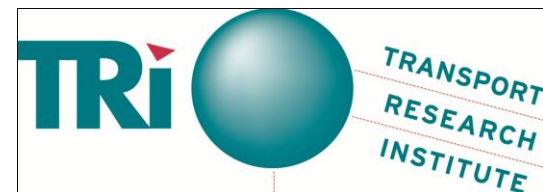
energy saving trust®



Cycling Scotland



Challenge
for
Change



Our aims



A better way to work

www.findabetterwaytowork.org



To provide a package of practical measures to increase take up of cycling and other sustainable transport modes as an alternative to the car:

- A range of practical cycling measures
- City Car Club memberships and advice
- Tickets for Lothian Buses
- Eco-driving training and information
- Walking promotion, pedometers etc
- Support, information and materials



Our results to date



A better way to work

www.findabetterwaytowork.org



Start date: March 2010

End date: March 2011

134 employers signed up to date

Over 26,000 employees

Including:

BBC Scotland

Quayle Munroe

Scotsman Publications

Forth Steel

Zonal Data Systems

Standard Life

Baillie Gifford

The Balmoral

Morton Fraser

PwC

Seebyte

Wolfson

Microelectronics

Private sector and public sector employers



Cycle parking



A better way to work

www.findabetterwaytowork.org



The Good



The Bad



► Cycle Parking

A better way to work

www.findabetterwaytowork.org



The
Ugly.



► what can be done to make things better?

A better way to work

www.findabetterwaytowork.org



How else can you get decent cycle parking at work?

A better way to work

www.findabetterwaytowork.org



Lobby your boss: Corporate social responsibility benefits
Attendance and punctuality benefits
Recruitment benefits
Cost of a car parking space vs. cost of bike parking

Lobby your councillor: 15% of journeys target
An over subscribed cycle parking rack sends a simple message: get more racks
The City Council do respond: Tesco's Causewayside
Cycle hoops in West Nicolson Street and Leith Walk



Cycle Friendly Employer awards

Cycling Scotland



Cycle Friendly Employer Award
Up to £10,000 interest free loan
For Cycle storage, changing room
facilities, lockers,.
Apply at cyclingscotland.org

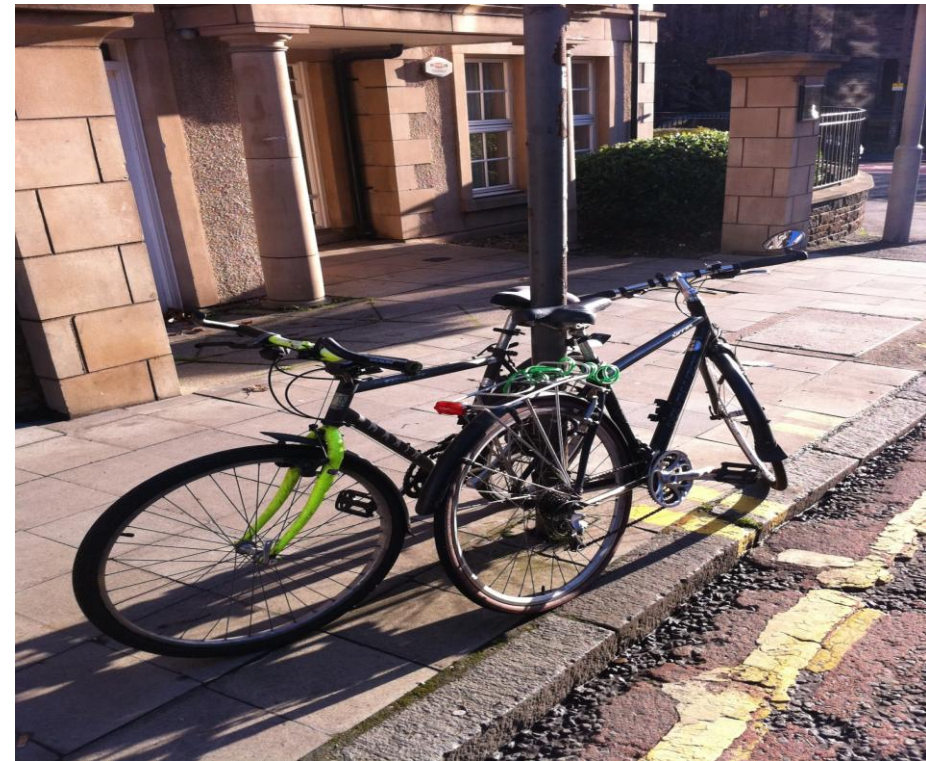
A better way to work
www.findabetterwaytowork.org



What if you've tried everything and still haven't got workplace cycle parking?

A better way to work

www.findabetterwaytowork.org



The last resort for workplace cycle parking

A better way to work

www.findabetterwaytowork.org

Buy a cheap bike from the Bike station

Park it in front of your workplace
So you can keep an eye on it



In summary

A better way to work

www.findabetterwaytowork.org



Workplace cycle parking facilities are provided by many Edinburgh based employers
If your facilities are sub-standard ask for an improvement

You can lobby your employer to do more for cyclists for valid business reasons through
Signing up for the A Better Way to Work Project, Starting a Bicycle User Group and
encouraging your workplace to attain cycle friendly employer status and apply for loans
To improve facilities through Cycling Scotland.

You can lobby your elected representatives to provide more cycle parking to ensure that
The 15% target for commuter journeys is reached.

You shouldn't see a lack of cycle parking as a barrier to cycling to work

If you come they will build it!