

A better way to work from the Bike Station

Cycling interventions which work



A better way to work
www.findabetterwaytowork.org

► Our partners

Our aims

Our results

Our branding

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EDINBURGH BICYCLE COOPERATIVE



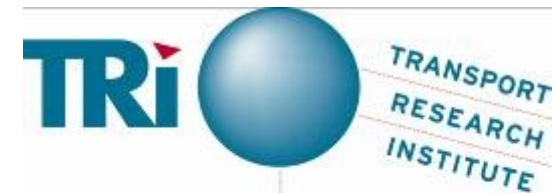
energy saving trust®



Cycling Scotland



Challenge
for
Change



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

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



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► **Our results to date**

Our branding

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Start date: March 2010

End date: March 2011

131 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 (Price Waterhouse Coopers)

Seebyte

Private sector employers not usually targeted by cycling initiatives.

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Our results to date

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Start date: March 2010

End date: March 2011

150 people loaned bikes

Over 130 hours of cycle training

10 new Cycle-Friendly Employer awards

42 City Car Club memberships

Edinburgh Cycle Challenge:

150 organisations registered

2,121 participants

336 people who had not cycled in over a year

24,943 cycle trips logged

244 Dr Bike sessions – over 2,000 attendees

300 travel advice sessions

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How to get business cycling? A professional image.

Positive
All encompassing
Focus on commuting and work travel
Professional

- benefits from image of Bike Station's reputation delivering cycling services to employers
- sold cycling as simply a logical transport choice
- making cycling high profile, to audiences not usually targeted



► Dr Bike – on-site cycle repairs

Bike loans

Cycle lessons

Marketing

Maps and travel advice

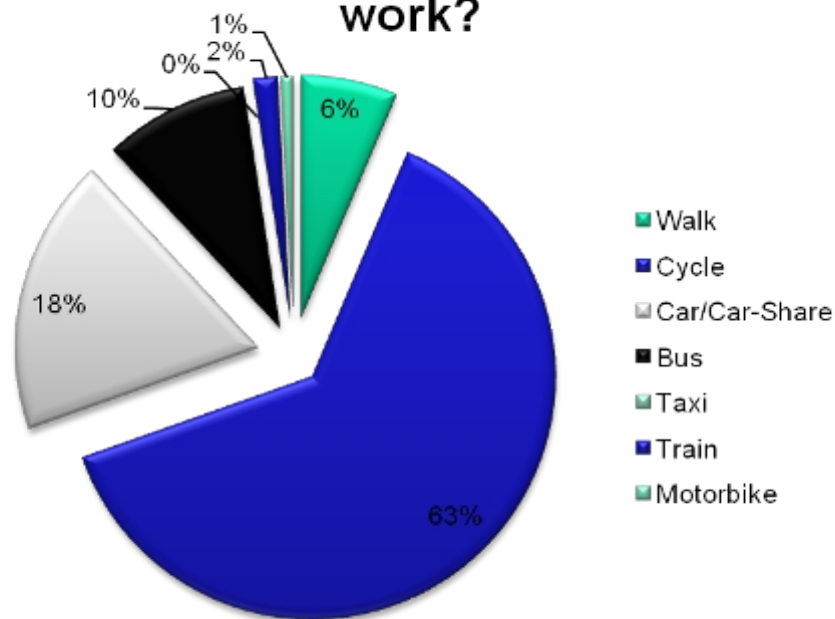
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The best incentive to cycle to work – to get your bike fixed.
A major reason for not cycling to work – a poorly-maintained bike.

How do you normally travel to/from work?



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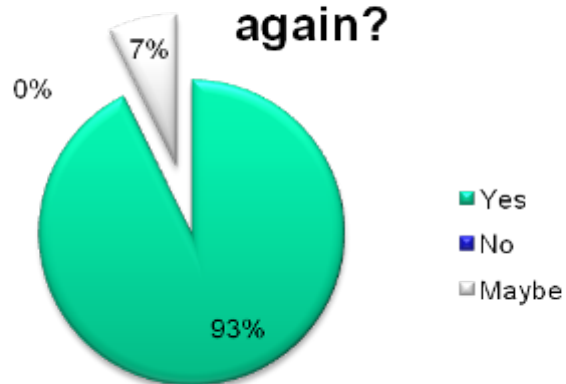
Marketing

Maps and travel advice

“...it was amazing how many people did bring in their bikes [to Dr Bike]. A lot of people...And certainly quite a few of them have actually started using them again.

There was quite a lot of demand, people emailed me asking ‘I missed the first Dr Bike session. Are you doing another one?’ so we had another one in September and it was even more popular, almost twice as many people came to that as the first one. So it’s gathered a bit of momentum I think”.

As you cycled in especially
for Dr Bike, would you
consider cycling to work
again?



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Dr Bike

► **Bike loans – loan of a quality cycle**

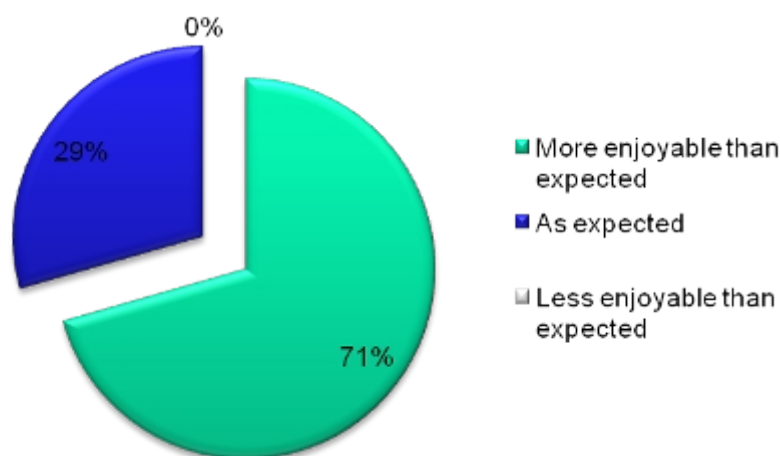
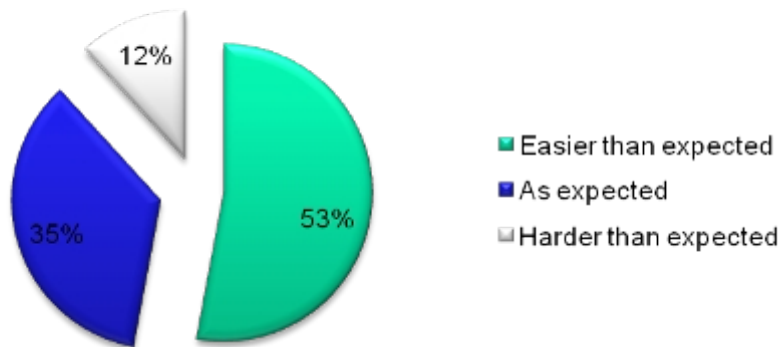
Cycle lessons

Marketing

Maps and travel advice

Cycling a high-quality bike shatters preconceptions.

How did you find cycling?



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Dr Bike

► **Bike loans – loan of a quality cycle**

Cycle lessons

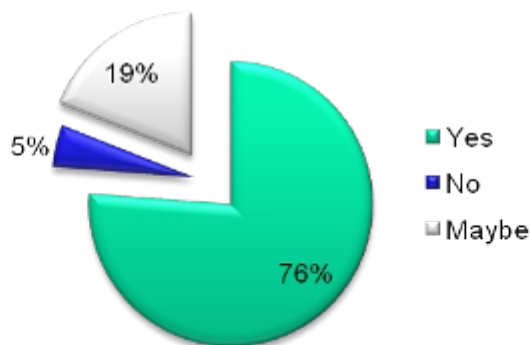
Marketing

Maps and travel advice

“I had a bike and I hated it because it was far too heavy..... I didn’t understand why I hated it when it seemed to come out of XXXXXX’s and they were selling bikes.

When I borrowed the bike from the Bike Station I realised I was quite right in hating the bike I had because it was completely the wrong type. And from the loan I got my own bike and it was exactly the type of bike I was looking for. That made a huge difference”.

**As a result of borrowing a bike
are you considering cycling to
work?**



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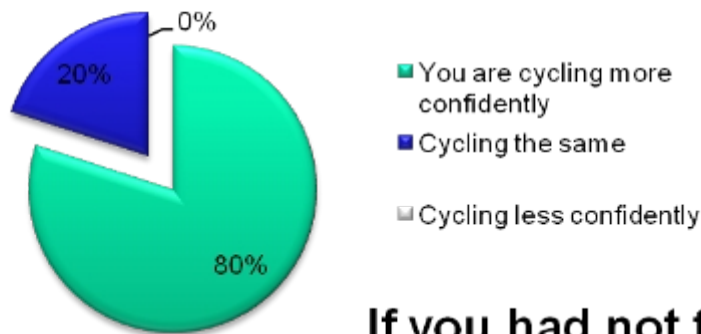


Dr Bike
Bike loans

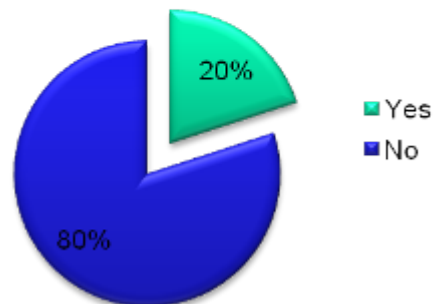
► Cycle lessons – free cycle training Marketing Maps and travel advice

Branding of cycle lessons, aimed at a corporate market.

As a result of lessons, do you feel:



If you had not taken part in the 'A better way to work project,' would you have sought cycle lessons?



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I need to turn right at Tollcross, when should I signal?

What's my best route across town?

Should I cycle in my work clothes?

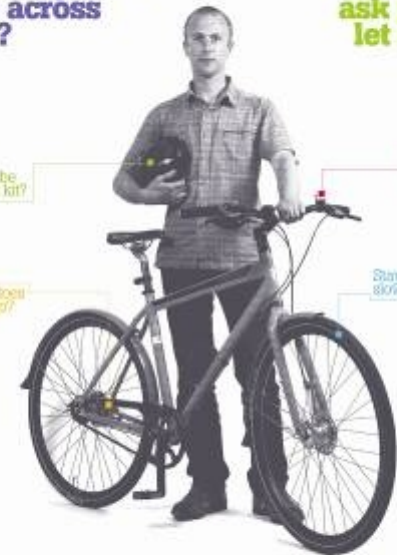
How can I ask people to let me pass?

Got the right kit?

Where does the oil go?

Best use of brakes and gears

Stay steady at slow speeds



IMPROVE YOUR BIKE SKILLS

To find out more/ book a bike lesson, please call 0131 667 3558 or email better@thebikestation.org.uk

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No bike?

Don't worry, a loaner bicycle can be provided for one week, including an electric lock.



Dr Bike
Bike loans

► Cycle lessons – free cycle training Marketing Maps and travel advice

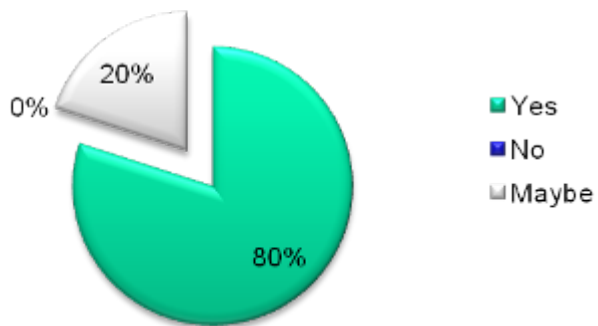
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“.... after I did the cycling session, as well as using the bike what I found was I was much more likely to use the train to get to work than to take my car, so I’m actually using my car less now.

.... that’s not always so I can cycle, it’s so I can use other public transport ... I’m probably more ready to use public transport and actually think about getting into the car – I don’t just do it automatically. And up until the cycle sessions I definitely was”.

As a result of receiving cycle lessons are you considering cycling to work?



Dr Bike
Bike loans
Cycle lessons

► Marketing – changing attitudes to cycling Maps and travel advice

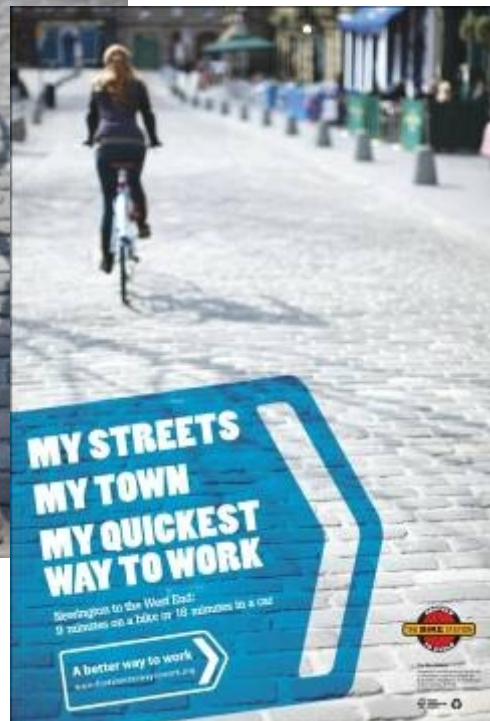
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Image-led marketing material aimed at a crucial audience to make cycling aspirational, mainstream and a logical, desirable transport choice.



Countering negative images and stereotypes.



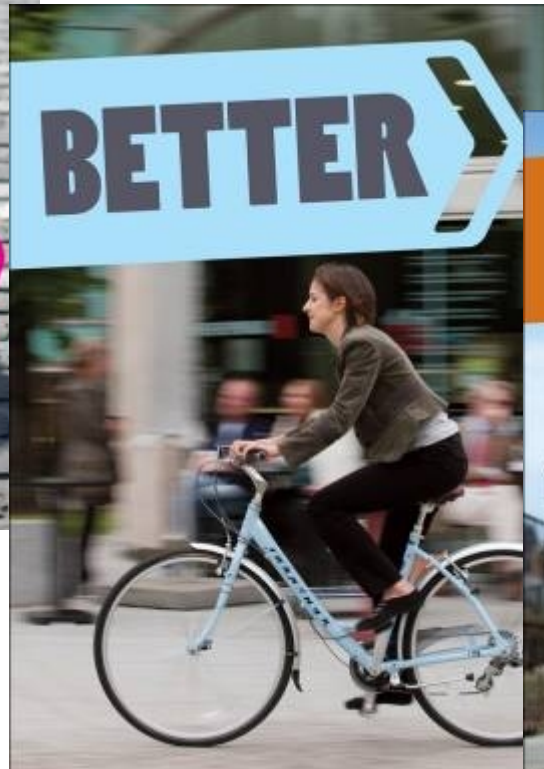
Dr Bike
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► **Marketing – changing attitudes to cycling**
Maps and travel advice

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Aspirational imagery, challenging preconceptions.



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► **Marketing – changing attitudes to cycling**
Maps and travel advice

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“It was a very, very impressive campaign...It made cycling look normal and a sensible option as far as transport goes. The initial cycling in traffic is fairly intimidating especially for people who haven't really done it before and just that little nudge to give people the confidence to do it is a fantastic idea”.



Foodies magazine



The List

Dr Bike
Bike loans
Cycle lessons
Marketing

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► Maps and travel advice – tailored travel advice

The chance to talk to commuters: no hard sell, just good advice in a work setting.



At VisitScotland – 250 staff





Case study – National Library of Scotland

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Number of employees – 120

Original number of regular cyclists – 20 (16%)

Interventions

4 Dr Bike sessions – 35 bikes

5 travel advice sessions

7 loan bikes issued

6 people received cycle lessons

13 people took up eco-driving advice

57 took up a cycle computer

41 pedometers (leading to inter-department competition)

57 people issued with travel choices map

16 people issued City Car Club free membership info

27 people requested Ridacard info

Current regular cyclists – 30 (25%)

Peak number of cyclists – 40 (33%)



What we did do What we didn't do

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Treated cycling as a product to market

Identified the barriers to cycling and provided solutions

Sold cycling as part of a package of transport measures

Produced targeted material aimed at adults

Portrayed a professional and corporate image

Focused on commuter travel behaviour

What we did do



What we didn't do

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Promoted the health benefits of cycling

Talked about the environment and sustainability

Made people feel guilty by criticising their current transport choices

Talked about safety, and other negative messages

Used gimmicks or anything that made cycling seem marginal

Worked with children