

Sustrans Scotland

Investment in cycling and walking infrastructure by **Sustrans Scotland** is creating and sustaining jobs, on top of its main purpose of encouraging more people to cycle and walk for everyday journeys and for leisure.

Our **Community Links Programme** has match-funded local authorities and other partners throughout Scotland since 2012. This financial year alone we have invested nearly £20m, supporting over 150 partnership projects across Scotland. Such projects normally use local contractors, mainly DLOs, SMEs and family firms employing local people, unlike mega-projects which

often use remote firms and imported materials.

We've found that after improving cycling and walking routes, people who shop on foot or by bike spend 34% more each month on average compared to people who drive. After the initial Leith Walk streetscape improvements, 31% of shoppers say they walk to the shops more often and 14% cycle to the shops more often. This evidence is reinforced by Council data on applications for change of use, reduction in vacancy rates, etc.

For leisure and tourism, new routes also create business opportunities and contribute to the economy. The Oban to Fort William route has an annual 340,000

trips, of which 75% are recreational, contributes £361,000 to the local economy and supports 8.6 FTE jobs.

We also train and support **Active Travel Champion** volunteers across Scotland to promote healthy travel choices – foot, bike and public transport – to their colleagues and communities. In Edinburgh alone they have contacted around 13,000 employees and students. We've supported many businesses, including the Royal Bank of Scotland, Tesco Bank and Carillion, and are delighted to assist other workplaces to devise action plans for healthier journeys to work.



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Business, Cycling and the City Deal

Cllr Lesley Hinds, Transport Convener, City of Edinburgh Council

The proposed Edinburgh and South East Scotland City Region Deal involves Edinburgh and five neighbouring local authorities. Several investment packages are being developed, with transport interventions central to many of them.

Within Edinburgh, we are planning on opening up the Waterfront to accelerate a house-building programme of over 12,000 new homes. Active travel here is likely to focus on enhancing links from the North Edinburgh Path Network to and through the new development.

We are also working with Edinburgh's universities to create innovation hubs. At the Little France BioQuarter hub we are considering active travel links from nearby residential areas – and to other university sites.

In West Edinburgh, new housing and business development plans have a clear focus on sustainable access and the City Region Deal bid package is likely to include key active travel links into the built-up area and out towards West Lothian.

In developing City Deal investment packages we are very open to ideas for innovative ways to incorporate cycling, in addition to cycle route provision. For example, we would welcome suggestions for projects to support deliveries by bike or cargo-bike, or to incorporate bike delivery into City Deal employment initiatives.

References – see Spokes website for links

Saffrey and Raje, 2016, *The Value of Cycling*
Sustrans, 2006, *Shoppers and how they travel*
Sustrans, 2015, *Bike Life Edinburgh 2015*
TA (Transportation Alternatives), 2012, *East Village Shoppers Study*

USEFUL WEBSITES

cyclingworks.wordpress.com – over 180 employers, large and small, who support segregated cycle lanes in London.

britishcycling.org.uk/campaigning – the #ChooseCycling Network comprises top UK companies (Virgin, Tesco, Sky, etc) who believe that cycling and walking for everyday travel helps business thrive.

Growing Co-operatively...

The Bike Co-op started with just three people, Gerry, Chris and Morag as a wee repair shop, Recycles, on W. Crosscauseway in 1977. Based on cooperative principles, the workers had an equal say in the business and shared the profits equally, instead of profiting a corporate fat-cat.



Bike coop members in 1985

We now have 120 staff from Aberdeen in the north to Leeds in the south, including our Edinburgh Whitehouse Loan and Canonmills shops and our Dalmeny head office/warehouse.

After working with us for a year, employees can become a Co-op member, with an equal share in the business, and an AGM vote. We're in it together, making it a great place to be. We aim to recruit people with an interest in bikes and a belief in co-operative working – and are now one of Britain's most respected bicycle retailers.

Whether the customer needs a new bike or a wee repair, we delight in sharing our enthusiasm, knowledge and skills. We aim to offer the richest selection of bicycles and equipment from the most interesting brands. We also produce our very own line of Revolution Bikes and accessories – on a limited budget you won't find better, with Revolution bikes starting at under £250.

Since our earliest days, we have proudly committed to Edinburgh's bicycle community. We support the annual Lepra Edinburgh-St Andrews ride (since 1981); sponsor the Tour o' the Borders; are the main Edinburgh Festival of Cycling bike shop sponsor, and the *only* shop actively to support the Spokes Bike Breakfast every year and to have advertised in every Spokes Bulletin.



This supplement produced by Spokes www.spokes.org.uk
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Benefiting Business through Cycling



Michael Johnston, Vice President,
Edinburgh Chamber of Commerce

Scottish companies are waking up to the substantial benefits of increased active travel – physical activity such as cycling and walking rather than motorized transport.

The benefits include better employee health, cost reductions through lower energy costs and, perhaps less obviously, a strengthened employment pool and better brand reputation – all leading to improved competitiveness and commercial opportunities.

Motorized transport will remain a cornerstone of the city's

We are lucky in Edinburgh to have a large active transport network, but there is more that can be done.

economy, but increasing green infrastructure – foot and cycle paths – boosts employment opportunities through less congestion and easier, quicker commuting. With over 50% of British car journeys under 5km, quick wins can come from a shift to more active travel in cities.

The British Chambers of Commerce network estimates that a switch to regular green commuting will cut by one day the amount of sickness suffered by an average employee. Alongside increasing fitness and reduced obesity, employees who walk or cycle enjoy better mental health. The economic cost of mental illness in England alone has been estimated at £105 billion a year through cost of services and lost productivity. So, active travel presents potentially huge cost savings.

We are lucky in Edinburgh to have a large active transport

network, but there is more that can be done. In Norwich, a planned 3km foot and cycle track is estimated to save £1 million, including £210,000 for the NHS. So, while green infrastructure requires considerable investment the return on capital can be large for worthwhile projects.

As well as employee health benefits and the national imperative for carbon reduction, sustainable business practices and a more people friendly, less polluted city environment will increasingly benefit Edinburgh companies.



A green and people-friendly cityscape, with open space and good transport links, attracts the young enthusiastic talent that is critical in the employment pool. Attracting the brightest and best builds strong innovative companies and brings more spending power to the local economy. Edinburgh's world-class and growing cultural sector depends heavily on the young.

Similarly, 'green-ness' is a key ingredient in building a positive reputation. Edinburgh operates on a global scale and competes for business investment, talent and visitors against cities around the world – so it is vital Edinburgh's green proposition remains strong and growing.

Edinburgh Chamber of Commerce, Scotland's largest chamber and a major player in the UK wide British chambers network, is the key voice of city business and is the go-to organisation for government, politicians and influencers wishing to engage with Edinburgh's business community.

Currently, Edinburgh Chamber has a pivotal role in the creation of a long-term *City Vision*. It leads on the business side of the multi billion pound *City Region Deal* and on the regional *Developing the Young Workforce* programme.

Business, Cycling and the City Deal **Cllr Lesley Hinds**, Transport Convener, City of Edinburgh Council

Sustaining a vibrant local economy is a key goal of the Council and increasing the role of both cycling and walking has an important part to play.



The value of cycling to local business is clearly demonstrated by research. UK studies show that people cycling to work have less sick days, are more productive and less likely to change jobs (Saffrey & Raje, 2016). In Edinburgh this benefit to health represents an annual saving of some £12.5m (Sustrans, 2015). Improving conditions for walking and

cycling can help support local businesses. Studies in Bristol, New York and Graz have shown that people on foot and bike tend to shop more locally more often and to spend more per capita at local businesses. This is interesting given that businesses often overestimate how many customers arrive by car, whilst underestimating foot and bike custom (TA, 2012; Sustrans, 2006).

The Edinburgh and South East Scotland City Region Deal

The primary aim of 'City Deals' is to accelerate economic growth by pulling in significant government and private sector investment in innovation, infrastructure and skills.

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Benefiting Business through Cycling - Spokes public meeting, Nov 10th
6.45 for 7.30 at Augustine United Church, George IV Bridge, Edinburgh

Full details & poster at www.spokes.org.uk



Benefiting from cycling at RBS Gogarburn

David Monaghan, organiser, Gogarburn BUG



The Bicycle User Group (BUG) at RBS Gogarburn started in 2012. We've created a community of people who cycle to work, and have built good relations with the management. The result has been a sustained increase in the number of people who cycle to work and major improvements in cycle facilities both onsite and on a nearby road. Neither would have happened without the BUG. What's our secret?

The heart of the BUG is our website on the bank's intranet, where members can post questions, make comments and seek help - from choosing a bike to how to open the bike store barrier. The website has transformed informal, ineffectual, snippets of comment into organised, conversations in one central location. If a BUG member has a problem, they can quickly find out if it affects others, and we can coordinate a response.

With over 600 members, at all levels in the organisation, the BUG has a clear mandate to represent people who cycle to work. We have built mutually supportive relations with the Facilities Managers through an evidence-based, collaborative, approach. Thanks to the BUG it's easy for them to get useful feedback from, and involvement with, the many staff who cycle to work.

The BUG is kept active by a few advocates with understanding bosses, who administer the website, coordinate actions and act as the face of the BUG. A score of key contributors generate most of the website discussion and help with recruitment and training. The other members, to judge from their feedback, enjoy feeling part of the community.

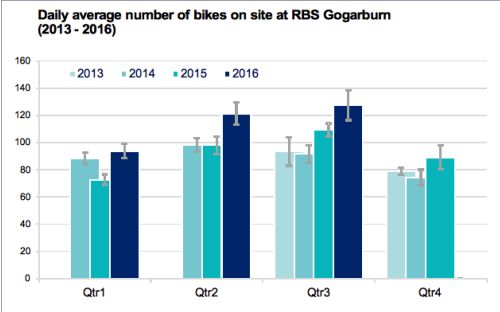
"And what's in this for RBS? Research shows that people who ride bikes regularly are happier and healthier..."

And what's in this for RBS? Happy and healthy employees, above all. Research shows that people who ride bikes regularly are happier and healthier, so progressive employers are very aware that cycling is a way to improve employee well-being.

Companies also wish to reduce the costs and environmental impact of car-commuting, and cycling is the focus at Gogarburn. Nationally, RBS uses Gogarburn BUG as a source of information and inspiration in developing sustainable commuting – for example, recently

introducing a Nextbike hire scheme for the west Edinburgh RBS offices.

A few passionate people and a supportive employer can make a real difference for people who cycle to work. Whether you're an employer or an employee, you can be sure that an effective BUG will benefit your workplace.



© www.nextbike.co.uk/en/edinburgh/

Cycling Scotland

Cycling Scotland runs several initiatives to support businesses seeking to encourage their staff to cycle to work, including the **Cycle Friendly Employer Award**.

There are already over 350 Cycle Friendly Employers, employing 150,000 people and ranging from SMEs to some of Scotland's largest employers, such as RBS and Arnold Clark. Employers can support cycling through relatively simple measures like providing showers, changing facilities and cycle racks.

To support workplaces to achieve the Cycle Friendly Employer Award, Cycling Scotland provides grant funding up to £3,000. Workplaces must demonstrate how the grant will help overcome barriers towards achieving specified criteria. Match-funding in cash or kind is also required.

The Big Count asks employees, twice a year, to count the number of bikes at their workplace. Prizes are up for grabs and the count gives us useful data on workplace cycling levels.

Cycling Scotland works closely with **Cycle Friendly Employer Service Centres** around Scotland. We have fully

accredited The Bike Stations Edinburgh and Glasgow, Recycle-a-Bike (Stirling), Adventure Aberdeen, Velocity Cafe and Bike Shop (Inverness), Shetland Bike Project and Neilston Development Trust, to provide local support and delivery of the Cycle Friendly Employer Award.

Pedal for Scotland each September, Scotland's biggest bike event, regularly attracts over 10,000 people. The Gold Team Challenge encourages workplace team entries and provides baggage transfer, fast track start lane and showers at the finish.

You can find out more at www.cycling.scot

View from a local bike business

Hannah Ward, partner at The Cycle Service, Edinburgh.

More people cycling can only be a good thing for the cycle trade, whilst cycling also opens up many opportunities for the wider business community.

Benefiting the Cycle Trade

More cycling means more bike shops, whilst competition and choice should push the standard higher.

A larger cycling demographic also allows bike shops room to specialise. You only have to look at cities with



high levels of cycling to see the variety: Bike shops with coffee or yoga; those catering to families, cargo bikes or roadies; workshops specialising just in wheel builds or custom frames. A wider range of shops then in turn broadens the appeal

of cycling. Someone who might be put off by a sport orientated bike shop can happily peruse rows of colourful city bikes in a shop catering to their needs, and those that want or need more unusual bikes can find the bikes and expertise they need locally.

We're one of the shops that have opened recently in Edinburgh to cater for the growing numbers of cyclists. Our speciality is repairs - getting bikes back roadworthy quickly and thoroughly - generally by the time the owner finishes work.

More cycling in Scotland could also make bike trade training feasible locally. Currently trade shows, demos and mechanic's courses are concentrated in the South of England, often too far away to be practical. Accessible training would help shops hire new staff, improve skills and further increase the standard of local bike shops.

Benefiting the Wider Business Community

Businesses that want to support cycling within their company can be helped by the bike trade – for example, providing workplace cycle training, mobile repair arrangements, "Dr Bike" events or staff fleet bike servicing.

A growing number of businesses locally now use cargo bikes as part of their business: for example, Union of Genius uses a trike to deliver soup around town; Bearded Barista runs his coffee business from a cargo trike and is now a regular sight around town and at farmer's markets. Edinburgh Science Festival has three Christiania trikes



"As cycling and cycle facilities continue to increase, bike-based businesses and business-based biking are likely to expand and flourish."

used for publicity and outreach – loaded with science experiments, they busk on street corners to engage the public. Such businesses avoid the costs, hassles and pollution of motorised transport, demonstrating a green forward-looking option.

Dedicated bike delivery companies like B-spokes and Velo-post shift everything from beer to legal documents while Deliveroo and Jinn use the speed and reliability of bikes to deliver takeaway food and more. As Edinburgh is a compact city, bikes are often the quickest way to shift things from A to B, let alone the cheapest and greenest.

As cycling and cycle facilities continue to increase, bike-based businesses and business-based biking are likely to expand and flourish – to the growing benefit of the city's economy and its environment.



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Images of the Bearded Barista, Union of Genius and Barney's Beer used with kind permission.



Urban Arrows with Bosch electric assist are built up by The Cycle Service with Laid Back Bikes. This one is owned by The Edinburgh Festival of Cycling and can be hired out to families and businesses.

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