

Why improve bike parking and access?

....a guide for shop managers and retail developers, large or small



Ten bike customers park in the space of one car customer

Customers who cycle rather than drive...

- shop more often and spend more in total*
- shop with you instead of out-of-town malls
- choose shops with quality bike access & parking



www.spokes.org.uk

Spokes, the Lothian Cycle Campaign, St. Martin's Community Resource Centre,
232 Dalry Road, Edinburgh EH11 2JG Email: spokes@spokes.org.uk

What makes good cycle parking?

How to make your cycling customers feel happy and welcome – and attract more!

Easy to access

- at least as close to shop entrance as nearest car space
- open and busy location to feel safe and deter theft
- good lighting
- a ramp if levels change
- no inconvenience to walkers
- signed & safe cycle access from site entrance to bike park
- at a large store, an entrance separate from cars

Easy to use

- racks well spaced, to allow for panniers, handlebars, etc
- racks well designed for bike stability
- frame and wheels can be locked
- any shape or size bike can be locked
- weather protection
- space for trailers



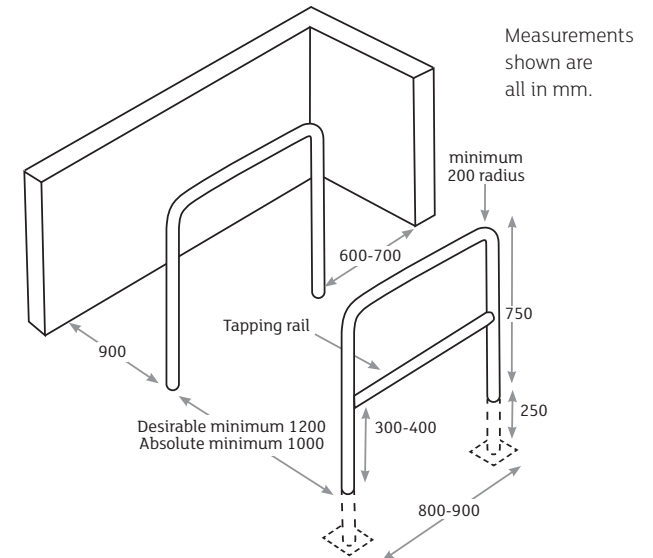
Did you know?

Council planning permission now requires new shops to have bike parking for customers – and for employees.

How do your customers arrive?

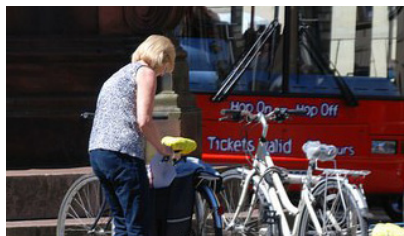
Research has found that retailers underestimate the percentage of customers arriving by foot or bike, and the total they spend, and overestimate the numbers and spend of car-based customers.*

Spokes and Edinburgh Council both recommend the 'Sheffield' stand, with an additional horizontal bar which helps support all types and sizes of bike – sometimes known as the 'Edinburgh' stand. Don't be tempted by racks that look fancy, or cheaper, but don't support bikes as fully.



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The better located, designed and sheltered is your bike parking, the more it will be used and attract customers by bike. For details on location and design see overleaf.

Supermarket with a car park?

Use the Edinburgh/Sheffield rack design, located near the store entrance

Shop with a street frontage?

- Horizontal bar 500-600mm above ground and projecting to allow 200mm handlebar space
- Pay the Council to install Edinburgh/Sheffield racks on a nearby wide footway
- If no space for racks, pay the Council to install bike loops on lamp posts or bollards

Suppliers

There are many suppliers, for example:

www.Falco.co.uk and www.cyclehoop.co.uk

Blueton is a local firm who supplied the Lidl facility shown inside. See 'shelters and walkways' at www.bluetonltd.com

Further information

Contact Edinburgh Council cycle team for advice:
activetravel@edinburgh.gov.uk

Edinburgh Council is shortly publishing a cycle parking factsheet.

Cambridge Cycle Campaign guidance: Google **Camcycle Cycle Parking Guide**

Scottish Government technical advice: Google **Cycling by Design**



For feedback or queries, email: shopsproject@spokes.org.uk

*See the Government report *Value of Cycling*: Google **Value of Cycling economic** and the ECF report *Shopping by Bike*: Google **ECF Shopping by Bike**