Transport for London active travel toolkit

25 September 2020
Introduction

Coronavirus has changed the way we work and commute. This toolkit provides practical tools and advice to confidently encourage and enable your workforce to pick active travel options (including walking, jogging and cycling) to and from their place of work. Supporting active travel for your workforce will also ensure you have resilient policies at the heart of your recovery plans. The information and ideas in this toolkit have proven benefits for both employees’ mental and physical wellbeing and businesses’ resilience and productivity.

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1. Introducing active travel

With public transport capacity restricted while social distancing measures remain in place, many journeys, particularly during the busiest times, may need to be made by other means. Walking, cycling or jogging to and from work is a great way for Londoners to commute and achieve the recommended 20 minutes of moderate physical activity per day. This has several benefits for businesses, too, and has been shown to:

- Increase productivity
- Lower the number of employee sick days
- Improve staff retention
- Increase business flexibility and resilience
- Reduce car parking issues

We are rapidly transforming London’s streets to make it easier and safer for your employees to travel on foot or by cycle.
Who is the active travel toolkit for?

This toolkit is for employers who are interested in making active travel commuting options part of their recovery plans and beyond. We also recognise the critical role that employees play in championing active travel, and the potential for local Business Improvement Districts and business groups to create facilities that can be used by the wider business community.

The role of employers

People who walk or cycle regularly have been shown to take fewer sick days, be more productive at work and enjoy their job more. Walking and cycling also enables people to follow social distancing guidelines. Evidence shows that employers are a key influencer of employee travel habits1, for example, by having policies that encourage active travel and reduce car use, or a network of champions who encourage others to follow their example.

The role of employees

Getting buy-in from the employees themselves is essential for delivering active travel initiatives. In a business engagement pilot scheme conducted by TfL in 2016, workplaces that had appointed champions and invested in training saw five times as many participants per business compared to businesses that did not.

Employee champions are essential to:

- Provide peer-to-peer support to encourage people to change or try something new
- Embed long-term cultural change
- Shape and deliver people-focused initiatives in a workplace

The role of Business Improvement Districts and business groups

A group of businesses working together creates an opportunity to share experiences and provide peer support. Business Improvement Districts and business groups can use their collective buying power to secure good deals for shared transport services or provide a common identity for the area to encourage people to get involved. This could be as simple as finding effective channels for promoting sustainable travel options.

Delivering area-wide active travel initiatives can lead to:

- Attracting new business, staff and customers
- Securing investment and increased retail spend
- Increasing the vibrancy of an area and individuals’ wellbeing
- Reducing the cost of shared facilities such as cycle parking
2. Taking Action: identifying opportunities for active travel

The most successful active travel initiatives combine a package of measures, and this toolkit highlights some examples of where these approaches have been used with success. You can combine a range of measures to have a stronger impact or identify one thing that you can deliver first as part of your recovery to work plans.

We have outlined a range of actions you can undertake immediately as well as others that may be carried out as part of your return to work and longer-term plans. Many of these are relatively low cost and easy to set up.

Facilities

Tell your employees what facilities you have available that will make active travel easier for them, for example:

- Onsite or [local cycle parking](#)
- [Nearby Santander Cycles docking stations](#)
- Local Cycleways
- Lockers
- Showers
Information
Guide your employees to information and tools that can help them plan their journeys to and from work, for example:

Journey Planning tools
• Journey Planner
• Tfl Go app
• Walking times between stations
• Walking Tube map
• Go Jauntly app
• Capture and circulate employee recommendations

Maintaining and accessing a cycle
• Cycle to work scheme
• Onsite mechanical support
• Santander Cycles business accounts

Support
Show your employees where to access further active travel support, such as:

Cycle training
• Tfl online Cycle Skills course with four modules to try: Get ready to ride, First time on the road, On the road again and Cycling with children
• Tfl Cycle Skills training, with face-to-face training available in boroughs

Peer support
• Set up a peer support group
The Streetspace for London plan is rapidly transforming London’s streets to accommodate for a significant increase in walking and cycling.

The programme is:

- Widening pavements at local pinch points
- Creating a new temporary strategic cycle network for Londoners

The Streetspace for London plan will make it easier and safer for your employees to maintain social distancing on their way to and from work, and keep London’s air as clean as possible to reduce carbon emissions and protect everyone’s health.
2.1 Incorporating active travel into your recovery plans and beyond

Employee travel survey

It is useful to understand how people currently travel, or plan to travel, to and from work to your business. Some large employers may have this data available, for instance if they have a travel plan. Otherwise, before you start, the employee travel survey template can give you a snapshot of current employee travel habits compared to pre-lockdown. The results can be used to assess whether any interventions that you may have made have had a positive impact and present any other active travel opportunities.

Engagement

Looking at the challenges presented by active travel is a good way of engaging people to try a new way to travel and should be focused on encouraging walking or cycling more (not just rewarding people who already travel actively, although it is important to recognise their positive actions and encourage them to continue).

Another way to engage employees can be to set up or publicise locally-led walks or walking routes that enable social distancing, particularly from public transport hubs. Walking buddy schemes or organising Walking Weeks for your employees to walk together are great ways of getting your employees involved.
2.2 Encouraging active travel

Moving through the recovery phase, it will be helpful for you to understand the needs of your employees so that you can clearly communicate relevant information to them. Individual employees can play a key role in motivating their colleagues to travel more actively, and employers and Business Improvement Districts (BIDs) can be instrumental in enabling this by providing the right mix of opportunities to encourage people to travel by cycle or on foot. Start by mapping out the role each party (employees, employer and, potentially, BIDs) can have in helping you deliver the initiatives below.

**Improving facilities, such as storage and access**

Regular cycle maintenance and repairs from a local cycle mechanic can help keep people cycling safely. Your employees can find out where they can bring a cycle on public transport if they are interchanging as part of their commute.

**Cycle parking guidance** is available for businesses requiring advice on how to provide it for their employees. It includes information on types of cycle parking, how much to provide and where to locate it.

**Inclusive cycling**

Adapted cycles mean that everyone can take advantage of cycling to work. Whatever the adaptation or support requirement, there is likely to be a way to ride, whether employees have a disability, other health issues or a lack of confidence on the roads. Wheels for Wellbeing have some great case studies on adapted cycles. E-bikes can also provide benefits for all types of users, including the ability to cycle for longer to and from work.

**GoJauntly app: Beat the Commute Walks**

Go Jauntly is a walking app that can help your employees find quiet and pleasant walking routes between stations, with the option to add favourite routes to work, and share these with colleagues.

Living Streets also has a Central London Footways map that may be helpful to your employees.
Top tips for keeping your cycle secure

- Unfortunately, cycle crime is high. Secure bicycle locks provide a higher level of resistance against theft. Make sure the frame and both wheels are locked to the stand using good quality locks.

- For your own piece of mind, cycles should be insured outside of the home. Some insurers will only cover cycles if they’re stolen from your home or a locked garage, so be clear on what policies are in place.

- Registering your cycle by marking the frame helps police and retailers identify and verify the legitimate owner of cycles that have been stolen or are being resold. The police and some Business Improvement Districts regularly set up marking events to provide cycle security advice and offer security marking.

Q-Park Marble Arch – Cycle storage case study

Q-Park is launching a new service to help businesses offer safe cycle parking to their employees. Businesses can now have their own secure, branded, reserved area in a Q-Park parking facility such as in Marble Arch. Employees will be issued door access cards so they can enter and exit the car park via secure pedestrian doors. The set up only takes four weeks and is a great way to encourage employees to cycle to work.

Condé Nast – Cycle storage case study

Based in Hanover Square close to Oxford Street, Condé Nast surveyed employees and found a significant proportion were interested in cycling to work. It has converted some of its car parking spaces to cycle parking spaces along with additional storage in the basement. The company also has shower facilities onsite for staff, and is looking to stagger start and finish times by department to give employees more commuting flexibility.
Shared cycle schemes

Cycle sharing schemes (either a public scheme such as Santander Cycles, or a privately set up one for your employees) offer employees easy access to a cycle. CoMoUK has a guide which outlines different ways of developing a workplace cycle scheme pool.

**Santander Cycles business accounts** are a great way for you and your staff to get around. Your employees can simply hire a cycle, ride it wherever they want, then return it to any docking station, 24 hours a day, 365 days a year. Employees can download the Santander Cycles app which makes it easier to find a docking station and hire a cycle.

There are numerous benefits for your business by having a Santander Cycles business account, including:

- Improved staff retention – studies show that staff turnover can be reduced by up to 13 per cent by the introduction of a workplace cycling scheme\(^2\)

- Increased productivity – research also suggests that staff walking or cycling to or from work reduces absenteeism, with active staff taking 27 per cent fewer sick days\(^3\)

- Save space – encouraging cycle hire usage can reduce the requirement for car and private cycle parking spaces

Employee benefits provider Blackhawk has also recently added Santander Cycles annual membership to its cycle to work scheme, providing access to discounted cycle hire.

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\(^2\) Sustrans Common Misconceptions of Active Travel Investment, July 2019

\(^3\) Working for a healthier tomorrow: work and health in Britain, 2008, Department for Work and Pensions
Incentives

Free trials or cycle loans have a proven track record of leading to long-term regular cycling, with participants often buying the cycle they borrowed. Alternatively, you could introduce cumulative rewards, such as a monetary incentive or an extra day of leave for employees who do not drive, or who pledge to give up driving to work. Rewards could take the form of cash or credits that can be used in local shops, and are best when aligned to other employee reward schemes your organisation may offer.

Joining the Cycle to work scheme means employees benefit from tax-free cycle purchase with no cost to the employer. The scheme is designed to help employees save money on a new work cycle and spread the cost over monthly tax-free instalments.

The scheme is run through the employer, who is required to register with a scheme provider. There are several different scheme providers but the basic idea remains the same. As an employer, if your employee uses a salary sacrifice arrangement, you will save Secondary Class I National Insurance Contributions on the salary sacrificed.

Bankside Bike Train – cycle confidence case study

The Bankside Bike Train, set up by Better Bankside, is free for anyone who wants to commute or visit Bankside by cycle but feels apprehensive. It takes the form of a group of cyclists riding together, with instructors at the front and back. Cyclists can join from different entry points (like bus stops) and it takes the quietest most cycle-friendly routes.
Public transport advice for your employees

To ensure we maintain a safe transport network we ask you to consider the following advice when planning your return to work:

- If many of your employees come to work by public transport, you may want to consider staggering their start and finish times so they can travel at quiet times and have a more comfortable journey.

- Keep track of the quiet times to travel.

- Reinforce our travel advice amongst employees.

Quiet times on the network are between 08:15 and 16:00 and after 17:30 on weekdays, and before noon and after 18:00 on weekends.

You can find more details and travel advice in our travel guidance for businesses and employees.