



# SWANSEA BAYWAYS WORKPLACE TOOLKIT

## What is Swansea Bayways?

Swansea Bayways is the name of Swansea Council's active travel campaign and Walk and Cycle Network. In line with the Welsh Government's Active Travel (Wales) Act 2013, the Council has committed to providing and promoting active travel routes across the city and county of Swansea, to ensure that the appropriate infrastructure and knowledge is in place to enable more journeys by foot and bike.

Swansea Council has been investing in the Swansea Bayways Walk and Cycle Network with around 118km of off-road, high quality walking and cycling routes with new routes being added all the time.

We're working really hard to help people in Swansea discover ways to walk and cycle more to work or for short journeys – encouraging them to think, if it's not far, leave the car.

We really need your help and support in spreading that message.

[www.swanseabayways.co.uk](http://www.swanseabayways.co.uk)





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## Promoting cycling and walking in the workplace

Encouraging your staff to consider their travel choices and use more sustainable modes of transport like walking and cycling can have numerous positive benefits for both your organisation and for them.

### Employer Benefits

- Benefit from a fitter, healthier and more productive workforce with reduced absenteeism.
- Lower health care costs.
- Reduce pressure on car parking.
- Reduction in your carbon footprint.
- Contribute to your company's Corporate Social Responsibility.
- Contribute to Swansea's air quality standards.

### Employee Benefits

- Cash in your pocket – by foot or by bike, either way it works out much cheaper than running a car.
- Save time on every journey, no more stuck in traffic jams.
- New you – you'll be fitter and healthier.
- Help create safer, quieter, more pleasant streets where you live.



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## Why promote cycling?

Cycling is an environmentally friendly mode of transport, great for journeys under 5 miles and during peak times can even be twice as fast as a car with much more reliable journey times. Staff who cycle to work are likely to be healthier and more productive, resulting in less absenteeism. If parking is limited, cycling can also offer a space saving solution, with 10 bikes fitting into one car park space.

### To help promote cycling in the workplace you could:

- Provide secure, covered cycle parking for visitors and staff
- Provide lockers, changing facilities and showers for use by staff who cycle
- Offer cycle training and cycle maintenance courses (please see the 'useful links' section on our website for more information of local providers)
- Introduce a 'Cycle to Work' scheme providing discounts for staff
- Offer 'Bike Mileage' allowance for journeys to work and business travel (up to 20p a mile tax free)
- Provide information on safe cycle routes
- Liaise with local bicycle shops on any discounts or special offers
- Offer the use of pool bikes for business trips and encourage staff to use them for short journeys during the working day or at lunch
- Set up a Bicycle User Group or Forum and/or Cycling Champions
- Take part in 'National Ride to Work Week' and set up competitions for staff such as bike challenges, for example by running a workplace challenge such as [www.lovetoride.net/uk](http://www.lovetoride.net/uk)
- Take part in 'National Bike Week' which takes place at the beginning of June every year
- Provide cycle repair equipment such as pumps, puncture repair kits and other tools on site
- Link with health promotion activities

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## Why promote walking?

Walking is an excellent way to keep fit and it's free, and perfectly suited to journeys under two miles. Staff feel the benefit from saving money and it can also boost confidence, meaning they have more energy and are more relaxed. Healthier staff are more productive and have less time off sick, so employers benefit too. It doesn't always have to mean walking the entire journey to work; simply parking further away or getting off a bus stop earlier can have similar benefits.

### To help promote walking in the workplace you could:

- Provide information on safe walking routes and walking maps/guides
- Organise lunchtime walks or other health walks
- Arrange a 'Pedometer Challenge', providing staff with pedometers and holding a competition, give prizes for the individuals or groups who do the most steps during the challenge
- Offer incentives for those who already walk
- Take part in 'National Walking Month' which takes place in May every year
- Establish a Walking Forum and/or Walking Champions
- Map out walking routes near to site that staff can do in their lunch or break times
- Hold walking meetings or mobile meetings – be creative and take a meeting outdoors
- Encourage staff to make 'Walking Pledges' such as walking to a certain number of meetings each month. These could be rewarded
- Link with health promotion activities



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## How we can work together to promote cycling and walking in the workplace:

### To help promote walking in the workplace you could:

- Follow us on social media and like and share our content. You can like us on Facebook, and follow us on Twitter and Instagram @SwanseaBayways
- Get involved in the conversation. Use #SwanseaBayways and tag us @SwanseaBayways so we can reply to you and reshare your company updates
- Sign up [here](#) to receive Swansea Bayways updates, hints and tips and then share the email with your workforce, encouraging them to also sign up
- Download and display a [Swansea Bayways poster](#) in staff areas
- Circulate our website [www.swanseabayways.co.uk](http://www.swanseabayways.co.uk) to staff and encourage them to use the walk and cycle 'Journey Planner' on the homepage
- Download the [Swansea Bayways logo](#) and [website link](#), and use them on your website
- Download a [press release/blog template](#) to tell your audiences that you are pledging to encourage staff to walk or cycle to work
- Use the '[Useful Links](#)' page on our website to find a list of local providers of bike services as well as 'Cycle to Work' schemes
- Contact us if you would like us to deliver some cycle maps to your workplace
- And finally, talk to us - If you have any ideas on events or joint promotional opportunities to help raise awareness of the cause, we'd love to hear from you! To collaborate please contact:

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# SWANSEA BAYWAYS

## Why walk or cycle?



Save money on costly parking and petrol



Increase your mental and physical wellbeing



Meet new people in your community



Reduce your carbon footprint



Enjoy your city and its surroundings



Create a safer, quieter, cleaner environment

Thank you for supporting us. This is for all of us and by working together we can help people in Swansea save time and money, become fitter and healthier, and enjoy a cleaner, quieter, safer city!

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