



## walk • pedal • ride

Did you know that actively travelling to work can create a happier, healthier and more energetic workforce? That's where the **Switch Solihull Workplaces** team comes in.



As part of the Switch Solihull project to make Solihull a more active place, the Workplace team's mission is to make **cycling** or **walking to work** a real choice for your employees. We are engaging with local workplaces, providing practical advice and support on how to promote cycling and walking to work in your company/organisation. Our extensive range of professional services and resources can establish fantastic returns on investment, whilst enhancing the sustainability and corporate responsibility credentials of your organisation.

It really couldn't be easier to become a walking/cycle friendly employer and develop an **active workforce**, as our dedicated Workplaces team will **guide you** on how to start a cycling or walking initiative, and **support you** to help it grow.

### What can Switch Solihull do for your business?

Our Workplaces team offer a **FREE** package of support and advice which:

- Provides **information** about local opportunities for, and the benefits of, cycling and walking to work.
- Offers **support and advice** on improving cycling facilities at the workplace.
- Provides **practical training** to get your staff confident about cycling to work.
- **Engages staff** to promote public transport, cycling and walking as sustainable travel choices.
- Offers a range of **participation activities, events** and **incentives** that give a positive experience of cycling and walking.
- Provides **loan bikes** to staff that currently don't have access to a bicycle.
- Offers **advice** on incorporating active elements into the working day.
- Enables **Travel Plan Coordinators** to **produce** and **monitor travel plans** that benefit your organisation and make active travel achievable for staff.



Turn over to see how you can become a **Switch Solihull Workplace**.

## Why should my business sign up?

### Benefits for employers:

- A healthy workforce is a more productive workforce. Cycling to work can result in up to a 32% reduction in the number of short term sick days.
- 10 bicycles can be parked securely in 1 car parking space which can save your organisation up to £500 per year on maintenance costs – per space!
- Loan bikes can save on company costs and expenses by using these as an alternative means of travel for company purposes.
- Cycling and walking are stimulating activities, making employees more alert on arrival.
- For staff who travel longer distances for work purposes, combining cycling or walking with public transport can lead to productive commuting. That's less time wasted behind the wheel.
- Physical activity produces endorphins – a 'feel good' chemical that helps staff to deal with stress and leaves them with a sense of well-being.
- By encouraging cycling and walking, your business portrays a distinct message of sustainability which can attract and help retain staff, and clearly demonstrates your commitment to corporate and social responsibility.
- As well as running practical activities at your site, the programme also includes opportunities to take part in local challenges and events. Colleagues can log journeys on travel apps to earn rewards and compete with other local organisations!

## Becoming a Switch Solihull Workplace

### Meet the Workplaces team

Our Workplaces team will meet with you to discuss the benefits of signing up to the Switch Solihull programme, and talk about the range of cycle initiatives that will encourage your staff to cycle/walk to work more often.

### Become a 'Switch Solihull Workplace'

By signing up to the Switch Solihull programme, a mutual agreement will outline what support is needed from you and from the Workplaces team to encourage a sustainable change in commuting behaviour and workforce attitude.

### Raise Awareness

This could be a lunchtime promotion or a presentation to staff to inform them of what the Workplaces team can offer and to hear their ideas. A workplace site audit will also assess cycle facilities and provision.

### Identify your needs

A travel survey will be carried out to identify travel patterns, routes and perceptions of cycling, walking and public transport to your workplace, helping to create a bespoke workplace offer of activities and equipment. Information on public transport and ticketing offers can also be provided.

### Build your package

Your activity package comes at no cost to your organisation and can include:

- Organised bike rides
- Journey planning
- Loan bikes
- Group walks (during lunch breaks or before/after work)
- Walking meetings
- Active travel breakfasts
- Participation in challenge events
- Maintenance and skills training
- Bike secure workshops
- Public Transport information and offers

### Spread the word

The Workplaces team will provide you with all the promotional materials needed for your notice boards, newsletters and intranet to keep you and your staff informed of the activities taking place at or near your location.

### Keep the wheels turning

Supporting staff to become a Workplace Active Travel Champion encourages the growth of cycling and walking from within the workplace. We provide Workplace Active Travel Champions with training and resources, in addition to on-going support that will maintain active travel in the organisation.

**For more information or to discuss how we can introduce active travel in your workplace, please contact us. Tel: 0121 704 8001 Email: [switchsolihull@solihull.gov.uk](mailto:switchsolihull@solihull.gov.uk)**

@SwitchSolihull



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Project partners:

