



The
BIG BIKE
Revival

we are
cycling
UK


Department
for Transport

Cycling UK, the UK's cycling charity, believes everyone has the right to cycle, access to safe routes and to be given the skills to ride with confidence.

This series of guides provides useful tips and advice to help businesses provide the best support to staff, so they can cycle to work with confidence.

Tips for workplace cycling - reward scheme

Introducing a cycle reward scheme will help encourage staff to ride their bikes to work and cycle more regularly. Rewards can be giveaways or prizes, but also recognition and celebrating achievements are good ways to incentivise participation.

- You could have a 'Cyclist of the month' award for the staff member who has commuted to work the most that month or cycled the most miles.
- Consider useful giveaways related to cycling to help staff maintain their bikes and keep riding. For example, you could give away cycling related accessories, like lights, or provide vouchers to spend on clothing for cycling in different weathers.
- Celebrate a 'Green' champion each month, someone who has made a conscious effort to lower car/public transport usage.
- Points or badges could be collected which count towards a bigger prize, so the more regularly staff commute by bike, the more they are rewarded.

Getting started

- Speak to colleagues and get interested employees to help identify what the reward scheme could include and the process for taking part.
- Decide on a launch date, get people excited about it, and organise a social ride or cycling tips session to motivate colleagues to get involved.
- Include regular updates in internal communications, so everyone can see progress and stay engaged with the opportunity.