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## Bike Week 13 - 21 June 2009

The clocks have gone forward and the days are getting lighter so now is the best time to encourage your colleagues to cycle to work - Bike Week is a great opportunity.

What is it?

[Bike Week](#) is the biggest nationwide cycling event in the UK, it encourages people to get on their bikes and leave the car behind. It is open to everyone, free to attend. It is a great source of information and ideas for you to organise your own event. By registering on [Bike Week's website](#) you will have access to free promotional material and expert advice. Your event, no matter how large or small, will be part of a national publicity campaign to promote cycling.

Benefits to the organisation include:

- Reduced local traffic congestion and air pollution
- Reduced demand for corporate car parking spaces
- A low cost benefit for employees through the Government's [Cycle to work tax incentive scheme](#)

Benefits to the colleagues include:

- Cheaper than other forms of transport.
- Great low impact exercise- 20mins gentle cycling can use up 100calories.
- No waiting or queuing

### Next Steps

Here are some ideas for events that you could run to support Bike Week and increase general awareness about cycling to work.

- Organise a display in reception/staff kitchen, enlist the help of any colleagues who already cycle to work. Invite local bike shops to join in.
- Use email and intranet to promote Bike Week and the facilities your organisation offer.
- Run a sponsored bike to work event for a local charity to raise awareness.
- Commuter challenge- ask colleagues to race each other using the train, car, bus and cycle and see who gets to work the quickest.
- Take part in the Travel Plan Network's [Set yourself free campaign](#).

For more information on events in your area, click on the District links below:

[Calderdale](#)

[Bradford](#)

[Kirklees](#)

[Leeds](#)

[Wakefield](#)

### Useful Links

<http://www.bikeforall.net/> - full of information on biking for work and leisure

<http://www.ctc.org.uk/> - National Cyclist's Organisation

<http://www.sustrans.org.uk/> - useful information on sustainable transport including cycling

<http://www.thecyclingexperts.co.uk/> - where to find local bike shops

<http://www.bikebelles.org.uk/> - women's cycling website

Journey Planner

From  To   
[More journey options](#)

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The West Yorkshire Travel Plan Network is supported by a partnership of Metro, West Yorkshire Local Authorities and the Highways Agency.

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