

Bike rack "tokenism" will not tempt cycle commuters

Simply having a bike rack at the office is not enough these days to encourage cyclists in the workplace, according to the IAM (Institute of Advanced Motorists).

But companies who fail to actively encourage cycling by providing secure storage and showers are losing out on cost savings, reduced carbon emissions and improved health and safety.

Writing in the spring edition of *Advanced Driving* magazine, the IAM members' magazine, cycling manager Duncan Pickering says that, while companies of all sizes are now waking up to the benefits of a workforce who cycle, there is still a lot more to be done.

No longer is it simply sufficient to provide cycle parking and associated facilities. The focus is on providing sufficient care and appropriate training, said Mr Pickering.

Cynics could say this is simply a measure to protect a company in these litigious times, but in reality there is an ever increasing awareness within companies of the benefits of cycling to work.

Mr Pickering praises companies such as BSkyB and GlaxoSmithKline who have committed to cycle training for staff using IAM-picked experts.

Other benefits for firms who encourage workers onto two wheels include less days off sick and even savings on the costs associated with providing parking spaces.

The IAM cycling initiative is a relative new departure for an organisation best known for the now famous Advanced Driving Test (ADT). But the IAM's road safety strategy is now addressing road users across the board, not just those in motorised vehicles.

/more .

Other stories in the spring edition of *Advanced Driving* include:

A new scheme for ADI (Approved Driving Instructors) to improve driving standards for novice drivers;

The impact of the new Corporate Manslaughter Act, which comes into effect on 6 April;

Changes to parking enforcement powers that could lead to a two-tier fixed penalty, with minor infringements getting a lower penalty than others, and

Half a century of motorways: a look at the UK network.

ENDS

NOTES TO EDITORS

1. Issued by the IAM Press Office, telephone 020 8996 9600. We have an ISDN line for interviews. News releases, and the weekly driving tips service, are accessible at www.iam.org.uk.

2. The IAM (Institute of Advanced Motorists) directly influences the driving and riding of more than 160,000 road users a year (full members, associates and commercial clients) in the UK and Ireland. Established in 1956, the IAM is today best known for the advanced driving test and the advanced driving course. The IAM has grown to become the UK's leading road safety charity, dedicated to raising driving standards, engaging with the road-using public and influencing road safety policy. IAM Fleet, the corporate arm of the IAM, has two subsidiary companies, Drive & Survive and Fleet Ireland.

3. A 2006 report by Brunel University, following an 18 month study, concluded that advanced driver training produces safer drivers and lower accident involvement, with measurable improvements in knowledge, skills and attitude.

4. In January 2007, the IAM Motoring Trust was established as the research and advocacy arm of the IAM. The IAM Motoring Trust will undertake research, promote practical policies, act as an advocate for safer roads, safer drivers and safer vehicles and encourage responsible motoring through education and training.
