

What is Love to Ride?

LOVE TO RIDE

It's a programme of events to get more people on bikes:



It's fun, free and everyone can take part - it doesn't matter if they ride every day or haven't been on a bike in years. There are four easy steps to take part:



What are the benefits?

People who ride to work are happier, healthier, wealthier and more productive. More people riding to work reduces:

- illness and sick leave - cycle commuters are fitter and healthier, taking half the sick leave of their non-cycling colleagues
- stress and anxiety - people who ride to work regularly report improved mental health
- National Insurance Contributions through the Cycle to Work Scheme - employers save an average of £100 per bike purchased through the scheme
- the need for parking, saving money and/or freeing up outdoor space
- the cost of commuting - the average UK worker spends £146 monthly, or £135,000 over their working life
- the cost of public health - the NHS could save billions through reduced obesity, diabetes and heart disease
- congestion and pollution, which contribute to 40,000 premature deaths annually in the UK and the £8 billion cost of traffic to the UK economy in 2018.

As well as the individual and societal benefits, Love to Ride offers a fun and engaging team-building exercise for your staff. During the main event, Cycle September, similarly-sized workplaces compete on local, national and international leaderboards to see which can get the most staff to try riding a bike. This friendly competition fosters a strong team spirit and our participants love the opportunity to enjoy riding with their colleagues and contributing to the global movement to get more people on bikes. You can also get instant reporting on cycling participation at your organization and identify who is riding to enlist their help to encourage others.

lovetoride.net