“Shaping The Future for Cycling in the Built Environment”
Introduction

Who?

Founder of NipNip & Bike Dock Solutions. NipNip is London’s leading mobile bicycle servicing company servicing 15,000+ London cycle commuters across 400 major office buildings. Bike Dock Solutions have manufactured, supplied and built over 500,000 cycle parking spaces and delivered on 1000+ health and wellbeing improvement projects.

Why?

CyclingScore was built in partnership with Landlords, Developers, Architects and Transport for London. Cycling is growing at an unprecedented rate around the world. As a result it is no longer enough for Landlords and Developers to simply provide cycle parking. Tenants, many of whom are seeing an increasing number of people cycling to work, expect more.

What?

CyclingScore is the process through which we, at CyclingScore rate a building’s cycle friendliness. We score buildings against an official set of standards that helps them market their high-quality health and wellbeing facilities to prospective tenants and helps them improve their overall offering in the process.
CyclingScore was Landlord led. After meeting with several leading Landlords, Developers & Agents, we discovered that a building’s health and wellbeing facilities were considered the 3rd most desirable from potential occupiers after the price of rent & a building’s internet connectivity.

CyclingScore Certification creates the transparency and standards that help landlords and leasing agents know what they have—and lets prospective tenants know what they’ll get. Until now landlords, tenants and agents have had little access to reliable and detailed information about buildings’ cycling facilities. Without clear information and standards a tenant could be met with a barrage of unhappy employees when occupying a new space.

If buildings do not meet these expectations tenants with health cycling cultures will, without a doubt, consider looking for alternative premises.

Businesses that will almost certainly retain higher cycling cultures will typically be millennial audiences in media, design, advertising, government organisations & especially flexible office space operators.
Methodology

Approximately, the CyclingScore assessment process is broken down by:

- 70% infrastructure,
- 20% occupier engagement services
- 10% future proofing

Benchmarking:

It is impossible to take a blanketed, approach to subjects such as bike parking minima. Cities around the world bring very different cycling cultures and therefore require different levels of facilities. In the UK, some cities have 4x the cycling culture in buildings with healthy cycling cultures, over other cities with lower cycling cultures.

Currently, in the UK, we benchmark against WELL, BREEAM & a local Borough’s planning guidance.

Post Certification Occupier Engagement Services:

Once the Certification process is complete, CyclingScore roll out a programme of occupier engagement services, which span from on site bike mechanics, cycle training to even setting up a dedicated cycling club within each asset.

Grant Funding:

Many boroughs in the UK are offering grant funding to encourage Landlords & Developers to provide ‘best in class’ health and wellbeing facilities.
Major findings of the first-ever report by the British Council for Offices [BCO] focusing on the state of cycling facilities within commercial buildings 16/17 include:

• Engagement with cyclists within commercial buildings is very low. This could include programmes such as Dr Bike Services, Cycle Training, Bicycle User Groups or similar.

• Lack of showers, parking and lockers within commercial buildings is preventing existing cyclist cycling more often and non-cyclists to start cycling to work.

• Quality of showers, parking and lockers is also preventing existing cyclist cycling more often and non-cyclists to start cycling to work.

• Lack of and quality of Showers within commercial buildings was the major gripe most respondents had with cycling facilities at work.

• Full report here
What is your biggest gripe about cycling to work in regards to your buildings cycling facilities?

- 62% of respondents said the number or quality of showers was their biggest gripe.
- 28% of respondents said parking their bike was their biggest gripe because of poor facilities or not enough spaces.
- 9% of respondents said access to park their bike was their biggest gripe.
- 1% of respondents said they did not have gripes at all as their facilities were good.
Key Messages for Employees

- You’ll have brains like Einstein
- You’ll be relaxed and stress free
- You will be in a good mood
- You will have an awesome abdomen
- A healthier heart will mean you will live longer
- You’ll be fitter than ever
- You’ll get an amazing waistline
- You will have strong upper and lower legs
Key Messages for Employers

Employee Retention:

The provision of cycle facilities can help attract and retain staff. More than half of the respondents to the annual British Council for Offices survey said that the quality and availability of workplace cycle facilities in an office influences their career choices.\(^{(10)}\)

Figure 1: Survey results from the British Council of Offices Cycling to Work 2012 Survey

Would the quality and availability of cycle facilities at your workplace influence your decision to take a job there?  

- No 30%  
- Yes 41.3%  
- Maybe 28.7%

Would lack of facilities put you off accepting a position there?  

- No 43.8%  
- Yes 24.4%  
- Maybe 31.9%
2.1. Peer Cities

Commute to work - Rolling three year average comparing NYC to other cities.

2X Faster
Between 2010 and 2015, cycling to work has grown twice as fast as other major cities.

+ 80%  New York
+ 39%  Peer Cities
+ 40%  Los Angeles, CA
+ 27%  Portland, OR
+ 44%  Chicago, IL
+ 51%  San Francisco, CA
+ 32%  Seattle, WA
+ 90%  Washington, DC
+ 22%  Philadelphia, CA
+ 30%  Minneapolis, MN
+ 24%  Boston, MA

Key Messages for Employers

REAL ESTATE

Wells Fargo gives cyclists a lift at new London office

US bank’s London headquarters receives highest UK score for ‘cycle friendliness’
These are additional messages aimed at architects, developers and building owners:

+ Cycle facilities need to be considered as early as possible in the planning and design process, and often form an integral part of the planning application.

+ Property developers are now finding that clients are asking for cycle parking facilities over those designated for car parking. [14]

+ Responses to a survey by the British Council of Offices believed that providing high-quality cycling facilities is not significant to rental values. Rather they are becoming the norm. [15]

+ Providing quality cycling infrastructure helps obtain BREAM and LEAD building credits
Welcome to the CyclingScore Design Lab

CyclingScore Design Lab.

The CyclingScore Design Lab is a scientific approach to designing and building the world’s best health and wellbeing facilities for the built environment.
Cycling has become the most practical way to get around cities and more people are depending on bicycles than ever before. Buildings must adapt and cater to this change with improved cycling facilities such as parking, changing rooms, access and clear signage. At CyclingScore, we take a scientific approach to ensure you meet the needs of your active commuters both now and long into the future.

Optimise design during the construction of your development project, avoid future retro-fit costs, attract tenants and enhance the reputation of your asset. Best practice is that we should advise you and your architect when a building is in development or redevelopment.

Take advantage of our unique expertise and book a design consultation with us to get the very best in design, products and services. This includes everything from contemporary bike parking, safe storage, bike servicing and professional design consultations.
Our Expertise

Our founders have designed and planned over 5000 bike storage and changing room amenities around the world- we always strive to exceed customer expectations by providing the very best facilities and services available. Our expertise in the design, product and safe storage of bicycles guarantees that each cyclist enjoys a flawless end of journey experience. Our attention is always on the improvement and development of effective and long-lasting facilities that stand the test of time. We’re always working on further improving our products and bringing new ideas to life to ensure we are offering the very best facilities available.

Three-dimensional Planning

We utilise space to ensure every inch is used in the most efficient way possible. We view space from a unique perspective, allowing us to see beyond the surface to ensure each project maximises space and uses it in the best way possible. We work closely with a professional and dedicated project team to ensure the project runs smoothly. The process begins with us meeting the client at their site to gain a full understanding of their needs and the space we have to work with. Before spatial planning takes place, we carry out capacity modelling to gather precise data such as the number of items and their ratio. As experts in cycling facilities, you can depend on us to provide you with the best-designed spaces that provide the greatest end of journey experience for cyclists.

Ongoing Assistance

We make sure that our cyclist facilities are fully functional to meet the end user’s needs and to surpass their expectations. We provide specifications on each of our services and products and are always available to assist you with the continual delivery of services within your building’s environment.
Cycling Score Design Lab

Original Floor Plans

Proposed Floor Plans

- Lifts
- Stair
- Circulation & Lockers
- Comms
- Car Park Ramp

- Lockers
- Shower Room
- Cycle Parking
- Segregated Cycle Lane
Bike Parking

Through our approved suppliers, we recommend the very best parking solutions to suit your specific project. Space efficiency, product type and variation are key when considering a bike parking space.
Changing Amenities

Through our approved suppliers, we advise on most suitable lockers, drying facilities, vanity units and extra services to get to a Platinum standard.
To give your building the X-factor, a punchy looking health and wellbeing facility can play a key role in attracting occupiers. Creative use of wall and floor art will ensure your facility is something to really shout about.
CylingScore Design Lab
project examples
Cycling Score Design Lab
project examples
Cycling is a powerful tool to help build a community within your building.

Cycling facilities are often one of the main areas in a building where occupiers interact with each other. To ensure cycling aides in this process, we provide you with our complete tenant engagement toolkit, containing everything you need to build a thriving community.

This toolkit includes a comprehensive programme of events and local suppliers of services that will enhance the tenant experience in their workplaces and residencies. Every CyclingScore Certified asset even gets its very own cycling club!

Research proves that if people feel like they are part of a community, retention rates are higher, and occupiers are willing to pay premium rents.
Case Study
Verde Building by Tishman Speyer
Verde Building by Tishman Speyer

- 400 bike parking spaces
- 400 lockers
- Independent cycle route
- 30 showers [segregated]
- Daily spinning sessions and gym operated by H2
- Monthly pre-paid Dr Bike sessions [free servicing]
- Building a bicycle user group
Superior health and wellbeing facilities is a subject that is proving to be newsworthy as cities transform to make way for increased numbers of cyclists, runners, walkers and lunchtime activity participants. Windmill Green was recently recognised as “Manchester’s most cycle friendly building” to the public just in the last couple weeks.

Windmill Green Goes Dutch
Windmill Green Awarded Platinum CyclingScore Accreditation
Circular Benefit of Adopting CyclingScore

**COMMUNITY**
- Address mental & physical health issues
- Reduce Co2 emissions
- Improve air quality

**END USER**
- Live more active lifestyles
- Improve health & wellness
- Save money by avoiding public transport

**EMPLOYERS**
- Attract and retain talent
- Fewer sick days
- Positive promotion of health & wellbeing in the workplace

**LANDLORDS / DEVELOPERS**
- Achieve higher rents / longer leases
- Attract millennial audiences
- Build communities in workplaces and residential environments
Be the first to adopt CyclingScore in your region and stand out from the crowd

Further research can be provided on request

Please get in touch david@cyclingscore.com