

Support

Support for businesses in London

Cycling

Visit tfl.gov.uk/cycling for:

- free cycle guides showing colour-coded cycle routes and stations that have cycle parking, as well as cycle safety information and local discounts;
- Cycle Hire a 24-hour self-service bicycle sharing scheme for short journeys in central London – bicycles are available for casual and regular users;
- free cycle stands for employers – contact businessengagement@tfl.gov.uk; and
- an online cycle journey planner to help your staff, deliveries and customers plan their journeys.

Walking

Visit tfl.gov.uk/walking for:

- information, support and tips to encourage walking;
- details about Legible London, an on-street wayfinding system implemented across London to help pedestrians get around the city;
- information on how to organise bespoke Legible London mapping centred on your workplace at minimal cost – email walking@tfl.gov.uk; and
- an online walking journey planner to help your staff, visitors and others plan their journeys.

Next steps

Visit GetAheadoftheGames.com to find out more about preparing for the Games and the support available to your business.

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Keep on running

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GetAheadoftheGames.com

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MAYOR OF LONDON



Walking and cycling during the Games

MAYOR OF LONDON

Transport for London



Know

Plan

The London 2012 Olympic and Paralympic Games will affect public transport and road networks in certain areas at certain times. This is likely to impact staff, deliveries and customers.

In addition to being practical, healthy and reliable, walking and cycling will help to reduce demand on the public transport and road network during the Games. Walking and cycling have major roles in helping the London 2012 Games to be truly sustainable. By encouraging staff, suppliers, and customers to travel by foot and bike, we can help achieve this while helping to keep London moving.

What is happening and when?

The London 2012 Olympic Games will take place on 27 July – 12 August, followed by the Paralympic Games on 29 August – 9 September. For businesses, these events are both a huge opportunity – and a major challenge.

Affected areas

Games events will take place across London and the UK, not just in east London. Venues around the capital include Hyde Park, Horse Guards Parade, Lord's Cricket Ground, Earls Court, Wembley Stadium and Greenwich Park. Venues across the UK include Weymouth and Portland and Eton Dorney. In addition, road events such as the Marathons and the Road Cycle Races will affect the surrounding areas.

Prepare now to reduce the impacts of the Games on your business.

- **Reduce** non-essential trips by car or on public transport to minimise disruption to your staff, deliveries and customers.
- **Retime** essential journeys to avoid busy periods.
- **Reroute** essential journeys to avoid busy areas.
- **Revise mode.** Walking and cycling are reliable ways of travelling around and may be quicker than other modes, especially for short distances.

- 1 Review the facilities and information available to those walking and cycling to your business in advance of the Games. For example, is sufficient cycle parking available?
- 2 Identify your business requirements, and trial and implement changes in advance of the Games.
- 3 Support is available to you. Act now to ensure your business is prepared for the Games by visiting **GetAheadoftheGames.com**.
- 4 Communicate the impact of the Games to staff, suppliers and customers. Ensure new and existing facilities and policies, as well as any temporary arrangements, are promoted.

Tips and support for all businesses

- Free or heavily subsidised cycle training is available in every borough. Contact your local borough to find out more.
- Contact your local council for walking and cycling maps.
- Purchase a tax-free bicycle through the cycle-to-work scheme. Visit **cyclescheme.co.uk**.
- Start a bicycle user group at your workplace, and start other initiatives to promote walking and cycling, such as a cycle buddy scheme.
- Contact your local cycling and walking groups to find out more about the support available in your local area.