West Yorkshire businesses continuing the legacy of Tour de Yorkshire

Businesses across the region are doing their bit to get more people on two wheels through the West Yorkshire Combined Authority’s CityConnect programme.

Seven more businesses have received grant funding and 19 accreditations have been awarded since the start of 2018.

The West Yorkshire Fire Service, Wakefield College and Leeds College of Buildings are just a few of the organisations that are excited about creating a buzz about bikes.

With free consultation support and grant funding up to £5,000 from the CityConnect programme, businesses are making improvements to better accommodate cyclists and encourage staff to get on their bikes. The best businesses receive bronze, silver or gold accreditation.

The CityConnect programme is also working to improve cycling infrastructure across West Yorkshire, including the Bradford to Leeds Cycle Superhighway, which featured on the final stage of this year’s Tour de Yorkshire through Leeds.

Cllr Keith Wakefield, Chair of the West Yorkshire Combined Authority Transport Committee says:

“We are thrilled to have the Tour de Yorkshire in our region. We want to promote cycling to everyone for recreation and as a form of transport. Cycling can be a great way to integrate exercise into your daily routines, for a happier, healthier lifestyle.

Businesses benefit too by creating a fun, active work environment, attracting and retaining more productive staff. Why not get in touch with the CityConnect team today to find out how your business can benefit?”

Emily Ingham, Senior Travel Planner for Wellington Place, says:

“We provide a cycle-friendly environment because we want to encourage staff to cycle more often, and to enjoy the benefits of riding a bike. It is fun, fantastic for your well-being and fitness, and is an efficient way of getting around.

“We have recently upgraded our pool of bikes and now have six App-Bikes that Wellington Place employees can hire for free.

In March we were awarded CityConnect bronze standard accreditation, which recognised our excellent facilities and positive attitude. We are now introducing new initiatives and hope to achieve silver or even gold.”

Claire Booth, Sustainability Project Officer for University of Leeds, says:

“We are delighted to have reached gold standard accreditation in recognition of our ongoing work to promote cycling to our students and staff as a sustainable travel option.”
“We continue to invest in the range of bike friendly measures at the University such as The Bike Hub which offers cycle hire, maintenance and advice. We are really excited to extend our electric bike fleet thanks to grant support from CityConnect.”

**Alice Phillips from Saltaire Brewery adds:**

“Being right next to the Leeds – Liverpool Canal, we’re a real hub for cyclists at the brewery. Our grant from CityConnect is perfect timing! During Bike Week in June, we will be offering guided rides for cyclists wanting a ride and a pint!”

The CityConnect Bike Friendly Business scheme of the West Yorkshire Combined Authority has been running since June 2016. Our ambition is to engage with 250 business and to allocate over £400,000 grant funding by the end of January 2019.

To find out how CityConnect can help your businesses be more cycle friendly visit: [https://cyclecityconnect.co.uk/get-active/working-with-business/](https://cyclecityconnect.co.uk/get-active/working-with-business/)

**ENDS**

**Notes to editors**

- We work in partnership with local councils and businesses to ensure that everyone in our region benefits from a strong, successful economy and a modern, accessible transport network. By championing the region’s interests nationally and internationally, we secure the investment to deliver better transport and housing, help businesses to grow and create jobs.
- CityConnect is a West Yorkshire Combined Authority programme that works in partnership with local councils to improve cycling facilities across West Yorkshire and York and encourages more people to walk or cycle for short journeys. The CityConnect programme is funded through the Department for Transport’s (DfT’s) Cycle City Ambition Grant (CCAG) and local match funding. CityConnect Walking is funded through the DfT’s Cycle and Walking to Work Fund.
- For more information visit [www.westyorks-ca.gov.uk](http://www.westyorks-ca.gov.uk).