

PROMOTE CYCLING



Conducting a facilities tour

This document gives a general outline of what to consider when organising and running a tour of your organisation's facilities.

Introduction

The facilities tour week makes it easier for attendees to understand what cycling facilities are available, where they are, and how they can be accessed. Participants can gain confidence and improve time efficiency when commuting to site by knowing how to access these facilities prior to their use.

Accessible and attractive facilities for staff are a key measure to support reducing transport emissions and increasing the numbers of people choosing sustainable transport options. Removing barriers by educating staff on what is available to them, thereby encouraging more people to cycle, is fundamental.

1. Tour Process

All facility tours should start at the front desk or front office areas. This is where all staff, including new staff, are most likely to be accustomed to entering the building and where they are most familiar with.

When everyone has arrived, introduce the person giving the tour and their position at the facility. The tour guide will then give a general overview of what the tour will contain. If the tour will cover an area where it is easy to get lost or where there are specific areas to walk (e.g. areas under construction), give that information in advance. Include how long the tour will last and if there are any activities planned during or after the tour.

2. THE TOUR

You want the tour to flow, therefore, have some information readily available for each stop with a pause for questions. If time is a factor, make sure the tour includes the areas that are the most critical for attendees, such as how to access and exit bike parking or where maintenance kits are stored. Take this as an opportunity to show off the values of your organisation – try to make it humorous or engaging.

3. Tour follow up

After the tour, take time for extra questions or to clear up anything. Depending on your resources or stage of active travel development, it might be a good idea to take a survey on staff satisfaction with the facilities or how facilities could be improved. Make sure staff know who to contact to gain access to the facilities after the tour or to whom to direct additional questions. If desired, this would be the time to invite attendees to hang around for a chat or a free tea/coffee morning to encourage active commuters to socialise.

Facilities to demonstrate

- Entrance and exit
- Bike Parking Facilities
- Hygiene/grooming facilities
- Bike repair facilities

4. Preparing for the tour

Think about:

- who will be involved
- who will be conducting the tour
- the timing of the tours
- advertising the tour
- any resources needed for the tours
- additional assistance needed for participants on the tour