

# MOMentwm

Small change. Big difference.

**Inspiring cycling,  
walking & wheeling  
for a happier,  
healthier city.**

**An Employer Guide**



# MOMENTWM

**Inspiring your employees to cycle, walk & wheel for a happier, healthier workplace.**

Momentwm is an exciting initiative aimed at getting Newport moving! Say goodbye to short car trips and hello to walking, cycling and wheeling as the go-to commuter choices.

Small changes can yield big differences and as facilitators, Newport Live's dedicated Momentwm Team is able to support you and your employees every step of the way through an engaging, informative and free programme.

**Together, let's pave the path to a greener, healthier and more vibrant Newport economy!**

## **Steve Ward**

Chief Executive  
Newport Live

[newportlive.co.uk/momentwm](https://newportlive.co.uk/momentwm)



## Benefits for Employers

**Encouraging employees to cycle, walk or wheel can have numerous positive benefits for your organisation and your employees for a fitter, healthier workforce.**

Did you know that work-related ill health costs businesses in Wales millions of pounds each year? Encouraging your employees to stay active can help reduce absenteeism as well as improving job satisfaction and overall health and wellbeing.

### Increased Energy and Productivity

Engaging in regular physical activity has been proven to boost cognitive function and productivity. Research conducted by Sport Wales discovered that physically active employees reported higher levels of productivity compared to their less active colleagues. With the support of the Momentwm team you can help your employees to start their workday on a positive foot.

### Contributing Towards Sustainability Targets

Momentwm supports your organisation's environmental sustainability goals by reducing the carbon footprint associated with employee commuting.

By adapting your organisation's commute, you can contribute to the Welsh Government's target of reducing greenhouse gas emissions by 95% by 2050.

### Employee Collaboration and Team Building

Engaging together in activities like cycling, walking and wheeling for commuting and leisure can help encourage team bonding, idea sharing and collaboration while supporting your Employee Wellbeing Strategy. Leaderboards and friendly challenges are great tactics to get staff motivated and strengthen team dynamics.

**10**   
minutes

**of brisk walking increases our mental alertness, energy and positive mood**

(Mental Health UK, How to look After Your Mental Health Using Exercise Report, 2022)



**51%**

**of people actively travelled at least once or twice a week by walking**

The Welsh Health Survey  
(Welsh Government, 2021)

# Benefits for Employees

## Improved Physical Health and Wellbeing

Encouraging commuting by cycling, walking or wheeling can significantly contribute to increasing physical activity levels among employees, improving their overall health and wellbeing. Studies have shown that regular physical activity can improve cardiovascular health, reduce the risk of chronic diseases and help maintain a healthy weight.

By ditching the car, even on a few occasions, employees can enjoy the benefits of reduced stress, leading to enhanced job satisfaction and overall improvements to wellbeing.

## Increased Energy and Productivity

Cycling, walking or wheeling particularly in the morning can help boost employees' energy levels and enhance their focus, mental clarity, creativity and overall work performance. A study conducted by Public Health Wales in 2019 found that employees who incorporated physical activities into their daily routines reported higher levels of productivity and reduced fatigue.

## Cost Savings

Choosing to cycle, walk or wheel reduces the associated costs of commuting like fuel costs, parking fees and maintenance costs. This is particularly relevant in Wales where the average annual expenditure spend on commuting is significant.



Welsh households  
spend an average of

**£3,009**

per year on transport

(ONS, 2021)

In Wales, according  
to the Welsh Health Survey

**only  
30%**

of adults meet the  
recommended physical  
activity guidelines

(Welsh Government, 2021)

## Environmental Action

According to the Welsh Government, in 2021 the transport sector in Wales was responsible for approximately 17% of the county's total greenhouse gas emissions. Momentwm can empower employees to make a positive change and become part of the solution to help tackle air pollution and climate change in their local area.

## Expand Friendships

Having a cycle buddy or walk to work scheme opens up opportunities to meet new people or socialise with colleagues whilst on your daily journey. Inviting another person to join you also provides extra motivation, even if you leave the car at home for one day a week.

# The Next Steps

A visit to your workplace by the Momentwm team includes the following programme support.



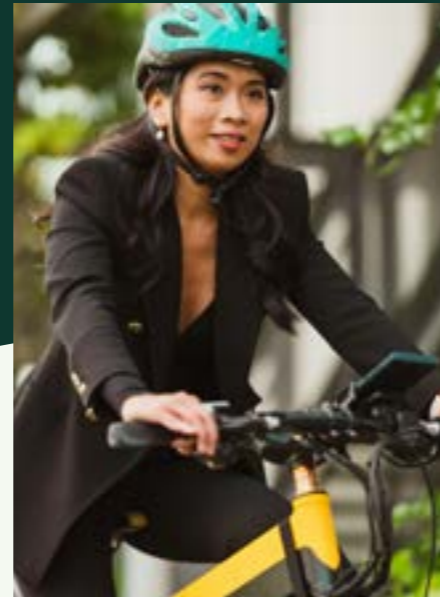
## Experience a Simulated Virtual Commute.

State-of-the-art Technogym RIDE Newport Bikes enable employees to experience a simulated commute. By inputting their start and finish addresses they can immerse themselves in a virtual commute, gauge how it feels, identify any fitness goals and explore different bike choices.



## Incentives and Rewards

Consider offering incentives and rewards for employees who actively commute – one company that we have spoken with have 'Charity Weeks' in which they will donate a pound to charity for every mile their employees ride to work that week. This could be adapted to suit your budget.



## Join the Exclusive Newport Live Fitness Programme

An 8-week cycling specific fitness programme, aimed at increasing cardiovascular fitness, building core/leg strength and mobility that will support your employees to commute by bike.



## Workplace Walking Groups

We'll help you start up a workplace walking group. Why not encourage employees to walk together before, during or after work? Walking meetings are also a great way to improve employee wellbeing and increased physical activity.



## E-bike and Hybrid Bike Trials

Our team will bring a range of e-bikes and hybrid commuter bikes to your workplace for employees to trial and we'll answer any questions about bike suitability.

This is a great opportunity to help employees who are considering purchasing a bike.



## Workplace Fix Your Bike Sessions

Using our fully certified bike mechanics, these sessions will teach employees how to set up a new bike they've bought or borrowed as well as how to fix common things that can go wrong when out riding.

## Home Maintenance

Learn techniques to keep your bike running smoothly and reduce the wear and tear on your bike's components, saving time and money. We will introduce you to the common tools that every bike owner should have in their toolbox.

*No prior bike-repair knowledge is needed to get the most out of these sessions.*

**“ I don't have to go out of my way to exercise, walking and cycling to work naturally adds activity to my day. It keeps me healthy, clears my head and helps me to concentrate. ”**

Madeleine  
(Momentwm participant)

# Be More Bike Confident

We aim to encourage more journeys around the city by bike. We are offering free sessions with qualified instructors to improve your bike skills, whatever your current skill level.

## Adult Bike Skill Sessions - Levels 1, 2, 3

# 1

### Cycling Basics (Level 1)

Drop-in sessions for people who have never cycled a bike or have not ridden for a long time. These sessions are run in traffic-free environments, allowing you to build your skills and confidence.

# 2

### Bike Paths (Level 2)

These structured sessions take you onto shared-use paths where you'll start to use quiet routes away from road traffic and learn new skills on less busy residential streets.

# 3

### On the Road (Level 3)

Our final block of sessions will show you how to ride safely on roads, giving you the confidence to be able to ride across Newport.

# Your Organisation & Momentwm

**As a business you can make a real difference to the way people travel in Newport.**

By embracing Momentwm, you can play a vital role in promoting happier, healthier lives, reducing carbon emissions and creating a better community environment across the city. We can build a bespoke partnership that makes a difference to how your employees travel to work.

Together we can make Momentwm a success in your workplace.

## Would you like to find out more?

**Talk to our Momentwm Team**

Phone: [01633 656 757](tel:01633656757)

Email: [momentwm@newportlive.co.uk](mailto:momentwm@newportlive.co.uk)

# MOMENTWM

# References:

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