

Case Study



Cycle Solutions University of Dundee Staff Benefits (319)

The requirement

Having met at a sustainability conference in 2018, we were keen to meet with Cycle Solutions to discuss their scheme further. Our requirements included an aim to increase uptake on the scheme, ensuring low levels of administration, and engagement with local retailers. We launch 3 windows a year and required a dedicated website for the scheme in order to signpost employees to specific and bespoke information on our scheme.



The Solution

Following evaluation of the Cycle Solutions scheme, we decided to launch in 2019.

Cycle Solutions created a dedicated and bespoke website and marketing to suit our needs and requirements. The option to order online or via local stores enabled us to cater for all employees as well as support our local stores.

All windows are created promptly with administration overall remaining incredibly low. Cycle Solutions invoices in arrears enabling employees to secure their items quickly and efficiently.



“The scheme, with it’s variety of options for ordering from local shops or online has been greatly received by our staff. When ordering online staff also have the option for bike to be delivered directly to their home. The scheme also has a quick turnaround from ordering bike and staff receiving their certificates, to then being able to purchase a bike, with this usually all completed within a week. ”

Trudy Cunningham, Sustainability Manager,
University of Dundee

The Results

Our scheme has been very successful since the launch with Cycle Solutions in 2019. It continues to engage a wide range of our employees. Marketing is continually updated to allow us to communicate its benefits. Our dedicated account manager is in constant contact with us, providing fantastic CSR statistics to enable us to evaluate the success of the scheme.

