



**Audit Year:** 2010

**GTBS Award:** GOLD

**Business Name:** Mercure Holland House Hotel

**Business Type:** Hotel

**Location:** Bristol, ENGLAND

**Website:** [www.mercure-uk.com](http://www.mercure-uk.com)

Mercure Holland House Hotel & Spa is a 275 bedroom in Bristol city centre. The hotel has achieved a GOLD award with GTBS and is making further inroads by reducing the hotel's transport impacts by saddling up with Bristol's status as a Cycle City. The area of Greater Bristol received the UK's first Cycling City status in June 2008 and the hotel offers free bicycles to its guests enabling them to explore the city in a clean, green healthy fashion. Bristol claims the title of the "UK's Best Cycling City" in a recent poll by Cycling Plus magazine.

## Cycling Benefits

Cycling is an environmentally friendly way of travelling. There is little noise, it reduces traffic congestion and is good for you.

Using a bike to tour a city centre is not only a good way to see the city but is also good exercise. In addition the peaceful nature of the bike lends itself to a better all round environment and atmosphere for the whole community to enjoy.

## Practical Aspects

Cycling appears to make economic sense too. Specialist economic consultancy SQW estimated that a 20 per cent increase in cycling in 2012 would release a cumulative saving of £500m by 2015. A rise of 50 per cent on current rates would unlock more than £1.3bn, derived from savings in congestion.

The Mercure Holland House Hotel has suggested the following points if you're considering offering bicycles at your property:

- **Make and model** – offer a mix of styles to suit ladies, gents and children
- **Cost of purchase** – approximately £150 each
- **Projected savings and payback period** – as the bicycles are offered free of charge there is no payback period
- **Other equipment** - purchase good quality locks, helmets and reflective aids at the start
- **Storage** - set up the storage in a format whereby the bicycles and the kit for each bike is numbered for tracking purposes and laid out in a way that staff can easily identify if anything is missing
- **Checks** - visual checks need to be made by staff issuing cycles and supporting equipment to guests prior to use and on return to check for damage, wear or deterioration
- **Maintenance** - bicycles need to be serviced regularly and a log kept for health and safety purposes
- **Insurance** - clients need to sign a disclaimer approved by your insurers before taking out a bicycle
- **Advertising** - hotels might want to brand their bicycles to secure publicity
- **Cycling map** - provide a cycle map to clients before the head out

## Web Links

Cycling Organisations & Information: [www.sustrans.org.uk](http://www.sustrans.org.uk), [www.betterbybike.info](http://www.betterbybike.info), [www.cyclefriendlyemployers.org.uk](http://www.cyclefriendlyemployers.org.uk), [www.cyclescheme.co.uk](http://www.cyclescheme.co.uk)