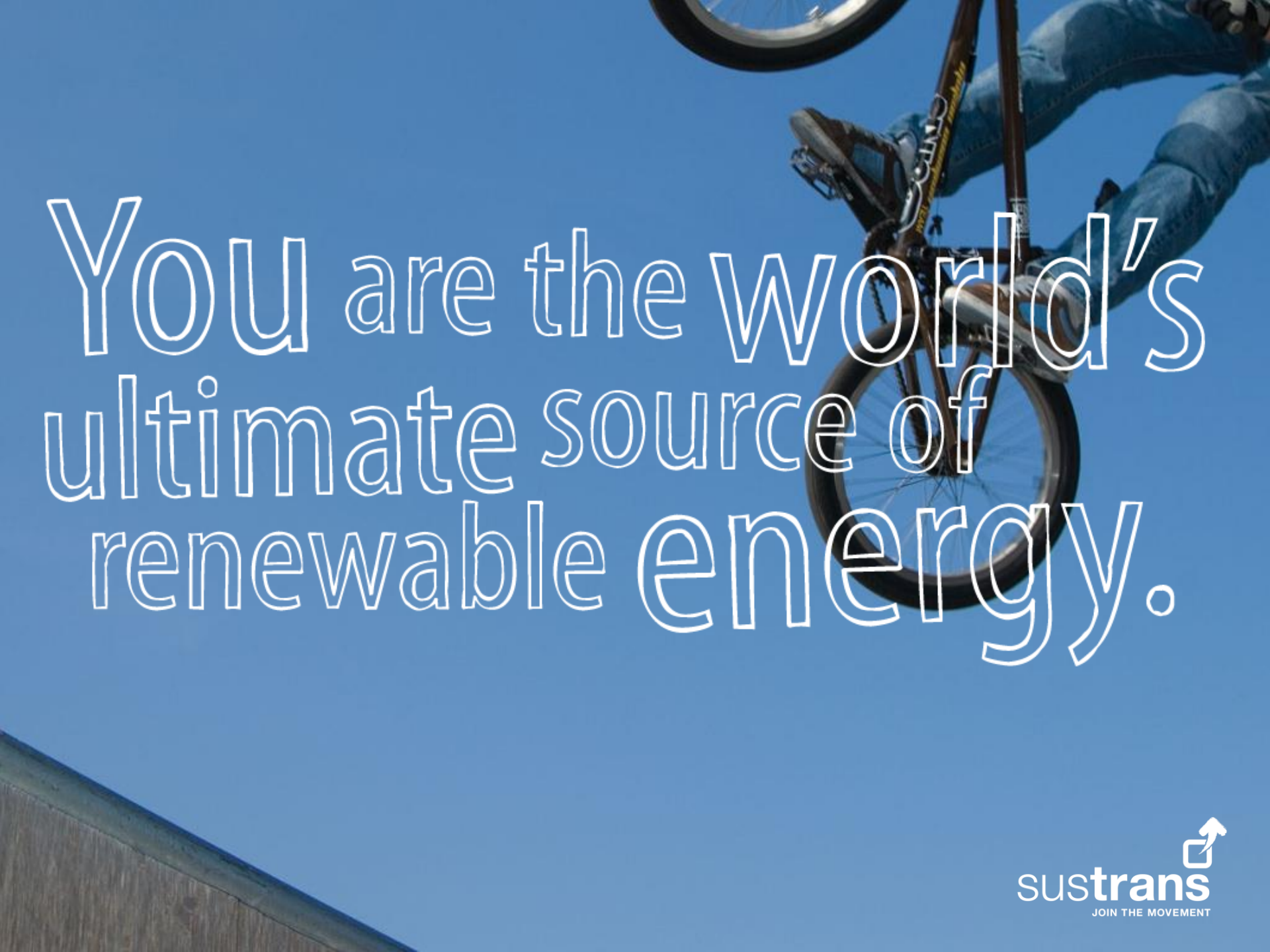




# sustrans

JOIN THE MOVEMENT

A low-angle shot of a person riding a bicycle against a clear blue sky. The person is wearing blue jeans and is captured in mid-air, suggesting a jump or a high takeoff. The bicycle is dark-colored with a gold-colored frame. The text "You are the world's ultimate source of renewable energy." is overlaid in a large, white, outlined font.

You are the world's  
ultimate source of  
renewable energy.

# Sustrans works in three ways

1. to make local environments safer and more attractive for walking and cycling
2. to support and encourage individuals to make more sustainable travel choices
3. to influence policy and practice.

# Best practise in increasing levels of walking and cycling in universities

Annette Jezierska,  
Senior Business Development Officer



# Some examples to draw on

- Leeds UTravelActive
- Nottingham UCycle
- University of Wales Institute (Cardiff Met University)
- Stockton Active Travel Hub (Durham University)
- NUS' Green Impact Workbook

# Universities as a project focus

- Captive audience
- Social norming
- Life stage (“habit discontinuity”)
- Major employer
- Many journeys <5km
- Robust monitoring & evaluation
- High relative carbon contribution
- Legacy, student employment opportunities



# Motivation to invest

- Opportunity to affect physical, cultural and environmental change
- Sustainability, carbon targets
- Participation in sport – Lincoln
- Awards eg Green Gown, P&P
- HR savings - UWIC
- Structured volunteering
- Career development opportunities eg marketing
- International student recruitment

# Case study – Nottingham UCycle

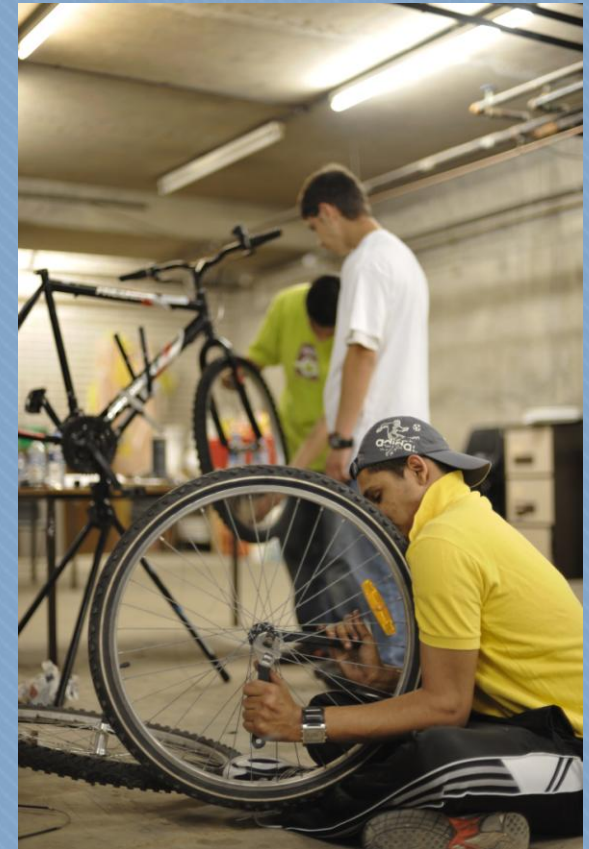
- Large scale, high level buy-in
- Partnership project with UoN, NTU, NUH
  - Cycle loan scheme
  - Marketing & events
  - Linked to city-wide infrastructure changes
- Phase 1 (18 months):
  - 5% to 8% student mode share (cycle)
  - 8% to 13% staff mode share (cycle)





# Case study – Leeds UTravelActive

- UoL and Leeds Met
- Paid student placements
- High profile despite lack of senior level buy-in
  - Cycle loan scheme
  - Bike hub
  - Maintenance training
- 40-50% increase in cycling (750 extra cyclists) in 3 years
- 5-7% increase in walking



# Case study – UWIC (Cardiff Met)

- Grew from a single champion to big, funded interventions
  - Cycle parking, showers, secure storage
  - Marketing & events
  - Pool bikes
  - Pro Vice-Chancellor & Local authority support
  - Car parking charges
- 32% reduction in sickness absence
- Biggest “Bike User Group” in Wales (1/4 staff)
- Best practise Travel Plan



# Programme aims

- Reduce the number of trips made by staff and students by car, with corresponding increases in walking and cycling
- Increase awareness of the benefits of active travel amongst young adults
- Share best practise to encourage widespread replication
- Additional institution-specific environmental or health related targets

# Best practise - infrastructure

- Secure cycle parking – campus and halls (negotiate with TfL/local authority)
- Visible customer interface (branding/hub)
- Free or reduced rent for the hub
- Lockers are more popular with staff than students
- Showers are a nice to have but not essential
- Pool bikes – a background supportive action





# Best practise – soft measures

- Students:
  - BUGs – link to existing, student union
  - Bike buddies
  - Bike week
  - Maintenance training
  - International students are a key audience
- Inspirational talks

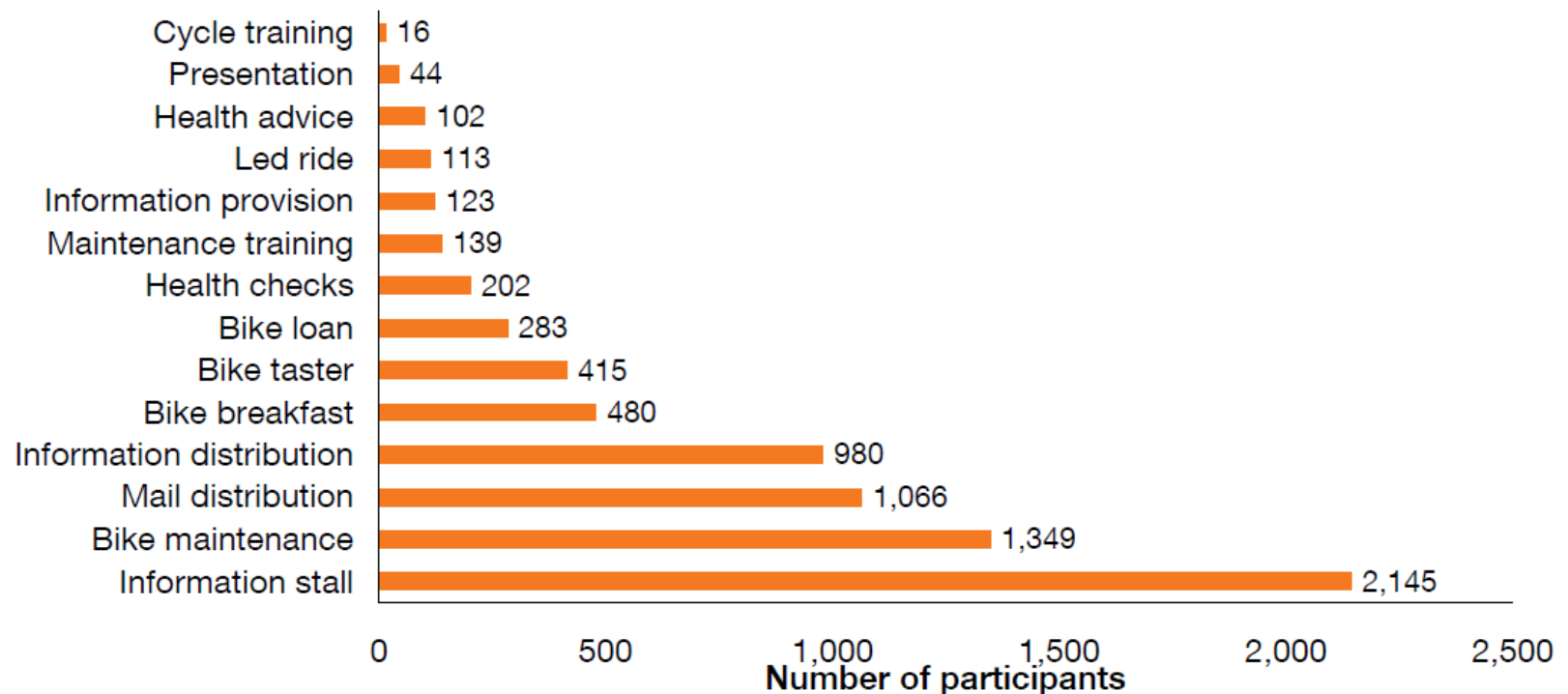


# Best practise – soft measures

- Staff:
  - Cycle to work scheme
  - bike breakfasts particularly outside termtime
  - Expenses
  - interdepartmental competitions / travel challenges
  - Health message is more significant than financial
  - Women-only training
  - Integrate changes to parking
  - Posters vs electronic

# Nottingham's activities

Chart 4-1 Breakdown of participant numbers by activity, in total for all years 2009 to 2011



# Best practise – wider context

- Partnership with local authority – infrastructure, Dr Bike, training
- Funding will transform cost effectiveness
- Volunteering in schools if existing engagement projects in place
- Measure impact annually, indicators eg HEFCE Scope 3, HEAT
- Revise Travel Plan
- Green Impact toolkit
- Project team: multi level/discipline
- Monitoring – event beneficiaries



# Active Travel Champions

Volunteers helping people to walk and cycle for more of their everyday journeys...





WANT A LEAFLET?  
CONTACT ME

**Want to walk to school today?**

- Free gear
- Safety tips
- Warm-up/cool-down
- Warm-up/cool-down
- Practice your OOE


Our Active Transport Workshops are open to all the K-12 promoting walking and cycling to their workplaces, schools, universities/colleges, communities and youth groups.

**Get involved**

Our champion is John Smith

Contact: T. Smith@nhs.gov.uk

[www.active.nhs.uk/transport](http://www.active.nhs.uk/transport)

 **suntrans**

Get **active,**  
**getting** there!



### May 31st - Arbor Day Celebration

Leading up to 100 Years  
Celebrating our Trees

### The route

Starting at the Arboretum, you can take paths  
leading through Lake Forest Park,  
Kew-Forest Park, Flushing Meadows Park, and  
Forest Park

### Need a bike?

Free bikes available from 10am-2:00pm  
Number of bikes is limited to 100 bikes, so if you  
want to borrow your own bike, please arrive before this time

### Help lead the ride!

We need people to lead cycling throughout the day  
to help guide the ride. If you're interested, contact Susan at  
01 204 443 227 or [susan@arboretum.org](mailto:susan@arboretum.org)

Available to the charity: 3000, excellent people to lead by foot, bike  
or public transport for most of the afternoon and more every day

It's free and all together making a great day for everyone

Make your choice and support Sustrans today. [www.sustrans.org.uk](http://www.sustrans.org.uk)



**sustrans**  
SUSTAINABLE TRANSPORT



Want to get invo

# Champions are...

- Keen walkers or cyclists
- Enthusiastic and motivated
- From the community, workplaces, universities and schools

**and they...**

- 
- **Hold information stands**
  - **Create information displays**
  - **Give talks/ presentations**
  - **Organise walks or rides**
  - **Plan action days**
  - **Help make change locally**
  - **Volunteer with Bike It schools**



**sustrans**  
JOIN THE MOVEMENT



A woman with short brown hair, wearing a blue jacket and a bright yellow high-visibility vest, is laughing heartily. She is standing next to a man who is smiling and looking off to the side. The man is wearing a yellow cardigan over a blue and white striped shirt and blue jeans. He is sitting on a bicycle. In the background, there are yellow structures and a blue banner with the word 'Open' on it. A red semi-transparent box is overlaid on the left side of the image, containing text.

## And what does Sustrans do?

We provide...

- Training
- Information materials
- Resources/toolkit
- Support
- Monitoring and evaluation





[annette.jezierska@sustrans.org.uk](mailto:annette.jezierska@sustrans.org.uk)