

Introduction



The EAUC and Love to Ride invite UK & Ireland Universities and Colleges to take part in an exciting new behaviour change programme to monitor and grow cycling amongst students and staff. Uni-Cycle is a new collaboration, combining Love to Ride's proven behaviour change programmes with EAUC's expertise and mission to drive sustainability to the heart of their membership.

The Uni-Cycle project will build on our success and experience engaging staff at Universities and Colleges, to get more students cycling too. This year-round rolling programme of activity includes all the necessary elements to make it a big success, including: Project Management, support, web and GPS app platforms; marketing materials and communications, prizes, events and research and reporting.

The Uni-Cycle programme will host a calendar of events to promote riding as part of Love to Ride's #YearoftheBike, including: Uni-Cycle Challenge (March), Bike Week (June), Cycle September and #WinterWheelers (December). The Love to Ride web platform has been developed over the last 10 years and is fully interactive, with motivational messaging, educational and informative updates, seasonal promotions and an engaging, supported user experience.



Read about the University of Exeter's victory in the National Cycle Challenge: <http://tinyurl.com/pedal-to-victory>
Exeter University's listing on Love to Ride: www.lovetoride.net/devon/companies/7060
York University's listing on Love to Ride: www.lovetoride.net/york/companies/3682

Project Overview



The Uni-Cycle Challenge is a competition between Universities, Colleges and their departments to get many more students and staff riding bikes. To promote the Challenge, Love to Ride will provide a range of branded marketing materials, communications content and project support to minimize demands on staff time and maximize engagement.

Love to Ride achieve significant modal shift and raise the profile of cycling through their programmes. Sustainable change on a big scale and annual basis will positively impact institutions and their staff and students in many ways.

Members of participating institutions will be able to: log rides; set goals; share photos; and encourage colleagues to participate. Love to Ride will deliver reports detailing the travel and exercise behaviour of participants at each institution, perceived barriers and desired benefits to riding, cycle journey heatmaps showing routes ridden to their locations and the amount of carbon saved and calories burnt.

Post-Challenge surveys analyse lasting behaviour change impact of the programme, establish what local interventions will be most effective and clearly demonstrate the value of getting more students and staff riding.

One third of participants are 'New Riders' - of these, following a Love to Ride behaviour change programme:

- 40% go on to ride at least once a week
- 35% ride to work or education at least once a week

Plus 32% of non-commuting cyclists now ride to work at least once a week

Programme budget

For the pilot year, we are reducing the budget to £4,750 for 20 Universities - giving a full 12 month programme.

The first 20 Universities to confirm their participation in Uni-Cycle will receive this Pilot Year Offer.

Whilst this budget will cover the project and its delivery, for larger Universities, or those that wish to give this a big push from the outset, 'Booster' elements are available, including: more prizes + incentives; additional events; project management + engagement expertise. University or Student Union led engagement events, helping to grow participation, will be promoted on the platform and in participant communications.

Funding ideas

As this is a wide-ranging programme with positive impacts, we have identified various potential funding streams:

- **Match funding from LAs** – secure funding for elements of your programme through applications to local government bodies who are keen to reduce traffic and student car ownership.
- **Car parking** – reduced need will make space available for more useful purposes and ring-fenced revenue could fund interventions for the Challenge.
- **Campus Shuttle Buses** – many HEIs incur high costs by running shuttle services: increased cycling has the potential to dramatically reduce these costs over time.
- **Cycle to Work Scheme** – significant savings are available to the employer, helping this programme to become truly sustainable and releasing broad benefits to the end-user.
- **HR** – staff wellbeing reduces sickness absence, improves performance at work and increases retention.



Return on your investment

It's not just participating institutions that benefit from increased cycling amongst their staff and students. DfT statistics demonstrate that investing in cycling brings huge economic, social and health benefits. The average benefit-to-cost ratio of investing in growing cycling is 13:1 and the annual Gross Cycling Product per cyclist is £230 according to LSE research.

At a time when adult behaviours such as transport choices are being formed, a successful Uni-Cycle project will adapt and positively shape students' behaviour now and in the long-term.

Students who discover the benefits of everyday cycling whilst at University will continue to travel sustainably, influencing others to do the same. As well as delivering institutional, individual and social benefits, Uni-Cycle will help meet FHEIs' CSR and civic objectives, contributing to cleaner, greener and more livable cities for their own members and for the communities in which they are embedded.

Pilot Year Budget potential funding example	Amount
Additional number of staff Cycle to Work Scheme purchases: 25 x £100 (NI savings)	£2,500
Car Parking fees – used to support the project to help reduce need for spaces	£2,250
Total Pilot Year Project Budget	£4,750

The surveys and analysis built into the project will focus on better understanding and measuring the impacts and broad benefits achieved, so we can improve and expand the Uni-Cycle project in subsequent years. Project statistics will also be generated to support local reporting and to inform the national delivery partnership.

This investment will give very good immediate and longer-term returns, with excellent potential to be self-funding and financially sustainable in subsequent years as indicated above.

How to take part

Uni-Cycle promotions will start in February 2017, so we are taking applications from Universities right now.

Please use the contact details below to register your interest and take advantage of the Pilot Year Offer.

Early-adopter Universities will be the founding Uni-Cycle group and take advantage of various additional benefits available to all staff and students, such as national press and media exposure.

To find out more, talk with the delivery team or to access your Pilot Year Offer, here's how to get in touch:

Uni-Cycle Team / unicycle@lovetoride.org / 0117 9259184 / 07734 833451