

Active Travel at UWE

Summary

Since 2013 a new strategy has been in place to significantly reduce car use to campus and promote active travel and bus use. This has involved a parking exclusion zone for students that live in Bristol and a big investment in cycle infrastructure and promotion.

Aims/Objectives

Our 2016 sustainable travel targets against a 2012 baseline are;

- Reduce single occupancy car travel to campus by **25%** (to c1800 journeys per day)
- Increase bus journeys by **24%** (to c2000 journeys per day)
- Increase cycling to campus by **50%** (to c580 journeys per day)
- Increase walking to campus by **20%** (to c750 journeys per day)

What did you do?

A combination of **carrot** (marketing and information campaign and improved facilities) and **stick** (parking policies).

Introduced a parking exclusion zone for students that lived within Bristol. Introduced initially in 2013 for first years then phased in with each new intake to mitigate the impact of change.

Linked staff parking to a percentage of salary, giving greater fairness and helping reflect the true cost of parking.

Started an ambitious program of cycle infrastructure improvements – including 2 secure cycle hubs, new showers, a drying room, new lockers and public pumps and tool stations.

Travel marketing and information campaign – the online cycling campaign reached 10,000 students and face-to-face events reached over 1000 people to deliver personal travel planning.

New UWE cycling and walking maps showing quiet and off-road routes were given to all new students. One of the routes from the city centre has been sign-posted to help with regular bike trains.

Free Dr Bike sessions (maintenance and bike repairs) have been funded for every week of term and 6 bikes can be borrowed for free from the Centre for Sport to try out cycling or to join in with led bike rides.

What was the context / background?

Key drivers for the work included the Healthy University agenda, the need to reduce traffic congestion in the area, requirements for planning permission and previous activities undertaken by the university that had the potential to be expanded upon to have greater impact on staff and students. Also the university's 2016 sustainable travel targets (as above) were set which helped drive the work in this area.

How was it organised and who was involved?

- Internal / external partnerships
- Activity coordinated by the central UWE Sustainability Team
- Some matched funding secured from South Gloucestershire council via the Local Sustainable Transport Fund
- Support from the Healthy University Group
- Support from the UWE Centre for Sport

What resources did you need?

Both financial and human resources were key to reducing car use and increasing active travel at UWE. The cycle infrastructure investment was around £400,000 over two years.

The marketing campaign was managed by one person with a small network of volunteers. A toolkit for the campaign can be accessed here - <http://travelwest.info/universities>

Has it been evaluated? How successful has it been?

All sustainable travel targets are on track or have been achieved as of the November 2014 interim survey.

How did it draw on or contribute to a Healthy University Whole System Approach?

UWE is committed to being a Healthy University which actively promotes and supports healthier, learning, working and social environments and organisational culture that enhances the students', staff and the wider community's health and wellbeing. By reducing the car use at UWE and encouraging the use of active travel through raising awareness, education, infrastructure and service provision we have contributed to UWE's strategy of being a Healthy University.

Future Plans

Future plans include:

- The launch of a student cycle lease scheme in 2015/16
- To double cycle parking spaces to 1,500
- Build attractive 'greenways' for walking and cycling throughout campus

Key Learning Points

Both the carrot and stick techniques and approaches are needed to help with behaviour change. Without policies in place to prevent car use it is difficult to increase active travel. At the same time if attractive, viable alternatives are not offered it can lead to dissatisfaction.

Thematic Categories (tick any that apply to your case study)

Method	Topic	Population Group
Campaign / Event <input type="checkbox"/>	Alcohol /Substance Misuse <input type="checkbox"/>	Staff <input checked="" type="checkbox"/>
Curriculum <input type="checkbox"/>	Built Environment <input type="checkbox"/>	Students <input checked="" type="checkbox"/>
Project <input type="checkbox"/>	Food / Healthy Eating <input type="checkbox"/>	Wider Community <input type="checkbox"/>
Policy / Procedure <input type="checkbox"/>	Mental Health <input type="checkbox"/>	Other <input type="checkbox"/>
Whole System Approach <input type="checkbox"/>	Physical Activity / Active Transport <input checked="" type="checkbox"/>	
Other <input type="checkbox"/>	Sexual Health <input type="checkbox"/>	
	Sustainable Development <input checked="" type="checkbox"/>	
	Tobacco <input type="checkbox"/>	
	Other <input type="checkbox"/>	

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