



Specialists in Sustainable Travel Publicity

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What we do

- Public transport maps
- Maps for pedestrians and cyclists
- Sustainable/active travel
- Wayfinding
- Bus and rail timetables
- Bus stop displays
- Onward travel information
- Interactive Solutions



Our clients





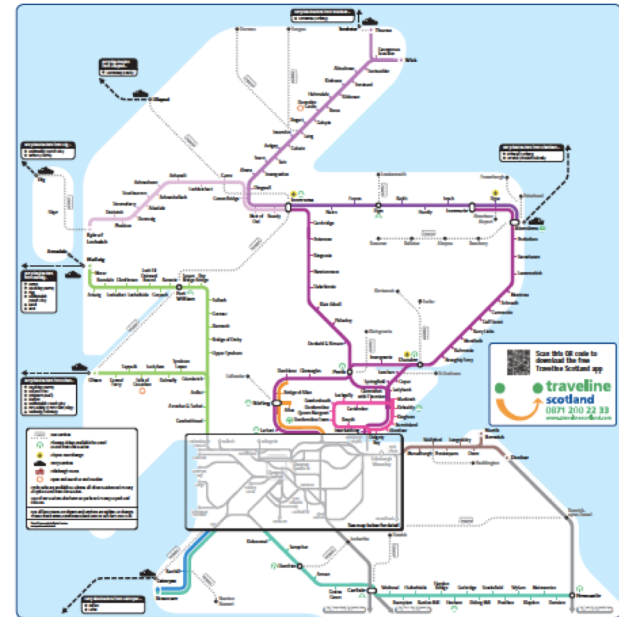
Virgin Trains East Coast

Timetables, tickets and tips

20 May - 8 December 2018



OUR ROUTES



ScotRail is operated by
abellio



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University of Dundee

Welcome



Dundee is a small city and is fairly hilly when travelling north/south but is flat when travelling east/west. Traffic is generally well behaved and there are many quieter routes and dedicated cycle paths that are pleasant to use.

Being a city centre campus, walking and cycling are the most convenient and accessible ways for students to travel within Dundee; most parts are easily reached in 20-30 minutes by bicycle from the city centre.

All of our city campus residences have secure bike parking and bike racks are provided across all campuses. 'Recycled' bike sales and free bike maintenance are organised throughout the year on our city campus, visit www.dundee.ac.uk/events. Also you'll find cycle maps of Dundee are widely available on campus or online at www.dundee.ac.uk/travel.



Facilities for Cyclists

- cyclists can use the showers at the University swimming pool (DUSA), in the Matthew Building, and at the sports centre (ISC) for free.
- bike repair stand with strap pump and inner tube vending machine available on campus at east side of DUSA.
- bicycle racks, shelters and lockers are available on the main campus email travel@dundee.ac.uk
- bike shelters and racks at Ninewells contact NHS Tayside, and a bike stand and lockers at Kincardine campus.
- staff can borrow bikes to use around city and campus from the University's bike pool.
- on campus bike shop for repairs and bike hire including electric bicycles, tandem and folding bikes.
- ESIS Cycle Centre offers students and staff discounted rates, visit www.electricbikescotland.co.uk/ebs-cycle-centre

Cycle Scheme and Community

Staff Cycle Scheme

The University is working in partnership with Cyclescheme as a benefit to employees. Under the Cycle to Work scheme you can hire a bicycle (and associated safety equipment) for 12 months. The scheme is completely free of Income tax and National Insurance contributions.

Find out more about the Cycle Scheme at www.dundee.ac.uk/staff/energy-environment/cyclescheme/

Dundee's cycling community

- Dundee Cycling Forum for more details of Dundee Cycle clubs, events, road disruptions etc. visit www.dundeecycling.co.uk also on facebook and twitter.
- The University also has a cycling society with regular rides see their facebook page 'Dundee University Cycling Society'.

Buses

All Dundee city centre bus stops have live information boards. The closest bus stops to the University are on Perth Road and Hawkhill. Information about bus tickets and discounts can be found at www.dundee.ac.uk/travel/localtransport/. For tickets and more information on Xplore Dundee visit their shop at 94 Commercial Street or for Dundee Strathguy, Megabus and Citylink tickets visit their shop at Dundee Bus Station at Seagate DO1 2HR.

Night Bus Service

DUSA runs a free night bus service which will take you anywhere you ask for within the city boundary. The night bus stop is outside the Ballour Street entrance of DUSA and the bus runs from 10 pm until 02.45 am on Tuesday, Thursday, Friday and Saturday or until 11.45 pm on Monday, Wednesday and Sunday.



Taxis and Car Club

Taxis

There are several taxi ranks in city centre as well as at key locations e.g. Ninewells Hospital, Railway Station, Bus Station, Westport. DUSA have also teamed up with local firm Tele-taxis to run a scheme called SAFE TAXI. If you don't have any cash or a debit card you can call a taxi from Tele-taxis, give them your student matric number and they will take you home. You then reimburse the cost to DUSA the next day, saving you walking home late at night.

Car Club

If you only need a car for an hour or two then join the Dundee car club at www.co-wheels.org.uk. As long as you have held a full driving licence for 12 months and 0 points on licence if under 21 then you can join.

(N.B. To hire a car you need to be over 21, so this is a useful option if under 21).

Liftsharing and Car Parking

Liftsharing

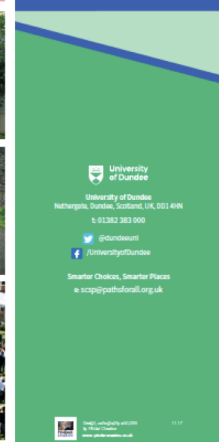
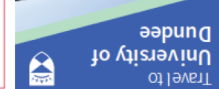
Liftsharing can be used for regular journeys and one-off journeys heading home for holidays at end of semesters. It is not just for car sharing, you can use it to find someone to walk or cycle with you or even share a taxi with you.

The University has its own liftshare scheme so that you can opt to be only matched with University staff and students or with various other groups e.g. Dundee city.

Car Parking

There are a limited number of city campus parking permits issued to students on a needs basis.

Application forms and further details at www.dundee.ac.uk/travel/parking/





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- Consolidate existing travel information
- Encourage staff and students to use active and sustainable travel
- Onward travel
- Based on royalty-free OS Open Data
- Repurposing

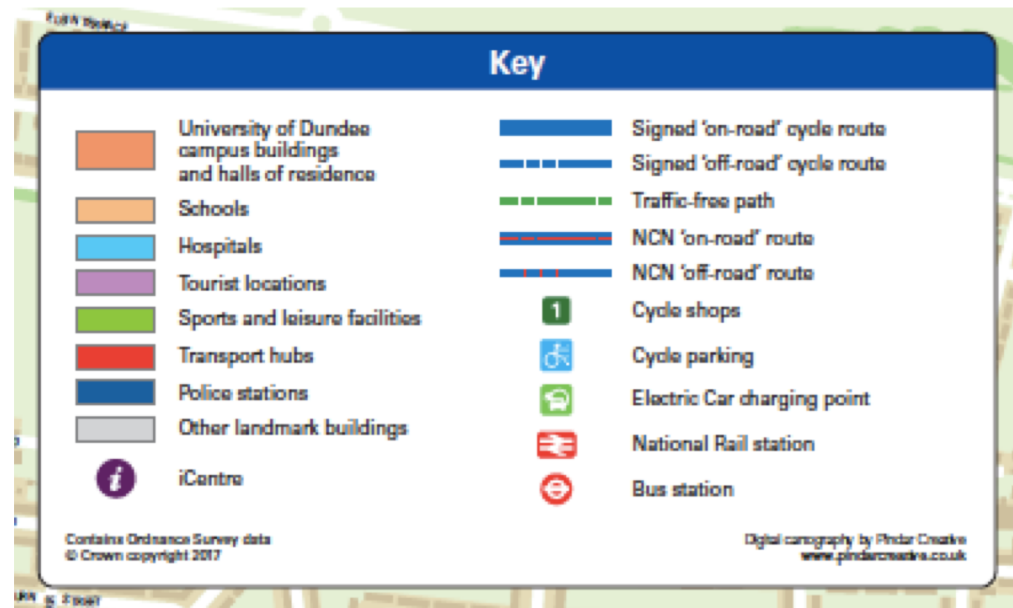


Creating the map

- Extent and required content
- Pindar Creative created a base using royalty-free OS Open Data
- Agreed style of mapping/layout of leaflet
- Imported relevant datasets – NaPTAN, core paths, NCN, tree data
- Trudy supplied content and high-res images
- Proofing, print and distribution
- Wall charts for key locations on campus

University of Dundee

- Colour differentiates building type
- On/off-road cycle routes & NCN





University of Dundee

- Location and type of parking
- Clear labelling



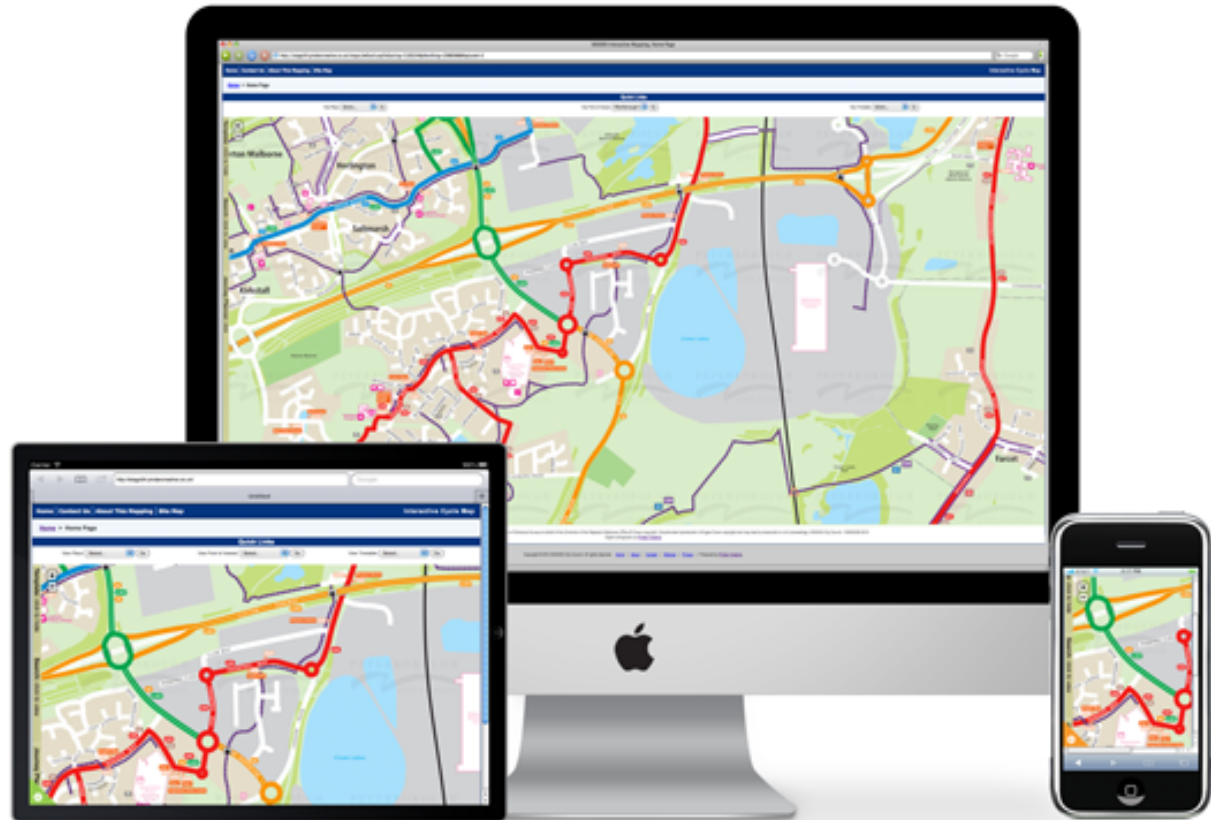


6-step guide to mapping

1. Define your audience
2. Display format
3. Visual hierarchy
4. Simplicity
5. Legibility
6. Accessibility



Digital vs print



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Digital vs print

Digital

- Functionality and amount of data
- Searchable
- Layers
- Ease of updates

Print

- No reliance on data, signal or battery
- Format vs small screen
- Accessibility



Brunel University

Requirement

- Environmental impact
- Improving health/productivity
- Limited parking

Solution

- Cycle, walking, public transport
- Links to timetable and local amenities
- Searchable – area, road name, timetable



Brunel University

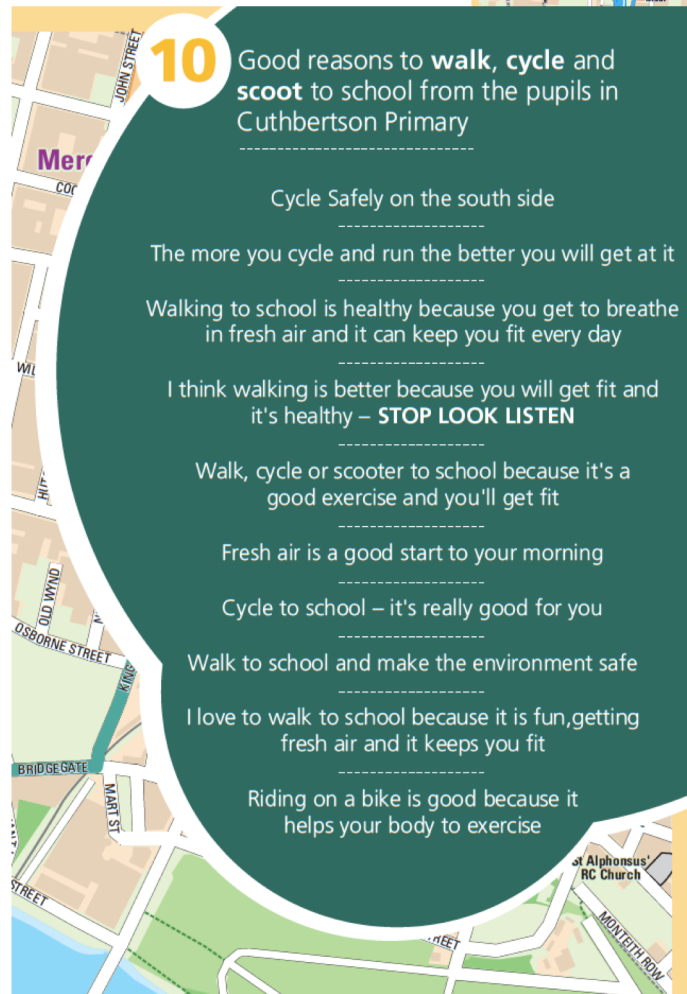
Results

- Access to bus, tube, rail timetables
- Travel information always up to date
- Functionality can be increased
- Available to prospective students
- <https://brunel.pindarcreative.co.uk>



Other projects..

- Cycle map for Glasgow City Council
- 'Travel to' leaflets for Glasgow City Council
- 'Travel to' leaflets South City Way
- 'Make your own map' portal
- WYCA auto updates to onward travel



10 Good reasons to **walk, cycle** and **scoot** to school from the pupils in Cuthbertson Primary

Cycle Safely on the south side

The more you cycle and run the better you will get at it

Walking to school is healthy because you get to breathe in fresh air and it can keep you fit every day

I think walking is better because you will get fit and it's healthy – **STOP LOOK LISTEN**

Walk, cycle or scooter to school because it's a good exercise and you'll get fit

Fresh air is a good start to your morning

Cycle to school – it's really good for you

Walk to school and make the environment safe

I love to walk to school because it is fun, getting fresh air and it keeps you fit

Riding on a bike is good because it helps your body to exercise



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Walk to school and make the environment safe

I love to walk to school because it is fun, getting fresh air and it keeps you fit

Riding on a bike is good because it helps your body to exercise



Thank you

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