

## Cycling to Campus

*With a responsibility to reduce staff and student travel impacts, and increasing demand for low-carbon and low-cost transport options, universities and colleges have a responsibility to facilitate and encourage cycling to campus through both infrastructure and communications. Key tips for increasing cycling rates in FHE are outlined below.*



### Facilities

Facilities must be considered against the following criteria:

- **Accessibility** - Access for all kinds of bicycle users must be a key priority. Improving facilities for disabled users is becoming key for local authorities.
- **Proximity** - Location of lockers, showers, tools and shelters must be considered carefully to ensure proper use and promote the ease of cycling. Facilities should be easily reached from cycle paths.
- **Usability** - Installing new infrastructure such as double stacked bike parks is only useful if the service users are able to operate them easily!

### Security

- Police partnerships can be useful for education around suitable locks and bike marking.
- Bike storage should be convenient for users but not entirely open to public spaces to prevent theft.
- Initiatives such as [‘staring eyes’](#) can be a preventative measure in areas more prone to thefts.

### Funding

- There is considerable funding available for cycling projects, however the application windows and spending restrictions can be tight. It is worth preparing projects for when funding opportunities arise.
- Sources include: [Cycle UK](#), [Pass for all](#), [City Deal](#), [Cycle Friendly Campus grants and intern programme](#).
- Local councils often lack resources to run projects which have funding or can win it, therefore collaboration can be very fruitful for institutions.

### Engagement and Promotions

- Offering a Dr Bike visit to campus can encourage confidence in those who would hesitate to cycle due to a lack of technical knowledge. This also provides a reward for those who choose to cycle.
- Cycle maps for specific institutions can visualise available infrastructure and encourage new cyclists.
- Offering on-road led bike rides can help with knowledge of local area and confidence building.
- Partnering with local cycling communities can engage the institution locally.
- Ensuring facilities are properly signposted and marketed to increase awareness of the support provided is key to increasing cycling rates.

