

COLLABORATIONS FOR CHANGE

Global Goals for Tomorrow's Education, Today

19TH ~ 21ST JUNE 2018 KEELE UNIVERSITY



THE GENIUS OF TWO WHEELS

Headline Sponsor



What we'll cover



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- Overview of UniCycle, our methods and learnings
- Case studies from the University of Worcester and the Students' Union at UWE
- Further case studies from across the pilot
- Debate, Q&A and discussion

Who do we have in the room?



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What kind of cyclist are you?

You can't get me out of lycra **A**

When the weather's good, I'm on two wheels **B**

An occasional social or charity ride **C**

What's a cyclist? **D**

The UniCycle journey



Love to Ride established

The Workplace Cycle Challenge is developed to engage staff in behaviour change programmes to get more people on bikes

Pilot institutions recruited

8 universities commit to increasing cycling on campus

Interventions and competitions

Local events and initiatives supplemented with Cycle October, Winter Wheelers and the UniCycle Challenge

March 2017

Nov 2017

May 2018

2006

June 2017

Ongoing

Partnership established

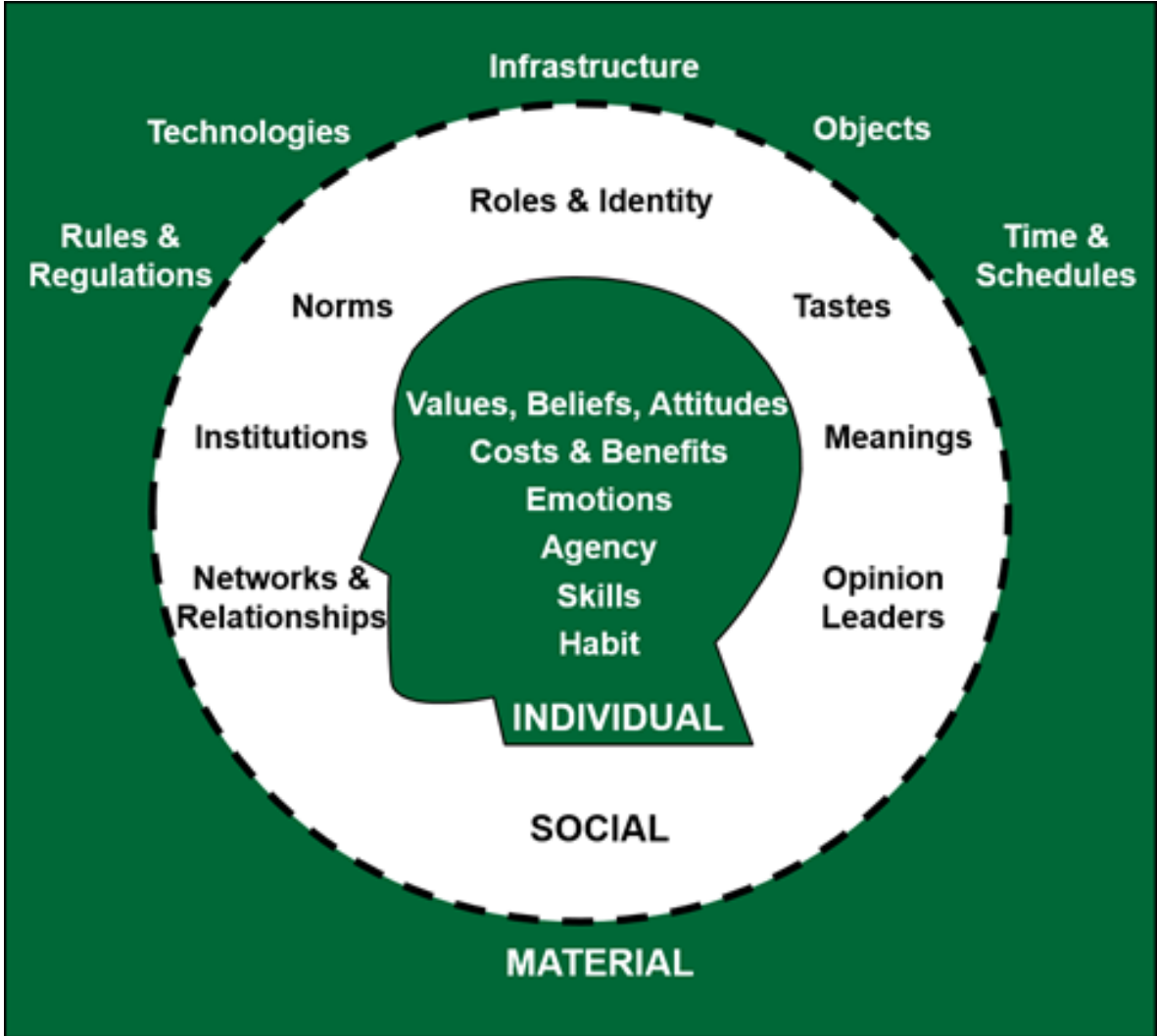
Love to Ride, EAUC and NUS successfully apply for DfT Innovation Fund and undertake scoping research

ISM day and planning

State of the art behaviour change technique used to plan interventions specific to each campus

End of pilot review and year two planning

Final report published and programme opens up to further institutions



Challenges on your campus



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What are the biggest challenges for encouraging cycling on your campus?

Case study:

University of Worcester
Katy Boom



Context

	Percentage commute to campus by bike						
	Year						
	2009	2010	2011	2012	2013	2015	2016
Students	-	7	8	6	4	4	4
Staff	12	10	12	11	5	7	9

- Cycle to Work scheme for staff
- Affordable bike shop on campus
- Still a gap in provision - international students



Bikes available for loan

[Return bike](#) [Maintenance](#) [Reports](#) [Fines](#) [eBike Credit](#) [New Members](#)

City Campus

3
eBike17 ins

1
Frame17 ins

Frame21 ins

St Johns

1
eBike17 ins

6
Frame17 ins

1
Frame21 ins



Clear Selection

Membership Number:

GO



UW Sustainability @UW_susthingsout · 1 Nov 2017

@LovetoRide #UniCycle #behaviouralchange workshop @Green_UW1 looking forward to leaning from @GeniusWheels



UW Sustainability @UW_susthingsout · 6 Nov 2017

Free Guided bike Rides - Wednesday 8th November 1-2pm
Meet at the campus bike at 1pm to join @UW_susthingsout @WorcesterSU



UW Sustainability @UW_susthingsout · 19 Sep 2017

@WorcesterSU @worcester_uni #FreshersWeek Molly and Charlotte pump action #lovetoRide #UniCycle #NHS_sustainable @TheAOC



UW Sustainability @UW_susthingsout · 6 Dec 2017

Win prizes every day with #winterwheelers through @worcester_uni campaign in partnership with @LovetoRide



UW Sustainability @UW_susthingsout · 22 Sep 2017

@worcester_uni @LovetoRide_cycle stats so far in #cycletseptember learn about campus facilities worcester.ac.uk/your-home/st_j...



Case study:

Students' Union at UWE
Roisin Greenup



Other interventions



Year 1 Impact



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Since launching on 1 June 2017:

- 2,014 people, including 502 'new riders', have logged a trip
- 142,422 trips totalling 1,258,112 miles
- Links between operational, research and student stakeholders & with external partners
- Trialled a variety of events & approaches

Year 1 Impact



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- 72% of those classed as new riders at baseline reported riding at least once a month one month after the Challenge.
- 52% of new riders at baseline reported they are now riding once a week or more one month after the Challenge.
- 51% of those who were occasional riders at baseline reported riding regularly one month after the Challenge.
- For students, 88% of those classed as new riders at baseline reported riding at least once a month one month after the Challenge.
- 98% of participants reported they would take part in the challenge again next year.

And some stories...



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“The Challenge highlighted to me the many benefits of cycling and more than anything dispelled my fear of cycling in the first place. Since the challenge I have signed up for the cycle to work scheme and currently cycle to and from work daily (apart from when it rains)”

– New Rider

“The challenge gave me more reason to be stronger about leaving the car at home and taking the bike each morning” – Occasional

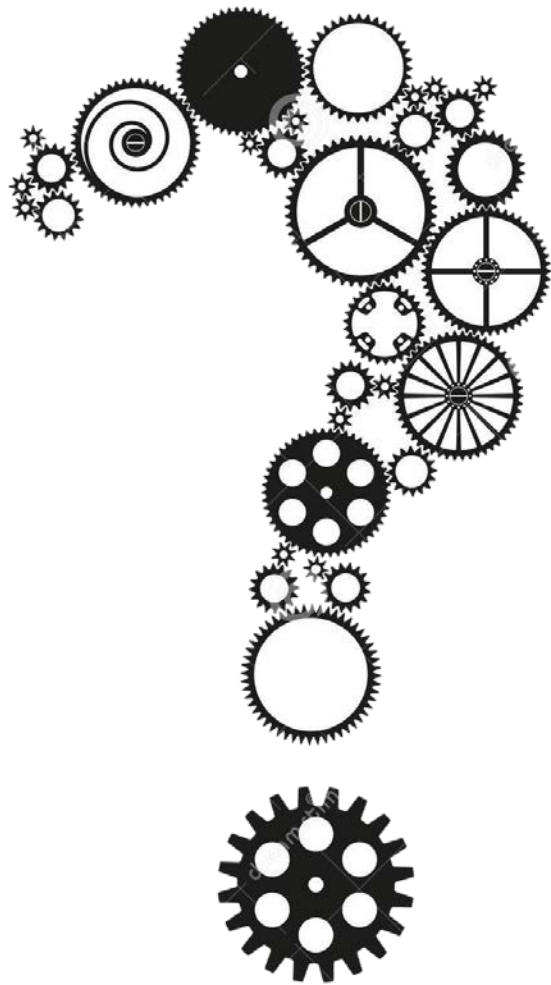
Rider

“Prize incentives, weather, length of day and increasing vehicular traffic have caused me to cycle more ” – Regular Rider

What we've learnt



- Start early
- Ensure ownership
- Build a community of allies and align with other initiatives
- Provide incentives
- Empower students



Keeping in touch



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- Add your details to the follow-up sheet
- Visit: www.nus.org.uk/sustainability
- Get in touch:
 - jack@lovetoride.org
 - charlotte.bonner@nus.org.uk
 - k.boom@worcs.ac.uk
 - suopportunities@uwe.ac.uk



The SDG Accord

The University and College Sector's Collective Response to the Global Goals



2030

SDGs deadline



12m



students represented by
Accord Endorsing partners

34



Countries have signed
the Accord globally

**17
Goals**

est. pop by 2030



8.5 billion

End extreme poverty, inequality and climate change

Headline Sponsor



CarbonCredentials

www.sdgaccord.org

