



U N I V E R S I T Y O F

L I V E R P O O L

A member of the Russell Group

Cycling at the University of Liverpool

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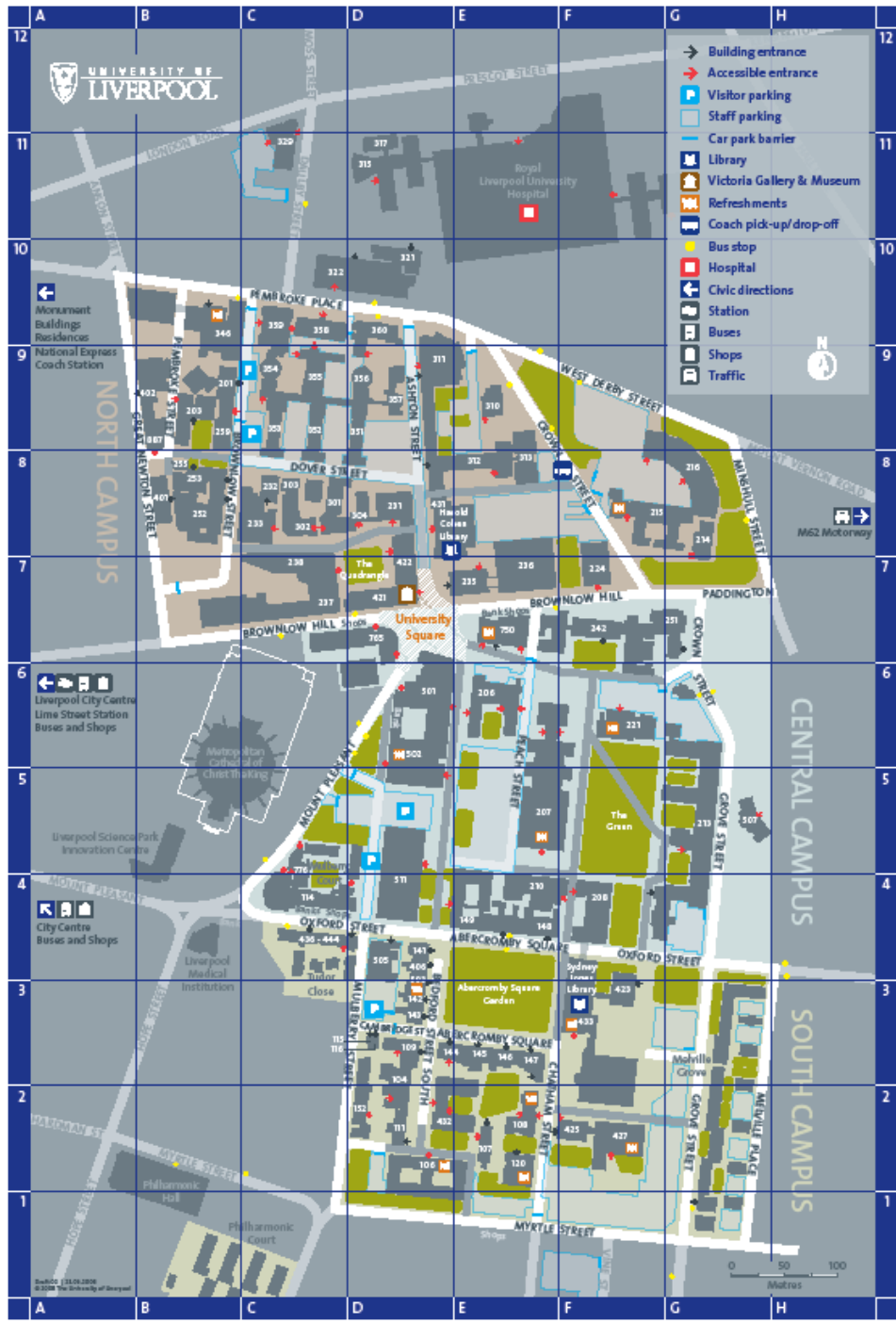
UNIVERSITY OF
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Format

- The Travel Plan
- Cycling initiatives Year 1 - 4
- Results and achievements

Why produce a Travel Plan?

- Sustainability Agenda
- Capital Programme
- Corporate Objectives
- National and Regional Policies



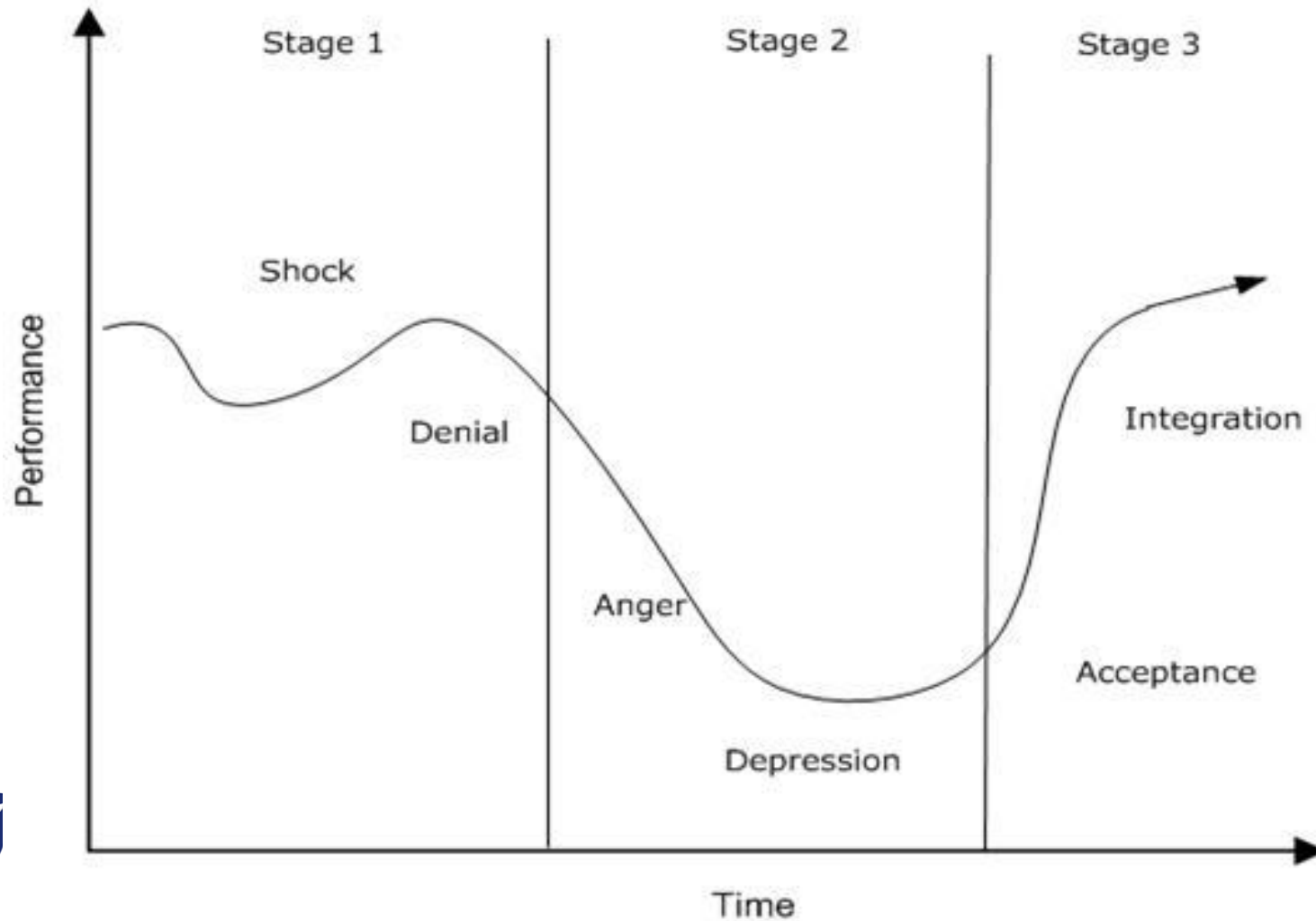
Three points of realisation

- From within our organisation there needs to be top level support and resources dedicated to the Travel Plan
- To have real success we can not rely purely upon incentives, there needs to be the right balance between encouragement and enforcement
- Travel and transport isn't something that our organisation can tackle independently

Car Park Management

- Access controlled barriers installed at 18 locations across campus
- Charging introduced for all car park users
- Three dedicated visitor car parks
- Entry permission only given to authorised users
- System went live in October 2007

The Change Curve



Car Park Revenue

- Circa £350K per annum generated through staff car parking
- Circa £180K per annum generated through visitor car parking
- Circa £20K generated through other users
- Circa £550K per annum generated in total

Cycle initiatives Year 1: 2007-08

- Bicycle Users Group
- Cycle Loan Scheme with Halfords
- Cycle Facilities Audit
- Sports Centre shower facilities

Cycle initiatives Year 2: 2008-09

- Campus enhancement scheme
- £150K investment in to cycle storage
- Cycle Loan Scheme with P&MM
- Travel Plan Guide
- Green Week

Shared usage public realm



Cycle Storage Compounds



Cycle initiatives Year 3: 2009-10

- Improved cycle access on to campus
- £35K investment in cycle storage
- Personalised Travel Planning
- Adult cycle training
- BUG Freewheeler Newsletter

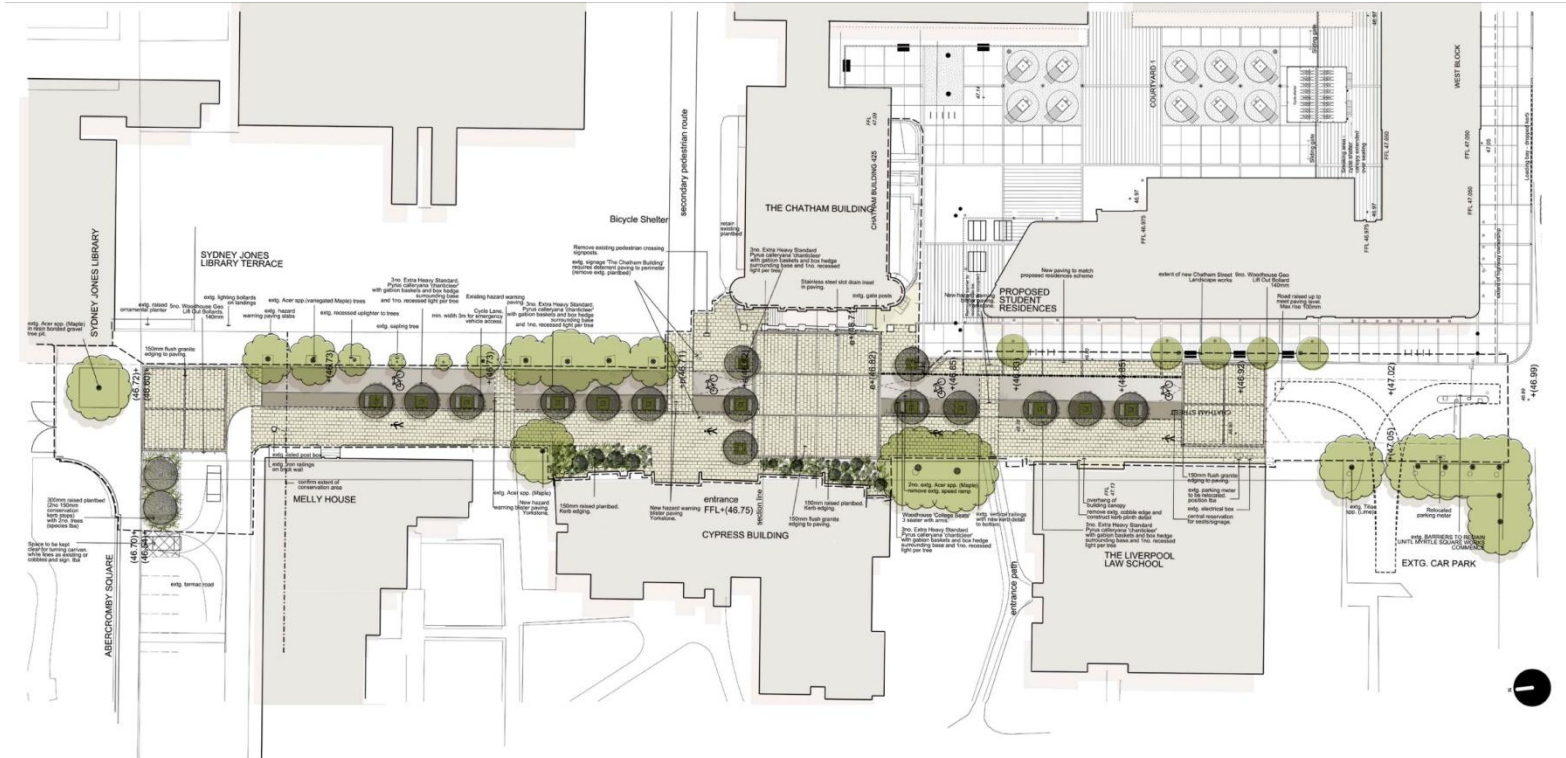
Improved cycle access



Cycle initiatives Year 4: 2010-11

- Cycle hire scheme?
- Cross campus cycle route?
- Shower and equipment facilities?
- Full engagement with students

Cross Campus Cycle Route



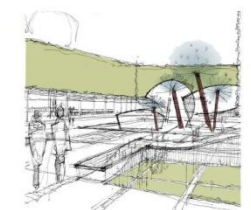
View down Cambridge Street to Sydney Jones Library



View down Chatham Street from Abercromby Square.



View across new square to The Chatham Building from Cypress Building Entrance



Sketch proposal for Myrtle Square.

Results and achievements

- Cycling to work has increased amongst staff by 50% over 3 years, from 5.2% in 2007 to 8% in 2010
- Awarded Travel Plan Organisation of the Year at the Merseyside Transport Awards 2008.

Future growth in cycling?

- 35% of staff live within 5km of their work place
- 63% of staff live within 10km of their work place
- 84% of students live within 10km of the University