



smarter travel AWARDS 2017



Organisation Profile

St Vincent's University Hospital (SVUH) is a major academic teaching hospital, with around 500 beds. It is a health-promoting hospital (HPH) and an active member of the international HPH network. It is committed to the attainment of health for patients, staff and community.

Travel Plan Targets

Monthly counts of bikes parked on the SVUH campus have been made since 2011, but some yearly data is available since 2006 (when the first Bike to Work day was run, with a daily count the week before and the week after the event). In 2012, a Key Performance Indicator (KPI) for cycling, using the monthly bike counts, was set by the hospital's Health Promotion Committee and included in the SVUH Health Promotion Policy. To achieve the top 'green' level, the target was 241 bikes or more. Further stretching targets have been set in 2014 and 2016, with the current level set at 300+ bikes parked on site.

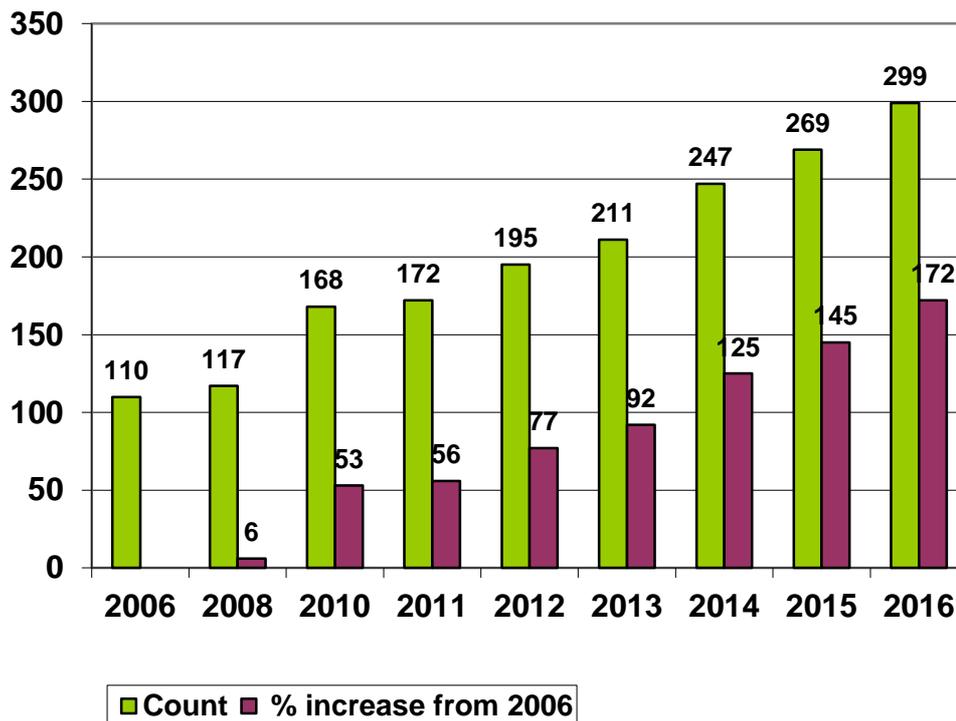
Results

The target of 300 bikes parked on site was exceeded in six months in 2016 (March, April, May, June, September and October) and in the first two months of this year (346 and 325 for January and February respectively). The highest figure achieved to date was 350 bikes parked in September 2016. The average of the monthly readings in 2016 was 299 bikes. Despite the lack of change in the proportion of staff reporting that they usually travelled to work by bike in the SVUH Travel Surveys in 2015 and 2017 (15% in each survey), the monthly count average in 2016 shows an 11% increase on the 2015 count and a 172% increase on the initial count in 2006 of 110 bikes. The graph below shows significant year on year increases:





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A total of 1003 bikes have been purchased under the Cycle to Work tax relief scheme and processing of each purchase takes place within one week.

Bike to work days have been organised since 2006, and lectures and bike displays have been organised regularly since. In 2016, two new events were organised during the European Cycle Challenge: a lecture by two cycle training instructors on cycling safely, and a bike maintenance workshop.



Additionally, SVUH has participated in the Smarter Travel Workplaces cycle challenges each year since 2013, and in 2016, was the national Workplaces Winner. In 2015 and 2016 a staff member won the Best Coordinator Prize.

How results were achieved

Co-ordinated promotion and facilitation of cycling through:

- The Dept. of Preventive Medicine and Health Promotion, Health Promotion Committee, and the Bicycle User Group which was established in 2008
- Staff surveys revealing cycling participation, barriers and incentives towards cycling
- Ordering of bike repair work stand and pump in December 2016 for installation in public area of hospital
- Installation of high quality covered, and in some cases locked, bicycle parking areas in 2010 – 2011 and preparatory work to increase the security at one vulnerable area in 2017
- Support of Cycle to Work tax relief scheme – efficient processing of applications by Finance department & promotion of the scheme at cycling events and on intranet
- Bike to Work day - commenced 2006 (bike displays, cyclists given voucher for breakfast in canteen, participant raffle and information)
- Cycling lectures by cycling experts and politicians who have advocated cycling
- On-going active promotion of cycling through 'Healthwise' newsletter, emails and posters
- SVUH cycling leaflet first produced in 2010
- Participation in the Smarter Travel cycle challenges since 2013, supported by additional internal prizes of bike vouchers
- Negotiated discount in certain bike shops for staff
- Servicing of staff bikes by local company who collect in the morning, service bikes and return at the end of the day
- Improvement of showering and changing facilities & on-going review by Health Promotion Committee and relevant departments.



Colleague Involvement

The involvement of several departments and staff in a co-ordinated fashion has been integral to the achievement of reaching cycling targets.

The Department of Preventive Medicine and Health Promotion, and allied staff from UCD's School of Public Health play an active role in promoting the contribution that active travel, including cycling, can make to health.

Hospital senior management have provided support and funding for cycle promotion events. The Catering Dept have provided catering support to all Bike to Work events. The Facilities Department provides and maintains the bike parking areas and the hospital security staff operate the cameras in these areas. The Bicycle User Group has channelled any problems with bike parking or theft to the relevant hospital departments.

Key committees include the Health Promotion Committee and the Employee Wellness Committee.

Support from the Finance Department and Human Resources Department facilitate the tax saver scheme and the flexible working hours policy, both of which enable physical activity before and after work.

Dr Kirsten Doherty, Health Promotion Manager, generates overview SVUH cycling information and data, and provides high level promotion and engagement; Dr Ailsa Lyons and previously Ms Edel Byrne, from the same department, support the various cycling promotion events; Bettina Nolan supports the expansion and improvement of cycling-related facilities.

Collage



Smarter Travel at St Vincent's University Hospital



National Bike Week events at SVUH 2015/2016



Bike maintenance workshop for staff - European Cycling Challenge



Cycling road markings at SVUH



Cycling Challenge 2016
Staff registration day



Cycling motivation
at bike shelters



National Bike Week
awareness stand 2016



Bike shelters at SVUH



Kids colouring competition
Cycling Challenge 2016



European Cycle Challenge
Promotional poster for staff



SVUH newspaper article



European cycle challenge - workplace winners 2016